

LOEWS THEATRES

Part Five **ACROSS THE U.S.A.**

AIR CONDITIONING

**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.

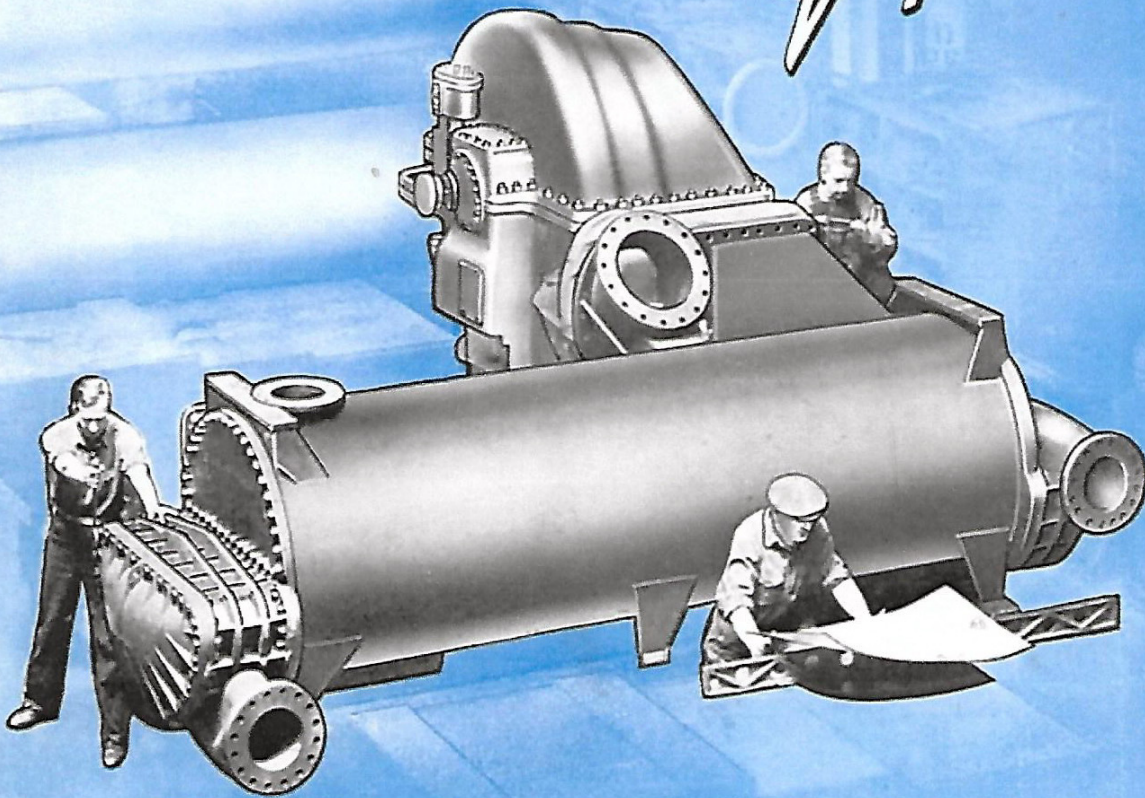
Movie theatre air conditioning with refrigeration began in Chicago in 1917 using CO₂ equipment by the Wittenmeier Machinery Company and Kroeschell Brothers, then later by the merger Brunswick-Kroeschell. Other pioneers were York and Carrier. In 1930 Carrier Engineering, York H&V Corporation and Brunswick-Kroeschell 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.

