



Five Days
Mar. 21-25

Screenland's most popular
Emotional Actress

Clara Kimball Young

in Lenore J. Coffee's sensational story of the
life and love of a famous Parisian Singer.

"The Forbidden Woman"

The last word in lavishness of
production and finesse of motion
picture presentation

RIALTO

Direction of -
A.H. Blank



Cohan Comedy About to Make Fifth Fortune by Transfer to Films

WHAT the cinema has done to pile up heaps of money for authors, playwrights and various other people is illustrated by the history of "45 Minutes From Broadway," which Charles Ray is about to turn into a motion picture.

The author, George M. Cohan, made more than \$100,000 in the first nine months of the play at the New Amsterdam theater in New York and probably as much more on the road with it.

The play has made another fortune for Cohan since its release for use by stock companies. Ray paid Cohan \$50,000 cash for the picture rights—which a lot of people regard as a tidy fortune.

Ray will make a neat fortune for himself by filming and selling it.

The First National Exhibitors' circuit, which is the releasing organization, will make perhaps the biggest fortune of the five in its theaters.

Cohan's play is interesting for the further reason that it was not written but was "built," as the author expresses it. He says that when he had only the first act written he called his company together and went to work on rehearsals. While this act was being whipped into shape Cohan was developing his ideas for the second, and they were soon ready for rehearsals of that act. And so on to the end.

"To finish the play after calling the first rehearsal for the first act," explained the actor-playwright, "took me about four weeks, and believe me, I was some busy boy directing the work of the company and framing up the structure of the piece. While I had this complicated task in hand I was also revising. I

would find that a certain character was worthy of more importance in the scene and would set about enlarging the scope of that character and minimizing the importance of others to fit in with the changes."

Cohan was hardly more than a boy when he gave this thumping success to the stage in 1904. It not only started him on the high road to the millionaire class but practically made the permanent fame of Victor Moore, who played the part of Kid Burns, the pugilist which Charles Ray will depict in the film version. Ray Templeton also made the part of Mary Jane Jenkins one of the memorable portraits in her large gallery of characters.

MOON

STARTING TODAY

TOM MIX IN THE CYCLONE

**A Regular Whirlwind
of a Picture!**

It's the fastest moving drama you ever saw—a veritable tornado of thrills, action, daring, romance and adventure. Tom Mix as a member of the Mounted Police of the Northwest rides to avenge the death of his pal! Arrayed against him are the evil forces of international smugglers, but he fights them to a finish! And wins! You'll grip your seat in breathless suspense when Mix, on horseback, crashes from the roof of a four-story building and alights in the basement den of the smugglers! Right side up? You bet! Then the fun starts!

Dare-Devil Horsemanship!

Greased Lightning Action!

Real, Red-Blooded Romance!

Daring Gambles With Death!

Smashing, Sweeping Thrills!

SPECIAL

Moving Pictures of an event which occurred seven years ago this week—the fearful

OMAHA TORNADO

Actual motion pictures taken a few hours after the terrible tornado had swept Omaha! Scenes you will never forget—A record of a catastrophe that stirred the world!

Comedy—"A Roaring Love Affair"

NEW MOON ORCHESTRA
Direction Robert Cuscaden

EDWIN STEVENS IS BACK
Omaha's premier organist is back at the New Moon Organ after an illness of over three weeks!