



Variety of Clean Entertainment at Gayety


Perfectly in accord with the praiseworthy achievements that each season more plainly mark the advance and elevation of extravaganzas as presented in the theaters of the Columbia Amusement company is the performance of the Bowery Burlesquers as seen this week at Omaha's Gayety. It is commendable in everything that goes to make up a rattling good show and lacks the first line of suggestion that could be construed as catering to a vicious mind, and it calls for no elasticity of the truth to say that were this same performance to be presented to the \$1.50 or \$2.00 scale of prices under some flowery sounding title as a musical comedy, there isn't the slightest doubt that high society would turn out en masse and pronounce the performance of the "Bowery" as the brightest, most enjoyable entertainment of the season.

Call it burlesque if you will—that will not rob it of its sparkle and brilliancy—but isn't the style of burlesque you may have seen ten years ago when theaters playing the burlesque of that time had their floors covered with sawdust and the very atmosphere of the place gave one a feeling of uneasiness and a wise desire to keep one's coat well buttoned, to say nothing of the unbearable condition of the air because of the rank smoke from ungaily brands of cigars and cigarettes with continual smudges from ancient pipes thrown in so as to make sure you couldn't see the stage. Add to this the absence of a single respectable woman patron and an entertainment (?) composed of coarse and vulgar sayings and doings, the main object seeming to be to ascertain just how suggestive a performance could be made, and you have the old style burlesque, the kind of burlesque that so thoroughly offended you when you got into such a theater by mistake that the very word "burlesque" even to this day means to many just what you saw ten years ago under that caption.


That times have changed, that a new factor in amusements (The Columbia Amusement company) has arrived, that for the last four seasons discriminating patrons of musical entertainments have endorsed by their repeated patronage the efforts of the Gayety theater to present clean, though funny, shows—all this is lost sight of because of the established prejudice that exists in the mind of the man or woman who insists on measuring the burlesque of today as presented week after week at the Gayety by the same rule in use a decade ago. No more unkind, thoughtless or uncharitable comparison could possibly be made. To be sure the girls wear tights—so do we see them in tights at the circus or carrying spears or palm branches in "Ben Hur"—but to the normal minded man or woman of today there is nothing suggestive in a pretty girl appearing in such a costume whether she be a chorister in burlesque at the Gayety or in high priced musical comedy at some other theater.



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Motor Car Rim-Grip Sub-Casings Arouse Interest of Owners
The display of the rim-grip sub-casings at the Made-in-Nebraska show, manufactured by the Fisher Manufacturing company of Lincoln, Neb., has attracted a host of motor car owners during the show because of the manifest utility of the appliance.
The company shows samples of various devices for automobile tire reinforcement manufactured in its plant at Lincoln. The utility of the rim-grip sub-casing appeals to the driver of an automobile when he finds out that it relieves the strain on the outer tire by withstanding the pressure of the inner tube, thus permitting a casing that has been well worn to come to a peaceful old age without a blow-out and its attendant dangers and discomforts.
The Fisher Manufacturing company occupies a building 140x50 feet, which contains many novel machines for the transformation of pure Para rubber and the fabric into these casings, and various styles of blow-out patches, flaps and other rubber-made articles that go with the automobile tire trade. They use one of the largest vulcanizers in the west and work up a large quantity of friction fabric and other rubber material annually.
The plant is owned and operated by A. H. Fisher and W. C. Sonderland, and has

Mid-West Tailors Produce Suits in Their Omaha Shop
One fact which appeals strongly to the man who buys his clothes of tailors is that they are made in the town in which he gets them. In Omaha the Mid-West tailors, Fifteenth and Harney streets, make a strong selling point of the fact that they produce their clothes here, doing all the work in their local shop, from measuring to sewing on the last button. They have Omaha made products.
It is the practice of many men these days to be sure that the tailor produces his clothes in his own shop, and it often happens that a tailor does not get an order when the prospective customer learns that out-of-town tailors build the clothes.
Men who know these facts are always particular to inquire as to where the suits are made, and if they learn that they are not produced in this city they will go to the tailor who does make the entire garment here and who thereby keeps Nebraska money in Nebraska and

helps build up the prosperity of this city and state.
Arthur L. Lemon, manager of the Mid-West Tailors' establishment, is a fine young fellow, who impresses one favorably. He does business in a straightforward manner, and it is well known that all his suits are made in Omaha. He makes it a point to try on coats in the bastings, and declares that he is the only tailor in Omaha who does this.

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