



PARAMOUNT MOVIE THEATRES

1925-1931

PART TWO

**BUILDING SERVICES
ENGINEERING**

Photographs from cinematresures.org unless otherwise noted

CIBSE HERITAGE GROUP

PARAMOUNT

PART TWO WONDER THEATRES

Seating capacity after name

1925 **Rivoli, New York, 2093**

1926 **Times Square, New York, 3664**

1928 **Brooklyn, New York, 4084**

1928 **Portland, Oregon 3045**

1928 **Seattle Washington 3049**

1928 **Toledo, Ohio 3409**

1929 **Kings, Brooklyn, NYC 3398***

1929 **Valencia Queens, NYC 3440***

1931 **Oakland, California 3476**

*Built for Paramount but then leased to Loews in exchange for showing Paramount films. See Loews Theatres under Large E-Books on Heritage Group website



(Carrier Engineering Corporation)

RIVOLI NEW YORK

OPENED 1917
But not air conditioned until 1925

SEATING CAPACITY 2092

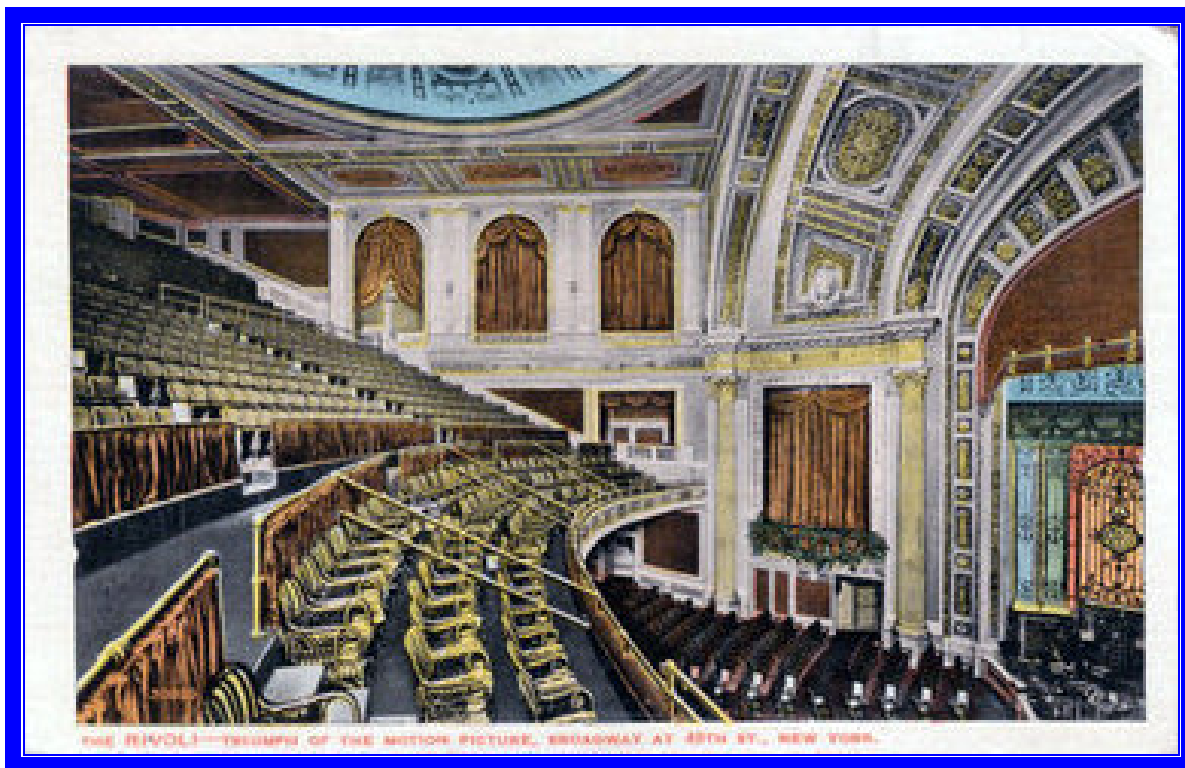
OPERATOR Paramount

ARCHITECT Thomas W Lamb

STATUS demolished

HVAC Carrier Engineering Corporation
Refrigeration Carrier 1x150 TR centrifugal chiller

RIVOLI, NEW YORK



The Rivoli was built in 1917 and strictly speaking is not of *Wonder Theatre* size with just over 2000 seats, but has been included in this **Part-2** of the **Paramount** story for the reasons which follow. The air conditioning was installed in 1925 by the Carrier Engineering Corporation. The story is told in detail by Margaret Ingels in her book *Father of Air Conditioning: Biography of Willis Haviland Carrier*. It also recounts how Willis Carrier developed the centrifugal refrigeration water chiller and oversaw both its installation and start-up in the Rivoli leading to the approval of Aldolph Zukor of Paramount. This is possibly why such a large number of Paramount Theatres came to be air conditioned by Carrier in future years. **It was the Carrier centrifugal which changed the movie theatre air conditioning industry.** It was the first to be installed in a New York theatre and others followed.

The Rivoli and its air conditioning was widely promoted by Carrier and this event was extensively reported at the time and since in a number of books and journal articles, many giving the impression that this was one of the first major theatres to be air conditioned with refrigeration, rather than the evaporative cooling air washer systems in general use. But this is not the case. The Balaban & Katz theatre chain in Chicago had air conditioning installed in its *Wonder Theatres* (over 3000 seats) by Kroeschell and Wittenmeier starting in 1917, while Carrier air conditioned Grauman's Metropolitan Theatre in Los Angeles (3485 seats) in 1922 though they did not provide the refrigeration.

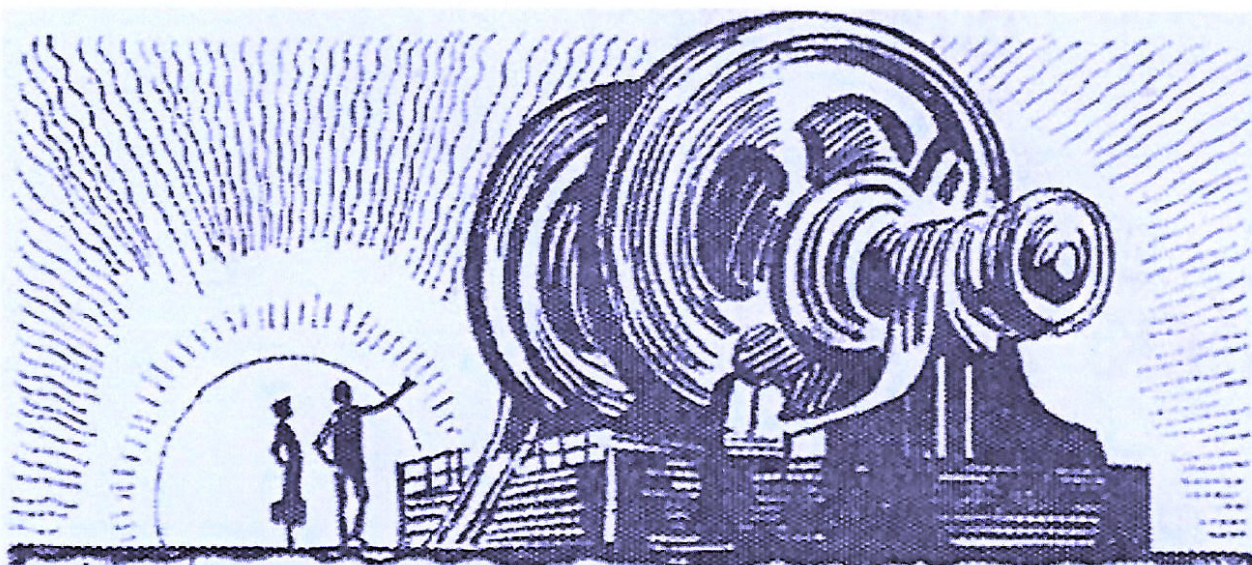
An important year for Paramount was 1926 when it took a controlling interest in Balaban & Katz, adding over one hundred theatres to the chain and gaining the services of both Barney Balaban and Sam Katz, using Rapp & Rapp to design their major theatres, and employing Carrier to air condition many of their theatres.

A detailed history of the Rivoli and theatres air conditioned by Kroeschell or Wittenmeier and Paramount theatres air conditioned by Carrier is given on the website: CIBSE Heritage Group/E-Book Large/ The Air Conditioning of American Movie Theatres 1916-1932, Part-2.

RIVOLI, NEW YORK



(Rivoli Theatre, New York)



Keep Cool

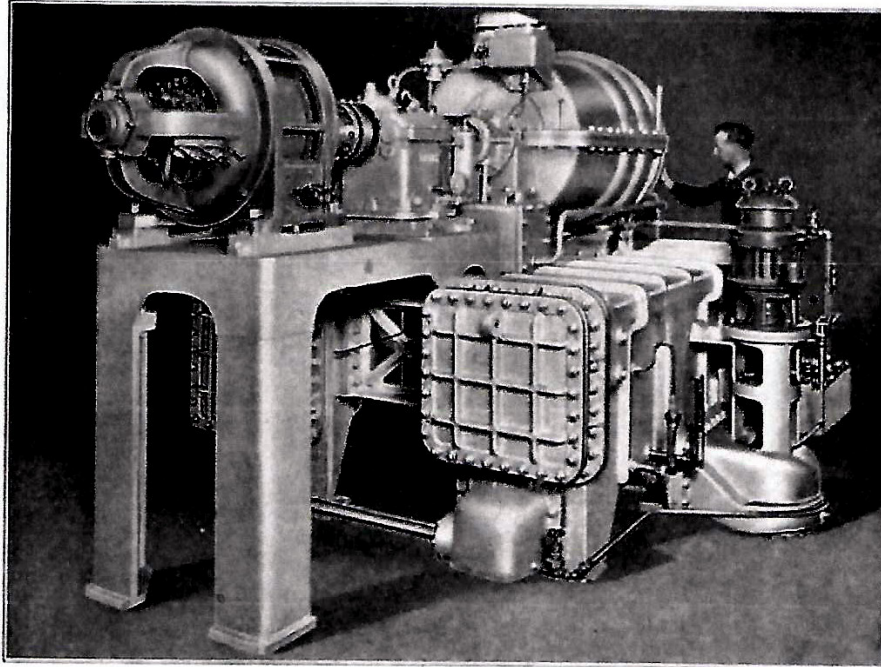
AT THE

Rivoli

We have invested over \$100,000 in a refrigerating cooling plant to keep you cool and comfortable when the world is sweltering. Unseen, unheard, resistless are the huge motors with a combined pulling power of 221 horses—representing but a small part of the marvellous equipment which absolutely assures a temperature that is just right. Delightfully refreshing days and evenings all summer at

The **RIVOLI THEATRE**
BROADWAY at 49th STREET.
THE HOME OF *Paramount Pictures*

March 3, 1928



A complete Carrier Centrifugal Refrigeration Unit, showing the cooler, the centrifugal compressor, and the condenser. A unit this size would 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

106-2.

