

The Most Important Event in Omaha's Theatrical History!

LAST NIGHT THE RIVIERA CLOSED FOREVER! Its closing marked the passing of a form of entertainment great in its day, but which has now served its purpose! During the week it will be closed, extensive renovations, renewals and installation of the most modern theatrical equipment will be made.

PUBLIX—First to give to Omaha a large modern theatre—the greatest motion pictures—De Luxe presentations—New York produced stage units—Broadway entertainers with the band on the stage! Publix—pioneers, originators, creators of the best in entertainment, again leads with the announcement that the greatest name in talking pictures now becomes the name of Omaha's greatest theatre—

OMAHA *Paramount* Formerly The Riviera Farnam at 20th

A STEP AHEAD OF PROGRESS—Publix moves the stage to the golden-voiced, living screen. An entire season of real Broadway entertainment is at your very door! Now you will see and hear the greatest stage stars who, heretofore, were seen only in the important theatrical centers. Great dramas, scintillating musical comedies, spectacular operettas, the greatest living singing and speaking voices! All are now yours to see, hear and enjoy more than ever before from your favorite seat in the Paramount!

The amazing accomplishments of this marvelous new medium of entertainment makes obsolete all previous forms of stage and screen entertainment.

*All-Talking, All-Singing, All-Musical,
All-Picture Programs*

With the foremost artists, directors, authors and producers co-ordinating to give you more and better entertainment than you have ever had before.

Gala opening performance next Thursday, 8:00 p. m. Continuous performance from 11:00 a. m. starting Friday and thereafter of **MARY PICKFORD** in her first all-talking picture sensation, "**COQUETTE**."

