



# PARAMOUNT MOVIE THEATRES

1926-1932

**PART THREE**

**ENGINEERING SERVICES**

Photographs from [cinematresures.org](http://cinematresures.org) unless otherwise noted

**CIBSE HERITAGE GROUP**

# PARAMOUNT

## **PART THREE** **THEATRES ACROSS THE U.S.A**

*Seating capacity after name*

**1926 Tampa, Florida, 1446**

**1926 Olympia, Miami, 2200**

**1926 San Antonio, Texas, 2752**

**1927 Abilene, Texas, 1407**

**1927 Charlotte, North Carolina,**

**1927 Greensboro, North Carolina, 2200**

**1927 Palm Beach, Florida, 1068**

**1929 Springfield, Massachusetts, 1566**

**1930 Aurora, Illinois, 2016**

**1930 Denver, Colorado, 1870**

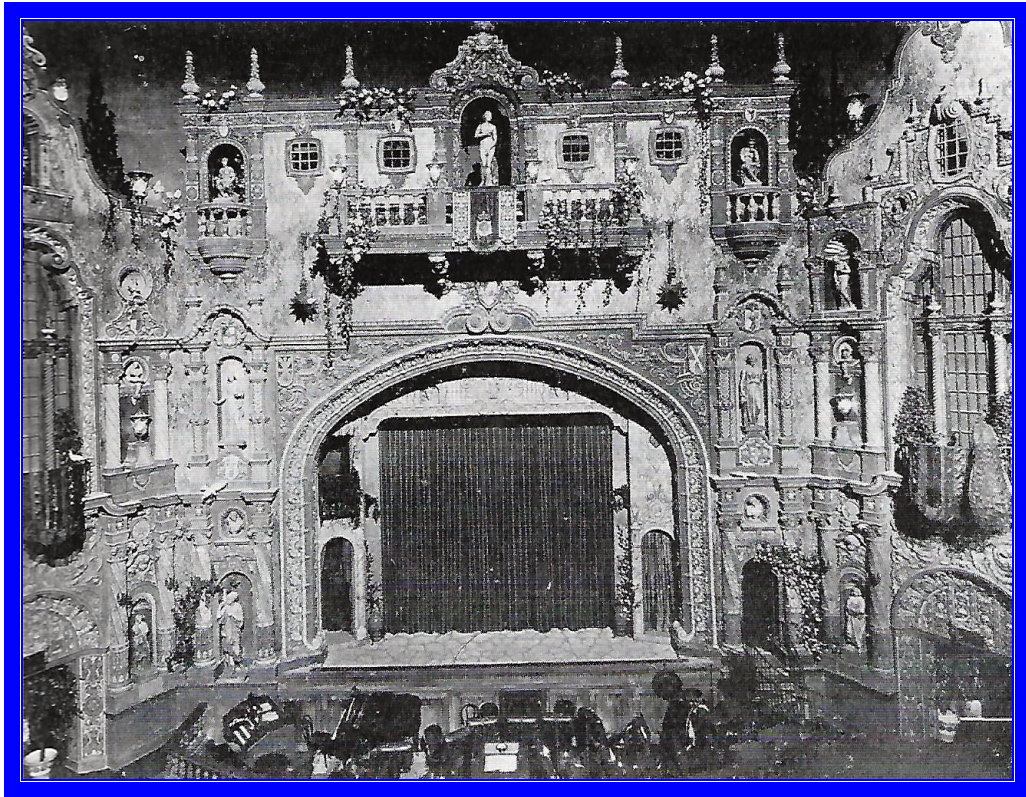
**1930 Fort Wayne, Indiana, 2086**

**1930 Newark, New Jersey, 1998**

**1932 Amarillo, Texas, 1200**

**1932 Boston, Massachusetts, 1797**

**CIBSE HERITAGE GROUP**



(American Theatres of Today)

# **TAMPA THEATRE TAMPA**

**OPENED 1926**

**SEATING CAPACITY 1446**

**OPERATOR Publix**


**ARCHITECT John Eberson**

**STATUS Open**

**HVAC Carrier Engineering Corporation  
Carrier Centrifugal Refrigeration**

# Tampa, Florida

*Tonight's the Night!*



Grand  
Opening of  
The  
**TAMPA**  
Theatre

*A new page in Tampa's  
Entertainment History*


Tonight a procession of the pleasure-loving people of Tampa will lead to the new Tampa Theatre. They will come away with the news that Tampa has one of the most beautiful theatres in the world! Positively luxurious! Supremely comfortable! Perfectly serviced! And a marvelous show! Much as we have told you about the new Tampa, it is nothing to what you will see tonight. Its beauty will leave you breathless and the entertainment will hold you spellbound!

*Greatest of all the  
great "Publix Theatres"!*

We who have "Publix Theatres" in 50 cities from New York to San Francisco are proud of the new Tampa as we are of no other theatre in the chain. It is the last word in luxury and splendor—a magnificent jewel of great beauty that we have set in Tampa for your pleasure and pride. Tonight, we turn it over to you. See it—and marvel that Tampa is so fortunate as to possess it. Then enjoy the show that the Publix Chain has provided for your enjoyment—a quality of entertainment possible only because the Tampa is "One of the Publix Theatres" whose activities radiate from coast to coast.

*Tonight's the night!*





# Tampa, Florida



# Tampa, Florida

17—Interior Scene, the Tampa Theatre,



"The Pride of the South," Tampa, Fla.

121516-N



# From Los Angeles To Broadway

Manufactured Weather  
makes  
"Every day a good day"



## Carrier Conditioned Theatres

*Fulfill the Public's Demand  
for Comfort*

PEOPLE have learned to feel for themselves and to recognize immediately the delightfully comfortable atmosphere in a Carrier Conditioned Theatre. Proper air conditioning in the theatre now rests on a par with the beauty of the theatre and the quality of the entertainment as an attraction to the public. This explains the remarkable rate at which the fine theatres of the country are adopting Carrier conditioning equipment.

