

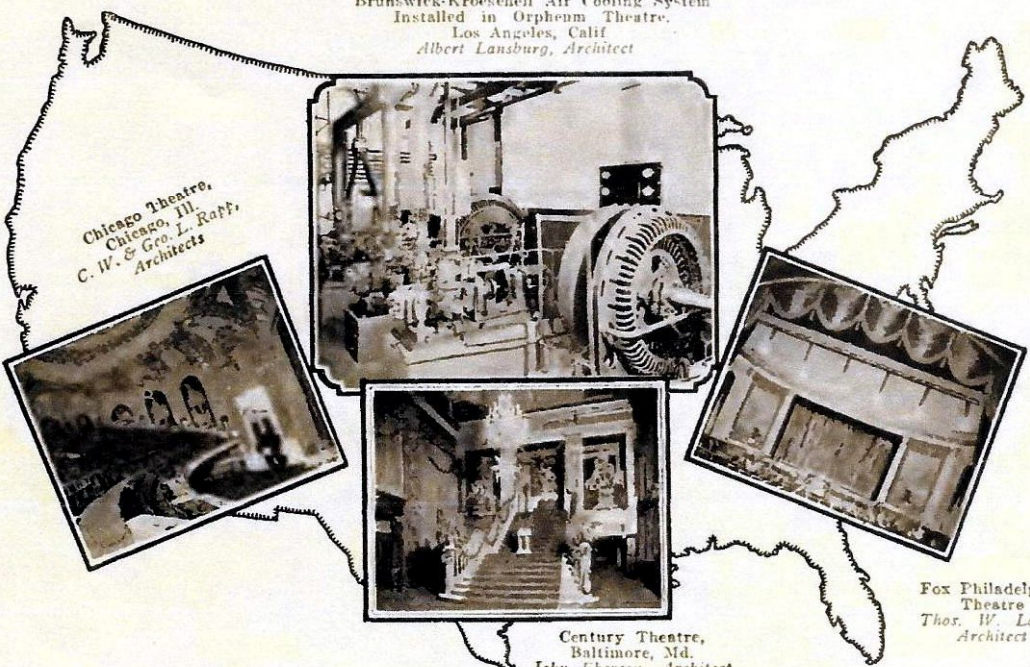
**Air Conditioning American Movie Theatres
1917-1932**

Brunswick-Kroeschell Company

Across the Continent with Prominent Theatres
COMFORT COOLED
The **BRUNSWICK-KROESCHELL WAY**

Brunswick-Kroeschell Air Cooling System
Installed in Orpheum Theatre,
Los Angeles, Calif.
Albert Lansburg, Architect

Chicago Theatre,
Chicago, Ill.
*C. W. & Geo. L. Rapp,
Architects*



Century Theatre,
Baltimore, Md.
John Ebersson, Architect

Fox Philadelphia
Theatre
*Thos. W. Lamb,
Architect*

KROESCHELL BROS ICE MACHINE COMPANY

Theatres are listed in alphabetical order by name



The Kroeschell Brothers Company was established in Chicago in 1879. In 1896, Frederick Wittenmeier joined Kroeschell Bros who, at the time, were in the boiler manufacturing and steam-fitting business. .

It was in Chicago that carbon dioxide refrigeration was developed by Wittenmeier and the Kroeschell Bros using patents purchased from the Hungarian Julius Sedlacek. Wittenmeier experimented with CO₂ ice machines and this developed into a successful business leading to the formation of the Kroeschell Bros Ice Machinery Company in 1897 with Wittenmeier as Chief Engineer. In 1917 he set up in business as the Wittenmeier Machine Company

