

# VALESKA SURATT, Wm. Fox's

The Celebrated Actress, Keenly Enjoys a Trip to Various Omaha



BOOSTS BEDDEO'S CREDIT SYSTEM.

## OMAHA SHOPS MAKE HIT WITH VALESKA

Miss Suratt Is Impressed with Metropolitan Atmosphere of Stores and Offices.

### ACTRESS ALSO VISITS FACTORIES

By CLINTON L. OLIVER.  
Just a glimpse today into the private life of a famous actress, who is favoring Omaha with a visit this week at the Orpheum.

Valeska Suratt—  
Women of Omaha will be interested in an account of how this talented person spent a strenuous day touring Omaha. Perhaps the men, too, will find something of human interest in this story. Sometimes we wonder when we see some great stage personage in the only environment where we are privileged to know them—before the footlights—if really they have the same thoughts, the same desires, the same thrills that the ordinary people that we see every day of our lives have. We wonder if, when they go shopping they look at the same things that ordinary people see and long for.

Valeska Suratt, one of the highest paid artists in vaudeville today, set aside yesterday for a tour of Omaha shops, offices and factories. In what she saw and said one gets the views of an experienced shopper, who has had the advantages of New York, Paris and London shops, and if anyone knows good things and good business methods, Miss Suratt should know them. If she enters a shop and pronounces it perfect there isn't much else to be desired. Great as her success has been on the stage, we are told that it is to be even greater in motion pictures. Already she has made photoplays with Lasky and with Fox, and June 1 she joins the William Fox forces again.

It was 11 o'clock in the morning when the fine MG "King-Eight" from the Noyes-Kiley Auto company pulled up at the Fontenelle to take Miss Suratt on her tour. "Too early"—Miss Suratt was just at breakfast—"come back again in half an hour." Of course, there was nothing strange about the late breakfast as Miss Suratt only eats two meals a day, and they are not heavy meals, either, because Valeska says she mustn't get fat. Breakfast was coffee, hot milk and golden bread. She says fat people don't make good pictures, unless they are funny like Fatty Arbuckle.

**Beauty Parlor First.**  
"Oh, mercy!" said Miss Suratt, "I must go at once and have my hair dressed and get a facial."

So over to the Brandels theater building to the Martinello Beauty shop she went. Miss Suratt was delighted the minute she stepped in the door. "Why!" she exclaimed, "I never saw such a large and beautiful beauty parlor in any city outside of New York or Chicago. And to think you are going to take in all this room on the west side."

"Yes," replied Nina L. Rice, proprietor, "we are meeting with great success. When we get through we will have twelve booths instead of six. Everything will be finished in gray and old rose with silk hangings. Where I now have four operators, I will have seven. We are also adding a room for chiropractic. Dr. Laney of Chicago will be in charge. Our methods are the best known and Omaha appreciates our service and shop thoroughly. If they didn't we wouldn't be enlarging our capacity to double what it is now."

Having finished her beauty treatment, which Miss Suratt thinks every woman owes it to herself to take, we were ready to continue our trip.

**Went to See King Beddeo.**  
"When I was here before I was especially interested in King Beddeo's Credit Clothing store, and I want to go down there again."

"But, Miss Suratt," we protested, "you don't want to buy anything on credit, do you?"

