

# Month of April Offers Best of Year for Omaha

### Photoplay Offerings for Current Month Include Special Features at Every House—Gayety Will Run Pictures—Managers Evidently Plan on Banner Spring Month Before Warm Weather Arrives.

April promises the finest general offering in photoplays for Omaha, cinema fans that has been booked during the year, practically every theater having arranged for an exceptionally interesting program for the month.

The Rialto is especially ambitious. Harold Lloyd in "Safety Last," a seven-reel comedy, is offered for 10 days, starting April 5, and will be followed by Jackie Coogan in "Daddy," which ran so successfully at the Strand, will be returned at the Rialto the last of the month.

The Moon theater offers a week of action in "Cold Courage" today, and during the month has booked Marshall Neilan's "The Stranger's Banquet" and the photoplay, "Broken Chains," which won the \$10,000 scenario prize last year.

The Strand has Agnes Ayres in a thrilling auto race story today, but the outstanding feature of the month here will be Pola Negri's first American-made motion picture, "Bella Donna," for which much is promised by the Polish star's publicity agents.

Of interest to patrons of the Gayety is the announcement of pictures there starting April 8 in conjunction with musical comedy stock. Tom Mix in "Romance Land" is the initial offering and a series of Fox stars will follow.

Bookings at the World and Empress theater have not all been announced but managers of these theaters promise attractions to compete with the features of the exclusive photoplay houses.

It is evident that Omaha managers are planning to show these high priced specials before warm weather arrives and keeps a percentage of their patrons outdoors.

#### Agnes Ayres a Speeder in Auto Racing Story

An automobile story, "Racing Hearts," written by Byron Morgan for Agnes Ayres, offers fun and thrills at the Strand. This is one of the best pictures in which Miss Ayres has appeared. She plays the part of the ultra-modern girl, a firm believer in advertising as a business. Her father's cars, the Granada Motors, are in a bad way. Miss Ayres, by a series of clever publicity stunts, saves the firm from bankruptcy and wins the love of the son of one of her father's competitors by her exploits. Richard Dix plays opposite Miss Ayres. Theodore Roberts is the automobile manufacturer.

Miss Ayres won the distinction of driving a car faster in competition than any other motion picture star when she wheeled off a few miles at the rate of 144 miles per hour against Johnny Wonderlich and Edith Hefferman, famous racing drivers, in the racing scenes.

#### Navarro and La Marr New Stars of Movies

Rex Ingram claims another screen success in "Trifling Women" which is featured at the Sun this week. In it he presents for the approval of the public two relatively new stars, Ramon Navarro, who seems destined to offer competition to Valentino, and Barbara La Marr, who is America's newest vamp type.

The brilliant director of "The Four Horsemen of the Apocalypse," "The Prisoner of Zenda" and other big Metro pictures, is himself both author and adaptor of his latest success. This fact makes his triumph all the more complete, for the story and continuity are on a par with the production itself.

The story is concerned with the fascination of Zareda, a crystal gazer, whose siren-like fascination attracts men into her net. How she attains wealth and power through a marriage with a wealthy marquis; how she arranges his death to marry her young lover, Ivan; how she meets a terrible end with her lover when her husband finds them together, makes a graphic and dramatic story.

Lewis Stone, Barbara La Marr, Ramon Navarro and "Edward Connelly," all in "The Prisoner of Zenda," have important parts in this picture. Others are Pomery Cannon, Hughie Mack and Gene Pouyet.

#### Richard Harding Davis Story in Cinema Now

Everyone gets a thrill out of close election fights, and especially so when one of the candidates is shown up at the eleventh hour as anything but the model man that he purports to be. Such a thrill is at the World this week, where "The Scarlet Car" is being shown.

Herbert Rawlinson, dashing and popular young cinema star and hero of a score of outstanding screen successes, plays the stellar role in this drama of political trickery and love. He is supported by an excellent cast, including Claire Adams, Edward Cecil, Norris Johnson, Tom McGuire, Marc Robbins and Tom O'Brien.

"The Scarlet Car" is from the pen of Richard Harding Davis, which in itself is a guarantee of excellence. An equally well known author—George Randolph Chester—prepared the screen version, adhering as closely as possible, however, to the story of Mr. Davis.

