

# **LOEWS THEATRES**

## **New York 1928-30**

**Part Three**  
**JERSEY Jersey City**  
**PARADISE The Bronx**  
**VALENCIA Queens**  
**175th STREET Manhattan**

**ENGINEERING SERVICES**

**Eur Ing BRIAN ROBERTS CEng Hon.FCIBSE**  
**Life Member ASHRAE**

**CIBSE HERITAGE GROUP**

## **GENERAL NOTE**

**The five major Loew Theatres in New York were known as the WONDER THEATRES.**

**They were  
KINGS THEATRE in Brooklyn  
JERSEY THEATRE in New Jersey  
PARADISE THEATRE in the Bronx  
VALENCIA THEATRE in Queens  
175th STREET THEATRE in Manhattan**

A Sixth major Loews Theatre was the **LANDMARK** in Syracuse. Each had a seating capacity of over three thousand, were highly decorated with elaborate chandeliers and lighting having complex light control switchboards. However, the founder Marcus Lowe died in 1927 before these six named theatres opened. The year the "Talkies" began.

The Landmark, Kings and Jersey were air conditioned by the York Ice Machinery Corporation as were a number of other theatres in the Loews Group. The remaining three were probably also air conditioned. A number of Loews theatres across the USA were air conditioned by the Carrier Engineering Corporation. In the 1930s Loews (MGM) had between 150 and 200 theatres, Paramount has about 1000, Warners and Fox each 700, RKO 200.

Movie theatre air conditioning with refrigeration began in Chicago in 1917 using CO<sub>2</sub> equipment by the Wittenmeier Machinery Company and Kroeschell Brothers, then later by the merger Brunswick-Kroeschell. Other pioneers were York and Carrier. In 1930 Carrier Engineering, York H&V Corporation and Brunswick-Kroeschell merged to form Carrier Corporation.

The introduction by Carrier of the centrifugal water chiller in 1922 revolutionised the application of refrigeration for air conditioning in movie theatres.



