



**LOWREY
MAGIC**

BEAUTY IN YOUR LIVING ROOM. MUSIC IN YOUR LIFE.

When you sit down at a Lowrey Genie, magic happens. You don't just play the organ. You conduct a concert. And instead of a baton, it just takes one finger to put you in command of drums, banjos, bass, piano, strings, brass, flutes, Hawaiian guitar, electric guitar and a lot more. At the flip of your finger your orchestra can jump from swing to rock to waltz to authentic Latin rhythms you'd swear came from south of the border. Sound like magic? It is. Lowrey Genie Magic.



CONTEMPO 80 WITH MAGIC GENIE MODEL CO-80

The Lowrey Contempo 80 is an exciting new design in spinet organ styling. Rich, hand-rubbed walnut, brushed aluminum accent and smoke Plexiglas music rack combine to bring you the contemporary look of elegance. In addition, every exclusive Lowrey feature is contained within this contemporary organ. Automatic Organ Computer (AOC)™ transforms one finger melodies into full chords. And the amazing Magic Genie offers automatic bass and accompaniment. Add to this Golden Harp™ for beautiful orpeggios. Symphonic Strings for a string ensemble. And the Orchestral Symphonizer section for bass, reed and percussion voices. The Contempo 80 is Lowrey's latest contribution to beautiful sound in a unique cabinet design.

Available in Walnut finish

The ultramodern styling of the Contemporary 80 organ is also reflected in the matching bench.



LOWREY®

Another Quality Product from Norlin
7373 No. Cicero Avenue, Lincolnwood, Illinois 60646

Norlin

©1976 NORLIN



SYMPHONIC HOLIDAY WITH MAGIC GENIE MODEL TGS-1

You're the conductor when you play Lowrey's Symphonic Holiday. The Symphonic Sound delivers the most lush, lifelike string section ever. For every string voice, you get the sounds of three separate violinists, each with his own unique touch. And the four channel acoustic mixing, based upon sophisticated recording studio techniques, spreads the sound of each instrument in different directions across your living room for exciting concert hall acoustics. While one finger plays automatic three-note chords, another finger can play fully chorded compositions. Combine the fifteen automatic rhythms. Add whatever amount of reverb you want, and get a haunting cathedral sound. Piano and harpsichord arpeggios. Guitar and ukulele strums. A rotating Leslie speaker. Boogie-woogie bass. And an orchestra full of instrument voices. A day of the stereophonic Symphonic Holiday really is a holiday.

Available in Mediterranean Distressed Pecan, Early American Distressed Cherry, Traditional Walnut, and Distressed Early American Pine



ORCHESTRAL HOLIDAY WITH MAGIC GENIE MODEL TGO-1

You're a maestro in a matter of minutes, in command of an entire orchestra—The Orchestral Holiday. First, select your musicians merely by touching the tabs. Choose from harpsichord, Hawaiian guitar, piano, vibes, oboe, violins, banjo and a lot more. Next, select one of 15 different automatic rhythms, or make up combinations. Now, press just one Magic Genie key. That's all it takes. All your instruments start playing automatically with fascinating rhythm. Flip the AOC™ tab and start playing chords with just one finger. Turn on the special effects. Auto-Wow™ Reverb for cathedral acoustics. Repeat to set your mandolin player's pick in motion. Vibrato to vibrate the sound. Glide to slide the sound. Automatic piano and harpsichord arpeggios. The Leslie rotating speaker spins that sound all around. And you're right in the middle of your stereophonic orchestra, having an Orchestral Holiday.

