



# **W A R N E R M O V I E T H E A T R E S**

**EAST COAST USA**

**1924-1934**

**PART THREE**

**BUILDING SERVICES  
ENGINEERING**

**CIBSE HERITAGE GROUP**

# **WARNER THEATRES**

**EAST COAST USA**

## **PART THREE**

**Seating capacity after name**

**1924 Warner, New York, 1322**

**1929 Warner, Atlantic City, 4189**

**1929 Beacon, New York, 3154**

**1930 Hollywood, New York, 1603**

**1930 Warner, West Chester, PA, 1626**

**1934 Stanley, Philadelphia, 4717**

**1934 Stanley, Baltimore, 4000**

Note that theatres may change their names and/or the number of seats or be renovated or change use

Photographs are from [cinematreaures.org](http://cinematreaures.org) or as otherwise noted

All photographs, drawings and advertisements of refrigeration and air conditioning equipment are from CIBSE Heritage Group Archives



# **WARNER NEW YORK**

**OPENED 1924**

**SEATING CAPACITY 1322**

**OPERATOR Warner Bros.**

**ARCHITECT Orlando & Schloss**

**STATUS Closed**

**Air Conditioning Wittenmeier Machine Company  
Refrigeration Carbon Dioxide (CO<sub>2</sub>) equipment**



## Warner, New York



**Warner Brothers present...**

(The Movie magazine, Issue 1, Orbis Publishing, London 1979)

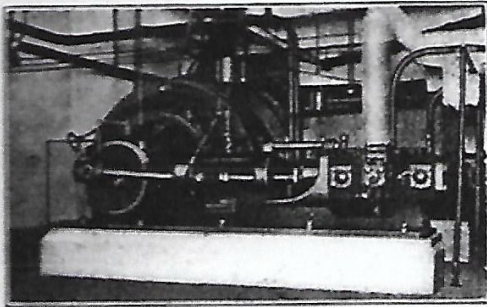
At the 1927 opening of "Don Juan" (the first Vitaphone part-talking movie) the canopy over Warner's New York Theatre is strung with icicles and carries the slogan "Refrigerated Washed- Air"



# Warner, New York

## Ventilation

Complete Air Conditioning Installations  
Cooling—Refrigerating—Washing



*Wittenmeier Horizontal Compressor CO<sub>2</sub>*

### *A Few Representative Installations*

CAPITOL THEATRE, New York, N. Y.  
WARNER BROS. THEATRE, New York, N. Y.  
KEITH'S FORDHAM, New York, N. Y.  
LOEW'S NEW ROCHELLE, New Rochelle, N. Y.  
FOX ACADEMY OF MUSIC, New York, N. Y.  
UNITED ARTISTS THEATRE, Los Angeles, Calif.  
METROPOLITAN THEATRE, Boston, Mass.  
PYTHIAN TEMPLE, New York, N. Y.  
ELKS CLUB, Union Hill, N. J.  
MASONIC TEMPLE, Kansas City, Mo.  
ILLINOIS ATHLETIC CLUB, Chicago, Ill.  
UNION LEAGUE CLUB, Chicago, Ill.  
N. Y. COUNTY COURT HOUSE, New York, N. Y.  
FEDERAL RESERVE BANK, Chicago, Ill.  
U. S. NAVAL HOSPITALS, San Diego, Calif.  
CONCOURSE PLAZA APTS., New York, N. Y.  
RALEIGH APTS., New York, N. Y.  
WEYLIN HOTEL, New York, N. Y.  
MONTAUK POINT HOTEL, Montauk Point, N. Y.  
RITZ-CARLTON HOTEL, Boston, Mass.  
NEW BEDFORD HOTEL, New Bedford, Mass.  
AMBASSADOR HOTEL, Chicago, Ill.  
WINDERMERE HOTEL, Chicago, Ill.  
AUGUSTINIAN FATHERS, Staten Island, N. Y.  
BOARD OF EDUCATION, Chicago, Ill.  
N. Y. TELEPHONE COMPANY, New York, N. Y.  
NATIONAL CITY BANK, New York, N. Y.  
WRIGLEY BUILDING, Chicago, Ill.  
TRIBUNE BUILDING, Chicago, Ill.  
KINGS COUNTY HOSPITAL, Brooklyn, N. Y.  
CITY OF NEW YORK NURSES' HOME, Welfare Island, N. Y.  
NORTH COMMUNITY HOSPITAL, Glen Cove, N. Y.  
MICHIGAN CHILDREN'S HOSPITAL, Detroit, Mich.  
ILLINOIS CENTRAL R. R. HOSPITAL, Paducah, Ky.  
NORTHERN PACIFIC HOSPITAL, St. Paul, Minn.  
LUCKEY PLATT DEPT. STORE, Poughkeepsie, N. Y.  
HORNE DEPT. STORE, Pittsburgh, Pa.  
CURTISS CANDY CO., Chicago, Ill.  
ALBERT PICK & CO., Chicago, Ill.  
TRIANON BALLROOM, Chicago, Ill.

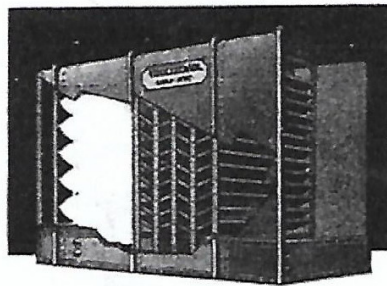
WHEREVER comfort and efficiency require cooled or refrigerated air, Wittenmeier-Vitolyzed-Air equipment delivers it.

In hundreds of theatres, hotels, clubs, restaurants, apartment houses, schools, hospitals, and industrial plants our installations give perfect service.

Simple in design, construction and in operation, once installed they become almost automatic, requiring a minimum of time on the part of mechanic or engineer.

No matter what problem of cooling or refrigeration presents itself to you, we have sometime, somewhere faced and solved a problem similar in its main essentials—and installed the necessary apparatus.

Our experience is at your service. Full information supplied gladly upon request.



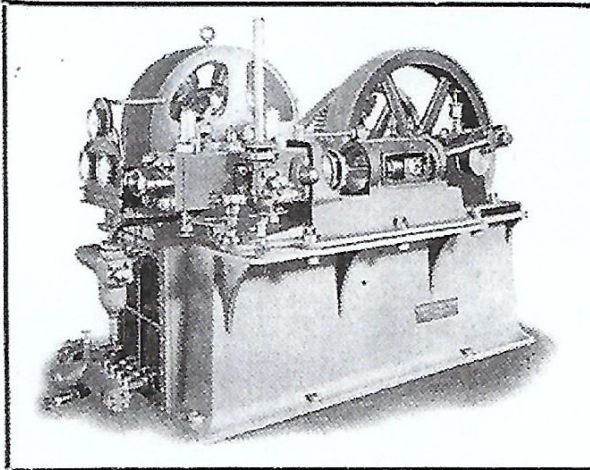
*Air washer and eliminator as installed by Wittenmeier-Vitolyzed-Air*

*One Contract---One Responsibility*

# WITTENMEIER-VITOLYZED-AIR

1926 BROADWAY—NEW YORK CITY





## The Carbonic Anhydride System of Refrigeration

GIVES THE BEST ECONOMY AND EFFICIENCY WITH SAFETY IN OPERATION

**No Odor**    **No Explosions**

OUR MARINE AND LAND TYPE MACHINES OPERATING IN HUNDREDS OF PLANTS GIVE BEST RESULTS EVER OBTAINED. \* \* \*

**KROESCHELL BROS. ICE MACHINE CO.**  
29-39 Erie Street                      CHICAGO, ILL.

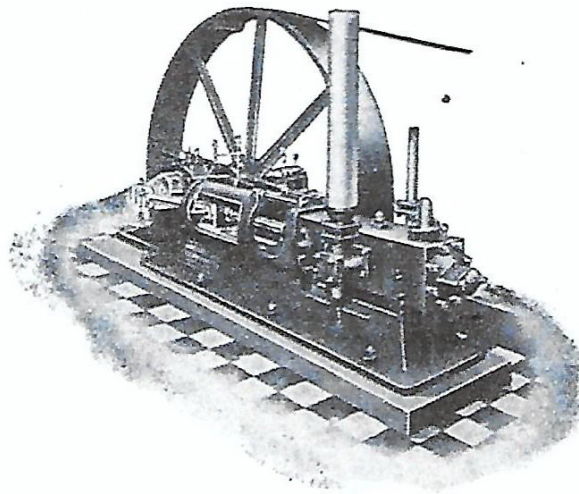
Write for Catalog

1904

# KROESCHELL

## CARBONIC ANHYDRIDE SYSTEM

SAFE  
—  
ECONOMICAL  
—  
EFFICIENT



FOR  
ICE MAKING  
AND  
REFRIGERATION

Catalog And Information On Request

**KROESCHELL BROS. ICE MACHINE CO.**

MAIN OFFICE AND WORKS  
472 W. ERIE ST., CHICAGO, ILL.

EASTERN OFFICE  
50 CHURCH ST., NEW YORK, N. Y.