# **LOEWS/JERSEY Jersey City**

**OPENED 1929**

**SEATING CAPACITY 3300**

**ORIGINAL OWNER Loews**

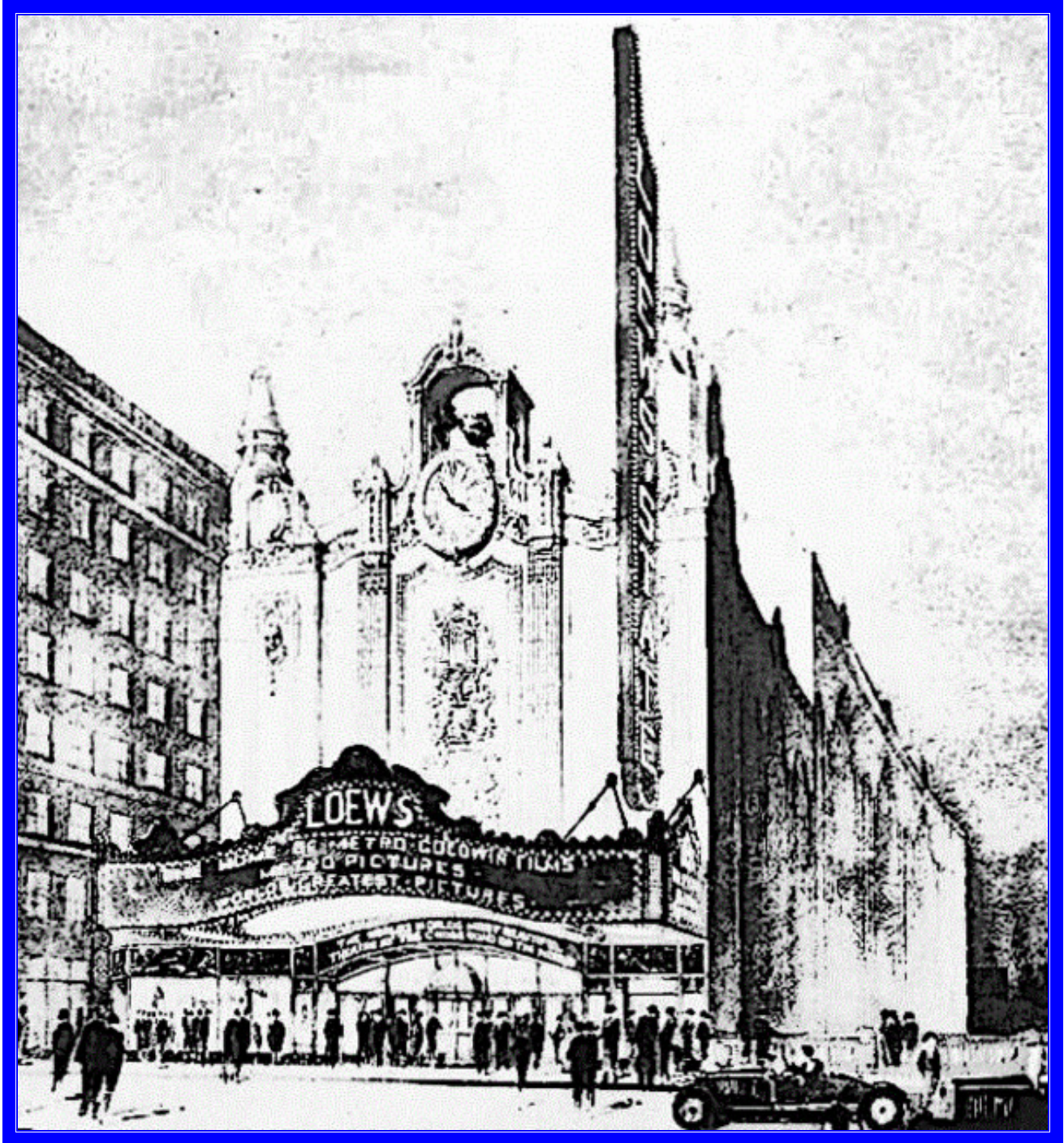
**PRESENT OWNER Friends of Loews**

**ARCHITECT Rapp & Rapp**

**HVAC&R Air Conditioned  
York Ice Machinery Corporation**

**STATUS In use after restoration**

# JERSEY Jersey City



# JERSEY Jersey City



# JERSEY Jersey City

*Conditioned Air ~ as Clean  
and Pure as a Meadow Breeze*



**Partial list of York  
Conditioned Theatres**

The World	Omaha, Neb.
Rivoli	Muncie, Ind.
Lawndale	Chicago, Ill.
Fox-Roxy	Washington, D. C.
Coconut Grove	Coconut Grove, Fla.
Candler	Atlanta, Ga.
Rochester	Rochester, N. Y.
Stanley	Baltimore, Md.
Stanley	Pittsburgh, Pa.
Stanley	Philadelphia, Pa.
Earle	Philadelphia, Pa.
Earle	Washington, D. C.
Indiana	Indianapolis, Ind.
Winter Garden	New York, N. Y.
State	Easton, Pa.
Colonial	Allentown, Pa.
Capital	Reading, Pa.
Orpheum	Boston, Mass.
State	Newark, N. J.
Astor	New York, N. Y.
86th Street	New York, N. Y.
Chapel	Columbus, Ohio
Palace	Cleveland, Ohio
Chester	New York, N. Y.
Cameo	New York, N. Y.
American	Roanoke, Va.
State	Sioux Falls, S. D.
Capitol	Nashville, Tenn.
Richmond	Richmond, Ind.
Rose Marie	New York, N. Y.

**COLONIAL THEATRE  
ALLENTOWN  
PA.**

**A**IR Conditioning—what is it? There was a time when the three or four torrid months of the year were the showman's nemesis. Now with scientific air conditioning and cooling for the theatre this period of the year can be turned into months of satisfactory profit.

The flow, or motion of the air, as well as its humidity and temperature are now brought together at what is termed the comfort point. Hence, regardless of outside temperature conditions, it is now possible to maintain within the theatre a condition of air which is satisfying to the patron.

York conditioned theatres are popular houses—old man summer slump is a stranger at their doors.

How about investigating the application of York equipment to your house. Now is the time; just return the attached coupon and have us tell you the story.

York Ice Machinery Corporation,  
York, Pa.

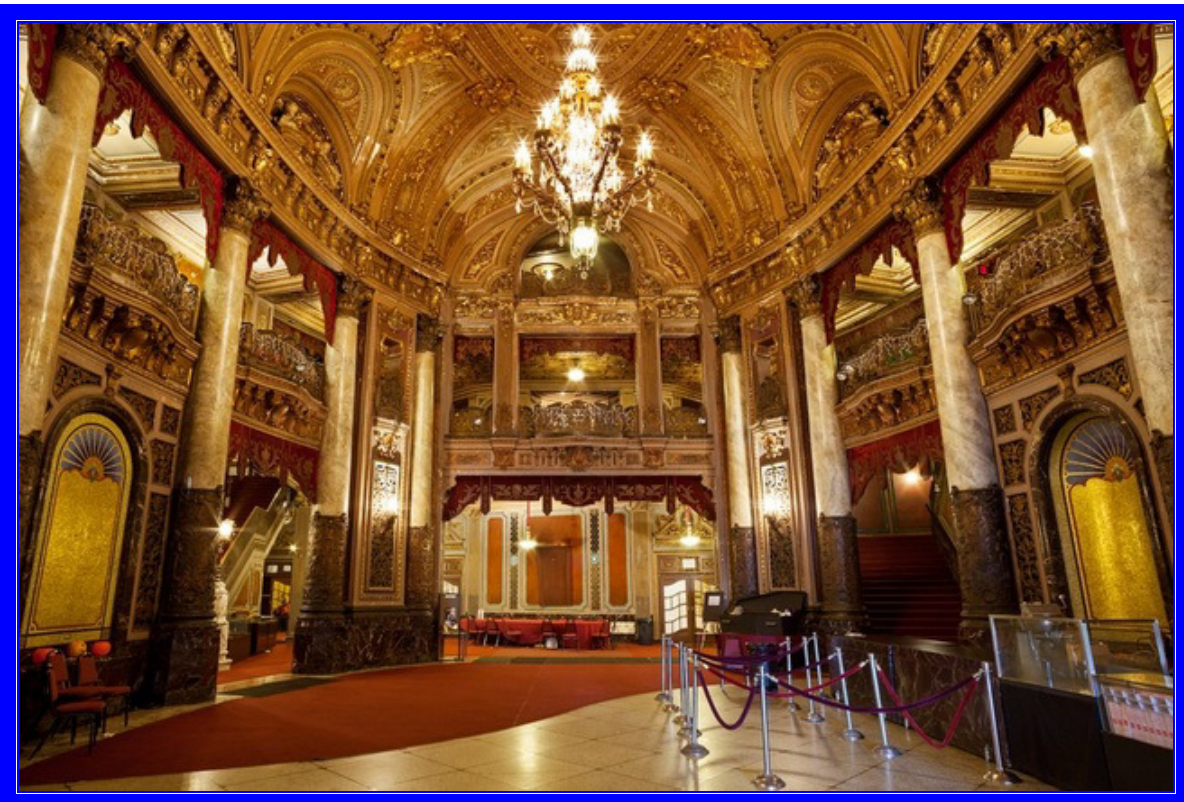
Please tell me more of York air conditioning for theatres.

Name .....

Address .....