The Carrier system, designed especially for each theatre, is guaranteed to maintain uniform conditions of Temperature, Humidity and Air Purity 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.

*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





# **OLYMPIA THEATRE MIAMI**

**OPENED 1926**

**SEATING CAPACITY 2200**

**OPERATOR Publix**

**ARCHITECT John Ebersson**

**STATUS Open, Concert Hall**

**HVAC Carrier Engineering Corporation  
Carrier Centrifugal Refrigeration**

# Miami, Florida



# Miami, Florida



FLAGLER STREET LOOKING WEST, MIAMI, FLORIDA.

# Miami, Florida



An "Atmospheric" design



OLYMPIA  
THEATRE  
Miami, Florida

## WURLITZER *in Florida*

Whether it be in Florida, California, New York or New Mexico, the Wurlitzer Organ is installed in every motion picture theatre where enterprising managers seek the finest equipment and entertainment. Everywhere in motion picture circles you will hear unanimous acclaim of Wurlitzer organ supremacy, because no other organ is so beautifully toned and so responsive to the slightest touch. You, too, may reluctantly but eventually be convinced of the superiority of the Wurlitzer Organ, even though it require the replacement of your present instrument.

Beautifully illustrated  
Theatre Organ catalog  
will be mailed promptly  
upon request.



Wurlitzer Organs are  
built in many styles and  
sizes to fit your particular  
requirements.

# WURLITZER ORGANS

New York  
Cleveland

Philadelphia  
St. Louis

Chicago  
Pittsburgh

REG. U.S. PAT. OFF.

FACTORY, N. TONAWANDA, N. Y.

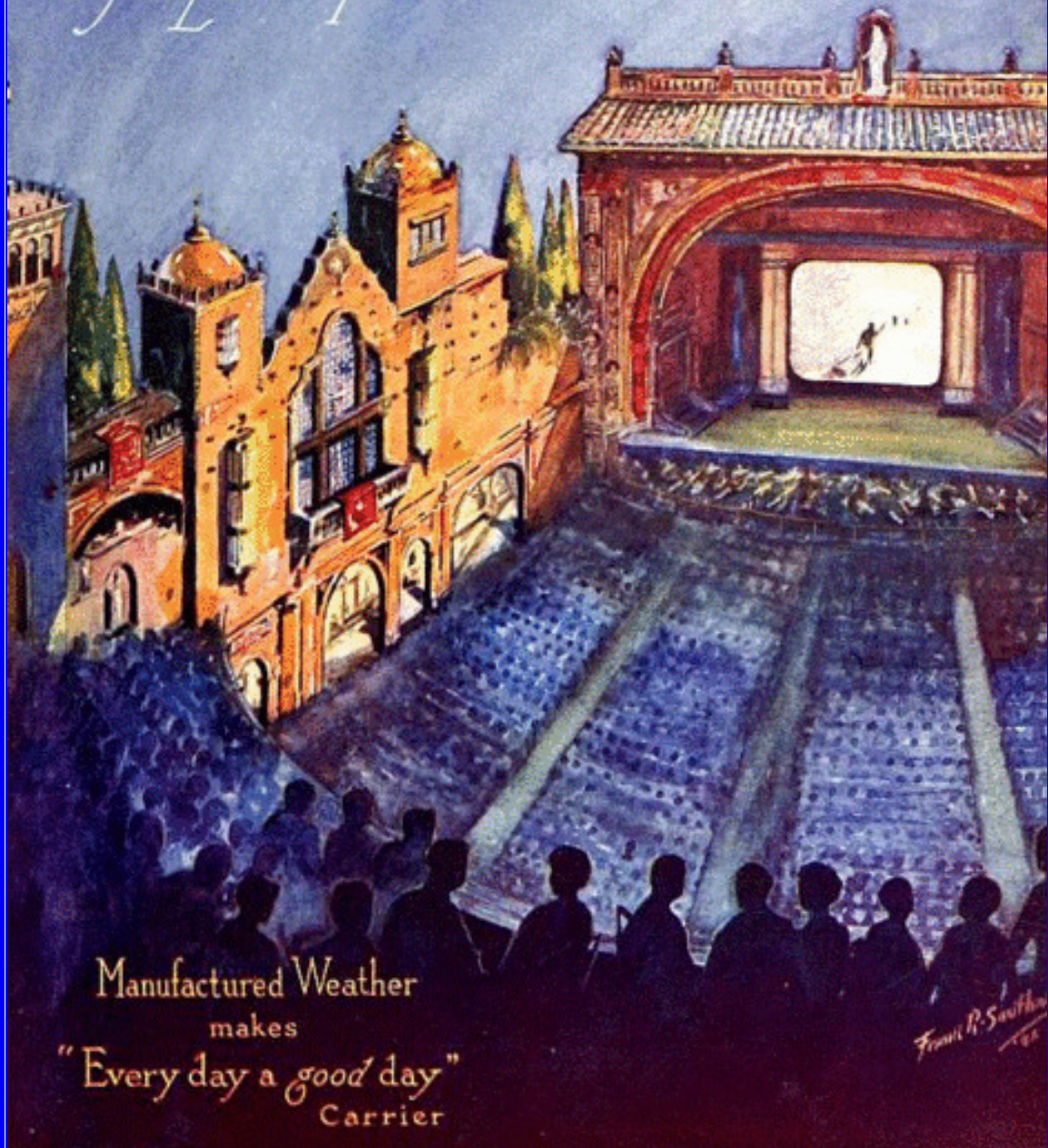
Buffalo  
San Francisco

Cincinnati  
Detroit

Kansas City  
Los Angeles

# Carrier Cooled

The Last Magic Touch  
Creating the Outdoor Atmosphere  
in John F. Berson Theaters