20
years

CENTRIFUGAL

Refrigeration



Carrier



STATE Easton Pennsylvania

OPENED 1926

SEATING CAPACITY 1500

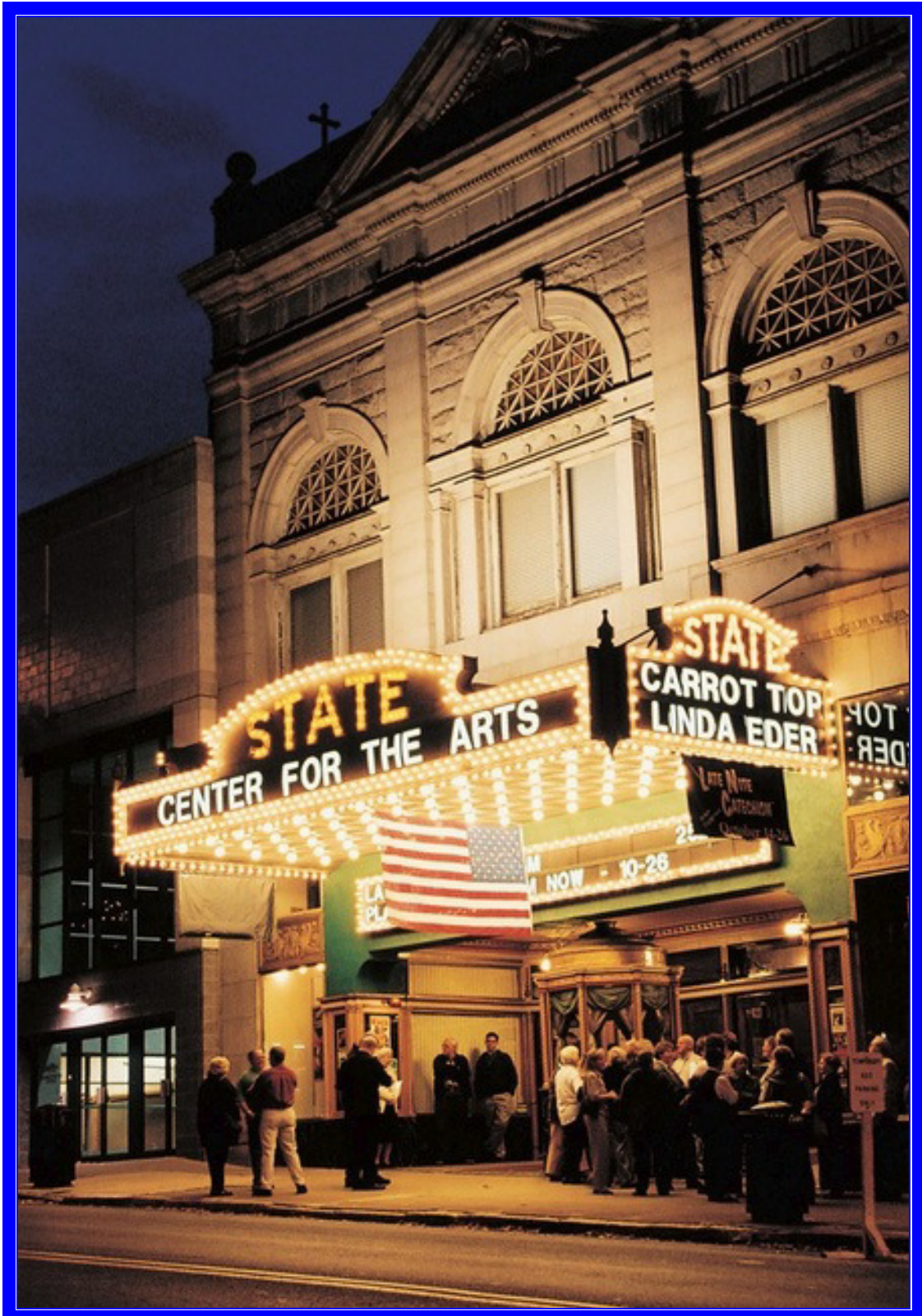
ORIGINAL OWNER Loews

ARCHITECT William Harold Lee

STATUS In use after restoration

**AIR CONDITIONING
York Ice Machinery Corporation CO₂ system**

Easton Pennsylvania



Easton Pennsylvania

June 24, 1927

MOTION PICTURE NEWS

YORK

Air Cooling for Theatres



Kills the Summer Slump.

