

847—Hollywood Boulevard at Night, Hollywood, California



OB-H393

WARNER MOVIE THEATRES

LOS ANGELES

1924-1931

PART TWO

**BUILDING SERVICES
ENGINEERING**

CIBSE HERITAGE GROUP

WARNER THEATRES

LOS ANGELES & CALIFORNIA

PART TWO

Seating capacity after name

1924 Forum, Los Angeles, 1766

1925 Warner Egyptian, Uptown, 900

1928 Warner Hollywood, 2756

1929 Warner Downtown, 2200

1930 Warner Huntingdon Park, 1468

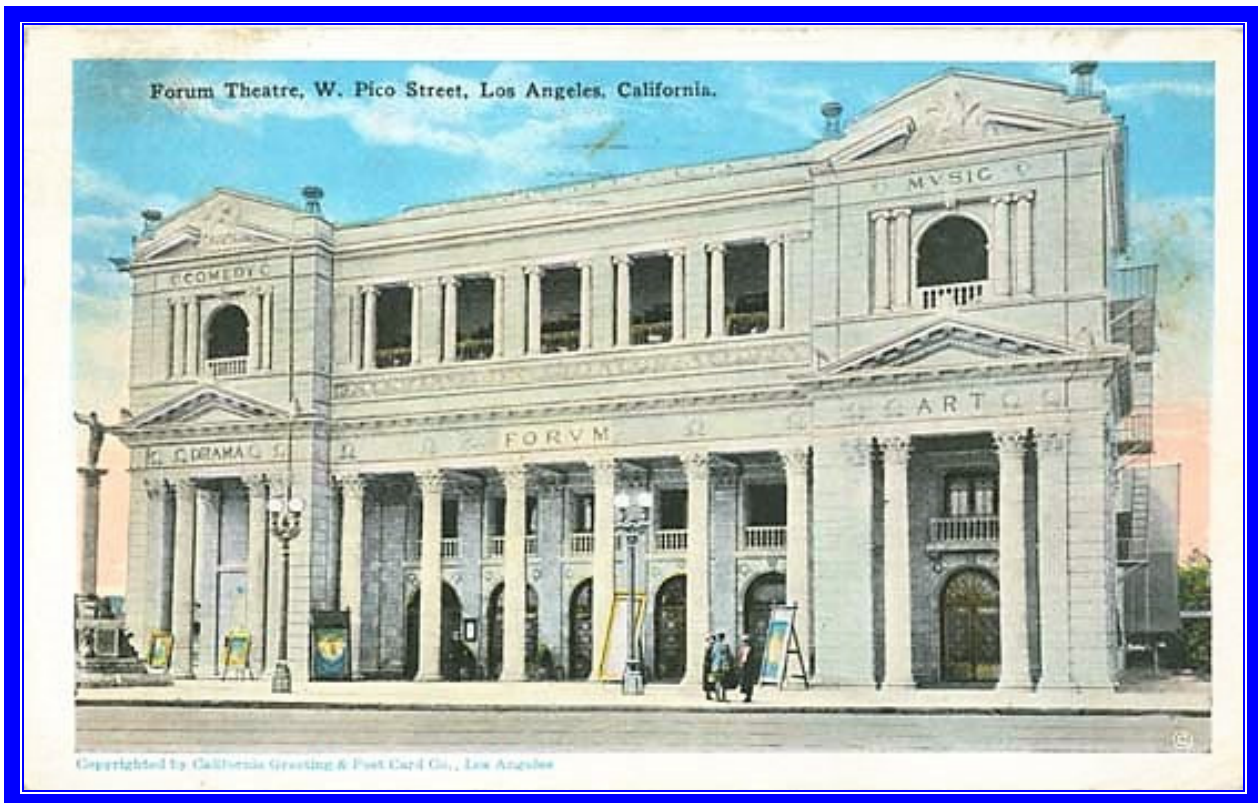
1931 Warner Beverly Hills, 1500

1931 Warner Grand, San Pedro, 1598

1931 Warner, Wilshire Boulevard 2344

NOTE: Theatres may change their names and/or the number of seats or be renovated or change use.

Photographs are from [1] cinematreasures.org and [2] losangelestheatres.blogspot, many appear on both sites. Other sources are as noted. Photos of M&E equipment are from [2] and often show a mix of original equipment and/or that later added.



FORUM LOS ANGELES

OPENED 1924

SEATING CAPACITY 1766

OPERATOR Warner

ARCHITECT Edward J Borgmeyer

STATUS Closed

LIGHTING

Forum, Los Angeles



Two views of the Forum, on Pico Blvd. at Norton Ave.—at left, as a lavish neighborhood cinema in the 30s and 40s and today, for sale at a reported asking price of \$299,500.

The Most Beautiful Movie House in the World?

BY GERALD FARIS

● Once upon a time, when the movies were our dreams put on celluloid, theaters were places to dream in, and they were made to look like Renaissance palaces, Moorish pleasure domes or the temples of antiquity. And few in Southern California seemed more splendid, more soaring, more majestic than the Forum on Pico Blvd. at Norton Ave., a few giant steps east of Crenshaw. But none, alas, came to a less triumphant end or made so little of its architectural aspirations.

That was in 1923 when there was kinder to the grand old auditorium—and the neighborhood around it—than it

mezzanine opened onto the upper half of the lobby. And the mezzanine was a long and low-curving salon with drapes, potted palms and standing alabaster lamps.

In the large auditorium that seated 1,800 people, there was a feeling of vastness because there was no balcony. Murals on the walls and the asbestos fire curtain depicted classical gardens and buildings in the distance. You were supposed to feel you were outdoors in some lovely place that existed only in imagination.

The organ, played by the Forum's managing director, Julius K. Johnson,

Sol Lesser, the veteran showman and theater owner who once owned the Forum, said this: "It was from the beginning a struggle for an ideal that the builder originally conceived as meeting the public needs, but nothing ever succeeded. Quality movies failed there, double features didn't draw the people, stage shows didn't do it, and it changed hands many times."

The Forum still occupies the corner of Pico and Norton, its exterior looking remarkably as it did when it was open so many years ago. But inside, it's more warehouse than theater—dark, quiet and watched over by a lone caretaker.

um—and the third. "The theater then was leased to someone else and they wanted out of the contract," said Berenson.

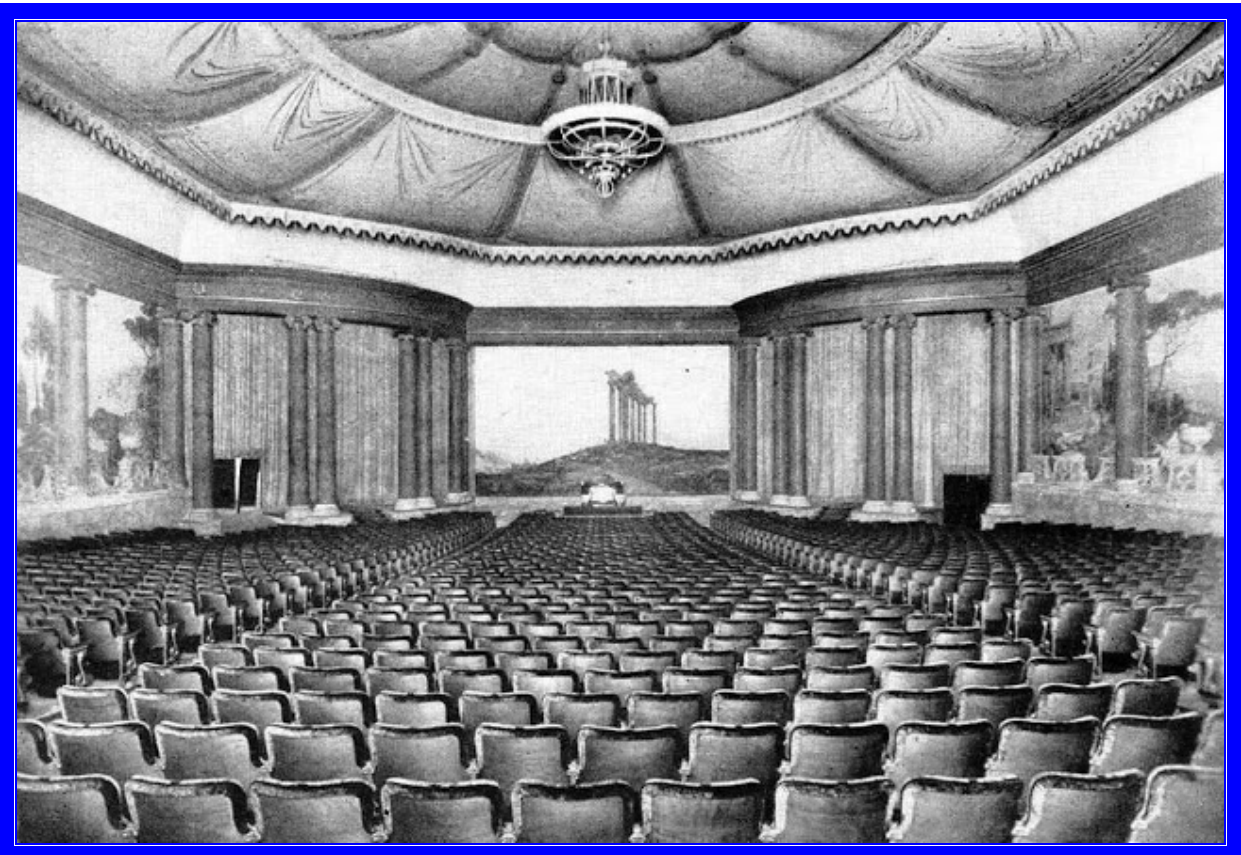
Terry Helgesen, a Hollywood resident, retired musician and collector of movie houses, remembers going to the Forum a few times in its early days. It already had become a neighborhood house showing pictures for a week or so and then changing the bill.

"There'd be the movie and then an organ solo," he said. "There was a local ballet company, the Pavley-Oukrainsky Ballet, which would sometimes perform.

