

On-the-Screen-in-Omaha



Love
Marguerite Clark Has Plenty of It and Money Besides in Her Latest Drama of "Reel" Life

THE vanity of riches is the dominant note of "Rich Man, Poor Man," the Paramount picture starring Marguerite Clark, which is at the Rialto. This fact is dramatically presented in various ways in the unfolding of the story by Maximilian Foster which charmed the public as a serial in the Saturday Evening Post, proved one of the best sellers in book form, and enjoyed a long run in a Broadway theater when adapted to the stage by George Broadhurst.

A Wall street financier, cold, selfish and heartless, disowns his daughter for eloping with a poor man, and she passes forever out of his life. As the years go by and time lays its heavy hand upon him he begins to realize that life devoted to the worship of Mammon brings little happiness, and when a young woman, played by Marguerite Clark, is foisted upon him as his grandchild he eagerly welcomes her. He realizes that a rich man who neither loves nor is loved is a poor man indeed.

Betty Wynne, the girl, derives a goodly measure of happiness in the humble boarding house in which she lives, and the really black clouds only appear when she has changed her sphere in life and is surrounded by wealth and luxury. The poor man who has taught her the joy of living and the rich man who comes into her life are both ardent suitors for her hand, and despite the pressure brought to bear upon her to accept the wealthy man she obeys the dictates of her heart. The wisdom of her choice is shown in the surprising ending of the picture, when it develops that the man she loves is in fact the grandson of the old man who had been made to believe that she was his relative, and all are brought to a realization that wealth is not happiness. "Rich Man, Poor Man," was directed by J. Searle Dawley, who has



William Farnum
(MUSE)

been responsible for the staging of many of Miss Clark's most successful productions.

Appropos of the recent ruling from Washington that one-fifth of future film exports from this country must be educational, E. W. Hammons, vice president and general manager of the Educational Film Corporation of America, said:

"I am sincerely glad that the United States government has taken a stand against the exploitation of harmful stuff or of trash that cannot benefit this country in the eyes of allies and neutrals. Whatever puts the United States in a favorable light before the rest of the world is helpful. The beauty, strength and resources of these United States; the exploitation of our high level of civilization; our free public school system; our kindly industrial relations; our great institutions; our natural wonders; our methods of transportation; our business and manufacture all tend to help the cause. So do all fiction pictures with a patriotic purpose or even without professed propaganda, but wholesome, sweet and representative of the best in the national life.

"On the other hand, the run of ten, twenty, thirty melodramas, transformed into films, is absolutely useless and vicious so far as exportation purposes are concerned, and (I might indeed add) to our own population in this

ALHAMBRA 24th and Parker
WILLIAM DESMOND, in "SOCIETY FOR SALE."
Monday—BESSIE BARRISCALE, in "BLINDFOLDED."

Bills for Current Week

Rialto—Marguerite Clark in "Rich Man, Poor Man," is the Rialto offering the first four days of this week, this being Miss Clark's initial appearance at the Rialto, and this is without doubt one of the best things that Miss Clark has done in pictures for some time, and all admirers of this clever little actress will be more than agreeable to be surprised at the pleasing photoplay they witness. Thursday, Friday and Saturday Wallace Reid is seen in "Believe Me Xanippe," the prize Harvard play which was presented in Omaha last year by the University of Nebraska students. Reid is seen to excellent advantage in the leading role, while the remainder of the supporting cast leaves little to be desired. Next week "Fall of the Romanoffs" and Sessue Hayakawa in "The Bravest Way."

Sun—Ethel Clayton in "The Man Hunt," tells a most interesting story of the heiress who is tired of fortune hunters and yet wishes to be married. After study she decides to go as a stenographer and work for the playmate of her childhood days when she was poor. Jim Oden is now manager of her own mines and readily recognizes her from her pictures but, never saying a word, he puts the heiress through the paces. When he discharges her she tells him that she is the owner and is only angrier when he tells her he knew it all the time. Her progress is not so easily deterred as she lays plans, abducts him and the minister and takes them to a wild mountain. A great crowd of guests, one of whom shoots Oden when he attempts escape. When however, she is abducted in turn by one of her men, Oden follows, rescues her and then the marriage is fine for Oden has shown his hand. The play is full of thrills and the story of the hunt is one of lively interest.

