

# World Theater Opens Doors; Chaplin and Rogers at Rialto

## 'Theodora' at Sun; Gloria Swanson Plays at Strand

Charles Ray Featured at Moon; 'Foolish Wives' at Brandeis; David Butler at World.

By JOHN E. KENNEBECK. Theater row in Omaha will be aglow this week with announcements of some of the best attractions of the season. For instance, there's Charles Chaplin, king of comedy at the Rialto in "Pay Day," in conjunction with Will Rogers in "One Glorious Day," a serio-comedy.

Then there's "Foolish Wives," featuring Enrich von Stroheim at the Brandeis theater; "Theodora," depicting the love escapades of one of history's infamous women, at the Sun theater; David Butler in "Sitting on the World" at the new World theater, and Gloria Swanson in "Her Husband's Trademark" at the Strand.

Charles Ray is the chief attraction at the Moon theater in "The Barnstormer," a story of a "hick."

So movie fans in Omaha have a wealth of entertainment in store for them this week.



May McAvoy-Empress

Gloria Swanson and Richard Wayne-Strand



Rita Solvet Surs



Betty Blythe-Muse



Eric Von Stroheim-Brandeis



Charles Ray-Moon



David Butler-World



Charles Chaplin and Will Rogers-Rialto



### Program Summary

**World**—David Butler in "Sitting on the World."  
**Strand**—Gloria Swanson in "Her Husband's Trademark."  
**Rialto**—Charles Chaplin in "Pay Day" and Will Rogers in "One Glorious Day."  
**Moon**—Charles Ray in "The Barnstormer."  
**Empress**—Today until Thursday, May McAvoy in "Morals," beginning Thursday, "Fitty Candles."  
**Brandeis**—Eric von Stroheim in "Foolish Wives."  
**Muse**—Today, "The Barnstormer," tomorrow and Tuesday, "The Broken Gate," Wednesday through Saturday, "The Queen of Sheba."

Humor and pathos are combined in this production.

**"Her Husband's Trademark"**  
Gloria Swanson is the featured star in "Her Husband's Trademark" at the Strand theater this week.

The trademark in this case is a gorgeously-dressed wife. The husband is not wealthy, but hopes to attain wealth by making a show of wealth. However, a mutual friend of both husband and wife returns after gaining wealth and greatness, falls in love with the wife, and the husband, to promote selfish financial ends, rather encourages the romance. The situation culminates in a very powerful climax in Mexico where, after a thrilling fight with bandits the husband is killed and the two lovers find the triumph of their righteous unselfish love.

**"Pay Day"**  
Charles Chaplin has taken the most popular day of any week, month or year for the title of his latest screen offering which opens today at the Rialto theater.

The prime comedian, who has established a classification limited to himself alone for unusual and original comedy, has evolved an entirely new line of gags and laughs for his latest comedy release.

**"Morals"**  
A girl reared in a Turkish harem, and suddenly, at 18, transplanted into an atmosphere of British culture and sophistication, May McAvoy, in "Morals," which is showing the first four days of this week

at the Empress theater, has one of the most appealing and delightful feminine roles ever shown on the screen.

**"On With Dance"**  
**Cries Los Angeles**  
Los Angeles, April 15.—New York has long been the theatrical center of the United States.

But for two reasons there is now a constant procession westward of actors and actresses.

One reason is motion pictures; the other is dancing.

Almost everyone knows that Los Angeles is the center of the greatest artistic industry in the world—motion picture production.

Few persons yet realize that Los Angeles is rapidly becoming the center of another great art—dancing.

In Los Angeles are the schools of Ernest Blecher, greatest instructor of the ballet in America; Ruth St. Denis and Ted Shawn, two of the best known dancers in the world; Norma Gould, noted exponent of interpretative dancing; Theodore Kosloff, Mine, Orca-Waska, Myline Leone McAdam, and many others.

All the way from the Atlantic came Lenore Ulric, Ina Claire and

### Suburban Programs

**Grand.**  
Today and Tomorrow—Priscilla Dean in "Conflict."  
Tuesday—Betty Compson in "Prisoners of Love."  
Wednesday—Herbert Rawlinson in "The Man Under Cover."  
Thursday and Friday—Charles Ray in "R. S. V. P." and "The Leather Pushers," No. 1.  
Saturday—"It's A Great Life."

**Hamilton Theater**  
40th and Hamilton  
Today and Monday  
JAMES OLIVER CURWOOD'S  
"The Flower of the North"  
Also  
"Stanley in Africa" and 2-Reel Comedy

Lillian and Dorothy Gish to study under Ruth St. Denis.

To the Celeste school of Blecher come Mildred Harris, Carol Dempster, Marie Prevost, Phyllis Haver, Gladys Walton, Billie Rhodes, Gladys Jackson, Margaret Livingston, Jack Donovan and Ramon Samoniego.

To Kosloff come Betty Compson, May McAvoy, Belle Daniels, Lila Lee and Agnes Ayres.

In Adeline McAdam's school is Jamesaki Robenoff, formerly of the

imperial dancers of Moscow. He is now appearing in a picture called "The Art of Toe and Classical Dancing."

Shannon Day and Jacqueline Logan are other dancers—from the Follies, however—who now are screen players. Dorelys Proude, Blecher dancer, is playing leading roles in pictures.

For up-to-date sport news read The Bee. You will find it very interesting.

**APOLLO THEATER**  
29th and Leavenworth  
**"WAY DOWN EAST"**  
FOUR DAYS, STARTING TODAY  
Showing today at 2, 4:15, 6:30, 8:15  
Monday, Tuesday and Wednesday, 6:15 and 8 P. M.  
Admission 25c and 15c

**World Opens.**  
Does a girl's disposition match her hair? Are blondes more tickle than girls of darker complexion? Do red-heads stick to their men more loyal than their lighter and darker sisters?