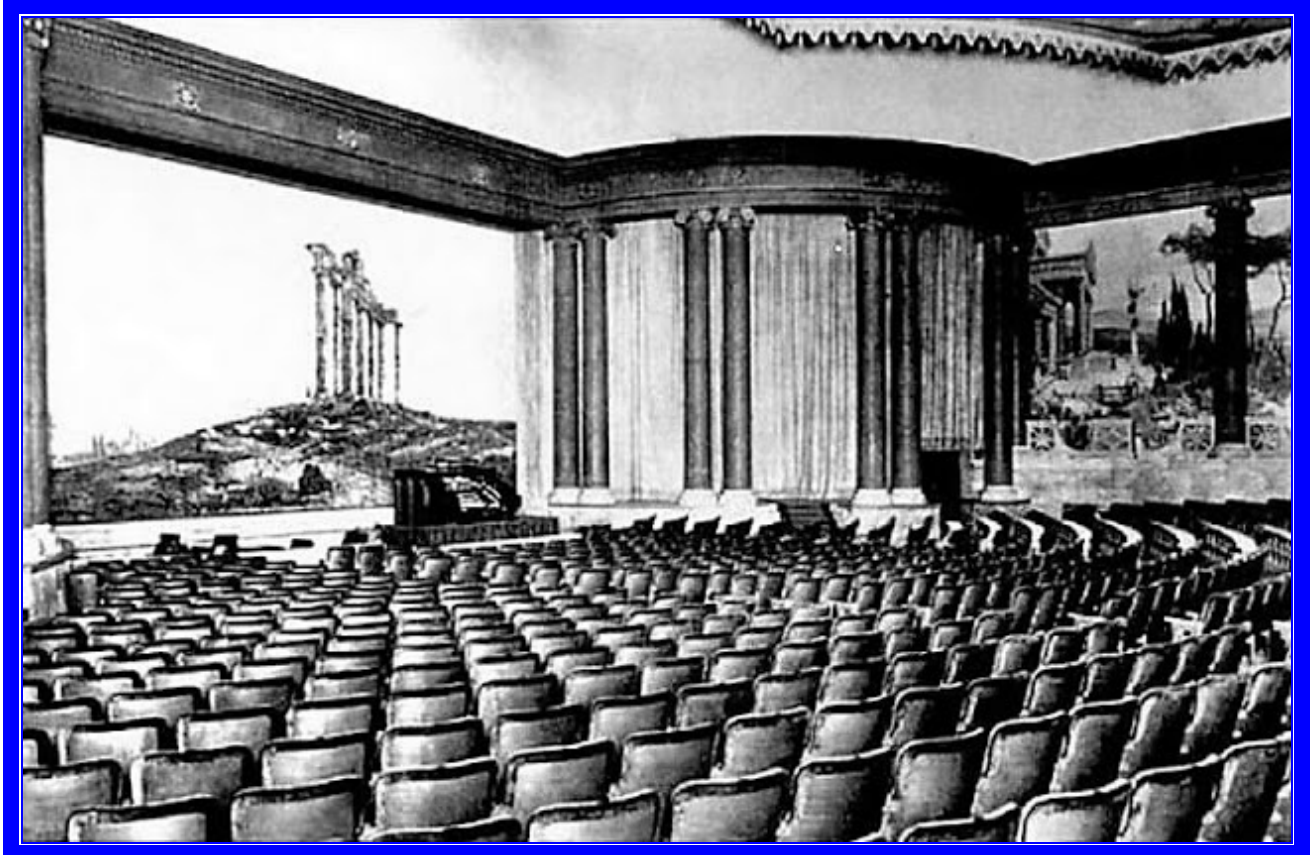
Forum, Los Angeles



Forum, Los Angeles



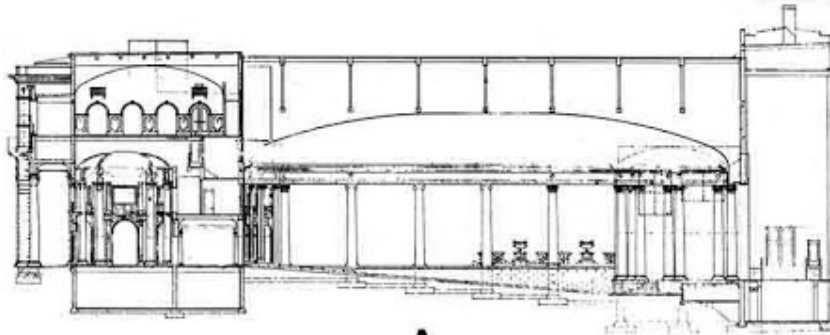
Forum, Los Angeles



Forum, Los Angeles



Forum, Los Angeles



ACCOMODATIONS AND FACILITIES of the Forum Building for the programming of group activities of either a religious or secular organization are unmatched in any other structure available within metropolitan Los Angeles.

Beautiful in design, substantial in construction . . . artistically decorated and conveniently arranged . . . the building is in magnificent condition. It is ready for immediate occupancy and utilization.

Acquisition of this exceptional edifice will enable your organization to avoid the many problems attending all construction efforts under present conditions. High labor costs, material shortages and restrictions are all surmounted with the purchase of this nearly-new custom-built structure.

Ventilation, heating and electrical systems of the building are of the finest, and in prime condition. The building can be maintained at minimum cost.

Adequate parking facilities are available.

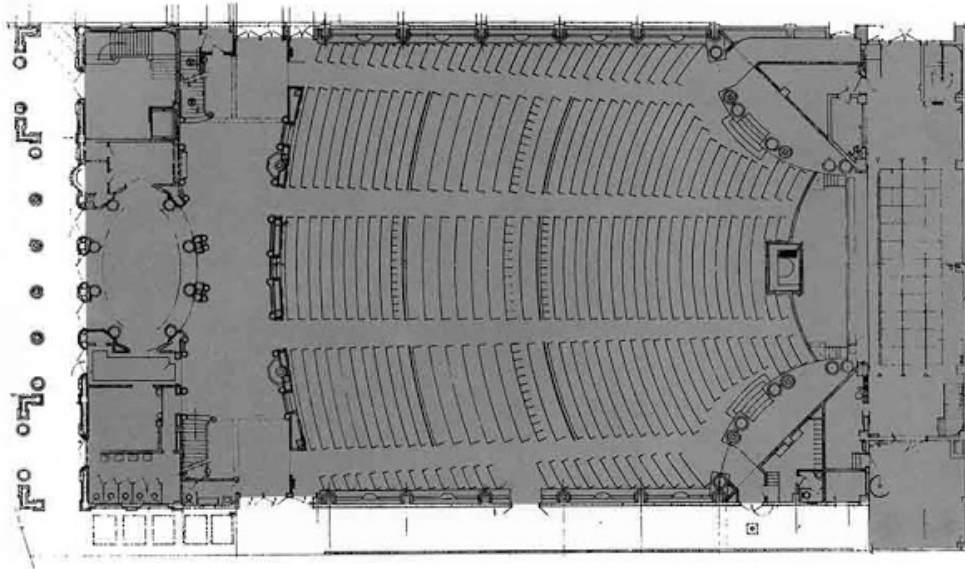
© 1950 RONALD W. MAHAN COLLECTION

Floor plans and a section were included in a 25 page early 50s brochure that's now in the Ronald W. Mahan collection. It's reproduced down at the bottom of this page.

The theatre's lighting was discussed in "Life o' the Show-House: Light," an article by Nellie Barnard Parker from the publication "Light" that was reprinted in the February 19, 1927 issue of *Exhibitors Herald*. It's on Internet Archive. Ms. Parker comments:

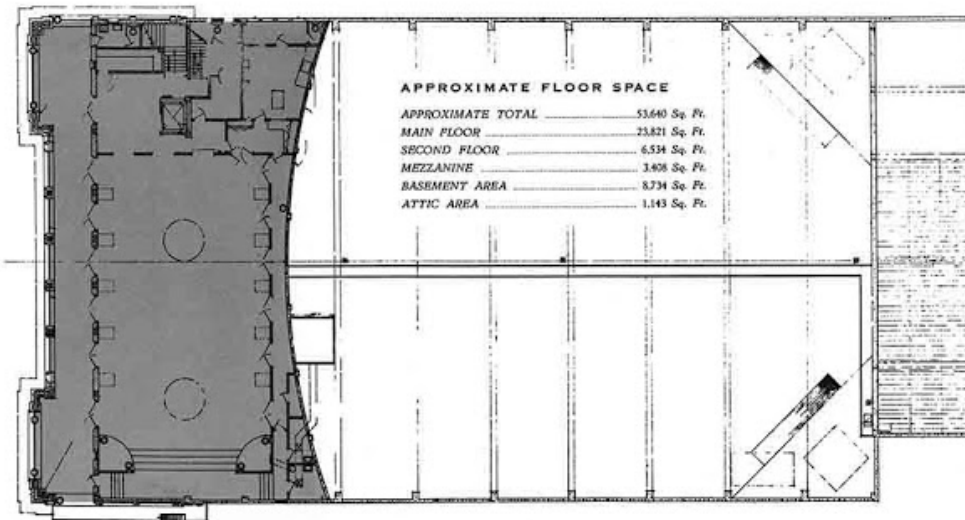
"Here is a place of restful charm -- that is, if you crave languishment -- accentuated by careful lighting that has prompted over 200 letters from enthusiastic patrons during the past year. ... Concrete pillars and urns along both the side walls give a feeling of space to the panorama of Grecian scenes painted upon the walls. The audience experiences the sense of looking between colonnades upon a vast and beautiful country. Forty 1000-watt spots above the canopy ceiling illuminate these walls from above and a three-colored lighting system hidden behind a low baluster enables the electrician to obtain marvelous effects on these scenic walls. Colored lights in the urns give the appearance of burning incense. Four hundred 60-watt cove-lighting lamps and other sources and 'spots' placed to judicious advantage, all operated by a splendidly equipped switchboard, help to make this show-house one of the show places of Los Angeles."

Forum, Los Angeles



GROUND FLOOR PLAN SHOWING FOYER, MAIN AUDITORIUM,
SEATING ARRANGEMENT AND STAGE.

© 1966 RONALD W. MAHAN COLLECTION



THIRD FLOOR PLAN SHOWING AUXILIARY AUDITORIUM-CHAPEL, PROMENADE,
RECEPTION ROOM, ELEVATOR LOBBY, KITCHEN AND LOUNGERS.

