

NEW LOWELL ORGAN SOUNDS FORTH IN PERFECT HARMONY

The new magnificent organ just installed at the Lowell theater sounded forth yesterday under the master touch of Renaldo Baggot, Lowell organist, and all who heard it, panned, then stepped to listen. Mirthful tones like the surge of an angry surf roared out, then sweet strains, delicate as a soft note on a violin were barely audible.

The work of Manley Cockcroft is done. He has installed the great Wurlitzer Hoppel-Jones organ which has put it in tune ready to play. Now Mr. Baggot, one of the noted organists of the Coast, will take charge, and will thrill the crowds nightly with its music.

In Perfect Condition
"It is in perfect condition," enthusiastically declares the organist. "It is wonderful to touch, its response is so delicate, so quick. It is an instrument that a musician will grow to love more and more every day. I am glad indeed that I have the opportunity of being the first to play upon it."

Special concert numbers will be offered on the organ from time to time, and it is perfect for prodigious accompaniment, it is declared. The acoustics of the great auditorium are perfect, and every note, no matter how delicate, is carried back to the furthest recess, to the very top of the balcony. "It is a rare pleasure to play when you know everyone within hearing distance will get the effect of every note," says Mr. Baggot.

Special Selections Ready
A specially selected list of selections will be offered with "Madame Sans Gene," Gloria Swanson's starring vehicle, which will be the opening picture at 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 iron enclosures. The organ chamber wall is enclosed by adjustable shutters, controlled by foot pedals at the base of the console, visible directly in front of the orchestra pit. At the command of the organist, the volume of the many pipes is softened into a mere whisper, or swelled into a mighty chorus or bursting storm.

Three Manuals
On the console are three manuals, 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 manuals, or keyboards, at the same time. In addition, the organ chamber wall is enclosed by adjustable shutters, controlled by foot pedals at the base of the console, visible directly in front of the orchestra pit. At the command of the organist, the volume of the many pipes is softened into a mere whisper, or swelled into a mighty chorus or bursting storm.

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 electrical and mechanical effects of the organ made up the cartloads 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 violins of different tonal qualities, 'cello and bass viol of the string family, two flutes, piccolo and tibia of the woodwinds, tuba profunda, oboe, clarinet, harmonic tuba, krumpholtz, oboe, and vox humana of the reed instruments, diaphone, horn, trumpet, 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, tamboorine, castanet, triangle, fire gong, snare horn, door bell, surf effect, bird whistles, steamboat and train whistle, train effect, storm effect, horse hoof effect, and numerous combinations obtaining 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 source of musical beauty, and a piano. The piano, as with all instruments of the huge organ, is played from the organ console, not the piano keyboard. It is no effect 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 simulated. 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 touch of the instrument of the immortal is produced, strike the keys quickly and the piano resounds with a staccato, sharp and clear; strike the keys forcibly and the organist's hands free to play a passage, or run on the other keyboards of the organ.

Ticket Booth Ample In Lowell Theater

A feature of the lobby of the new Lowell theater is the large quarters for the girl who presides at the ticket window. She is not shut in behind bars, nor cramped in any way. The windows are full length on three sides.

This is the latest type of equipment for this department of theaters, and it makes for greater efficiency. With plenty of room, the ticket seller can work faster, and patrons can be better accommodated, it is stated.

KIND-HEARTED JUDGE
BLACKBURN, Eng., May 7.—When a man out of work for 14 months was brought into court here for failing to pay the license tax on his dog, the judge took up a collection in the courtroom, paid the tax, and sent the man away happy.

Barbara LaMar Charms Like Olden Sirens



Barbara LaMar whose latest production, "The Heart of a Siren," will be shown at the Lowell soon.

EQUIPMENT OF NEW THEATER COMPLETE NOW IN EVERY DETAIL

In point of equipment the new Lowell theater, which is opening to Eugene theatergoers tonight, is complete in every detail. The seats, Ah, real comfort is assured, for every one of the 1400 seats is a Heywood-Wakefield chair, with a soft, springy seat, upholstered with genuine Spanish grain leather. They are so arranged that a full view of the stage is accorded every person without a bit of craning or leaning.

The floors too have been given every attention. Soft carpets that deaden all sound are on every floor. These are carefully harmonized by the general decorating scheme, and were especially designed and made for the Lowell theater. The floor is inclined at just the right scientific angle so that the stage and screen is in full view, yet it is no effort to walk to any part of the house. Access to the stairs is by two "ramps" or inclines, which go up either side of the foyer. These are also heavily carpeted. Seats in the balcony afford the same view as those down stairs, and are just as soft and comfortable.

The openings are beautifully draped with heavy velvet, in shades to match the surroundings. This is carried out in the stage, where the grand drape is of burnt orange silk plush, especially dyed for color effects. The stage itself is one of the finest equipped on the Coast, and is capable of handling any size road show or vaudeville attraction. It has a full set of 42 lines, motor operated curtains, high lift, and a switchboard for light control that is a marvel. The very latest type screen, the "Raven" which reproduces pictures perfectly, is ready for the feature pictures.