*Old Man Summer Slump Has Seen His Day—At
Least In York Cooled Theatres*

Entertainment and comfort go hand in hand, and theatres also can keep them both available your box office satlers.

YORK AIR COOLING SYSTEMS have been installed for the first time planned by the houses shown above: the World at Omaha, the Fox level theatre in the National Press Club, Washington, the Capitol at Nashville, the Grand at Eastmore, the Winter Garden, New York, the Earle at Philadelphia and the Grand at Pittsburgh.

In addition, plans are being formulated for **YORK COOLING SYSTEMS** in the Colonial at Allentown, the State at Easton, the Rose Marie, New York, Casino, New York, Loew's State at Newark, Loew's Astor, New York and Loew's 58th Street Theatre in Brooklyn.

Write for full information on the **YORK SYSTEM**.

YORK MFG. CO.
York, Pa.

Please send me full particulars on the
York System of Theatre Cooling.

Name _____

Address _____





STATE Cleveland Ohio

OPENED 1921

SEATING CAPACITY 3518

ORIGINAL OWNER Loews

ARCHITECT Thomas Harold Lamb

STATUS In use after restoration

**AIR CONDITIONING
Installed later than 1921
Carrier Engineering Corporation**

Cleveland Ohio



Cleveland Ohio



Cleveland Ohio

If your Theatre were among **Carrier Conditioned Theatres**

During these Winter Days the air within the house would be just warm enough and *healthfully* humidified and cleansed. There would be no overheating. The Missouri Theatre at St. Louis, a Carrier Conditioned Theatre, operated during the Winter of 1925 on $\frac{1}{3}$ of the fuel previously required. The Carrier system of Air Conditioning completely replaces the sluggish radiators which ordinarily line the walls of the theatre. The air is conditioned before entering the theatre. Automatic instruments adjust the temperature and humidity to suit the size of the crowd.

Then Next Summer the same system, combined with Carrier Centrifugal Refrigeration, cools and dehumidifies the air supplied to the theatre. The fact is, the same ideally comfortable conditions of temperature are maintained within the theatre every day in the year regardless of season, crowd or weather. **Do you wonder that we say—**

Manufactured Weather
makes
"Every day a good day"

Now is the time for us to prepare your theatre for next Summer. Write for the book, "Theatre Cooling and Conditioning." Describe your theatres. Ask for a visit from one of our Engineers.

Carrier Engineering Corporation

Offices and Laboratories
NEWARK, NEW JERSEY

NEW YORK PHILADELPHIA BOSTON CHICAGO CLEVELAND KANSAS CITY LOS ANGELES



STATE Sioux Falls South Dakota

OPENED 1926

SEATING CAPACITY 1352

ORIGINAL OWNER Loews

ARCHITECT

STATUS Closed

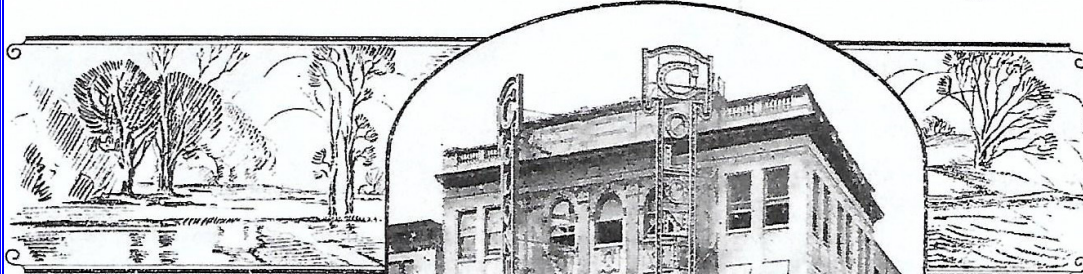
**AIR CONDITIONING
York Ice Machinery Corporation CO₂ system**