**Y O R K**  
**ICE MACHINERY CORPORATION**  
Y O R K P E N N A

# JERSEY Jersey City

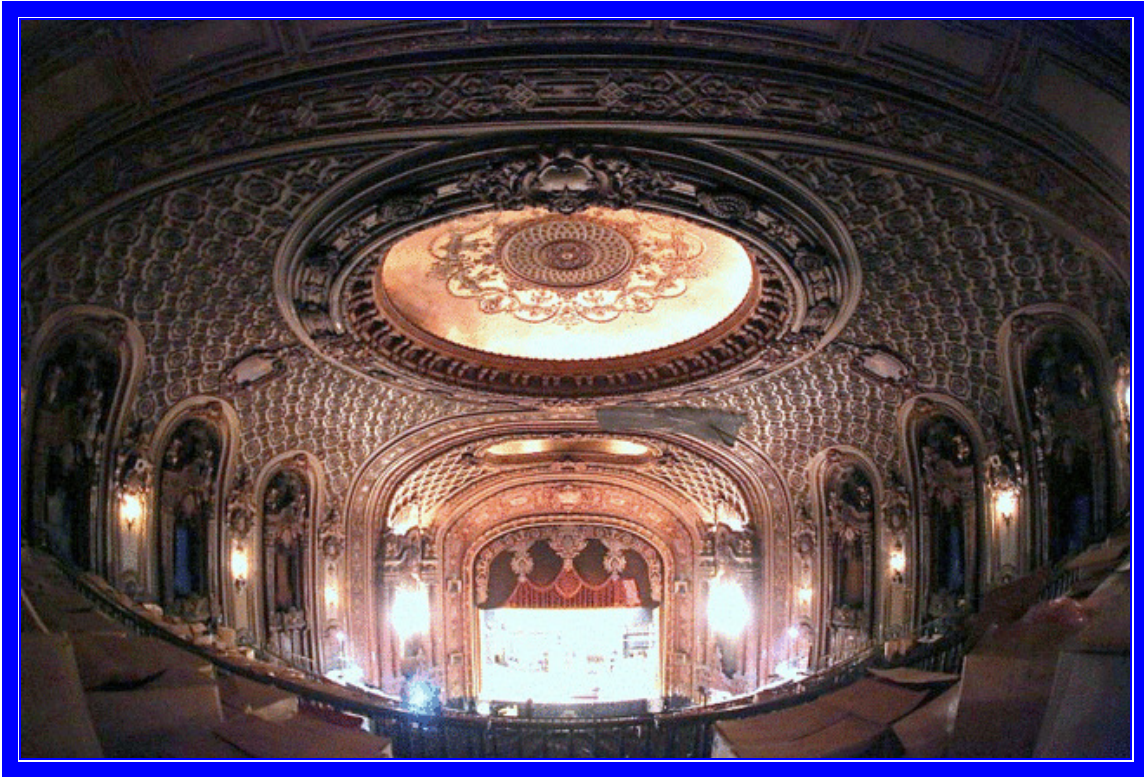


# JERSEY Jersey City

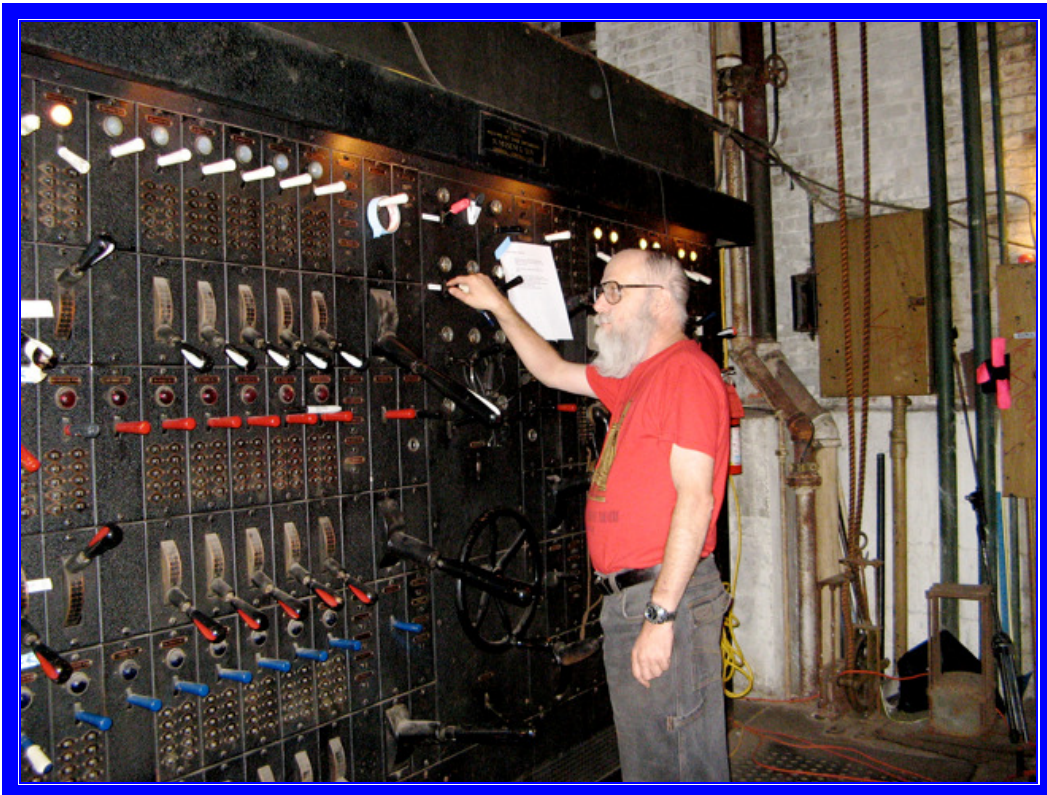
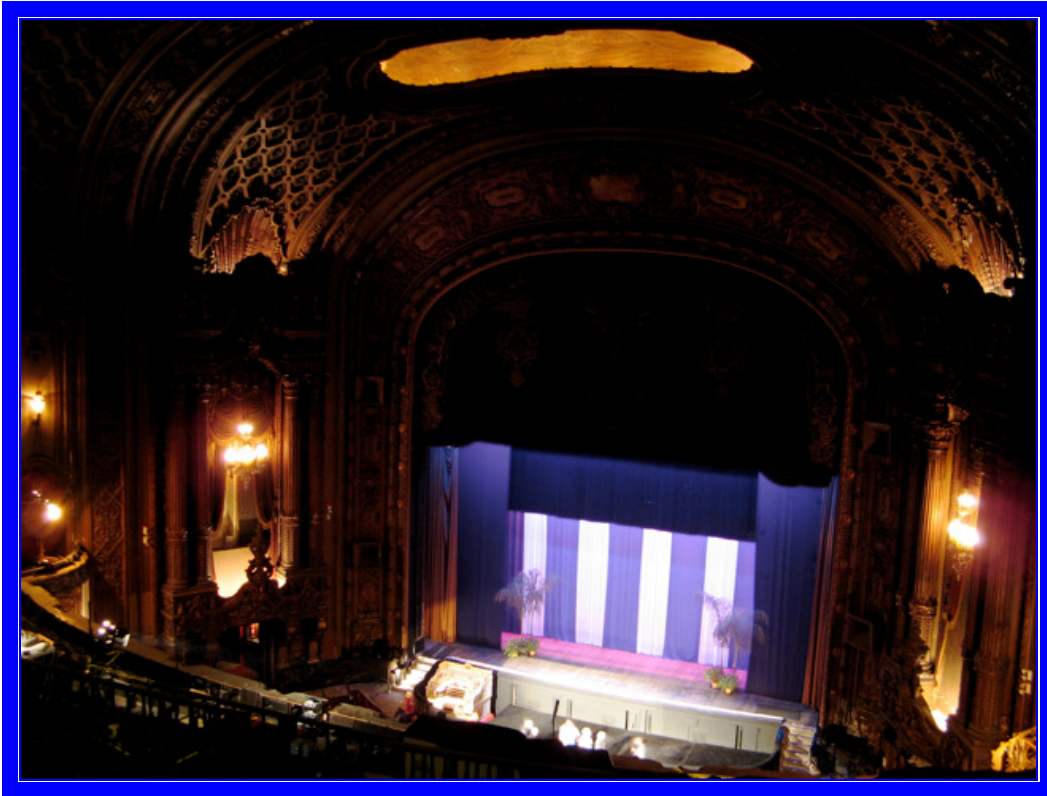