1920

Frederick Wittenmeier was Chief Engineer for Kroeschell Bros. before setting up his own Company

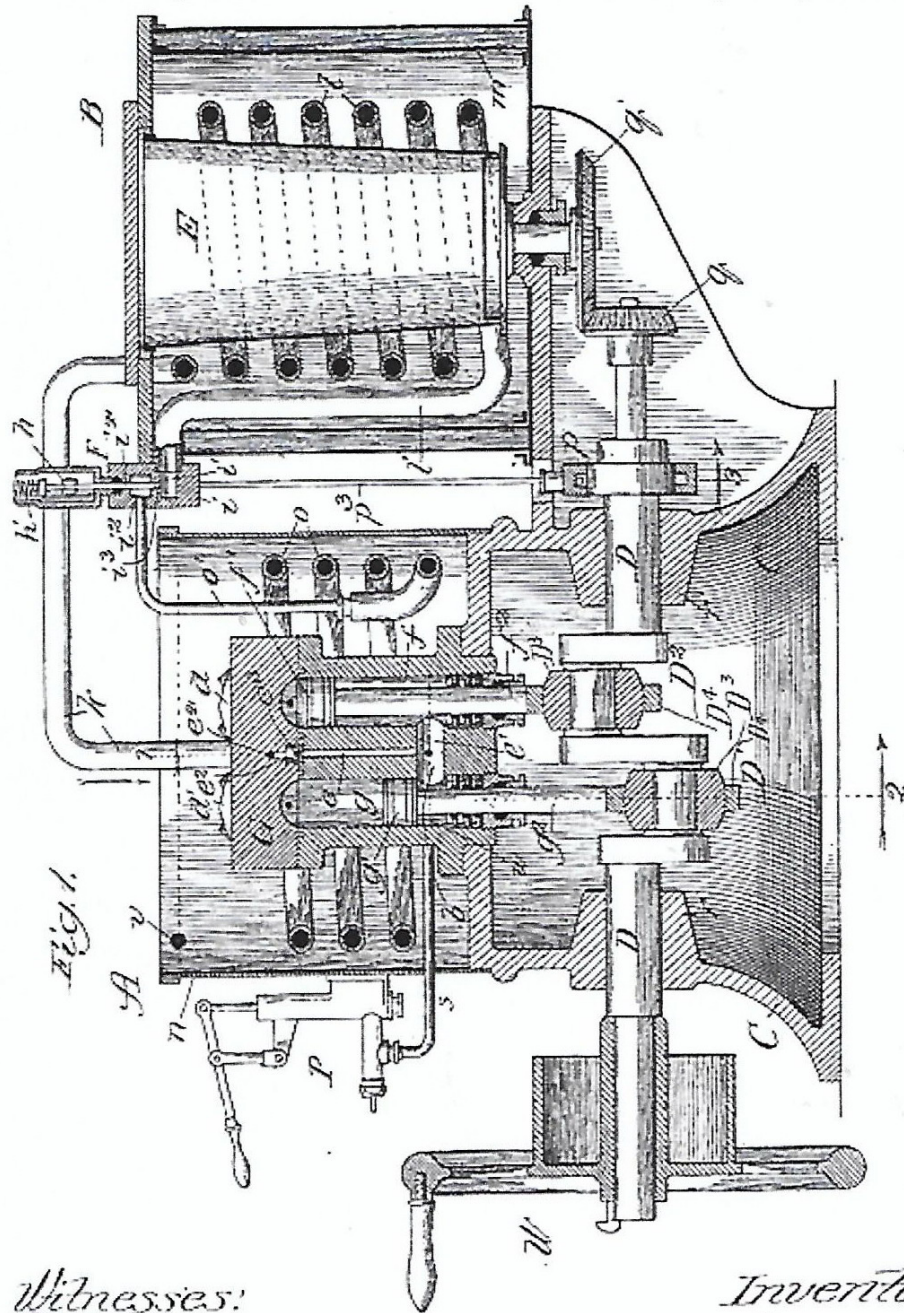
(No Model.)

3 Sheets—Sheet 1

J. SEDLACEK.  
REFRIGERATING MACHINE.

No. 602,199.

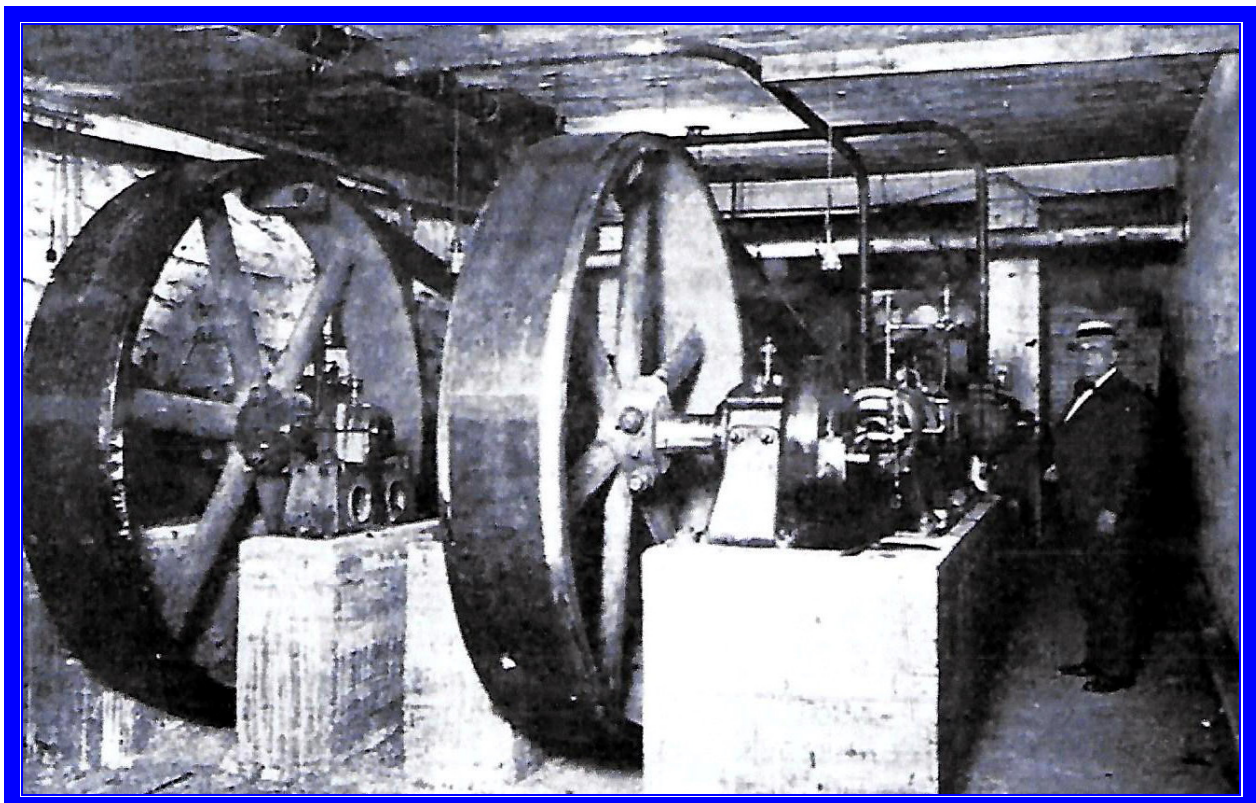
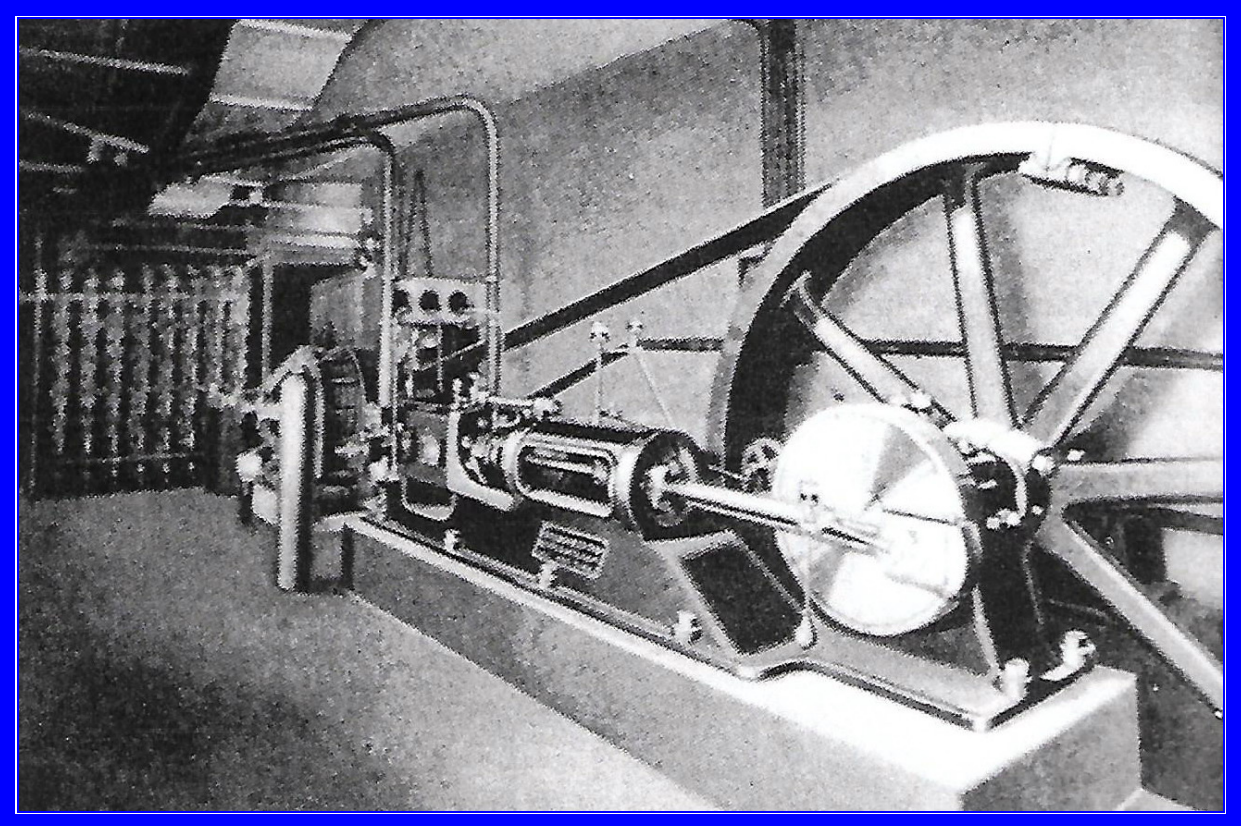
Patented Apr. 12, 1898.



Witnesses:  
*Charles C. Hayward,*  
*John J. ...*

Inventor  
*Julius Sedlacek,*  
*By Dyer & Dyer,*  
*ATTORNEYS*





Examples of Kroeschell/Wittenmeier CO<sub>2</sub> machines used in the air conditioning of movie theatres  
Note the characteristic huge flywheels, part of the compressor drive system



# Warner, New York



# Warner, New York

**WARNERS**

*it's NOW*  
**WARNERS THEATRE**  
*formerly the PICCADILLY*

WARNER BROS. have purchased the Piccadilly Theatre on Broadway near 52nd Street. It is now WARNERS THEATRE, the New York home of Warner Classics of the Screen. The stage and orchestra pit have been enlarged and modernized and every improvement made that could add to the comfort and enjoyment of guests and to the perfect presentation of the finest screen entertainment in the city.

The new WARNERS THEATRE introduces many exceptional features. Charming hostesses will welcome you with a smile—direct you to a seat—do everything possible to make you feel at home.

The new WARNERS orchestra is under the personal direction of HERMAN HELLER of California—the greatest leader in motion picture music in America.

*Opening Today with*  
**"The LIMITED MAIL"**

—Warner Bros. new mile-a-minute melodrama of overpowering realism, with MONTE BLUE.