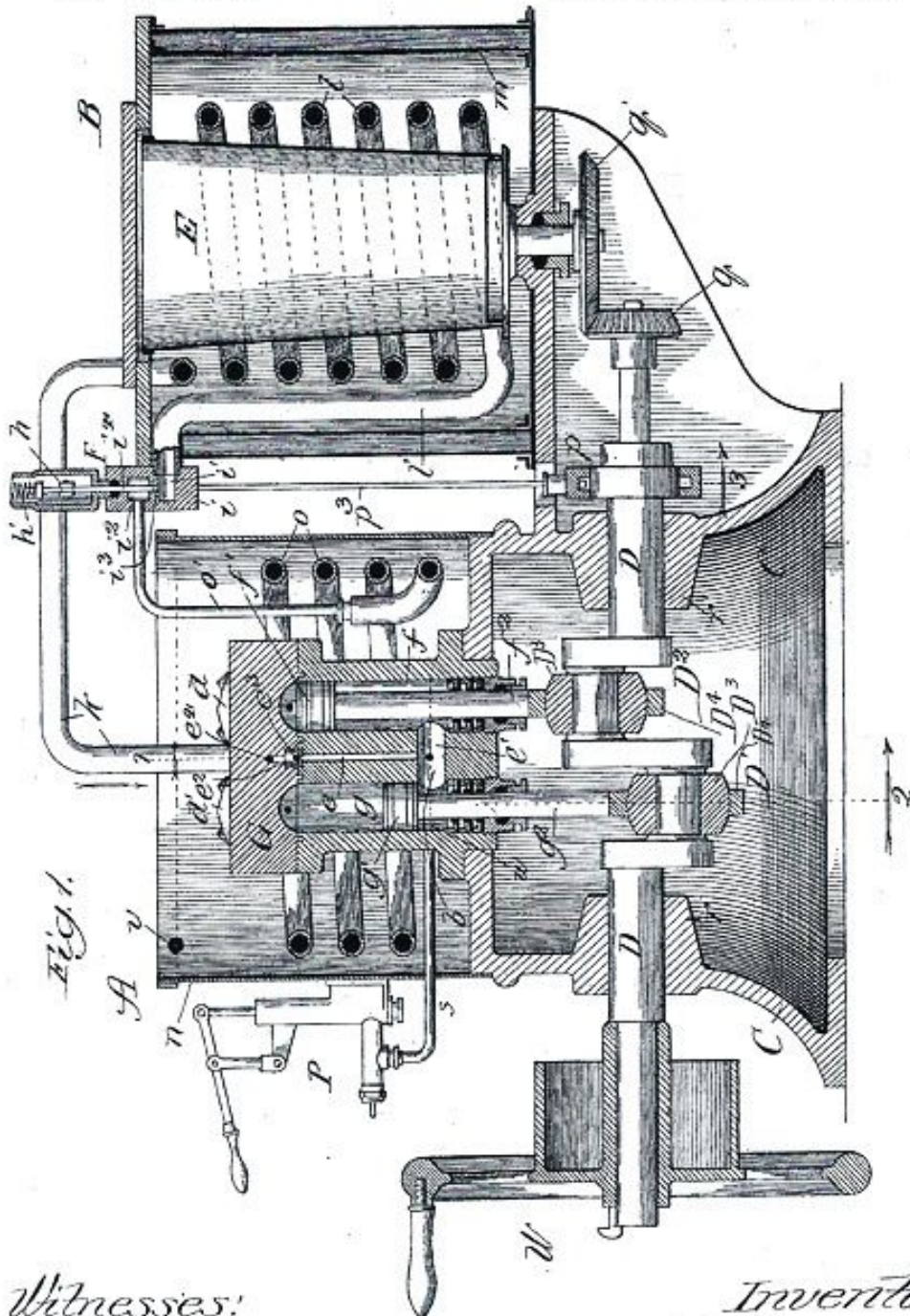
(No Model.)

3 Sheets—Sheet 1

J. SEDLACEK.
REFRIGERATING MACHINE.

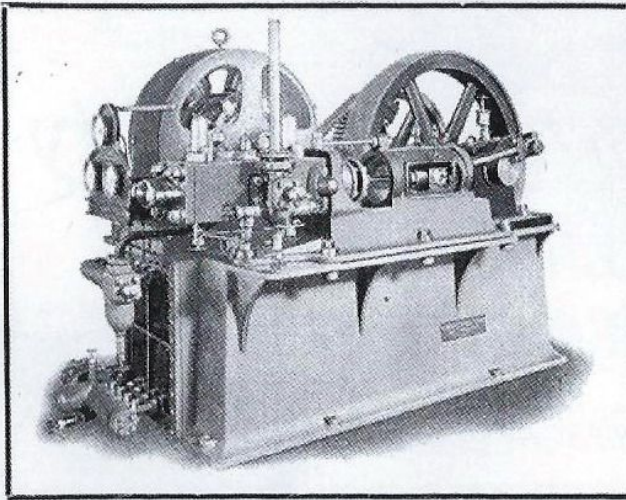
No. 602,199.

Patented Apr. 12, 1898.



Witnesses:
C. S. Gaylord,
L. J. Allen

Inventor
Julius Sedlacek,
By Dyrnforth & Dyrnforth,
ATTYS.



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.

