

What Omaha Theaters Offer for the Week

(Continued on Page Thirteen—Col. One.)

perine's chief asset is her charming personality. Her vivacity and cleverness make her a prime favorite with vaudeville audiences. About a year ago she was placed on a Palace theater bill, New York, and scored so successfully that she was given the Orpheum and Keith circuits with headline distinction.

As for the Canstons, it was they who introduced the songs to this country. For their current vaudeville tour they are using a suite of dances entirely unique, each number being a choice specimen of the vim and the brilliancy characterizing the terpsichorean art of Spain. Eva Gauthier and Nevi Nita Devi will introduce their curious Japanese songs and dances. "Fired and Fired" is the title of the comedy skit to be offered by Tudor Cameron and Bonnie Gaylord. George Austin Moore and Corcoran Hauger have been conspicuous in the support of Gertrude Hoffman and Sam Bernard. They are well known to local Orpheumites. The California boy tenor, Elmer Frankle Murray, formerly a choir boy, has a vocal endowment of unusual quality, and sings the favorite songs of the day. Scenes in Russia, France and southeastern Russia will be shown in the movie pictures of the Orpheum Travel Weekly.

Theatergoers other than those who usually patronize musical burlesque will be interested in the announcement that Jack Singer's Berman Show is booked for an engagement in this city at the popular Gayety theater twice daily during the present week. This season the attraction makes a special appeal to the theatergoer in general because of the remarkable four minutes engagement which the comedian has just finished at the Columbia theater on Broadway in New York.

Practically direct from its New York run with the cast of stars that were seen there still intact including Lew Kelly, the Behman Show will present "The Dope's Legacy," a one act burlesque, a passing revue of all the famous stage stars of the day and a laughable travesty of Bronson Howard's famed war-drama "Shenandoah" during the engagement here. This is identical to the same program that was presented during the long run on Broadway and with the organization will be seen the same scenic effects and costumes, and the same beauty chorus numbering more than a score of girls and an octette of picked male voices that are entirely out of the ordinary in burlesque. During the passing revue there will be imitations of Gertrude Hoffman, Julian Eltinge, Enrico Caruso, Nora Bayes, Charlie Chaplin and Fritz Scheff.

In addition to Lew Kelly there are many others well known to the stage in the cast which includes Lon Hascall, Eileen Sheridan, Harry LaCoste, Hedwig von Mueller, Harry Van James, Tombrooke, Ameta Fyner and Martelle, without a peer as an impersonator of female characterization. Today's matinee starts at 3:00 o'clock. Grand holiday matinee Columbus Day, Tuesday.

Thomas Egan, Ireland's famous tenor, has signed a contract to appear over the Orpheum Circuit and is scheduled to appear at the local Orpheum week of November 7. In the spring, following his tour of the Orpheum Circuit, Mr. Egan intends to give a series of concerts giving the different epochs in Irish music and to include examples of the best in modern Irish music as well. He is an enthusiast for the development of Irish grand opera and contemplates a move in this direction.

As the wild rush of the carnival season is over, the Empress will go back to its established program, giving performances at the regular show hours. The management of the Empress, having found that their patrons have not been giving the patrons the proper attention, and have lacked in courtesy and judgment, are installing usherettes, in hopes that patrons will be awarded better treatment. The keynote of the bill for the first half of the week is variety. O'Neill and Walsley, who on their initial visit stopped all shows with their comedy parodies and chatter, is one headline attraction, and the Three Loretas, in a vaudeville medley of comedy music and dancing, are a second headline attraction. A clever impersonation of Charles Chaplin is also offered by this trio. By the way, speaking of Charles Chaplin, the Empress will show his latest two-reel work, "Shanghaied," for the first four days of this week. Devoxy and Dayton, two clever entertainers, in a musical skit, offer new and eccentric dances. Rice, Sully and Scott, well known trampoline artists, close the bill for the first half of the week. The feature photo play for this bill is a four-reel drama entitled "The Call of the Dancer," George Ade's latest fable in verse, "The Statesman That Did Not Make Good," a Hearst-Selig News budget and Charles Chaplin in "Shanghaied" make up the balance of the bill.

