

HOW THE SHOW IS ADVERTISED

Enormous Amount of Work Accomplished by the Exposition Press Bureau.

EVERY CIVILIZED NATION IS REACHED

Thousands of Columns of Reading Matter About Exposition Printed in American Newspapers Practically Without Cost.

How is an exposition advertised? Go where you may and speak of the Trans-Mississippi Exposition and you will almost invariably find that the news of the exposition has gone before you. Like every other great show, an exposition must have popular interest aroused for it by systematic advertising and the Trans-Mississippi Exposition is no exception to the rule.

It must be remembered that no two expositions are alike. Theories that have proved true when applied by promoters on one exposition are worthless when applied to a similar project in another locality, under different conditions. Something can always be learned from the experience of men who have pushed former expositions to a successful issue, but in the main the promoters of an enterprise of this nature must work out their own salvation, overcome in their own way unforeseen obstacles, and solve for themselves problems which must inevitably confront promoters of any great exposition.

There is one reason for advertising an exposition upon which success is predicated. The object must appeal to the masses and be universally recognized. The purpose of the Trans-Mississippi and International Exposition is to show the world the progress made by a new civilization which has sprung up in the Trans-Mississippi country; to display in attractive and impressive manner the products of the farm and the mine, the extent of manufactures and of chief industries; to measure the growth of educational institutions, of church and social organizations, and to point out the manifold advantages offered by western states to prospective investors and settlers.

To accomplish this successfully is a very difficult matter, and it is to most of those who have shouldered the responsibility of making the exposition a success.

The first problem is to stimulate the demand. The exposition enterprise was launched at a time when business conditions were far from favorable, when times were dull, and in face of the fact that a season of partial drought in this section of the country had impoverished many producers. Generally speaking, the west had received a black and gloomy outlook, and it was difficult matter to convince newspaper editors and public men that Omaha is capable of financing and pushing to a successful issue a project of such magnitude. Skepticism, however, has gradually given place to confidence in the ability of Nebraska and the western states to hold a great exposition, and in bringing to the attention of the press has been all-powerful.

ADVERTISING AN ART. The Department of Publicity is the advance agent of the exposition. While its work covers every species of advertising, it is first necessary to enlist the powerful influences of the great papers in population centers east and west. Advertising is an art, and it is not a matter of course to take to get the largest returns for the smallest outlay. The newspaper is of course recognized as the most efficient advertising medium, and in bringing to the attention of the public is that which appears in the news columns, possessing the news quality. To secure such advertising the press bureau was organized, and the English language is used for everything relating to the exposition, not only in papers of widest circulation, but in the greatest number of newspapers of whatever magnitude. It is induced to devote space to the enterprise.

Up to ninety days ago the exposition was in embryo and the labor devolving upon the press bureau was not unlike that imposed upon the Israelites when they were required to make bricks without straw. The work was at the outset necessarily confined to newspapers in western states, which carried some influence upon members of western legislatures then in session; to reports of progress made in efforts to secure legislative and congressional aid and support at the hands of commercial bodies generally; to chronicles of the proceedings of the board of directors and the executive committee; speculative matter relating to proposed features of the exposition; and to summaries of the results attained. After the issuance of the first series of letters covering the scope of the exposition, the aim of the department was to keep the public in touch with any distance from Omaha, and yet, in spite of this fact, hundreds of columns of matter were published in newspapers through special appeals to the editors.

RESULTS OF THE WORK DONE. The press bureau was constituted late in December last, but was not fully organized until January. Through persistent effort, news letters covering every feature and phase of the exposition have gone out to all quarters of the globe. The work accomplished to date is so safe to say have never been equaled by any exposition ten months or a year prior to the opening of the Trans-Mississippi Exposition. This fact is attested by the fact that the public who returned to Omaha a short time ago after an absence in the east of nearly a year. This is what he said to a reporter.

