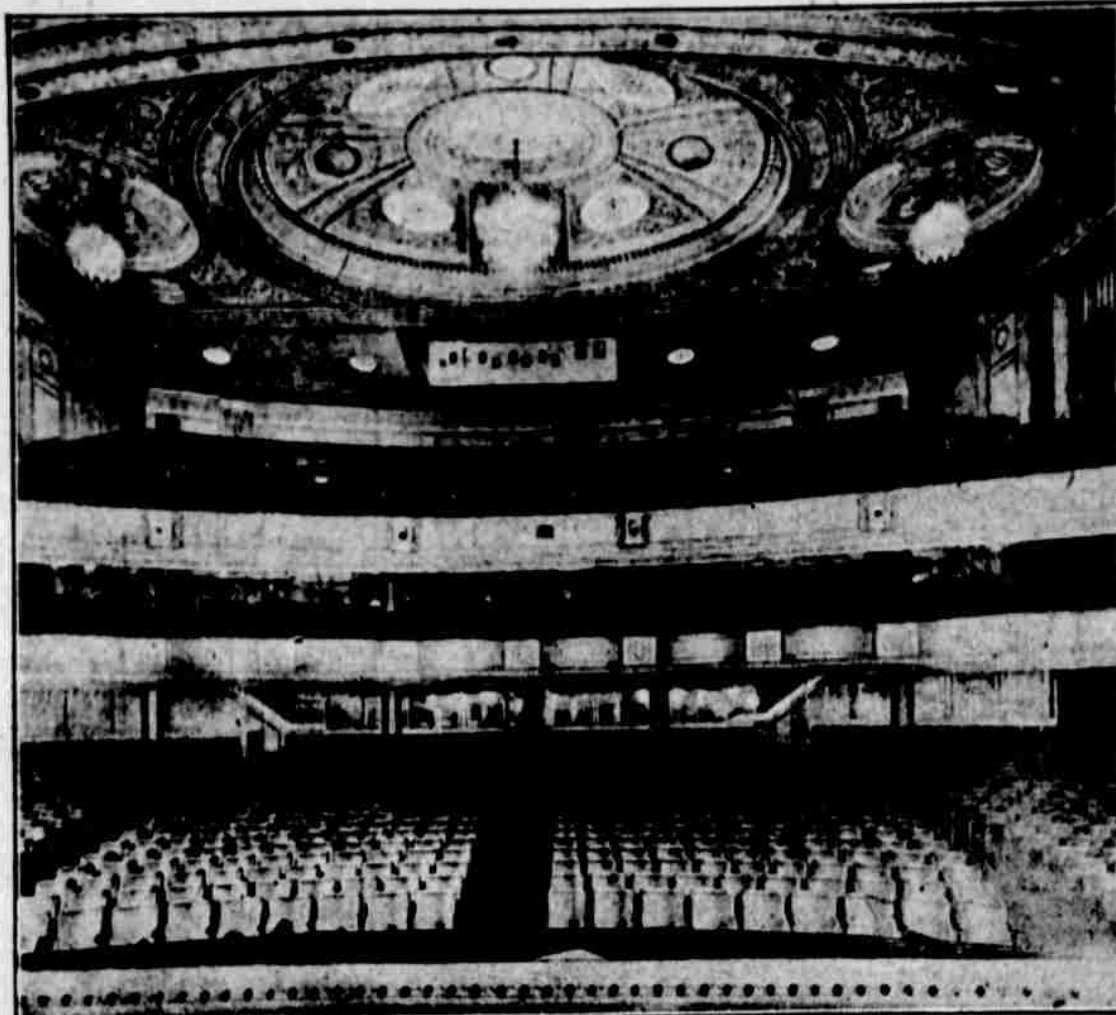


World Theater Auditorium Bespeaks Beauty, Grandeur and Rich Splendor



A remarkable feature of the auditorium of the new World playhouse is the splendid view of the entire stage from even the most remote corner of the balcony. In itself this is an achieve-

ment in architecture and building construction. Every one of the 2,500 seats is finished in turquoise blue and gold, in effective harmony with the color scheme of the theater. There is easy access to the seats,

with plenty of room between rows to avoid crowding during intermission. The three domes of the auditorium are finished most artistically with inlaid gold and silver leaf and hammered bronze.