#### Four Features Comprise Muse Program This Week

Sunday—Lon Chaney in "Cold Courage."

Monday and Tuesday—Marguerite Marsh in "Face to Face."

Wednesday and Thursday—Mac Murray in "Jazzmania."

Friday and Saturday—D. W. Griffith's "Hearts of the World."

#### Alice Brady in Story of Blackie Daw Today

"Missing Millions," stolen from a ship at sea, is the title of another clever crook play, in which only a thin, fine line separates the crooks from a certain type of financier. Alice Brady, supported by David Powell, holds the stellar role in the photoplay which is featured at the Empress the first of this week.

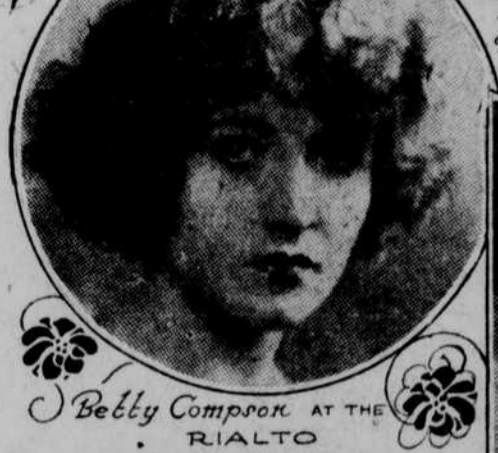
Miss Brady is as attractive as ever, and even though she has the part of a crook (reformed at the end, of course) she manages to wear some stunning clothes in her own fetching manner. David Powell plays opposite her.

Miss Brady and Mr. Powell are two crooks who steal a piece of jewelry from a Wall street broker's wife. They promise to return the jewel, however, if Miss Brady's father, who has been unjustly accused of a crime, is freed from jail. The broker recovers the jewelry, but doesn't play fair and sends Miss Brady's father to jail, where he dies.

Miss Brady and Mr. Powell then devote the rest of the picture to an attempt to wreak vengeance on the broker. In pursuance of their plan, many thrilling incidents occur and there isn't a dull moment in the picture after the plot gets its stride. The supporting cast is excellent.

#### Hawaiian Scenery and Lots of Pretty Girls

Betty Compton in her latest feature, "The White Flower," in which she appears at the Rialto the first of this week and pictures the part of an expert swimmer in the part of a young, half American, half Hawaiian, girl who is in love with a young American, the pineapple king of the island. Many are the plans which Miss Compton forms for winning this young fellow's love. In fact, she almost does away with his fiancée by the aid of mysterious rites, so great is her love for him. She realizes, however, what she is about to do, and



at the crucial moment her real womanhood asserts itself. The photography, as well as the acting, in the production is excellent. The direction by Julia Crawford Ivers, who also wrote the story, is superb. One of the many noteworthy scenes in the picture is that showing the 'crater of the volcano Kilauea. The heart appeal is intense.

#### Wild Days and Nights at Sea in Chaney Film

Life was anything but a continual round of pleasure for the crew of the whaling schooner "Carolyn Frances," regardless of whether its members had really signed ship's articles or belonged to the cast of players enacting Ben Ames Williams' powerful sea story, "All the Brothers Were Valiant." Its film title at the Moop this week is "Cold Courage."

Fights and whaling were the principal activities of crew and cast during the month the "Carolyn Frances" sailed Pacific waters. Being confined

to the ship every day for months came irksome to the cast. Chasing whales in longboats served to help break the monotony, but even this sport lost its fascination.

The picture called for a mutiny scene. After its screening, stock was taken of casualties. Black eyes, bruised knuckles and cracked ribs were plentiful. With such fistic artists as Al Kaufman, well known "white hope" of a few years ago, leading the attack, much physical damage resulted.

Lon Chaney adds to his considerable reputation through his handling of the role of Mark Shore, a crafty seaman. Malcolm McGregor is his brother, courageously loyal to his trust as captain of the whaling schooner. Billie Dove gives a charmingly sympathetic interpretation of the role of Priscilla, the wife of Joel, to whom Mark makes unwelcome advances.

Belle Daniels has recovered from her operation for appendicitis and to have a part in "The Exciters." Antonio Moreno plays opposite her.