Come to the new WARNERS THEATRE—enjoy its wonderful entertainment—its enchanting music—its distinctive hospitality and the matchless new Warner Classics of the Screen.

*The Home of*  
**WARNER BROS**  
 Classics of the Screen

**OPENING MUSICAL PROGRAM**  
**HERMAN HELLER**  
 and his Orchestra of Versatile Solos in  
 "Melodies You Know" Copyrighted in U.S.A. by Warner Bros. Inc.

**"THEATRE"**  
 10—MORNING YOUNG, singing duet of "Sweet Home" in  
 the "Love Song" from "Sweet Home"  
 11—ALAN ADAMS, solo voice in "When Love Has Its Calling"  
 12—MONTY MAXWELL and GUY, solo in "Sweet Home" from "The Sign"  
 VIRGINIA BACON, Dancer, "The Sign" in Blue

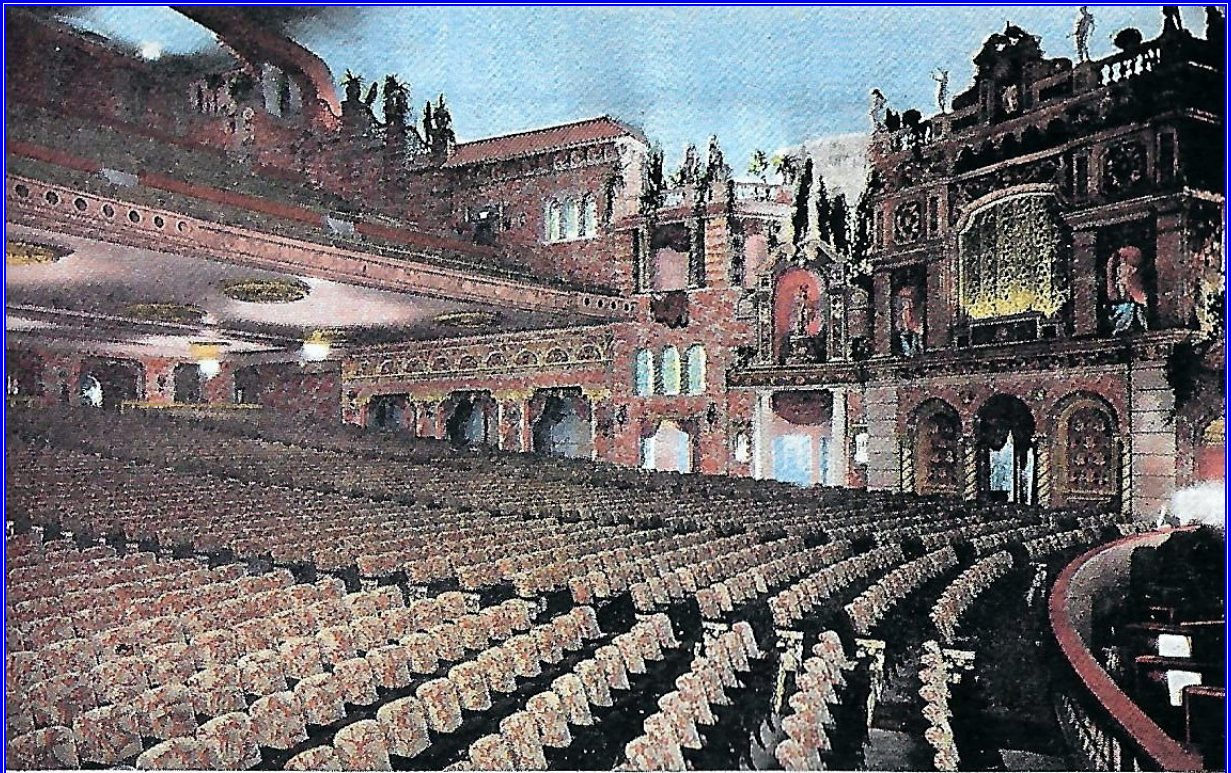
**SAM HERMAN**, Musical Director  
 Music Composed and Arranged by Herman Heller  
 10—"Love in the Sky" by Lullaby — 11—"Sweet Home" by Edgar Allan Poe  
 Musical Director: AL. HELLER



# Warner, New York







AUDITORIUM OF WARNER THEATRE, ATLANTIC CITY, N. J. "WONDER THEATRE OF THE WORLD"