# JERSEY Jersey City



# JERSEY Jersey City





# **LOEWS/PARADISE The Bronx**

**OPENED 1929**

**SEATING CAPACITY 3885**

**ORIGINAL OWNER Loews**

**PRESENT OWNER Friends of Loews**

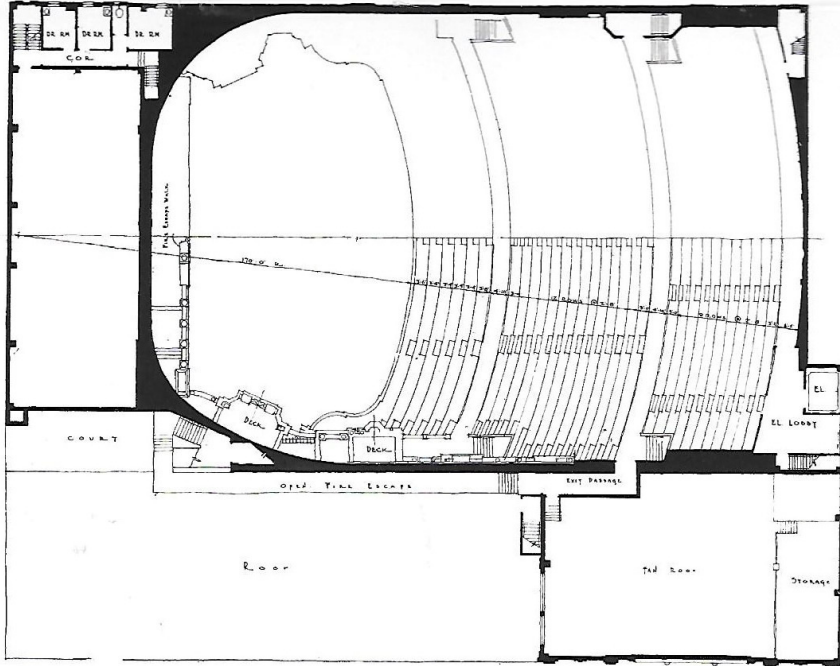
**ARCHITECT John Eberson  
An "Atmospheric" Theatre**

