

LOWELL BUILDING ALREADY DRAWING QUOTA OF TENENTS

The Lowell theater building, although it is just completed, is already nearly filled with tenants. Six concerns have taken space, and most of them have moved in. Negotiations are now under way for the remaining two spaces it is announced.

The new theater, of course, is the most pretentious project in the building. It occupies the nearly entire west side, reaching from the rear to the front. To the west is the Shelton Turnbull Fuller printing shop, in what is declared to be one of the finest plants in the state.

The other concerns all front on Willamette street. On the corner, with large windows on both fronts and Willamette streets, is the Weatherbee-Densmore women's apparel shop. This is one of the most attractive exclusively women's stores in the city, and it is modern and up-to-date in every detail.

Entrance Spacious
The theater entrance with a spacious lobby beautifully decorated, is next, to the corner and adjacent to that, on the south, is the Eugene Drug company's attractively arranged store. Here every drug product in demand at present can be found, and a line of attractive articles are carried.

The DeNeffe clothing store, with a complete line of gentlemen's furnishings, "from hats to shoes, and back to hats again," comes next. Mr. DeNeffe comes here from Baker, attracted by the city's rapid expansion.

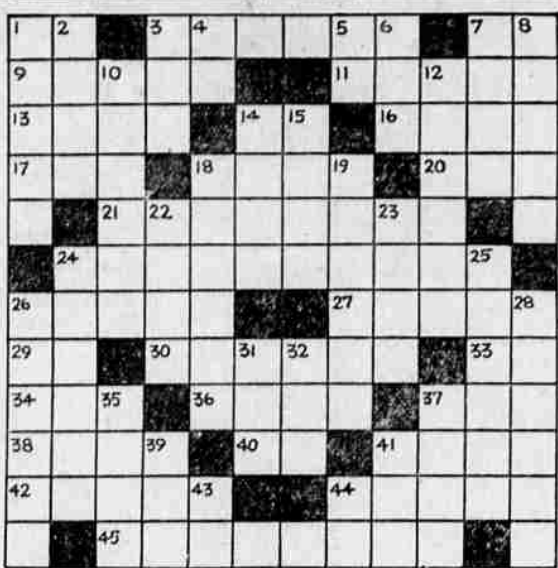
Sign Attractive
An attractive electric sign proclaims to the public that Mrs. Ruth McCallum Carter, with a complete line of millinery, will soon be installed in her new shop. Mrs. Carter expects to be moved in about June 1, and at that time she not only will enlarge her line of millinery, but will add a line of gift goods and embroideries as well.

The next two store rooms are still undecided. On the south end, with the advantage of windows on two sides, is the Lowell Market, which will be opened to trade Monday. A complete line of meats, fish, poultry and all that goes with a market, will be displayed. It is announced. Every tenant is well pleased with the new building, its location and its interior. The sites vary from 18 feet to 25 feet in width, and extend back 70 feet.

ARTISTIC TEMPERAMENT

ROME, May 7.—Two sculptors, who became puffed because a committee did not accept their models for the Milan war memorial, went on a rampage and smashed their own work and that of many other artists. Nearly all of the 75 models on exhibition were damaged, including the prize winning one.

Solvers of Puzzle to See Picture



- | | |
|----------------------|--------------------|
| HORIZONTAL | VERTICAL |
| 1. A printer's | 23. Pleasant, |
| 2. First name of | 24. One who starts |
| 3. Well-known | 25. A country or |
| 4. Received | 26. A country or |
| 5. To feel ill | 27. A country or |
| 6. To guard | 28. One who tells |
| 7. To guard | 29. To obstruct |
| 8. More used | 30. Meadow, pas- |
| 9. To obstruct | 31. Swampy or |
| 10. To obstruct | 32. A long lead |
| 11. A silver coin of | 33. Part of a golf |
| 12. A silver coin of | 34. Part of the |
| 13. A silver coin of | 35. Part of the |
| 14. Handle of a | 36. Part of the |
| 15. Handle of a | 37. Part of the |
| 16. English title | 38. A winding ap- |
| 17. Girl's name | 39. A dunes or |
| 18. Slang for break | 40. Myself |
| 19. Toon | 41. A dunes or |
| 20. Possessive | 42. More free |
| 21. Possessive | 43. Middle, inter- |
| 22. Possessive | 44. Without con- |
| | 45. Without con- |

—MME. RANS GENE

PARAMOUNT PLANS FOR SUCCESSFUL YEAR IN FILM DOM

Optimistic over general business conditions, Adolph Zukor, president of Famous Players-Lasky corporation, who is attending the international Paramount convention at the Hotel Ambassador, predicted today that next season would be the one of the most successful in the history of the motion picture business.

"The prosperity of the motion picture business depends almost entirely on the quality of pictures exhibited in theaters," declared Mr. Zukor. "However, even the best pictures in the world cannot succeed unless general business conditions are right. I am confident that the period of prosperity which this country entered upon last winter will continue for a long time to come."

Business Improves
"Mr. Hoover, secretary of commerce, has declared that business conditions are fundamentally sound throughout the United States. Another man, who surely is in a position to know, is Charles M. Schwab, who only the other day expressed the greatest optimism over the immediate future. Our own reports from all over the country coincide with these views, so Famous-Lasky corporation is going ahead under full steam to supply a program of the greatest pictures in its history."

"At this convention we have announced a group of 40 pictures which we are calling 'The Golden Forty.' Several of these pictures already have been completed; others are now in the process of production at our studios in Hollywood and on Long Island."