"The result of my observation in the east is that Nebraska is the best advertised spot in the world. This judgment is founded on observations in Philadelphia, New York, Baltimore, Washington, Boston and other important centers. The exposition management is to be congratulated on the effective manner in which the publication of the Trans-Mississippi Exposition. All the important papers in the east are printing elaborate articles illustrated by fine cuts of the proposed features of the exposition. This coming right on the heels of the splendid stories of the bountiful crops here has created an enthusiasm in the east for Omaha and Nebraska that indicates an enormous attendance at the exposition next year."

The Illinois Staats Zeitung, the most influential daily outside of New York, in a recent editorial note said: "Never before in the history of expositions has one of these enterprises been so effectively advertised in the States and successfully as the Trans-Mississippi Exposition which is already well advertised all over the known world." Consider the fact that the territory to be covered in giving wide publicity to the exposition. The territory embraced within the region expected to contribute to the columns of newspapers in one state may be wholly untried for circulation in another. The press bureau has not only issued news pertaining to the exposition, but it has in many cases, the request of leading citizens of a particular state, prepared articles of an argumentative nature, giving reasons why the state should support the tentative exhibits at the Trans-Mississippi Exposition. This work is found necessary particularly in Texas, where there is a competition for the territory. The press bureau covering the cost of participation in expositions. It has also been found necessary to make exhaustive research for data from all available sources, and the results of the several states might be made and circulated to a certain extent in the columns of newspapers in those states.

Such work not often done within the state, proves attractive to editors and profitable to the exposition. It shows at a glance just what any one of the twenty-four states and territories can exhibit at the Trans-Mississippi Exposition if it will.

KEEPING INTEREST AROUSED. Supplementing this branch of the work, reports are sent to newspapers within the several states looking to local organizations designed to facilitate the collection of materials for state exhibits. These data are then gathered from all sources, written in condensed form, and circulated throughout the state interested. Newspapers from the leading points within a state are carefully scanned for data suitable for use in letters, which, when compiled in compact form, are mailed and mailed to a majority of the

papers in the state treated of, there being interested references to the exposition. The reports are interspersed with brief news notes pointing from time to time to the most interesting phases of the exposition. In this way interest in the great enterprise has been kept up throughout the winter. The press bureau keeps in mind the strong probability that the territory within a radius of 500 miles of Omaha is to furnish the great proportion of visitors, and the press work has been conducted accordingly. Comparatively little effort was made to enlist the down-east press until pictures of the exposition buildings could be had. It was thought best not to ask much of the eastern press until the importunities of the press people of the Nashville exposition had ceased. To be sure, the Associated Press, which furnishes news to nearly every large daily in the United States, has been kept advised of the progress of the exposition, but its dispatches necessarily are brief. Liberally and thoughtfully, the department was hampered by delay in the preparation of plans and perspective drawings, without which cuts for newspaper work could not be made. Being dependent upon the architects for these drawings, it was not possible to put out a picture until July. The first was a single illustration of the Administration Arch. Many electrotypes of this drawing were made and used most effectively. There are about 250 large dailies in the United States using the stereotyping process. To these matrices of cuts of exposition buildings, with brief descriptions, have been sent from time to time, and this service has been continued for some time. Only two cents postage is required to send a matrix, whereas an electrotpe cut would require 15 cents postage. Within the last sixty days these matrices have been sent all over the United States and have done more to convince newspaper editors and the public at large that the exposition is an assured fact than any other one thing. The newspapers of nearly every large city in the United States are printing these pictures of the exposition buildings. There are thousands of papers of course having no stereotyping process. To many of this class small electrotypes have been sent, particularly to the newspapers in states that adjoin Nebraska. The latter papers have been running the past week a news letter on the subject of Iowa at the exposition. Recently the weekly papers throughout Illinois told what that state will do at the exposition, and so on.