# **WARNER ATLANTIC CITY**

**OPENED 1929**

**SEATING CAPACITY 4189**

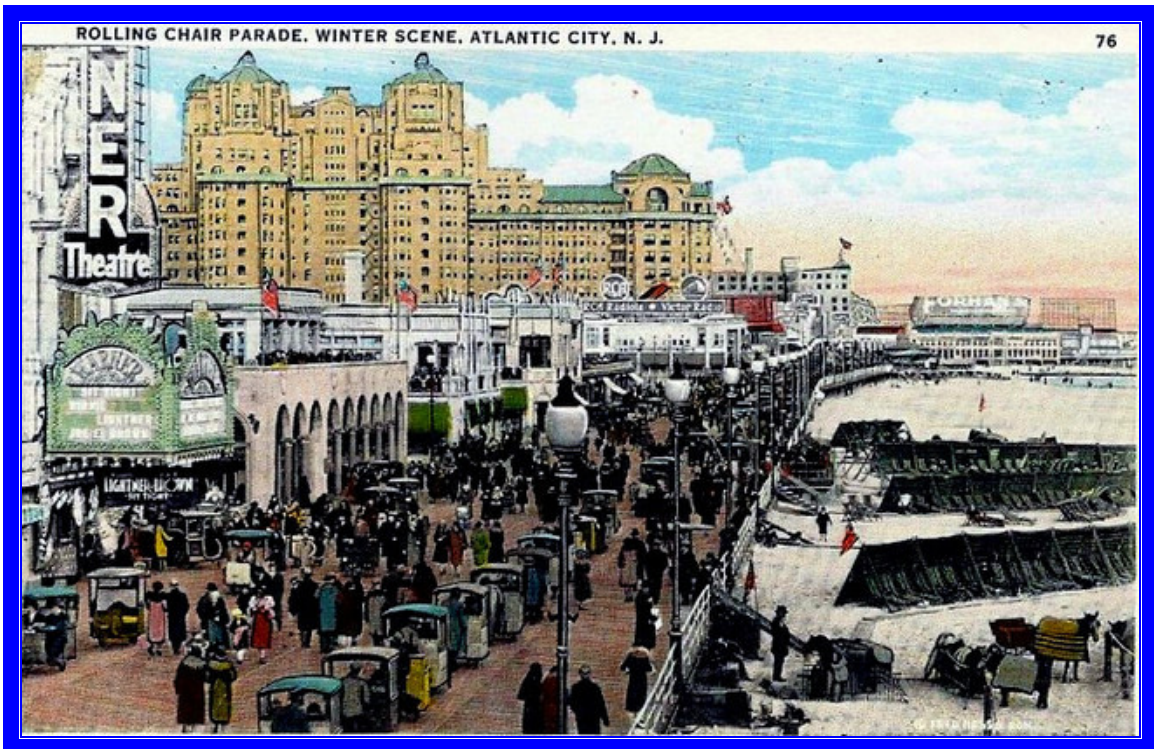
**OPERATOR WARNER Bros.**

**ARCHITECT Hoffman & Henon**

**STATUS Demolished**

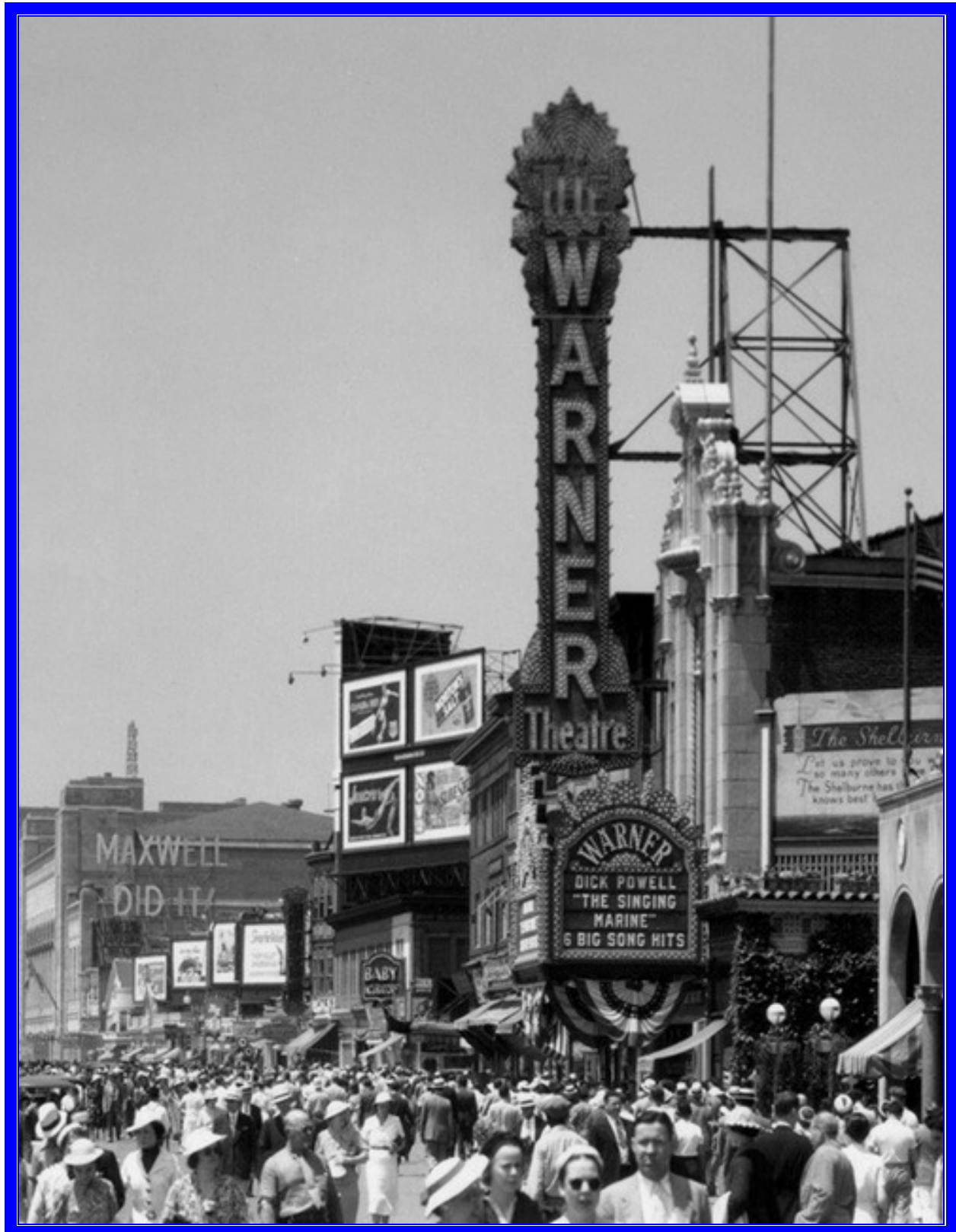


# Warner, Atlantic City

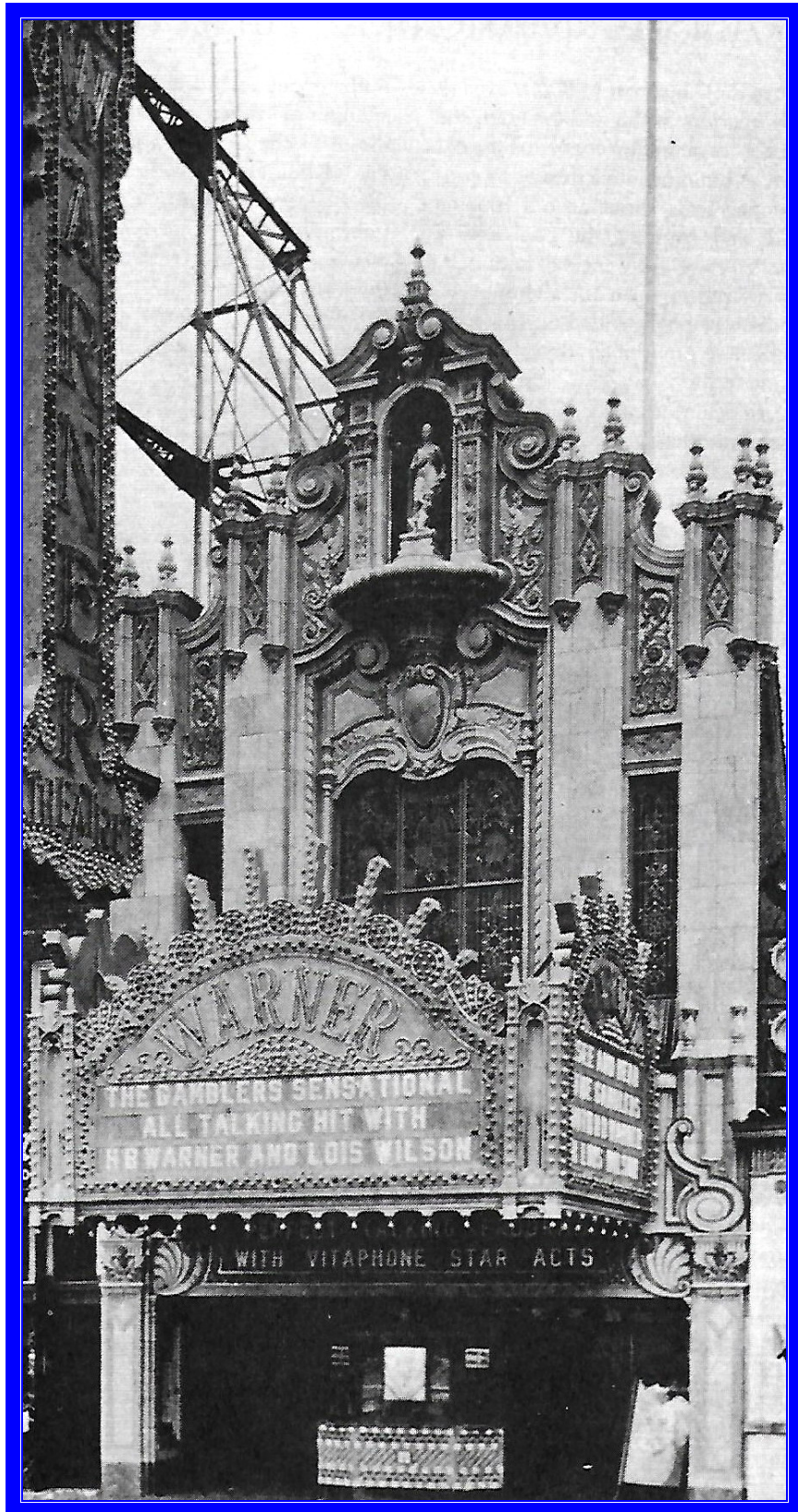




## Warner, Atlantic City



# Warner, Atlantic City





HIT MUSICAL COMEDY PICTURE OF THE YEAR!



CONSTANCE MOORE  
BRAD TAYLOR  
CHARLEY GRAPEWIN  
JERRY COLONNA

ROBERT B. CASTAINE STANLEY ANDREWS  
PAUL WHITEMAN  
LOUIS ARMSTRONG AND HIS ORCHESTRA  
HARBUCK AND BUBBLES AND DOROTHY DANDRIDGE  
BELLE BAKER-JOE FRISCO VAN AND SCHENCK  
(JACK KENNY AND AL SHEAN)  
TOUS VAN AND CHARLES MARSH  
RAY McCAREY-DIRECTOR

# ATLANTIC CITY

A  
REPUBLIC  
PICTURE

Original Story by Arthur Caesar  
Screenplay by Doris Gilbert, Frank Gill, Jr. George Carleton Brown



© 1935 Republic Pictures Corp.