Back Stage of World Is Marvel of Convenience

Ideal working conditions have been arranged for the artists and employes in the World theater.

While the audience is being entertained in the pleasant environment of the theater, the performer "back stage" is likewise enjoying his work in agreeable and convenient surroundings.

The dressing rooms are examples of cleanliness, proper convenience and perfect equipment. Every one is equipped with shower baths, hot and cold running water and plenty of room for wardrobe.

The loft for the scenery is constructed with every thought for safety.

Byron Reed Firm to Market Tract in May

The tract between Lockwood and Edgewood, north of Leavenworth street, known as Greenleaf addition, will be put on the market the first week in May, according to present plans of the Byron Reed company.

Flowers of World Cheer Sick

The opening of the new World theater on April 15 was occasion for the reception of numerous bouquets of flowers from business houses in this city.

The foyers, lobby and staircases were littered with the charm of nature's most beautiful bloom in roses, hyacinths, violets and sweet-peas—symbols of good-will expression to the management of the new theater.

Contracts for public improvements are now being let and work will start immediately.

The Reed company expects to build 15 new houses in this addition. A portion of the lots are reserved for bungalow construction, although the majority of them will have two-story restrictions.

The A. H. Reed Construction company has purchased 10 lots in McCague's addition, near Clark street and the Union Pacific tracks as a site for material and machinery yard. The ground cost \$7,000, and the sale was made by the Byron Reed company. The Reed company also announces

The beauty of the theater was splendid beyond expression, and it was the decision of W. R. McFarland and Samuel L. Goldberg of the World Realty company to present the flowers to the sick at the Douglas county hospital. Many a confined inmate of the hospital beamed into a smile when the flowers were set at their bedsides. The World stimulated new life into their souls.

The sale of the C. A. Carlson house at 2017 South Fifty-first street, for \$18,500, to William Vitzmann, Mr. Vitzmann is connected with A. Hospe company.

She's lost all hope. The Widow Zander is returning the wedding presents. What next?

Announcement

We wish to extend to our friends, patrons and fellow "Realtors" an invitation to visit our offices in the World Theater. Office entrance direct from the lobby.

New Telephone—Atlantic 3492

World Realty Company

W. R. McFarland, Manager, Real Estate and Investment Department

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Pathe Exchange, Inc.

extends to the new

WORLD THEATER

and its management the heartiest congratulations upon opening a theater of such finished perfection and superb appointments. C. W. Taylor, Mgr. Omaha Branch

DISTRIBUTING

Pathe News, Snub Pollard Comedies, Lloyd Comedies, Aesop's Fables, Literary Digest Reviews, Bob and Bill Animal Pictures.

Pride of World Is Organ



Probably the most entertaining feature of the new World theater is the organ—a Wurlitzer-Hope Jones masterpiece.

Eight months were required to build this mammoth instrument of more than a million parts. Electric wire contained in the organ will measure more than 500 miles. The smallest pipe is the size of an ordinary pencil, while the longest stands two stories.

The World organ embraces the highest type of cathedral tones and a score of symphonic accessories of every known musical instrument.

Arthur F. Hays, who entertained thousands by his masterful touch of the organ in the Tivoli theater in Chicago, has been engaged to manipulate the World organ.

Ernest Nordin, well known Oma-

ha musician, has been engaged to direct the World concert orchestra for the vaudeville portions of the program. He is the dean of Omaha musical leaders and has surrounded himself with a talented group of musicians.

H. A. Wolf Company Finishes Houses in New Addition

The H. A. Wolf company has plans completed for the construction of several two-story houses and bungalows in the addition it is plating west of the Field club. These will be of stucco, frame and brick.

The addition will be put on the market some time in May, according to members of the Wolf firm. Paving will start on Forty-eighth street between Leavenworth and

Center, the west boundary of the Wolf tract in a few days.

