

NEW WHEEL FOR BURLESQUE

Columbia Amusement Company Adds Thirty New Theaters.

TWO CIRCUITS NEXT SEASON

Gaiety in Omaha Will Remain on No. 1 Circuit and Get Even Better Attractions for Another Season.

The Columbia Amusement company of New York City, by action of its board of directors, has arranged to form a second musical burlesque circuit, consisting of theaters in thirty leading cities.

Already theaters have been acquired for the new circuit by the Columbia Amusement company, as follows: Murray Hill and Miner's Eighth Avenue, New York; Star and Gaiety, Brooklyn; Waldeman's, Newark; the Gaiety and a new theater in Philadelphia; the Holiday Street, Baltimore; Standard, Cincinnati; Buckingham, Louisville; Columbia, Indianapolis; Standard, St. Louis; Polly and a new theater at Sixty-third and Halsted streets, Chicago, and also theaters which cannot be announced in Trenton, Hoboken, Pittsburgh, Detroit, Toronto, Rochester, Syracuse, Utica, Albany, Holyoke, Worcester, Springfield, Bridgeport and Hartford.

Starts Next Season. This new circuit, or "wheel," as it is known in burlesque circles, will be placed in operation next season, and will be governed by the present officials and board of directors of the major Columbia circuit. Last summer the Columbia circuit acquired its only formidable rival in the burlesque field—the Empire circuit—and the two were merged. By the process of elimination the united circuit was reduced to forty-two theaters. The directors find that even this number is cumbersome, and they desire to reduce it to thirty-six.

This reduction will be accomplished by transferring seven of the present Columbia circuit houses, such as Murray Hill and Miner's Eighth Avenue theater in New York, to the new "wheel."

Success of Burlesque. The formation of the new circuit is but another evidence of the progress and prosperity of musical burlesque since the Columbia Amusement company was organized ten years ago. The detail of scenery and costumes, as well as the merit of dialogue and music, burlesque in this country has made vast strides. Nowadays, with vulgarity and suggestiveness barred from the burlesque shows by the board of directors, a large proportion of the patronage now and for all future time will be women.

The officers of the Columbia Amusement company, who have entire charge of the organization of the new circuit, are J. Herbert Mack, president; E. K. Hynicka, treasurer; Sam Scribner, secretary and general manager; and Jules Hurlig, vice president.

The Columbia Amusement company now owns outright its theaters in the following cities: New York, Baltimore, Chicago, Toronto, Washington, Kansas City, Louisville, Cincinnati and Buffalo. The Gaiety of this city will be affected by this additional activity, through being able to offer even a better grade of entertainment than ever as it will be on the No. 1 circuit or division.

CURRENT WEEK'S BILL AT THE POPULAR GAIETY

"The Happy Widows," a company employing the best talent on the Columbia circuit, will give this week's attraction at the popular Gaiety theater. The offering is a musical musical comedy in two acts, entitled, "In Dreamy Mexico." The principle parts will be in the hands of those two capable and incomparable funmakers and comedians, Joseph K. Watson and Will H. Cohan, who will be remembered to local theater goers as "Brushy and Ruskky." Among those prominent in the cast supporting Watson and Cohan, may be mentioned Helen Van Buren, Fay Odette, Winston, Irving Hay, Murray J. Simons, Howard Blah, Phil Smith, Arthur Brooks, Edward Weiden, and Philip Winston. The bill consists of the following headline acts: The Winston operatic duo; Murray J. Simons and Helen Van Buren, in "A Bill of Nonsense," and the Temple quartet, believed to be the acme of perfection in vocal alliance. Starting tomorrow there will be a ladies' matinee daily.

NEBRASKA WARM AND COLD IN DIFFERENT PARTS

According to the station weather report sent to the railroad this morning, Nebraska weather was spotted last night and was moving about in pockets of high and low temperatures. In the extreme southeast corner of the state, where it would be presumed to be the warmest, it was the coldest. There were light and scattered snow flurries over the state, but nowhere anything approaching a storm.

DECIDE TO CUT ICE RATHER THAN LEAVE THE CITY

The twelve negroes who were arrested Friday by Officer Goodrich and refused to go to work on the ice presented a puzzling problem to Judge Foster as to what should be done with them. The question was put up to the heads of the department, who decided the argument by declaring that the dozen could either cut ice or be deported. They all decided to cut ice.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Success.