Sioux Falls South Dakota



Sioux Falls South Dakota

*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.**

AIR 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

YORK
ICE MACHINERY CORPORATION
YORK PENNA



STATE Baltimore Maryland

OPENED 1927

SEATING CAPACITY 2044

ORIGINAL OWNER Loews

ARCHITECT George Schmidt & C C Fulton Leser

STATUS Closed 1963

AIR CONDITIONING

**Paul J Vincent with refrigeration by
Frick Company R-12 Reciprocating Compressor
Installed after 1930 when Freon became available**

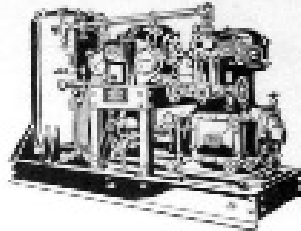
Baltimore Maryland



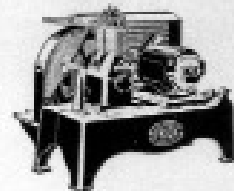
Baltimore Maryland



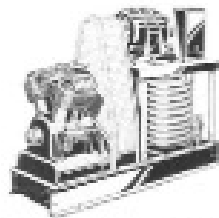
Direct-drive Ammonia Unit with 1-hp. Motor



Combined Ammonia Units with Overhead Drive, in 4 Sizes



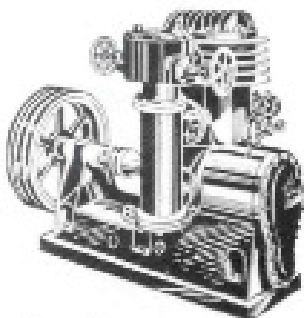
Low Pressure Units in More than 30 Types and Sizes



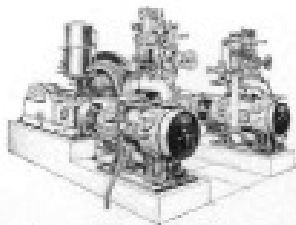
Low Pressure Units with Overhead Drive, 15, 20 and 30 Tons Capacity



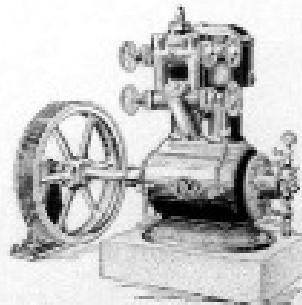
Equipment for Air Conditioning, Ice Making and All other Cooling Work, is the choice of discriminating buyers throughout the world. Nationally known firms that have each bought from 125 to 625 Frick Machines will tell you there's nothing like them for dependable, economical cooling service. Get the facts about Frick Equipment to fill your needs, today.



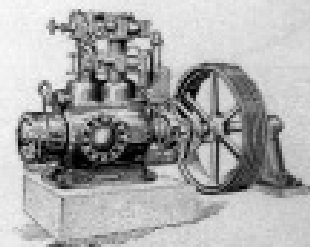
Frost-free Compressors in 6 Sizes



Horizontal Type J Compressors in 5 Sizes



Enclosed Type Carbon Dioxide Machines in 6 Sizes



Enclosed Ammonia Compressors, in 10 Sizes



LOEWS Bronx New York

OPENED 1928

SEATING CAPACITY 2559

ORIGINAL OWNER Loews

ARCHITECT Joseph Orlando

STATUS Closed

**AIR CONDITIONING
Carrier Engineering Corporation**

Bronx New York

BEWARE, EXHIBITORS

The Voice of the Box Office Shouts:

AIR CONDITIONING

BUT be sure you know what is meant by "Air Conditioning." It means the uniform distribution thruout your theatre of cleansed air that is heated and humidified (moistened) in winter; cooled and dehumidified (excess moisture removed) in summer, the distribution being accomplished without drafts and the conditions being maintained automatically regardless of outdoor weather.

Since the notably successful installation of Carrier Air Conditioning Equipment in the now famous Grauman's Metropolitan, Los Angeles, many Exhibitors have rushed plans to "cool" their theatres, such "cooling" being considered the quickest and cheapest method of kidding the public into the Box Office.