TRADE PAPERS ARE LIBERAL. The trade papers, most of which are published monthly, and some of the best weeklies, have received the attention of the department and are constantly printing news of the exposition. Appropriate matter for each class is furnished. Small cuts of the Administration Building and pertinent matter go to papers published for manufacturers, while small cuts of the Agriculture building, with matter adapted to the columns of agricultural papers, are sent nearly forward to farmers. Particular attention has been paid to mining papers, and a small electrotpe of the Mines building has been sent to every mining paper in the United States. The ready print houses have been most liberal. The Western Newspaper Union, which prints 2,700 separate and distinct newspapers for publishers in the central west, has given the exposition the benefit of its vast circulation. The A. N. Kellogg company of Chicago has been quite as liberal, while the American Press association has given the exposition the benefit of its vast circulation in its news service, and the New York office features the novelties of the exposition by means of its miscellany pages supplied to the weekly newspapers. Through these channels very wide publicity has been obtained. The general results attained by the press bureau are best shown by a statement of the total number of words relative to the exposition published in newspapers, classified by states, the computation being made from the clippings on file in the press bureau as follows:

Table with columns for State and Number of Words. Includes Nebraska, Arizona, New Mexico, Iowa, Illinois, Pennsylvania, Ohio, Michigan, Wisconsin, etc.

MANY COLUMNS OF SPACE. These clippings give evidence that newspapers in the English language have published over two million words, or nearly 2,000 columns, relating to the exposition, to say nothing of the space devoted to the hundreds of illustrations. It is worth noting to say that clippings of not more than 60 per cent of matter published have been received. It was impossible for the press bureau to receive more than 60 per cent of a higher proportion of matter published, and it is impossible at this time to secure copies of hundreds of newspapers that are being published in the east. The Chicago Herald recently devoted nine columns to an illustrated write-up of the exposition. The Chicago Chronicle, the Buffalo Illustrated Express, the St. Paul Pioneer-Press, the Kansas City Star, the Dubuque Times, and other great dailies have also given space write-ups of the exposition, not to mention the hundreds of papers that printed whole exposition editions.

Results attending efforts to enlist the kindly offices of the German press have been beyond all expectation. In the past, the hundred odd German papers published in the United States, as well as the papers of the old world, clippings of articles published by German newspapers on file measure over 1,600 columns (German text) an average of nearly thirty-four columns per week. As in the case with the American newspapers, it is impossible to obtain clippings of much of the matter known to have been handled by the German papers. Every German paper of consequence in the United States has repeatedly published news letters concerning the exposition, while the ready print houses which supply matter to the German weeklies, are sending matter every week sent them by the German branch of the exposition press bureau. Newspapers of Berlin, Leipzig and many minor cities of Germany and Austria have been publishing this matter. The newspapers of London, Paris, Brussels, Stockholm, Rome, Athens, Naples, St. Petersburg, and of other great European cities have also repeatedly through brief references to the Trans-Mississippi Exposition. As a result of this work inquiries are being received from all quarters of the world, in the States and through banking houses from Europeans who want information by which they shall be enabled to determine whether they will place a notable exhibit at the Trans-Mississippi Exposition. The newspapers of Mexico and Canada also have been interested and there is no doubt that the Mexican government will place a notable exhibit at Omaha next season.

VALUE IS INESTIMABLE. All classes of the press bureau are classed as news matter and find place in the telegraph and editorial columns of newspapers everywhere. The publicity thus gained is priceless in value. It could be purchased by any advertiser. Computed in dollars and cents at advertising space rates it would amount to a sum twenty times its actual cost. The publicity thus gained is the possible exception of the World's fair no exposition received greater publicity than has been accorded the Trans-Mississippi Exposition. The publicity thus gained is the possible exception of the World's fair no exposition received greater publicity than has been accorded the Trans-Mississippi Exposition. The publicity thus gained is the possible exception of the World's fair no exposition received greater publicity than has been accorded the Trans-Mississippi Exposition.

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large shipment was sent to the Iowa State fair, together with posters and banners. State vice presidents in every western state have been supplied with the state commission and other state commissions receive regularly successive issues of the pamphlet, while local demand is heavy and must be met. Shipments have been made to Germany, France, Belgium, England, Canada, Sweden, Mexico, New Zealand and the Sandwich Islands, and every United States consul throughout the world has received a pamphlet of the exposition.

