NEW WURLITZER PROVED TO BE AN INNOVATION HERE

"Beautiful? Amazing! I think it is the most artistic and acoustically perfect auditorium I have ever been in. True, the organ is one of the finest large Wurlitzers installed on the coast, but without the sound qualities of the theater the best organ in the world would be wasted." The speaker was Manley Cockcroft, special representative of the mammoth new Wurlitzer organ in the Lowell theater which is soon to announce its grand opening, in which the organ will play an important part. Naturally, the auditorium was the Lowell.

This new organ is a marvel, musically and mechanically. So great is the variety of its instrumentation, the organist who plays it can provide a symphony of music a 75-piece orchestra could not reproduce. Thousands of pipes, some smaller than a lead pencil, others so large two men could hardly lift one, are closely assembled in two sound-proof chambers, one on each side of the stage. Opening into the auditorium of the theater, the organ chamber wall is enclosed by adjustable shutters, controlled by foot pedals at the base of the console, visible directly in front in the orchestra pit. At the command of the organist, the volumn of the many pipes is softened into a mere whisper, or swelled into a mighty chorus or bursting storm.

Three Manuels

On the console are three manuels, each a complete keyboard, making possible a rapid change of instrumentation. Though it may not seem humanly possible, the organist will play on all three manuels, or keyboards, at the same time, and in addition will be playing a base accompaniment with his feet. "Anyone who aims to envy an organist for his 'soft job' can come right down to the console and show us what he can do," smiled Mr. Cockcroft, who while not professing to be an accomplished organist, can operate the many intricate combinations in a more masterly manner than most of the high salaried organists.

The installation of this big new Wurlitzer has been a tremendous undertaking. Two skilled assistants have been toiling day and night under the direction of Mr. Cockcroft for the past three weeks. Fifty huge crates, compactly filled with delicate pipes and the numerous elecrtical and mechanical effects of the organ made up the carloads of precious freight consigned to the Lowell, from the Wurlitzer factory, where the instrument was especially designed and built for the new theater.

Instruments Numerous

The instruments contained within this great organ include: Three viols of different tonal qualities, 'cello and bass viol of the string family, two flutes, piccolo and tibia of the woodwinds, tuba profunda, ophicleide, harmonic tuba, krumett, oboe and vox humana of the reed instruments, diapason, bourdon, diapason, clarion and trumpet. The traps and effects include: Marimbaphone, orchestral bells, mandolin, cathedral chimes, sleigh bells, snare drum, bass drum, kettle drum, crash cymbal, Chinese gong, tom tom, Chinese wood block, tambourine, castanet, triangle, fire gong, auto horn, door bell, surf effect, bird whistles, steamboat and train whistle, rain effect, storm effect, horse hoof effect, and numerous combinations containing everything from a baby cry to an airplane bombardment.

Two beautiful features of this new Wurlitzer are the harp, an instrument that is in itself the soul of musical beauty, and a piano. The piano, as with all instruments of the great organ, is played from the organ console, not the piano keyboard. It is no aneffect or "electric" piano, but a genuine instrument, the keys of which are electrically connected with those of the organ console. Nor is the piano action or expression missing. So marvelous is the mechanism perfected that the organist has the same "touch" control from the console as he would at the piano keyboard. Running his fingers lightly over the organ keys, with the piano "on" and the soft tingle of the instrument of the immortals is produced; strike the keys quickly and the piano resounds with a staccato, sharp and clear; strike the keys forcibly and the majesty of the forte rings forth. By combination buttons, the organist can produce the playing of one, two or three musicians or even a brass band." By depressing an attachment on the expression pedal, a note struck on the piano can be held, leaving the organist's hands free to play a passage or run on the other keyboards of the organ.

Is Innovation

It is the belief of the Lowell management that the new Wurlitzer will be the greatest musical innovation in the state, if not the coast, and a credit to any theater.

The opening night will present Renalde Baggott, pride and prodigy of Oliver G. Wallace, acclaimed the world's greatest theater organist. Mr. Baggott comes direct from the Liberty theater, Seattle, to open the new Wurlitzer at the Lowell. Though a young man in years, the new Lowell organist has served as featured organist in most of the leading theaters on the coast before going to the Liberty. Mr. Baggott comes highly recommended by Mr. Cockcroft and Mr. Wallace predicts the Lowell opening will be a glorious success with Renalde Baggott at the console.