**STATUS In use as a Church**

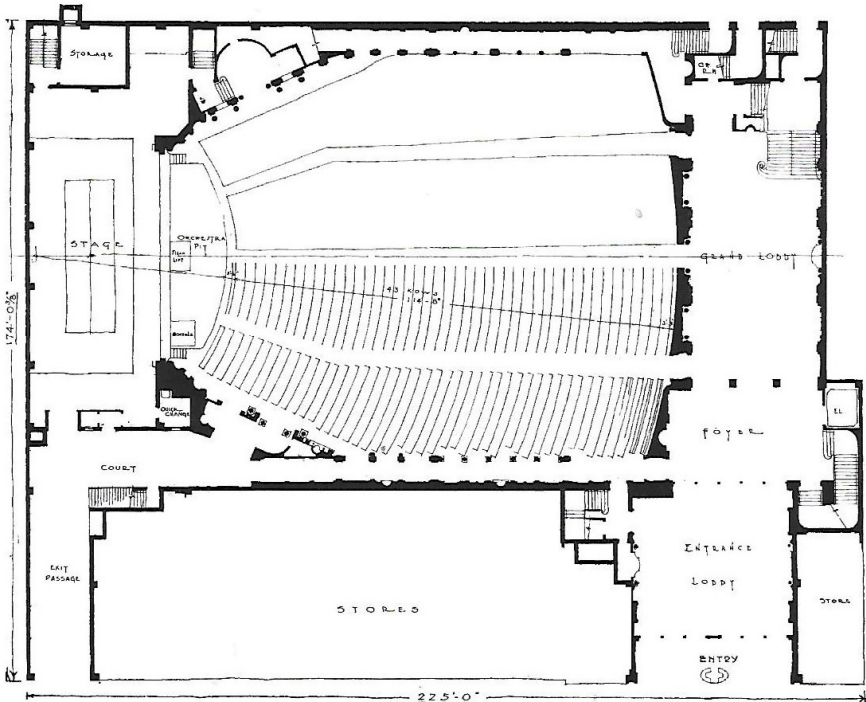
# PARADISE The Bronx



# PARADISE The Bronx



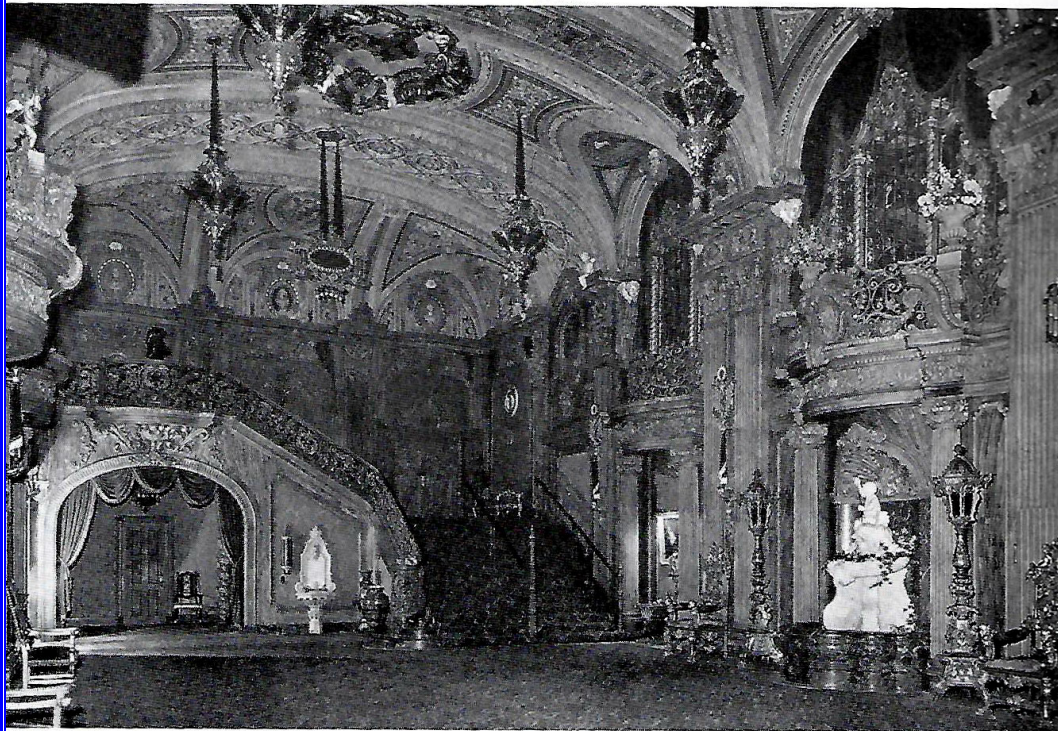
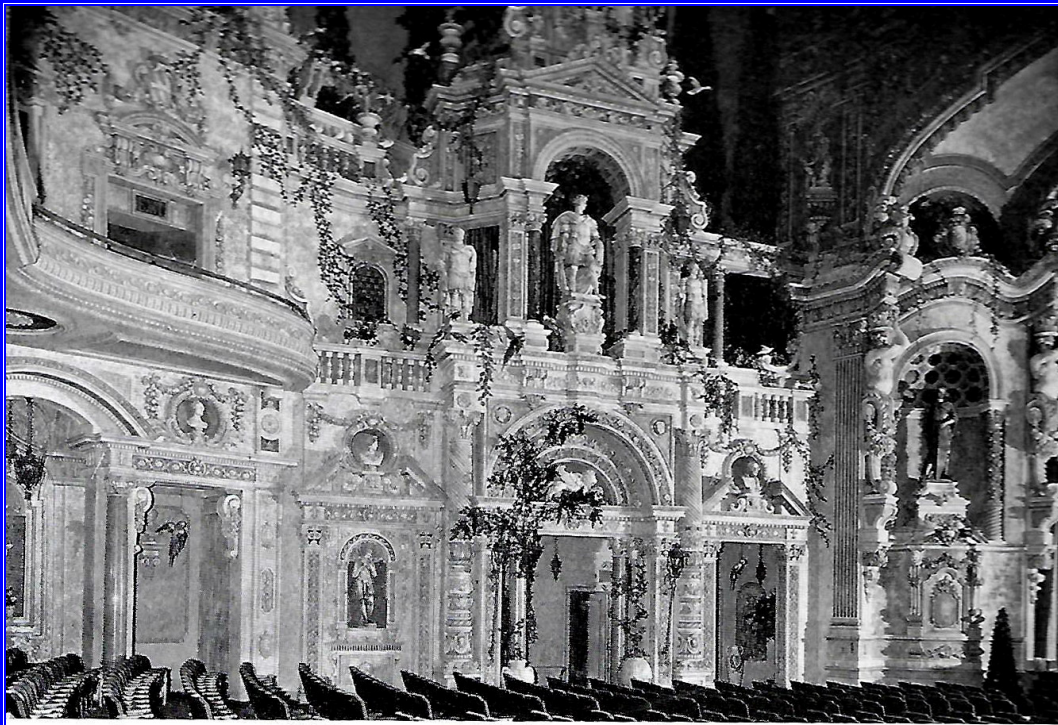
PLAN OF BALCONY WITH 1335 SEATS