Manufactured Weather  
makes  
"Every day a good day"  
Carrier

Frank P. Sullivan  
1922



# **TEXAS SAN ANTONIO**

**OPENED 1926**

**SEATING CAPACITY 2752**

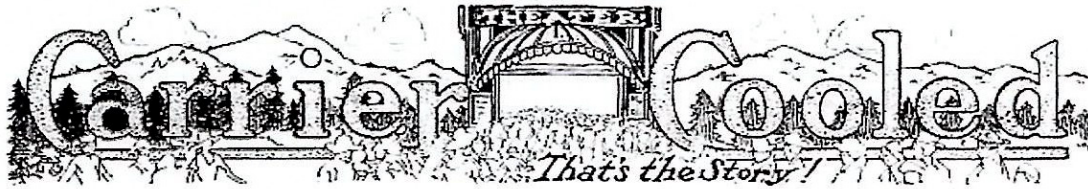
**OPERATOR Publix**

**ARCHITECT Boller Bros**

**STATUS Demolished**

**HVAC Carrier Engineering Corporation  
Carrier Centrifugal Refrigeration**

# San Antonio, Texas



## These Theatres have answered the Public's Demand for Comfort

Metropolitan, Los Angeles Wm. Lee Woollett, Archt.	Cohan's Grand, Chicago A. N. Rebon, Archt.
Palace, Dallas, Texas D. C. Hill, Archt.	Saenger, Mobile, Ala. Emile Weil, Archt.
Texan, Houston, Texas Jenas & Tabor, Archts.	Capitol, Shamokin, Pa. Wm. H. Lee, Archt.
Rivoli, Broadway, N. Y. Thos. W. Lamb, Archt.	Shea's Hippodrome, Buffalo, N. Y. Leon H. Lemert & Sons, Archts.
Missouri, St. Louis Rapp & Rapp, Archts.	Texas, San Antonio Buller Bros., Archt.
Capitol, Chicago John Ebersole, Archt.	Ambassador, St. Louis Rapp & Rapp, Archts.
Lync, Indianapolis	Avalon, Chicago John Ebersole, Archt.
Vonnegut, Bala & Muller, Archts.	Tampa, Tampa John Ebersole, Archt.
Rialto Square, Joliet, Ill. Rapp & Rapp, Archts.	Tivoli, Chattanooga Rapp & Rapp, Archts.
Olympia, Miami, Fla. John Ebersole, Archt.	Paramount, Broadway, N. Y. Rapp & Rapp, Archts.
New Vaudeville, Atlanta	Pantages, Memphis, Tenn. B. Marcus Pates, Archt.
R. E. Hall G. Lloyd Preacher & Sons, Archts.	Iris, Houston, Texas
Florida, St. Petersburg	Eastern, Columbus, Ohio C. Howard Crane, Archt.
R. E. Hall Henry L. Taylor, Archts.	Clinton, Columbus, Ohio H. C. Hollbrook, Archt.
Rialto, Broadway, N. Y. R. E. Hall, Archt.	
Howard, Atlanta	
Hentz, Reed & Adler, Archts.	

Manufactured Weather makes "Every day a Good day"

*A Constant Source of Comfort and Satisfaction  
to the Public and to the Theatre Owner*

Check the Box Office Receipts of the Carrier Cooled Theatres. Learn how the system which Cools and Dehumidifies the Air in Summer, also Heats and Humidifies the Air in Winter. Learn of the Simplicity, Safety and Dependability of Carrier Centrifugal Refrigeration. Learn why Real Engineering Experience is Important. Write for the Book, "Theatre Cooling," 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

Los Angeles

Kansas City





# **PARAMOUNT ABILENE**

**OPENED** 1927

**SEATING CAPACITY** 1407

**OPERATOR** Paramount

**ARCHITECT** David S Castle

**STATUS** Open

# Abilene, Texas



# Abilene, Texas





# **CAROLINA CHARLOTTE**

**OPENED 1927**

**SEATING CAPACITY 1100**

**OPERATOR H F Kinsey for Paramount**

**ARCHITECT R E Hall**

**STATUS Being renovated**

**HVAC Carrier Engineering Corporation  
Carrier Centrifugal Refrigeration**

# Charlotte, North Carolina



**Carrier**  
Conditioned  
Theatres



# Opening

The **Carolina**  
Greensboro, N. C.

*Designed by J. M. Workman, Archt.*

Owned and Operated by

**Saenger-Publix Theatres, Inc.**

Size—2000 Seats



# The **Jefferson**

Beaumont, Texas

*Designed by Emil Weil, Archt.*

Owned and Operated by

**Jefferson Amusement Company**

Size—1830 Seats

¶ It has been our privilege to work in the most intimate association with the architects in the design and installations of complete air conditioning equipment for these new theatres. We have assumed complete responsibility for temperature and humidity control; for the perfect distribution of conditioned air; for the reliable, safe and dependable operation of the Carrier Centrifugal Refrigeration System, which is to operate in conjunction with the air conditioning system during humid seasons.

¶ Operators of Theatre Chains, Owners of Individual Theatres, Theatre Architects and Engineers are invited to investigate installations of the Carrier System of Air Conditioning in the smaller theatres; the same system which has met with such unqualified success in the Roxy, the Paramount and other great Metropolitan houses.

*Write for the book*  
"THEATRE COOLING  
AND CONDITIONING"

*Ask for a Visit from one  
of our Engineers.*

## **Carrier Engineering Corporation**

Offices and Laboratories  
Newark, N. J.