The operating booth, fully equipped with two big moving picture machines, a stereophonic for slides and an array of spotlights, is large and absolutely fireproof.

The entire building, constructed of reinforced concrete, gives a feeling of solidity and satisfaction. It is fireproof throughout, and the massive strength of the structure makes the balcony as safe as the lower floor.

The equipment is in perfect keeping with the spirit and construction of the new theater, and the whole makes one of the finest theatrical places on the coast, it is declared.

LOWELL HAS AMPLE PROJECTION ROOM

Equipment, every bit necessary, and plenty of room to use it is provided in the operating room of the Lowell theater. The entire metal-enclosed room is a "projectionist's paradise," in every way. Two latest type operating machines, so constructed as to yet give unexcelled, steady projection service, are installed. These are so placed that not a motion is lost, and there is no chance of a delay in a picture. On one side is a brand new double dissolving stereoscopic machine for the showing of slides, and on the other side is a high power array of spot lights. All are but a step or two apart, and are placed with a view to high efficiencies. Overhead, within reach of the operator at all times, are light controls, which regulate all the house lights. Three primary colors are on the switch, so that the operator can create any atmosphere he desires. Any color combination is possible with this arrangement. House lights are bunched in baskets high up on each side, so cleverly arranged that it is almost impossible to detect the exact spot from whence emanates the soft radiance that spreads and shifts about the beautiful interior. Every little device, to shorten labor and to make for more efficiency, is found in the room. Frank Gibbs, veteran projectionist, will have charge of the interior of the room.

STIEN BROS. ERECT LOWELL BUILDING

Some seventeen years ago Stien Brothers started to lay concrete sidewalks, and five years later they came to Eugene. They did their work well, and as a consequence, their business grew. They studied every angle of the building game, and then began to enter other branches than paving and walks. Today they officially declared the new Lowell theater building completed, at a cost of about \$135,000. It is a building to be proud of, declare the owners, and due credit is given the contractors for its erection.

Work was begun on the structure last September, about seven months ago. Since then a crew averaging from 30 to 50 men have been working every day, and the building has progressed at an unusual rate of speed.

The structure is 100 by 100 feet in size, and one story high. It is constructed so that other stories may be added as needed. Reinforced concrete, which makes the building fireproof, was used throughout. Over 22,000 yards of concrete were poured during construction. It is one of the staunchest and stoutest structures in the city.

The outside is stucco, which makes not only a durable, but a beautiful finish. The neatness with which it was planned, and is declared to be one of the city's finest buildings, in appearance and in construction.

Stien Brothers also have several other notable buildings to their credit. The New Laraway building, the Osborne apartments, four fraternity houses, the Craftsmen club, have all been completed, while the new Theater building on Alder and Eleventh street is under construction. It is a home for George H. McMoran, an Fairmount Heights, and the new public market. A great deal of paving is also being done by the firm.

New Market Opens In Lowell Building

A market completely equipped for the care and sale of all kinds of meats, fish, poultry, pickles, cheese, and sundry market articles will be opened Monday in the new Lowell theater building by A. M. Tripp. Mr. Tripp is an experienced market man, and he has used his experience to good advantage in planning and designing his new place of business.

Every product will be kept cool and sanitary, for a refrigeration plant has been built into the shop. This extends to the display windows, where cool pipes will keep the products in the best of condition, even when they are placed in position for show.

The rooms itself is a pleasing sight, with pure white walls and blue ceiling. It is designed especially for cleanliness, and every inch of the place is available for cleaning.

Mr. Tripp is very well satisfied with the new building, and believes that his quarters are ideal for the market.

'Wizard of Oz' Will Come to Lowell

"The Wizard of Oz" has been held over at the Colony theater, New York, for a second week. A good picture, this. It was the attraction at the Forum in Hollywood theater last winter. The crowds of children and their happy faces as they came out told the story. It needs only a reporter's review. You have but to listen to the roar of delight from some thousand youngsters to know that it catches right on. "The Wizard of Oz" will be shown at the Lowell very soon.

Bobby Vernon Star



Lowell audiences to see star in action soon.

C. K. DeNeffe Opens Clothing Store in Lowell Building

An enterprising clothing merchant of Baker, C. K. DeNeffe, heard a lot about Eugene, and came over to look the place over. He liked it, decided to go into business here, and he is now installed in his clothing store in the New Lowell building. Mr. DeNeffe has been in this business for many years, and thoroughly understands it, from shoes to hats.

His shop has been carefully planned, and his goods are carefully selected. He will feature Styleplus clothing, and will deal in everything needed for gentlemen's wardrobes. A complete line of leather goods will also be carried, and a model shoe store will be installed.

Dressing rooms, built in mirrors, and the latest improved suit racks are features of the shop. Room is found for every department.

"I have lots of faith in Eugene," says Mr. DeNeffe, "and I came here to do business in a thriving city. I am well pleased with my allotment of space in the New Lowell building, and I look forward to associations in Eugene."

Dinner Fete Given For Gloria Swanson

A "Welcome Home" dinner to Gloria Swanson was given on the evening of April 14 at the Park Lane by the Famous Players-Lasky corporation. The dinner was tendered both as a personal tribute to Miss Swanson and in honor of "Madame Sans-Gege," her latest picture.

