Visiting Merchants-

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THE amusement event for the Merchant's Spring Market Week is to be the evening of Advanced Vaudeville

at the Orpheum. It has been arranged by Omaha jobbers and manufacturers that all the visiting retail merchants, in order to be adequately entertained Wednesday evening, March 25, must be taken to see the bill at the Orpheum. To that end reservations for 600 were made early last week.

An entertainment comensurate with the demands of this special occasion has been planned by the Orpheum. The bill is to offer as its dominant feature the most celebrated of illusionists, Horace Golden, with his company of forty people and a spectacular scenic equipment that promises to make it the most ambitious and elaborate production ever shown on the vaudeville stage. Seven other acts, each distinctive and diverting, will have place on the bill.

Assuredly it is fitting that the visiting merchants should be entertained at the Orpheum; for it is a theater where econ-

omy and quality go hand in hand. Also it is a theater where vaudeville amusement is of a standard admittedly unsurpassed.

Stars seen elsewhere at \$2 a seat, are seen at the Orpheum for 10c, 25c, 50c and 75c. Among celebrities, at the prices quoted, these have been at the Orpheum during the current season: Olga Nethersole, Kathryn Kidder, Frank Keenan, Fritzi Scheff, Theodore Roberts, Eddie Foy. Others to come, with no change of prices, are David Bisphan, Valeska Suratt, Lulu Glaser, Blanche Bates and Nance O'Neill.

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