Whereupon many vendors of refrigerating machines have fallen upon fat pickings, trading upon your natural lack of engineering information. Air conditioning requires refrigeration but it cannot be accomplished with refrigeration alone. It isn't the refrigeration, *it's what is done with the cooled air that counts!*

You owe it to yourself, Mr. Exhibitor, to investigate this important subject fully. We'll be glad to send you a booklet which gives the unvarnished facts, or to arrange an interview so that one of our Engineers can show you some mighty interesting figures.

The public is now demanding the conditioned theatre and the big money of the immediate future will be made by those Exhibitors who listen to the Voice of the Box Office.

Carrier Engineering Corporation

Manufactured Weather to make "Every day a good day"

750 Frelinghuysen Avenue, Newark, N. J.

Boston

Buffalo

Chicago

New York

Philadelphia

Los Angeles

San Francisco



A modified V-shaped marquee was one of the first steps in bringing the Granada in Cleveland up to date. Its attraction panels use Wagner letters. The marquee soffit is brilliantly lighted and provides illumination for the new display cases. The boxoffice was treated to a new marbled base.

GRANADA Cleveland Ohio

OPENED 1927

SEATING CAPACITY 2165

OWNER Connected with Loews

STATUS Demolished

**AIR CONDITIONING
Carrier Engineering Corporation**

Cleveland Ohio



Cleveland Ohio

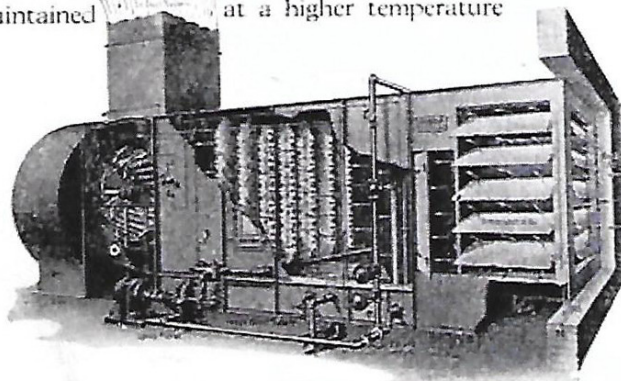


AIR Cooled, Washed and Dehumidified in Summer — Warmed, Washed and Humidified in Winter

A vital Conditioning shown in this illustration theatre from out of doors is washed and purified and the ally fixed at the maximum comfort the season and the crowd. During the cooled by Carrier Centrifugal Refrigeration, is cooled and its excess moisture condensed. water within the spray chamber is maintained so that moisture is added to the air to produce a comfortable and healthful condition of humidity. Automatically controlled heaters located in the air ducts leading to the theatre heat the air when necessary. The sluggish, direct heating system of the theatre is eliminated.

The Carrier System is an assembly of equipment guaranteed to maintain uniform conditions of Temperature, Humidity and Air Purity in the theatre every day in the year. It is the development of more than twenty years of specialized Air Conditioning experience.—A recent development provides the same complete system for the fine, small theatres.—Describe your theatres.—Ask for the book, "Theatre Cooling."

element in the Carrier System of Theatre Cooling and Air is the spray chamber with its contingent parts as tration. All of the air which is drawn into the must pass through this chamber. Here the air humidity and temperature are 'automatic-point required according to the weather, hot, humid season, the spray water is In contact with this spray the air During the Winter, the at a higher temperature



Carrier Engineering Corporation

Offices and Laboratories

Newark, N. J.