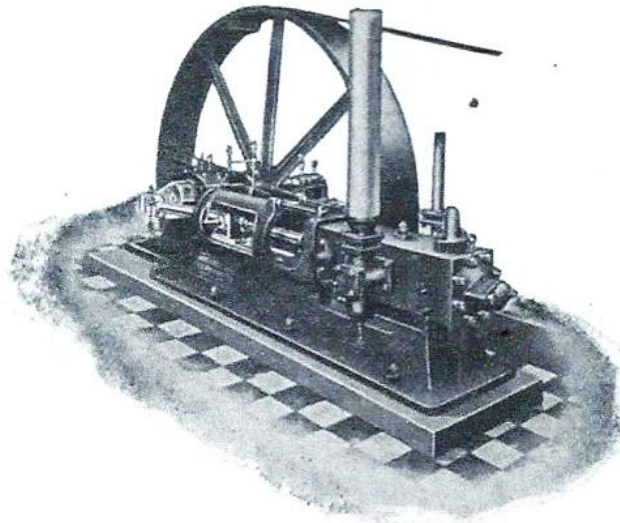
Write for Catalog

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

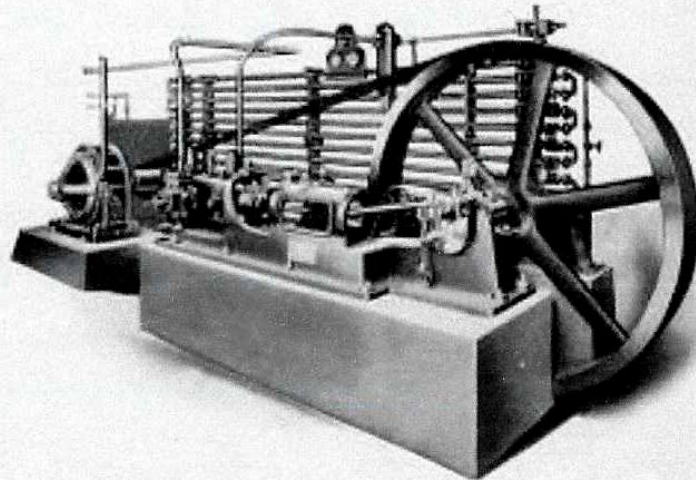
EASTERN OFFICE
30 CHURCH ST., NEW YORK, N. Y.

1920

KROESCHELL BROS. Ice Machine Company

When selecting a refrigerating and ice making plant, the most important features to be sought are *safety, economy and efficiency.*

The Kroeschell Carbonic Anhydride System has all of these properties. The refrigerant, Carbonic Anhydride, is *absolutely safe*, there being no explosive and dangerous gases as is the case with other systems.



Kroeschell Refrigerating Plant

Reasons why you should use the Kroeschell Carbonic Anhydride Refrigerating Plant:

It is more compact and requires less space than any other.

It is simple in construction and easy to operate.

It is economical in the use of power and water.

It is highly efficient.

Its safety in operation places it above all other refrigerating machines.

CARBONIC ANHYDRIDE is harmless and odorless.

It is non-combustible and cannot cause explosions.

It is a fire extinguisher.

It is neutral toward all materials and food products.

Its cost is about one-fourth that of ammonia

J. A. DRUMMOND

California Representative

245 MISSION ST.

SAN FRANCISCO

BRUNSWICK-KROESCHELL THEATRE COOLING



"BRUNSWICK-KROESCHELL
COOLED"

Diversey Theatre, Chicago, Ill.
W. Scott Armstrong, Architect

Uptown Theatre, Chicago, Ill.
C. W. & Geo. L. Rapp, Architects

SOME PROMINENT "BRUNSWICK-KROESCHELL COOLED THEATRES"

UPTOWN THEATRE	Chicago, Ill.	STATE THEATRE	Chicago, Ill.
CHICAGO THEATRE	Chicago, Ill.	KARZAS THEATRE	Chicago, Ill.
STATE LAKE THEATRE	Chicago, Ill.	ORIENTAL THEATRE	Chicago, Ill.
ROOSEVELT THEATRE	Chicago, Ill.	STATE THEATRE	Detroit, Mich.
MCVICKERS THEATRE	Chicago, Ill.	LOEW'S THEATRE	St. Louis, Mo.
WOODS THEATRE	Chicago, Ill.	FOX THEATRE	Philadelphia, Pa.
PANTHEON THEATRE	Chicago, Ill.	SHEA'S THEATRE	Buffalo, N.Y.
DIVERSEY THEATRE	Chicago, Ill.	ORPHEUM THEATRE	Los Angeles, Cal.
TOWER THEATRE	Chicago, Ill.	SCOLLAY SQUARE THEATRE	Boston, Mass.

You KNOW that your theatre will be cool
during the hottest weather when you install
BRUNSWICK-KROESCHELL equipment.

BRUNSWICK-KROESCHELL COMPANY

4221 DIVERSEY AVE.
CHICAGO, ILLINOIS

203 FULTON ST.
NEW YORK CITY

700 JERSEY AVE.
NEW BRUNSWICK, N. J.

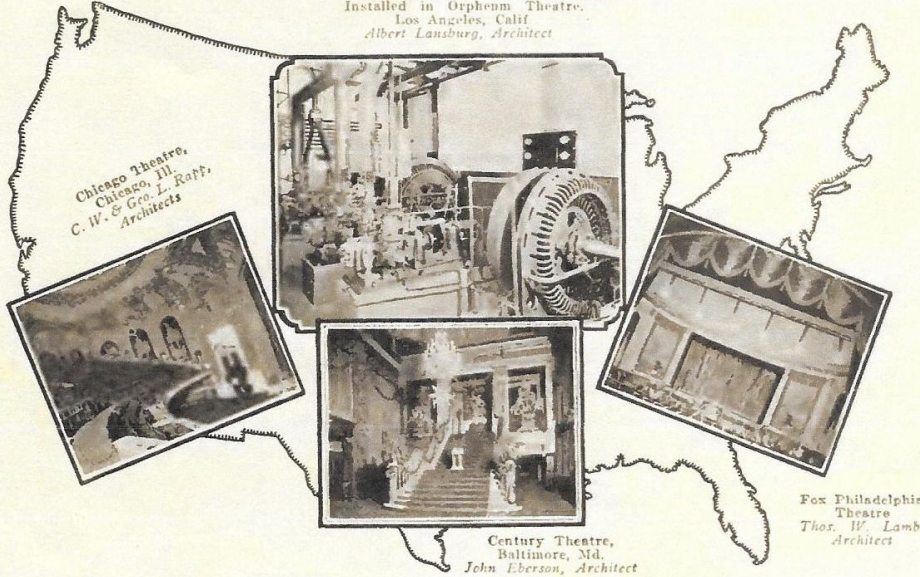
Branches, Agencies and Service Stations in All Principal Cities