THEATRE COOLING

by



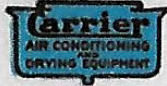
Carrier



Centrifugal Refrigeration
and
Air Distribution



*A Restful Refuge
Summer & Winter*



Carrier Engineering Corporation



Last week while Broadway sweltered in the terrific heat wave, one theatre, the Rivoli, was well filled day in and day out. The manager informs us that, while ten thousand admissions would be normal for the week's run, the admission actually exceeded twenty-seven thousand.

The report stands out in bold relief against reports this week, of theatres closing here and there and the threatening wholesale closing of most of the theatres in one metropolis.

Evidently the matter is of supreme importance. If people can actually be brought to a theatre to get cool, there is created a brand new enterprise. Again it brings about competition that cannot well be met by any other offering.

We are bringing the matter forcefully to the exhibitor's attention. It ought to be generally and immediately investigated.

The installation cost of the right kind of a plant is considerable. It varies, of course, with the size of a house. The minimum cost today is around thirty-five thousand dollars. A motion picture engineer predicts that this will be lowered. Against this equipment figure, however, is to be placed the opportunity of three months a year paying business against shut down or loss.

The efficiency of the theatre cooling system has just recently been brought about. We are told by one large concern that laboratory experiments have been going on for some time and at very large expense. Today it is claimed that air in a theatre anywhere can be made as healthful and comfortable as the best of country air.

The laboratory experts state that three main factors are involved: air motion, humidity and temperature. These can be brought together at what is called a comfort point. Air can be made cool or warm as the seasons demand. The refrigerating apparatus controls humidity as well as temperature.

The point of the matter is this: The cooling system should be the best procurable. It must be scientifically right. It is a matter of public health and therefore too serious a thing to be bungled. In the entire matter the Technical Department of Motion Picture News is at the service of any exhibitor.

W. A. Johnston

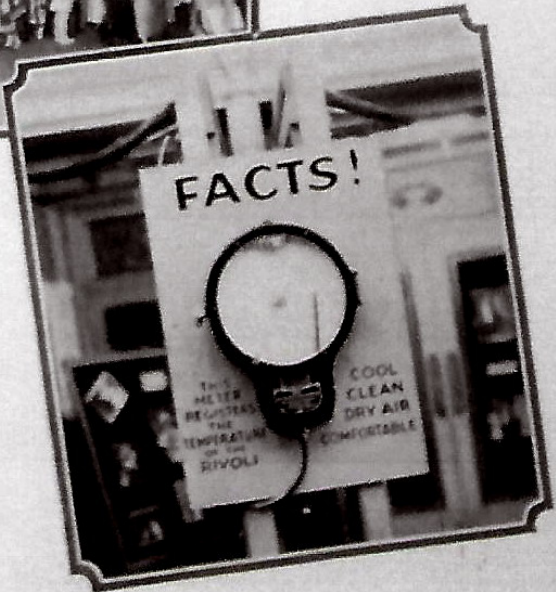


Carrier Engineering Corporation



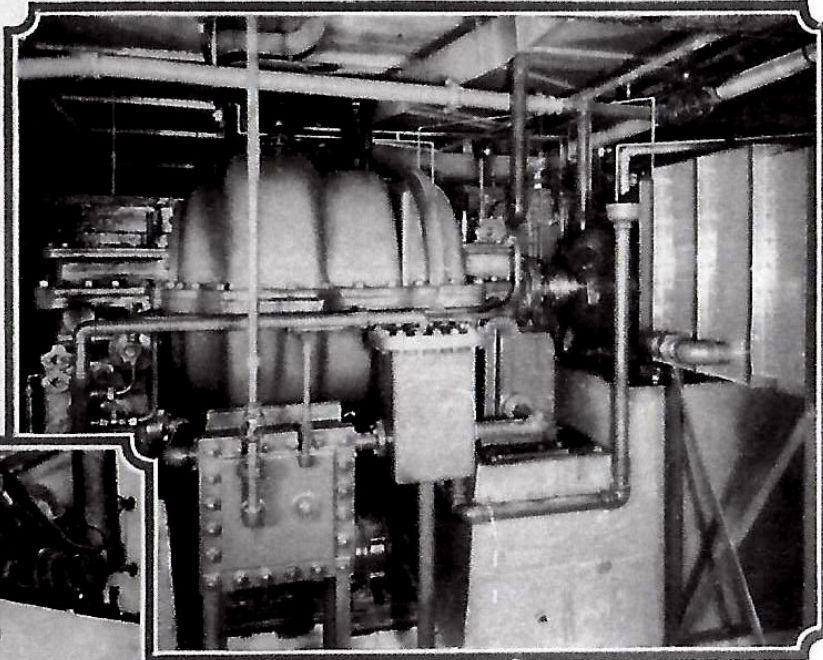
People are willing to stand in line for they know that a refreshing atmosphere awaits them in the Rivoli.

The inside facts of the Rivoli presented to the public by a recording thermometer at the entrance.





Carrier Engineering Corporation



The Carrier Centrifugal Refrigeration System.

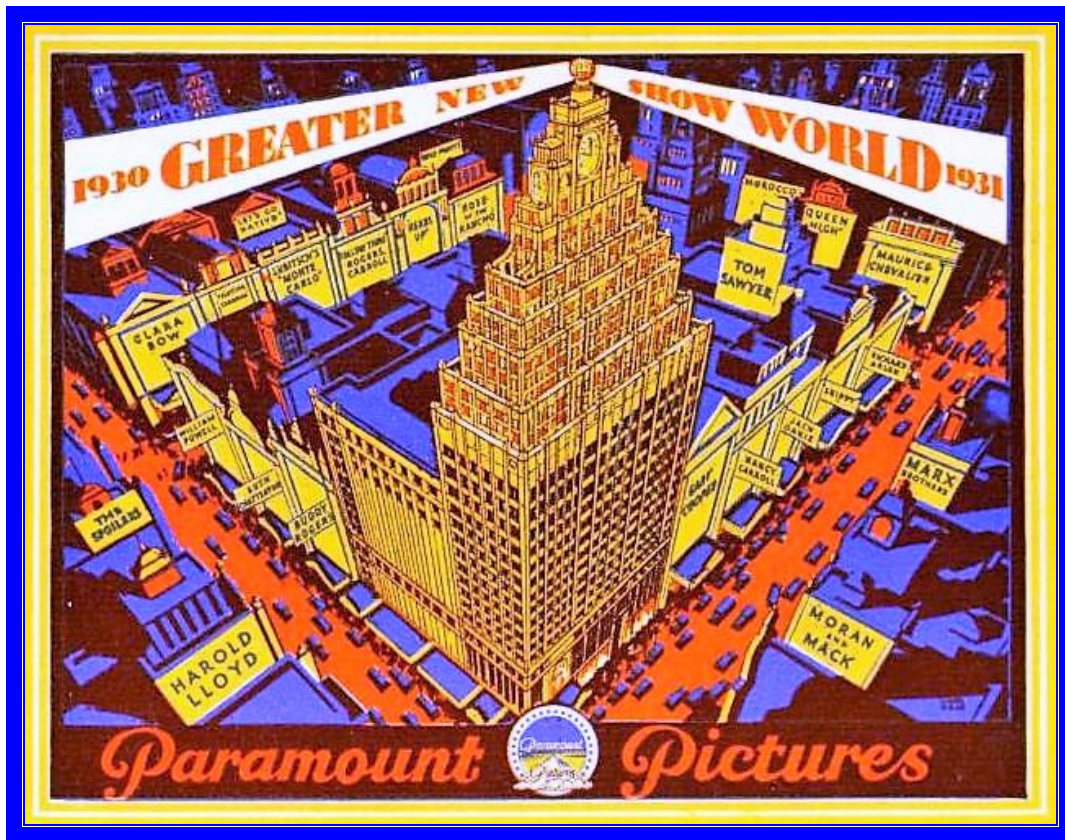
*Patrick J. Ryan,
Engineer, of the Rivoli.*



I have operated all of the well-known types of refrigeration systems during my twenty years experience as an operating engineer.

This new Carrier Centrifugal System of Refrigeration is remarkable. It requires practically no attention; its operation is controlled automatically; it occupies a very small space for its capacity, and it is absolutely safe in operation.

Patrick J. Ryan



PARAMOUNT NEW YORK

OPENED 1926

SEATING CAPACITY 3664

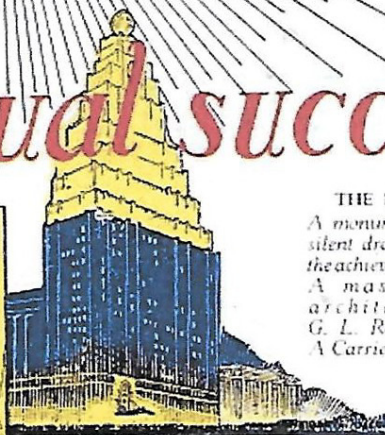
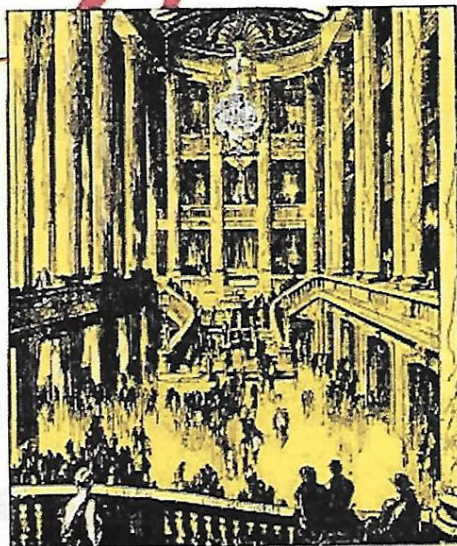
ARCHITECT Rapp & Rapp

STATUS demolished

**HVAC Carrier Engineering Corporation
Refrigeration Carrier 2x150 TR centrifugal chillers**

Carrier
AIR CONDITIONING
AND
DRYING EQUIPMENT

A mutual success



THE NEW PARAMOUNT

A monument to the Art of the silent drama. A monument to the achievement of Adolph Zukor. A masterpiece by the architects—C. W. and G. L. Raby and R. E. Hall. A Carrier Conditioned Theatre.

Carrier Conditioned Theatres

WITH the public at large we celebrate the opening of the great New Paramount Theatre—a monument to the man, Adolph Zukor, who brought to the screen the first great artist, Sarah Bernhardt, and from that event has guided colleague and competitor alike along the road to the triumphant success which is symbolized in this great theatre.

Hand in hand with the advancement in picture production the motion picture theatre has evolved from the stuffy nickelodeon of yesterday to the airy palace of today. It has been the work of Carrier Engineers, specialists in air conditioning, to contribute to this great development, Manufactured Weather to make "Every day a good day" in the theatre. With just pride we point to the Rivoli and Rialto on Broadway, to a rapidly growing list of theatres throughout the country and finally, to the great Paramount Theatre as Carrier Conditioned Theatres.

Manufactured Weather makes "Every day a good day" in the New Paramount

More than 300 tons of perfectly conditioned air each hour are poured into the Theatre and lobbies from three great Carrier systems for Air Conditioning—producing humidified warmth in Winter—cool, invigorating comfort in Summer.