For the last half of the week "Six Merry Maids From Heligoland" offer a hurrah of music and song. The Six Cellarians are classy instrumentalists, nifty girls and clever musicians. Ed and Jack Smith, in songs, dances and sayings; Barber and Jackson in a dainty musical skit, "A Man, a Maid and a Piano," and the Gertrude Trio, sharp shooters, are the vaudeville attractions for the last half of the week. "Through Troubled Waters," a three-part Broadway favorite drama, and an assortment of single reel short stories, complete the offering for the last half of the week.

Robert Warwick, in "The Flash of an Ember," advertised to be shown at the Hipp last week and which did not arrive in time, will positively be shown for today only. The many admirers of this fine actor will have an opportunity of seeing him in a screen part that elicits another, and not often seen, side of his undoubted genius. The story of the immortal drama, "Zaza," which has been adapted as a photo play, with Pauline Frederick, the foremost emotional actress of the screen, in the title role, and which is to appear at the Hipp for three days starting Monday, October 12, promises to be one of the strongest pictures ever shown at this popular theater. Last, but not least, Mary Pickford, the idol of the screen, will be at this theater for three days starting Thursday, October 14, in a delightful romance, introducing the world famous aviator, Glenn Martin, in action during many scenes. "The Girl of Yesterday."

Keep Stomach Indigestion Curd. Your stomach and bowels need cleaning out. Dr. King's New Life Pills give quick relief. Only 25c. All druggists. Advertisement.

Scene from a Film Play



Mary Pickford At the Hipp

College Society Takes In Members

The Phi Kappa Phi Literary society of the University of Nebraska held its annual initiation Friday evening. Twenty were initiated. The candidates were first to the college chapel, where they were cross-examined and blind-folded. The constitution was read and a long trip through the woods and over the hills followed. The candidates were put through various tests and ordeals. The evening's work ended with an outdoor supper around a fire in Mormon hollow. The Adelphi chapter will hold its annual initiation and banquet in Lowrie parlor this evening. The two societies have been displaying great rivalry in rushing and pledging new members.

ONE-HALF OF A WELL KNOWN TEAM.



Carrie Haydon At the Empress

Assman Wins First Prize in Wichita Balloon Contest

WICHITA, Kan., Oct. 8.—William F. Assman, piloting the balloon St. Louis I, tonight was awarded first place in the long distance balloon race, which started here yesterday, by the Wichita Aero club. Assman will receive \$1,000 and a trophy cup offered as a prize for duration. H. E. Honeywell, piloting Wichita II, was given second place; Paul McCullough, Wichita I, third, and John Waita, Kansas City I, fourth. The sup offered by the St. Louis Aero club to the pilot landing nearest that city was ordered presented to Honeywell.

Distances traversed by the balloons, as given out tonight, follow: St. Louis, 263 miles; Wichita II, 232 miles; Wichita I, 67 miles; Kansas City I, 19 miles. Assman, the last pilot down, landed at 1 o'clock today near Prescott, Ark.

A "For Sale" ad will turn second-hand furniture into cash.

How You May Throw Away Your Glasses

The statement is made that thousands bear eyes who do not really need them. If you are one of these unfortunate, then these glasses may be ruining your eyes instead of helping them. Thousands who wear these "windows" may prove for themselves that they can dispense with glasses if they will get the following prescription filled at once. Go to S. J. O'Connell or to any other active drug store and get a bottle of Bon-Opto tablets, fill a two-ounce bottle with warm water and drop in one Bon-Opto tablet. With this harmless liquid solution bathe the eyes two to four times daily, and you are likely to be astonished at the results right from the start. Many who have been told that they have astigmatism, eye-strain, catarrh, sore eyelids, weak eyes, conjunctivitis and other eye disorders, report wonderful benefits from the use of this prescription. Get this prescription filled and use it; you may strengthen your eyes that glasses will not be necessary. Thousands who are blind, or nearly so, or who wear glasses might never have required them if they had cared for their eyes in time. Save your eyes before it is too late! Do not become one of these victims of neglect. Eye-glasses are on a like crutches and every few years they must be changed to fit the increasing weakness of condition, so better see if you can, like many others, get clear healthy, strong magnetic eyes. The prescription here given is the famous Drug Co. of Toronto will fill the above prescription by mail, if your druggist cannot.—Advertisement.

