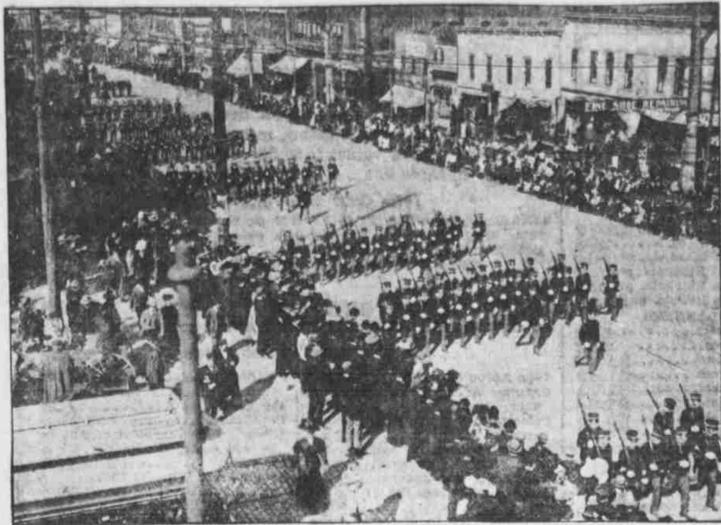


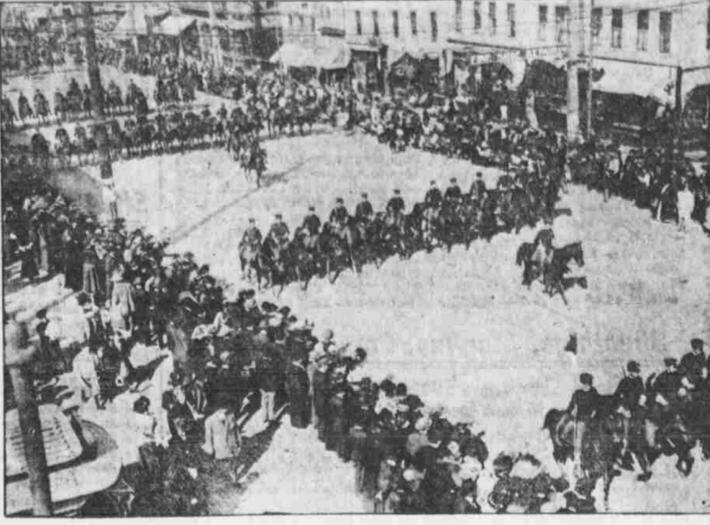
Samson's Ways of Entertaining Ak-Sar-Ben Visitors Many and Varied



SIXTEENTH INFANTRY, U. S. A.



SECOND CAVALRY BAND.



SECOND CAVALRY, U. S. A.

THE thousands and tens of thousands of people who annually flock to Omaha to spend one, three or ten days taking in the dizzy sights along the King's Highway and drinking in the dazzling glamour of the electric lighted streets take little thought of what it means to provide entertainment for them that will draw them back irresistibly year after year. Unconsciously they come back and by doing so they pay a silent tribute to the wisdom of the hard-working men who devote a large part of their time to vigorous cogitation on the best means to accomplish that very end.

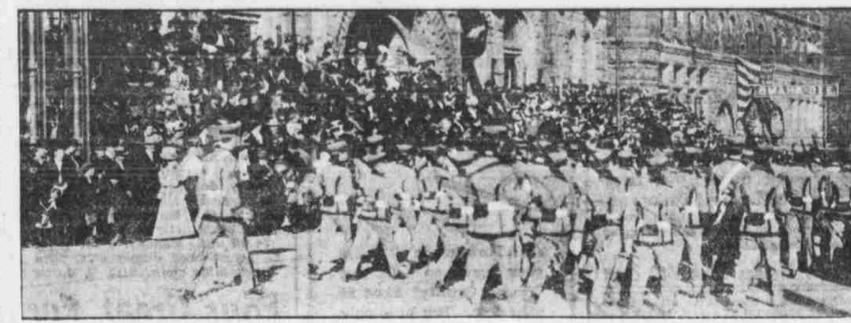
It is no small task even for a group of experienced business men to dish up entertainment that will just suit the popular fancy, but this must be done in order to make it worth while to the crowds and crowds of people to spend their time and money at the great Ak-Sar-Ben carnival. For in spite of the glamour of pageant and the wild intoxication of the carnival grounds people would quit making their yearly pilgrimage to the capital city of Quivera if the entertainment provided for them did not suit their taste. The people demand their money's worth.