Miss Sarah Truax and Lawson Butt in "The Garden of Allah" - At the Brandeis

HERE begeth another week of much interest to the folks who find their pleasure at the theater. The Brandeis will get out the most attractive clash on its bill, "The Garden of Allah," which has about all the elements of attractiveness. If you do not care for the play, you will be entertained by the scenery; if the men and women do not interest you, maybe the animals will. And the combination is such as ought to prove very entertaining. At the Auditorium on Thursday and Friday evenings, the Canadian Grand Opera company will display its glory of music and drama, and the promise is that it will be a most notable event in Omaha's musical history. At any rate, it offers such a cast as is seldom heard in these parts, and the musical folks of the village are correspondingly interested.

Patronage bestowed on "Peg O' My Heart" last week more than bears out the contention of this department, set forth recently at some length, to the general purport that people are willing to pay reasonable prices to see reasonably good drama enacted by fairly competent actors. The company playing "Peg O' My Heart," had no noted name at the head of its list; in fact, it was admitted in advance that the young woman who had the leading role is a comparative novice at stagecraft—a fact she made very apparent at times—and the others in the cast were not named in advance of public appearance. The play itself was only commended as a "comedy of youth," which promise it fulfilled most joyously. It had in its composition nothing of subtlety; constructed strictly according to the "rule of thumb," as applied to dramatics, staged with an apparent desire to bring forward its obvious rather than its more delicate points, and enacted with only sufficient skill to show its purpose. "Peg O' My Heart," proved by being the most popular offering of the season. This is accountable for on two grounds; one, that the price was not exorbitant, the other that the people like that sort of play. It has comedy of the sort that anybody can appreciate; in fact, its comedy was rolled up in packages and hurled over the footlights with such vim that its purpose was unmistakable; and then it has a nice, love story of the "best seller" sort, and what more can be asked? The "third business man" and his family showed appreciation by hurrying away night and filling every seat in the theater, as long as the company stayed at the Brandeis, to the intense satisfaction of those who count up the money any day of the week. More "Pegs" of this kind, inserted in the proper holes, will soon put the "show business" back on the sunny side of the street.

Efforts to analyze Harry Lauder have failed, and most writers have given it up. Might as well undertake to analyze the violet; to dissect the sunshine, or to explain why all the world chuckles when the baby smiles. Lauder is Lauder, and that's the end of it. He is the embodiment of luscious fun, just that, and nothing more. He knows how to use his gift, and he is doing it most successfully. More power to him.

Omaha folks will be glad to know that Walker Whiteside has made good in London, where he has been playing in "The Melting Pot." The play is said to be not so well understood in England as it was in this country, but Mr. Whiteside is much praised for his acting, and has made himself an established star on that side. Byport has it he will come to America again, next fall under the Lieber management once more, and will be seen in "Mr. W." a drama now running in London. A note from London to The Bee says: "Walker Whiteside has scored a sensational success in London in 'The Melting Pot' at the Queen's theater, winning a remarkable ovation at the close of the play on the opening night, when after ten minutes of cheering he was compelled to make a speech. The Times says: 'American player sufficient justification for producing the play. Whiteside's conception of the part is a wonderfully powerful dramatic study. He acted with great skill and displayed a force of intense passion.' Telegraph: 'Whiteside's first appearance in London was a decided success. He is an actor of rare talents and he received a remarkable ovation.' Post: 'He is delicate, imperceptible, with sincerity

At the Theaters



Muriel & Francis Orpheum



Watson and Cohan - At the Gaiety



Renee Noel with The Gaiety



Miss Mike Berkin At the Empress

none the less effective for being suave and restrained. He shows plenty of force and a sunny sense of humor. Carl Reiter is on the job again in Seattle, as he used to be in Omaha. When a hard-headed inspector of customs held up Marie Lloyd at Vancouver the other day and refused to allow her to enter the United States again until she had renewed the bond given at New York last fall, Mr. Reiter found his bill at the Orpheum in Seattle one act shy. It was too late for Marie to reach the city in time for the opening performance, and so Carl just thrust himself into the breach, and for twenty minutes entertained the big audience in such a manner as to bring about several recalls, and a half-column notice in the Seattle Times. This is an old stunt of Carl's. When he was impresario at the Orpheum in Omaha, he was frequently called upon to fill in for a delayed act, and he never failed to make good. Lots of poorer performers than he are getting good money on the "big time" circuit.