NEW YORK   PHILADELPHIA   BOSTON   CHICAGO   WASHINGTON   CLEVELAND   KANSAS CITY   LOS ANGELES



# **CAROLINA GREENSBORO**

**OPENED** 1927

**SEATING CAPACITY** 2200

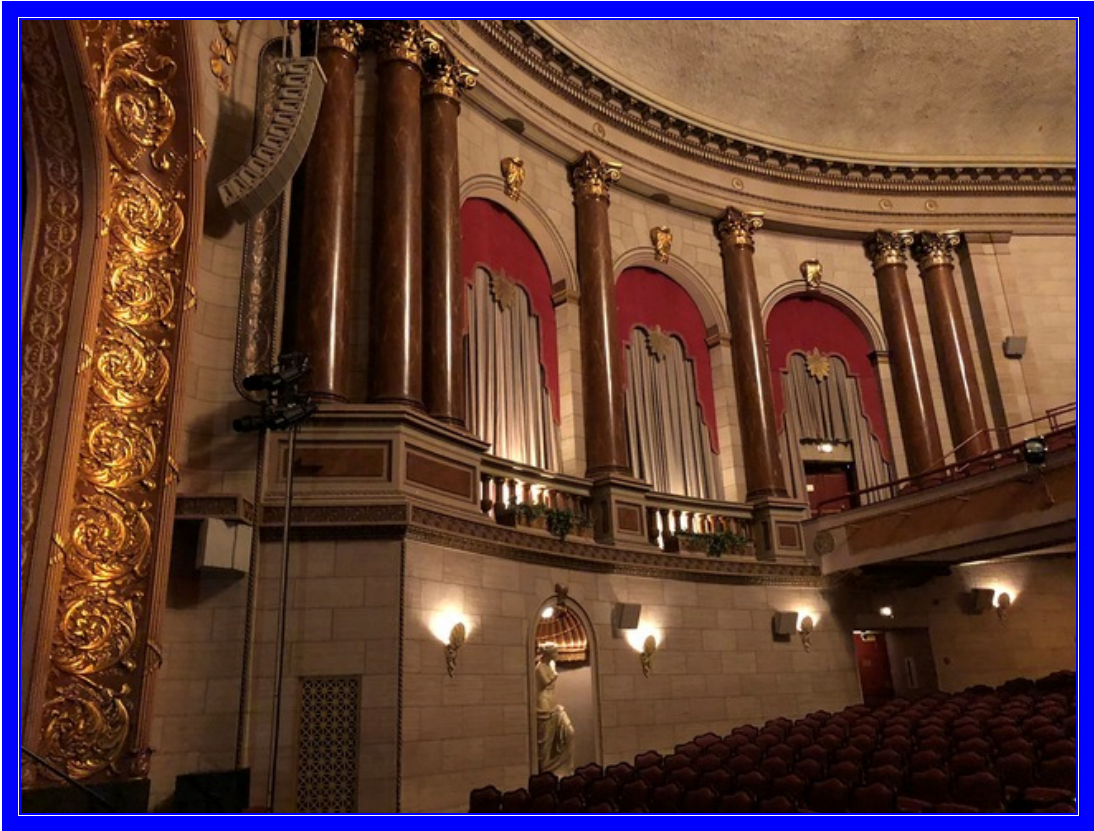
**OPERATOR** Saenger-Publix

**ARCHITECT** James A Workman

**STATUS** Open

**HVAC Carrier Engineering Corporation  
Carrier Centrifugal Refrigeration**

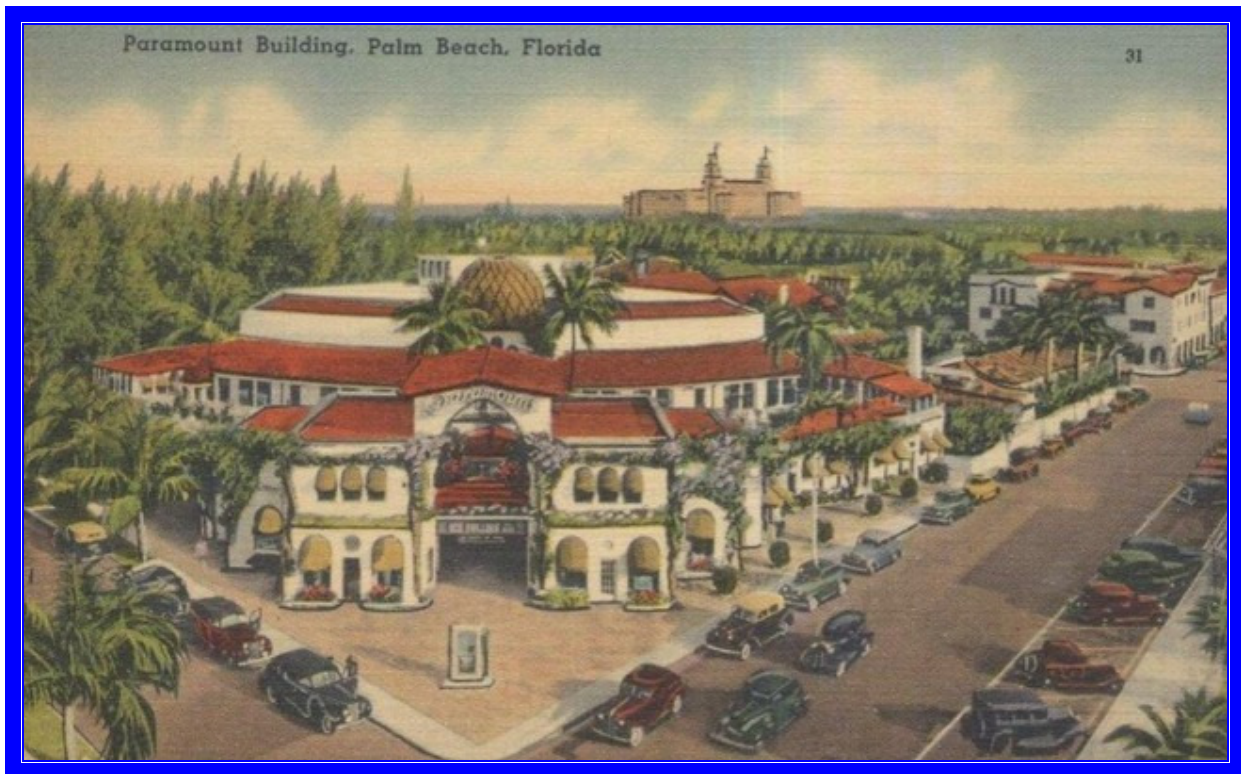
# Greensboro, North Carolina





# Greensboro, North Carolina





# PARAMOUNT PALM BEACH

**OPENED** 1927

**SEATING CAPACITY** 1068

**OPERATOR** Paramount

**ARCHITECT** Joseph Urban

**STATUS** Open (and Church)

# Palm Beach, Florida



# Palm Beach, Florida





# **PARAMOUNT SPRINGFIELD**

**OPENED 1929**

**SEATING CAPACITY 1566**

**OPERATOR Paramount**

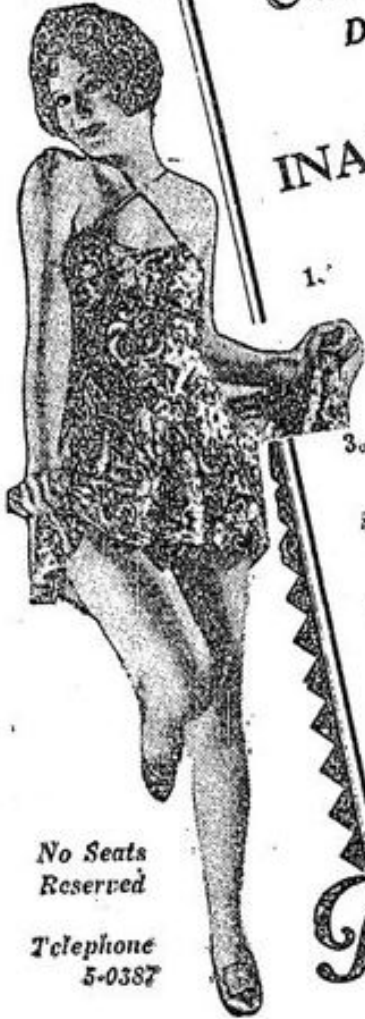
**ARCHITECT Ernest F Carlson**

**STATUS Closed**

# Springfield, Massachusetts

NOW · IT'S OPEN · NOW

They came, they saw, and they went away shouting. Thousands of people stormed the doors of the Springfield Paramount Theater yesterday and saw the greatest show they had ever witnessed!! shouting the praises of this magnificent palace of amusement.



**COME TODAY**  
Doors Open 12.30  
**GALA**  
**INAUGURAL WEEK**  
**PROGRAM**

1. **CHARLES RUGGLES**  
Celebrated Paramount Star  
"Presentation of Welcome"
2. **OVERTURE OF 1812**  
Played by the New York  
Symphony Orchestra
3. **COOLIDGE WEDDING**  
— IN —  
Paramount's Sound News
4. **JOE ALEXANDER**  
"Personality Organist"  
At the mighty Wurlitzer
5. **NANCY CARROLL—HAL SKELLY**  
Paramount's All Talking—Singing  
Dancing Triumph  
"DANCE OF LIFE"
6. **"THE OPRY HOUSE"**  