The same complete system, including Carrier Centrifugal Refrigeration, is now available for the fine small theatres. 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, N. J.

NEW YORK

PHILADELPHIA

BOSTON

CHICAGO

CLEVELAND

KANSAS CITY

LOS ANGELES

TIMES SQUARE, NEW YORK



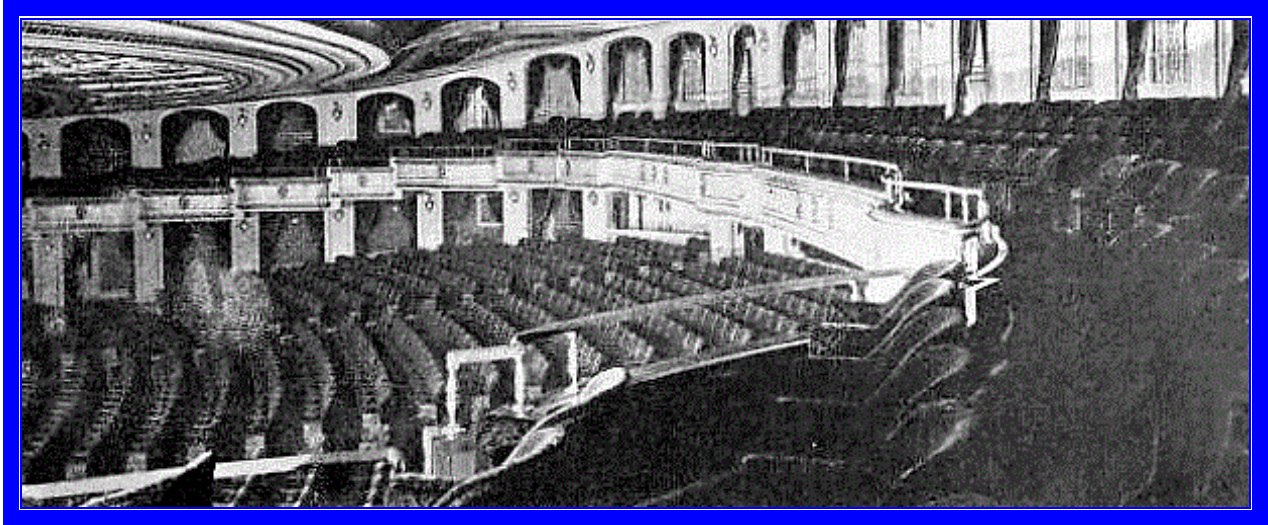
212

PARAMOUNT THEATRE BUILDING, NEW YORK. PHOTO-PARAMOUNT FAMOUS LASKY CORP.

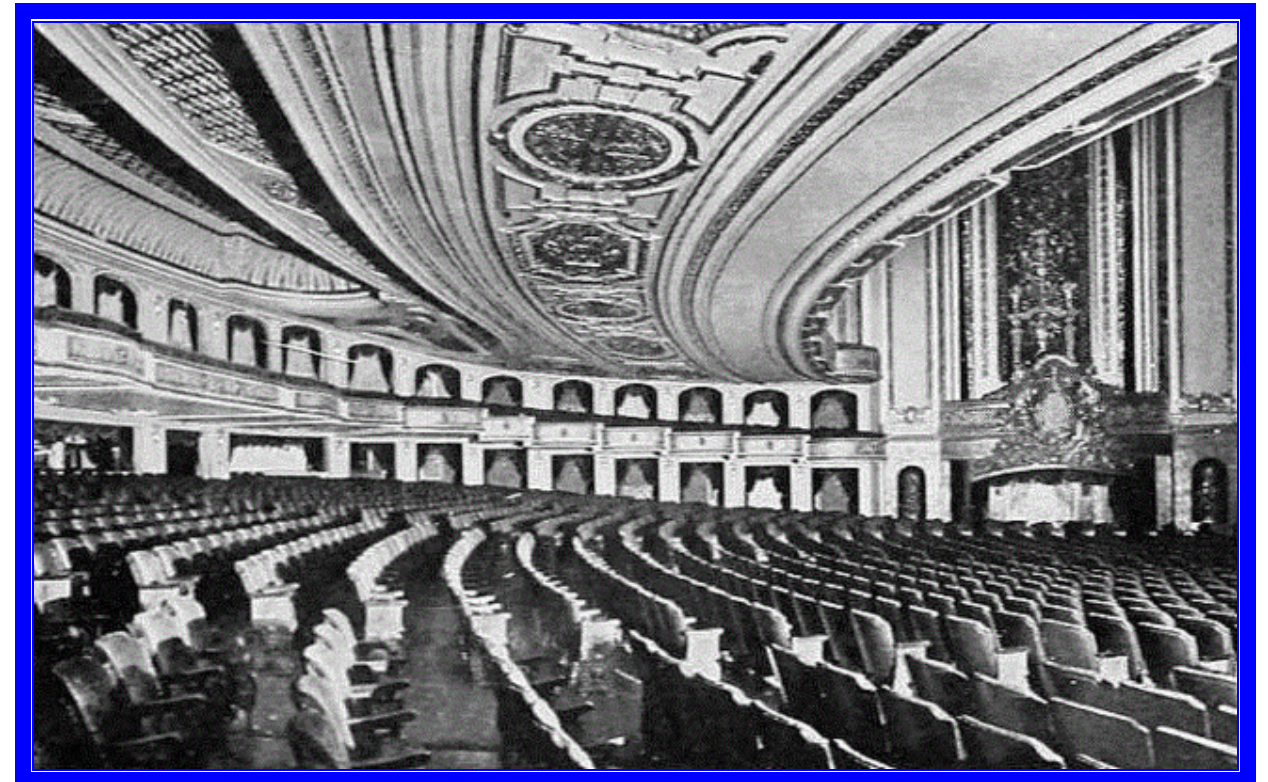
TIMES SQUARE, NEW YORK



TIMES SQUARE, NEW YORK



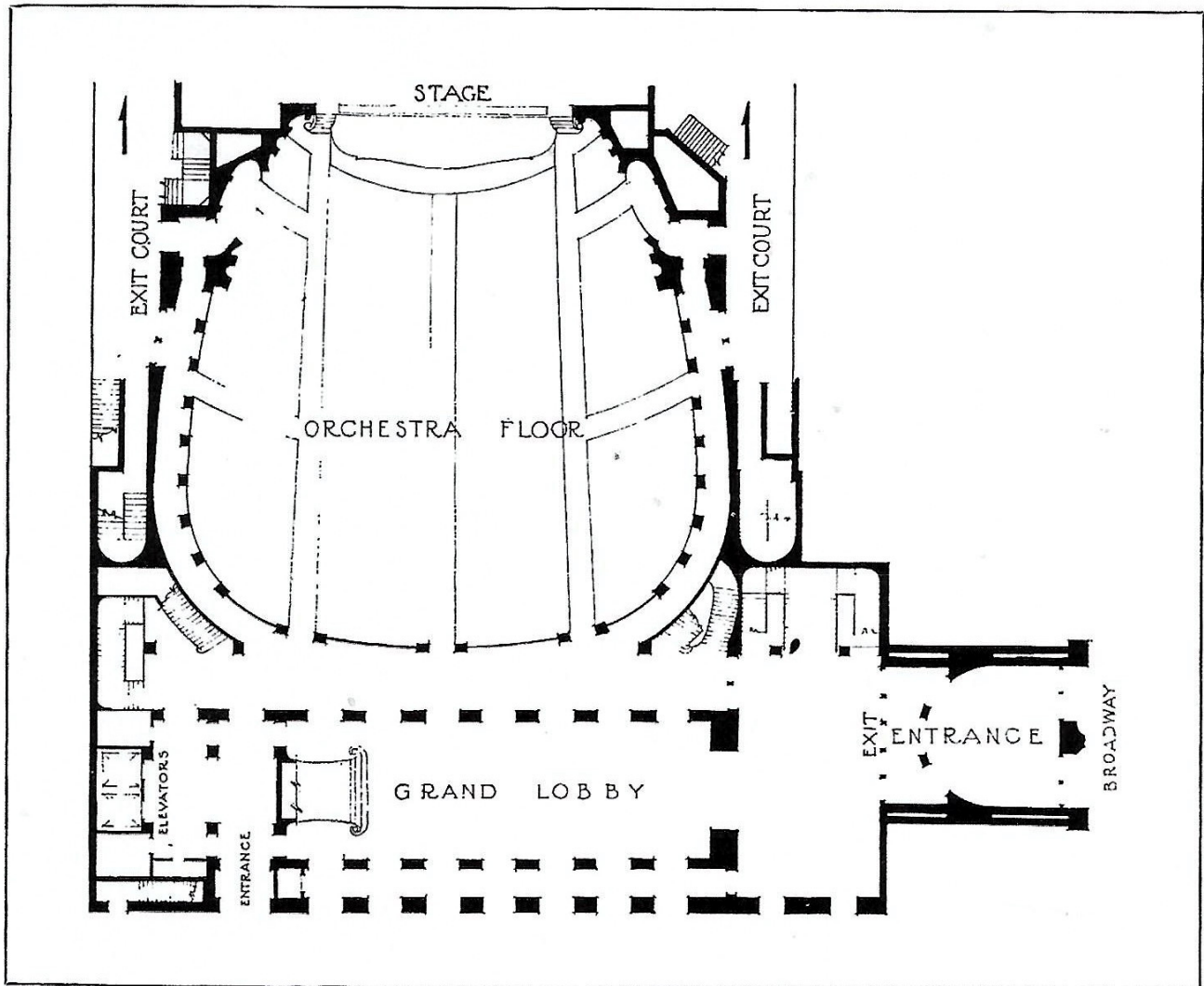
(American Theatres of Today)