## **BEACON NEW YORK**

**OPENED 1929**

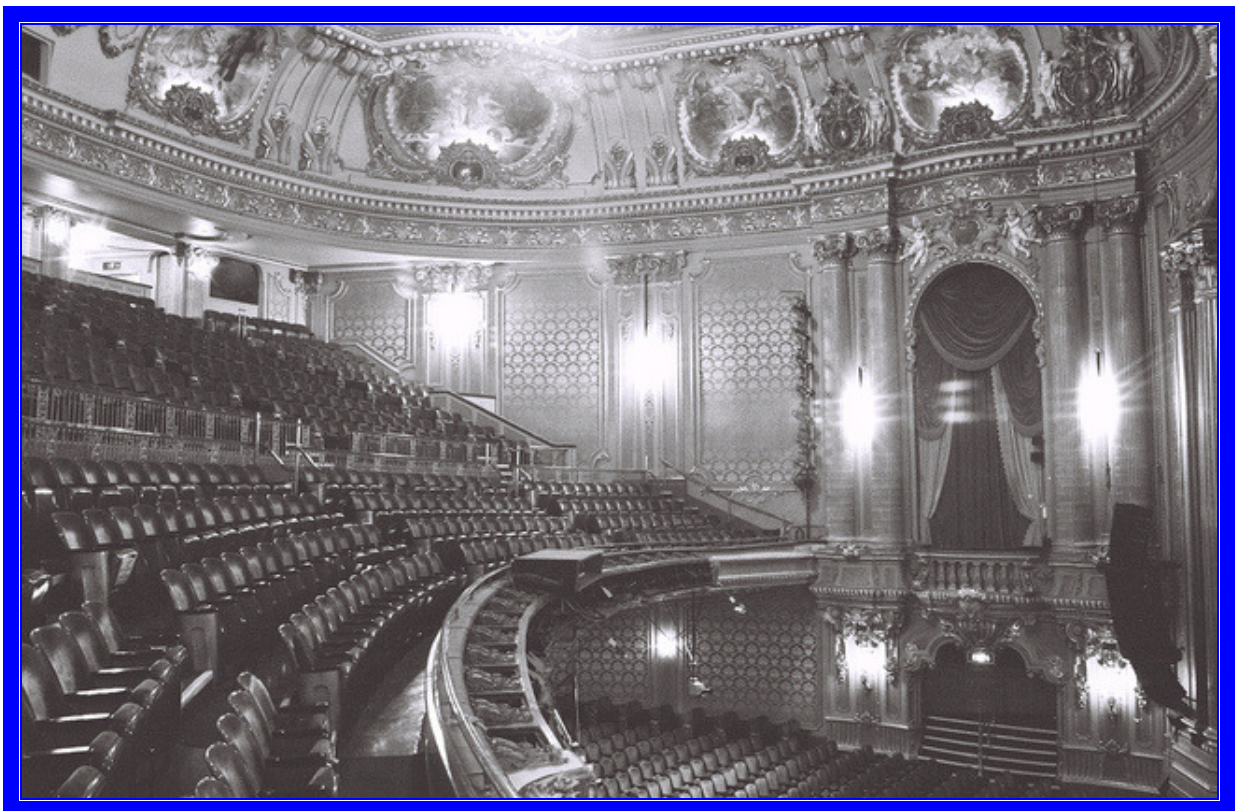
**SEATING CAPACITY 3154**

**OPERATOR Warner Bros.**

**ARCHITECT Thomas W Lamb**

**STATUS Open**

**THIS THEATRE IS FEATURED IN PART FOUR**



# **HOLLYWOOD NEW YORK**

**OPENED 1930**

**SEATING CAPACITY 1603**

**OPERATOR Warner Bros.**

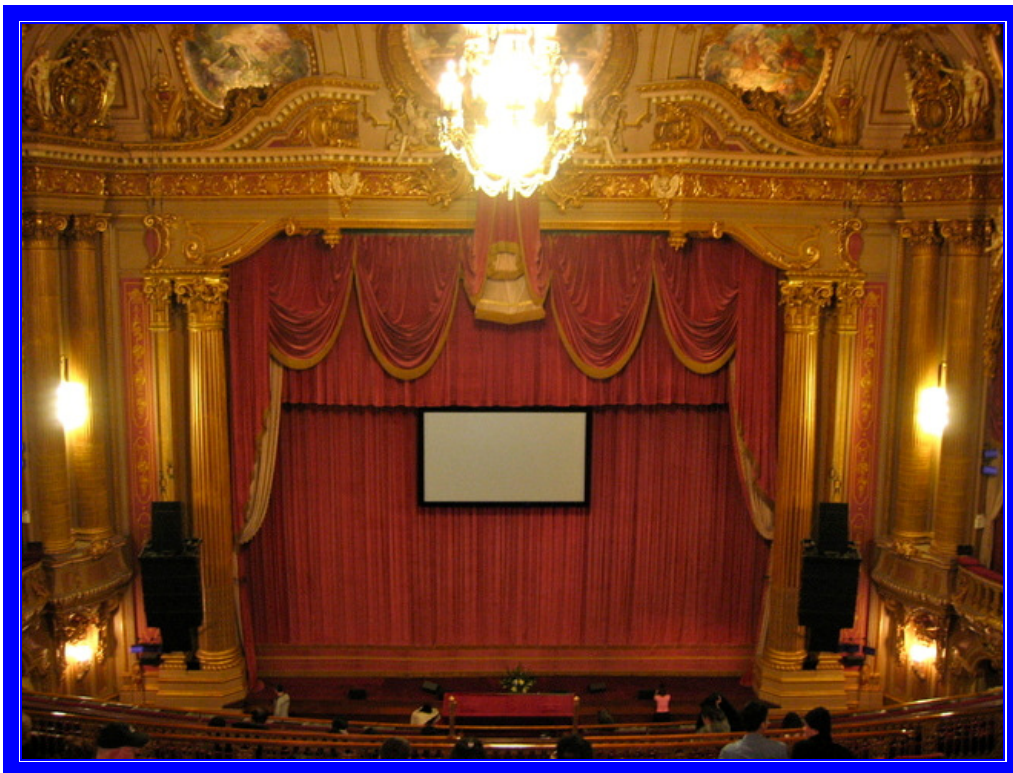
**ARCHITECT Walter W Ahlschlager**

**STATUS Open**

**LIGHTING**

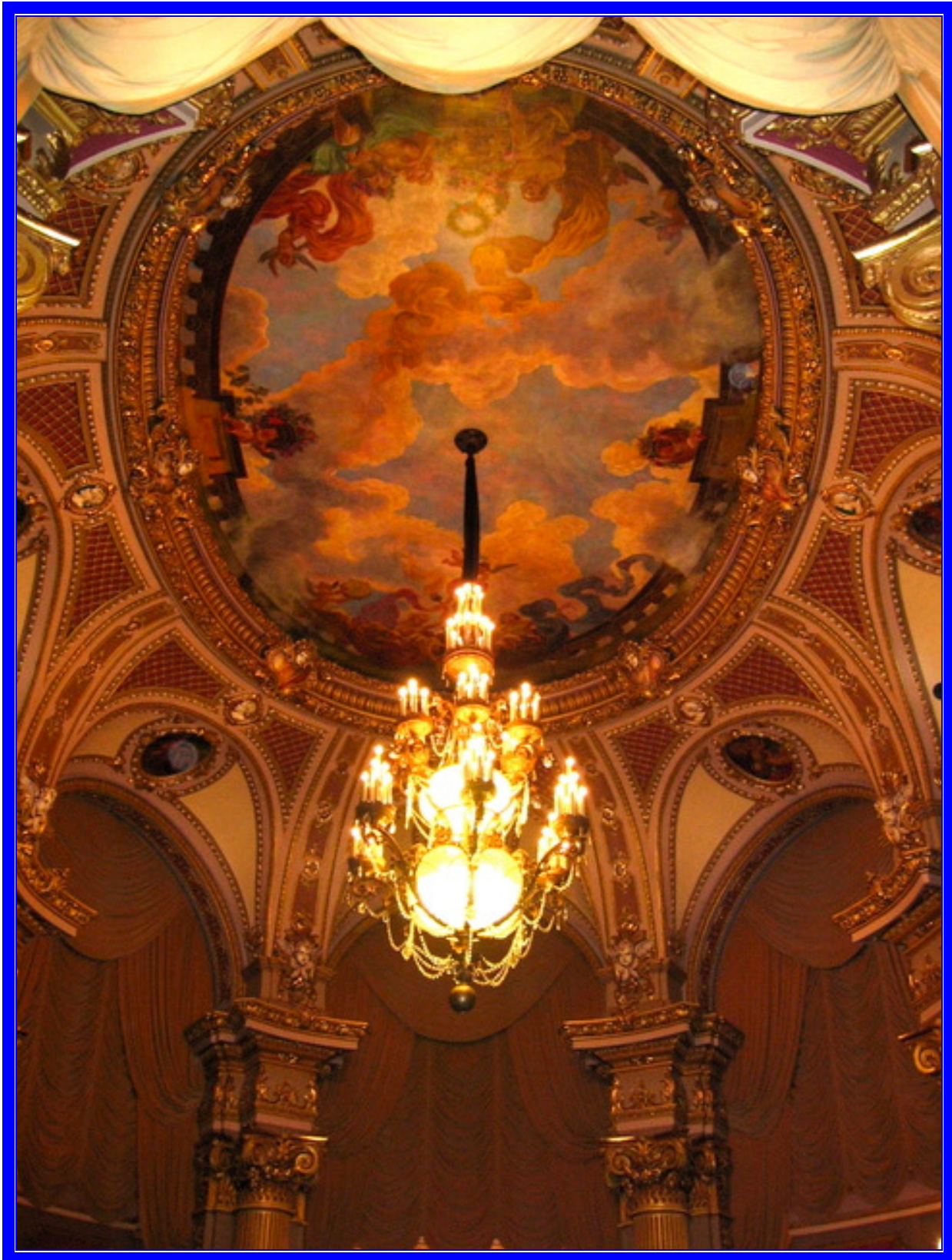


# Hollywood, New York



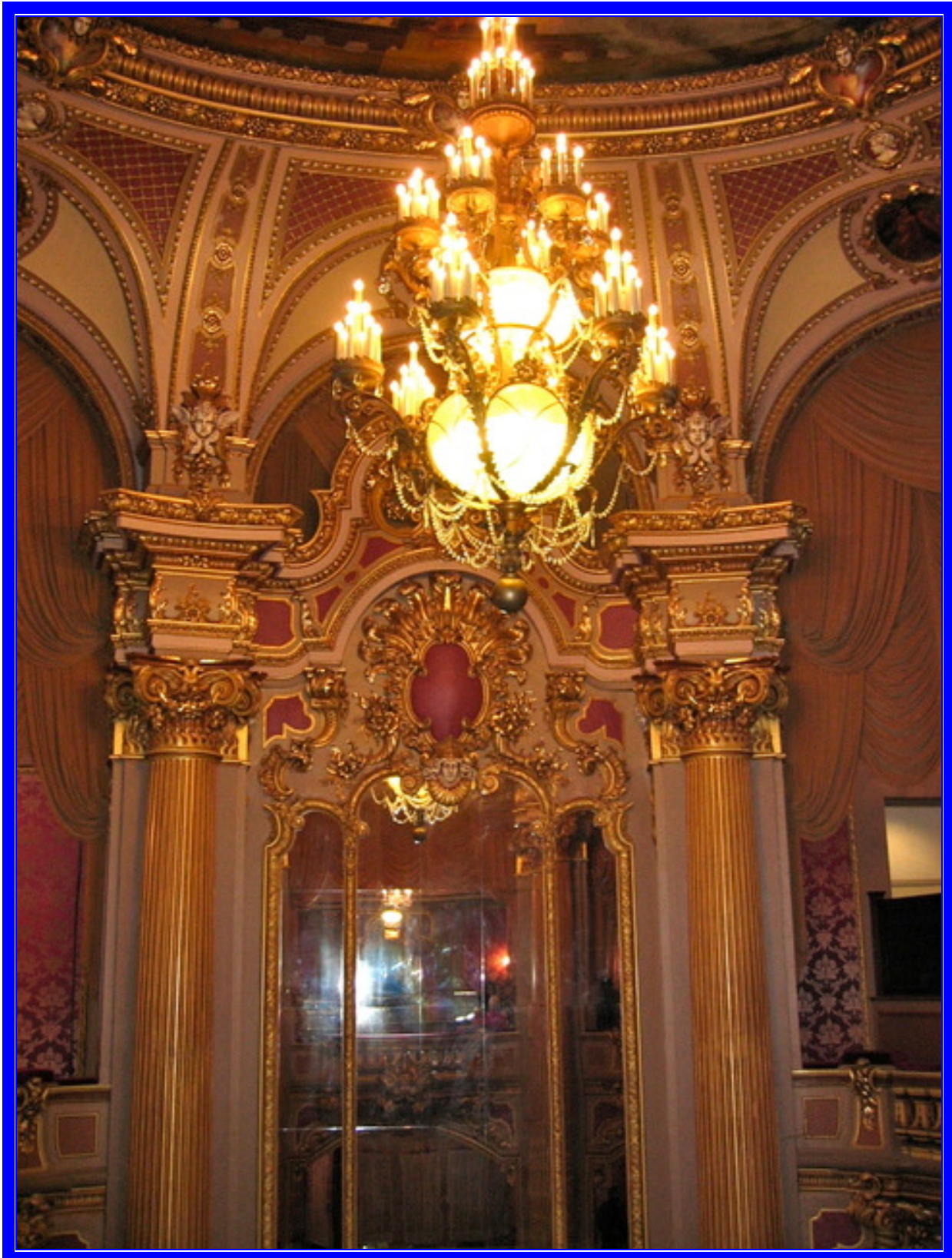


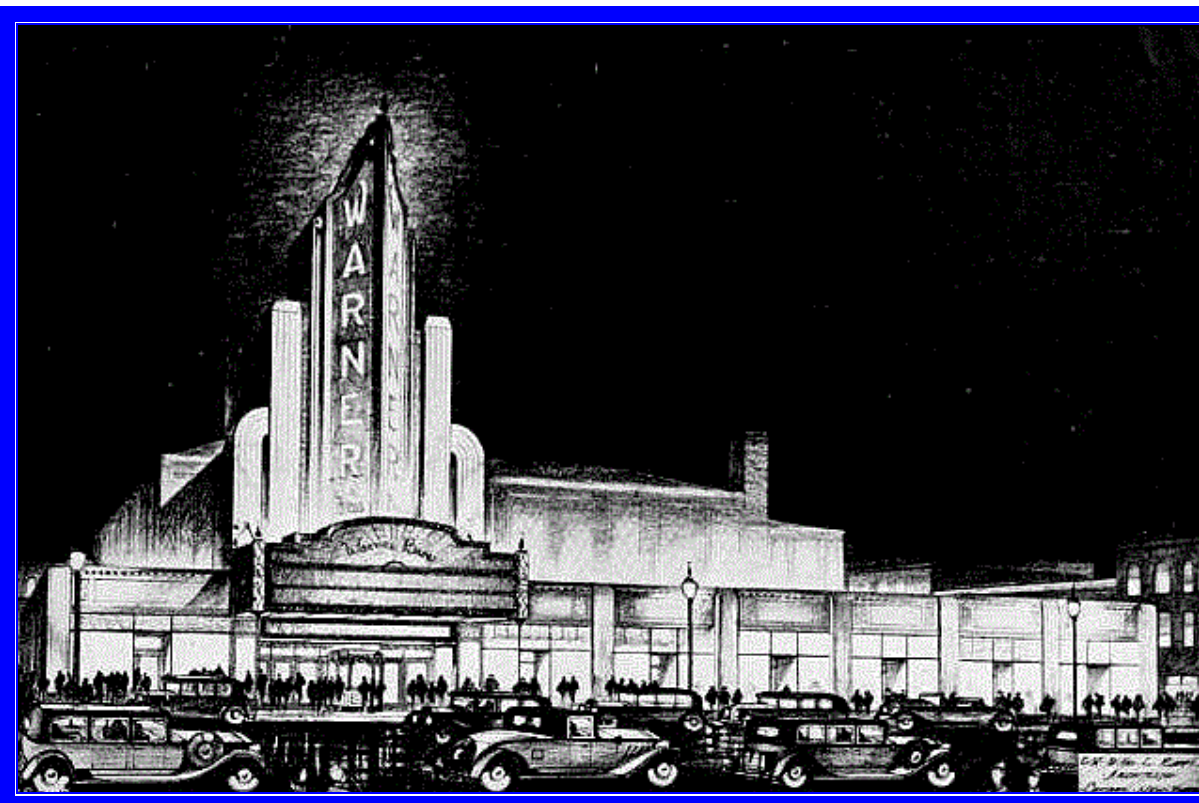
# Hollywood, New York





# Hollywood, New York





# **WARNER WEST CHESTER**

**OPENED** 1930

**SEATING CAPACITY** 1626

**OPERATOR** Warner Bros.

**ARCHITECT** Rapp & Rapp

**STATUS** Demolished



## Warner, West Chester

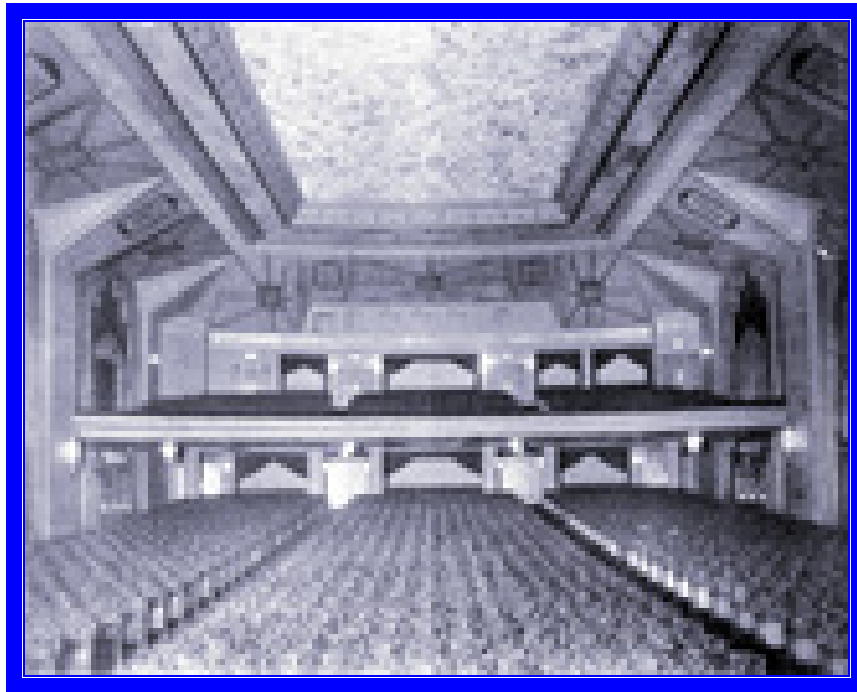


## Warner, West Chester





## Warner, West Chester



## Warner, West Chester





# Warner, West Chester


Special Promotional Section  
MAIN LINE TODAY

# West Chester


VISITORS GUIDE 2013

# HOTEL WARNER

ROCKSTONE HOTEL



West Chester  
DowntownWestChester.com



## A LANDMARK IS REBORN

FROM WARNER THEATRE TO HOTEL WARNER

ALSO

ON THE EDGE OF BATTLE, WEST CHESTER AND THE CIVIL WAR  
A NEW EXHIBIT AT CHESTER COUNTY HISTORICAL SOCIETY

SHOPPING • DINING • EVENTS • LODGING  
DIRECTORY AND MAPS

complimentary copy

# MASTBAUM and STANLEY-WARNER

**Jules E. Mastbaum**



<b>Born</b>	Jules Ephraim Mastbaum July 7, 1872 <a href="#">Philadelphia, Pennsylvania</a>
<b>Died</b>	December 8, 1926 (age 54)
<b>Nationality</b>	American
<b>Education</b>	B.A. <a href="#">University of Pennsylvania</a>
<b>Occupation</b>	Movie theater owner
<b>Spouse(s)</b>	<a href="#">Etta Wedell Mastbaum</a>
<b>Children</b>	<a href="#">Peggy Solomon</a>
<b>Parent(s)</b>	Fannie Ephraim Mastbaum Levi Mastbaum

Mastbaum was born to a [Jewish](#) family in Philadelphia in 1872, the son of Fannie (née Ephraim) and Levi Mastbaum.<sup>[1]</sup> He had one brother, Stanley V. Mastbaum; and two sisters who both married sons of [Adam Gimbel](#), the founder of [Gimbels](#) department store, Minnie Mastbaum Gimbel (married to Ellis A. Gimbel Sr.); and Julia Mastbaum Gimbel (married to Louis Stanley Gimbel).<sup>[2][3]</sup> He attended public schools and the [Central Manual School](#), earning a scholarship to the [University of Pennsylvania](#) where he graduated with a degree in Finance.<sup>[1]</sup> After school, he took a job as a clerk at the [Gimbels](#) department store in [Danville, Illinois](#) after which he was transferred to their [Milwaukee](#) store and then to their [Philadelphia](#) store where he became Gimbel's European representative earning \$7,500 per annum, then Gimbel's highest salary.<sup>[1]</sup>

Mastbaum began investing in real estate by purchasing Felix Isman's portfolio with his brother Stanley and Alfred W. Fleisher as partners forming the firm *Mastbaum Brothers and Fleisher*.<sup>[1]</sup> He opened the first nickelodeon in Philadelphia at an empty storefront at 8th and Market and he then went on to purchase the Regent Theatre in 1911.<sup>[1]</sup> He successively began to purchase more theatres with his company Motion Picture Company of America which he changed to Central Market Street Company and then Stanley Company of America in honor of his brother who died in 1918.<sup>[1]</sup> In 1918, the company operated thirty-four theatres; in May 1926, an \$80,000,000 merger added two hundred and twenty-five theatres to his chain and the Stanley Company of America became the largest theatre chain in the world.<sup>[1]</sup>