Manville Firm Reports Big Increase Over 1921 Sales

H. S. Manville, realtor, reports that business with his firm has shown a 40 per cent advance this year over the first three and one-half months of last year.

Mr. Manville's office reports the following sales for April, totaling \$36,977: Lot in Valley View, T. L. Phelps to Edward L. Mewis, \$500; two lots in Westmoreland, Paul W. Kuhns to Charles Ferguson, \$800; 6017 Florence boulevard, to Robert Sanderson (through Payne Investment company), \$9,000; 2461 North Forty-seventh avenue, R. W. Karls to Virgil T. Price, \$6,200; 4515 North Fortieth avenue, James A. Jensen to Sarah Jamison, \$3,000; lot in Valley View, Glen Wiggins to Carl G. Lind, \$577; 6109 Florence boulevard, John Ludeke to Walter E. Vieth, \$8,500; 615 South Thirty-second avenue, Max Fisher to Abraham Radman, \$8,400.

Creditors to right of her, to left of her, behind and before—pity the poor Widow Zander!

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

Ceco METAL LATH

as a base for all ornamental plaster was used throughout the new WORLD THEATER.

This adds still another to the long list of modern, splendidly equipped structures in which CECO fire-proof lathing materials were used.

Ceco Metal Lath, high quality, uniform, strong, rigid and fire-safe, is the ideal lath not only for theaters and public and commercial buildings, but for residences and dwellings of any size as well.



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Offices in large cities throughout the country.

Lee's Rialto Drug Store

extends congratulations to the management, patrons and friends of Omaha's new beautiful theater. This drug store will use its best efforts to keep in pace with its up-to-date surroundings by giving its patrons quality and service.

The Great WURLITZER UNIT-ORGAN of the New WORLD THEATER

is the outstanding feature of this beautiful new show palace. To the Music-Loving Public of Omaha this wonderful instrument will bring those same marvelous musical treats now being enjoyed by audiences that throng the great new theaters in Chicago and many other cities from coast to coast.

Come and Hear Arthur Hays Artist-Organist

produce the effects of a 100-piece Symphony Orchestra with but two hands on this gigantic keyboard.

This magnificent organ, like all Wurlitzer Musical Instruments, is the best that skill and money can produce. It was built in the large factories of The Rudolph Wurlitzer Company at North Tonawanda, New York, the greatest manufacturers of musical instruments in the world. A high type of picture presentation needs the highest class of music. The Wurlitzer Unit Organ represents the highest achievement in the art of Theater Organ building for the correct musical interpretation of the motion picture.

Write for Complete Descriptive Catalog of Wurlitzer Unit Organ Theater Organs



Famous American Theaters in which Wurlitzer Unit Organs costing from \$40,000 to \$100,000 have been installed:

- Denver Auditorium
- Grauman Million-Dollar Los Angeles Theater
- Missouri Theater St. Louis
- Granada Theater San Francisco
- Rialto Theater (now being installed) New York City
- \$2,000,000 Chicago Theater Chicago
- Tivoli Theater Chicago
- Capitol Theater Cincinnati

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W. P. NELSON COMPANY

614 S. MICHIGAN AVENUE CHICAGO

New York
Cleveland
Pittsburgh

Decorations executed by the W. P. Nelson Company in connection with the new World Theater, are a fine example of the highly dexterous work for which this concern is so well known.

The color schemes throughout are in perfect harmony with the architectural surroundings, and fulfill the desire of Mr. C. Howard Crane, the Architect, for an artistic completion of the entire unusual project.

Other theaters decorated by the W. P. Nelson Company for Mr. Crane are the new Roosevelt Theater of Chicago, the Grand Theater at Pittsburgh and the Meretske Theater at Walkerville, Ont., Canada.

This company has also completed contracts for numerous churches, hotels and residences and many public buildings throughout the United States.

To insure a complete scheme of decorating throughout, Mr. C. H. Schmitz, Vice-President of the above concern, gave his services in the selection of all drapery materials and trimmings, carpets, rugs, furniture, the finish of seating and all of the upholstery materials.