



The RIALTO Theatre

America's Most Beautiful Playhouse



BEAUTIFUL NEW RIALTO IS FITTING TEMPLE DEVOTED TO ART OF SILENT DRAMA

Omaha Motion Picture Theater Has Classic Lines of Venetian Palace; Every Known Ultra-Modern Feature Incorporated in Monumental Playhouse; Opens Thursday.

A Venetian palace, costing \$750,000, a monumental building, more beautiful in its architecture and more exquisite in its interior decorations than any structure which adorns its namesake of Venice, will be opened to Omaha movie lovers Thursday night.

The Rialto is fittingly described as the most beautiful playhouse dedicated to the silent drama in America. The exterior was designed by John Latenser, jr., and the interior by Frank Latenser, two Omaha architects. The structure is a composite of Venetian renaissance with modern adaptations, suitable to its uses as a theater. The building is 132x132 in dimensions, and despite its size is perfect in its architectural symmetry.

Beautiful Exterior. It is one of the very few buildings in America that is treated in its finish to bring out the polychrome effect, the dominant tones of the trimming being old ivory and blue, produced with terra cotta, with carouches of sienna and stately panels of tapestry brick in soft tones.

It is surmounted with pylons, on which powerful stationary electric globes are mounted with triumphal eagles, perched with outstretched wings on revolving globes, both bird and sphere studded with countless incandescent lamps. There are eight of each dominating the two frontal facades.

The entrance vestibule conforms in its wealth of space to the stateliness of the building, and is floored with terrazzo in geometrical squares and marble. In the center is a ticket booth, of Alaskan marble, paneled with mosaic inserts of gold and varicolored glass and jewels of mother of pearl. The booth has two win-

panels with pendent figures in bas relief, supporting allegorical cameos of art and music.

The majestic vaulted dome is treated in cerulean blue and from its center hangs a wonderful candelabra of massive proportions, but so cunningly wrought that it is as delicate in appearance as a boudoir lamp. It is of bronze, with a bowl-like base of onyx. A reflector shaped like a marine shell projects from the stem and adds to the beauty of the whole.

The illuminating devices are wonderful. The house is flooded with light from constellations of electric globes concealed in the dome. The globes are in the three primary colors, but can be so blended as to produce any effect, from darkness through down, with its somber grays and glowing pinks, to the witching sunsets, pensive afterglows and deepening shades of the twilight hours. The chromasthesia will produce a psychic effect in keeping with the dramatic environment of the pictures shown.

Grand Marble Staircases. In the lobby and on the pillars of the grand marble staircases are located electric fixtures of Roman and Venetian lamp designs which are veritable studies of the ancient metal workers' art.

All bases are in Alaska marble of dark and light shades of the most beautiful veining and traceries. This is a new marble and will vie with any imported marble in attractiveness and texture.

The seating arrangement of the great amphitheater is in keeping with the ideal perfection of the house. The seats in the pit are so located that a perfect view of the screen is given from any part of the floor. There are no columns or pillars to obstruct the view. The chairs are upholstered and the seats placed at an angle that does not throw the weight on the spine, but give a reclining position that is restful to a degree. The seats are wide and there is plenty of space between the rows, the idea being to do away with crowding of any kind.

The house has a seating capacity of 2,500 and the sloping floors, rising to an angle of 30 degrees, places each spectator so that he can see over the heads of those sitting in front. The boxes are on the main floor and the loges in the balcony.

Absolutely Fireproof.

All of the seating and the aisles are wider than the city ordinances call for, and the arrangement of the aisles and exits permit of the passing of the spectators without bothering those who remain seated or interrupt the view of the screen. The house can be emptied in an emergency, although

it is absolutely fireproof, in five minutes.

The draperies of the curtain and screen are of old rose silk velour, and all of the carpets of soft-toned gray. Usherettes will be costumed in simple and modest toilettes of gray, in keeping with the color scheme of the theater.

As in lighting, the ventilation of the building is perfect. Air is drawn into the building from an intake in the basement and is passed through a washing machine which removes all dust and impurities. A huge fan circulates pure atmosphere through the building and the air supply is on a basis that permits 10 changes in an hour. The evaporation in the washing process, in summer, reduces the temperature of the air three degrees and produces comfortable coolness. In summer three big ventilating fans are also used, changing the air every five minutes. The temperature of the theater, winter and summer, is regulated by a thermostat system.

Unique Heating System. In winter the house is heated in a unique manner. Heat conductors are placed under the seats, thus warming the air from the floor, and a most comfortable temperature will be maintained all the time.

The pipe organ used is wonderful and possesses every stop known to music, even simulating the solo tones of harp and violin. It is one of the largest organs in the world and has choir, echo, great and swell chambers. Kenneth Widener, who is a widely known Omaha musician, and who has been in New York for the last year, studying under the master organists of America, will be the organist. A fine orchestra has been assembled more than 2,000,000 checks for allowances and allotments of a total of more than \$74,000,000.

DeMille Chooses Stars For His Next Feature Picture A cast that is undoubtedly one of the most notable ever assembled for a motion picture is that which will appear in "Old Wives for New," the forthcoming Artcraft special, directed by Cecil B. De Mille, taken from the novel by David Graham Phillips. While no one person is starred, the emphasis being placed upon the picture itself, no one role has been slighted. The players in this notable production will include Elliott Dexter, Wanda Hawley, Sylvia Ashton, Florence Vidor, Theodore Roberts, Helen Jerome Eddy, Marcia Manon, J. Parkes Jones, Julia Faye, Edna Mae Cooper, Gustave Seiffert, Tully Marshall, Lillian Leighton and Maym Kelso.