© 1966 RONALD W. MAHAN COLLECTION



EGYPTIAN UPTOWN LOS ANGELES

OPENED 1925

**Not to be confused with the famous
Grauman's Egyptian**

SEATING CAPACITY 900

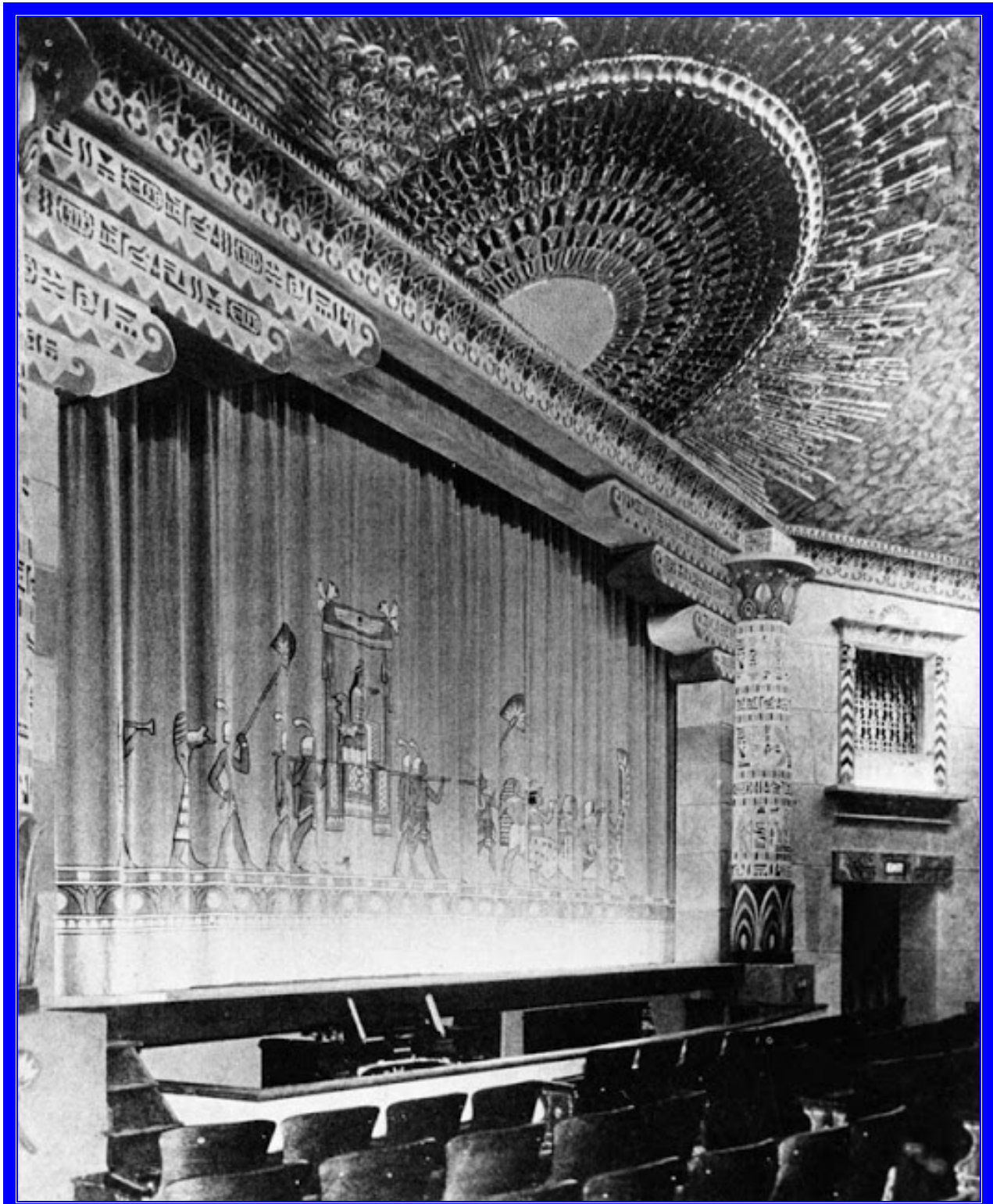
OPERATOR Warner

ARCHITECT Kenneth & Gordon

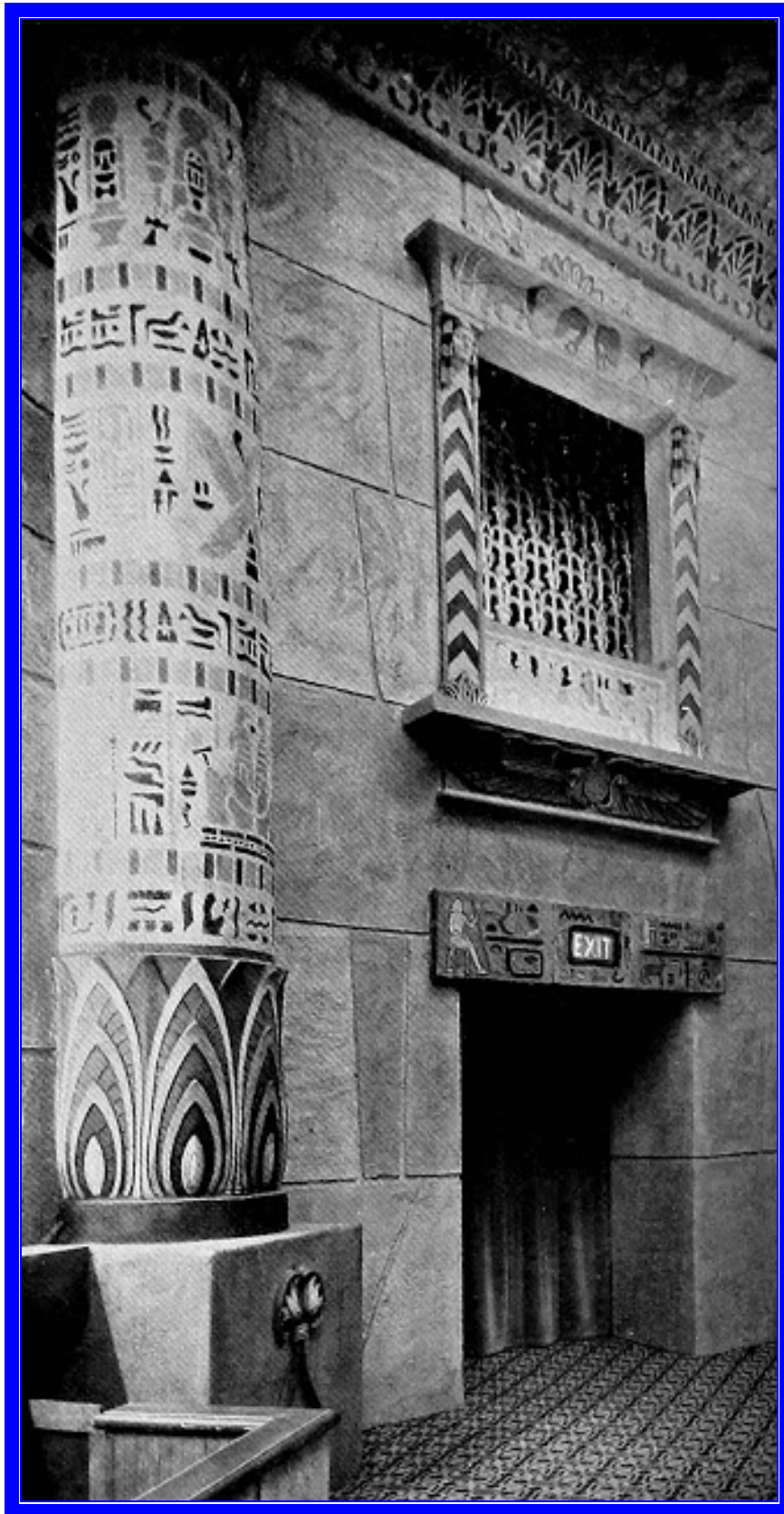
STATUS Closed

LIGHTING

Egyptian, Uptown



Egyptian, Uptown



Egyptian, Uptown



Egyptian, Uptown

The Architectural Digest



Warner's Egyptian Theatre, Pasadena



*J. H. Woodmanck & Son
Architecture and Construction,
Kenneth A. Gordon, Architect*



*Lighting Fixture: Willmarth Co.
Lamp: Artistic Lamp & Rock Corporation
Lumber: Hammond Lumber Co.*