These will be questions you will be asking when you see "Sitting on the World" at the new World theater which opened yesterday.

When the whole of his little "hick" world has turned against him, thinking the lies of his shacker rival were true, Cal Price's little red-headed friend, Rossy Redhead, stood by and put "renew" into his determination to avenge his name and reputation.

Rossy stood by while the hero "kicked the tar" out of the slandering who stole his sweetheart while he was gone, as well as his fair name.

And Rossy stood by in the end while the fickle sweetheart came back to "marry her Cal after all."

But once was enough for Cal, the homespun hero. "Tell that to the marines," was his answer, and turned to little Rossy Redhead.

And Rossy Redhead stood by forever after.

**"Foolish Wives."**  
An extravagant picture of life and adventures at Monte Carlo, made by Enrich von Stroheim, is at the Brandeis theater this week. In the lavishness of its sets, the absolute accuracy of its details and its unusual characterizations, it is reputed to outstrip anything hitherto attempted for the screen.

Miss du Pont, the blonde beauty who plays the wife of the American consul, has heretofore been seen in starring roles in several Universal features. Miss du Pont was "discovered" by von Stroheim, however, and her starring vehicles have been made since she worked in "Foolish Wives."

**"Theodora."**  
Most of the so-called historic spectacles have at one time or another in the course of the productions

shown the woman character in a greater or less degree of wantonness. Nothing of this sort is seen in "Theodora," which opens today at the Sun theater.

Theodora, though the daughter of a lion tamer, was really one of the most brilliant women in all history and at least after her marriage to the Emperor Justinian, was a model wife until her one love affair with Andreas the composer, which affords the theme for Victorian Sardou's immortal drama, "Theodora," is a real romance—not the fleeting love of a wanton, for she sacrifices her power, her people, even herself, so tremendous is the power of her love.

**"The Barnstormer."**  
In "The Barnstormer," which is current at the Moon theater, Charles Ray delivers some delightful satire on the barnstorming days of a few years back. As Joel Matthews, a farmer's son, his efforts at making up at home and his first appearance at the back of the stage should not be missed, and when the young "utility" man takes the pompous leading man for his hero and models his actions on what that worthy

does, the fun is fast and subtle. Joel's transformation from the farm boy to the Theopian is natural and laughable, and Ray's admirers will enjoy "The Barnstormer" as they never had any of his previous productions.

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OMAHA'S FINEST THEATRE  
**WORLD**  
VAUDEVILLE—PHOTOPLAYS  
NOW OPEN

Worth Going Miles to See

More Than a Theater An Institution

**VAUDEVILLE**  
Six "Good Time" Acts  
**LARRY REILLY**  
and His Players  
—in—  
"The End of the Road"  
**DUNBAR AND TURNER**  
**SHAW'S SPORTING REVUE**  
**MABEL HARPER**  
Assisted by Ethel Fitzpatrick  
**EL COTA**  
**SWAN AND SWAN**

**PHOTOPLAYS**  
Exclusive Showing  
Saturday Evening Post Story  
**"SITTING ON THE WORLD"**  
"Surprises in All Parts of the World"  
**PATHE NEWS**  
Other Features

**ARTHUR HAYS** From the Tivoli Theater, Chicago, Playing on the **"WORLD'S GREATEST ORGAN"**  
**Ernest Nordin and his World Concert Orchestra**  
**FOUR COMPLETE SHOWS TODAY**  
Continuous—Starting at Noon  
VAUDEVILLE STARTS 2:00 4:20 6:45 9:15

**You'll Be Proud to Say "The World Is Mine"**  
PRICES—WEEK DAY MATS. Including Tax  
Gen. Admission (2,100 seats) 30c  
Mezzanine 50c  
Children in Arms Not Admitted to Evening Performances

PRICES—NIGHTS, SUNDAY MAT. Including Tax  
Gen. Admission (2,100 seats) 50c  
Mezzanine (reserved) 75c

**MUSE**  
TODAY ONLY  
Continuous Starting at 12:45

**CHARLES RAY**  
IN THE  
**BARNSTORMER**  
MONDAY - TUESDAY  
**BESSIE BARRISCALE**  
—in—  
**"The Broken Gate"**  
Wednesday, Thursday, Friday and Saturday  
**"QUEEN OF SHEBA"**  
First Time at the Bargain Price **25c** Inc. Tax

**GRAND** 16th AND LOCUST  
TODAY  
**PRISCILLA DEAN**  
—in—  
**"CONFLICT"**  
Continuous show beginning at 8 p. m.

TODAY—ALL WEEK  
**Strand**  
DIRECTION BY A. B. BLANK  
Today 11-1-3-5-6-30-8-9-30  
No Raise in Prices

**Gloria Swanson**  
in  
**"HER HUSBAND'S TRADEMARK"**  
A Paramount Picture

DRESSED to look like a million dollars!  
So that the world would think her husband prosperous.

**GLORIOUS GLORIA** in a super-spectacular picture story of throbbing romance, adventurous thrills and luxurious beauty. She wears, as the best dressed woman in New York, forty gorgeous gown creations, the last word in fashion.

Wonderful scenes set in gayest and richest New York and in a romantic hacienda in old Mexico.

A two-reel mermaid laughable comedy with a gay cast of funsters  
**"SPOOKS"**  
They bet he couldn't stay all night in a wax figure museum—but he did  
**STRAND SUPREME ORCHESTRA**  
Harry Silverman, Directing.  
Offering Easter Fantasia.  
Haupt at Organ. Selmick News.