

COMPENDIUM OF
FACTS
FIGURES and
ACES

Advance Information of Plans for Your
Pleasure at the

Gayety
OMAHA'S FUN CENTER

For the Regular Season of 1912-13

PROSPECTUS OF THE
S EASON'S
S URE-FIRE
S UCCESSES

We Don't Ask You

To Stand In-**WATCH US GROW**—
ertly By and But Instead, Respectfully Request
that You Make a Noise Like Ready
Money, Buy Tickets and

"HELP US GROW"

HERE'S HEALTHY GROWTH:
Matinee, Mon., 42 LADIES PRESENT
Dec. 6, 1909
Matinee, Sat., 846 LADIES PRESENT
Feb. 12, 1912.

This High Water Mark Captured by
the Omaha boy, Ed Lee Wroth and
his "GINGER GIRLS."

The Theater With the
Baby Carriage Garage
in the Lobby.

WITNESSETH:

The Theater that's Talk-
ed About. Bless 'Em!
You Can't Blame 'Em.

That, in keeping with the progress of the times, the tendency to eschew from pandering to the tastes of vulgar men
and feather-brained boys and the sincere desire to please the

MOTHER, WIFE, SWEETHEART OR SISTER

the adamant, unchangeable policy of this theater will be for
FIRST, LAST AND ALL THE TIME, CLEANLINESS With The ACCENT
On Every Letter

A wide gulf separates smut and
naughtiness from the life, ginger and
spice we will endeavor to present—
ingredients no reasonable person re-
sents.

We would rather have one woman
attend a performance than ten men,
anytime. The gentlemen will attend
anyway if the ladies are pleased. So
why worry?

We're as Proud as Peacocks —

over the Lady Patronage we have
established through the insistence of
Clean Shows.
NEARLY 85,000 LADIES Attended
our week-
day matinees last season as against
only 71,000 the Season Previous; More
Ladies Than Attend the Daily Matinee
of Any Two Theater in Omaha.

NIGHTS and SUNDAYS We play to
at Every Performance.

**MATINEE and NIGHT PERFORM-
ANCES ARE IDENTICAL.**



E.L. JOHNSON
MANAGER



GAYETY THEATRE
"OMAHA'S FUN CENTRE"



B.G. BILZ
TREASURER

Here is the List of the High Class Extra-
vaganza Organizations That Will This Sea-
son Play the Far-Reaching Columbia
(Eastern Wheel) Circuit Which Includes
"OMAHA'S FUN CENTER"

THE POPULAR GAYETY

- Winning Widow
- Taxi Girls
- Social Maids
- Queens of Paris
- Ben Welch's Burlesquers
- Girls of the Gay White Way
- Harry Hastings' Big Show
- Girls from Happyland
- World of Pleasure
- American Beauties
- Star and Garter Show
- Robinson's Crusoe Girls
- Sam Howe's Love Makers
- Robie's Knickerbockers
- The Trocadero
- Beauty, Youth and Folly
- Al. Reeves' Beauty Show
- Runaway Girls

- Jolly Follies
- Ginger Girls
- The Dazzler
- Mollie Williams
- Golden Crook
- Gaiety Girls
- Dreamland Burlesquers
- Cracker Jacks
- Bon-Ton Girls
- The Behman Show
- Gay Masqueraders
- Merry-Go-Rounders
- Midnight Maidens
- Columbia Burlesquers
- College Girls
- Merry Whirl
- Rose Sydell
- Bowery Burlesquers

And There'll Be a Ladies' Dime
Matinee Every Weekday

DEAR READER:---

Maybe you didn't know until now, but it is a fact that during the past three seasons during
which we have established an immense clientele for extravaganza "The Gayety Way," there has
never appeared on our stage a performance that I did not personally witness in some other city
before the company came to Omaha, and I thoroughly believe that the elimination of the little
odds and ends which I have insisted on as occasion presented itself, has been a tremendous factor
in building one of the greatest and most successful theatrical properties on the splendid Columbia
Circuit.

To efface any word, action or suggestion that would cause a reasonable minded wife or
mother to blushingly cast her glances downward; that would induce a father to warn his daughter
to remain away from the Gayety has, and always will be, my constant study. Should anything
of an obnoxious nature be said or done, be charitable enough to concede that it is in direct con-
tradiction to the Gayety's policy and has not our sanction or indorsement.

As the season unfolds itself it necessitates a round trip to Kansas City for me each week, and
while to the occasional traveler this journey might appear to be a veritable sinecure, only two
or three trips would be necessary before the dreary monotony of it all would dawn upon you, to
say nothing of giving up your good bed two nights each week for thirty-six consecutive weeks in
favor of bunking in Mr. Pullman's rattlers.

I make no mention to you of the expense of this weekly trip—that's all figured in our oper-
ating expenses; neither do I count the personal sacrifice and wear and tear of such incessant trav-
eling. But I do most respectfully request that you give credence to the sincerity of my endeavor
to present musical extravaganza in an absolutely unobjectionable form and my earnest effort to
accomplish that desire.

Respectfully yours,
E. L. JOHNSON, Mgr. Gayety Theatre.

SAYS THE NEW YORK "STAR":
"This noisome thing that masqueraded under the name of burlesque and that its own sponsors
were ashamed of has been wiped out of existence, SO FAR AS THE COLUMBIA AMUSEMENT COM-
PANY'S THEATERS ARE CONCERNED, within the brief space of three years! This is a glorious
achievement, and the press and public in general have manifested their hearty approval of it in no un-
certain terms."

And there's Our Creed—nailed to the mast and now in forceful action,
because we believe our patrons desire it.

WHEN YOU THINK "THEATRE," THINK "GAYETY"

Here is the List of Theatres in Progres-
sive Cities of the First Class Which Play
Exclusively The Columbia Amusement
Company Bookings.

Of Course the List Includes
"OMAHA'S FUN CENTER"

THE POPULAR GAYETY

- | | |
|--------------------------------|------------------------------|
| Gayety, Pittsburg, Pa. | Columbia, New York City |
| Gayety, Baltimore, Md. | Columbia, Chicago, Ill. |
| Gayety, Washington, D. C. | Murray Hill, New York City |
| Gayety, Detroit, Mich. | Olympic, New York City |
| Gayety, Louisville, Ky. | Harlem Music Hall, N. Y. Cy. |
| Gayety, St. Louis, Mo. | Empire, Paterson, N. J. |
| Gayety, Kansas City, Mo. | Garden, Buffalo, N. Y. |
| Gayety, Newark, N. J. | Franklin, Worcester, Mass. |
| Gayety, Brooklyn, N. Y. | Star, Brooklyn, N. Y. |
| Gayety, Philadelphia, Pa. | Bastable, Syracuse, N. Y. |
| Gayety, Boston, Mass. | Gilmore, Springfield, Mass. |
| Gayety, Toronto, Can. | Casino, Philadelphia, Pa. |
| Gayety, Montreal, Can. | Empire, Hoboken, N. J. |
| Gayety, Omaha, Neb. | Corinthian, Rochester, N. Y. |
| Empire, Cleveland, O. | Park, Bridgeport, Conn. |
| Star & Garter, Chicago, Ill. | Empire, Albany, N. Y. |
| Standard, Cincinnati, O. | Casino, Boston, Mass. |
| Westminster, Providence, R. I. | Empire, Toledo, O. |

Hardly a Group of Benighted
Cross-Roads Towns, What?