



# 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 SPLENDID SURPRISE IN STORE—EVEN THE MOST EUTHUSIASTIC AND EXPECTANT EUGENE BOOSTER WILL BE ASTOUNDED AT THE NEW THEATRE'S MASSIVE SIZE AND ARTISTIC SPLENDOR.

A CREDIT TO ANY CITY  
IN THE WORLD!

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!

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.

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 The Rivoli Theatre  
—HEADLINE IN N. Y. TIMES

"NO ONE SHOULD MISS 'MADAME SANS GENE' AND NO ONE WILL."  
—N. Y. HERALD TRIBUNE



Renaldo BAGGOTT

ON THE MIGHTY THREE  
MANUAL HOPE JONES  
COMBINED WURLITZER  
ORGAN

ONE OF THE FINEST AND  
LARGEST ORGANS ON THE  
PACIFIC COAST!

GLORIA SWANSON in "Madame Sans Gene"  
THE GORGEOUS ROMANCE OF THE LADY KNOWN  
AS "MADAME DEVIL-MAY-CARE"  
A TRIUMPH OF MOTION PICTURE  
ACHIEVEMENT—THE PREMIER PRESENTATION  
A PARAMOUNT PICTURE