Across the Continent with Prominent Theatres

COMFORT COOLED

The BRUNSWICK-KROESCHELL WAY

Brunswick-Kroeschell Air Cooling System
 Installed in Orpheum Theatre,
 Los Angeles, Calif.
 Albert Lansburg, Architect



- | | |
|--|--------------------------------|
| Alabama | Architects or Engineers |
| Alabama Theatre, Birmingham..... | Craven & Mayger |
| California | |
| Orpheum Theatre, Los Angeles..... | Albert Lansburg |
| Colorado | |
| Denver Theatre, Denver..... | C. W. & Geo. L. Rapp |
| Connecticut | |
| Olympia Theatre, New Haven..... | R. E. Hall & Co. |
| Iowa | |
| Cedar Rapids Theatre, Cedar Rapids..... | Peacock & Frank |
| Frances Orpheum, Sioux City..... | C. W. & Geo. L. Rapp |
| Illinois | |
| Apollo Theatre, Chicago..... | C. Howard Crane |
| Atlantic Theatre, Chicago..... | Levy & Klein |
| Chicago Theatre, Chicago..... | C. W. & Geo. L. Rapp |
| Diversey Theatre, Chicago..... | Levy & Klein |
| Englestein's Theatre, Chicago..... | Levy & Klein |
| Karzas Theatre, Chicago..... | W. W. Ahlschlager |
| McVicker's Theatre, Chicago..... | Thomas W. Lamb |
| Oriental Theatre, Chicago..... | C. W. & Geo. L. Rapp |
| Pantheon Theatre, Chicago..... | W. W. Ahlschlager |
| Roosevelt Theatre, Chicago..... | C. Howard Crane |
| Shore Theatre, Chicago..... | Z. Erol Smith |
| State Theatre, Chicago..... | E. P. Steinberg |
| State Lake Theatre, Chicago..... | C. W. & Geo. L. Rapp |
| Tower Theatre, Chicago..... | Fridstein & Co. |
| Uptown Theatre, Chicago..... | C. W. & Geo. L. Rapp |
| Woods Theatre, Chicago..... | Marshall & Fox |
| Rockford Theatre, Rockford..... | Frederic J. Klein |
| Lincoln Square Theatre, Springfield..... | E. P. Rupert |
| Waukegan Theatre, Waukegan..... | E. P. Steinberg |

- | | |
|---|--------------------------------|
| Indiana | Architects or Engineers |
| Fount Square Theatre, Indianapolis..... | Donald Graham |
| Maryland | |
| Century Theatre, Baltimore..... | John Eberson |
| Valencia Theatre, Baltimore..... | John Eberson |
| Massachusetts | |
| Scollay Sq. Theatre, Boston..... | R. E. Hall & Co. |
| Michigan | |
| Capital Theatre, Detroit..... | C. Howard Crane |
| State Theatre, Detroit..... | C. Howard Crane |
| Missouri | |
| Loew's State Theatre, St. Louis..... | Thomas W. Lamb |
| New York | |
| E. F. Albee Theatre, Brooklyn..... | Thomas W. Lamb |
| Shea Theatre, Buffalo..... | C. W. & Geo. L. Rapp |
| F. F. Proctor's 86th St. Theatre, N. Y..... | Thomas W. Lamb |
| Tremont Theatre, New York..... | Eugene De Rosa |
| Oregon | |
| Portland Theatre, Portland..... | C. W. & Geo. L. Rapp |
| Pennsylvania | |
| Fox Theatre, Philadelphia..... | Thos. W. Lamb |
| Texas | |
| Loew's Theatre, Houston..... | Alfred C. Finn |
| Washington | |
| Orpheum Theatre, Seattle..... | B. Marcus Priteca |
| Seattle Theatre, Seattle..... | C. W. & Geo. L. Rapp |

BRUNSWICK-KROESCHELL COMPANY

Refrigerating & Ice Making Machinery

NEW BRUNSWICK, N.J. - CHICAGO, ILL.