A Musical Film Novelty

—PRICES—  
Monday to Saturday 411 1 P. M. 25c—1 to 4, 35c  
Sunday All Day 50c—Evenings 50c—Children 15c



PUBLIX  
**P**  
**A**  
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**A**  
**M**  
**O**  
**U**  
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**T**  
THEATRE

No Seats  
Reserved

Telephone  
5-0387

**Paramount**  
Main St. at the Arch

4 Deluxe  
Shows Daily

# Springfield, Massachusetts





# **PARAMOUNT AURORA**

**OPENED** 1930

**SEATING CAPACITY** 2016

**OPERATOR** Paramount

**ARCHITECT** Rapp & Rapp

**STATUS** Open



# Aurora, Illinois



# Aurora, Illinois



# Aurora, Illinois



## Before You Compare Mere Bids on Air Conditioning ... Consider These Points



### Responsibility ▼ ▼ ▼

When you purchase an air conditioning system to whom will you look for its satisfactory installation and operation?

If you purchase separate pieces of equipment, you also will split the responsibility. The sale of a Carrier System for Air Conditioning is not a sale of equipment, but is a *quarantee of results* . . . a binding clause in every Carrier order.

### Results ▼ ▼ ▼

Will results be guaranteed? Will you be assured ease of operation and maintenance, combined with economy?

Each Carrier System is designed and installed to provide *exactly* the conditions desired in *any* theatre. Installation, operation and maintenance costs are as low as consistent in a system providing *complete* air conditioning.

### Service ▼ ▼ ▼

How long will a specially trained service department of a permanent, financially responsible organization be available after the installation of your equipment?