PLAN OF ORCHESTRA WITH 2222 SEATS  
THE LOGE SEATS 288 ADDITIONAL

Paradise Theatre, New York, N. Y.  
John Ebersson, architect  
Total seating capacity is 3845

# PARADISE The Bronx



Paradise Theatre, New York  
John Eberson, architect  
Above, the side wall treatment of the auditorium and below, the foyer

# PARADISE The Bronx



# PARADISE The Bronx





# PARADISE The Bronx



# PARADISE The Bronx





# **LOEWS/VALENCIA Queens**

**OPENED 1929**

**SEATING CAPACITY 3440**

**ORIGINAL OWNER Loews**

**PRESENT OWNER Tabernacle of Prayer**

**ARCHITECT John Eberson  
An "Atmospheric" Theatre**

**STATUS In use as a Church**

# VALENCIA Queens



# VALENCIA Queens



# VALENCIA Queens

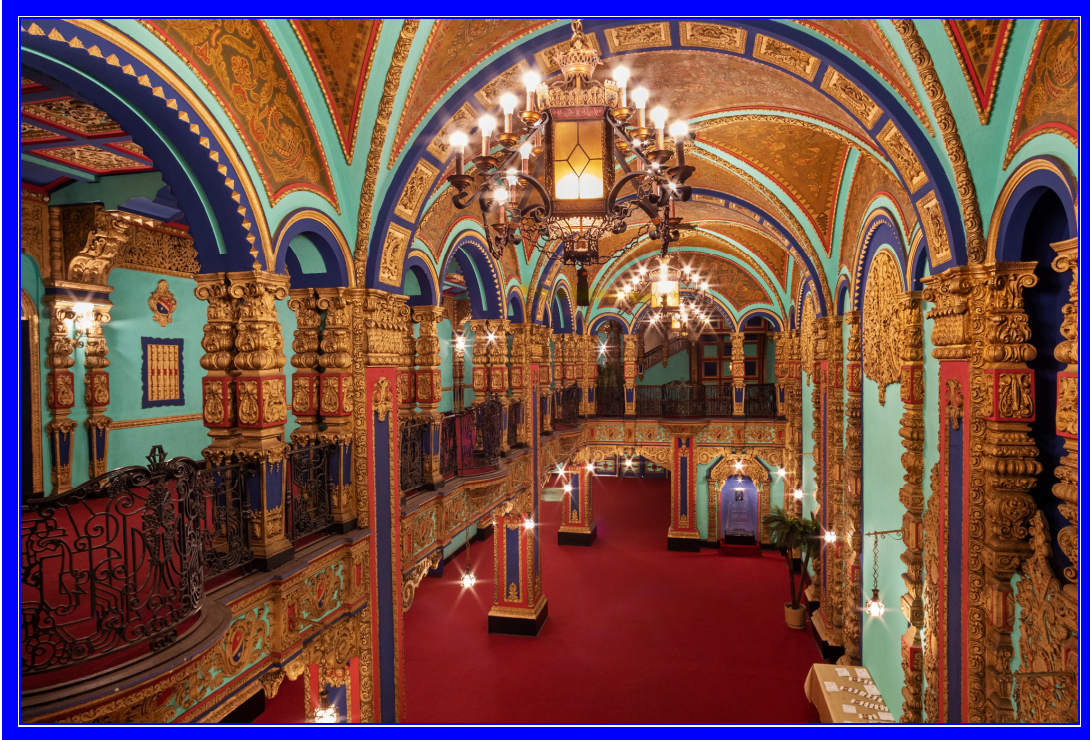


## VALENCIA Queens

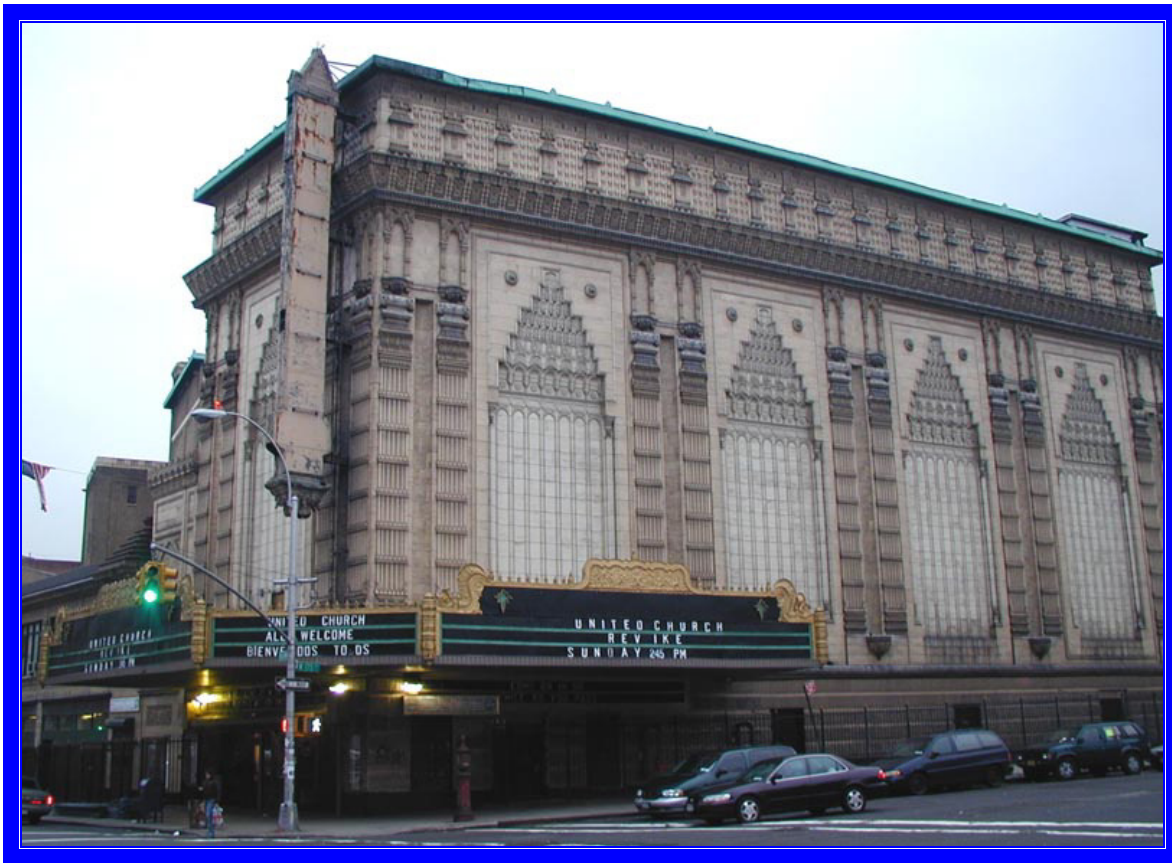


ScoutingNY.com

# VALENCIA Queens







# **LOEWS/175<sup>th</sup> STREET Manhattan**

**OPENED 1930**

**SEATING CAPACITY 3444**

**ORIGINAL OWNER Loews**

**PRESENT NAME United Palace**  
**OWNER United Church Science of Living Institute**

**ARCHITECT Thomas Lamb**

**STATUS In use as a Church**

## 175th STREET Manhattan



## 175th STREET Manhattan



## 175th STREET Manhattan



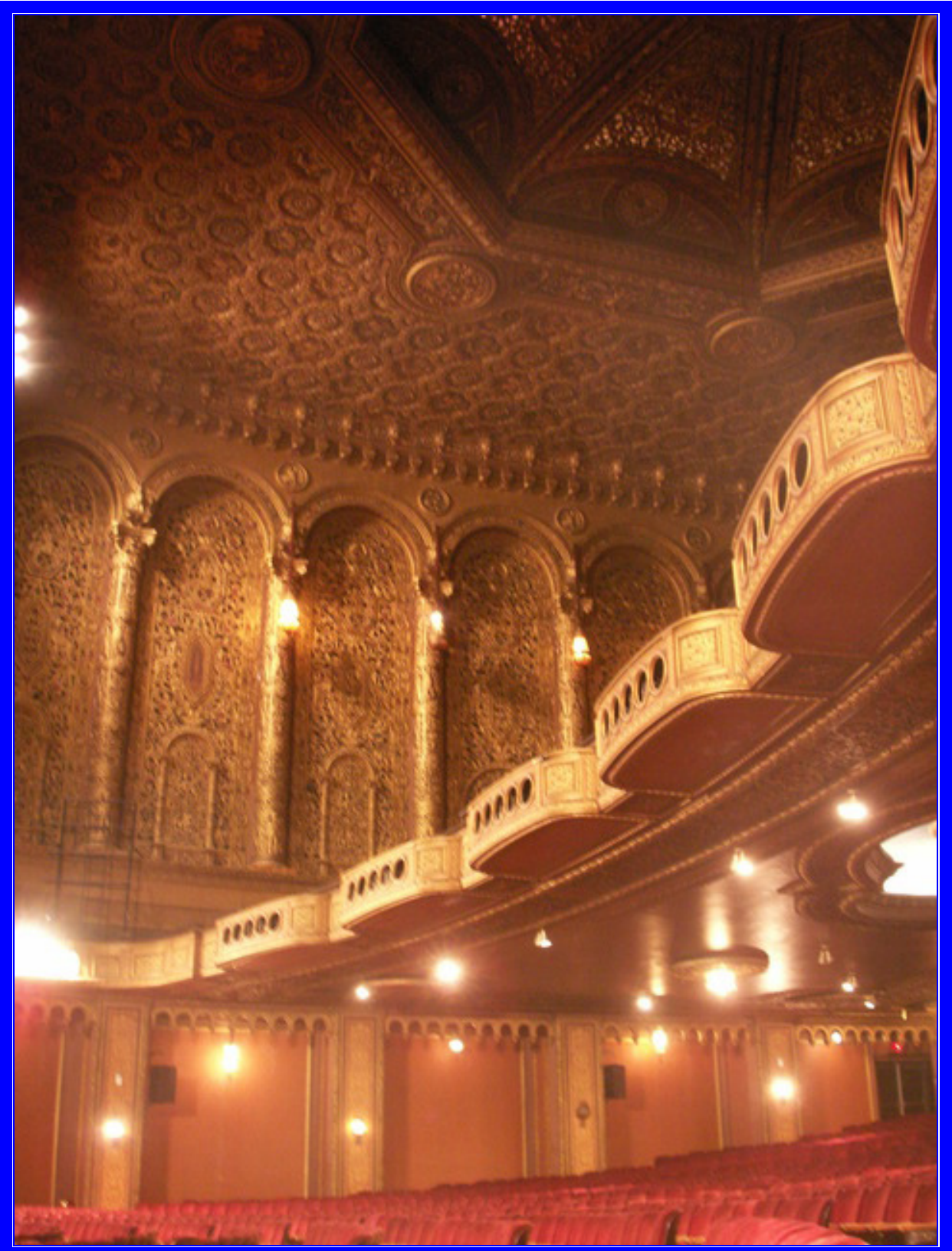