AUTO BUYER WANTS COMFORT

F. J. McShane Tells How Man Who Purchases Car Demands Riding Comfort First.

REFINEMENT IN THE REGAL

While commenting on the recent refinements made in his car, F. J. McShane, local travel representative, made some very pointed remarks about the way the public are purchasing motor cars today.

"The day for taking the prospect out for a demonstration and taking him over the highest hill that could be found on his route, whether it breaks his back or not, is passed," says McShane. "Riding comfort enters into the argument more and more every day."

"When the prospect makes up his mind that he wants to buy an automobile he very naturally wants a car well enough powered to take his machine where he wants to go without running it along, but he doesn't buy power alone—he wants comfort! As well, therefore, he must have a long enough wheelbase for easy riding, the right kind of springs and upholstery and all the other equipment that will add to his comfort."

"I received a letter from our general sales manager this week stating that the company has realized this year more than ever before the importance of comfort and has lengthened the wheelbase of its eight-cylinder and standard four-cylinder models to 115 inches."

"They are also using genuine cantilever springs, which add greatly to the riding qualities of the cars."

COMMITTEE NAMED TO PUSH RURAL CREDITS

DENVER, Oct. 8.—All the states west of the Mississippi river and the western provinces of Canada are represented on a committee just formed here, the purpose of which is to institute an educational campaign in the interests of rural credits legislation. The appointment of this committee was the result of several days, deliberation of committees representing the Investment Bankers' association, the National Irrigation congress and the International Farm congress.

Apartments, flats, houses and cottages can be rented quickly and cheaply by a Bee "For Rent."



Make Work Easy by Using the New "C. E-Z" Gas Lights

This new light represents the greatest lighting development since the discovery of gas mantles.

It is easy to put on any upright fixture in your home. It can be installed at a cost of only 50c or \$1.00 with your old shades of the type shown in the circle, or for \$1.50 with an artistic new shade. It gives an abundance of clear, white light for only one-third of a cent an hour. It's just the light you need in your kitchen—and everywhere.

An opportunity will be given you to see this new light during our "C. E-Z" Campaign which opens Monday, October 11th. One of our representatives will call to demonstrate the merits of this new light and install one or more of them if you wish.

Omaha Gas Co.

1509 HOWARD STREET Douglas 605



J. Rufus Wallingford and Horace G. Daw say:

"We Know How to Make a Fortune in the MOVIES"



25,000,000 nickles bob into the box of Moving Picture magazines every day. Herrings are eaten at all meals. Now why shouldn't the public get a portion of the gold mine represented by moving pictures and herrings, since the public are the ones who are supporting and making these industries what they are today.

After long and serious investigations, we have worked out a plan whereby it would be possible to enter the movies and make a dent in the jitney bus industry no matter what anybody's salary is.

For the Price of a 10c Loaf of Bread

For instance, anybody might become what might be called a member of, let us say, the Wallingford Movie Ring, consisting of 10,000 American men, women and children who would be partners in the greatest Moving Picture—Herring-Jitney Bus-Road Building Enterprise ever launched. Did you ever consider the possibilities of a dime? Why, your dime helped build the Woolworth Building, the greatest structure in the world. We would want no speculators for this would not be a gamble or speculation. We have figured out accurately what is and what is not possible. What we could do, would be to open a Moving Picture Theatre in the heart of the city, with the 10,000 dimes or \$1,000. It's a great idea. We are now only writing to get opinions about it and if we should determine to carry on the enterprise we might seek your dime, which would be all you would be asked to invest. The rest wouldn't cost anything, but you would be asked to do something else and that would be just to open your mouth.

Every Member of the Corporation Would be Asked to Bring in Two Customers

When company came to the house, when you met friends on the streets, you would tell them to come to your Moving Picture Theatre and to eat your herrings. If everyone of the 10,000 members brought in two customers, we would have thirty thousand customers immediately. This would be more than enough to pack the house solid every afternoon, night and Sunday, every day, in the year. This would mean that such an investment would be drawing a reasonable profit immediately. But, we would not merely permit our ten thousand members with their two friends each to cease there. By a very ingenious plan of coupons the two friends of the stockholders would be given an interest in the operations whereby they would promise in their turn to bring in two new customers. This chain would extend as you will readily see across the United States, so that inside of a week instead of our thirty thousand customers, we would have close to 300,000 and before the end of five months, and our chain would extend to 95,000,000 souls, or 5,000,000 more than the United States holds. (Our operations would reach into Canada as well.)