# PARAMOUNT DENVER

**OPENED** 1930

**SEATING CAPACITY** 1870

**OPERATOR** Paramount

**ARCHITECT** Rapp & Rapp

**STATUS** Open

# Denver, Colorado



# Denver, Colorado



# Denver, Colorado







# **PARAMOUNT FORT WAYNE**

**OPENED** 1930

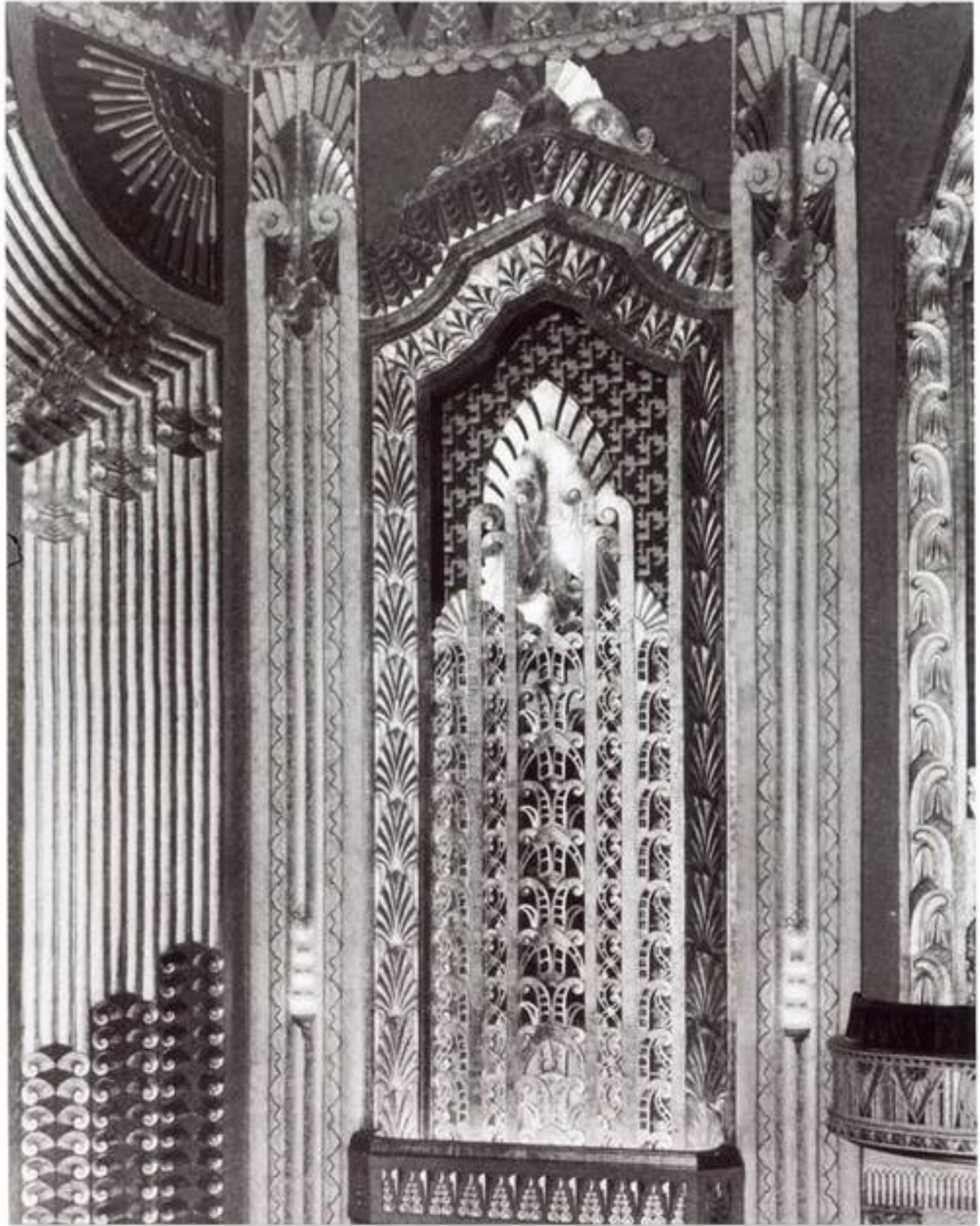
**SEATING CAPACITY** 2086

**OPERATOR** Paramount

**ARCHITECT** Alvin M Strauss

**STATUS** Demolished

# Fort Wayne, Indiana



# Fort Wayne, Indiana





# PARAMOUNT NEWARK

**OPENED as Paramount 1930**

**SEATING CAPACITY 1998**

**OPERATOR Paramount**

**ARCHITECT Thomas White Lamb**

**STATUS Closed 1986**

# Newark, New Jersey



# Newark, New Jersey



## Newark, New Jersey



Since closure in 1986

## Newark, New Jersey



(After the Final Curtain)





