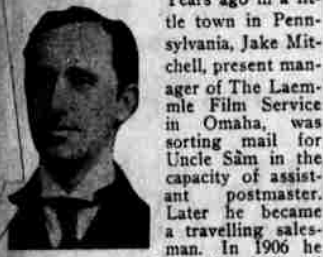


Jake Mitchell Made Short Jump to Exchange Manager



Years ago in a little town in Pennsylvania, Jake Mitchell, present manager of the Laemmle Film Service in Omaha, was sorting mail for Uncle Sam in the capacity of assistant postmaster. Later he became a travelling salesman. In 1906 he heard the call of the "Movies" and left for Chicago. After a few months in the business he emigrated to Evansville, Ind., where he became associated with the Laemmle Film Service, and was transferred to the executive offices in Chicago, under Mr. Carl Laemmle, president of the concern. Mr. Mitchell was appointed publicity manager in the Omaha Laemmle exchange, and when the Bluebird photoplays were placed on the market he was made manager of that office. On the resignation of F. A. Van Husan, he was appointed manager of the Laemmle Film Service, where he is today. In addition to securing contracts for the Universal Service, Mr. Mitchell does not overlook the fact that exhibitors must also be assisted in every possible way to make their business a success, and never loses an opportunity to extend any courtesy or assistance which may be of any benefit to anybody, either in or out of the business. The Laemmle Film Service at Omaha has had remarkable growth.

General Film Manager Is Popular With All Exhibitors

C. W. Taylor, manager of the General Film company in Omaha, has been in the game for nine years, having started with the Theater Film Service company of Chicago before that company was taken over by the General, when it was organized. He remained with the General until he came to Omaha to manage the Mutual exchange in 1915. He returned to the General at the beginning of this year and under his care the business has increased materially.

Hugh A. McCaffrey Making Boulevard a Fine Show

Hugh A. McCaffrey, proprietor of the Boulevard theater, is making it one of the finest suburban shows in the west. The McCaffrey built the Boulevard theater last year. It is one of the few strictly fire-proof moving picture theaters. There are 300 seats, and in addition to exceptional projecting machinery the house has a fine new Bartola pipe organ. Today the Boulevard offers William Courtney in "The Island of Surprise," Monday, third episode of "Phantom," comedy and weekly news; Tuesday, Ordeals of Elzabeth, with Lillian Walker, a five-reel Vitagraph; Wednesday night, the show will be closed on account of the electric parade. Thursday, Helen Holmes will be seen in "Judith of the Cumberland." Friday there will be a Metro picture, with Harold Lockwood and May Allison in "The Comeback," and Saturday the fifth episode of "The Crimson Stain Mystery," together with a three-act feature and comedy.

Four Big Features Will Be On Screen at Hipp This Week

Hugo F. Bilz, one of the leading picture exhibitors in the city, is known to most of the old-time residents of Omaha and has succeeded in other lines of business. As an exhibitor of photoplays Mr. Bilz is keeping up the standard of the Hipp. This week an exceptionally good program is offered. Today and Monday a first-run Bluebird picture presents Mary MacLaren and company in "Wanted—A Home." The story tells of the struggle of an orphan against stern adversity. Tuesday and Wednesday Marguerite Clark comes in "Molly Make Believe." The story deals with a beautiful young woman who lived in the time of Queen Elizabeth. Thursday Kolb and Dill will be seen in a Mutual comedy feature, "A Million for Mary." Friday and Saturday the first Mary Miles Minter picture under the Mutual banner will be shown. The title is "Youth's Endearing Charms." It is a play any child or grown person can see with perfect safety.

Only Four Movies in Town When S. Harding Started

When S. Harding entered the movie business in Omaha, in 1908, there were only four photoplays in the city. He was the first to put in a daily change of first-run pictures, which policy still maintains. Mr. Harding is a great believer in the program of two and three-reel pictures. This week Mr. Harding offers today the following program to Princess patrons: "The Jungle Hero," L.-K.-O. comedy, "Safe in the Safe," Circumstantial Justice; Monday, Carter De Haven in "A Hero by Proxy" and King Baggot in "The Lie Sublime." Tuesday, eighth episode of "Liberty," Wednesday, fourth episode of "The Yellow Menace," Eddie Lyons and Leo Moran in "With the Spirits' Help," Thursday, Bluebird feature, "Wanted—A Home," Friday, "The Romance of Billy Goat Hill," Saturday, "Cold Hearts and Hot Flames,"

Billie Ritchie in a comedy and a two-reel drama, "Somewhere on the Battlefield."