NEW YORK

PHILADELPHIA

BOSTON

CHICAGO

CLEVELAND

KANSAS CITY

LOS ANGELES



STATE Providence Rhode Island

OPENED 1928

SEATING CAPACITY 3212

OWNER Loews

ARCHITECT

STATUS In use as Performing Arts Centre

**AIR CONDITIONING
Carrier Engineering Corporation**

Providence Rhode Island



Providence Rhode Island



Providence Rhode Island

549
THEATRE PHOTOGRAPH and REPORT

State: R. I. City: PROVIDENCE

Branch: BOSTON Zone:

Date Photo Taken: 1941 Theatre Name: STATE



Theatre Historical Society of America | historictheatres.org

Street Address: WYBOSSETTE

City Population (1940): 253,5

Competing Theatres: MAJESTIC

ALBEE

STRAND

Is Theatre an M-G-M Customer Now? YES

How Long Has It Been Playing M-G-M Product? OVER 15 YEARS

Date Built: UNDER 15 YEARS Condition: DILDGE

Seats: Main Floor 1991 Balcony 991 LOGES: 250

Type of Patronage: TRANSIENT

Balcony for Colored?

Signed: *Donald Lewis* Use reverse side for additional information

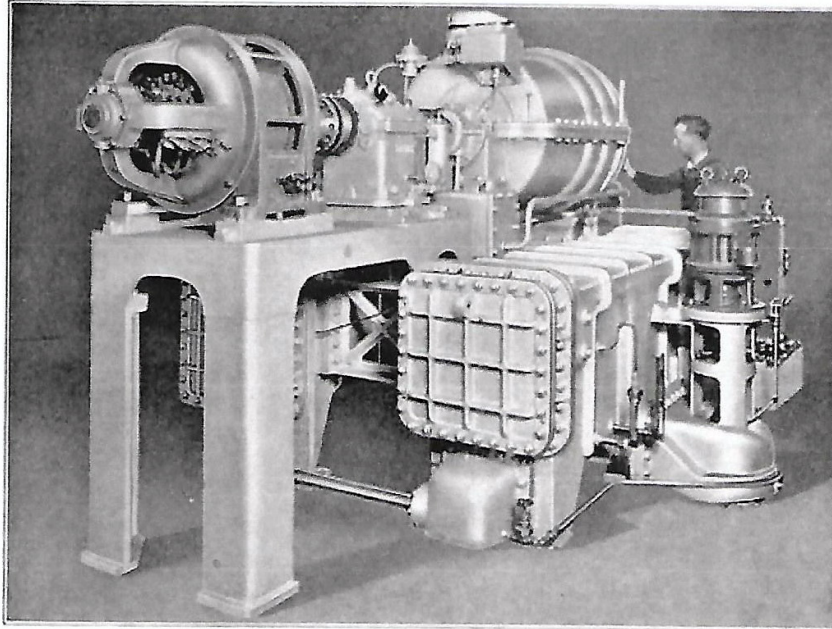
Branch Manager

SOM-11-40-U

Providence Rhode Island

March 3, 1928

709



A complete Carrier Centrifugal Refrigeration Unit, showing the cooler, the centrifugal compressor, and the condenser. A unit this size could be used to cool and dehumidify a 1,000-seat theatre.

Carrier Centrifugal Refrigeration

One of the many important and exclusive features of the Carrier System for cooling and dehumidifying the air in theatres and public buildings is Carrier Centrifugal Refrigeration.

There are other machines which will produce cooling, but none so compact, so simple and dependable in operation, so entirely safe, and so efficient as the Carrier Centrifugal Unit. This machine has been invented, designed, and developed by Carrier Air Conditioning Engineers specifically to meet the problems of air cooling and dehumidification within buildings.

The machine occupies about 1-5

of the space required for other refrigeration equipments of like capacity. The centrifugal principle permits operation by a directly connected motor. The unit in appearance and operation is almost exactly like the ordinary motor driven centrifugal pump. The refrigerating medium is not a gas, but a harmless liquid—"Carrene." The control of operation and temperature is automatic.

Carrier Centrifugal Refrigeration is combined with the complete Car-

rier System which cleanses the air, automatically establishes and controls ideal conditions of Temperature and Humidity, and diffuses the conditioned air uniformly through the theatre.

The whole is backed by the long experience of a trained organization of Air Conditioning Specialists. A part of each Carrier Contract is the *guarantee* to produce specified results.