# PARAMOUNT AMARILLO

**OPENED** 1932

**SEATING CAPACITY** 1200

**OPERATOR** Paramount

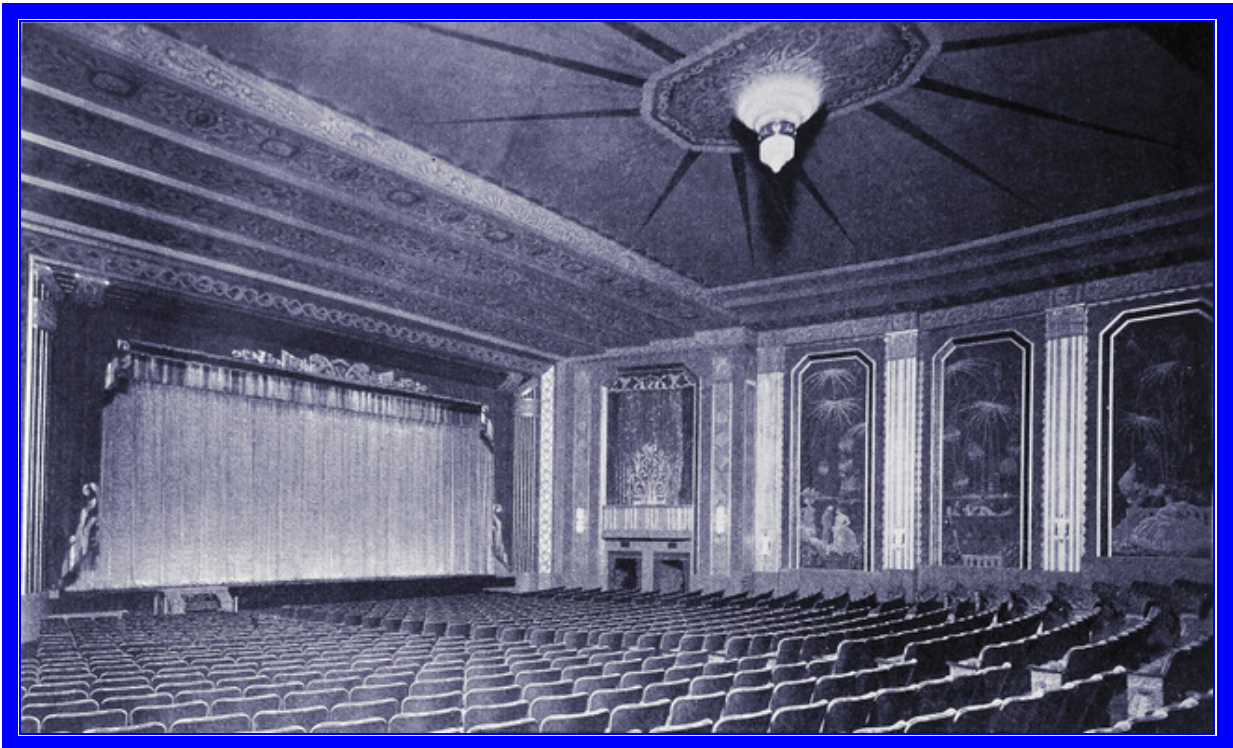
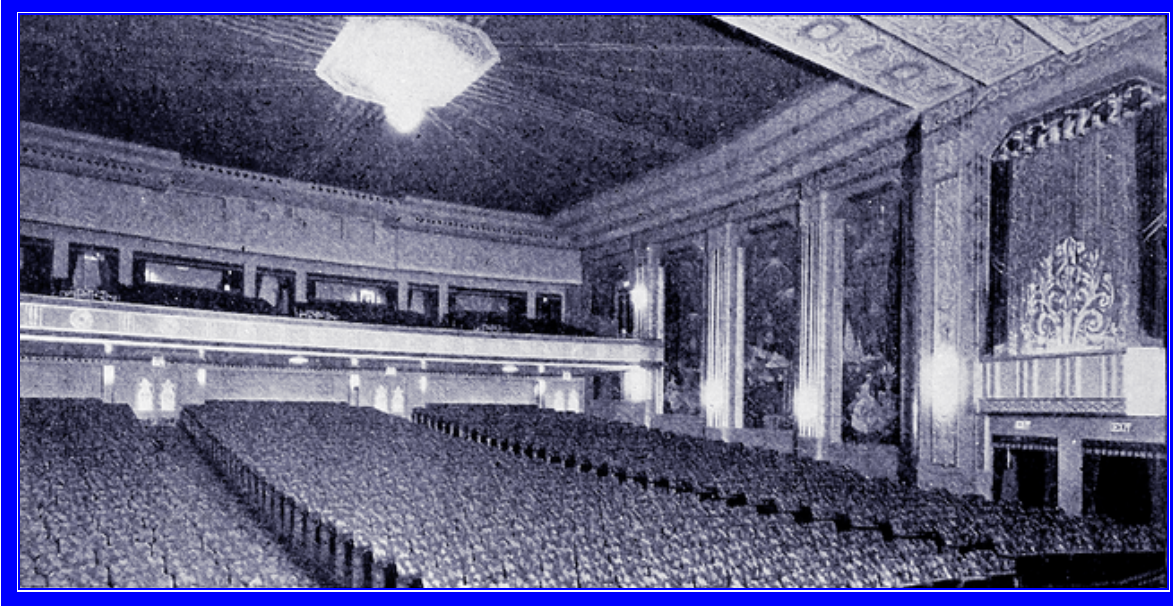
**ARCHITECT** W Scott Dunne