Monroe Offers Good Program of New Features



The Monroe theater, under the management of George O. Monroe offers its patrons the best in modern photoplays. Mr. Monroe is one of the oldest exhibitors in the city from the standpoint of experience, which has extended over a period of five years. He has the fine points of the game in hand and provides a popular show for his patrons. Previous to entering the movie game, Mr. Monroe was in the gent's furnishing business in Omaha and also spent many years railroad-ing. For today and Monday the Monroe offers House Peters in "The Closed Road," a story of great sacrifice made by one man for another, and for humanity. Tuesday Pearl White and Kirke Wednesdays, no show on account of electric parade. Thursday, Mary MacLaren in "Shoes." Friday, "The Folly of Bestre," Saturday, Henry D. Carey in "Behind the Lines."

Experience Gives Thomas Grasp of Show Business

About ten years ago H. M. Thomas, manager of the Strand, gave up a position as private secretary to the president of the Frisco railroad to enter the theatrical business. In Springfield, Mo., he promoted and built the Jefferson, vaudeville, the Landers, legitimate, and the Aladdin, photoplays. He did this before he was 23 years old. He then went to Chicago with Jones, Linnick & Schaeffer who control a big list of vaudeville and picture theaters in that city. Here he booked vaudeville through the south. Next he was connected with the Kansas City Feature Film company as publicity manager. Later he went to San Antonio, Tex., as manager of vaudeville houses. He opened the office of the Des Moines Film and Supply company, later returning to Kansas City as manager of the Benton theater and of the photoplays at Electric Park. From there he came to Omaha as manager of the Strand. Music, birds, flowers and excellent pictures have made the Strand a great success under Mr. Thomas's management. Today and Monday the Strand offers W. S. Hart in "The Dawnmaker." Following this for five days the offering will be Clara Kimball Young in "The Common Law."

Movie Inn Popular With Screen Fans of Omaha

The "Movie Inn," a new restaurant at the Brandeis is proving a popular meeting place for the screen fans of Omaha. The idea originated with R. C. Phelps, proprietor and manager of the Brandeis stores restaurants, the Green room and the Blue room. Mr. Phelps conceived the idea that inasmuch as Omaha is one of the liveliest movie towns in the United States, it would be a splendid idea to have a special dining room for those who were engaged in the industry and those who admire the various stars. The Inn has been successful from the start and those interested seem to

approve the idea of being able to discuss their affairs in the atmosphere provided. The Screen club, one of the prominent organizations of the city, has made the Movie Inn their headquarters.

Diamond Theater Offers Pleasing Variety to Patrons



The Diamond theater, twenty-fourth and Lake, offers its patrons a pleasing variety of programs consisting of features, serials, comedies and mixed programs. O. S. Finch, the efficient manager, started in the movie business in Chadron, Neb. In 1911 he built the Diamond, which was destroyed by the tornado of 1913, and Mrs. Finch was badly injured. He immediately rebuilt the theater and in three months was again in operation. Mr. Finch's idea of a successful program is one that pleases his patrons and these he endeavors to run. The Diamond is equipped with two projecting machines, which eliminates waits between reels. Today the offering is Florence Turner in "Door Steps" and a comedy, "Two of a Kind." Wednesday night the show will be closed, but the rest of the week the usual standard of plays will be shown.

Burt Manager Was Former Performer in Vaudeville

S. A. Alward, present manager of the Burt theater, Twenty-fourth and Sprague, is an old showman both as a performer on the vaudeville stage and as a house manager. When he came to the Burt he had just finished a season on the Sullivan-Conside circuit. He also operated a feature film service in St. Louis, booking special releases. Today the Burt offers Paul McAllister in "The Scales of Justice." Monday Rupert Julian in "The Evil Women Do." Tuesday the twelfth episode of "Peg O' the Ring." Wednesday, no show. Thursday, Jane Grey in "The Little Grey Lady."

At Auditorium
TUESDAY, OCTOBER 3 AT 8 P. M.
EX-GOVERNOR HANLY
Prohibition Presidential Candidate
Chorus Choir of 300 Voices

A Bright, Cheerful Place to Dine . . .
Where the food is of the best and the service quick and polite.
The "Movie Inn" . . .
offers you the best of everything at moderate prices.
Upon the walls are the pictures of the most prominent of the "Movie" stars—the headquarters of all of those in the motion picture business, and those who have matinee idols and favorites in the "Movie" world.

Dine Here TODAY
Brandeis Stores

Friday, Hobart Bosworth in "The Yacqui," Saturday, fifth episode of "Liberty" with a Laemmle program.

Paul Le Marquand Pioneer in Western Canada Movies



Paul Le Marquand, one of Omaha's latest acquisitions in the photoplay field, was a pioneer in the promotion of moving pictures in western Canada, having entered the field in that country some ten years ago in the film exchange business. Later he was connected with the management of a string of twelve theaters, also with the Starland theater in St. Paul. Later Mr. Le Marquand was manager of the Empress theater in Kansas City, leaving for Omaha this year, and is now a co-partner with M. Le-doux in the operation of the Empress and in promoting special photoplays. At the present time Mr. Le Marquand is presenting "The Little Girl Next Door" at the Brandeis.