Last Step in Sale Of Dodge Brothers Taken in Michigan

DETROIT, May 1. — (AP) — The last step in the sale of Dodge Brothers, Incorporated, to Dillon, Read & company, New York bankers, was taken here today when representatives of the owners of the automobile company turned over to the purchasers the deeds, bills of sale and other papers involved in the transfer of property.

The transfer was made upon telegraph notification from New York that Charles P. Spicer, vice-president of the Detroit Trust company, representing the Dodge stockholders had received from Dillon, Read and company a check for $146,000,000 representing the total net purchasing price.

GLORIA SWANSON TO STAR AT LOWELL

"Madam Sans Gene" is Latest and Biggest Production of Popular Film Star; New Theater Here to Have Pacific Premier on the Picture, is Announcement

GLORIA SWANSON

"Madam Sans Gene," Gloria Swanson's latest production will be the premier production at the new Lowell theater. The grand opening of the new theater will take place some time next week—the definite date to be in the next few days.

THE first motion picture ever to play on Broadway at five dollars a seat—that's the reputation "Madame Sans Gene" hailed as Gloria Swanson's cinamasterpiece, made for itself at its opening performance in New York. Moreover, the theater was packed to the rafters for the occasion, with hundreds of unsuccessful applicants for seats and a crowd of several thousands giving the police a tussle outside the theater in their efforts to get into the place and also to catch a glimpse of Miss Swanson and her French noblemanhusband, the Marquis de la Falaiase de la Coudraye.

Manager McDonald has booked "Madame Sans Gene" at the Lowell theater for the premier presentation.

Even for Gloria Swaanson, whose screen efforts are always acted in elaborate settings and gowns, "Madame Sans Gene" is an unusually luxuriously production. It was filmed in France, and the backgrounds include the palaces at Versailles, Fontainbleau and Compiegne, spots hitherto forbidden to motion picture directors. Gloria is seen sleeping in the actual golden bed of Marie Antionette, flirting in the gardens where that unfortunate Queen conducted her amorous intrigues, and coquetting with Napoleon (Emil Drain) in the actual private chamber which the real Napoleon occupied. The results are said to be startlingly realistic in the extreme.

In "Madame Sans Gene" (Madame Devil-May-Care), Miss Swanson has the role of the witty, flirtatious little French laundress, who used to wash Napoleon's shirts for him, when he was an impecunious corporal, who married one of Napoleon's sergeants, and who was swept by the French Revolution into the title of Duchess and residence in Napoleon's court, where she alternately scandalized and sent into hilarious laughter the haughty lords and ladies, ending by saving the Empress's honor and winning for herself Napoleon's eternal gratitude.

Charles de Roche, the Pharoah of Cecil B. DeMille's "The Ten Commandments," heads the cast playing in support of Miss Swanson. The picture was directed by Leonce Perret from Forrest Halsey's adaptation of the stage play by Victorien Sardou and Emile Moreau.

LITTLE FISH GET IN SWIM NOW

Regular Producers on Broadway Suspend Operations For Summer

Martha-Bryan Allen, demure beauty in "O Nightingale" (left) and Esther Howard, one of the stars of "Tell Me More"

By THE NEA PLAY JURY

NEW YORK, May 2.—This is the season when the little fellows, those who have been standing on Broadway with play scripts in their pockets and covetously watching the bright bulbs burn for others, have a chance at glory and wealth.

As the breezes wax balmier, the night crowd along the Great White Way grows thinner and the "regular" producers suspend operations until the fall.

Thus those who have been unable to induce the Shuberts, Erlanger, Selwyn, Cohan, Belasco, Harris or the Theater Guild to put their plays before the public move into the vacated houses, put up their electric lights and gaudy posters and try to prove that nobody in the theater business knows a good play when he sees it.

They generally wind up by proving that it costs a fortune to experiment in that way and that everything goes out and nothing comes in. However, some of these independent producers occasionally prove the rule by the exception.

* * *

A play that seems especially designed for the summer trade is "Aloma of the South Seas." It appears to be a hybrid of "The Bird of Paradise," "Rain" and "White Cargo," as it deals with the love of a native girl for a white man. She keeps him sober and he keeps her virtuous, and in the end all ends well when the white girl he had loved suddenly becomes a widow and the author fortunately is extricated from the difficulties of a double-love arrangement. This play serves as the first starring vehicle for George Gaul who was Chico in "Seventh Heaven." Yet Vivienne Osborne has a much weightier role and is the predominating attraction of the piece.