TIMES SQUARE, NEW YORK



TIMES SQUARE, NEW YORK

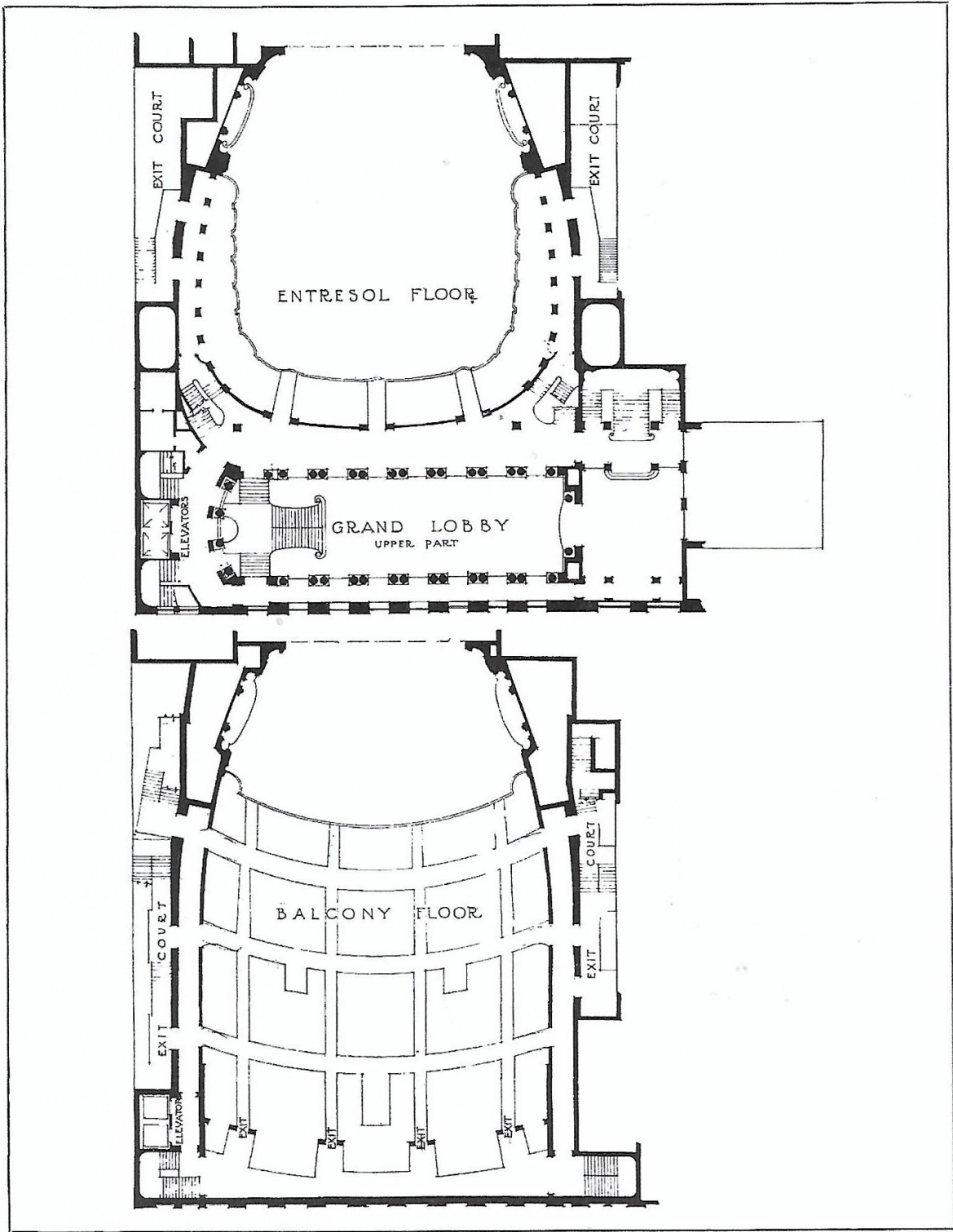


PLAN OF FIRST FLOOR

PARAMOUNT THEATRE, NEW YORK, N. Y.

C. W. & GEO. L. RAPP, ARCHITECTS.

American Theatres of Today (reprint of Volume I, 1927)

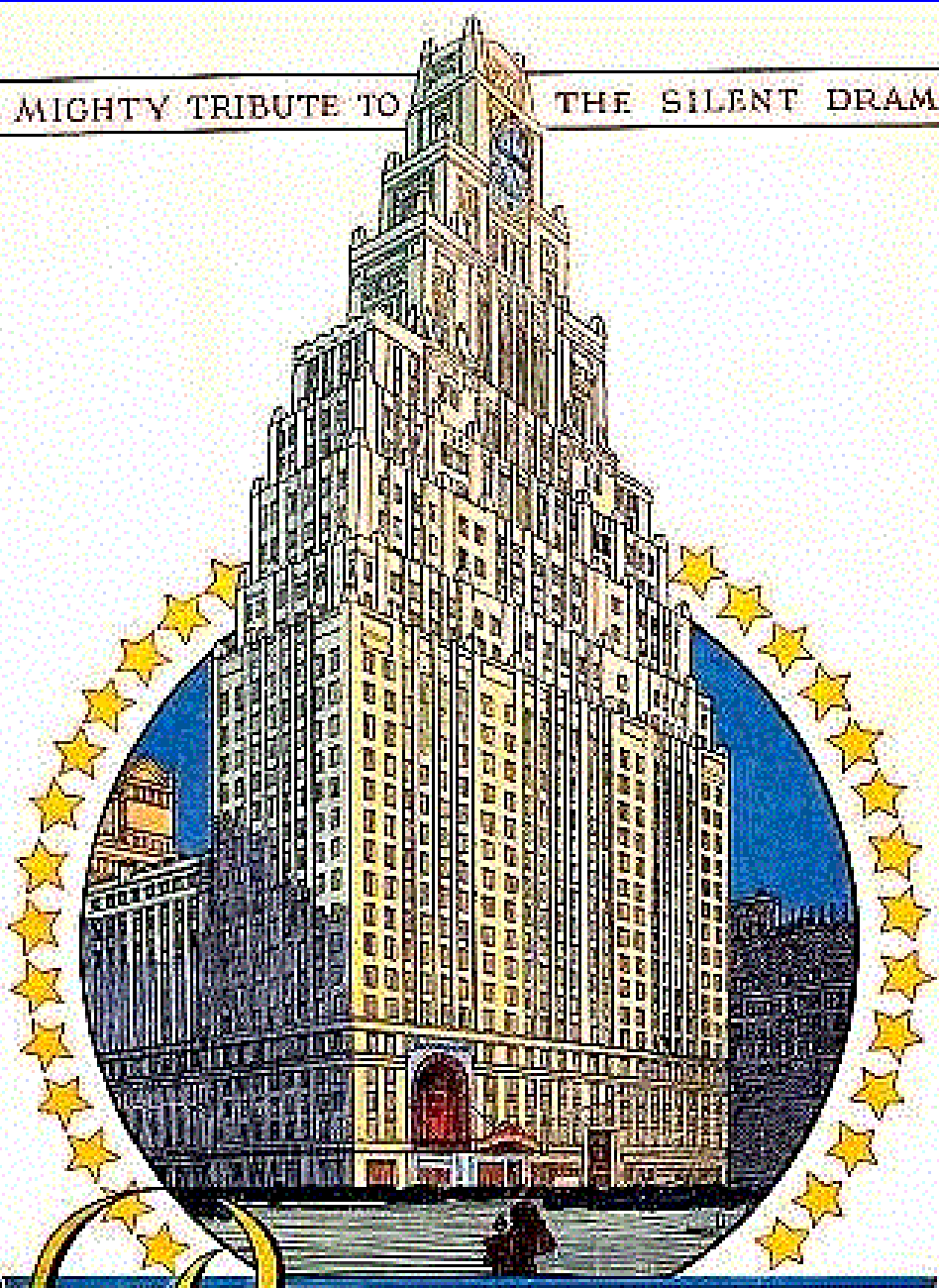


PARAMOUNT THEATRE, NEW YORK, N. Y.

C. W. & GEO. L. RAPP, ARCHITECTS.

American Theatres of Today (reprint of Volume I, 1927)

A MIGHTY TRIBUTE TO THE SILENT DRAMA



Paramount
B U I L D I N G

T I M E S S Q U A R E . . . N E W Y O R K C I T Y



PARAMOUNT BROOKLYN

OPENED 1928

SEATING CAPACITY 4084

ARCHITECT Rapp & Rapp

STATUS Renovated

**HVAC Carrier Engineering Corporation
Carrier Centrifugal Refrigeration**

BROOKLYN, NEW YORK



BROOKLYN, NEW YORK

December 1, 1928



Rapp & Rapp, Architects

MANUFACTURED WEATHER in the Brooklyn Paramount

MANUFACTURED WEATHER, as produced only through the Carrier System for Air Conditioning, will provide patrons of the great new Brooklyn Paramount with an ideally comfortable and a scientifically healthful atmosphere every day in the year, regardless of outdoor weather conditions or the size of the crowd.

This is the same system of air conditioning, including Carrier Centrifugal Refrigeration, which provides ideal comfort in the two other great Paramount Theatres—in New York and Paris—and in an impressive list of progressive theatres in this country and abroad.

The choice of *Manufactured Weather* for the Brooklyn Paramount is in keeping with the policy of the Publix Theatres Corporation to provide for its patrons the ultimate in theatre comfort, luxury and beauty. It is significant that this is the twenty-fourth of the de luxe theatres of the Publix Group to be Carrier Conditioned.

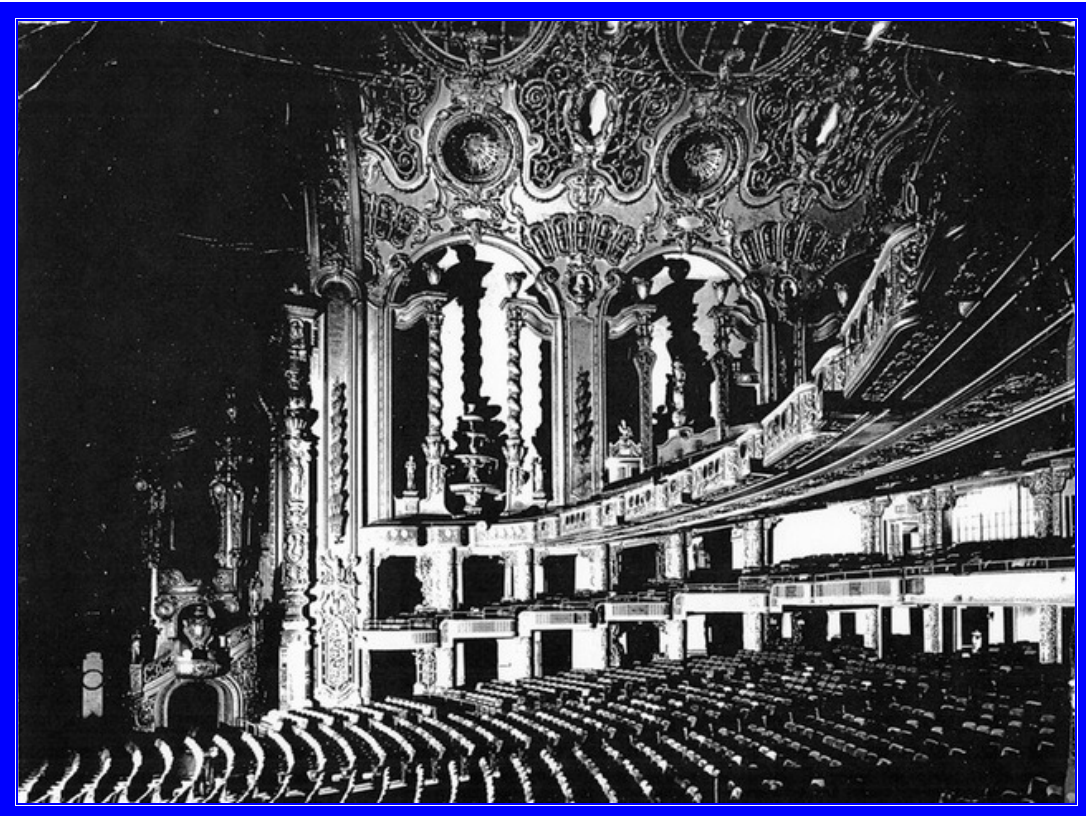
Theatre Owners, Architects and Engineers are invited to investigate the results accomplished by the Carrier System for Air Conditioning. Write for the book, "Theatre Cooling and Conditioning," and ask for a visit from one of our engineers.