HALF TONE PICTURES POPULAR. Half tone pictures of but one cut have been produced and have proven highly popular. General agents and wholesale houses have ordered and paid for a few thousand prints of the Administration Arch for circulation, while citizens who have matched these pictures have ordered and paid for a few thousand prints of the Administration Arch for circulation, while citizens who have matched these pictures have ordered and paid for a few thousand prints of the Administration Arch for circulation.

What does it cost to advertise the exposition? Considerable territory covered and the results attained, the outlay in money has been merely nominal. So far about \$3,000 in salaries has been paid, and the cost of electrotpe cuts and matrices for newspaper illustrations has been about \$300. The item of postage is comparatively large and must necessarily increase as the opening day approaches, but does not exceed \$500. The cost of pamphlets has been about \$800, while something like \$700 has been paid for extra copies of newspapers which published exhaustive articles concerning the exposition. There are incidental expenses not included in this statement, but the items enumerated will not cost a total of \$6,000.

MUSIC.

The musical department of the Woman's club will be conducted along new and improved lines this season. When the club was organized it was a fundamental principle that the members should enjoy the advantages of the yearly dues and a certain amount of entertainment and opportunities for study in each and every department. The members were entitled to these things, and paid for them with the \$3 membership fee, therefore they could be charged no more unless more were given than they were entitled to. The money thus obtained from the members was only sufficient to pay running expenses, and would leave none for the payment of either teachers or other outside classes, or of singers, instrumentalists or other entertainers. The original intention of the organizers of the Woman's club was that the members should do all the work of teaching and entertaining. They did not propose to call upon outsiders for assistance in any of their department, and it was to be self-dependent and self-sufficient.

The musical department was too ambitious for this primitive conception, perhaps, because it had already received the approval of the Ladies' Musical society, and been immediately—or, perhaps, continued—to enlist the services of professional musicians. Before the Ladies' Musical society of the Woman's club the Ladies' Musical society, and been immediately—or, perhaps, continued—to enlist the services of professional musicians. Before the Ladies' Musical society of the Woman's club the Ladies' Musical society, and been immediately—or, perhaps, continued—to enlist the services of professional musicians.

The present plan is as follows: A woman's choir will be under the direction of Mrs. Cotton. This choir will study the reading of music, some of the fundamental principles of tone-production, and make an quotation in the study of the study of historical and scientific facts learned to the interpretation of a high order of music composed for women's voices.

The third feature is the giving of a series of six public performances of the work of the club. The first of these will be given in the home of the club, and the second will be given in the home of the club, and the third will be given in the home of the club, and the fourth will be given in the home of the club, and the fifth will be given in the home of the club, and the sixth will be given in the home of the club.

A movement has been inaugurated during the last week making for the organization of a Derthick musical-literary club in this city. The club is to be organized by Mrs. Derthick, who has called on the leading representatives of the city, and has, with a few exceptions, received the cordial reception that the cause deserves. The club will be organized on the basis of musical study and entertainment has attained the magnitude and importance of a national enterprise and at the present time its number is looking for a considerable increase. It is a hard worker and a man of brains, and is comparatively a young man, too, and likely will be expected to do a great deal of work in the future.

W. A. Derthick, formerly a resident of Omaha, now of Chicago, intends to spend the next two years in Paris studying and hearing music. Mr. Derthick has a fine voice and can safely place his ambition high. He has made a large reputation for himself as a concert singer and has been successful in scenes in opera. It may be that he has his eye on the operatic stage; if so, may surely attend him. Amongst needs every operatic singer it can get who can sing the great roles in our own language.

Some is writing a new opera to be entitled "The Girl of the Year" and expects to have it produced in New York next year. After it is started on its expected successful course the composer-director and his friends will begin their regular concert giving to a symphony. At one of his performances the analysis is read and the various themes of the opera are given separately. When the whole has thus been dissected and explained it is played or sung as at any concert performance.

...YOU ARE INVITE... NICOLL'S Fall and Winter OPENING MONDAY, SEPTEMBER 20th.