Empress—How Jane and Katherine Lee put an arm of fortune to flight and married their aunt to the man of their choice, is the story told in "We Should Worry," the William Fox picture which will begin a four-day run at the Empress theater, starting today. Jane and Katherine are the wards of a beautiful young girl who is much sought after for her beauty and fortune. The little imp who has been the suitor whom they consider most worthy of her, and other Jasons in quest of the golden fleece of the girl's fortune are vanquished when a new man appears in the field and threatens to set at their work at naught. Heading the photoplay program for the last half of the week, is a Metro picture, "The Trail to Yesterday," a rugged romance of the plains and ranches, featuring the athletic star, Bert Lytell. To escape unjust punishment for a crime of which he is innocent, Ned Keene (played by Bert Lytell) goes west. As time goes on, he becomes known as "Dakota," the terror of the plains. A storm brings Dakota and a girl together, in a lonely cabin. When he learns that she is the daughter of the man who killed his father, Dakota forces a preacher, who also sought the girl, to marry her. A spark of love is kindled which results in happiness for the outlaw and the girl.

Strand—Strand patrons are promised two corking good pictures this week. Charles Ray in "Playing the Game," the first four days run at the Strand theater, will be the last three. Both of these pictures represent the acme of perfect photoplay presentation, and can not help but make good with all who see them. Ray has a way all of his own that makes you cry one minute and laugh the next, while Miss Pennington is without question the most emotional actress either on the stage or screen today. Next week Dorothy Dalton in "Tyrant Fear," and Mary Pickford in "M'Liss."

Muse—A typical William Farnum production "Rough and Ready" will be the attraction for three days beginning today. The strongest point in favor of the photodrama is the fact that Mr. Farnum is well cast. "Rough and Ready" carries a strong dramatic story, is capably produced and the star is excellent. A comedy and news picture comes to the bill Wednesday and Thursday "Madam Sphinx" offers Alma Rubens in a role of unusual interest. She plays the part of a girl whose guardian is slain and who avenges the crime by bringing the criminal to justice. Her search through the desperate haunts of the Parisian Anarch and Latin haunts is one full of picturesque incidents and adventure. Friday and Saturday Tom Mix will be seen as a member of the Northwestern "Ace High," promises to be full of action and thrills.

Ideal—Clara Kimball Young, in "The Reason Why," will play here today and Monday. The story is a vivid drama of the woman in the case build up a number of dramatic events which are well produced by the star. In the supporting cast is the father of the star, playing the opposite lead. On Tuesday of this week the first episode of the Parlatan Anarch and Latin haunts and Antonio Moreno, "The House of Hate" will be run. The serial runs in 15 episodes, each episode consisting of two reels.

Grand—Ann Pennington, in a stirring little comedy drama, "Sunshine Nan," will be here today only. In the play Miss Pennington takes the part of a purveyor of happiness who finds that much-sought-after happiness is not so easy to come by. (Continued on Page Nine, Column Two.)

LOTHROP 24th and Lothrop
Constance Talmadge
In "THE LESSON"
Monday and Tuesday
MADGE KENNEDY and TOM MOORE
In "THE DANGER GAME"

HAMILTON 40th and Hamilton.
Madge Kennedy and Tom Moore
In "THE DANGER GAME"
Monday and Tuesday
WILLIAM FARNUM

GRAND 16th and Binney
Today at 2, 3:30, 6:30, 8 and 9:30
ANN PENNINGTON, in "SUNSHINE NAN,"
Monday and Tuesday,
"TARZAN OF THE APES."

IDEAL 16th and Dorcas
Today and Monday,
CLARA KIMBALL YOUNG, in "THE REASON WHY."
Friday—"OVER THERE."

Strand 16th & DOUGLAS
Has the Honor to Offer Screenom's Famous Star
Charles RAY
In Just the Kind of a Play You Like.
"PLAYING THE GAME"
TODAY-MONDAY
TUESDAY-WEDNESDAY



EXPOSURES

By Kilowatt

DUSTIN FARNAM, in the minds of many a motion picture fan of the country the ideal conception of the ideal cowboy, has been accorded signal honors by the little town of San Rodoe, Cal. With ex-president Roosevelt, many of whose Rough Riders came from San Rodoe, he will be one of the honor guests at a great four-day Red Cross rodeo and round-up to be held there, starting July 4. Reservations for rooms and camping grounds are pouring into the little California town and thousands of people are expected to be present. In the four days all the sports and pursuits of the famous cowboy of the plains will be brought back and Farnum will take with him his band of cowboys who have served with him in so many western films. Colonel Roosevelt expects to meet there a great many of the old regiment of Rough Riders, and a joyous reunion is planned.