But to be conservative, say we cut this in half and then again in half and still it would seem that the ten cents would become \$10 inside of a week, \$100 inside of a month, \$1,000 inside of a year, and by the end of five years the dime would become \$158,976.23.

Location

Anyone would be interested in the location of that first Moving Picture Theatre to be opened in the heart of the city and to be over filled by those imaginary 30,000 patrons. Incidentally as the chain of customers grew, we could be forced to open new theatres throughout the country. The dime investment could be spent in opening theatres in New York, Brooklyn, Boston, Canarsie, Kalamazoo, Washington, D. C., etc. In fact, by the end of one year, the company would have a chain of theatres extending in every city, town and hamlet throughout these great United States. Analyze it for yourself. Figure it carefully. Submit it to your lawyer. Now, conservatively, every theatre pays a profit of from \$100 a week to \$10,000 a week. Figure up for yourself what 100,000 theatres earning only a small profit of let us say an average of \$300 a week would bring to the Wallingford Moving Picture Co. if it were organized.

And This Money Could be Divided Equally Among

the 10,000 original investors of a dime. There would be no majority. Mr. Wallingford and Mr. Daw would only be permitted to buy one single share each.

Other Moving Picture Activities

The company would not merely engage in the showing of pictures but it is sensible to assume that every division of the industry could be turned to profit for our stockholders. For instance, we could start our own producing company. We could engage the biggest stars of Europe, America and Africa, and make the pictures ourself, practically turning the industry into a monopoly which the 10,000 investors of the dime would own. We could start a Moving Picture Magazine. Think of the millions being made today in advertising. In our powerful company, couldn't we get our share? Our Theatre customers would naturally patronize their own industries and would buy copies of our magazine, and those who advertise would naturally do so in this publication which would have 90,000,000 circulation. Think of it!

Do not imagine that if this great corporation were organized, it would merely extend its influence to the moving picture business and its accessories. It is the idea of J.

Kufus Wallingford Esq., and the Mr. Horace G. Daw, that capital should never be left idle. Hence, one of the first unusually attractive side lines which we might think about and possibly engage in, would be—

Herring Farm

For the price of twenty-five cents we would be able to buy one live herring. We would engage the services of a very capable herring tender, the best of which can be obtained for \$30 per week. In addition we would build an enclosure with the best salt water obtainable in which we would keep the fish, in the very finest environment and health. It is proven by herring experts that any good healthy herring is liable to lay two thousand eggs. This would mean that in the course of two months we would have two thousand herrings—1000 males and 1000 females. By the end of the year we would have 378,000 herrings on the farm. At the end of eight years we would have 1,000,000,000,000,000,000,000,000,000 herrings on our farm. Every herring might be sold for 10 cents a piece. Figure this out yourself.

Our Flower Farm

Hyocymus is a very fruitful plant. It can be bought for ten cents each and does not need any attention. It is said that the original plant will produce 1000 plants within one week; 10,000 within one month and 1,000,000 within the course of a year, all of which might be sold back to the florist at 5 cents each less than they now are paying. Drug Stores use Hyocymus for making Hyocine, a very necessary and useful drug. What a wonderful idea! The imaginary movie investors would get the profit from the Hyocymus.

Our Jitney Bus Industry

It should be remembered that most people ride to the Moving picture theatres especially out in the less habited parts of the country, if this company should be organized there is no reason why we should not get the profits out of the Jitney industry, which we would be creating. If we were to invest \$200,000 in Jitney Buses and all our patrons of course ride on the Jitnies this industry alone would net us \$7,000,000 in the course of a few years.

Mountain Roads

Think of all the opportunities to build roads up those great now wasted mountains. Why make roads for automobilists where other roads exist? We will make a fortune building roads up lofty mountains in America. What do you think of it? We are thinking about it very seriously. Maybe we would try it sometime. Watch us think. Watch for the next big announcement.