Public Wants Best
"I have said prosperity in the motion picture business depends almost entirely on good pictures. By this I mean not only prosperity for the producer and the distributor, but also—and most essentially—for the exhibitor. The public not only has shown an increasing discrimination in its selection of picture entertainments, but also has proved conclusively, in the last two seasons at least, that people liberally support the highest class picture entertainment."

"Therefore, to insure to exhibitors throughout the country a constant flow of the best type of screen attractions, we have embarked on one of the most ambitious production schedules in the history of our company. We realize that the exhibitor has in his theater a big investment of money, labor and good will. We mean to protect this investment by making certain for him a steady supply of pictures of the type which

Star in new Films



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experience has shown the public will patronize. "Despite the stupendous task involved, we have laid out our program of productions not only for the six months following, although at this time we are announcing only the attractions which we will release in the six months from August 1 to February 1. Thus, the exhibitor knows now what the Paramount production program will be for the year to come and can make his plans accordingly."

PUZZLE WINNERS TO GO IN FREE

Cross word puzzle fans are to have their chance to visit the new Lowell theater for an evening's entertainment all free of charge. All they have to do is to solve the cross word puzzle which has been prepared for "Madame Sans Gene." The first five to turn in their answers will be awarded tickets, each good for two, which will be honored any night next week.

"WOMEN SHOULD WORK"
LONDON, May 7.—"Men can no longer afford to maintain women in idleness, and for women to go out and earn their living is not only a necessity but a healthy thing," said Mrs. Phillip Snowden, wife of the labor leader, in a speech at Chelsea recently.

FILMS COOPERATE FOR MOTHER'S DAY

Anna Jarvis, founder of Mother's day, which comes on May 10 this year, is finding ready co-operation of the motion picture theaters of the world in observance of the occasion. In appreciation of the picture industry's efforts, Miss Jarvis has addressed the following letter to the theaters:

To the Motion Picture Theaters of the World:
Through you, I send to homes of all lands—
MOTHER'S DAY GREETINGS!
Mother's day is a memorial day of sweet sorrow and cherished memories.
All mothers are living today, either in memory or their presence.
True motherhood never dies in the beauty of its faith, hope and unselfish devotion.
Nor does the mother-hunger of a

son or daughter lessen with the years of life's joys, disappointments, or its scars.

Many of us with the mother-hunger in our hearts would at this very hour give all we have if we could have the comfort of the sight of a mother's face, or the peace of her embrace, or the clasp of her hand.

In conclusion, I wish to commend our friends of the MOTION PICTURE THEATERS for their co-operation this year in aiding us to pay homage to our homes, and to man's best friend—HIS MOTHER.

With friendly greetings to each and all.
Most sincerely,
ANNA JARVIS,
Founder of Mother's Day.

BABY BORN ON SUBWAY
PARIS, May 7.—A strong, healthy baby boy was born to Mme. Marie Collet, 22, in a subway train here.

STARVING, LEFT \$350,000
NEW YORK, May 7.—Louis Lehmyer, who died in a charity ward here from malnutrition, left an estate of more than \$350,000, one-half of which was bequeathed to a woman school teacher who befriended him.

Wetherbee-Densmore Apparel for Women

"Better Merchandise at Lower Prices"
Always Up to Date

Some of the Standard Lines are Robertson Dresses, The Mitchell Dress, Golf-tex Sport Wear, La Camille and Cameo Corsets and Girdles, Gordon and Van Raalte Silk Underwear, Van Raalte Silk and Suede Fabric Gloves, \$1.25 to \$2.25, Centemerie Kid Gloves, none better at any price, \$3.75.

If You Are Looking for GIFTS and FAVORS We Have Them

Prompt Service and Courteous Treatment Always

You are just as welcome to come in and look things over as if you had bought.

Summery Hats For Dress and Sports Wear

A wonderful selection of smart Creations.
Something New Every Day.

Mezzanine Floor

To the Lowell Theatre We Wish You Everlasting Paramount Success Famous Players Lasky Corporation

JESSE L. LASKY
VICE-PRESIDENT

ADOLPH ZUKOR
PRESIDENT

S. R. KENT
GENERAL MANAGER

MR. McDONALD, AFTER CAREFUL CONSIDERATION, SELECTED

Gloria Swanson in "Madame Sans Gene"

AS THE PICTURE WORTHY OF THE LOWELL THEATRE PREMIER PRESENTATION

Paramount Attractions Now Booked

- "THE DRESSMAKER FROM PARIS" starring LEATRICE JOY
- ZANE GREY'S "CODE OF THE WEST"
- JACK LONDON'S "ADVENTURE"
- THOMAS MEIGHAN in "OLD HOME WEEK"
- "THE SPANIARD" starring RICHARD CORTEZ
- BEBE DANIELS in "THE MANICURE GIRL"
- "NEW LIVES FOR OLD" with BETTY COMPSON
- RICHARD DIX in "TWO MANY KISSES"

Paramount Attractions for the Future

- C. B. DeMILLE'S "THE TEN COMMANDMENTS"
- ZANE GREY'S "THE VANISHING AMERICAN"
- GLORIA SWANSON in "STAGE STRUCK"
- RAYMOND GRIFFITH in "STAGE DOOR JOHNNY"
- THOMAS MEIGHAN in "WHISPERS"
- GRETA NISSEN in "THE AMERICAN VENUS"
- JAMES OLIVER CURWOOD'S "THE ANCIENT HIGHWAY"
- HAROLD BELL WRIGHT'S "A SON OF HIS FATHER"