After his death in 1926, his wife assumed control of Stanley Company of America.<sup>[4]</sup>

(Wikipedia)



# MASTBAUM and STANLEY-WARNER

Located at the northwest corner of N. 20th Street and Market Street. The Mastbaum Theatre was the largest and most lavish movie palace ever in Philadelphia. With 4,717 seats, it was the 8th largest, and one of the grandest in the United States. Its grandeur impressed Hollywood studios, and helped put Philadelphia on the national movie map for releases. It was also a 'White Elephant', closed more often than it was open. It was too huge and expensive to operate, and a bit too far away from the subway.

Jules Mastbaum, president of the Stanley Company, planned the Jules Theatre, but he died. Warner Bros. took over the Stanley Company and with Philadelphia theatre architects Hoffman-Henon Co., built the Mastbaum Memorial Theatre in his memory.

Costing five and a half million dollars to build, the Mastbaum Theatre's interior was incredibly lavish, with marble, murals, gold leaf, leaded glass, tapestries, statues, paintings, and Czechoslovakian and other crystal chandeliers. A Carriage Lobby led to the Grand Lobby, which had a Fountain Lobby. There was a Grand Foyer, a main lounge downstairs, and elevators to all 8 levels. The auditorium had three balconies, a 4-manual Wurlitzer organ which was opened by organist Stuart Barrie, and both the largest chandelier and the largest fire curtain in Philadelphia. A detailed description by Irvin R. Glazer appeared in Marquee Vol 7, No 1(1975) of the Theatre Historical Society, republished in Vol 37, No 2(2005).

The Stanley Theatre was one of the major motion picture palaces of Philadelphia. This was the second theatre named after Stanley Mastbaum, the late president of the Stanley Co. (which later became Stanley Warner). The original Stanley Theatre's name was changed to Stanton Theatre (and later Milgram Theatre). The Stanley Theatre opened January 28, 1921 with Cecil B. DeMille's "Forbidden Fruit" starring Agnes Ayres. Designed by architectural firm Hoffman-Hennon Co., the lobby was 72 feet by 26 feet, lined with rose Travertine marble and had a polychrome vaulted ceiling. The auditorium was in an Adam style design in shades of old rose and ivory. The Stanley Theatre opened with 3,000 seats, but with reseating gradually brought it down to 2,916. The original screen was only twelve feet by sixteen feet. There was a 3 manual, 21 rank Kimball organ.

Jules Mastbaum, who succeeded his brother as president of the Stanley Company, made this theatre into a leading centre for operas and movies. Silent pictures were accompanied by a 55 piece symphony orchestra, the city's best after the Philadelphia Orchestra (which itself performed once in 1923). The orchestra also played concerts. The stage shows were the city's best, with stars of stage, screen and radio.



# STANLEY PHILADELPHIA

**OPENED** 1934

**SEATING CAPACITY** 4717

**OPERATOR** Stanley-Warner

**ARCHITECT** Hoffman & Henon

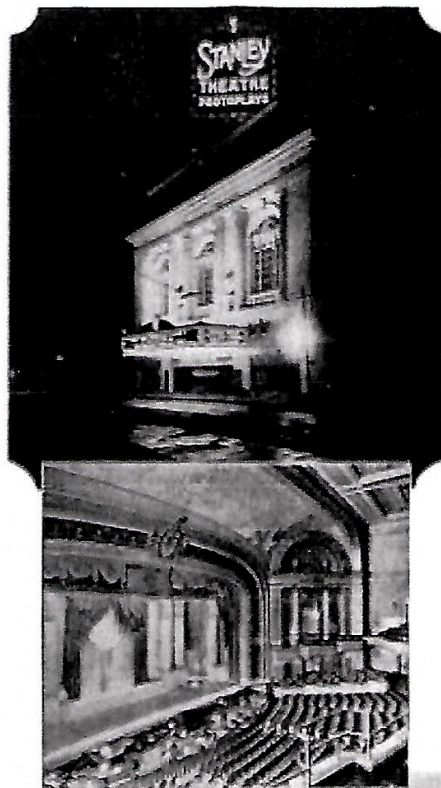
**STATUS** Demolished

**Air Conditioning** York Ice Machinery Corporation  
**Refrigeration** Carbon Dioxide (CO<sub>2</sub>) equipment



# Stanley, Philadelphia

## Giving Even Greater Assurance of Success to These Fine Theatres



### YORK AIR COOLING And CONDITIONING EQUIPMENT

Every builder of fine theatres today knows that air cooling and air conditioning equipment is an absolute essential. Theatres so equipped certainly make a stronger bid for patronage. In the final analysis no air cooling and air conditioning system is a matter of good business.

