

# RIALTO

*"The Shrine of the Silent Art"*

## P O L I C Y

A never-changing quality of high-class productions shall characterize every program presented at The Rialto. World stars shall feature each story told in picture. Stars alone, however, do not perfect a screen presentation. Perfection requires the star, the story, the direction and faultless photography. Nor does this conclude the perfection in detail. The operator's work is supremely important; and the equipment employed is not less so.

Therefore, The Rialto productions will be selected and projected with due deference to these salient features. For this reason the management has selected the Simplex Projector and the Hertner Transverter, the latter a special current-producing device, built primarily to produce this result. It is the world's latest marvel in that class of machine. The Simplex Projector is so constructed as to eliminate all eye-strain, flicker and kindred faults, projecting a clear, rock-steady, velvet-smooth picture to delight the audience at all times.

In the feature of music The Rialto has provided at great cost the latest Symphonic Orchestral Organ and engaged a musician of professional skill so to interpret the photoplays that the audience may continuously be in intimate touch with every feature of the story. The instrument installed will no doubt prove an agreeably surprising revelation to Rialto patrons.

The Rialto is equipped with the most modern ventilating system in use. The air capacity of the theater is emptied and refilled every three minutes, assuring a supply of fresh air constantly. The heating and ventilating systems are closely related, the former regulating the temperature and the latter supplying the fresh air continuously from the outside.

The individual seating arrangement of the house was especially designed for the convenience and comfort of the audience. The screen may be seen with equal advantage from any angle in the theater. The distance of 31 inches between the upholstered chair rows insures our patrons comfortable ease in leaving or entering the seats.

The management will maintain a price schedule of Fifteen Cents, with a special feature once a month, should the picture warrant it, for which the charge will be 25 cents.

A telephone attendant will at all times furnish any information concerning Rialto productions, future program features, personal news about screen stars, or any information desired by our patrons regarding the motion picture industry. Just call 490 or 297-L. We are at your service.

MORAN-PERCY CO.,  
Executives.

Our First Presentation

# "THE BARRIER"

By REX BEACH

## A Nine-Section Super-Feature

August 30-31 and September 1---Three Days Only

"The Barrier" is a virile, heart-holding, soul-stirring story of the Yukon, filled with such features of thrilling life in the romance of the far north as only Rex Beach can give it in story and picture.

"The characters in 'The Barrier,'" says a great critic, "do not stoop to picayune quarrels. Their fight is over something big, and you are immediately caught with the bigness of the whole thing."

Unusual in conception, "The Barrier" is a truly marvelous production.

When you see "The Barrier" you will recognize the standard The Rialto has set for its screen productions.

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Lower Floor - - - - 25c  
Mezzanine Loges - - - 35c

Added Special Attraction  
**"A Zeppelin Attack  
on New York"**

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Matinee - - - - 2 p. m.  
Evenings - - - - 7 and 9

"So Far Ahead We're Lonesome"