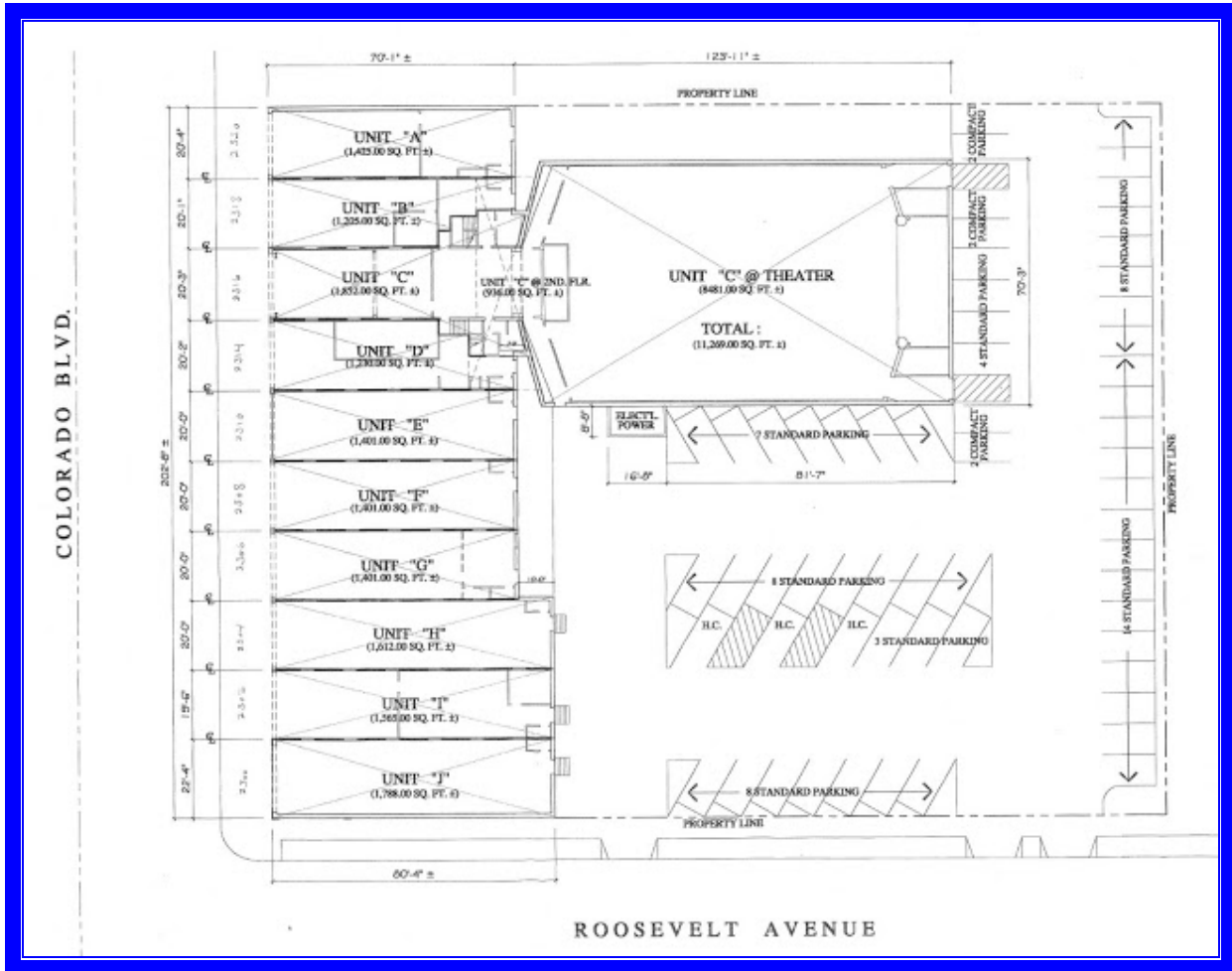
Egyptian, Uptown

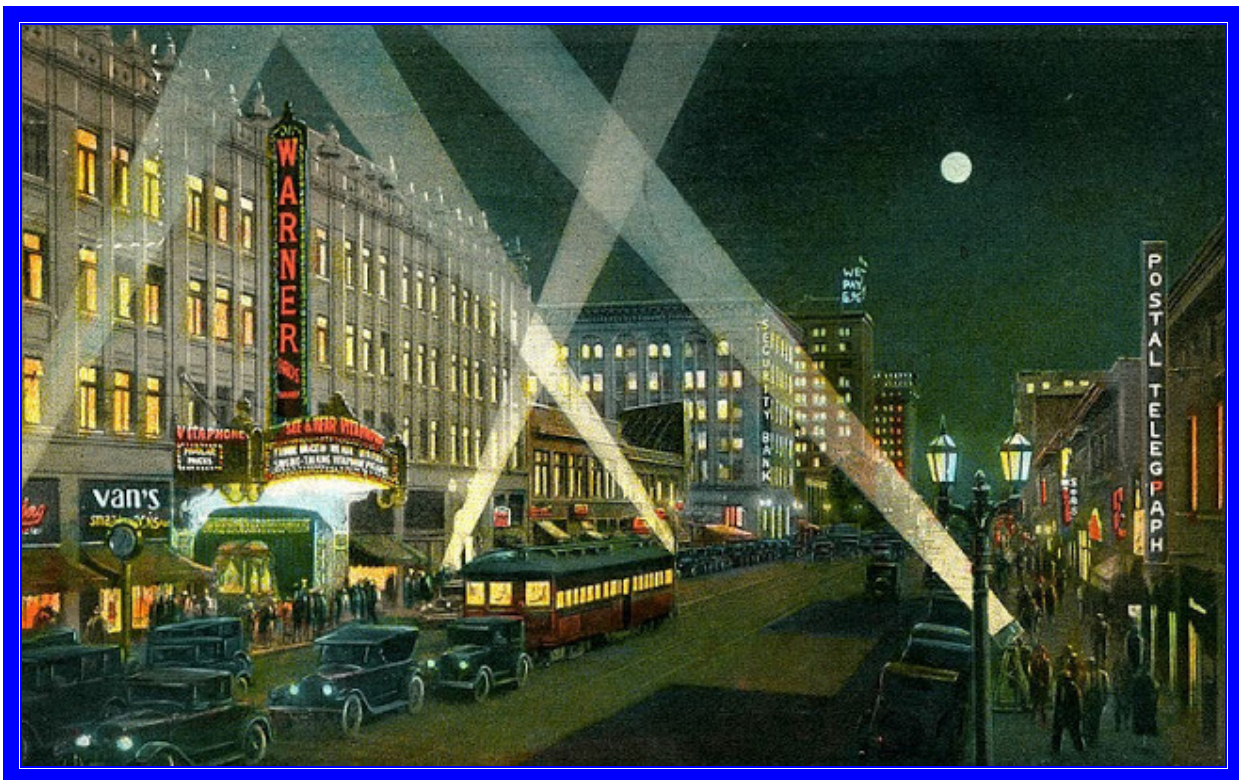


Egyptian, Uptown



Egyptian, Uptown





WARNER HOLLYWOOD LOS ANGELES

OPENED 1928

SEATING CAPACITY 2756

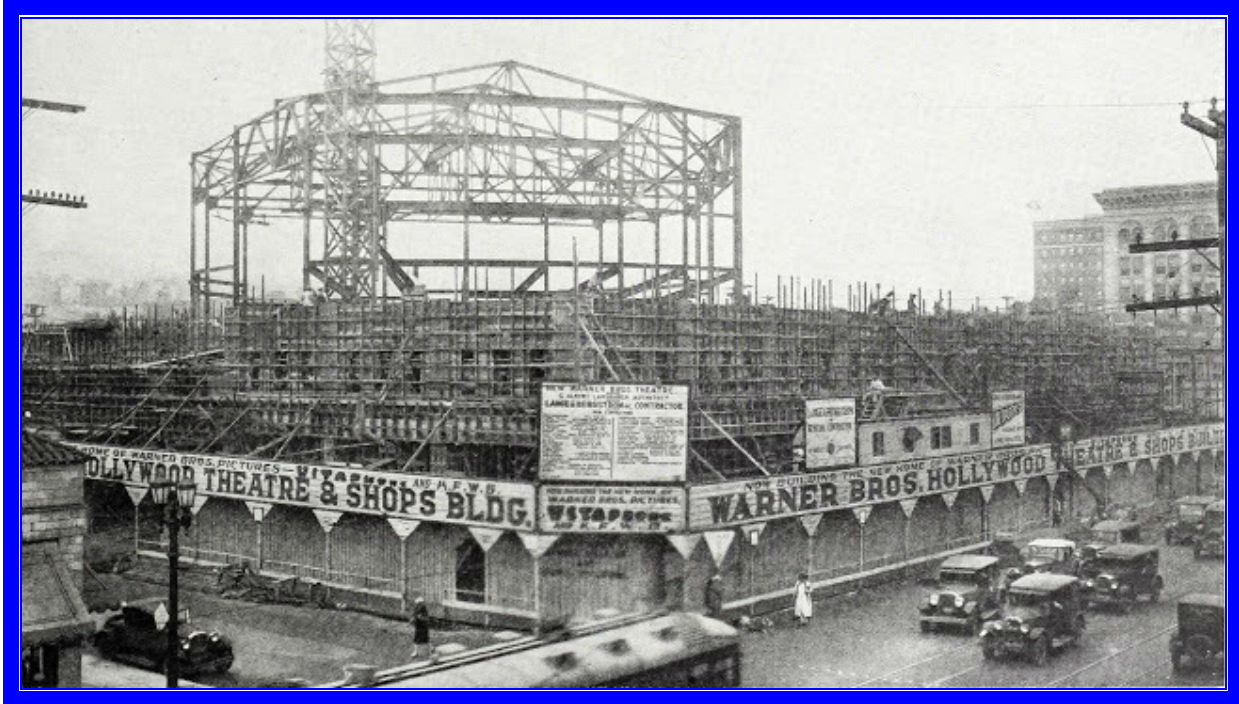
OPERATOR Warner

ARCHITECT G Albert Landsburgh

STATUS Closed

**HVAC&R and ELECTRICAL SERVICES
Ammonia (NH₃) refrigeration with spray washer**

Warner, Hollywood



Warner, Hollywood



Warner, Hollywood



Warner, Hollywood



Warner, Hollywood

Securing flickerless control for your lighting effects



Warner Bros. Theater, Hollywood, Calif., one of the most impressive theaters on the West Coast, is equipped with C-H Dimmers. G. Albert Lamborgh of Los Angeles was the architect, English Electric Company, also of Los Angeles, were the contractors.

SMOOTH lighting control is possible only through good dimmers, for the dimmers behind your switchboard are the heart of your lighting control board.

C-H "Simplicity" Dimmers were the choice of leading showmen before the beginning of motion pictures. Even then C-H Dimmers had solved the problem of *flickerless control* for all theatrical lighting effects. Today, experienced showmen everywhere select C-H Dimmers because the same principles of dimmer construction—improved and perfected to meet the demands of modern presentations—insure the best results from their lighting equipment.

C-H Dimmers are compact and easy to install. A special base construction helps to prevent burnouts. Direct rack and pinion drive combined with double the number of contacts prevents "play" or backlash and insures velvet-smooth blends of light—from full intensity to black out.

C-H Dimmers are made for long, continuous service in your theater regardless of its seating capacity or decorative scheme. They can easily be adapted to your future needs.

Ask your architect or electrician about C-H Dimmers and see that they are installed on the switchboard you buy. Write for the C-H Booklet, "Illumination Control for the Modern Theater".

CUTLER-HAMMER, Inc.

Pioneer Manufacturers of Electric Control Apparatus
1254 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER HAMMER



Perfect Illumination Control for the Modern Theater

(1150)



C-H Simplicity Dimmer Plates are supplied by leading switchboard manufacturers with the board they install. Fig. 1 shows the front of a typical board, Fig. 2 the rear view showing C-H plates, and Fig. 3 the complete plate. Dimmer plates are the heart of any lighting control board. Make sure the CH trademark is on your plates for long life, smooth lighting control and low maintenance.

