

# TONIGHT

## The Grand Opening of the LOWELL THEATRE

After almost a year of steady work, the theatre now stands completed.

EVERY CITIZEN OF EUGENE HAS A SURPRISE IN STORE — EVEN THE MOST ENTHUSIASTIC AND EXPECTANT EUGENE BOOSTER WILL BE ASTOUNDED AT THE NEW THEATRE'S MASSIVE SIZE AND ARTISTIC SPLENDOR.

**Police Called to Handle Crowd  
At New Gloria Swanson Film**  
—Headline on Front Page of New York World

**Block Street to See Gloria  
Throng at Rivoli Theatre**  
—Headline in N. Y. Times

"NO ONE SHOULD MISS 'MADAME SANS GENE' AND NO ONE WILL."  
—N. Y. Herald-Tribune



**GLORIA SWANSON in "Madame Sans Gene"**  
THE GEORGEOUS ROMANCE OF THE LADY KNOWN AS "MADAME DÉVIL-MAY-CARE"

**A TRIUMPH OF MOTION PICTURE  
ACHIEVEMENT—THE PREMIER PRESENTATION**

*A Credit to Any City in the World Today*

The Opening Night Will Be An Evening Of Pleasure Supreme With A Beautiful Atmospheric Prologue, Special Organ Concert, Musical Feature And Opening Night Souvenir Program

### Popular Prices

- Evenings ..... 50c
- Matinees ..... 30c
- Children . . . 25c  
(Opening Night)

Doors Open At 6:30 P. M. First Show Starts Promptly At 7:00 P. M. The Second Show Will Start At 9:15 P. M. And Every One Can Feel Assured That They Will See A Complete Show Even If A Third Show Is Necessary.

REGARDLESS OF THE SIZE OF THE CROWD, OR THE LATENESS OF THE HOUR, A COMPLETE PROGRAM WILL BE PRESENTED AFTER EVERYONE IS SEATED!

**A Thing  
of Beauty,  
A Joy  
Forever**

**Renaldo  
BAGGOTT**

ON THE MIGHTY THREE  
MANUEL HOPE-JONES  
COMBINED WURLITZER  
ORGAN

ONE OF THE FINEST  
AND LARGEST ORGANS  
ON THE PACIFIC COAST

THE LOWELL WILL BE A LASTING MONUMENT  
TO EUGENE'S SPIRIT OF GROWTH  
AND PROGRESS

A GALA EVENT IN EUGENE HISTORY.  
MAY YOUR PLEASURE AND ENJOYMENT  
BE AS GREAT AS OURS IN PRESENTING IT