Carrier Engineering Corporation

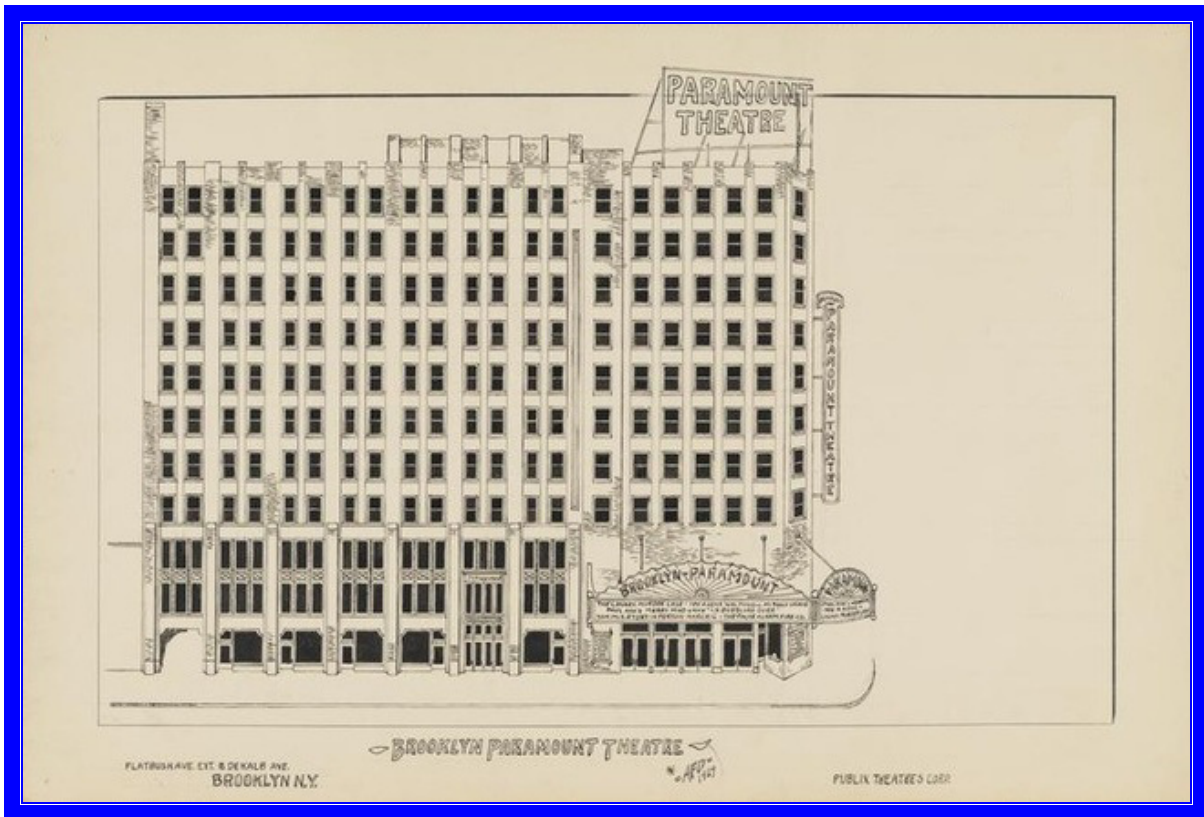
Office and Laboratories
Newark, N. J.

New York Philadelphia Boston Chicago
Cleveland Washington Kansas City Los Angeles

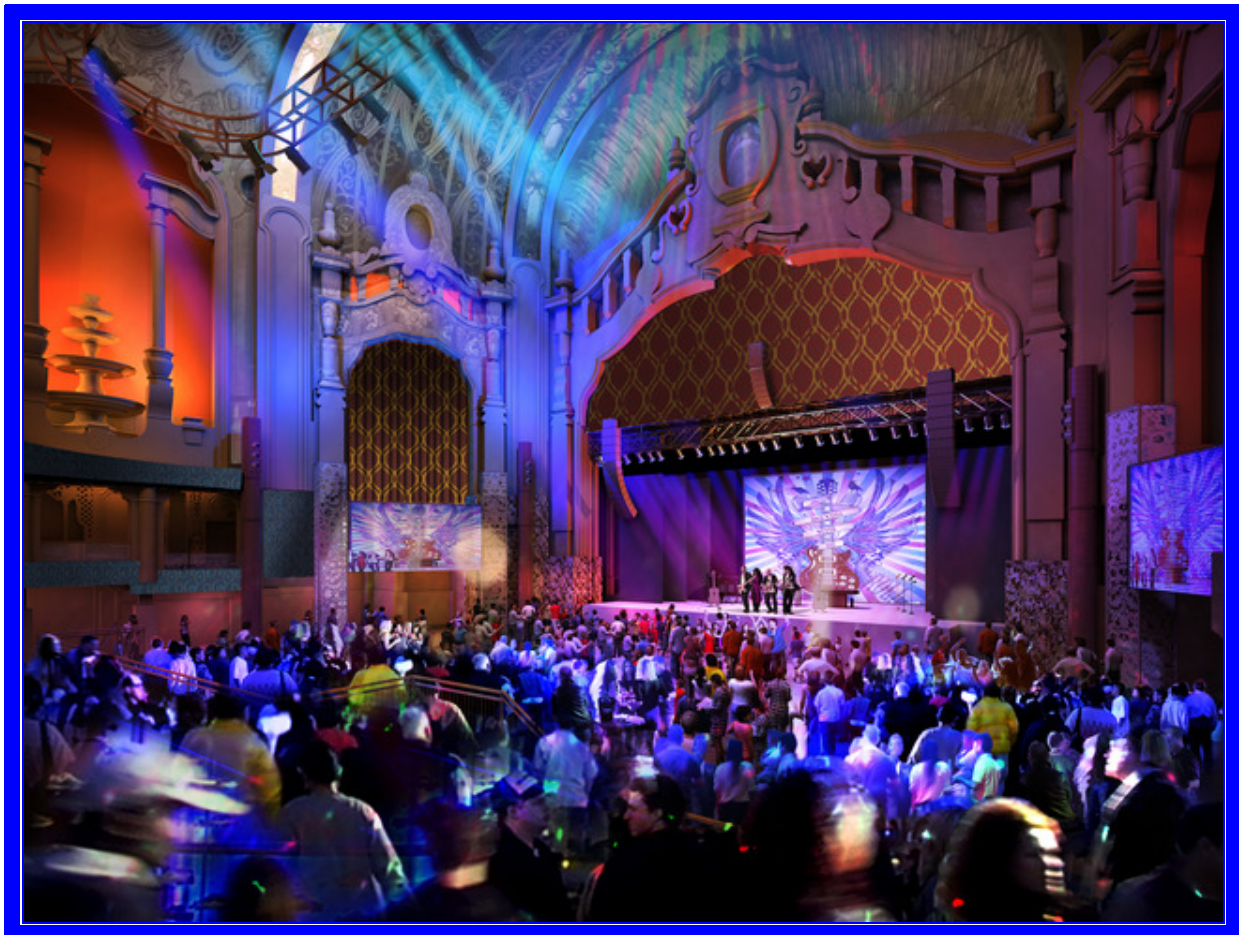
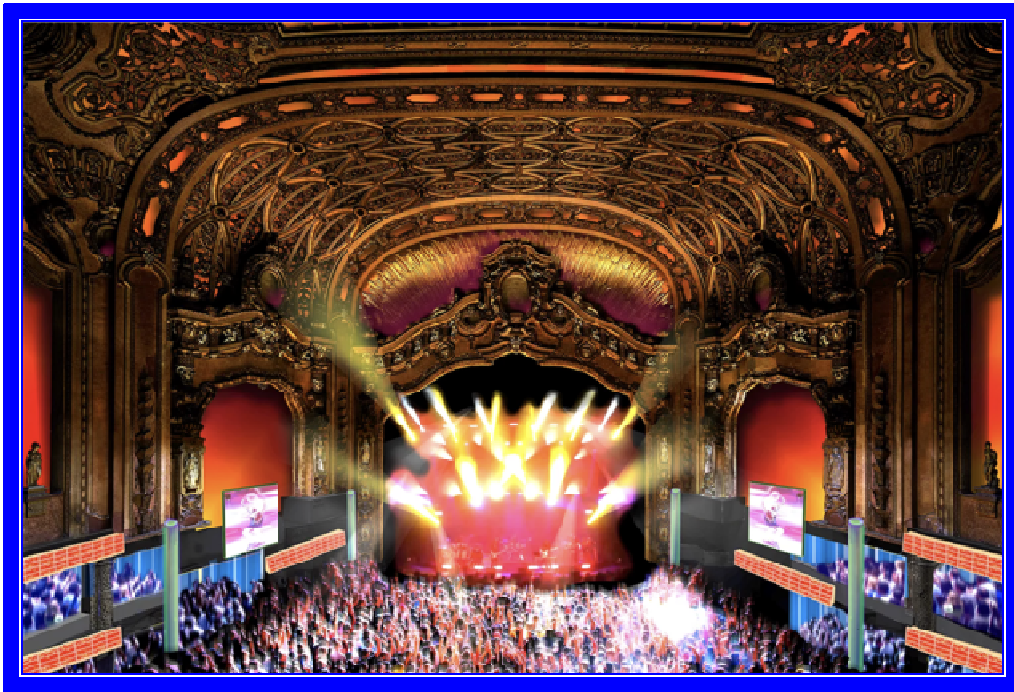
BROOKLYN, NEW YORK



BROOKLYN, NEW YORK



BROOKLYN, NEW YORK



(newbrooklyntheatres.org)



PARAMOUNT PORTLAND

OPENED 1928

SEATING CAPACITY 3049

ARCHITECT Rapp & Rapp

STATUS now a Concert Hall

PORTLAND, OREGON



PORTLAND, OREGON



PORTLAND, OREGON



PORTLAND, OREGON





(pinterest)

