Do Omaha Patrons of Cinema Object to Advanced Prices,

Poor Attendance at "Scaramouche" Would Indicate Some Such Objection-Flat Rate Favored.

Do the movie patrons of Omaha object to advanced prices on motion So it would seem from pictures? boxoffice record of "Scarache." one of the outstanding plo tures of the season, which did a very business at the Brandels all last week, at a price list topped at \$1.50

New York, Philadelphia and other eastern cities have been reporting record breaking houses at equal or even greater prices, but the attraction did not seem to appeal to Omaha as being worth that much money. The picture is, in fact, still running in New York and other eastern towns on extended time.

Faced with the experience "Scaramouche" at an advanced price, the owners of big pictures are wondering whether or not to attempt to bring them here and show them at any such admission price.

The essential difference between stage plays and pictures insofar as the policy of playing them, is much

at their value—a poor show goes ber of fine period pictures of this cheaply and tickets for a big attrac- year.

tion demand a greater price. Most exhibitors of pictures in this section refuse under almost any circumstances to vary their admission prices with the value of the attrac The charge at the ticket office tion. 's the same for good, had and indif-ferent. The difference to the protheaters.

ture means a big profit-an expensive picture with an equal volume of business means almost no profit at and make out of the volume the ex-

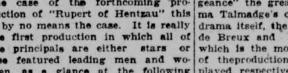
The public one week may get ! icture bargain-the next week fair buy-and occasionally gets a disappointment. But with the prospect in sight of a public refusal to pay any advanced admissions, the gamble is up to the exhibitor as to how many of his product.



Glasse Hammerstein AND Best Gytell AT THE RIALTO

more pronounced throughout the mid- don't appeal to Omaha? For "Scara diewest than in any other section of mouche" was admittedly a costume the country. Stage plays are priced middle ages romance, one of a num

"Ashes of Vengeance," which comes to the Strand this week, is another costume picture, as, to a, certain extent, is "Rupert of Hentzau," at the Rialto, though both will bep layed at usual prices at these



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Dosothy Dalton AT THE EMPRESS

burn, Marjorie Daw, Mitchell Lewis, including Wallace Beery, Courtenay Hobart Bosworth, Josephine Crowell, Foote, Josephine Crowell, Elmo Lincoln, Irving Cummings and Francisco, Claire McDowell, Andre Adolphe Menjou. "Rupert or Hentzau" is a sequel to Boyd Irwin, Carmen Phillips, Winter "The Prisoner of Zenda," both having Hall, William Clifford, Hector V. een written by the same author, Sarno, Earl Schenck, Jimmy Cooley, Anthony Hope. It deals with the ro- Lucy Beaumont, Forrest Robinson, mantic adventures of Rudolph Ras- Mary McAllister, Kenneth Gibson, sendyl, a young Englishman who is Howard Truesdell, Frank Leigh and almost a perfect double for the king little Jeanne Carpenter; and 4,000 exof Ruritania, a mythical European tras are employed in the mob scenes. principality. He is in love with the king's wife, Queen Flavia, and she

tures. "Rupert of Hentzau" will be shown at the Rialto all this week.

Norma Talmadge's New Film at Strand

with him, and this fact, together

with his striking resemblance, leads

o many complications and adven-

"Romance-magnified, glorified and entrancing." The words are those of the dramatic critic of a New York her own way in the world for a year Eugenie Woodward as Mrs. Perch.

"If Winter Comes" he contributed to the world of fiction the literary sen

"The Fair Cheat" on

Screen at World Theater

Broadway and its show girls are

TODAY ALLWEEK

Hammerstein, Bert Lytell, Lew screen notables are in the cast of actual scenes pictured by the author Hammerstein, Bert Lyteil, Lew screen notable in support of this twain, the photoplay is a fine, authentic Cody, Claire Windsor, Bryant Wash-principals in support of this twain, the photoplay is a fine, authentic hurn Marjorie Daw Mitchell Lewis, including Wallace Beery, Courtenay achievement which has commanded the commendation of Mr. Hutchin-Betty son himself.