BRANCHES, AGENCIES AND SERVICE IN PRINCIPAL CITIES

1927 List of Movie Theatres Air Conditioned by Brunswick-Kroeschell

Alabama	Architects or Engineers
Alabama Theatre, Birmingham.....	Craven & Mayger
California	
Orpheum Theatre, Los Angeles.....	Albert Lansburg
Colorado	
Denver Theatre, Denver.....	C. W. & Geo. L. Rapp
Connecticut	
Olympia Theatre, New Haven.....	R. E. Hall & Co.
Iowa	
Cedar Rapids Theatre, Cedar Rapids	Peacock & Frank
Frances Orpheum, Sioux City.....	C. W. & Geo. L. Rapp
Illinois	
Apollo Theatre, Chicago.....	C. Howard Crane
Atlantic Theatre, Chicago.....	Levy & Klein
Chicago Theatre, Chicago.....	C. W. & Geo. L. Rapp
Diversey Theatre, Chicago.....	Levy & Klein
Englestein's Theatre, Chicago.....	Levy & Klein
Karzas Theatre, Chicago.....	W. W. Ahlschlager
McVicker's Theatre, Chicago.....	Thomas W. Lamb
Oriental Theatre, Chicago.....	C. W. & Geo. L. Rapp
Pantheon Theatre, Chicago.....	W. W. Ahlschlager
Roosevelt Theatre, Chicago.....	C. Howard Crane
Shore Theatre, Chicago.....	Z. Erol Smith
State Theatre, Chicago.....	E. P. Steinberg
State Lake Theatre, Chicago.....	C. W. & Geo. L. Rapp
Tower Theatre, Chicago.....	Fridstein & Co.
Uptown Theatre, Chicago.....	C. W. & Geo. L. Rapp
Woods Theatre, Chicago.....	Marshall & Fox
Rockford Theatre, Rockford.....	Frederic J. Klein
Lincoln Square Theatre, Springfield..	E. P. Rupert,
Waukegan Theatre, Waukegan.....	E. P. Steinberg

These listings include movie theatres where the air conditioning is said to have been provided by the Wittenmeier Machine Company so it seems possible that Kroeschell Brothers (before forming the joint company with Brunswick in 1924) supplied the CO₂ refrigerating plant. Fred Wittenmeier was the Chief Engineer for Kroeschell before setting up his own company in 1917. Wittenmeier is credited with providing the first ever air conditioning (a spray washer with an integral direct expansion refrigerant coil) for a theatre, this being the Central Park Theatre in Chicago in 1917. The Central Park was part of the Balaban & Katz chain who became pioneers in adopting air conditioning for the theatres which they owned.

1927 List of Movie Theatres Air Conditioned by Brunswick-Kroeschell

	Architects or Engineers
Indiana	
Fount Square Theatre, Indianapolis...	Donald Graham
Maryland	
Century Theatre, Baltimore.....	John Ebersen
Valencia Theatre, Baltimore.....	John Ebersen
Massachusetts	
Scollay Sq. Theatre, Boston.....	R. E. Hall & Co.
Michigan	
Capital Theatre, Detroit.....	C. Howard Crane
State Theatre, Detroit.....	C. Howard Crane
Missouri	
Loew's State Theatre, St. Louis.....	Thomas W. Lamb
New York	
E. F. Albee Theatre, Brooklyn.....	Thomas W. Lamb
Shea Theatre, Buffalo.....	C. W. & Geo. L. Rapp
F. F. Proctor's 86th St. Theatre, N. Y.	Thomas W. Lamb
Tremont Theatre, New York.....	Eugene De Rosa
Oregon	
Portland Theatre, Portland.....	C. W. & Geo. L. Rapp
Pennsylvania	
Fox Theatre, Philadelphia.....	Thos. W. Lamb
Texas	
Loew's Theatre, Houston.....	Alfred C. Finn
Washington	
Orpheum Theatre, Seattle.....	B. Marcus Priteca
Seattle Theatre, Seattle.....	C. W. & Geo. L. Rapp

In 1930, Brunswick-Kroeschell and York Heating (a Division of York Ice Machinery) merged with Carrier Engineering Corporation to form Carrier Corporation. Both these companies made CO2 refrigerating equipment. As the major theatre chains introduced larger, more luxurious, movie theatres, the larger capacity Carrier centrifugal water chilling equipment largely dominated the market. Smaller theatres, as in Baltimore, used Frick compressors operating with the CFC refrigerant Freon-12 (R-12), developed by Thomas Midgley in 1930.