Warner, Hollywood



Main fuse board



Main electrical switchboard

Warner, Hollywood



Remains of original ammonia refrigeration compressors



Later refrigeration compressors, believed to date from 1980s

Warner, Hollywood



Refrigeration plant room



Spray type air washer

Warner, Hollywood



Main electrical switchboard



Control panel for mechanical equipment

Warner, Hollywood



Fan room



Another view of fan room

Warner, Hollywood



Main boilers



Projection booth



WARNER DOWNTOWN LOS ANGELES

OPENED 1929
Previously PANTAGES in 1920

SEATING CAPACITY 2200

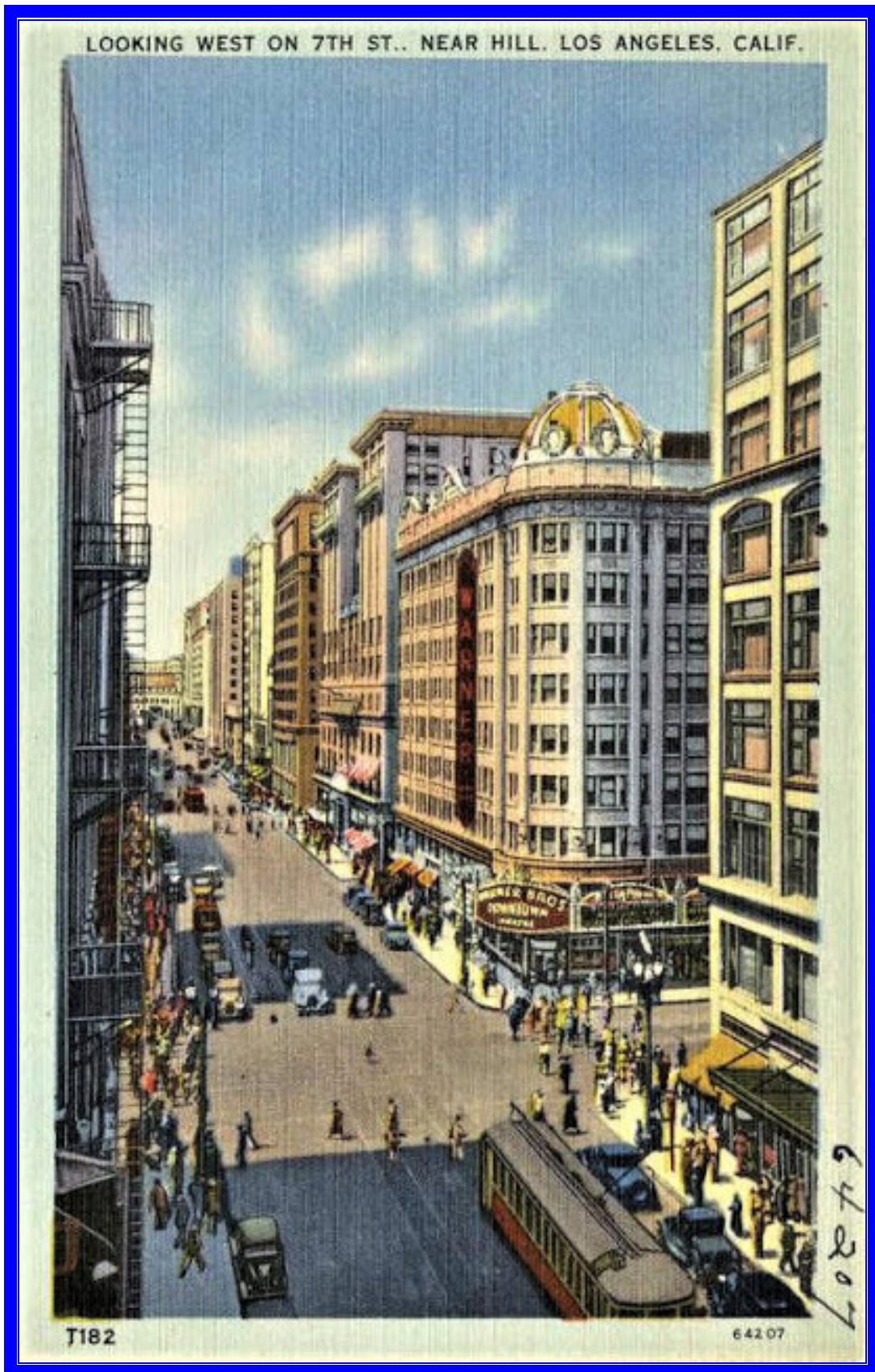
OPERATOR Warner

ARCHITECT B Marcus Priteca

STATUS Part Jewellery Store

LIGHTING

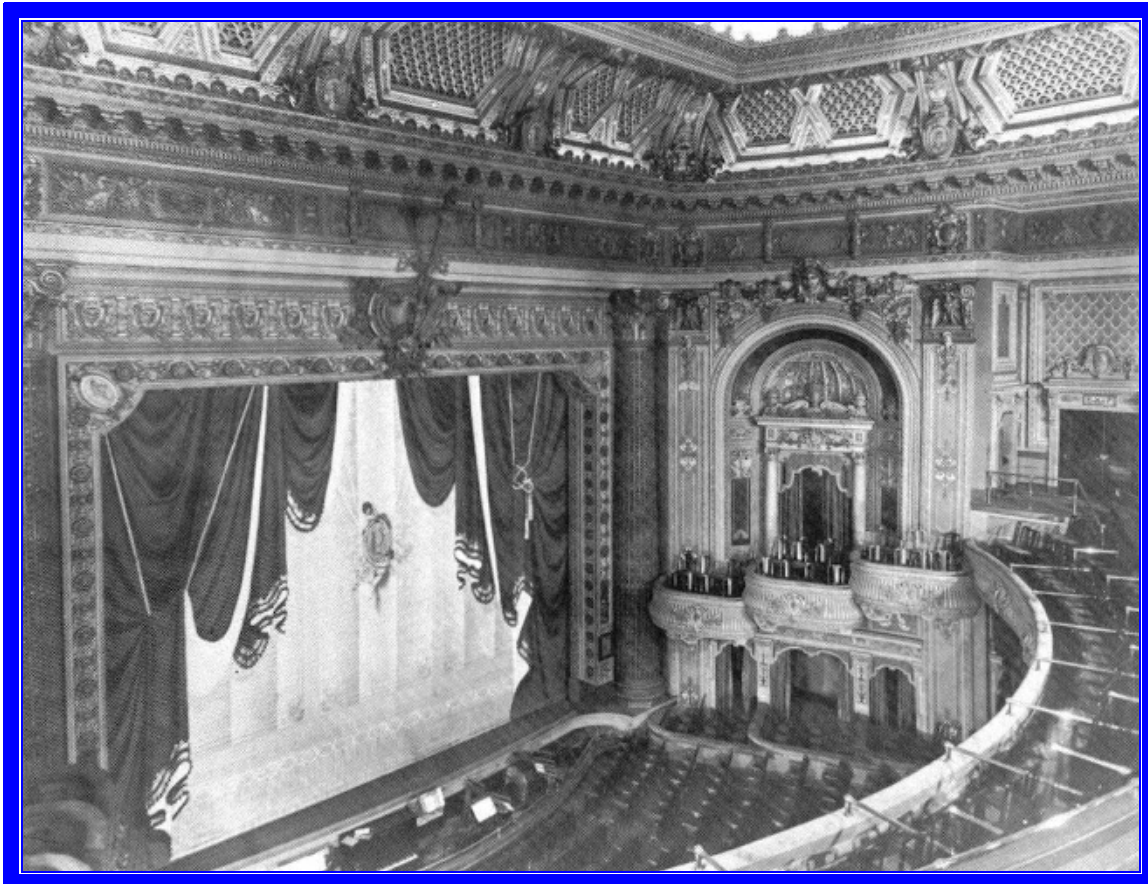
Warner, Downtown



Warner, Downtown



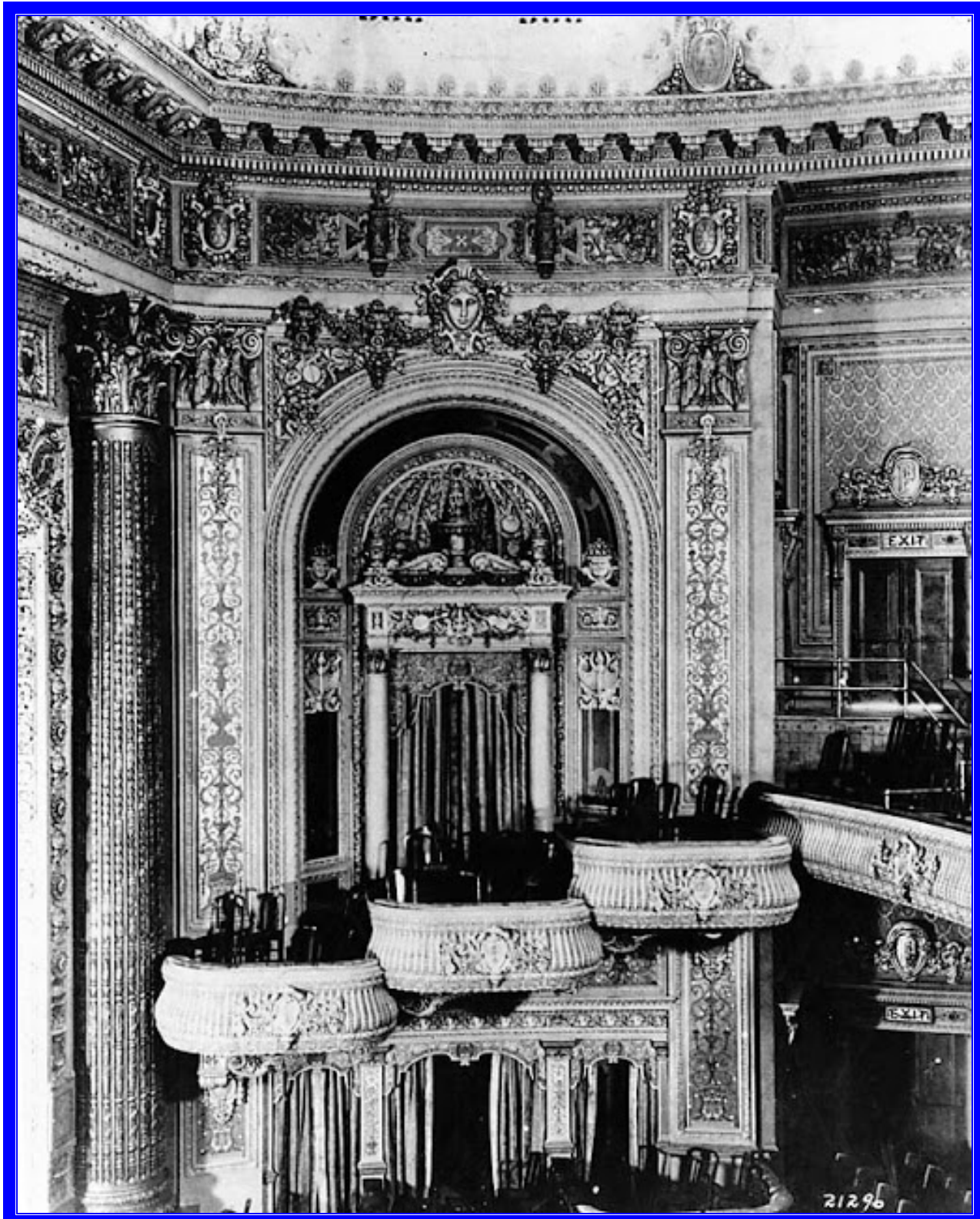
Warner, Downtown



Warner, Downtown



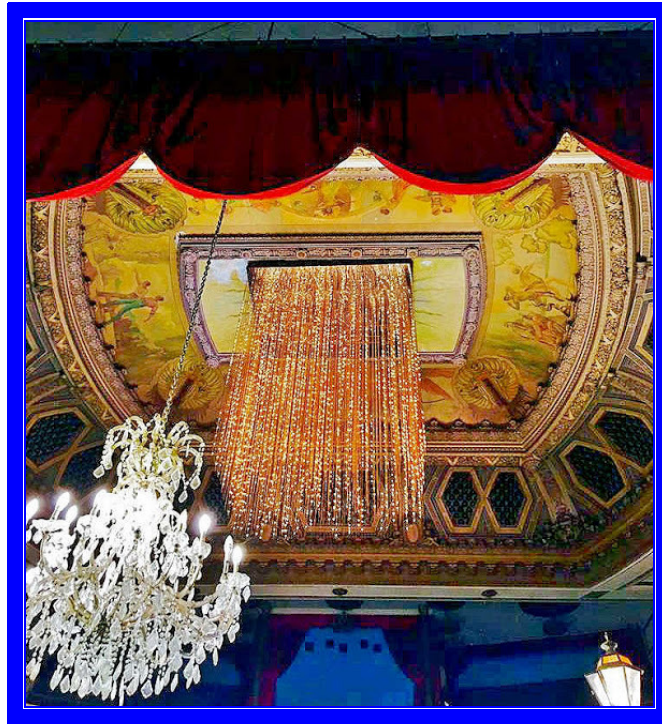
Warner, Downtown



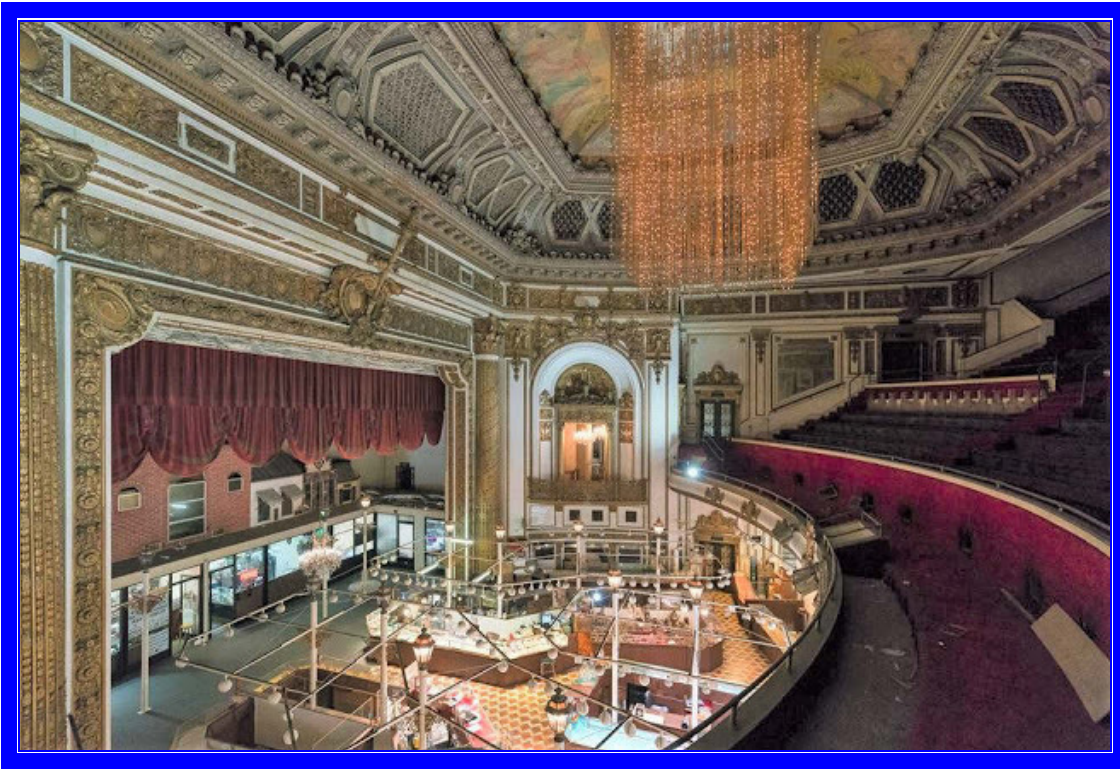
Warner, Downtown



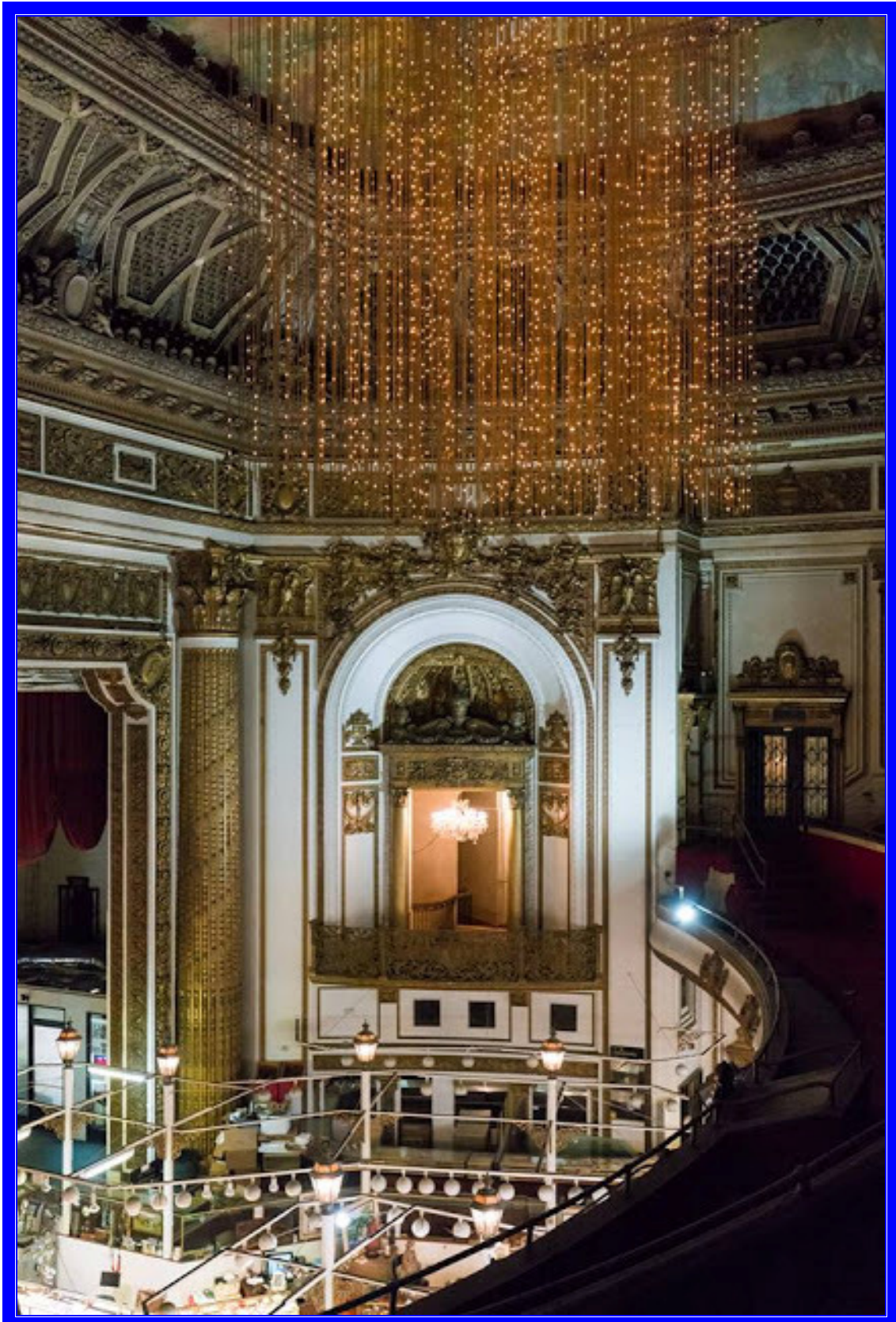
Warner, Downtown



Warner, Downtown



Warner, Downtown



Warner, Downtown





WARNER HUNTINGDON PARK LOS ANGELES

OPENED 1930

SEATING CAPACITY 1468

OPERATOR Warner

ARCHITECT B Marcus Priteca

STATUS Closed

LIGHTING

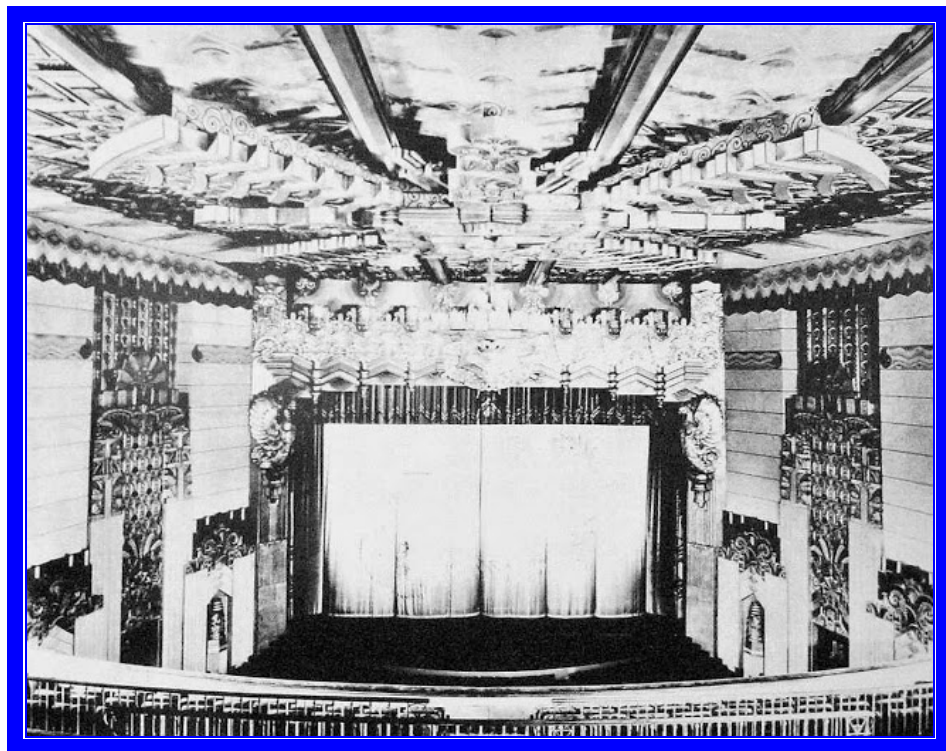
Warner, Huntington Park



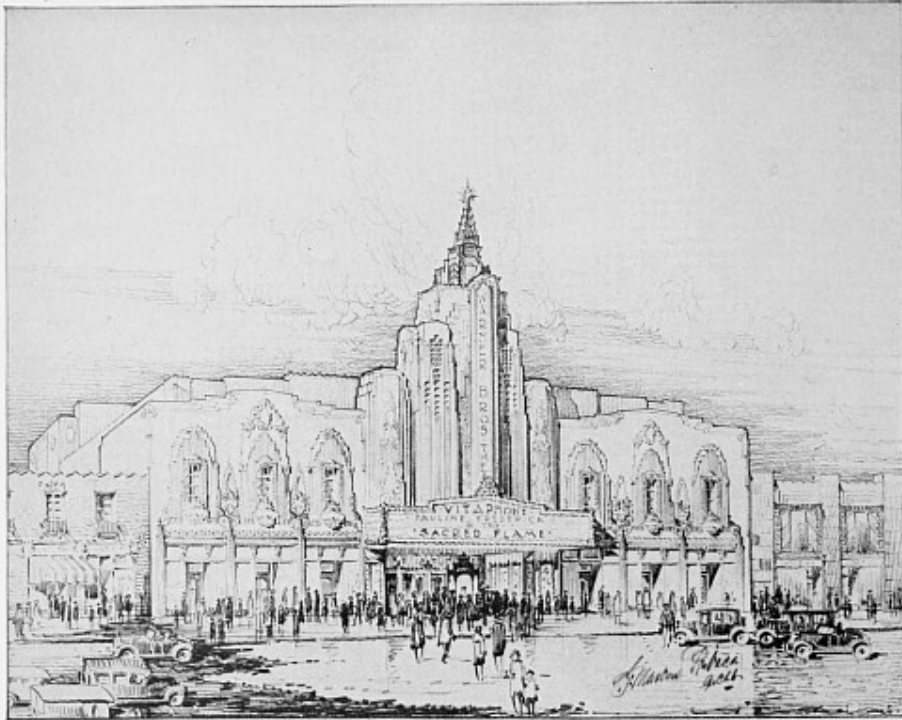
Warner, Huntingdon Park



Warner, Huntingdon Park



Warner, Huntington Park



First sketch of \$500,000 theatre to seat 1,800 planned by Warners at Huntington Park, California. E. Marcus Priteca of Los Angeles is the architect

Ultra-Modern Is How Warners Describe Plans for West Coast

Wide Film, the Acme in Sound Reproduction Among Construction Problems These Theatres Will Encounter

NEW theatres of the most modern design and involving joint expenditure of over \$1,000,000 are to be built by Warners in San Pedro and Huntington Park, California, at once. J. L. Warner states plans are nearing completion and bids will be asked for at an early date for these two enterprises.