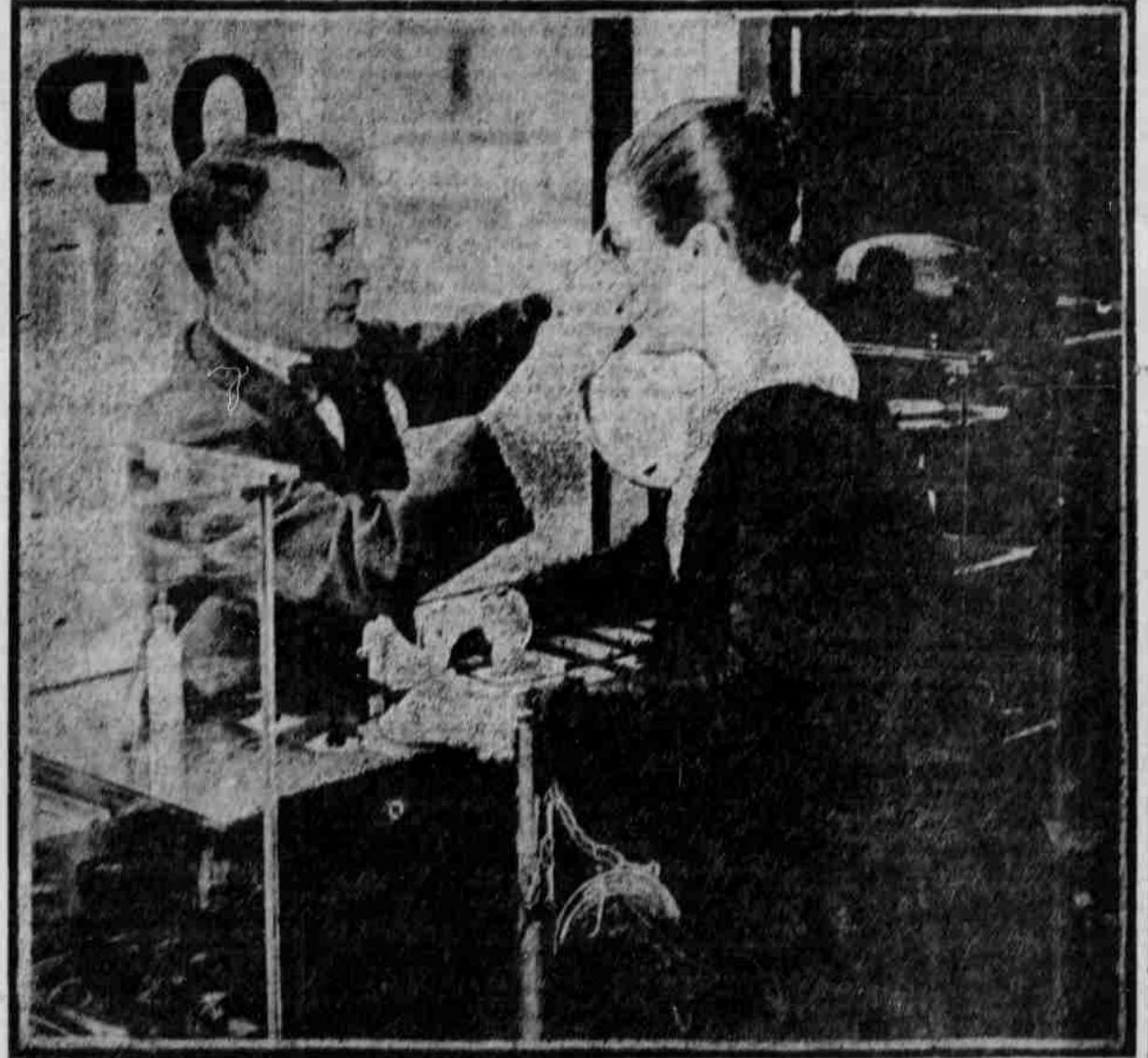
"Well, hardly," replied the actress; "not if my salary is as large as it is supposed to be. But, say, I remember when I was getting three dollars a week, and in those days a little chance to buy something on credit would have been a great help. Many a poor girl is enabled to dress decently on this credit plan. This kind of credit has kept many girls going straight because they could have good clothes and pay for them a little at a time. Mr. Beddeo's shop is certainly filled with beautiful clothes and they have quality and style, too. Yes, I like that striped sport suit. Here's the price. Send it up to the Fontenelle."

**Has a Tooth Treated.**  
"Come on, I just gotta see a dentist," said Valeska. "I believe in people having their teeth fixed before they get bad. I have a tooth I want looked after. I know where I want to go. Look, I saw their ad in The Bee this morning. I want to go to the McKenney Dentists, Fourteenth and Farnam."

**Visits McKenney Dentists.**  
"What a lovely parlor you have up here," was Miss Suratt's first expression, and as we were coming away she shook hands with the doctor and said: "I am glad to see that you have the courage to advertise. Why shouldn't a dentist advertise? If your work is honest and your prices right, why not tell the people about it?" You can't expect them to know unless you do. I might be the best actress in the world, but the people wouldn't come to see me if my appearance wasn't advertised. I'm for the advertiser every time, if they've got a square deal back of it like you have."

**Interested in Insurance.**  
Leaving the McKenney Dentists, Miss Suratt realized that she couldn't get off seeing an insurance man any longer. She didn't have much idea about what insurance she wanted, but she wanted insurance. As mentioned a number of companies, and when we came to "Travelers" Miss Suratt announced that that sounded good to her, as "she was certainly a traveler." So we went up to see Tom S. Keltz, "The Insurance Man," in the City National Bank building.