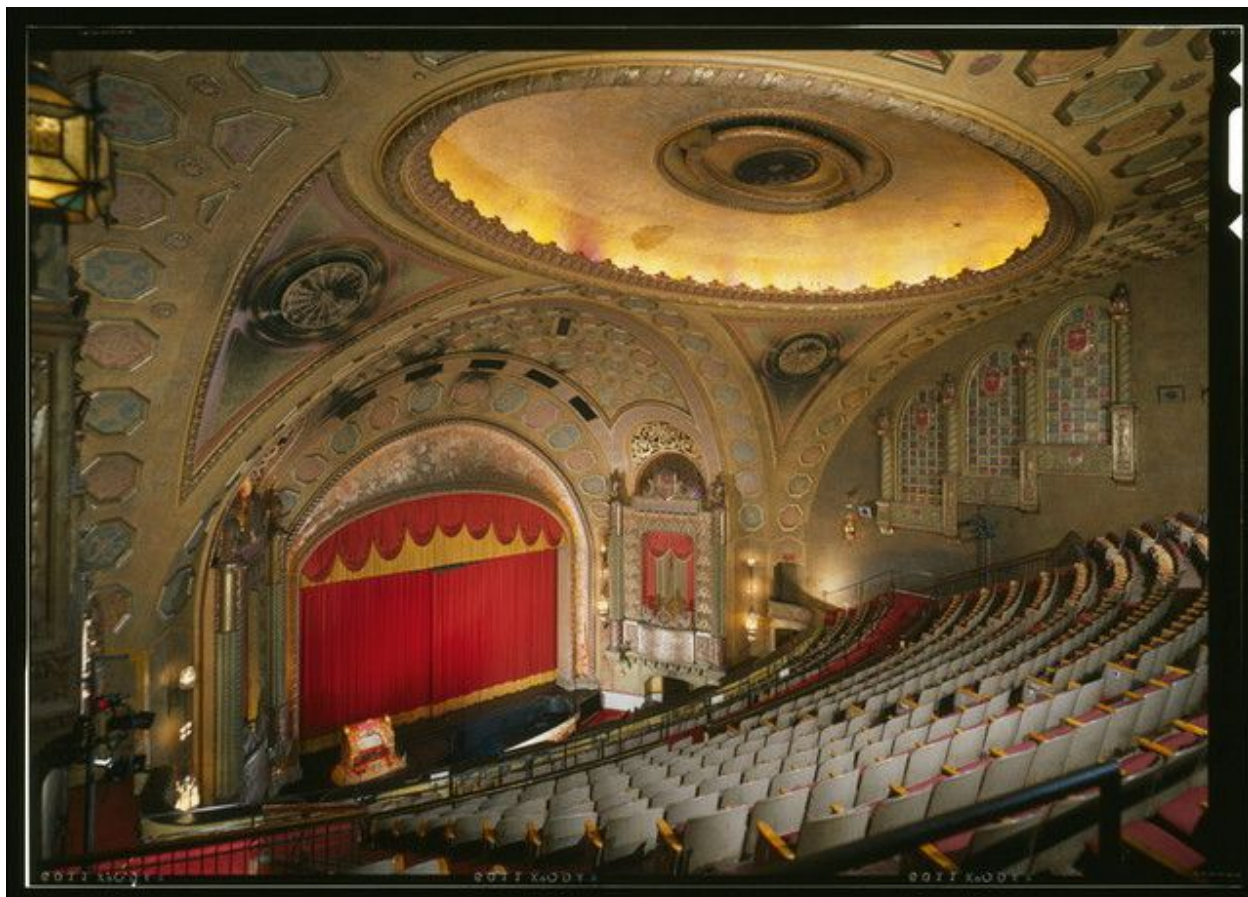
This means that in all those theatres listed as using Freon-12 refrigerant for air conditioning by Frick, this was installed between 1931 and 1940 (the date of the Vincent catalogue listing).

In 1935, the Wittenmeier Machine Company was advertising the use of CO2, Freon and Methyl Chloride refrigerants. Fred Wittenmeier had died in 1928.