#### Neighborhood Programs for the Current Week

Victoria—Sunday and Monday, Charles Roy in "Alias Julius Caesar." Tuesday and Wednesday, all-star cast in "The Half Breed." Thursday and Friday, Norma Talmadge in "The Probation Wife." Saturday, Pete Morrison in "Daring Danger."

Grand—Sunday, Monday and Tuesday, Viola Dana in "June Madness." Wednesday and Thursday, Foot Gibson in "The Gallopin' Kid." Friday and Saturday, Anita Stewart in "House of the Sun."

Hamilton—Sunday, Monday and Tuesday, George Behan in "The Sign of the Rose." Wednesday, special production, "The Barricade." Thursday, all-star cast in "Destiny's Isle." Friday and Saturday, features and comedy.

"Chastity" Cast Picked. The cast for "Chastity," Katherine MacDonald's next picture, is announced as follows: Katherine MacDonald, Huntley Gordon, Fred Truesdale, Edythe Chapman, Gordon Russell, Gunnis Davis and Lew Mason.

What Next? Well we've all heard of contributory negligence but Helen Holt is being sued in Hollywood because two truck drivers collided while both were watching Helen cross a muddy street with her skirts slightly raised.

Tinfoil? Ah, Yes. Remember that nice, shiny tinfoil you used to save during the war from tobacco or cigaret packages or maybe chewing gum? There's tons of it being used in "reflectors" for certain shades of light used in making movies.

TODAY AND ALL WEEK

SHOWS AT 11, 1, 3, 5, 7, 9 Feature 40 minutes later

ADOLPH ZUKOR PRESENTS

# Agnes Ayres

in "RACING HEARTS"

WITH THEODORE ROBERTS and RICHARD DIX

YOU'LL see a brand-new Agnes Ayres, broad-shouldered hair, sparkling eyes—full o' pep. In a rollicking, racing romance. By the author of Wally Reid's auto successes. She'll whizz right into your heart.

Story by Byron Morgan

And to further the spirit of joy,

LIGE CONLEY in his most original two-reel mermaid, KICK OUT

STRAND ORCHESTRA Direction H. Silverman. Playing today only, EASTER FANTASIA

NOTICE

STARTING TODAY

Balcony Prices Will Be the Same as Main Floor

Nights and Sunday Mat. All Seats 40c Except Boxes 50c

Week Day Matinees Until 5 o'Clock All Seats 25c

Children 10c Any Time

MOON

This Week—Ending Friday

The screen's greatest character actor in an odd combination of villain and hero and he does both so well you will either hate him or like him as he wishes you to do.

LON CHANEY

Billy Dove—Robert McKim MALCOM MacGREGOR

in "COLD COURAGE"

Adapted from Ben Ames Williams' Saturday Evening Post Story, "ALL THE BROTHERS WERE VALIANT"

MUSE Today Only

PRICES This Engagement Only

Daily Matinees 35c

Evenings, Sun. Mats, 50c

TWO WEEKS

STAR'S PRIZE FOR YOU IN THE SUN

# SUN

STARTS TODAY

SHOWS START 11, 1, 3, 5, 7, 9 o'clock

Feature 20 minutes later

## REX INGRAM

Creator of "The Four Horsemen," "Turn to the Right," "Prisoner of Zenda," now presents a worthy successor to them all.

# "Trifling Women"

Featuring a trio of screen artists second to none—

## Ramon Navarro

Barbara La Marr — Lewis Stone

SPECIAL MUSICAL SCORE SUN INCOMPARABLE ORCHESTRA DIRECTION LOUIS SCHNAUBER

Gorgeous Gowns

The gowns and costumes worn by Miss La Marr, created by the foremost designers in Paris, comprise a miniature fashion pageant.

An Interesting Note—Following the first showing of "Trifling Women" in New York, the Metro Picture Corporation was so pleased with the work of Ramon Navarro that it signed this handsome youth to a long term contract to appear in future pictures under the direction of Rex Ingram.

New York Comments

"Superb motion picture."—Evening World.

"Evening of exciting entertainment."—Times.

"Production is practically faultless."—World.

"Best thing Mr. Ingram has yet done."—Daily News.