The Huntington Park theatre will be an 1,800-seat house in Italo-Spanish design, with a main floor and balcony. The structure will occupy the entire lot on Pacific Boulevard between Zoe and Saturn Streets, with a frontage of 114 feet and depth of 150 feet. The building will house six stores in addition to the theatre and will cost when completed over \$500,000. It will be called Warner Bros. Huntington Park.

The San Pedro theatre will seat 2,000

and will be built on Sixth Street, just east of Pacific, occupying a frontage of 150 feet. There will also be six stores and twelve offices in the building, and the entire enterprise will cost \$600,000.

Both of these theatres, it is promised, will represent the most advanced types of architecture and construction and will be complete in every detail. The plans include air conditioning and refrigerating plants, pre-set remote control switchboards and other modern features found only in the big theatres of metropolitan cities. Both theatres will be built to accommodate the new large screens, identical with those which will shortly be in use in Warners' largest Eastern theatres. Plans for both have been drawn by E. Marcus Priteca of Los Angeles.

Warners' Beverly Hills theatre will be

the next addition to the rapidly expanding chain on the Coast. Warner Brothers Pacific Coast Theatres has acquired from the owner, Harley J. Hoyt, the property at the southwest corner of Wilshire Boulevard and Reeves Drive, opposite the Beverly Hills branch of the Bank of California, and will at once start construction on a 2,000-seat deluxe theatre covering the entire site.

This will be the third new theatre in the greater Los Angeles district to be put into construction by the Warners immediately, as only a few days ago they announced that work would start at once on deluxe theatres in Huntington Park and San Pedro.