No greater evidence is to be had of the confidence leading theatre operators place in York equipment and engineering services than that gained from the York installations featured in this advertisement.

York mechanical refrigeration is foremost the world over in every phase of commerce and industry where controlled cold is required.

York engineers have brought to the theatre field their knowledge and experience which has made York equipment for play houses successful and advantageous from every operating standpoint.



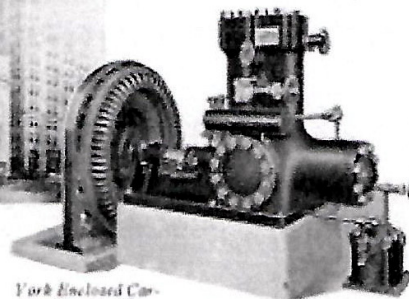
*Above, Stanley Theatre, Philadelphia, Hoffman-Hansen Company, Architects. A York air cooling and air conditioning equipment installation.*

*At top, The Stanley Theatre, Baltimore, designed by Hoffman-Hansen Company. Another York air cooling and air conditioning equipment installation.*

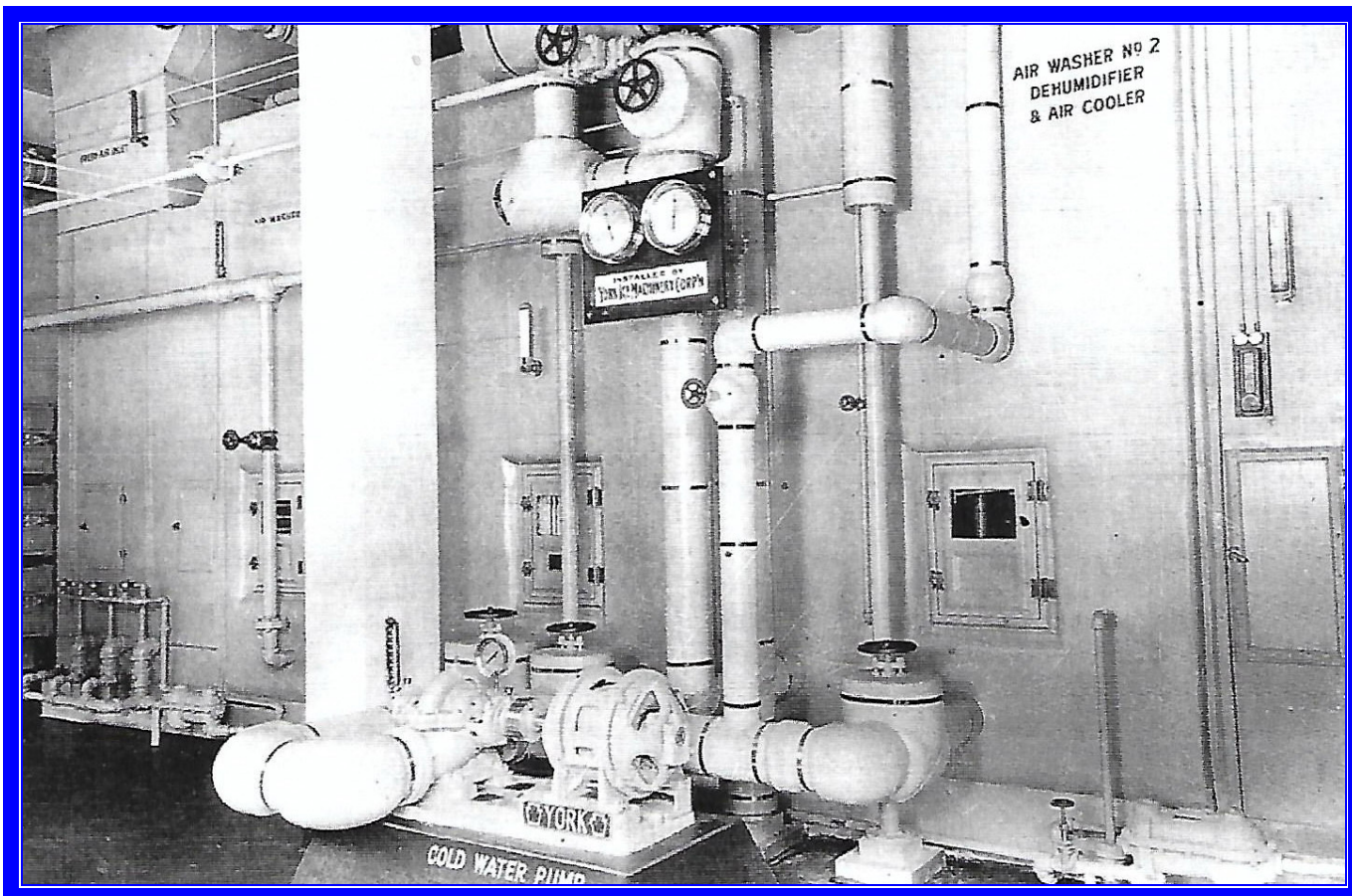
**York Refrigerating Equipment for Every Commercial and Industrial Purpose.**



*The Stanley, Pittsburgh, built by Hoffman-Hansen Company for the Stanley-Dauer-Clark Corporation. Complete York air cooling and air conditioning equipment installed.*



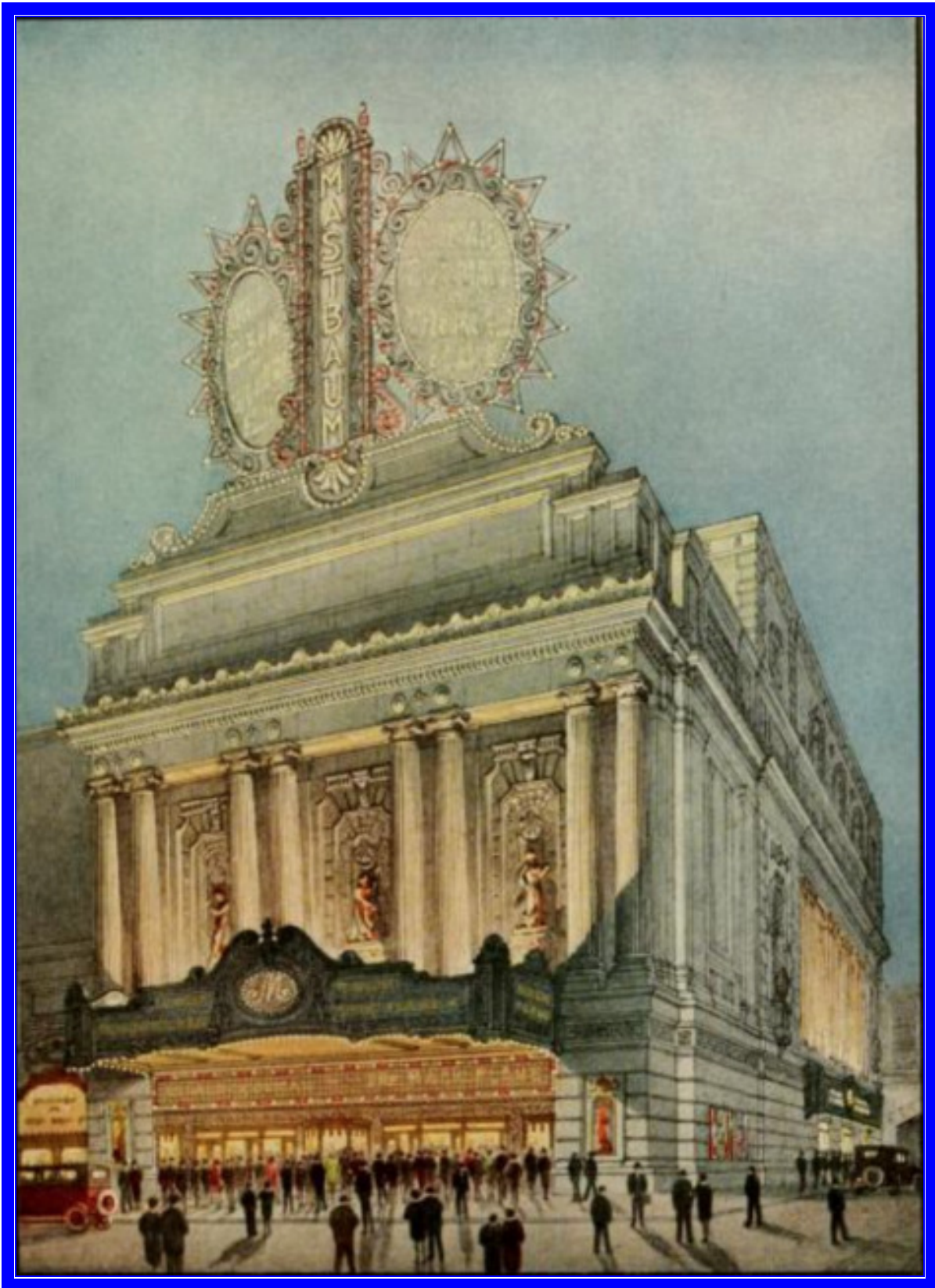
*York Enclosed Carbon Dioxide Compressor with synchronous motor mounted direct on the compressor shaft.*



Typical York air conditioning plant of about 1932  
Showing spray-type air washer and associated chilled water piping and pumps  
(The Legend of York International)



# Stanley, Philadelphia



Design drawing for the Mastbaum

# Stanley, Philadelphia

*Stanley Company of America Theatres*  
DIRECTION WARNER BROTHERS

Today... Tomorrow!... and then...  
Unimaginable Wonders



Wonders beyond conception. Brought to you by the genius of man. A miracle in this age of Marvels.