Hygienic Drinking Fountains. No convenience that will add to the comfort of the patrons of the theater has been neglected. Hygienic drinking fountains are placed at intervals on all floors of the house. On the balcony landing will be located a roomy and luxuriously furnished foyer for the women. The furniture will be of enameled wicker with cretonne upholstery.

In time a children's play room, located on the same floor and easily accessible, will be finished. The business offices are all on this floor, as is also a private projection room,

where pictures can be viewed for criticism, musical and chromasthesia adaptations.

Novel Advertising Plan. Among the many novel features of the playhouse will be the advertising shutters on the main facade. These are arranged so that the titles of the screen subjects can be placed from a room in the inside and no outside climbing will be necessary.

The Rialto is essentially an Omaha institution, owned by Charles Grotte, Walter Brandes, John Latenser, sr., and A. H. Blank, and is a monument to their enterprise, as well as a tribute to the art-loving populace of the city.

The opening play will be John Barrymore in "Raffles." Paramount and Fox standard pictures will be shown.

War Risk Bureau Is Flooded With Innumerable Inquiries

Mary Pickford and Charlie Chaplin may get more mail that President Wilson, but the war risk bureau of the United States War department outclasses them all. They receive an average of 11,000 letters each day and have received more than a million the last five months.

Major Maher of the Omaha quartermaster corps tells that they receive every conceivable kind of inquiry. He cites these: "Please tell me if Mr. John Smith has put in an application for his wife and three children. My Bill has been put in charge of spittoons. Shall I get more pay?" A telegram brought this news, "Child born, named Elizabeth, wants allowance."

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BLANK'S SUCCESS IN 'MOVIE' GAME IS PHENOMENAL

President of Rialto Theater Entered Motion Picture Business in Iowa Only Seven Years Ago.

Let us introduce to you A. H. Blank, president of Omaha's newest and the most beautiful theater in America, The Rialto, which opens Thursday, May 30.

It is not known by many that Mr. Blank was originally a Council Bluffs boy, where he lived and attended the public schools before leaving for Des Moines in 1896.

His success in the motion picture industry has been phenomenal. Starting only seven years ago in this wonderful industry, he first acquired the Casino theater in Des Moines and later the Star theater. Then he built Iowa's finest theater, the Garden, in the same city.

At the present time he controls three fine theaters in Davenport, the Garden, the Family and the Casino, the Garden in Des Moines, the Strand in Marshalltown, as well as the Strand and Rialto in this city.

Strand First Movie Here.

The Strand theater was the first real motion picture palace to make its appearance in Omaha, and was considered, when known as the American, one of the worst "lemons" in the show business. However, Mr. Blank offered a theater and presentations of pictures in a manner that had often been promised Omaha, and although wisecracks predicted that the theater would only be operated for a possible period of three months, it still remains open and has become Omaha's chief place of amusement.

At the present time Mr. Blank has plans in mind for the remodeling of the theater that will transform it into a veritable palace. In the past two years he has also been identified with some of the largest film organizations in the country, and his Douglas Fairbanks smile is equally well known among the big men of the business in New York City and with the most prominent actors and actresses as it is on the streets of Omaha and Des Moines.

When the Triangle Film corporation was at its zenith, he controlled the distribution rights for Nebraska, Iowa and Missouri, at the same time controlling the select productions for the same territory.

At the present time he is a member of the First National Exhibitors' circuit, which is composed of the leading theaters in America and Canada, which organization controls the best pictures on the market.

They hold contracts with Charlie Chanlin for his productions, released Gerard's "My Four Years in Germany," "Tarzan of the Apes," J. Forbes Robertson in "The Passing of the Third Floor Back," Monk Illidor in "The Herbert Brenon production of "The Downfall of the Romanoffs" and pictures of a similar high class character.

Blank Never Tires.

With these connections, he is assured of the very best the motion picture field offers for his own theaters. So summing the situation up, he is one of the biggest motion picture men in the game today, and it was not so long ago that one of the leading motion picture trade papers published his picture as a frontispiece.

When asked the secret of his success Mr. Blank replied, "I love the business and never tire of work, gladly putting in 20 hours a day and wishing that the day was only longer, so that I would thus be enabled to put in more hours of work each day. I am very fond of Omaha and the manner in which they have received me in their midst, and don't be surprised if one of these fine days I make the announcement that I shall make my home and headquarters in Omaha."

To handle his large business Mr. Blank has a number of salesmen covering Nebraska, Iowa, Kansas and Missouri, with branch offices in Des Moines and Kansas City, and an office for Omaha is under consideration.

Ben Still Cross-Eyed

When Ben Turpin, the well known cross-eyed comedian in Paramount-Mack-Sennett comedies, was knocked out in a fight a short while ago, the first thing he said when he came to, was, "Where's a mirror? I want to see if my eyes are still crooked." Ben explained that they got that way through his being hit on the head while in vaudeville, and a doctor told him that if he ever got another crack like that it might jar them back into shape.