Available in Mediterranean Distressed Pecan, Early American Distressed Cherry, Traditional Walnut, and Distressed Early American Pine

5898-
100-27-05,000

42981-



MAGIC GENIE 98 MODEL TG98-1

The difference between Lowrey's Magic Genie 98 and the stereophonic orchestral sound of a fine high fidelity system is that with Lowrey, you play the music—even if you've never played a note in your life. One finger for the drums, cymbals, flutes, vibes, oboe, bass, banjo, piano, Hawaiian guitar and more, playing your favorite rhythms and a full three-note chord. One more finger for a fully chorded melody. Lowrey rhythms are considered the best you can get outside of a hit recording studio. In fact, a lot of hit recording artists use Lowrey designed rhythm units to orchestrate their rhythm sections. Lowrey engineering excellence shows in the instrument voices, too. You may have already heard Lowrey organ voices and special effects. If you enjoy listening to good music on your stereo, imagine playing great music on the Magic Genie 98.

Available in Walnut, Distressed Pecan, Early American, Distressed Cherry or Distressed Pine.

3698-



MAGIC GENIE 88 MODEL TG88-1

Play the dual role of musician and conductor with Lowrey's Stereophonic Magic Genie 88. Your musicians are among the finest you can get: A trombone player who knows how to use a muffle over the bell; a harmonica player who even breathes that familiar "wow" into the notes; a bass player who doubles on string bass and electric guitar bass—alternating rhythms or boogie-woogie; the drummer doesn't miss a beat; even a Hawaiian guitarist who makes the sound sway like a tropical breeze. They'll play rock, Latin, country, swing or they'll improvise and combine rhythms. And you're conducting this orchestra with just one finger. There's a lot more, like the rotating Leslie speaker and the guitar and ukulele you can actually hear the pick strumming. But, best of all, there's you, right in the center of this stereophonic sound. Conducting a masterpiece at the Magic Genie 88.

Available in Walnut, Pecan, Early American, Fruwyszad

7493



MAGIC GENIE 44 MODEL TG44-1

Some of the best music being played today can come right from your living room — right at your fingertips. It's the Lowrey organ with the world famous magic of Genie. You and your Lowrey organ can be the life of the party. When your guests are ready for some music, show them a side of you they never saw before — the maestro in you. All it takes is one finger on the Magic Genie 44 and you're playing a three note chord with all your favorite instruments and moving rhythms. Start the evening with a light waltz. Then liven up the dancing with some Latin rhythms. And when everyone's loose, turn on the rock. If you feel like dancing yourself, have one of your guests who's never played a note before sit down and play a concert.

All it takes is a little magic from Lowrey.

Available in Mediterranean Pecan, Contemporary Walnut and Early American Fruitwood



MODEL TGB44 - A small investment for a big band and endless fun.

Available in Walnut finish



MAGIC TEENIE GENIE MODEL TG-1

Anybody can conduct an entire orchestra with Lowrey's Magic Teenie Genie. The same materials, craftsmanship and engineering excellence that have earned Lowrey its outstanding reputation are built right into this organ. You get the same automatic rhythm programming that some recording artists actually use right on their records. The same lifelike instrument voices that you can hear in clubs, concerts and records are right in the Magic Genie. And you get Lowrey's famous L.S.I.C. technology. But, aside from all of these features that make Lowrey so superb, is the pure pleasure you'll have conducting a musical masterpiece with just one finger. A small price and a lot of magic. The Lowrey Magic Genie.

Available in Walnut finish



MODEL TGB. Compact in size, small in price. A really big performer.

Available in Walnut finish



SYMPHONIC THEATRE CONSOLE MODEL H25-3

Experience this magnificent instrument. Lowrey's exclusive String Symphonizer gives you the richest, most lush violin section. The Brass Symphonizer offers the top brass—the best trumpet, saxophone and trombones this side of the real thing. Then there's Lowrey's famous Golden Harp™ for sparkling arpeggios that dance up and down the scale automatically. And your one finger melodies automatically become fully chorded compositions. Of course, there are all the other famous Lowrey features—Glide™ automatic rhythms, L.S.I.C. circuitry, even a built-in stereo cassette recorder to record your favorite performances for posterity. The Lowrey Symphonic Theatre Console. It's more than an organ. It's a symphony.

Available in Walnut finish.