WE admittedly do the largest and best Tailoring business in the world. It has not come to us by accident; it's the result of many years' schooling in Tailoring. On this, our Ninth Anniversary Opening, we look back to our initial opening in Omaha, and we congratulate ourselves that we did not err at the outset—in believing that we could place our Tailoring business above the evils of high prices for credit, and shoddy at deceptive cheapness.

We believed in the intelligence of the public, and have lived to see the confidence of our judgement verified, and gained to ourselves the largest Tailoring business the world has known. We want you to get acquainted with our method of doing business. We want you to be convinced that it's to the mutual interest of both—to trade on a cash basis.

Tomorrow we desire to cordially greet you in our new store--the most handsomely appointed establishment in Omaha. On our tables you will see arrayed a most fascinating aggregation of Fall and Winter Woolens. They represent the manufacturers' thoughts for '97. Courteous clerks will be in attendance--glad to show you around and to acquaint you with the latest Fads and Fashions in Gentlemen's Wear.

Our Work is Made in Omaha--by Omaha Tailors! Remember That! Delightful Orchestra Music and Brilliant Illuminations from 7:30 to 10 P. M. Flowers for the Ladies.

209 and 211 South 15th Street. The Street Tailor. KARBACH BLOCK.



AMUSEMENTS. Last week in the local theatrical world was not specially notable, except as marking the formal inauguration of the regular season with the short engagement of Mr. Drew at Boyd's and as closing the long and socially successful series of Woodward entertainments at the Creighton. "Rosemary" gave exceeding satisfaction to many, although some would have preferred a play giving Mr. Drew an opportunity in his old manner, and the enjoyment of others was impaired by reflections of how much better Miss Adams would have done with Dorothy than Miss Irving. The engagement was for only two nights; and people who wonder that it was not for three, as in Kansas City, or for a week, as in Denver, should remember that, although business was very good on Monday, it fell off lamentably on Tuesday night.

During the coming week the attractions at the theaters, albeit socially selected for the edification of rural visitors, will yet present some points of interest to urban lovers of the play. The humors of "McSorley's Twins" have been abundantly exploited in these columns on former occasions. The public remembers kindly, and merry farce comedy from its presentation here a year ago, when two pairs of feminine legs, preposterous and huge, were its chief and sufficient props. These egregious limbs are coveting elsewhere this season, and McSorley's twins are women of ordinary dimensions. Two well-known Irish comedians have returned to the stage, and a number of likely specialty people and Marie Stuart, memories of whose refined and artistic work would suffice to attract many discriminating theater-goers.

The prolific and graceful Mr. Hoyt, whose dramatic compositions have not been seen and heard in Omaha since a fitting presentation of "A Black Sheep" last season, returns this week in the person of his agents, who wave "A Milk White Flag" for the first time in this devoted city. In connection with the announcement, reference is freely made to a "delicate satiric touch" of this "clever playwright's masterpiece"—language which is not quite unfamiliar, but which will doubtless strike a responsive chord in the bosom of Mr. Hoyt's admirers.

A considerable volume of regrets will follow the popular and profitable Woodward people in their retirement from Omaha after the longest and most profitable season of low-priced entertainment ever accomplished here. Individually and collectively they have made many friends who, if not wholly blind to the players' faults, yet recognize with full credit their sincerity of purpose and their general conscientiousness. The fine voices the sentiments of thousands of its readers in wishing good luck and a speedy return to this hard-working company, which has borne the heat and burden of many days and nights throughout the long engagement.

Arrangements were completed last week between Mr. Woodward and Messrs. Paxton & Burgess by which the former will, about the middle of next month, put a strong repertory company into the Auditorium in Kansas City, leased and operated by the Omaha firm, and will present low-priced entertainments there throughout the winter, or as long as the venture yields satisfactory returns. It is probable that the company which has been playing here will be transferred to the Auditorium, with a few changes, of greater or less importance, which Mr. Woodward has now gone to New York to accomplish.

