

REX THEATRE TO BE NAMED STRAND

Next Sunday night, the Rex theatre, long a landmark on Stato street, will close. With the closing will come a change in name and policy for this theatre. With the reopening a week later, the house will be known as the Strand.

The enormous amount of money and energy that has marked the production of pictures and the present high standard of the larger productions, the big spectacles and feature plays—has injected itself into the motion picture industry and has blurred the smaller horizon of ordinary offerings.

The owners of this theatre are convinced that an absolute demand has come upon this city for another high class theatre for presenting the bigger, better and higher priced picture shows. Therefore, the Rex will lay aside its old policy and forget its name with Sunday night's performance.

The opening attraction for the new Strand will be E. H. Sothern, America's greatest actor, in "An Enemy to the King," his most celebrated play. An orchestra will be installed at the Strand and the house will rank in the matter of productions with the best theatres in the United States.

"An Enemy to the King" was shown recently at the famous Rialto theatre, in New York, for one week. It is reported that the receipts for this week were in excess of \$14,000.

The class of offerings which will be presented at the new Strand will appeal to the most critical, and the subjects, for the most part, will be shown for a full week of seven days. An exception will be the William Fox million-dollar production of Annette Kellermann in "A Daughter of the Gods," which will play two weeks, starting February 4.

Under the new policy, H. W. Pickering, a local newspaper man, will have charge of the house. The attendants on duty will be in full dress and courtesy, cleanliness and the highest class productions will mark the conduct of the new Strand.

The real purpose of this new arrangement is found in the fact that the American theatre has booked more pictures than it is possible for any one theatre to show and the new change is submitted for the approval of those who appreciate the best to be had in motion picture plays.