Six-level stage. Disappearing orchestra pit. Finest theatre organ in the world. Lavish appointments. Costing over \$5,000,000.00. Seats for 5000 patrons. Elevators to the balcony. Vanity room for ladies.

Day after tomorrow. The Mastbaum welcomes you. Dazzling entertainment! Delightful gaiety! Beautiful girls. Famous stars. Tantalizing music. Super-film features.

C'MON PHILADELPHIA

**MASTBAUM**  
"SHOWPLACE of the WORLD"  
TWENTIETH & MARKET STREETS

GALA OPENING... THURSDAY, FEBRUARY 28th



# Stanley, Philadelphia

All Philadelphia Awaits the Opening

## MASTBAUM

"SHOWPLACE of the World"

TWENTIETH & MARKET STS.

ON Thursday, February 28th, the most magnificent theatre in America throws open its welcoming doors to an enchanted public. Such lavish splendor! Such architectural beauty! Such luxury of appointment!

Get ready for this big event. The opening of the magnificent Mastbaum marks the beginning of a new era in theatre entertainment.

C'mon Philadelphia  
GRAND OPENING  
Thursday, Feb. 28th



# Stanley, Philadelphia





## Stanley, Philadelphia



# Stanley, Philadelphia





# Stanley, Philadelphia





# Stanley, Philadelphia







# **STANLEY BALTIMORE**

**OPENED 1934**

**SEATING CAPACITY 4000**

**OPERATOR Stanley-Warner**

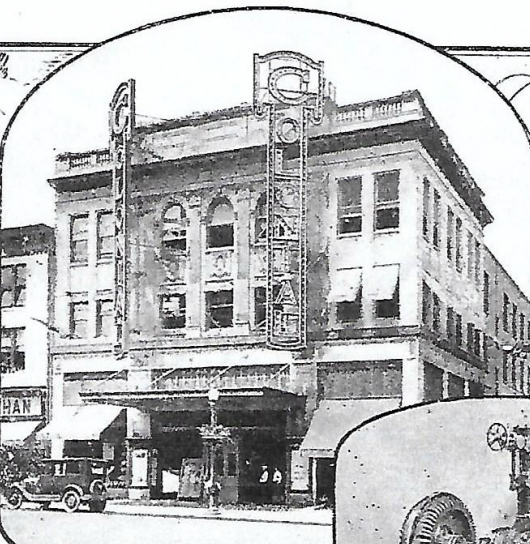
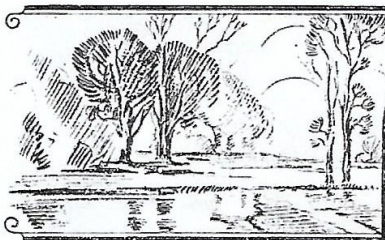
**ARCHITECT Hoffman & Henon**

**STATUS Demolished**

**Air Conditioning York Ice Machinery Corporation  
Refrigeration Carbon Dioxide (CO<sub>2</sub>) equipment**

# Stanley, Baltimore

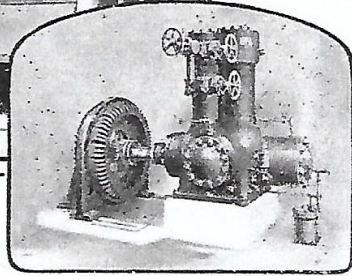
## Conditioned Air ~ as Clean and Pure as a Meadow Breeze



### 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.
Canoe	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 .....

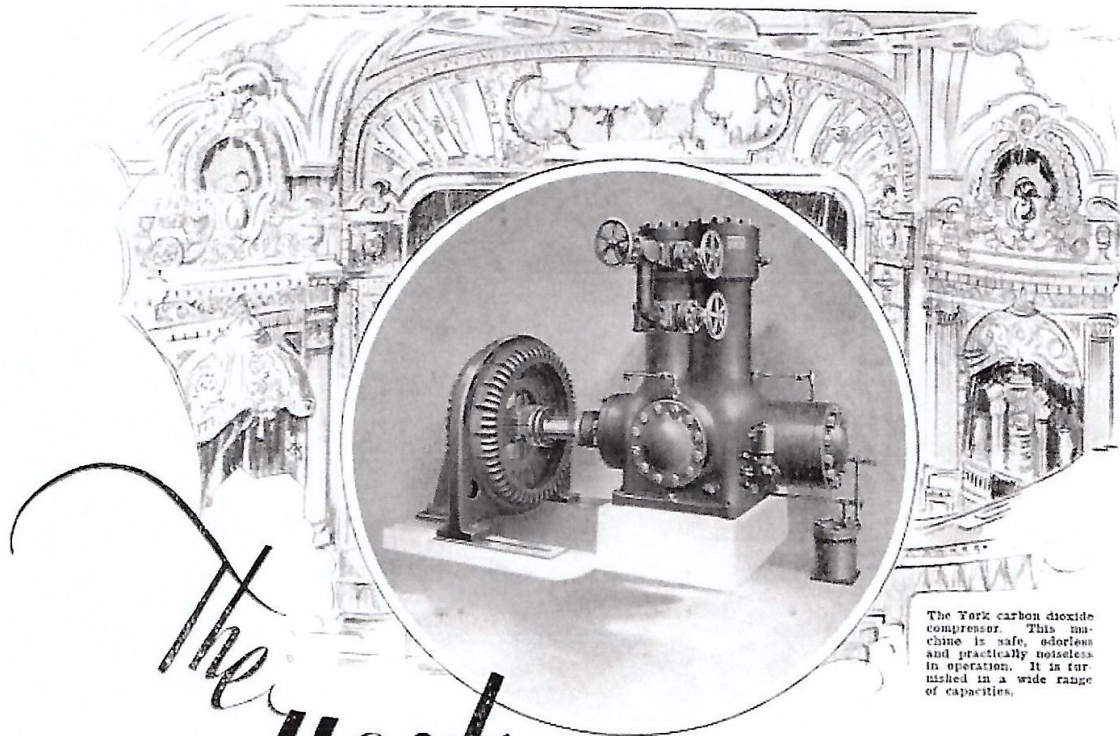




# Stanley, Baltimore

716

Motion Picture News



The York carbon dioxide compressor. This machine is safe, odorless and practically noiseless in operation. It is furnished in a wide range of capacities.

## The York Reputation! is founded on years and facts!

For nearly fifty years, the York organization has specialized in the design, manufacture and installation of refrigerating equipment for every commercial and industrial purpose.

York systems have been, and are being adopted by leaders of the various industries having use for scientifically regulated refrigeration.

A reputation founded on years and facts has been established.

The theatre operator today realizes the vital importance of air conditioning as applied to motion picture houses. Theatres so equipped certainly make a stronger bid for patronage. In the final analysis an air conditioning system is a matter of good business.

York equipped houses are numerous—the list is growing—they are profitable houses.

Let the world's largest organization of refrigerating engineers figure on your requirements.

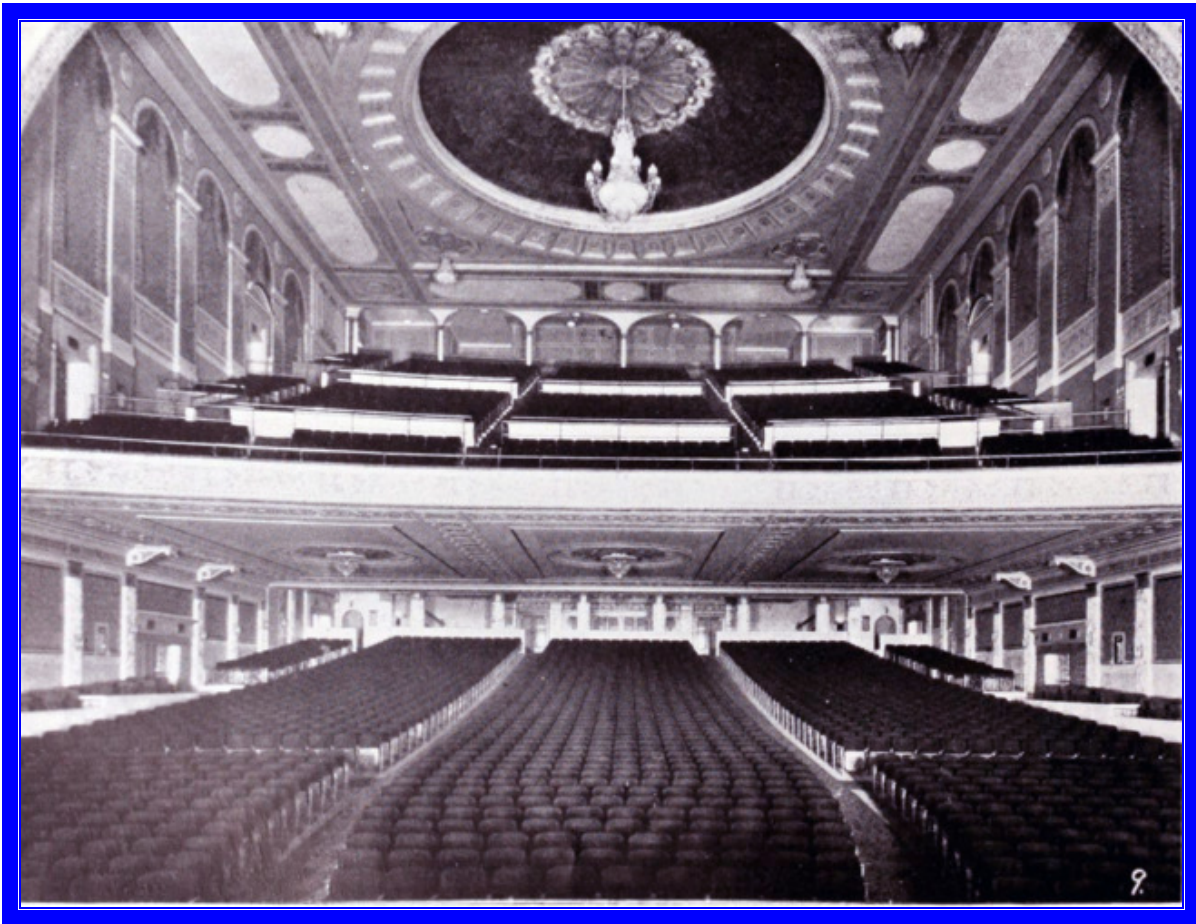


# Stanley, Baltimore





# Stanley, Baltimore



# Stanley, Baltimore



The start of demolition



## Stanley, Baltimore



Demolished