William Farnum is working in making a series of plays based on the western books of Zane Grey. The first one will be "Riders of the Purple Sage," which is one of the oldest and best known of Grey's works.

Select Pictures announces that it has signed a contract with Marion Davies and the first picture with the new star has been completed. She will be seen in "Cecilia of the Punk Roses." In the same announcement the Select company states that the next play of Norma Talmadge's has been finished, "The Safety Curtain."

Edna Purviance, leading woman in a great many of Charlie Chaplin's plays, has just returned to the studios with about eight trunk loads of new dresses and fussy things she purchased when in New York, with the expectation of having the pleasure of wearing them in her next play. Imagine Edna when the director announced that in the new production all she would need would be a serviceable calico dress.

Wally Reid was conducting an auction in Los Angeles for the Red Cross. Someone passed him a bull pup and the bids started. He noticed frantic signals from his wife and thought she meant to get a good price for the dog. Finally he cried "Sold" at \$1,600. Then someone told Wally he could buy the

APOLLO 28th and Leavenworth
ALICE JOYCE, in "The Triumph of the Weak."
ROHLFF 2559 Leavenworth
Emmy Weland
—"The Shell Game"
MONDAY
Olive Tell
—"THE GIRL AND THE JUDGE"

pop back again if he wanted to. It was one he had given to his wife on her last birthday.

White D. W. Griffith was on the western front he asked a poli what he and his comrades did when they went home.

"Make ze love," responded the Frenchman, "all ze time we make ze love."

"Monsieur," he went on, with a twinkle, "war is terrible, but not sometimes so terrible as peace. She make our own wives love us."

Dorothy Dalton, noted Ince star in Paramount pictures, will be in Omaha on her way east to select gowns for a big production planned for the coming month, on Sunday. Miss Dalton always makes her own selections of costumes for plays, saving the firm the cost of an expensive designer and incidentally pleasing herself and her audiences.

H. M. Rubey, president of the National Film company, equipped his office a few weeks ago with a mahogany desk and chair, an oriental rug and other appropriate trimmings.

Next morning he came to work a little late and found an imitation oak table with the mail neatly stacked on one corner about the only thing in sight. Speechless, but seething with a lot of things to say he started a tour of the grounds. "Smiling" Bill Parsons sat in the chair in front of the desk, protected by the sacredness of the clicking camera. Further search revealed the rug being used in the sequel of "Tarzan of the Apes." Rubey's present protection is second hand furniture, well scratched.

The American Red Cross is organizing a motion picture operating school for crippled soldiers, through the New York office of the Red Cross.

Jay Belasco is making a trip of the east. When he was two days on the way to New York the official boss, Al Christie, received a telegram and is wondering how Belasco's expense account will look. It read, "have already won expenses of trip playing checkers." Al's praying that luck stays with Jay.

Figures compiled by the Los Angeles committee of the third Liberty loan drive show that the studio people there have subscribed \$1,274,900 through the studio organization and it is estimated that the bonds bought by motion picture people there through other channels bring the figures over two million.

EMPRESS

Only big time standard acts booked by Western Vaudeville Managers' Association in conjunction with the Orpheum and U. B. O. circuits of New York, are allowed to play the Empress.
All Small Time Acts Are Barred.

TODAY—MONDAY—TUESDAY—WEDNESDAY

Hatch Katamura Trio Japanese Gymnastic Novelties.
Vsy and Usia Monohan & Co. "The Clowns." Roller Skating Novelty
Ferguson & Sunderland Singing and Dancing
PATHE WAR NEWS "Mutt and Jeff a the Front"

WM. FOX Presents
Jane & Catherine Lee
in
"OH! WHAT A NIGHT." **"WE SHOULD WORRY."**

WILLIAM FOX PRESENTS AMERICA'S MOST POPULAR ACTOR
WILLIAM FARNUM
ROUGH AND READY

Muse Today, Monday, Tuesday *Muse*

RIALTO 15th & DOUGLAS
TODAY—MONDAY
TUESDAY—WEDNESDAY
DAINTY,
DIMPLED,
DARLING
Marguerite Clark
in "RICH MAN, POOR MAN"
A TYPICAL "CLARKESQUE" PICTURE THE KIND YOU ENJOY THE MOST.
Rialto News
HARRY SILVERMAN AND HIS ORCHESTRA
KENNETH WIDENOR ORGANIST



SUN
TODAY—MONDAY
Ethel Clayton
—"A Man Hunt"
A Series of Strange and Amusing Adventures That Will Make "U" Forget All About the Weather.
Tuesday—PATRIOTISM