This year if they fail to get full value for every dime and dollar invested in the trip their failure could not be laid up against the men who furnished the entertainment. For with double the usual number of shows, with top liners from Luna park and Dreamland on Coney Island, with the best of carnival attractions from the

Island to send the cold shivers down the backs of the carnival visitors. This is the way Miss Mamie Frances and her famous diving horses were secured. In the same way the committee induced Colonel Hall to bring his well known one-ring circus to the grounds and California Frank to show his Wild West production.

"It is a difficult matter to get good shows for the carnival," said H. J. Penfold, who has been in the business of entertaining carnival crowds for years. "We began last April to book attractions to entertain this fall's carnival crowds. The show people move southward in the late fall and come back north in the spring. Then is when we have to get them. But this is not as simple a matter as it might seem. Frequently we make our contracts and at the last minute the show goes broke or makes a radical change in its route, making it impossible for it to come to Omaha. Then we have to go to work and do the whole thing over again. Sometimes a long spell of bad weather will break the best of carnival shows."

"We always try to get a few of what we might call 'top-liner' shows that are unusually good in their line. And we have been very successful during the last few years in securing some of the star attractions from Coney Island and other famous resorts. For instance, this year we went to Coney Island and tried to get Miss Frances and her diving horses that had been an attraction there all season. We asked for their price and they gave it, adding \$200 for expenses. We paid \$1,700 for



HIGH SCHOOL CADETS PASSING REVIEWING STAND.

right they more than made up the amount of the guaranty, with the four biggest days to come.

"The Highway shows we get through a booking agency in New York. They send us their list and we select from it such entertainments as we think people want to see. Then there are independent concerns that come in sometimes after the carnival starts. If they are good we take them in. This year we started with twenty-one shows, but before the beginning of the second week we had twenty-four, the largest number we have ever had. It takes hard work and good judgment to select the right kind of entertainments and then get the shows that will fill the bill."

"We have had the best shows ever given at any carnival in Omaha," is the way Emil Brandt summed up the situation. "There are the diving horses and California Frank's Wild West show which were attractions at Dreamland. We have tried to give the people a real Coney Island performance. These two horses alone are the highest priced attractions in the country."

"Then our menagerie and one ring circus make up one of the best little shows in the United States. The trick elephant is as good as any, the bareback riding and the dancing horse are also the equal of anything to be seen in the big circuses. Sullivan and Kilrain have exhibited in some of the best theaters in the country and are high priced attractions. The thirty-one shows on the ground makes up by far the best set of carnival attractions ever seen in the west."

"We get them by giving them guarantees. This is the policy we will pursue hereafter, because the Ak-Sar-Ben carnival is a permanent thing and we will have to keep up to the high standard of this year. The reason for the good attendance is that we have given good shows. We do what we advertise to do."

"Everything we have shown this year has been of a higher class than ever before and we expect to start right away as soon as the carnival is over to book attractions for next year. Ak-Sar-Ben has come to be a feature of Omaha the same as Mardi Gras is of New Orleans and it ought to last forever and the way to make it permanent is to keep up the standard."

"We are always adopting new ideas for the entertainment of the multitude. This year we put in a dancing platform after the style of the one run on the beach at Dreamland and it has been a great success. We have had no complaints at all in regard to it. The reason we get the crowds is that everyone is satisfied with what we give them."

Added to the big attractions on the King's Highway this year were the two big parades, both of which surpassed anything ever attempted before. The day light parade Tuesday afternoon had an unusual feature in it made possible by the presence of the Second Cavalry. As the soldiers on

horseback galloped down the crowded streets they made an inspiring spectacle and one which will long be remembered by the multitudes that flocked to the city to witness it.

This goes to show how wideawake the powers that devote their attention to amusing the populace are. Nothing is allowed to pass by that would help to amuse and instruct the visitors to the carnival.

As the parade threaded its way down the streets the people were given the chance to view samples of the other military organizations, the National guards, the High school cadets, the drill teams of the great fraternal societies, which though not military are organized and uniformed on a military basis.

After the military section had passed came the Omaha fire fighters with their equipment, the finest in the west, shining in the sunlight, reflecting the zeal and energy, which had been expended on it with cloth and polish. This alone was an education in fire fighting that the crowds are seldom permitted to take advantage of.