**STATUS** Closed

# Amarillo, Texas



# Amarillo, Texas



# Amarillo, Texas



## Amarillo, Texas





# PARAMOUNT BOSTON

**OPENED** 1932

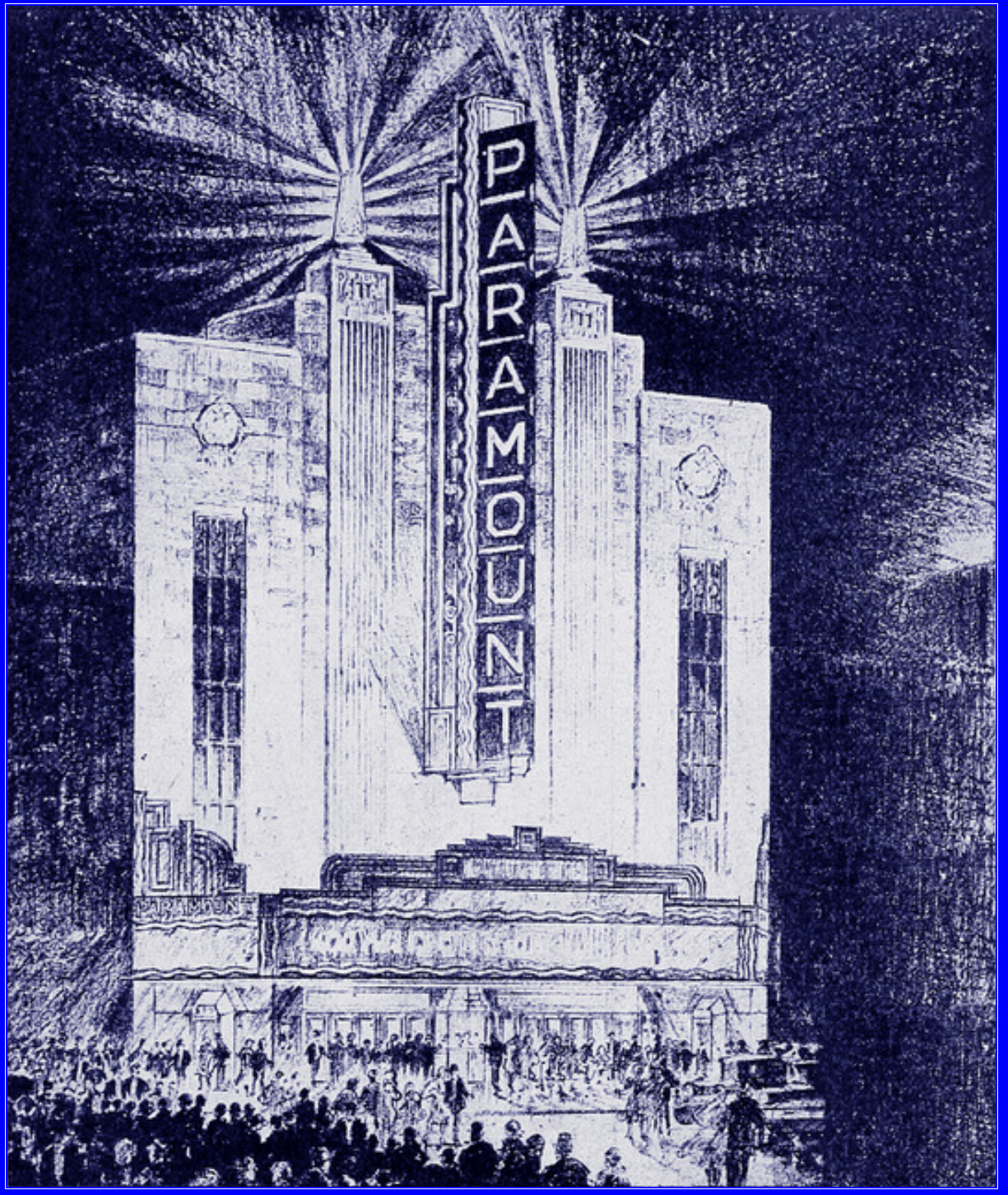
**SEATING CAPACITY** 1797

**OPERATOR** Paramount

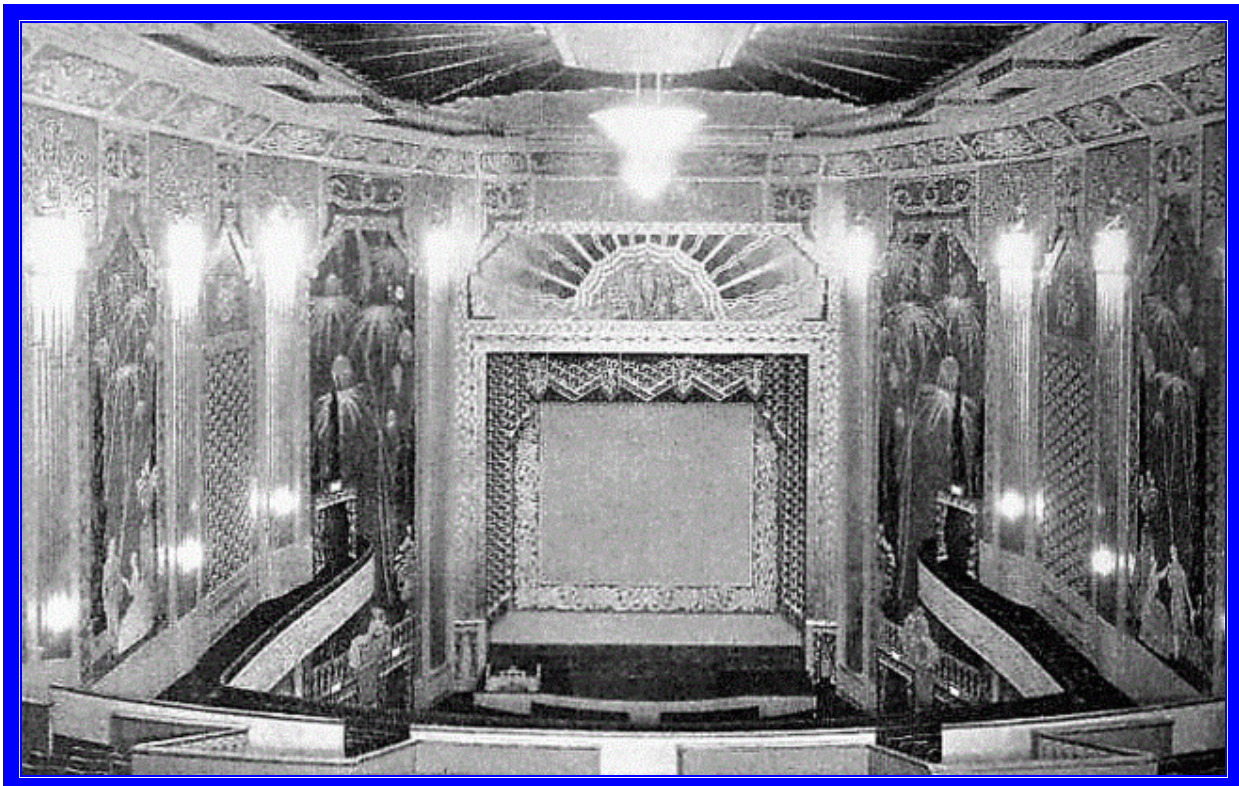
**ARCHITECT** Arthur H Bowditch

**STATUS** Open

# Boston, Massachusetts



# Boston, Massachusetts





# Boston, Massachusetts

*DPW 42*  
**THEATRE PHOTOGRAPH and REPORT**

State: MASS. City: BOSTON

Branch: BOSTON Zone: \_\_\_\_\_

Date Photo Taken: 4/11 Theatre Name: PARAMOUNT



Street Address: 549 WASHINGTON ST.

City Population (1940): 770,8

Competing Theatres: RKO

METROPOLITAN

ORPHEUM

Is Theatre an M-G-M Customer Now? NO

How Long Has It Been Playing M-G-M Product? ---

Date Built: UNDER 10 YEARS Condition: GOOD

Seats: Main Floor 1061 Balcony 736

Type of Patronage: TRANSIENT

Balcony for Colored? \_\_\_\_\_

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

Branch Manager

50M-11-40-U

## Boston, Massachusetts