* * *

Another play intended to blossom through the summer is "Thrills," but, poor thing, it will curl up and die before it fully buds. It is one of the most amusing plays along the play way, albeit the author, Francis Dugan, did not intend it so. The heroine, a poor suffering wife, is greeted by hilarious laughter. But she will not suffer long.

* * *

With Sophie Treadwell writing the piece, the winsome Martha-Bryan Allen and the urbane Ernest Lawford in leading roles, "O Nightingale" gives promise of winning public favor and strength to last through the dog days. It is about a pretty unsophisticated girl who prevails against the wiles of a roue.

THE NEA PLAY JURY'S TEN BEST PLAYS

- Candida
- Desire Under the Elms
- Old English
- The Fall Guy
- The Firebrand
- The Guardsman
- The Dove
- The Wild Duck
- They Knew What They Wanted
- What Price Glory

* * *

Helen Gahagen, Frank Conroy and Kenneth McKenna would prove interesting in almost any sort of play, and that is the sort of play "The Sapphire Ring" is. It is by Laszlo Lakatos and is imported from Budapest. The husband is never quite able to learn whether his wife has been untrue and never quite knows under which circumstances she would be the more attractive to him, anyway. The superb performances of the principals, howveer, make this very thin problem of little consequence in the evening's entertainment.

Pitch Your Camp In a Parlor, is Expert's Advice

"The first item of equipment which a motor camper needs is a fair sized parlor," says John C. Long in the May issue of Your Car, the new automobile owners' magazine, which is now on the stands.

"Preparedness is a good watchword for the amateur gypsy," continues Mr. Long. "I recall the first time I started out on a journey with a new form of patent tent. It had looked very simple in the store, so I just had it rolled up and strapped to the running board. Then came the evening, the choosing of the campsite and the pitching of the newfangled contraption. Only a camper who has wrestled single handed with a tent, can appreciate how much personality the things have. Contrariness. You put them up on one side, the run around and lift up the other end. Then the whole thing falls down. Or you get inside of the arrangement and stagger around looking like a member of the Ku Klux Klan. My pitching of that tent was a success as a vaudeville act, but not so as good campmanship. No there's a jui-jitsu way of handling these shelters; and it is best to get the knack of setting them up at home rather than experimenting at nightfall in the open country."

Although the Indian elephant has been man's servant for thousands of years, it is very difficult to domesticate an African elephant.

Old Time Dance

at

THURSTON, SATURDAY EVENING
MAY 2, 1925

Music by GILBERT'S 5 PIECE ORCHESTRA

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AL G. BARNES BIG 4 RING CIRCUS

& THE ALL NEW SPECTACLE POCAHONTAS AT THE COURT OF QUEEN ANNE

JOE MARTIN (HIMSELF) THE GIANT GORILLA MAN

180 HORSES IN ONE GREAT ACT!

ENORMOUS SIZE OF SHOW THIS YEAR COMPELS US TO ANNOUNCE NO STREET PARADE IN THIS OR ANY OTHER CITY PERFORMANCES RAIN OR SHINE

FREE EXHIBITION ON SHOW GROUNDS DAILY AT 1 & 7 P.M.

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LOWELL THEATRE

Only A Few Days To Wait

THEN THE GRAND OPENING OF

The Lowell Theatre

A Great Surprise Awaits Every Citizen of Eugene, the Artistic Splendor, the Stately Size, and the Luxurious Equipment Will Amaze Even the Most Enthusiastic And Expectant Eugene Booster

A Credit To Any City In The World!

THE OPENING NIGHT WILL BE AN EVENING OF PLEASURE SUPREME WITH SPECIAL ATMOSPHERIC PROLOGUE, ORGAN CONCERT, MUSICAL FEATURES AND SOUVENIR OPENING PROGRAMS

A Great Event In Eugene's History

WITH A TRIUMPH OF MOTION PICTURE ACHIEVEMENT AS THE PREMIER PRESENTATION

ADOLPH ZUKOR JESSE L. LASKY PRESENT

a Paramount Picture

GLORIA SWANSON in "Madame Sans Gene"

A Sensation in New York!

A Riot in Los Angeles!

GLORIOUS GLORIA'S MOST GORGEOUS PRODUCTION

The French classic, brimming with comedy, aglow with drama, and amazing in scenic beauty and marvelous settings.

WATCH FOR THE ANNOUNCEMENT OF THE DEFINITE OPENING DATE—IT WON'T BE LONG!