The Beverly Hills theatre will house all Warner and First National pictures. The theatre, while not quite as commodi-



WARNER BEVERLY HILLS LOS ANGELES

OPENED 1931

SEATING CAPACITY 1500

OPERATOR Warner

ARCHITECT B Marcus Priteca

STATUS Demolished

LIGHTING

Warner, Beverly Hills



Warner, Beverly Hills



Warner, Beverly Hills

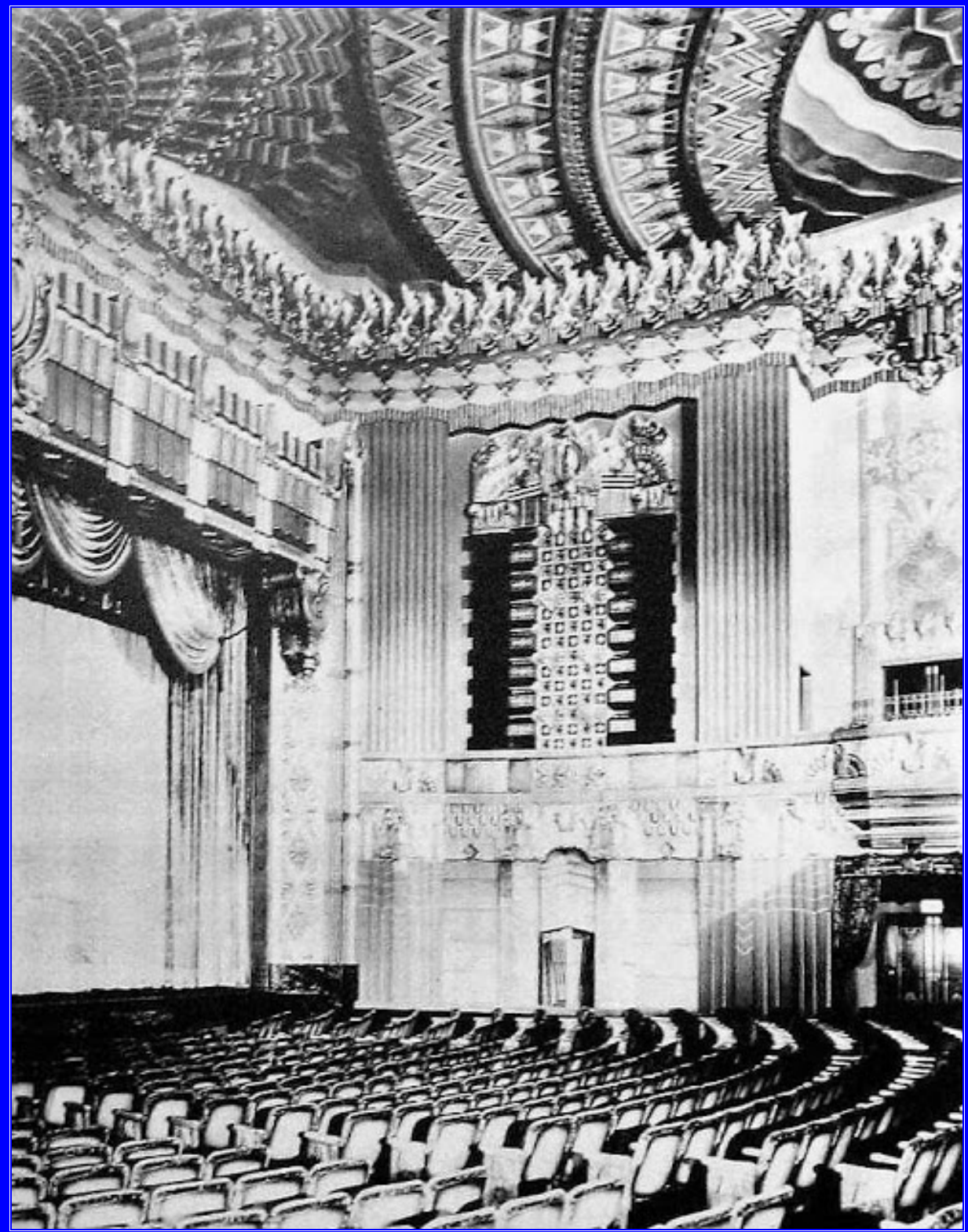


Rita Hayworth out walking with the Warner Theatre behind

Warner, Beverly Hills



Warner, Beverly Hills



Warner, Beverly Hills



Warner, Beverly Hills



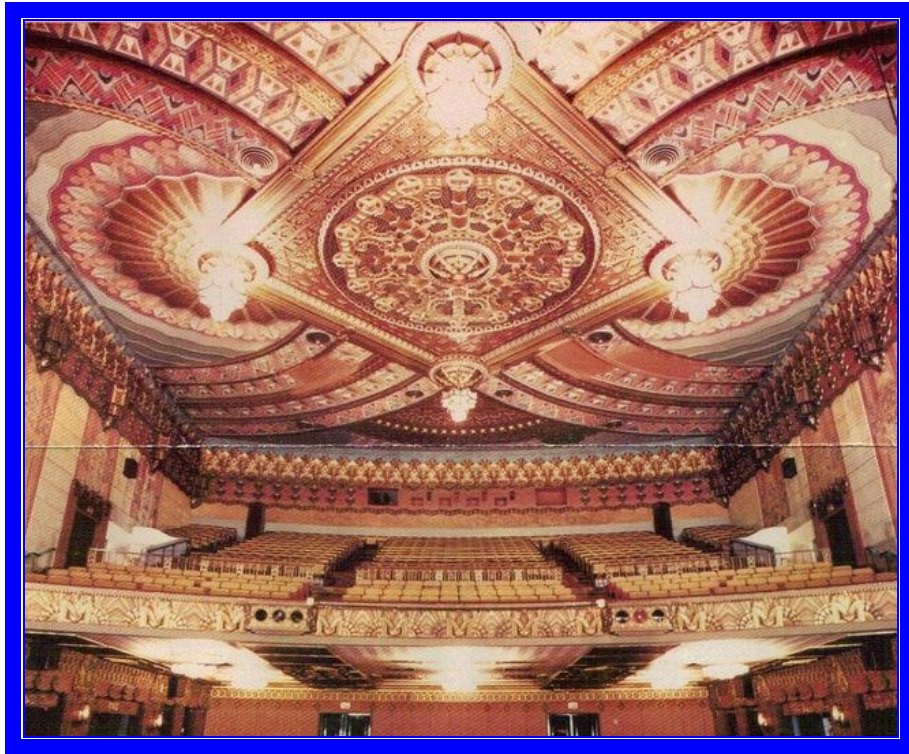
Warner, Beverly Hills



Warner, Beverly Hills



Warner, Beverly Hills



Demolished



WARNER GRAND SAN PEDRO, LOS ANGELES

OPENED 1931

SEATING CAPACITY 1598

OPERATOR Warner

ARCHITECT B Marcus Priteca

STATUS Open

THE WARNER GRAND IS FEATURED IN PART-4



WARNER LOS ANGELES

OPENED 1931
Original name WILTERN

SEATING CAPACITY 2344

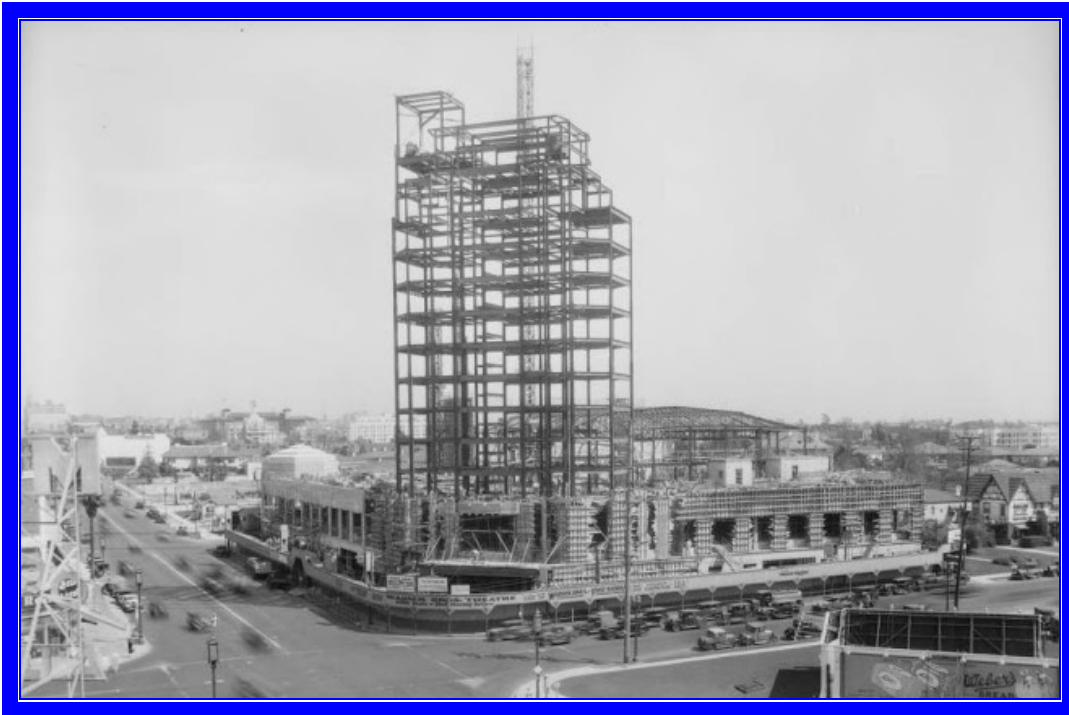
OPERATOR Warner

ARCHITECT G Albert Landsburgh

STATUS

HVAC and ELECTRICAL SEVRICES
Evaporative cooling air washer
No refrigeration

Warner, Wilshire Blvd



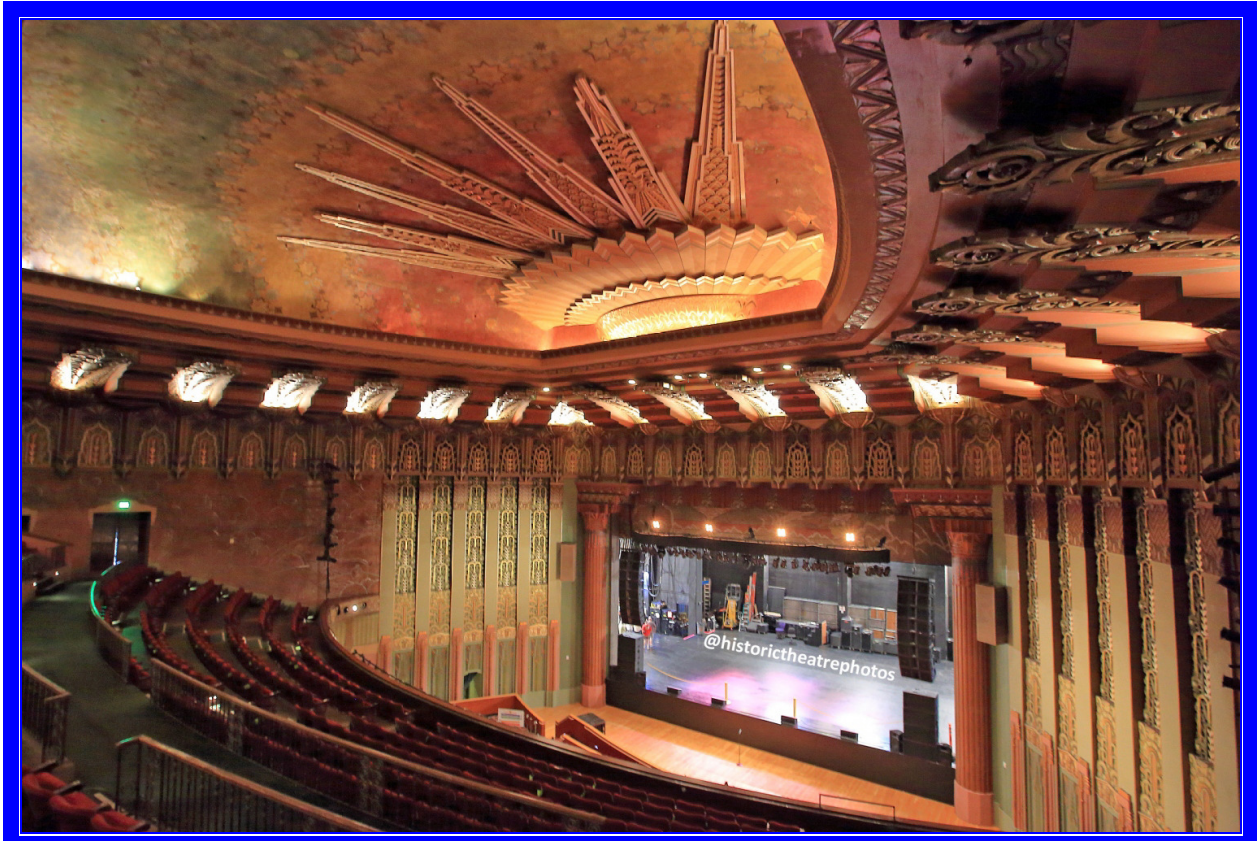
The Pellissier Building, which housed the theatre, under construction



