

FRESH AIR ALWAYS READY FOR PATRONS OF LOWELL THEATER

Fresh air! An essential to comfort, to genuine enjoyment. In a theater where every sense is centered on the stage, it is essential that the body demand none of a person's strength. Hence, the pleasure, is a just reward for the personal joy.

NEW WOMEN'S SHOP IS ON BUSY CORNER

One of the busiest corners in Eugene, in a new, neat store in the Lowell theater building, F. K. Weatherbee and Miss Maude Desnoire have established one of the finest stores to be found anywhere.

Warner Makes Plans For Sixty Pictures

Warner Brothers Pictures, Inc., which last week purchased the Vitagraph company, will make 60 pictures this year at a cost of \$10,000,000. It has just been announced by Harry M. Warner, president of Warner Brothers.

Scene From Production "Madame Sans Gene," at Lowell Theatre



"Madame Sans Gene," one of the outstanding films of the year, has been chosen as the premier feature of the new Lowell Theatre. This is also the Pacific Coast premiere of the picture, and after it finishes its run in Eugene, it is expected to duplicate the success it enjoyed in the East on the Coast.

SCHULBERG PLANS 18 BIG PICTURES

Eighteen features adapted from widely known books and plays will be the contribution of B. P. Schulberg Productions to the film output of 1925-1926. J. G. Bachmann, vice-president and general manager of distribution, has announced.

Corinne Griffith Here Soon in Great Film, "Declasse"

Corinne Griffith Productions, Inc., announces that "Declasse," which First National will offer at the Lowell theatre some time next month, is the most pretentious work of Miss Griffith's individual producing career.

In "Night Club"



Wallace Beery, who re-stars in the comedy riot, "The Night Club," with the silk hat comedian Raymond Griffith.

WIRING OF LOWELL DONE BY SIGWART

The electrical equipment and installation in the new Lowell theatre and store building was planned and supervised by L. R. Sigwart, of the Sigwart electric company, Eugene electrical contracting firm of Eugene.

Heating Work in Lowell Theatre is Done by J. Finnie

Not only will Lowell theatre patrons be assured of good seats and pleasant surroundings, but they will be kept comfortable in cool weather as well, for one of the most efficient heating plants in the state has been installed by J. Finnie, heating expert.

COLLEEN MOORE TO STAR IN "SALLY"

Colleen Moore has said goodbye to "Sally." The final scenes of this, her newest First National starring vehicle, have been completed under the direction of Alfred E. Green.

LOWELL BUILDING HAS DRUG STORE

In neat, up-to-date quarters, the Eugene Drug company has opened its doors in the new Lowell theatre building. The place fairly radiates newness, from the front door to the prescription room.

PRINT SHOP IN NEW LOWELL BUILDING NOW COMPLETE

With one of the most completely equipped printing shops on the coast, and with the largest Kelly automatic printing press in the state, the new Shelton, Turnbull, Fuller company has moved into commodious quarters in the new Lowell theatre building.

Star of the West

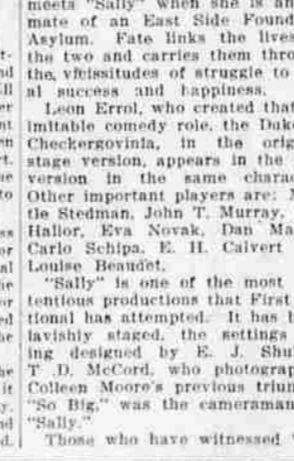


Tom Mix, who will be featured in Zane Gray's "Riders of the Purple Sage" at the Lowell soon.

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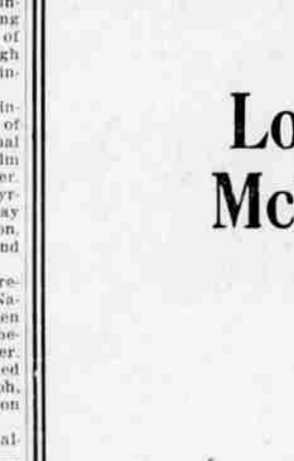


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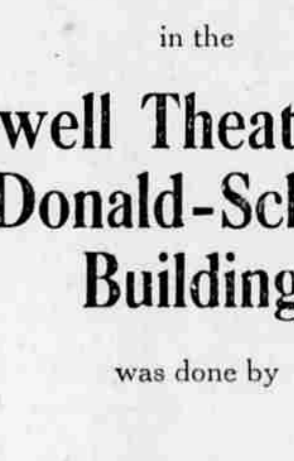


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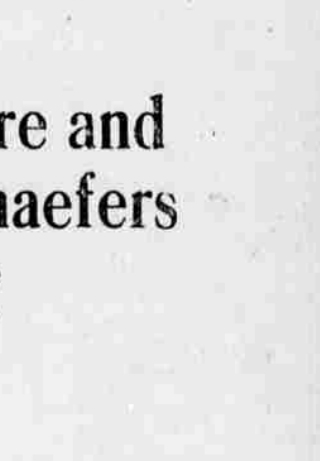


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Advertisement for J. Finnie, featuring 'HOT WATER HEATING SYSTEMS', 'SPECIAL On Plumbing Fixtures', and 'Finnie for Plumbing Finnie for Prices'. Includes contact information: Phone 1630, 731 Olive St.

Advertisement for Sigwart Electric Co., featuring 'The Electrical Equipment and Installation and Lowell Theatre and McDonald-Schaefer's Building was done by SIGWART ELECTRIC CO. Phone 718'. Includes a list of products like 'Modern, Sanitary Refrigeration' and 'Government Inspected Meats'.