

REX ENDS; STRAND THEATRE TO OPEN

The Rex theatre, in name and policy, will pass from Salt Lake amusement affairs tonight. For one week the famous State street house will be dark. When the house reopens a week from tomorrow night it will be as the Strand theatre, marking the entry of another high class motion picture theatre.

The need for another first class motion picture theatre in Salt Lake was appreciated by the Swanson circuit when it became apparent that the bookings of extraordinary attractions at the American theatre could not possibly be shown by any one theatre. The Strand, therefore, will share with its sister house, the American, the high quality output of the most noted producers.

An interesting program is being prepared for the Strand, which will open with Clara Kimball Young in "The Common Law," the most famous stage production of this wonderful actress. Early in the month of February the William Fox \$1,000,000 production of Annette Kellermann in "A Daughter of the Gods" will illumine the screen of the new theatre. Other feature productions of the multiple reel variety will be shown in the early bookings at the Strand.

During the coming week the new management will make preparations for the opening. Cleanliness, courtesy and comfort will mark the conduct of the Strand.