of a householder whose furnace refuses to do its duty, George Rolland and his associates have a laugh-compelling farce entitled "Fixing the Furnace." The situation presented is said to be extremely absurd. Fifteen minutes of music, song and amusing chatter will be contributed by Mabelle Lewis and Paul McCarthy. Miss Lewis is described as a dainty and vivacious ingenue. Contortion, acrobatic and pantomime comedy are the elements of the act to be presented by the Brands, who are making their first American tour. Another diverting feature is promised concerning the singing comedienne, two attractive girls, Muriel and Francis. The little vocalist, Daisy Leon, gained popularity of an extensive sort when she appeared in "The Three Twins." Her success subsequently secured for her the prima donna role in "The Sweetest Girl in Paris." She has the reputation of being a favorite with vaudeville audiences. Describing herself as "the crazy girl," T.H. Abbott is a hilarious misfit from the English music halls. She and her partner do humorous gymnastics with song and dance trimmings that are said to be unusually amusing. For another of its special photo-plays to be shown for the first time and exclusively, the Orpheum this week will offer "The Calling of Jim Barton."

Best for Skin Disease. Euclyen's Arnica Salve is soothing, healing and antiseptic. Best for burns, sores, wounds, bruises, piles, etc. All druggists—Advertisement.

AMUSEMENTS. BRANDEIS THEATER CRAWFORD, PHILLEY & ZEHRUNG, Mgrs. ALL WEEK BEGINNING TONIGHT ALL WEEK Matinee Wednesday and Saturday First Time in Omaha of the Liebler Co's World's Greatest Dramatic Spectacle

THE GARDEN of ALLAH A DRAMATIZATION of the NOVEL by ROBERT HICHENS & MARY ANDERSON

8 Stupendous Scenes - Company of 200 50 Arab Tribesmen From The Great Sahara Caravans of Camels, Horses, Goats and Asses PRICES - 50c, 75c, \$1.00, \$1.50, \$2.00 Wednesday Matinee, Special Prices, 50c to \$1.50 EVENINGS AT 8 SHARP MATINEE AT 2 SHARP THREE NIGHTS, FEBRUARY 23, 24, 25. WED. MATINEE.

THE COMMON LAW A PLAY EVERY WOMAN SHOULD SEE. THE GREATEST STORY OF N. Y. STUDIO LIFE EVER WRITTEN.

Three Nights and Wednesday Matinee - MARCH 2, 3 and 4 KLAW & ERLANGER'S STUPENDOUS INTERNATIONAL PRODUCTION BEN-HUR THE PINNACLE OF 20TH CENTURY STAGECRAFT.

Orpheum Phone, Douglas 494. ADVANCED VAUDEVILLE Week Starting Sat. Sun. Feb. 15 TAYLOR GRANVILLE and LAURA PIERPONT in "THE SYSTEM" An Up-to-the-Minute Playlet by Taylor Granville in Collaboration with Junie McCree. It Deals with the Police as They Are and the Underworld as It Is. GEORGE ROLLAND & CO. In a Farce, "FIXING THE FURNACE" MABELLE LEWIS and PAUL MCCARTHY Dainty Different Doings. THE BRADS "Sunshine Capers" A Comic Mixture of Skilled Glad Capers. MURIEL and FRANCIS Just Two Girls DAISY LEON The Little Prima Donna TILLI ABBOTT The Crazy Girl and Partner. A Photo-Play Exclusively Used at the Orpheum and Shown for the First Time. "THE CALLING OF JIM BARTON." Prices—Matinee, Gallery 10c; Best Seats (except Saturday and Sunday) 25c; Nights, 10c, 25c, 50c and 75c.

Empress WEEK OF SUNDAY, FEBRUARY 15th ROSE TROUPE In An Acrobatic Comedy "The Rising Generation" Mike Berkin The Classy Violinist DOWNS & GOMAZ High Class Melody Singers ROSS & ASHTON In A Talking Comedy "THE SURVEYOR" THE BEST OF PHOTO PLAYS Always First Run. Four Shows Daily, at 2, 3:30, 7:30 and 9 P. M. An Extra Supper Show at 9:30 on Saturday and Sunday 10c—Admission—10c Reserved Seats, 10c Extra

KRUG FOUR DAYS Com. Sun. Feb. 15 11 A. M. TO 11 P. M. CONTINUOUS THE MUTUAL FILM CO. PRESENTS MISS MAUDE FEALY IN FROU FROU AND The Black Hand Conspiracy A COMEDY.