

Made in Nebraska

New and Bigger Musical Shows at Krug

Builded on a business basis, the burlesque of today—the newer burlesque, such as is shown in all of the houses of the Empire circuit, of which the popular Krug theater is a member—is becoming more and more popular each season with the theater-going public.

The managers contracting for and censoring all shows now appearing in the Empire circuit are men long experienced in entertaining critical audiences and have learned that it is new shows, together with novelties in all lines, that is demanded. This is true, particularly this season with the shows on the Empire circuit, which have all been carefully reviewed and censored by a board of governors, men selected because of their recognized national fitness for these exacting duties. This board is made up of J. H. Herk of Chicago, Barney Gerard and E. D. Miner of New York City. Messrs. Herk and Miner are veterans in burlesque and have vast business interests, while Mr. Gerard has more than a national reputation as a producer.

All New Shows Now.

In making up the shows for this season on the Empire circuit, the owners and producers eliminated anything that savored of the passe, carrying out this policy to the extent of equipping every show with entirely new scenery and costumes, bringing the shows into the

class of productions instead of the generally known type of burlesque attractions. The shows that were of the coarser type and those not up to the minute in every particular were discarded and eventually found their way into less popular circuits or have gone out of existence. In consequence of this policy, the Krug theater this season has played to larger audiences than ever before in its history and this is true also with all of the other houses on the Empire circuit. That it has been found good business policy has been proven through the fact that the audiences in addition to being much larger, have been far more appreciative than those attending the shows on circuit having the old time stereotyped style of burlesque, unchanged season after season.

Best of Entertainment.

Musical comedy, high class vaudeville, farce and here and there a touch of legitimate drama are the component parts of the shows that have been seen at the Krug Theater this season.

These are the constituents of the up-to-date burlesque of today and are what have made modern burlesque popular with all classes. No longer is it an event to see a party of women in attendance at burlesque shows, rather it is the usual order of things.

The burlesque of today, as produced on the stage of the Krug theater, is built

by playwrights, librettists, operate masters, master-builders of entertainment, and thus only made possible through the censorship of the efficient board of governors of the Empire circuit company.

Details All Count.

It is the little things about a stage production that make so much for its ultimate success and every little detail is cared for by the producers of modern burlesque, just as carefully as are the details of modern drama.

The old shows that have been discarded by the Empire circuit had only sixteen chorus girls in the company. The newer shows, however, have been augmented by more persons in the cast and by better comedians that command the attention of the better class of patrons. No less than twenty chorus girls and, frequently many more, are in all shows on the Empire circuit, played in Omaha at the Krug theater, all have been thoroughly trained before passing the rigorous examination necessary before qualifying for the shows that have been appearing at the Krug this year. Building dependable burlesque shows is a business that can be made successful only in the hands of experts—men of long experience, and that this is true has been evidenced here in Omaha, where the Krug theater has been gradually playing to a constantly increasing patronage.

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In the history of Nebraska's commercial development no Omaha firm takes a more prominent place than the Paxton & Gallagher company, which has built up a wonderful business during the last few years. This firm has gone extensively into the manufacture of its many lines of goods, thus enabling it to place in the hands of the retail dealer articles of superior merit at a price which was formerly charged for goods that are inferior to those which are now produced.

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This company is up to date in all its methods and is pushing higher and higher because of its straightforward business dealings.

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J. F. Garvey, formerly with the Peterson Tobacco company covering the

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