## 175th STREET Manhattan



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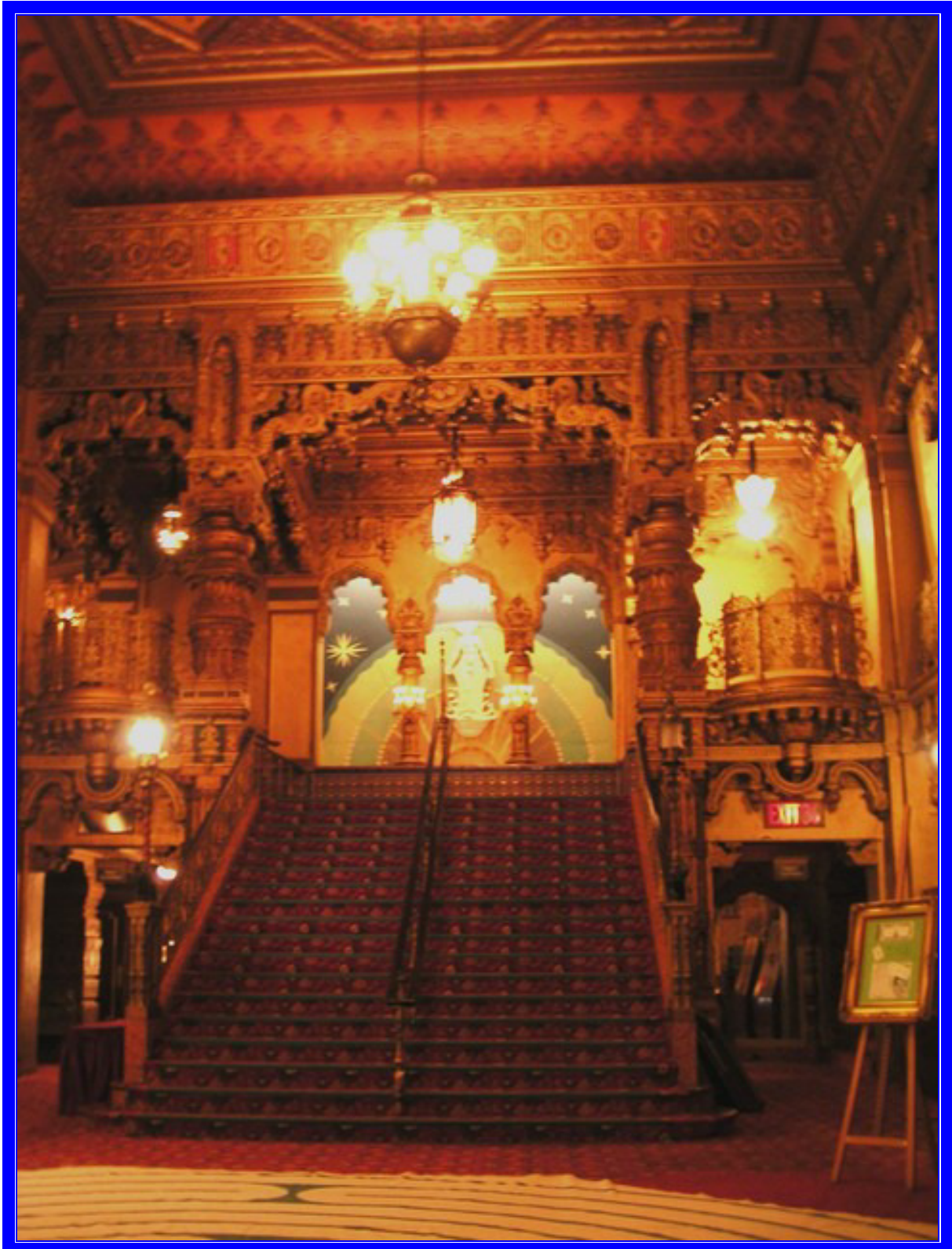


## 175th STREET Manhattan





## 175th STREET Manhattan



# LOWES THEATRES SELECT BIBLIOGRAPHY

## Books on Air Conditioning & Refrigeration History in **RED**

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- 1982 **Building Services Engineering: A Review of Its Development, N S Billington & B M Roberts, Pergamon Press, Oxford.**
- 1987 Great American Movie Facilities, David Naylor, A National Trust Guide, USA.
- 1987 Lobby Cards- The Classic Films, Michael Hawks Collection, Bloomsbury, London.
- 1980 Movie Palaces- Survivors of an Elegant Era, Ave Pildas, Charles N Potter, NY.
- 1991 Ticket to Paradise, John Margolies & Emily Gwathmey, Bulfinch Press, Boston.
- 1994 **Heat & Cold: Mastering the Great Indoors, Donaldson & Nagengast, ASHRAE, Atlanta.**
- 1994 The Show Starts on the Sidewalk, Maggie Valentine, Yale UP.
- 1997 The Last Remaining Seats, Berger & Silverman, Balcony Press, CA.
- 1998 **Air Conditioning America, Gail Cooper, John Hopkins UP.**