Presented By KAY PINE
8377



CITATION THEATRE CONSOLE MODEL GAK25H-1

You may be in your own living room, but you'll feel the full impact of sitting at the console of a mighty, majestic theatre organ with Lowrey's Citation Theatre. You're literally surrounded with stereophonic sound. And the multi-channel chorus makes it even more spectacular. The brass section never come on so bold as with Lowrey's Brass Symphonizer. A Leslie rotating speaker sets the sounds in motion. And you'll want to dance to all the automatic rhythms. Reverberating rhythm triggers a beat every time you play a note. And the Symphonic Golden Harp™ gives you a choice of several dancing, automatic arpeggios. Glide. Auto-Wow.™ Patented AOC™ Vibrato. A stereo cassette recorder. You'll never run out of exciting musical worlds to explore with the Citation Stereo Theatre Console.

Available in Walnut finish.

[Handwritten signature]



SYMPHONIC CITATION THEATRE WITH MAGIC GENIE MODEL SCT

The Lowrey Symphonic Citation Theatre is the ultimate in a spinet organ. Every Lowrey feature has been incorporated and blended into this handsomely styled cabinet. The amazing Magic Genie feature offers automatic bass and accompaniment rhythms, while the Automatic Organ Computer (AOC)™ allows you to play full, rich chords with just one finger. Add Golden Harp™ for sparkling arpeggios that go up, down or dance all around one, two or three octaves. Or try the Orchestral Symphonizer section for the very best brass. Create incredibly realistic brass, reed and percussion voices. There's also a Symphonizer String Section for a string ensemble. Majestic Flutes and a Leslie Speaker for that full, theatre sound. The Lowrey Symphonic Citation Theatre organ—the band really is all here.

Available in Walnut finish.



CITATION THEATRE MODEL GAKH-1

Here's a beautifully sculptured furniture piece set to even more beautiful music. The Citation Stereo Theatre Spinet. One finger gives you automatic rhythms of your choice. Plus reverberating rhythms, a host of lifelike voices, special effects like Auto-Wow™ Vibroto, Lowrey Glide™ Reverb, Golden Harp™ arpeggios, the "big band" brass sounds of the Brass Symphonizer and a lot more. AOC turns your one finger melodies into fully chorded passages. The Leslie speaker spins the music all around while the multi-channel chorus makes it sound longer than life. Record your own greatest hits on the built-in stereo cassette recorder. Or, play along with your favorite artists. The Citation Stereo Theatre Spinet.

Available in Walnut finish.

MAGIC GENIE 98 THEATRE MODEL TG98H-1

All of the controls and features that make the Magic Genie 98 Spinet so popular are on this theatre model. On top of that you have the popular "horseshoe" design and the softly illuminated control panel that gives the room a moody glow. The famous Lowrey Glide™ gives you sliding Hawaiian guitar and slide trombone effects. And Auto-Wow™ automatically delivers the sound today's electric guitarists are playing as well as the muted horns of "champagne music." Four high fidelity quality speakers, including a rotating Leslie speaker spread the superb sound across your living room in full stereo. And when the rest of the family goes to bed, there's a stereo headphone jack so you can stay up and deliver a spectacular performance in complete privacy.

Available in Walnut finish.



MAGIC GENIE 88 THEATRE MODEL TG88H-1

If you like the sound and features of the Magic Genie 88, but you're looking for the "horseshoe" design with the soft panel lights, here's the organ you've been looking for. The automatic rhythms set the drums, bass, bongos and the lifelike instrument voices in motion, and you can combine those rhythms for new sounds like a Latin-waltz or swinging-country-rock. Lowrey's voices are considered second only to the instruments they sound so much like. And thanks to Lowrey's Large Scale Integrated Circuitry, you can rest assured you've got one of the most reliable instruments made. Auto-Wow™, Vibrato, Glide, a Leslie rotating speaker, sustain—everything's here that you need to conduct your own masterpieces time and time again.

Available in Walnut finish.