A brilliant gathering of about 800 notables of the dramatic, motion picture, social and literary worlds was present. Miss Swanson's husband the Marquis de la Falaise de la Con-

drave, sat at the dais table with her, and a score of screen stars, directors and Famous Players executives. Amidst the gaiety that manifested itself early in the evening there seemed to be prevalent an underlying desire among the guests to honor Miss Swanson for her triumphant rise in ten years from an obscure little extra girl to motion picture stardom, a Marquise, and a member of the famed French Academy. This latter distinction was bestowed upon Miss Swanson by the French Government for her remarkable impersonation of "Madame Sans-Gege."

Brief addresses of welcome and congratulation were made by Adolph Zukor and Jesse L. Lasky of the Famous Players-Lasky corporation. Miss Swanson replied briefly.

Following the dinner, about 400 guests were seated, there was a supper dance attended by 450 others.

HOPE CHESTS PASSE
LONDON, May 7.—Modern girls marry after such short engagements that very few of them now have hope chests, an investigation by a London newspaper reveals.

"LISTEN LESTER" IS COMING SOON

"Listen Lester," a screen adaptation of the musical comedy of the same name shown some seasons back, is the featured attraction at the Broadway theater this week, and the audiences appear to have pronounced it very fair, fast action film comedy. Once the plot gets going there is not an idle minute, although slapstick is not once used, and Louise Fazenda has the only fall which chances to keep directly in with the plot and is not a gag.

William A. Selter is director of "Listen Lester," which is a De Luxe feature presentation, and without any special pretense he has turned out a picture which will do to cause even a fat man to forget the warm summer days.

Harry Meyers, Alec Francis, Farley, Lee Moran and, of course, Miss Fazenda, keep things moving on the fight on the bootlegger, who makes up for her rather colorful role at all other times. "Listen Lester" will be shown in Eugene soon.

Andy Gump of Movies Fame, Breaks Nose

Universal has had to halt production activities temporarily at the Gump comedies because of the Summerville, who plays the role of Andy Gump suffered a broken nose while working in one of his series. Slim fell from the roof of a "prop" house and not only broke his nose, but sprained his ankle as well. Slim will be ready to resume work in the near future.

MILLIONS FOR NEW SHIPS
LONDON, May 7.—The United States is now spending more than \$6,000,000 to replace passenger ships lost during the war.

Hail To The New Lowell Theatre

—Schaefer's Bros. Department Store as an integral part of this beautiful University of Oregon city wish to convey in a few words that a hearty welcome is extended to the new Lowell Theatre.

—Eugene is justly proud of this well appointed theatre which compares most favorably with those in cities much larger in size than Eugene.

—A few words of commendation is justly due the management of the Lowell Theatre for its realization. It denotes progressiveness, enthusiasm, the time of improvement—more in tune with progress, for which this hustling city has a widespread record in its favor.

—In the joy of seeing things well done, in the possession of all that commerce calls best, you will find all these ideals in the Lowell Theatre management fulfilled.

Catty-Corner From

Schaefer's Bros

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THEY LAUGHED 'TILL THEY CRIED—

"THE WIZARD OF OZ"

THE WORLD'S FAMOUS FANTASY

IF YOU HAVEN'T A YOUNGSTER OF YOUR OWN, BORROW ONE FOR "THE WIZARD OF OZ." HOW YOU WILL BOTH ENJOY IT!

WATCH FOR IT AT THE LOWELL

HAROLD BELL WRIGHT'S

BEST KNOWN—BEST LOVED—BEST FILMED NOVEL

"The Recreation of Brian Kent"

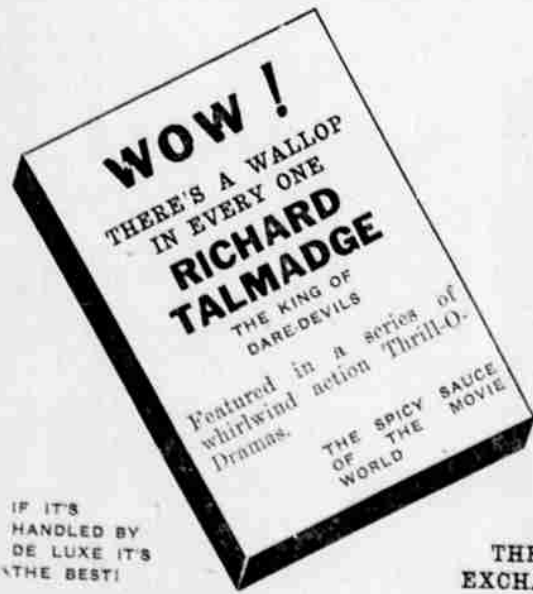
TO BE PRESENTED IN EUGENE AT THE LOWELL THEATRE

PICTURES PURCHASED BY THE EUGENE'S GREATER THEATRES COMPANY (REX AND LOWELL THEATRES) FROM THE

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CORNER NINTH AND WILLAMETTE STREETS



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