PARAMOUNT SEATTLE

OPENED 1928

SEATING CAPACITY 3054

ORIGINAL NAME Seattle
Changed to Paramount 1930

ARCHITECT Rapp & Rapp

STATUS now a Concert Hall

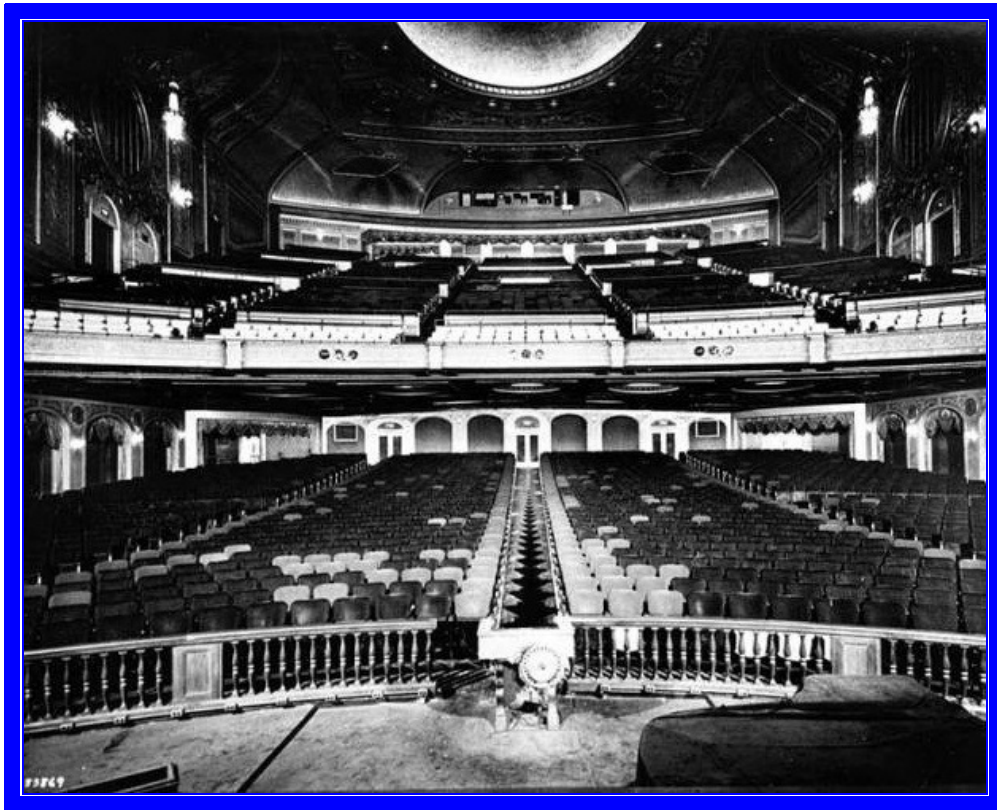
SEATTLE, WASHINGTON



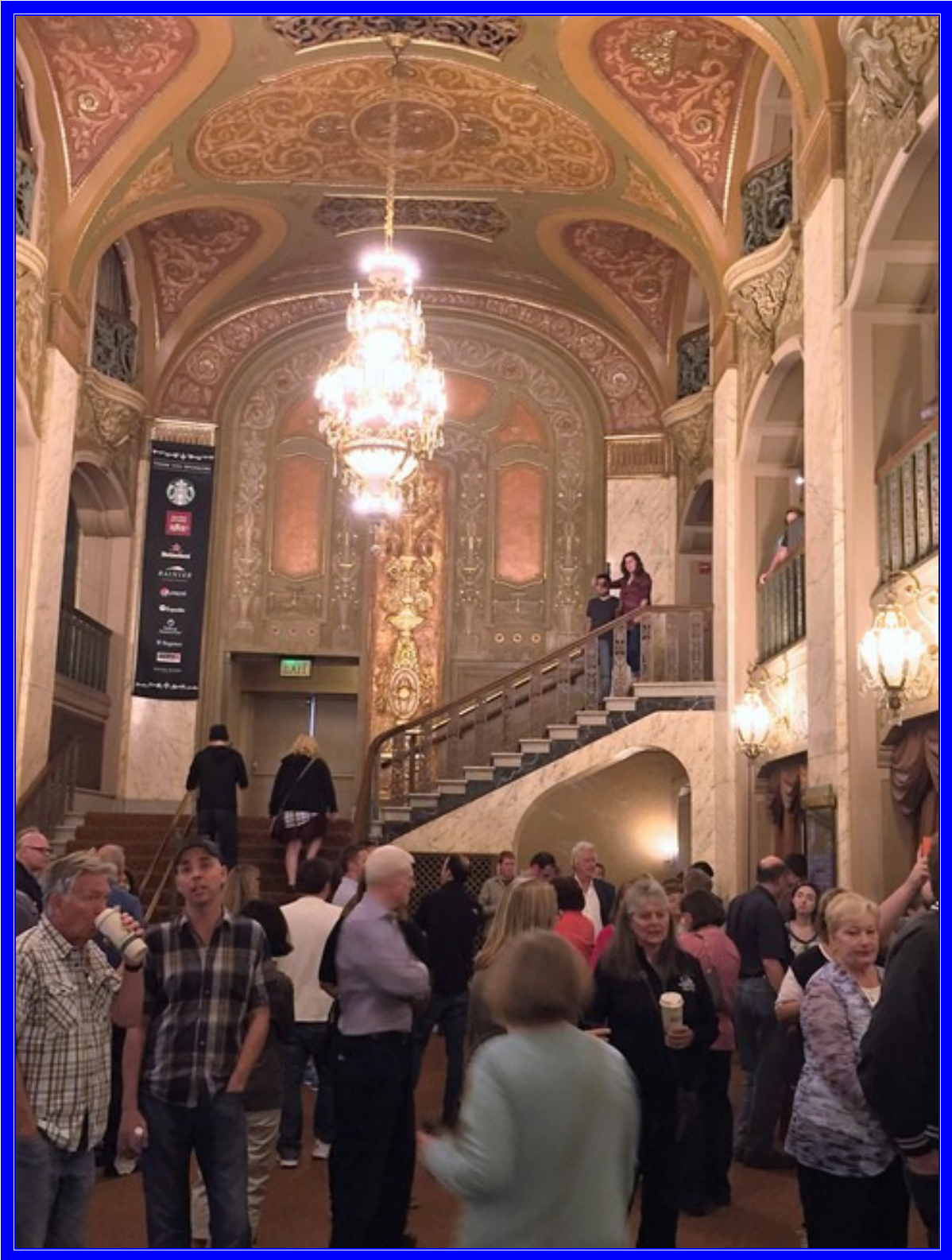
SEATTLE, WASHINGTON



SEATTLE, WASHINGTON



SEATTLE, WASHINGTON





PARAMOUNT TOLEDO

OPENED 1928

SEATING CAPACITY 3406

ARCHITECT Rapp & Rapp

STATUS demolished

**HVAC Carrier Engineering Corporation
Carrier Centrifugal Refrigeration**

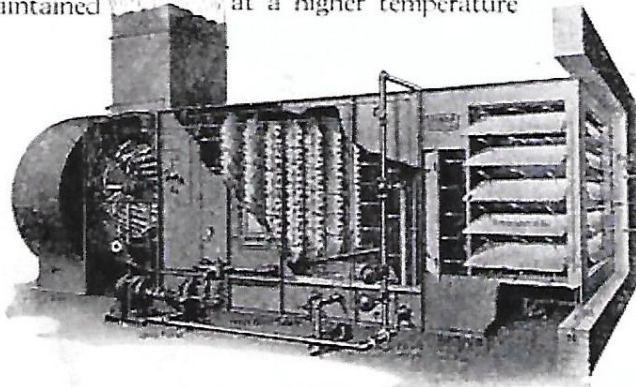
TOLEDO, OHIO



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

A vital element in the Carrier System of Theatre Cooling and Air Conditioning is the spray chamber with its contingent parts as shown in this illustration. All of the air which is drawn into the theatre from out of doors must pass through this chamber. Here the air humidity and temperature are automatically fixed at the maximum comfort point required according to the weather, the season and the crowd. During the hot, humid season, the spray water is cooled by Carrier Centrifugal Refrigeration. In contact with this spray the air is cooled and its excess moisture condensed. During the Winter, the water within the spray chamber is maintained at a higher temperature 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."



Carrier Engineering Corporation

Offices and Laboratories

Newark, N. J.

NEW YORK

PHILADELPHIA

BOSTON

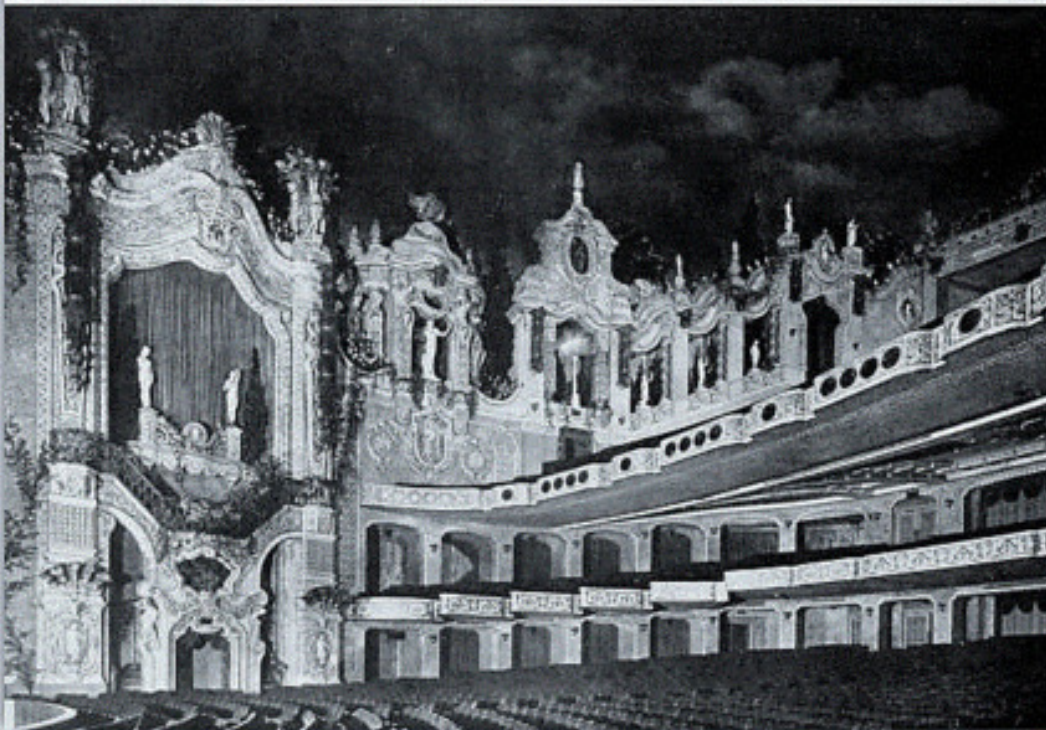
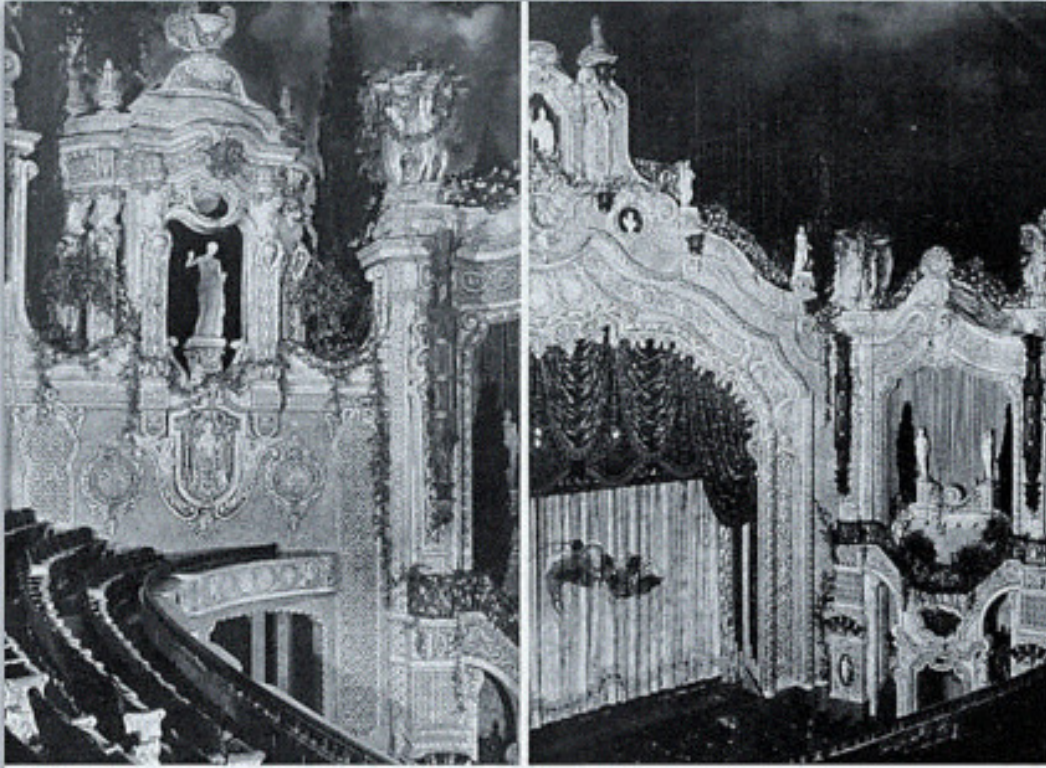
CHICAGO