But the daylight parade would not be a success without the comic section. First came the show people from the Highway. In gaudy and fantastic costumes they presented a moving panorama of the Highway, camels and elephants alternating with dancing girls, fat boys, freaks, cowboys and Indians. But for pure fun the comic section proper with its squads of clowns, grotesque masqueraders, carnival koppers, fairies, dancing maidens, wearers of diabolical gowns capped the climax. They gave variety to the entertainment and prepared the crowd for the Carnival Krew which followed with the floats carrying the paraphernalia used in the initiation of the Omaha fire fighters who disappeared in the distance the crowds that lined the streets moved away in a happy humor, their minds well prepared to enjoy the recreation of an afternoon or night on the carnival grounds.

Without this procession the entertainment offered the crowds would have lacked something important. But with it the whole entertainment was given a pomp and finish that it could only get from an elaborate street demonstration.

After the first big parade the crowds thought the limit had been reached. But they changed their minds as the big electrical procession wound its way down the street Wednesday night under the glare of thousands of electric lights. King Ak-Sar-Ben knows how to entertain his subjects when it comes to electrical pageants for he has been in the business a long time and his right hand man, Gus Renze, is an expert when it comes to putting up the fancy floats.

As the floats, representing one by one the states of the Golden West, rolled by their piles of yellow fruit and heaps of glittering ore, representing the harvest of the plains and mountains, the assembled populace applauded to the echo. The pride

that is in every westerner's breast responded to the mute appeal while the pomp of the whole pageant added its influence in thrilling the onlookers.

The big electrical parade also appealed to the sense of the ludicrous. As the section giving Samson's version of modern problems of practical "politics" passed by it was followed by the laughter of the multitudes. The big procession appealed not only to the dignity, but also to the humorous side of those who saw it.

The monster processions formed a very important part of the entertainment dished out to the people of Nebraska and western Iowa, who came to Omaha last week. While they alone would not have accomplished even a small fraction of what has been done in the way of entertainment for the crowds they helped to focus the streams of sightseers on certain days and nights of the big festival.

The presence of the Second Cavalry was a feature of the big show that cannot be overestimated in importance. Mounted soldiers going through the evolutions with a precision little short of marvelous is something that is not seen often and the opportunity given Omaha visitors this fall was a rare one.

In addition to their presence in the parade Tuesday the soldiers went through their evolutions several times on the beautiful drill grounds at Fort Omaha for the benefit of the carnival crowds. The real military things given the festivities was as unique as it was important.

But all the parades in Christendom couldn't make a carnival. It takes a combination of surging crowds, flying confetti, hoarse-voiced spellers, screaming maidens, crying children, tired mothers and exasperated fathers to make a real carnival. All this and more is provided on the King's Highway. The committee provides the shows, the shows furnish the spellers and the crowds take care of the rest.

"On the King's Highway on a Crowded Night" might be a fitting title to a Carter thriller that would keep the boys in the galleries awake for three solid hours, especially if the heroine happens to be a pretty young woman of frail physique, as heroines usually are. The dizzy thoroughfare will provide more excitement to the square inch than any other spot in America if you select the psychological moment when the merrymaking is at its height and the confetti throwers just in the right mood.

Every school girl has a tale to tell after the carnival of how she was foisted to death at one moment and when she opened her mouth to scream some rude person filled it with pulverized paper, almost choking her to death, and then while she was frantically trying to get the stuff out of her mouth some other rude person filled her eyes and nostrils with the same stuff, nearly stifling her, and finally when she had almost given up hope of ever getting out of the crowd some good

looking youth with a strong arm rushed her to a place of safety. Even Nellie, the Beautiful Cloak Model, could hardly tell a tale more thrilling. But the school girl will go back next year, and still again the year after that and then every year until she finally has to yield to the inevitable and go under the guard of her youthful grandsons. The lure of the Highway never fails after its intoxicating influence is once felt.

Of all the shows on the Highway the grand free spectacle that comes every afternoon and evening is the one most talked about of course or it would fall its principal purpose. There was Mamie Frances and her two beautiful Arabian diving horses. Those who saw Miss Mamie do her blood-curdling act of leaping fifty feet on horseback into a pool of water will talk about it for weeks and months after they have gone home. And this is not surprising, for Miss Frances has been the talk of Coney Island and anyone who gets the habitues of that gay little island to talking needs no other recommendation in the show line.

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Airship and balloon flights that held the crowds every afternoon. As the beautiful airship arose and circled around the high buildings, however, the feeling of nervous dread that attacked most of the onlookers at first changed to one of admiration.

