

# RIVIERA THEATRE

The Riviera Theatre will be closed May 5th for renovation and redecoration and will be reopened May 10th as the Paramount Theatre with Mary Pickford in "Coquette," it was announced this week.

Alterations will be made in the front of the house, a huge new sign will be erected and the house will be retitled the Paramount for the opening. The renaming is in accordance with the Publix circuit policy of giving all its major theatres the name Paramount.

With the reopening of the house as the Paramount, the stage band policy will be discontinued as will the unit shows.

Raymond B. Jones, manager of the Riviera, emphasized that the new Paramount will play major screen attractions fresh from Broadway. The first picture under the new policy, "Coquette," is now playing at a \$2 top at the Rivoli Theatre in New York, he said.

The second of the super talking pictures will be "The Desert Song," followed by such pictures as "The Duke Steps Out," "Alibi," "Innocents of Paris," and "Noah's Ark."

In announcing institution of the new policy, Mr. Jones said that it already had been put into successful operation in Portland, Oregon; Seattle, San Francisco, Atlanta, Ft. Worth, and Birmingham.

Mr. Jones' remarks concerning the change follow:

"The Riviera Theatre was the first to introduce to Omaha stage band shows. This idea of stage entertainment has served its purpose and it must give way to the advance of progress.

"These changing times bring into the world of entertainment a new art far greater and better than any type of stage show could offer."