CLEVELAND

KANSAS CITY

LOS ANGELES

TOLEDO, OHIO



TOLEDO, OHIO



TOLEDO, OHIO



TODAY IT opens

Everybody happy? You bet! The new Toledo Paramount Theatre opens today! Watch the crowds come! Hear them talk tomorrow! About the show—about the theatre, the comfort, the luxury, the service! A sensational show the first week, and we'll equal it the next week, and every week after that! Great motion pictures—talking, singing, sound—spectacular stage shows—Public revues, exactly as presented at the Paramount Theatre, New York, originated by masters of song and dance craft, and crammed with scintillating talent.

Wonderful music! Paul Spor, Prince of Pep, and his red-hot stage band; Wilye Stahl and the symphonic orchestra; Dwight Brown at the mighty organ.

Whatever you're doing today put it off! See this great opening! Follow the crowds to Adams and Huron, to the great new Toledo Paramount Theatre.

"The Fortune Teller"
Played By
**Toledo-Paramount
 Symphonic Orchestra**
On the Magic Pit
WILYE STAHL, Musical Director

Paramount News Events of the World

EDDIE CANTOR
—IN—
"That Certain Party"
A Paramount Singing, Talking Novelty

Dwight Brown
Organ Concert
**"A Trip Through
 the Organ"**

"The Porcelain Clock"
With Mite, Thelma Hiracree,
 Peculiar Dinosaurs

PAUL SPOR
Prince of Pep
 and the
**Toledo-Paramount
 Stage Band**
—IN—
"JUST KIDS"
A Charles Nigameyer Production
 With a Host of Broadway Celebrities

RICHARD DIX
—IN—
"REDSKIN"
A Paramount Quality Sound Picture on
 the World's Largest Screen. Produced in
 Beautiful Natural Colors

PRICES—All Seats
 Week Days—35c, 11 A. M. to 1 P. M. 50c, 1 P. M. to 6 P. M. 65c, 6 P. M. to closing.
 Sundays and Holidays—50c, 11 A. M. to 1 P. M. 75c, 1 P. M. to closing.
 Saturday—50c, 12 noon to 1 P. M. 65c, 1 P. M. to 6 P. M. 75c, 6 P. M. to closing.
 Any seat—Children 15c—Any time.

TOLEDO

Paramount

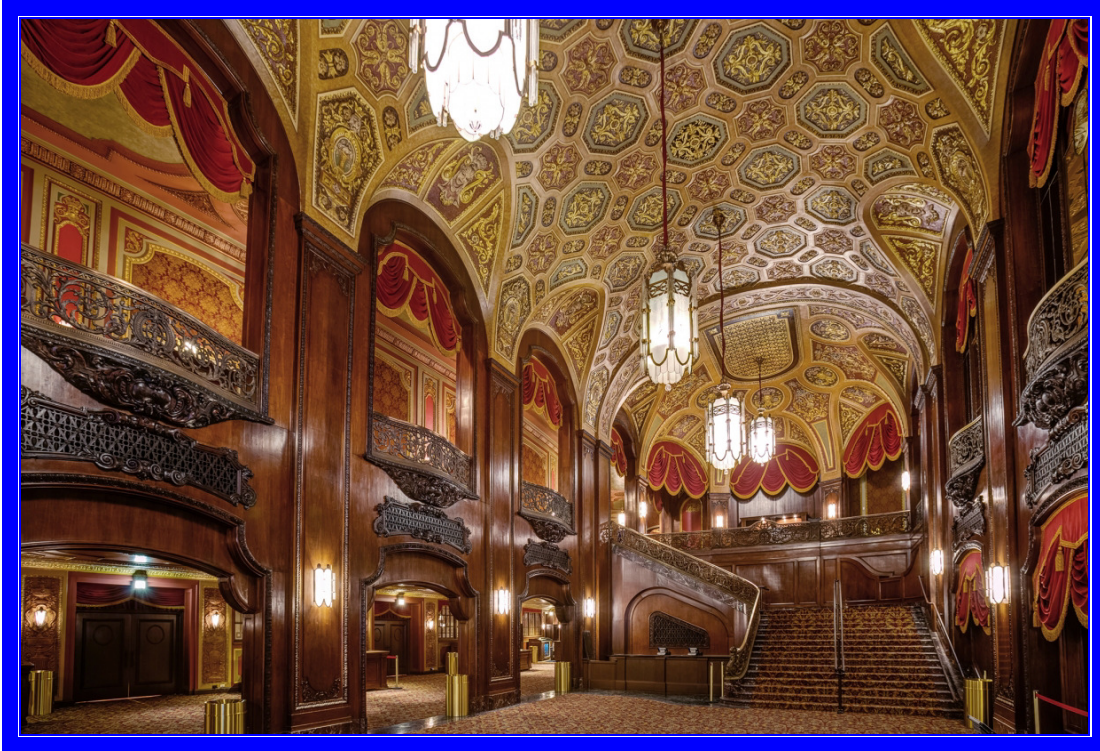
THEATRE

(toledohistorybox)

TOLEDO, OHIO



(toledohistorybox)



KINGS, BROOKLYN, N.Y.C.

Built for Paramount but then leased to Loews
in exchange for showing Paramount films.

OPENED 1929

SEATING CAPACITY 33398

ORIGINAL OWNER Paramount

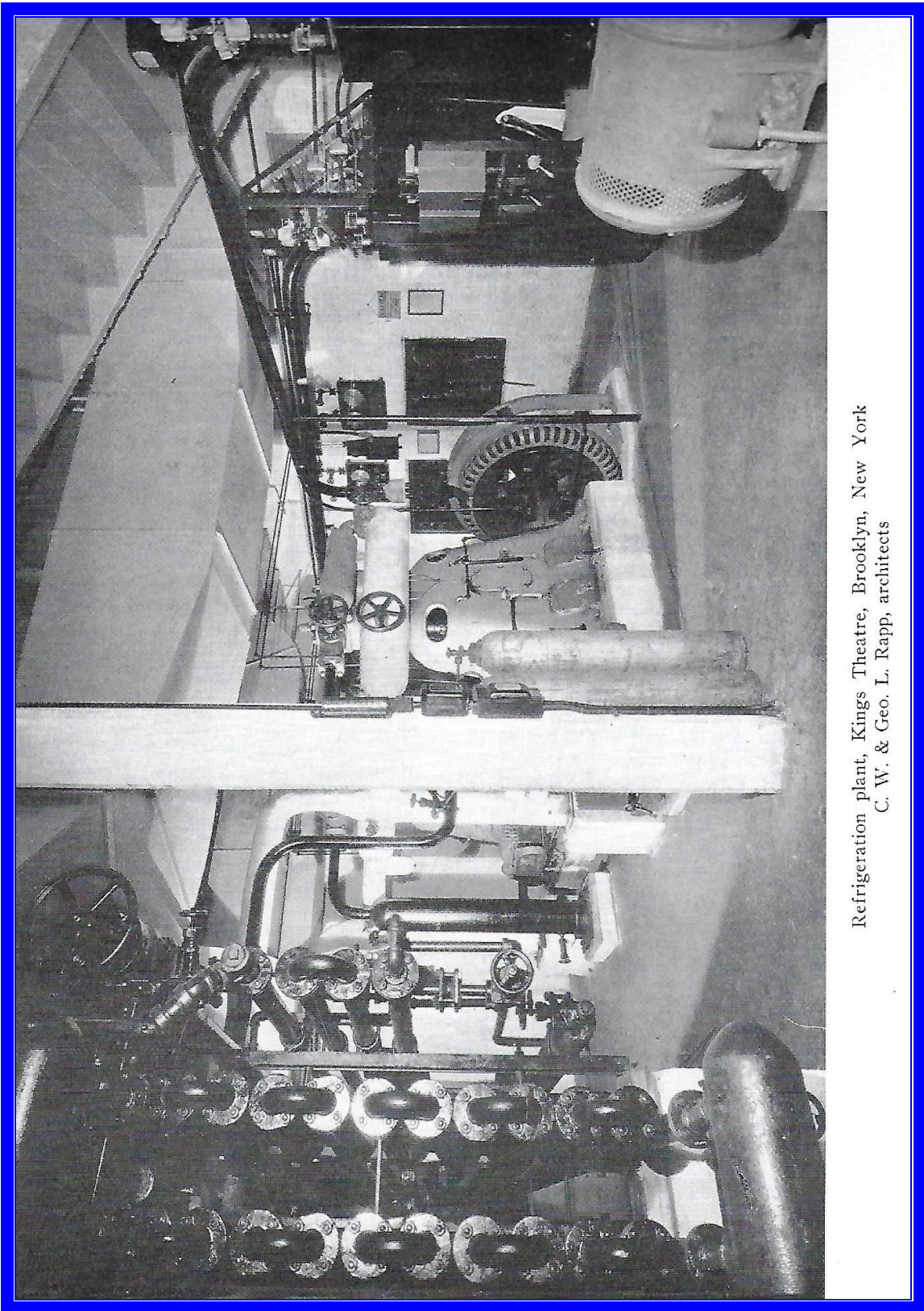
ARCHITECT Rapp & Rapp

STATUS In use after refurbishment

**HVAC Air conditioned
York Ice Machinery Corporation CO₂ System**

Lighting Controls Westinghouse

KINGS, BROOKLYN



Refrigeration plant, Kings Theatre, Brooklyn, New York
C. W. & Geo. L. Rapp, architects

(American Theatres of Today)



(From Kings Theatre)

VALENCIA, QUEENS, N.Y.C.

Built for Paramount but then leased to Loews
in exchange for showing Paramount films.