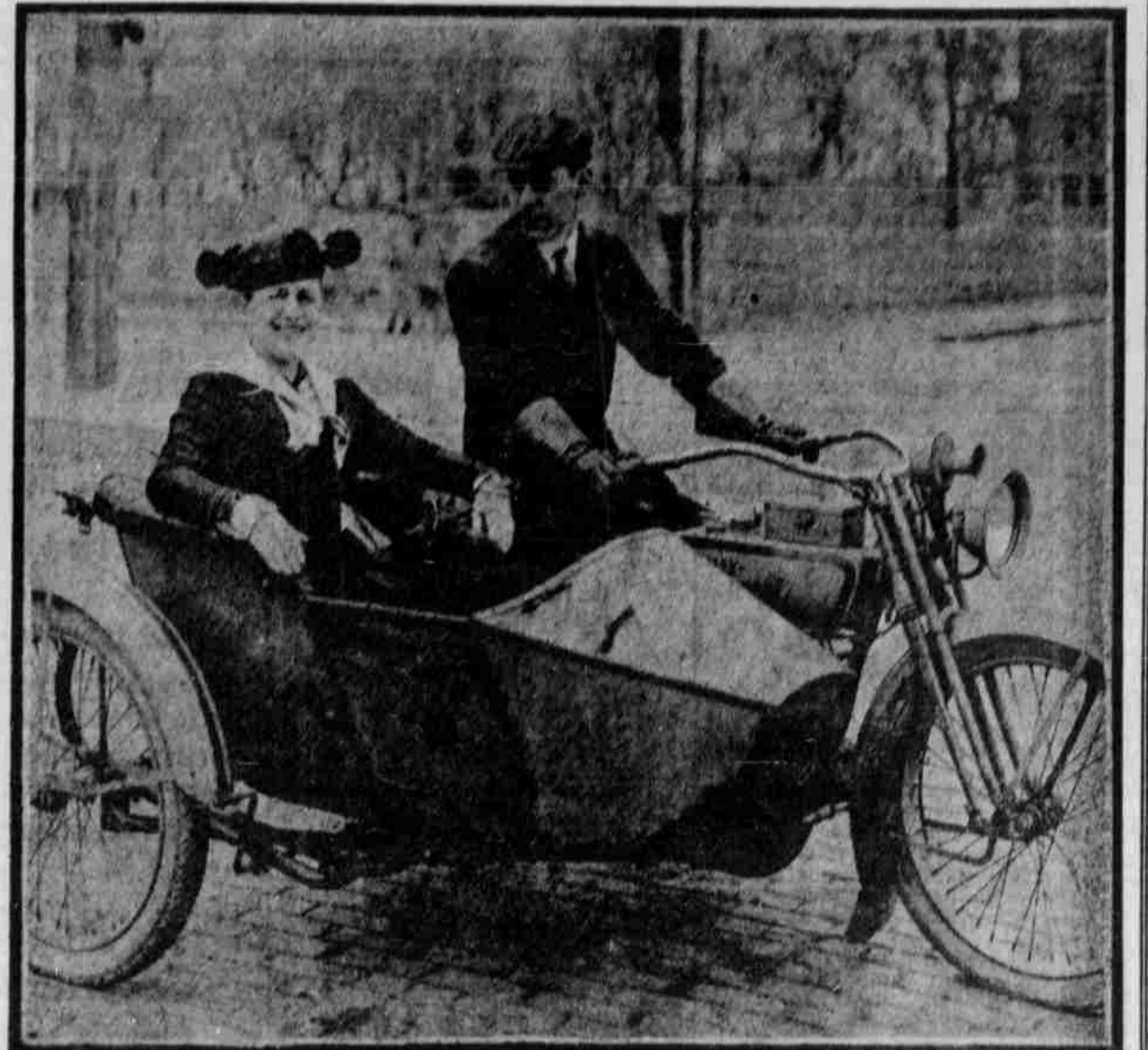
"Miss Suratt," said Mr. Keltz, "what do you want in an endorsement policy. An



HAD HER EYES TESTED BY HOWARD R. CRONK.



HIGHLY PLEASED WITH MICKEL'S VICTROLAS



RIDES IN HARLEY-DAVIDSON SIDE CAR.

**Orpheum**  
THE BEST OF VAUDEVILLE  
STARTING WEEK SUNDAY APR. 23  
MATINEE EVERY DAY 2:15  
EVERY NIGHT 8:15  
**VALESKA SURATT**

HEADLINES BILL AT THE ORPHEUM.



PLAYED "ERNIE" HOLMES A GAME OF BILLIARDS.