- 1981 American Picture Palaces- The Architecture of Fantasy, David Naylor, Prentice Hall, NY
- 1982 Movie Palaces: Renaissance and Reuse, Valerio & Friedman, Education Facilities, NYC.
- 1996 **The Legend of York International, Jeffrey L Rodengen, Write Stuff Enterprises, Fort Lauderdale, Florida.**
- 1998 Movie Palace Masterpiece, Alfred Balk (Ed), Landmark Theatre Foundation, NY.
- 2004 Cinema Treasures, Melnick & Fuchs, MBI Publishing, St. Paul.
- 2008 Theatres in Los Angeles; Cooper, Hall & Wanamaker, IOA.
- 2009 American Theatres of Today (reprint 1927-30), Sexton & Betts, Liber Apertus, CA.
- 2010 **Cold Comfort: America's Romance with Air Conditioning, Marsha E Ackerman, Smithsonian Books, Washington DC.**
- 2012 **Weathermakers To The World, Carrier (United Technologies), USA.**
- 2013 American Movie Palaces, Rolf Achilles, Shire, Oxford.
- 2020 **Adventures in Heat & Cold: Men and Women Who Made Your Lives Better, Bernard A Nagengast & Randy C Schrecengost, ASHRAE, Atlanta.**

## Some Websites with Theatre and/or HVAC & R History

[cinematreasures.org](http://cinematreasures.org)  
[hevac-heritage.org/e-books](http://hevac-heritage.org/e-books) large  
[historictheatres.org](http://historictheatres.org)



