

LOWREY MAGIC

BEAUTY IN YOUR LIVING ROOM. MUSIC IN YOUR LIFE.

When you sit down et a Lowiey Genic, magic happens. You don't just play the organ. You conquet diconcert. And instead of a haton, it just takes one finger to pur you in command of arums, banjes, bass, piano, strings, brass, flutes, Hawaiian quillor electric guillar and a lot more. At the tlip of your finger your orchostre can jump from swing to rock to waltz to authantic Latin rhythms you'd swear come from south of the border Sound like magic? It is Lowrey Genie Mogic.



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 with 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 ultramodem styling of the Contemporary 80 organ is also reflected in the matching bench.



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





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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, litelike 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 outomatic three-note chards, another finger can play tully charded compositions. Combine the fifteen automatic rhythms. Add whotever amount of reverb you want, and get a hounting cathedral sound. Piano and horpsichard arpegglos. Guitar and ukulele strums. A rotating Leslie speaker. Boogiewoogie boss. And an orchestro full of instrument voices. A day of the stereophonic Symphonic Holiday really is a holiday.

Available in Mediterrandari Distresseo Pedan Early American Distressed Cherry I had tional Wolnut, and Distressed Early American Ame

ORCHESTRAL HOLIDAY WITH MAGIC GENIE MODEL TGO-1

You're a moestro in a matter of minutes, in commond of on entire orchestra—The Orchestrol Holiday. First, select your musicians merely by touching the tabs. Choose from harpsichord, Hawoiian guitar, piono, vibes, oboe, violins, banjo and a lot more. Next, select one of 15 different outomatic rhythms, or make up combinations. Now, press just one Magic Genie key. That's all it takes. All your instruments start playing outomatically with fascinating rhythm. Flip the AOC™ tab and start playing chords with just one tinger. 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 orpeggios. The Leslie rotating speaker spins that sound all around. And you're right in the middle of your stereophonic orchestra, having on Orchestrol Holiday.

Available in Mediceranean Dishessed Pecan, Early American Dishessed Cherry Traditional Walnut and Dishessed Early American Pine

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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 it 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 tavorite 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 of Distressed Pine.

MAGIC GENIE 88 MODEL TG88-1

Play the dual role at 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 mute 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 Lestie 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.

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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 tamous magic of Genie. You and your Lowrey organ can be the life at the party. When your guests are ready for some music, show them a side of you they never saw before – the moestro 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. Stort the evening with a light waltz. Then liven up the doncing 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 ployed a note before

sit down and play a concert. All it takes is a little magic from Lowrey.

Available in Mediferranean Pecan, Contemporary Watnut and Early American Pruitwood

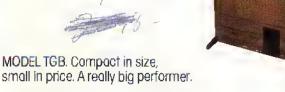
MODEL TGB44 · A small investment for a big band and endless fun.

MAGIC TEENIE GENIE MODEL TG-1

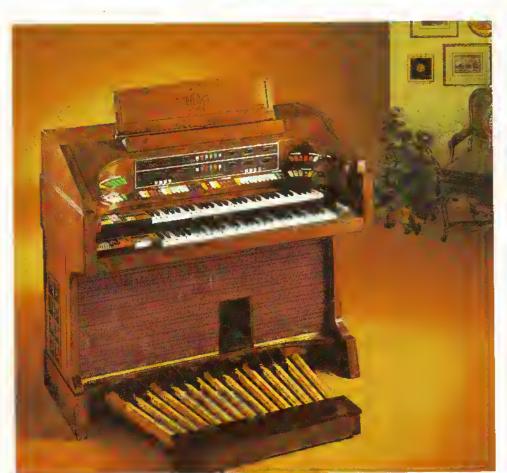
Anybody can conduct on entire orchestro with Lowrey's Mogic Teenie Genie. The some moteriols, croftsmanship and engineering excellence that have earned Lowrey its outstanding reputation are built right into this organ. You get the same automatic rhythm programming that some recording artists actually use right on their records. The some 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 Tinish

MODEL TGB. Compact in size,



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, soxophone and trombones this side of the reol thing. Then there's Lowrey's famous Golden Horp™ tor sporkling arpeggios that donce up and down the scale outomotically. And your one finger melodies outomatically become tully chorded compositions. Of course, there are all the other tamous Lowrey feotures—Glide,™ automatic rhythms, L.S.I.C. circuitry, even o built-in stereo cassette recorder to record your tavorite performances tor posterity. The Lowrey Symphonic Theatre Console, It's more than an organ. It's a symphony.

Available in Walnut finish,





CITATION THEATRE CONSOLE MODEL GAK25H-1

You may be in your own living room, but you'll teel the full impact of sitting of 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 nevercome on so bald as with Lowrey's Bross Symphonizer. A Leslie rotating speaker sets the sounds in motion. And you'll want to donce to all the automotic rhythms. Reverberating rhythm triggers o beat every time you playa note. And the Symphonic Golden Harp™ gives you o choice of several dancing, automatic orpeggios. Glide. Auto-Wow.™ Patented AOC.™ Vibrato. A stereo cassette recorder. You'll never run out of exciting musical worlds to explore with the Citotion Stereo Theatre Console.

Available in Walnut finish

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SYMPHONIC CITATION THEATRE WITH MAGIC GENIE MODEL SCT

The Lowrey Symphonic Citatian Theatre is the ultimate in a spinet organ. Every Lowrey feature has been incorporated and blended into this handsomely styled cobinet. The omozing Mogic Genie feature affers automotic bass and accompaniment rhythms, while the Automatic Organ Computer (AOC)™ allows you to play tull, rich chords with just one finger. Add Golden Harp™ for sporkling arpeggios that go up, down or donce oll around one, two or three octaves. Or try the Orchestral Symphonizer section for the very best bross. 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 tull, 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 beoutifully sculptured furniture piece set to even more beoutiful music. The Citation Stereo Theotre Spinet. One finger gives you outomotic rhythms of your choice. Plus reverberating rhythms, a host of litelike voices, speciol effects like Auto-Wow,™ Vibroto, Lowrey Glide,™ Reverb, Golden Horp™arpeggios, the "big bond" bross sounds of the Brass Symphonizer and a lot more. AOC turns your one tinger melodies into fully chorded passages. The Lestie speaker spins the music oll around while the multi-channel chorus makes it sound lorger than lite. Record your own greatest hits on the built-in stereo cossette recorder. Or, play along with your favorite ortists. The Citation Stereo Theatre Spinet.

Available in Watnut finish.

MAGIC GENIE 98 THEATRE MODEL TG98H-1

All of the controls and teatures 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 quitarists are playing as well as the muted homs of "champagne music." Four high tidelity quality speakers, including a rotating Leslie speaker spread the superb sound ocrass your living room in full stereo. And when the rest of the family goes to bed, there's a sterea headphone jack so you can stay up and deliver a spectacular performance in complete privacy.

Available in Walnut Tinish.



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 litelike instrument voices in motion, and you can combine those rhythms for new sounds like a Latinwaltz or swinging-country-rock. Lowrey's voices are considered second only to the instruments they sound so much like. And thanks to Lawrey's Large Scale Integrated Circuitry, you can rest assured you've got one of the most reliable instruments made. Auto-Waw,™ Vibrato, Glide, a Leslie ratatina speaker, sustain-everything's here that you need to conduct your own mosterpieces time and time again.

Available in Walnut finish