William S. Hart Playing in "Dawnmaker" at Strand

The ever popular William S. Hart is again seen at the Strand Sunday and Monday in a stirring visualization called "The Dawnmaker." No one disputes the fact that Mr. Hart leads the field in his special line of endeavor, and after witnessing this production, he is just as firmly entrenched in the hearts of film fans as before. A Keystone comedy and Pathe weekly complete the program.

Theater Monroe Today and Monday House Peters in "The Closed Road" Thursday Mary MacLaren in "Shoes"

The management will give free tickets to this performance to the first twenty-five people who bring a pair of old shoes to the theater.
Organ Recitals at Each Performance
Good Programs Every Day.
Closed Wednesday.

The Old Reliable
General Film Program
Consists of one, two and three-reel subjects
Also Continued Photoplay Dramas
Featuring Leading Screen Stars
Ak-Sar-Ben Visitors Will Be Welcome
To our office and projecting room any time during the day.
General Film Company
C. W. TAYLOR, Mgr.
208 S. 13th St. Omaha.

THE STRAND
has the honor to offer
Tuesday, Wednesday, Thursday, Friday and Saturday
The Screen's Supreme Sovereign
Captivating, Fascinating, Winsome
Clara Kimball Young
Pleasing Countless Admirers in a Wondrous DeLuxe Visualization of
Robert W. Chambers' Widely Read and Muchly Discussed Novel—
THE COMMON LAW
Enhanced by Special Musical Program, Stage Setting and "Proper" Atmosphere.

MATINEES, 1,000 SEATS 25c
BRANDEIS THEATRE
NIGHTS
General Admission 25c
Reserved Section 50c
Boxes 75c
NOW SHOWING TO ENORMOUS CROWDS
Continuous Performance From 11 A. M. to 11 P. M.

An Object Lesson and Warning to Parents
White Slavery and Vice Exposed
TEACHES A GREAT MORAL LESSON
No One Under 18 Admitted

ADDED ATTRACTION
For the benefit of out-of-town visitors we will show—
Charlie Chaplin—in—"THE COUNT" as an extra
There was apparently no effort to make this a "finished" production. The pitfalls that exist for women and girls are laid bare in it in sordid details.
Chicago Post, May 8th.

THE LITTLE GIRL NEXT DOOR
A PICTURE THAT EVERY MAN AND WOMAN SHOULD SEE

CAST
THOS. R. MARSHALL
Vice Pres. of U. S. A.
CHAMP CLARK
Speaker of the House
JAMES R. MANN
Congress, Author of "The Mann Act"
BARRAT O'HARA
Lieut. Gov. of Illinois
WM. H. THOMPSON
Mayor of Chicago
C. C. HEALY
Chief of Police, Chicago
REV. MELBOURNE P. BOYNTON
Woodlawn Baptist Church
MISS VIRGINIA BROOKS
Joan d'Arc of East Hammond
DR. ANNA DWYER
Chicago Moral Court
"The Little Girl Next Door"
FRITZIE RIDGWAY

"No better method than the widest publicity of the films could be obtained to eliminate the evils of white slavery."—Rev. M. P. Bornton, Famous Baptist Divine.

Now Turning Thousands Away in Metropolitan Cities
Seats Now Selling. Come Early and Avoid the Holiday Crowds

The PRINCESS THEATER
Offers You a Hearty Welcome, a High Class Show, and a Good, Clean Comfortable Chance to Rest
TODAY'S PROGRAM
"The Jungle Hero"
A Great Wild Animal Picture
"Safe in the Safe"
"Circumstantial Justice"
WEDNESDAY
EDWIN STEVENS
in
"The Yellow Menace"
5c—Always—5c
THURSDAY
BLUE BIRD FEATURE
"Wanted, A Home"
SATURDAY
BILLY RITCHIE
Famous Comedian, in
"Cold Hearts and Hot Flames"
14th and Douglas

Opheum
Special Ak-Sar-Ben Bill.
WEEK STARTING SUNDAY, OCTOBER 1
DAILY MATINEE, 2:15. Every Night, 8:15.
AMELIA ARMAND
STONE and KALISZ
— in —
"Ma'mzelle Caprice"
A Capricious Romance in One Act
Book by Edgar Allan Woolf. Music and Lyrics by Armand Kalisz
Claudia Mario ALBRIGHT and RODOLFI Artists in Opera.
JIM and BETTY MORGAN In Songs of Their Own.
The Twentieth Century Comedians MARTINETTI & SYLVESTER The Boys With the Chairs.
Chester Lola SPENCER and WILLIAMS In "Putting It Over."
MISS ROBBIE GORDONE Classic Reproductions of Famous Porcelains, Ivories and Oil Paintings.
Opheum Travel Weekly Around the World with the Opheum Circuit's Motion Picture Photographers.
GEORGE HOWELL
— in —
"THE RED FOX TROT"
PRICES—Matinee, gallery, 10c; best seats (except Saturday and Sunday) 25c. Nights—10c, 25c, 50c and 75c.