OPENED 1929

SEATING CAPACITY 3440

ORIGINAL OWNER Paramount

ARCHITECT John Ebersson

STATUS In use



(Theatres of Oakland)

PARAMOUNT OAKLAND

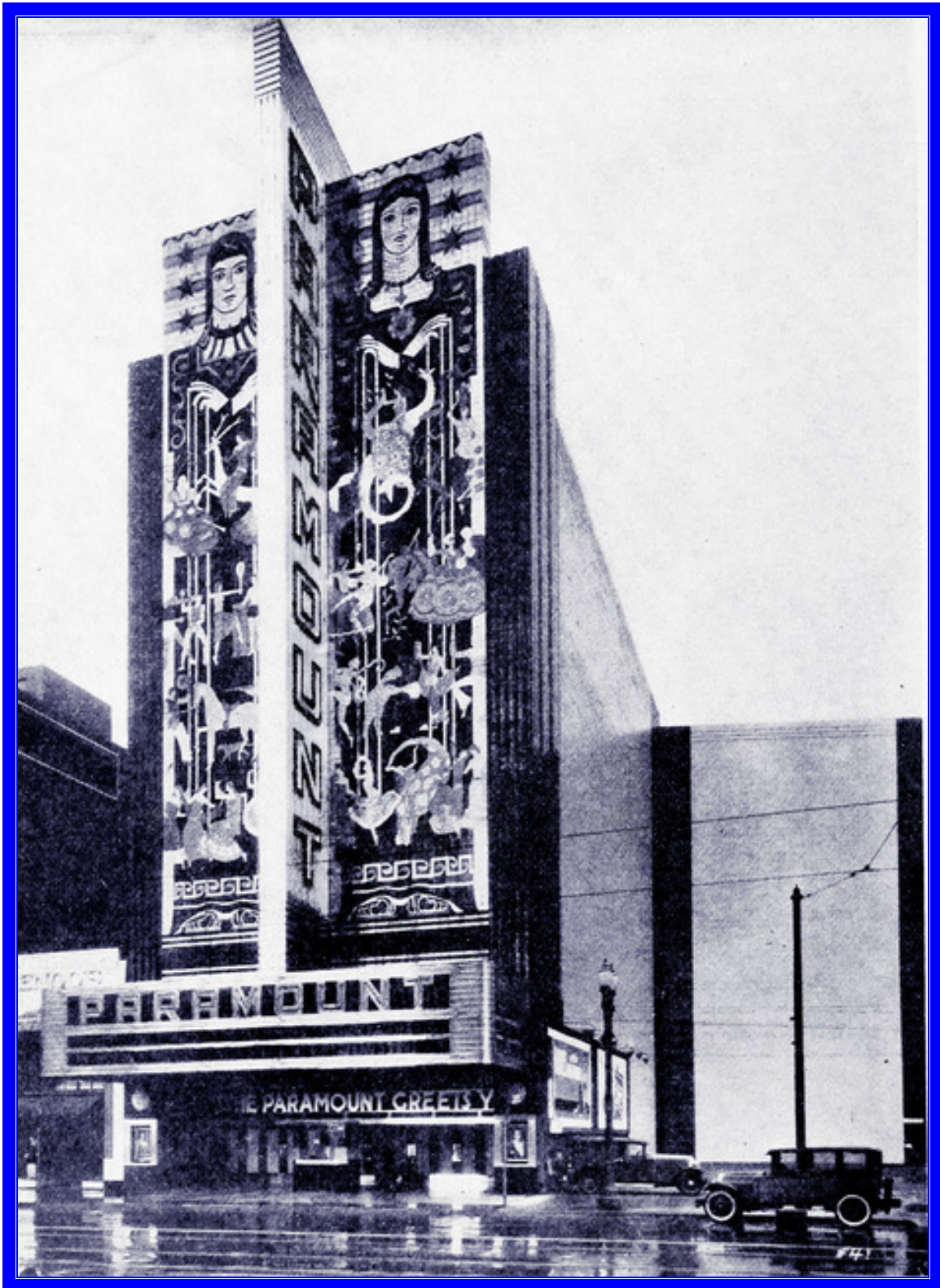
OPENED 1931

SEATING CAPACITY 3476

ARCHITECT Mueller & Pfleuger

STATUS In use

PARAMOUNT, OAKLAND



(paramounttheatre)

PARAMOUNT, OAKLAND



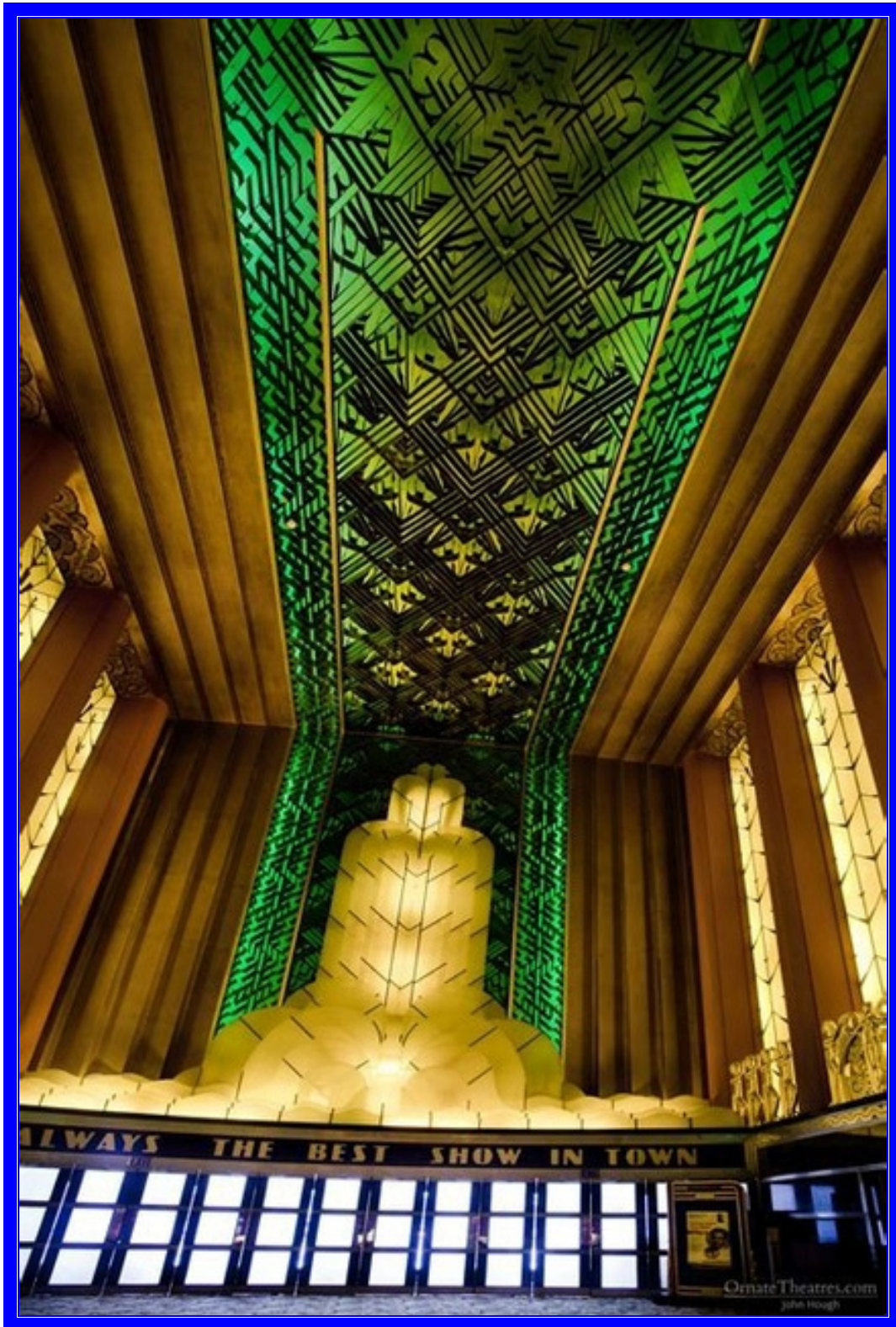
(Theatres of Oakland)

PARAMOUNT, OAKLAND



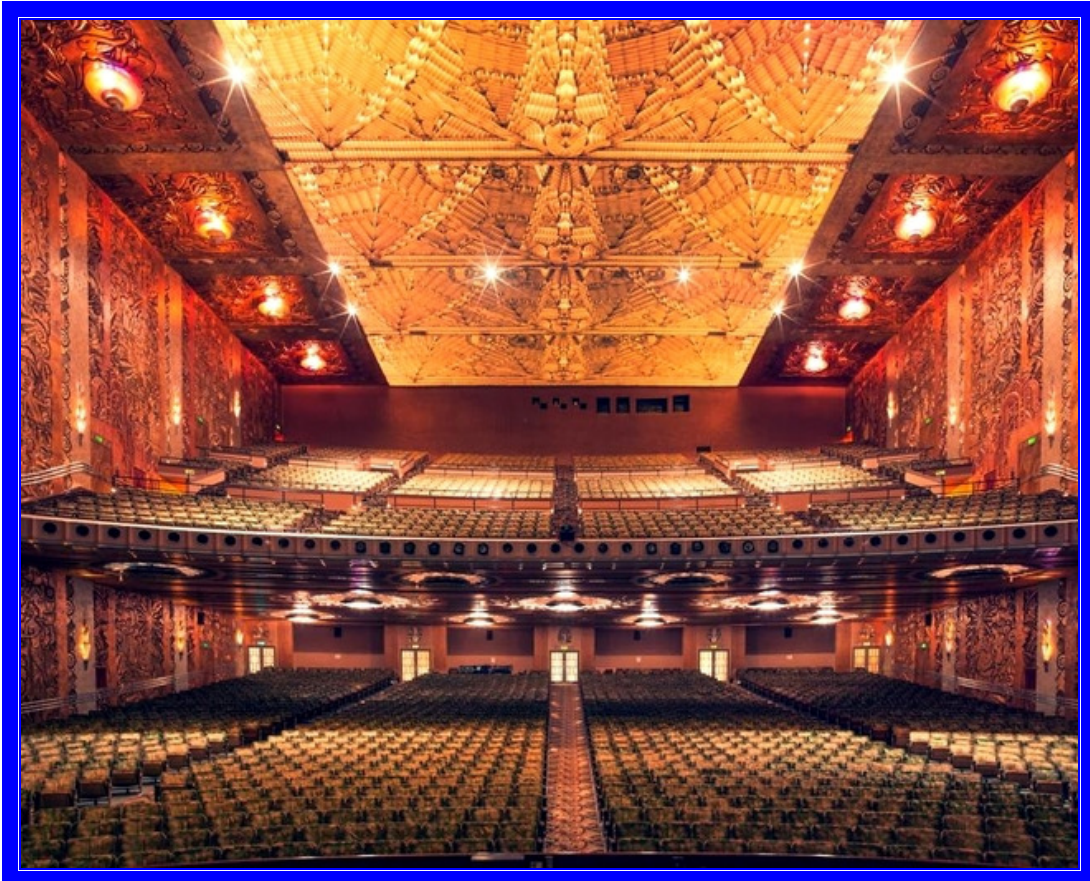
(Theatres of Oakland)

PARAMOUNT, OAKLAND



(paramounttheatre)

PARAMOUNT, OAKLAND



PARAMOUNT, OAKLAND