Warner, Wilshire Blvd



Warner, Wilshire Blvd



Warner, Wilshire Blvd



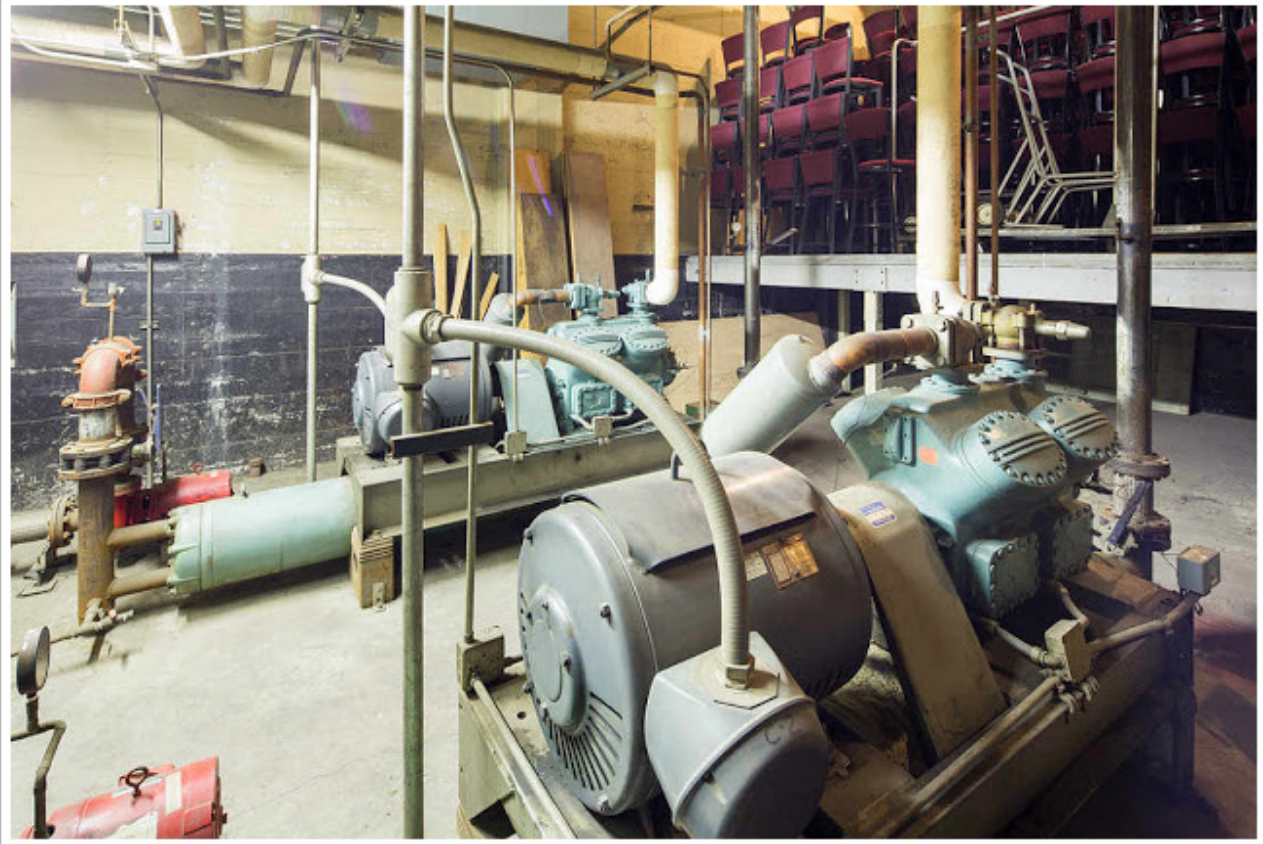
1931 switchboard

Warner, Wilshire Blvd



Under the inner lobby: mechanical room. The green switchboard at left is a 1931 piece of gear serving three phase mechanical loads. Take a left beyond it and you're around with the supply fan and air washer. In the center of the photo are the theatre's water heater and furnace.

Warner, Wilshire Blvd



Under the south walkway: the chiller room. These units were added during the 1984-85 renovation

Warner, Wilshire Blvd



Basement house left: in the plenum under the main floor. The chillers and main supply fan are farther back under the lobby at the rear of the main floor. Supply air originally came up into the auditorium from this area via mushrooms under the seats. There are now grilles integrated into the terraces that were installed on the main floor in 2002.

**3
FACTS
WORTH
KNOWING
ABOUT**



**KNOWLES MUSHROOM AIR DIFFUSERS
FOR AUDITORIUMS**

These three facts refer to the three results obtained by the use of the Knowles Notch underseat mushrooms in auditoriums

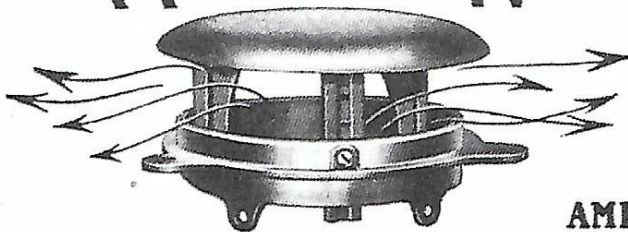
- 1—Delightful Comfort insured to the occupants of seats
- 2—Uniform distribution of Fresh Air either cool or warm
- 3—Compliance with the laws of nature and of man



**KNOWLES MUSHROOM
VENTILATOR CO.**

202 Franklin St. New York

KAUFFMAN



AIR DIFFUSERS

SINCE 1908

Kauffman Air Diffusers

HAVE BEEN IN USE IN

Some of America's Finest Theatres

Simple to Install—Low in Price

Graduated Air Control

AMERICAN METAL PRODUCTS CORP.

ST. LOUIS, U. S. A.

Figure 11-44 Small floor registers, commonly known as mushrooms, were used in halls and theaters after 1910 for upward air distribution. Such outlets proved unsatisfactory for cooling purposes (from The Heating and Ventilating Magazine, June 1929 and January 1925).

Warner, Wilshire Blvd



Under the rear of the main floor: the air washer/supply fan. Originally there was no air conditioning at the Wiltern -- just evaporative cooling provided by passing the air from the main supply fan at left through a mist of cold water provided by a bank of nozzles. Chillers were added during the 1985 restoration and the water nozzle array was replaced by cooling coils.

Warner, Wilshire Blvd



(Original air washer for evaporative cooling)

Warner, Wilshire Blvd



Main exhaust fan

Warner, Wilshire Blvd



Upstairs fan room

Warner, Wilshire Blvd

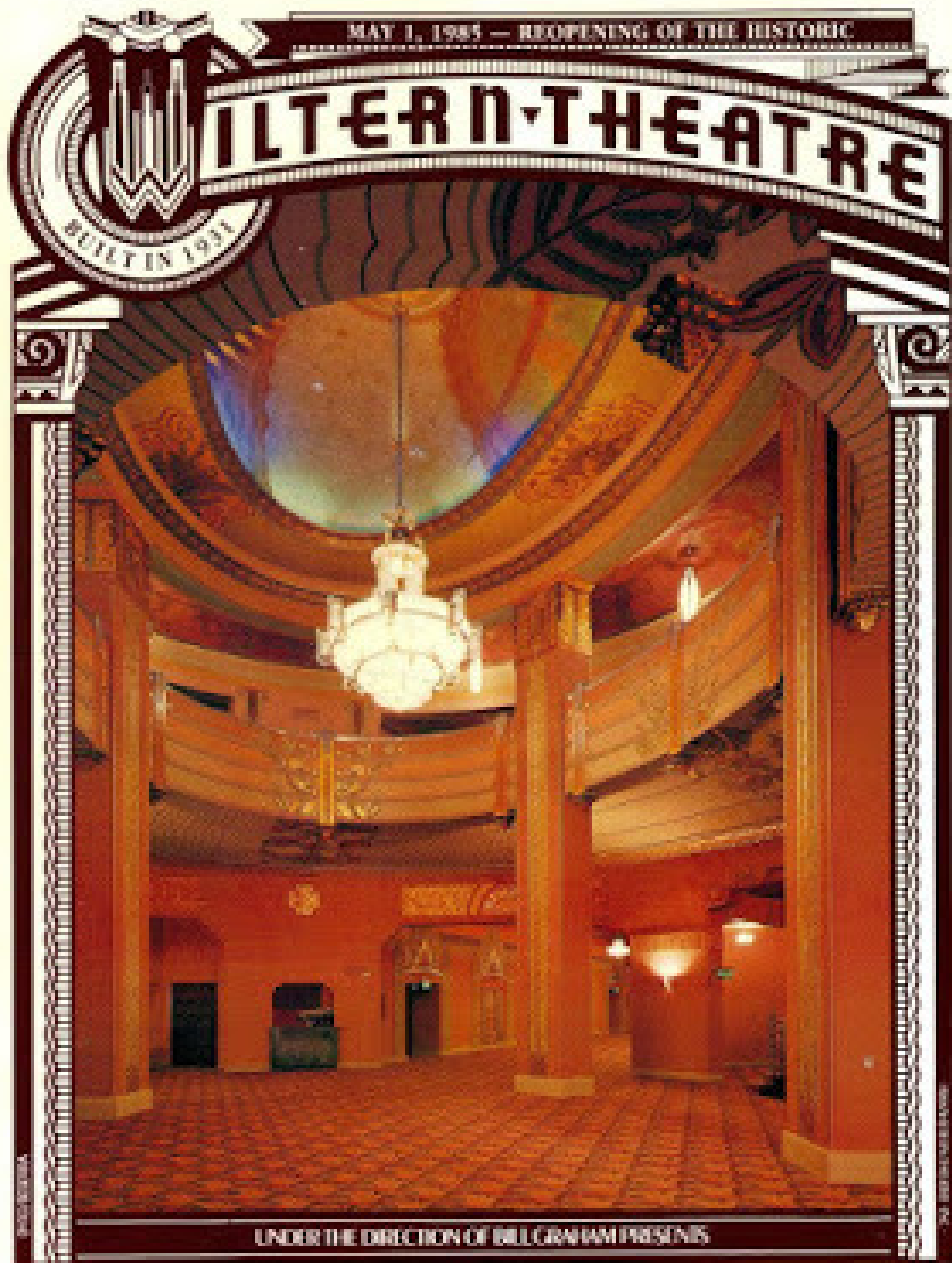


Basement stage right: the dimmer room. We're underneath the nook offstage right where the dimmerboard used to be. This room, the clapper room, held a bank of relays to switch various stage and house lighting circuits. In the center are two switchboard sections for stage power distribution

Warner, Wilshire Blvd



Projection booth



LOS ANGELES' NEWEST PERFORMING ARTS CENTER