**Air Conditioning American Movie Theatres
1917-1932**

Alabama Theatre

BIRMINGHAM, ALAMABA



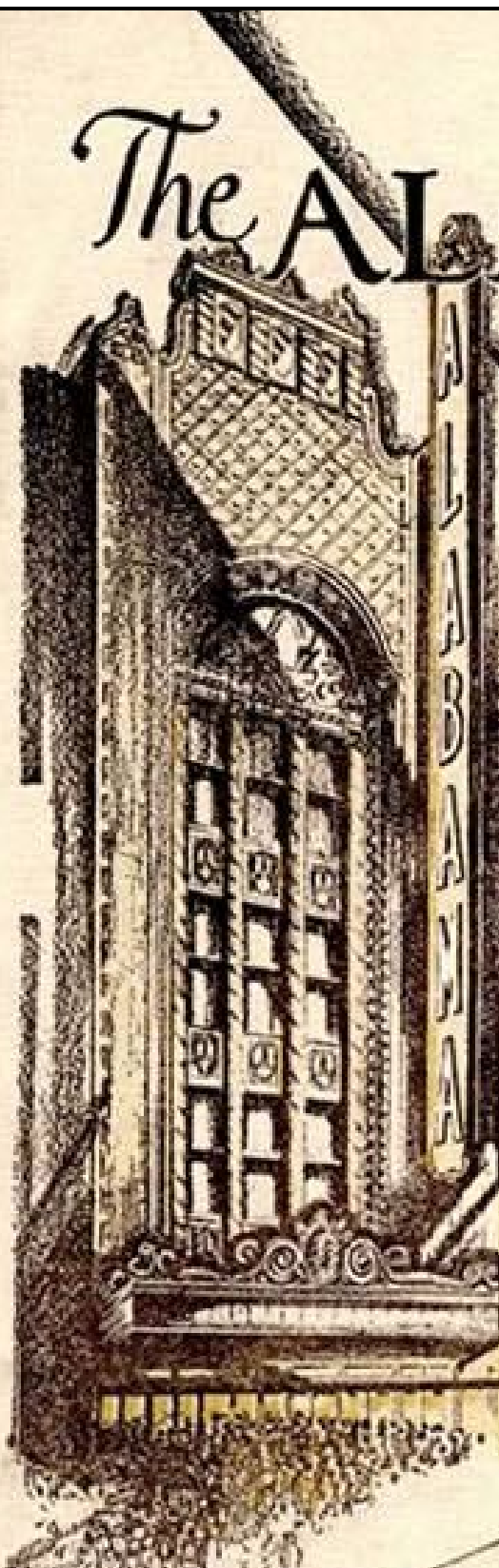
Date Built: 1927

Seating Capacity: 2250

Owner: Paramount Publix

Architect: Craven & Mayger

Air Conditioning: Brunswick-Kroeschell Company



The ALABAMA
THEATRE

*Souvenir
Program*

*Gala Opening
December 26th*

- 1927 -



BRINGING BROADWAY TO BIRMINGHAM

**Air Conditioning American Movie Theatres
1917-1932**

Albee Theatre

BROOKLYN, NEW YORK



Date Built: 1925

Seating Capacity: 3250

Owner: RKO

Architect: Thomas W Lamb

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Apollo Theatre

CHICAGO, ILLINOIS



Date Built: 1927

Seating Capacity: 1339

Owner: United Artists

Architect: C Howard Crane

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Atlantic Theatre

CHICAGO, ILLINOIS



Date Built: 1917

Seating Capacity: 998

Owner: Schoenstadt Circuit

Architect: Levy & Klein

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Capital Theatre

DETROIT, MICHIGAN



Date Built: 1922

Seating Capacity: 2700

Owner: John H Kunsky

Architect: C Howard Crane

Air Conditioning: Brunswick-Kroeschell Company

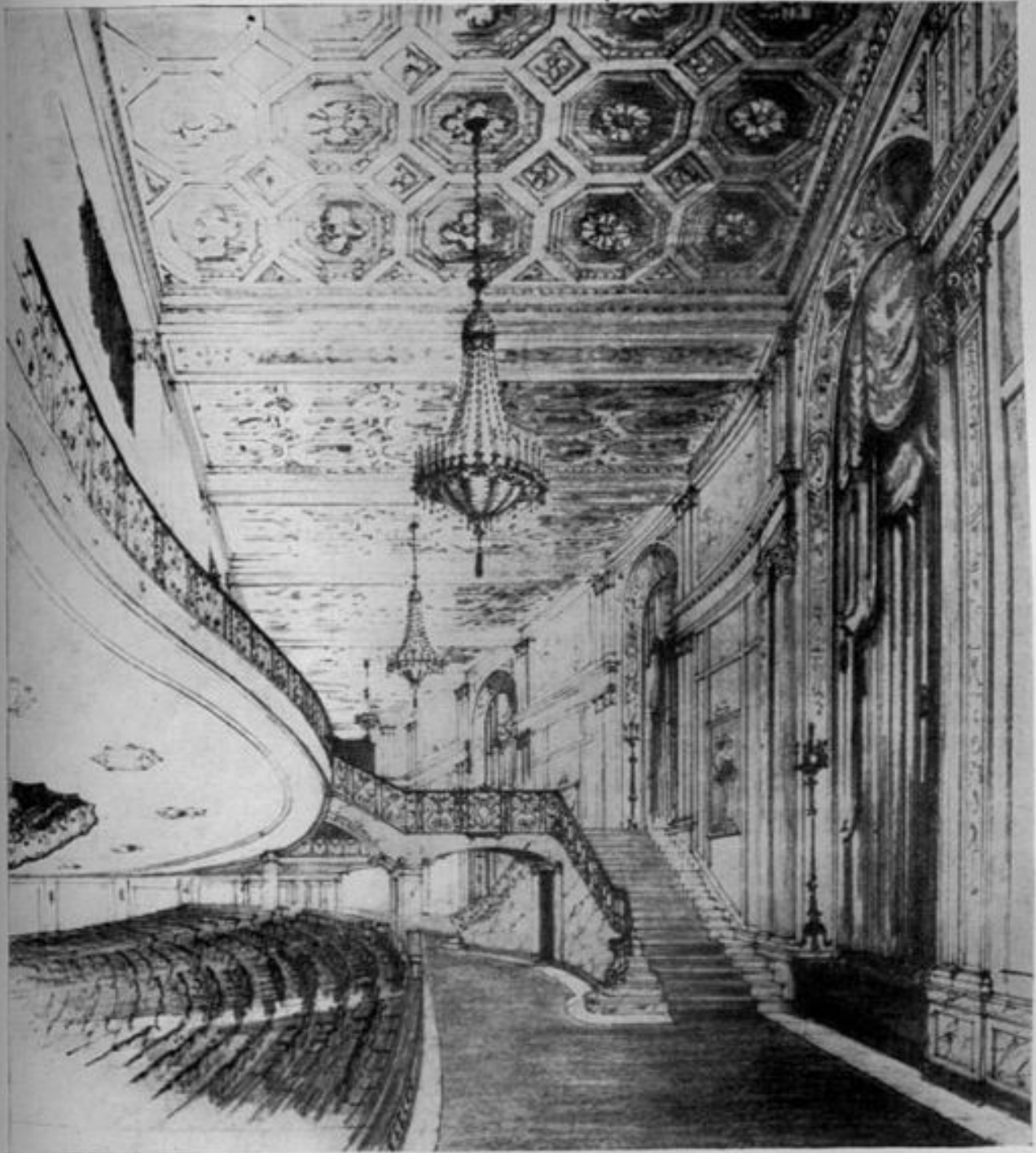


PLATE 31

FOYER

CAPITOL THEATER FOR JOHN H. KUNSKY, DETROIT