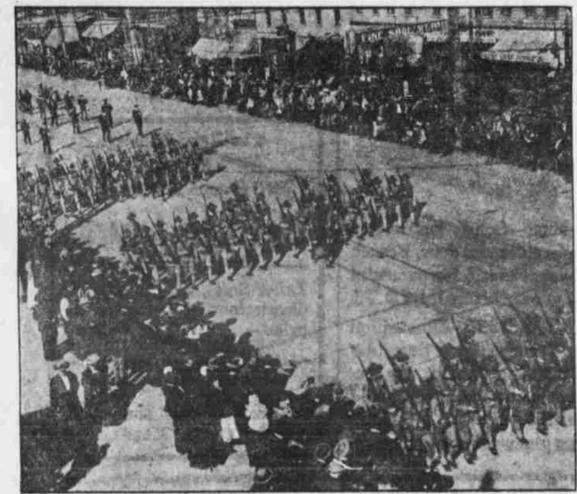
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NEBRASKA NATIONAL GUARD.

central west catering to them, visitors could not blame anyone but themselves if they failed to get enough fun out of their visit to repay them for all their expenditures.

The committee that devotes itself to filling the King's Highway with shows adopted a new policy this year and as a result a high class of entertainment was secured. This year for the first time the big shows, the ones that everybody goes to see, were given stiff guarantees by the committee and to make these guarantees doubly sure the money was put up in the bank in hard dollars, so there was no guess work about it.

This plan enabled the committee to go to Luna park and Dreamland and bring out west some of the best thrillers on Coney

this free attraction alone.

"Then we wanted something else out of the ordinary and we got John L. Sullivan and Jake Kilrain as another top liner for \$1,700 for the season. Two years ago we brought Knabenhuber and his airship out here. People in the west had heard of airships but had never seen one here so we brought this one here and it cost us \$3,000. That illustrates the policy we have been following. We go out into the highways and byways to get things people want to see."

"This year we wanted a good animal show and we found Colonel Hall at Eikhorn, Wis. He offered to come if we would put up an \$300 guarantee. We did it and the fact it pays to do this is shown by the receipts of the show. Including Tuesday

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MACHINE GUN AND HOSPITAL SECTIONS.

Then came Miss Mamie herself mounting another steed at the platform. She herself apparently has more confidence than her horse.

"Poor thing, they oughtn't to make it so beautiful, the nervous woman, as the beautiful animal stretches its neck and whinnies.

"Oh I can't bear to look at it, I'm afraid I'll faint," says the same woman as the horse finally, after a nerve-racking wait, makes the leap with the girl on its back, lands with a splash in the water and then swims out with the rider clinging to the pirth. The act was an appalling one to the thousands who have not had their nervous systems caloused by watching the spectacular performances that fill the galleries at cheap theaters.

In the same class as thrillers were the

the small sum of a quarter of a dollar. "Stop lively, boys, and get your tickets, for it's something you won't see every day. Right this way to the greatest puffawance ever given outside of the royal harems of the sultans." With a peek over his shoulder to be sure those pious friends from his home town are not in the crowd to see, the young man investigator buys his ticket and goes in. The performance is all he could ask and as he comes out hears a motherly old lady say, "This idea, I wouldn't be seen in here for the world."

Next in his rounds comes the Old Southern Plantation, with its line of green-coated, striped-trousered minstrel men and its lady minstrels in long and short skirts moving nervously over the high

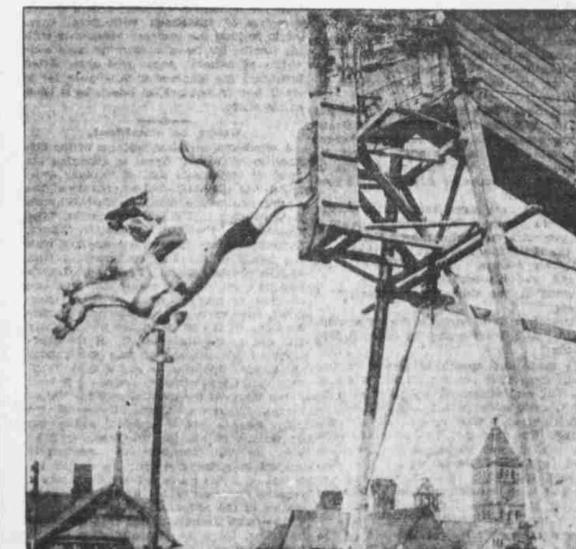
(Continued on Page Four.)



WINONA, WHOSE MARVELOUS SHOOTING DELIGHTED THOUSANDS DURING THE WEEK.



ONE SECTION OF THE KING'S HIGHWAY.



MISS FRANCES AND HER DIVING HORSE—CAUGHT IN MID-FLIGHT.