When the male specialty performer who diversified the Woodward performances last

ington, Miss Lorette, Nate Jackson, Frank Quillen, the Addis sisters, Pansy Arbuckle, Queenie Mansfield and a large chorus. "A Milk White Flag," which will be presented in this city at the Creighton for one week, beginning this evening, with all the elaborate scenery and the same extravagant scenery which characterized its enormous success for more than 200 nights at Hoyt's theater, New York, is claimed to be unquestionably the best and most ambitious piece of work Mr. Hoyt has yet done. It is purely Hoytian, yet it is said that the author appears to have reached out further and higher than in his previous plays, and that in spite of the fun he makes he teaches a stern lesson and draws pictures more sharply in contrast than in any of his other productions. The play deals with the state militia, and is a sort of satire on our own military. It is said that the author is an innocent victim of the combined wiles of the woman and the usher who seated her in that particular place. One day last week he was sitting beside a man, and a volunteer her services. She audibly craved permission of her seeming companion, who was apparently a lady, spoke right out in meeting and addressed him as a minister from the neighboring village of Lincoln, who had been doing his best with the sights of a great city, and had strolled into the theater for a final season. He got it, beyond a doubt, for his name happened to be William, and when his quiet neighbor, who was apparently a lady, spoke right out in meeting and addressed him as a minister from the neighboring village of Lincoln, who had been doing his best with the sights of a great city, and had strolled into the theater for a final season.

At least two of the women in the cast of "A Milk White Flag" are well known to Omaha theater-goers. Lanning Howan, who is said to be not overpassed that she claims to be a native of this city, and who has challenged the pugilist Corbett to single combat, will be pleasantly remembered as one of the admirable Frawley company, which played here last winter. And Mary Marlowe, who is a protégé of Joseph Jefferson and romances with his family by marriage, was the bright little soubrette who afforded the one saving ray of sunlight in "Off the Earth" last season.

"McSorley's Twins" come to Boyd's for fair week, starting with a matinee today and closing with a matinee Saturday. The plot unfolds a simple story that can be readily understood. There is an abundance of catchy music and specialties incorporated into the play, and the result is a succession of glibly executed and laughable diversions. The company contains several well known stars, who have become favorites throughout the country. Marritt and Davis have made a happy selection of diversified talent, and the result that their production is full of droll contrasts and taking specialties, in which the actors are combined with an acknowledged merit. Mark Murphy, formerly of Murray & Murphy, heads the cast as Michael Clancy, the Irish politician and manager of the "McSorley's" family, by very successfully starred in "The Hustler" for several seasons, was selected by the management for the part of Dennis McSorley. Around these two characters the fun centers, and many amusing complications result from their blunders. Marie Stuart, who has been called the "American Pouter," appears as Letta Dove. Miss Stuart will also be seen in the specialties, which Omaha theater-goers have already had an opportunity to admire. Marguerite Ferguson, cast for Vera Little, assists in most of the funmaking. Miss Ferguson was starred in "The Hustler" for several seasons, and is a daughter of Harry Ferguson. Nat M. Willis has gained renown as one of the successful "Weary Willies" of the stage. Horwitz and Bowers are travesty artists and composers of popular songs, including "There May Be Others, but They're Not in Town" and "Lucky Jim. Others appearing in the play are Gertrude

Strange Wiltshires. Steve Brodie, who led the noble army of "legals" in vaudeville. Henry E. Dixey is pleasing the patrons of vaudeville at Keith's in New York. Maude Adams made a hit as Habbie in "The Little Minister" in Washington last week. Cleo de Merode, who has just arrived in this country, says her favorite musical composition is Beethoven's "Au Claire de la Lune." Robert Arthur, in advance of "A Milk White Flag," was manager of Courtland Beach a couple of seasons ago, and has many friends in Omaha. Otto Skinner produced his new romantic play, "Prince Rudolph," last Monday night in St. Louis in the midst of an unprecedented spell of hot weather. Charles H. Hoyt has hit the popular fancy again with "A Stranger in New York." Harry Conner, Sadie Martinot, Harry Gilfoil, George A. Beane are members of the interpreting company. Augustus Cook, the actor who played Napoleon to Mrs. Kidder's Sans Genes, and whose portrait may be seen in the outer waiting room of the Creighton theater, was arrested last week in New York for wife-beating.