Theatre owners, architects and engineers are invited to investigate the results accomplished by this new complete unit in Carrier Cooled Theatres. Write for the book "Theatre Cooling," also a list of Carrier Cooled Theatres, and ask for a visit from one of our engineers.



Carrier Engineering Corporation

Offices and Laboratories

Newark, New Jersey

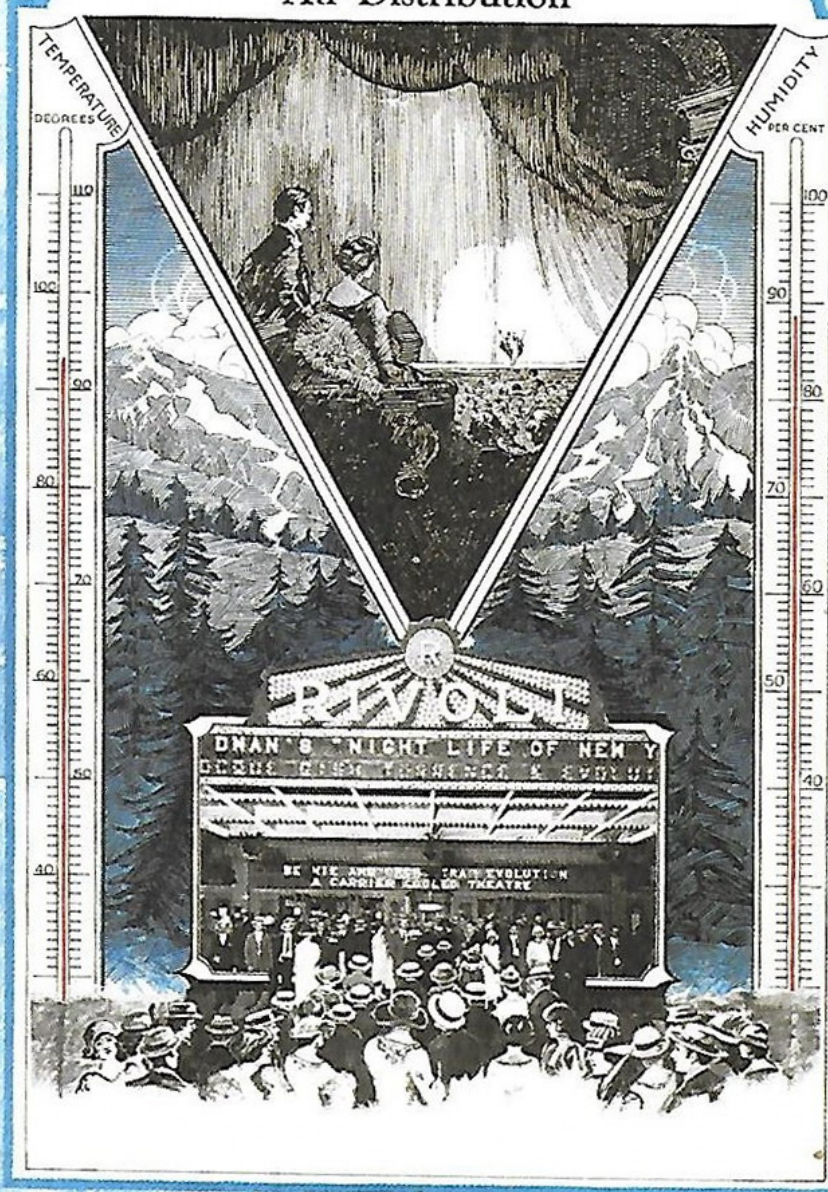
NEW YORK PHILADELPHIA BOSTON CHICAGO CLEVELAND KANSAS CITY LOS ANGELES WASHINGTON

THEATRE COOLING

Carrier
AIR CONDITIONING
AND
DRYING EQUIPMENT

by
Carrier
Centrifugal Refrigeration
and
Air Distribution

Carrier
AIR CONDITIONING
AND
DRYING EQUIPMENT



*A Restful Refuge
Summer & Winter*