de Beranger, Murdock MacQuarrie, Director Harry Millarde, with Percy Marmont, who plays Mark Sabre, and Miss Ann Forrest, the Nona of the story, spent one year in England to complete the picture. Eight English towns were used to dsualize "Tidborough."

in the military scenes.

mont and Miss Forrest are Sidney violins. Herbert as Twyning, Arthur Metcalf

again in the movies in "The Fair Rev. Sebastian Fortune, Raymond hobby of her father. He asked Miss Cheat" on the World screen this as Harold Twyning, Margaret Field- father's violins, which she Bloomer as Lord Tybar, Walter Kolb Senior to bring him one of her week. Dorothy Mackaill, pretty English girl, has the leading role in a light

girl, has the leading role in a light comedy drama of a daughter of a Jinks, Eleanor Daniels as Low Jinks, those who like a bit of sentiment will millionaire, who undertakes to earn James Ten Brook as the coroner, newspaper in reviewing "Ashes of in order to prove that she has a right and Russell Sedgwick as Young Sousa's band, played an instrument been mellowing and sweetening and unusually strong supporting cast of

Her Dad Made Her Fiddle Years Before She Was Born Miss Rachel Senior, this year violin oloist with Lieut, Com. John Philip Sousa and his band, who play at the Auditorium Saturday, November 24, was attempting to play a violin at

an age when most girls are quite contented with their dolls. Miss Senior was born in a house of violins, and the beautifully-toned instrument which she uses is the handiwork of her father, Charles Senior, of Mason City, Ia., who all his life has had violin making for a hobby, has found time to make in their en-tirety more than 100 of the instruments

Charles Senior was a business man with a love for music. He used to direct the local orchestra, and then as a means of diversion he attempted to make himself a violin. He was successful, so he made another, and by the time Rachel was old enough to

take a violin into her hands at least company of screen artists headed by fifty of the instruments were in the Miss Senior eventually went to New

York to study with Franz Kneisel, a famous teacher of violin, and then to Leopold Auer, who has taught the greatest violinists of the world. The entire Royal West Kent regi- Through Meredith Wilson, who had ent, known as the Buffs, was used been a member of Sousa's band, and who had lived in Mason City, Sousa In the cast supporting Mr. Mar- heard of the girl whose father made

After Sousa had engaged Miss as Hapgood, William Riley Hatch as Senior, he became interested in the had in

those who like a bit of sentiment will find it in the fact that Miss Senior, father years before she was born and work generally is strenuous. Robert

which had been fashioned by her waiting for her.

upon her first appearance with which for more than 20 years had Ellis is leading man, and heads an players.

Miss Rachel

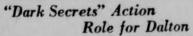
How many of you remember. Wally Van? Back in the days when movies were just becoming popular, Wally was among the shining faces that peered out at the public, which was still dazed at seeing pictures actually moving, and along with John Bunny, Broncho Billy Anderson and Flors Finch, he built up such popularity as a comedian that, it is safe to say, is rivaled by no one today. Of course Wally was just a boy then and for that matter he still is, but a few years ago he left the movies flat, never to return.

Time Film Star

Wally Van Old

It's like everything else, this movie game, and "they" say, if you once get the sand in your shoes, you are bound to go back, and so here is another case where "they" are right.

Van's first picture since his return is "The Drivin' Fool," now at the Moon. Thrills, suspence and romance are crammed into this swift moving comedy and gives Wally a great chance to display his happy-go-lucky ways. A strong supporting cast includes Patsy Ruth Miller, Alec B. Francis, Wilton Taylor, Ramsey Walace and others.



The part of Ruth Rutherford in 'Dark Secrets," which is Dorothy Dalton's role, coming to the Empress this week, is one of ease and hardship for this popular star. As the heroine of the story, Miss Dalton becomes partly paralyzed when thrown from a horse, and therefore many of her scenes are played with the star in a wheel chair. But Miss Daiton does some of the hardest work of her screen career in this picture. She rides a spirited horse in a hurdle race at a horse show, and her