C. HOWARD CRANE, ARCHITECT, ELMER GEORGE KIEHLER, ASSOCIATE, CYRIL E. SCHLEY, DETROIT, MICH.

**Air Conditioning American Movie Theatres
1917-1932**

Century Theatre

BALTIMORE, MARYLAND



Date Built: 1921

Seating Capacity: 1400

Owner: Loew's

Architect: John J Zink, John Eberson

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Denver Theatre

DENVER, COLORADO



Date Built: 1927

Seating Capacity: 2525

Owner: Fox West Coast

Architect: Rapp & Rapp

Air Conditioning: Brunswick-Kroeschell Company



*Franklin Photo Co.
2566 Broadway, N.Y.C.*

**Air Conditioning American Movie Theatres
1917-1932**

Fount Square Theatre

INDIANAPOLIS, INDIANA



Date Built: 1928 photo nearing completion

Seating Capacity: 1800

Owner: Unknown

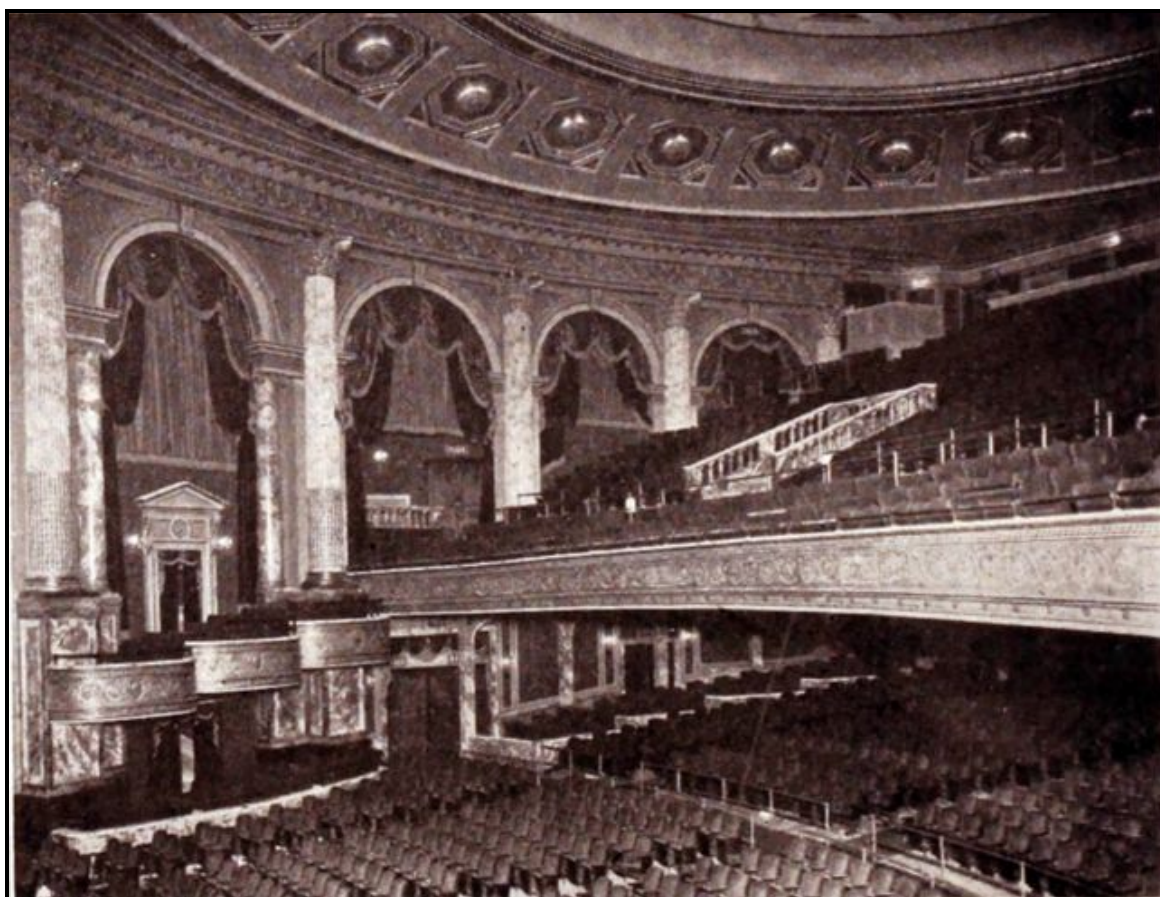
Architect: Donald Graham

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Fox Theatre

PHILADELPHIA, PENNSYLVANIA



Date Built: 1923

Seating Capacity: 2423

Owner: Fox

Architect: Thomas W Lamb

Air Conditioning: Brunswick-Kroeschell Company

FOX THEATRE

CONTINUOUS
11 A.M. to 11 P.M.

MARKET
AT
SIXTEENTH



ERNO RAPEE
MANAGING DIRECTOR

**Air Conditioning American Movie Theatres
1917-1932**

Loew's Theatre

HOUSTON, TEXAS



Date Built: 1927 (Kirby Theatre originally)

Seating Capacity: 2519

Owner: Loew's

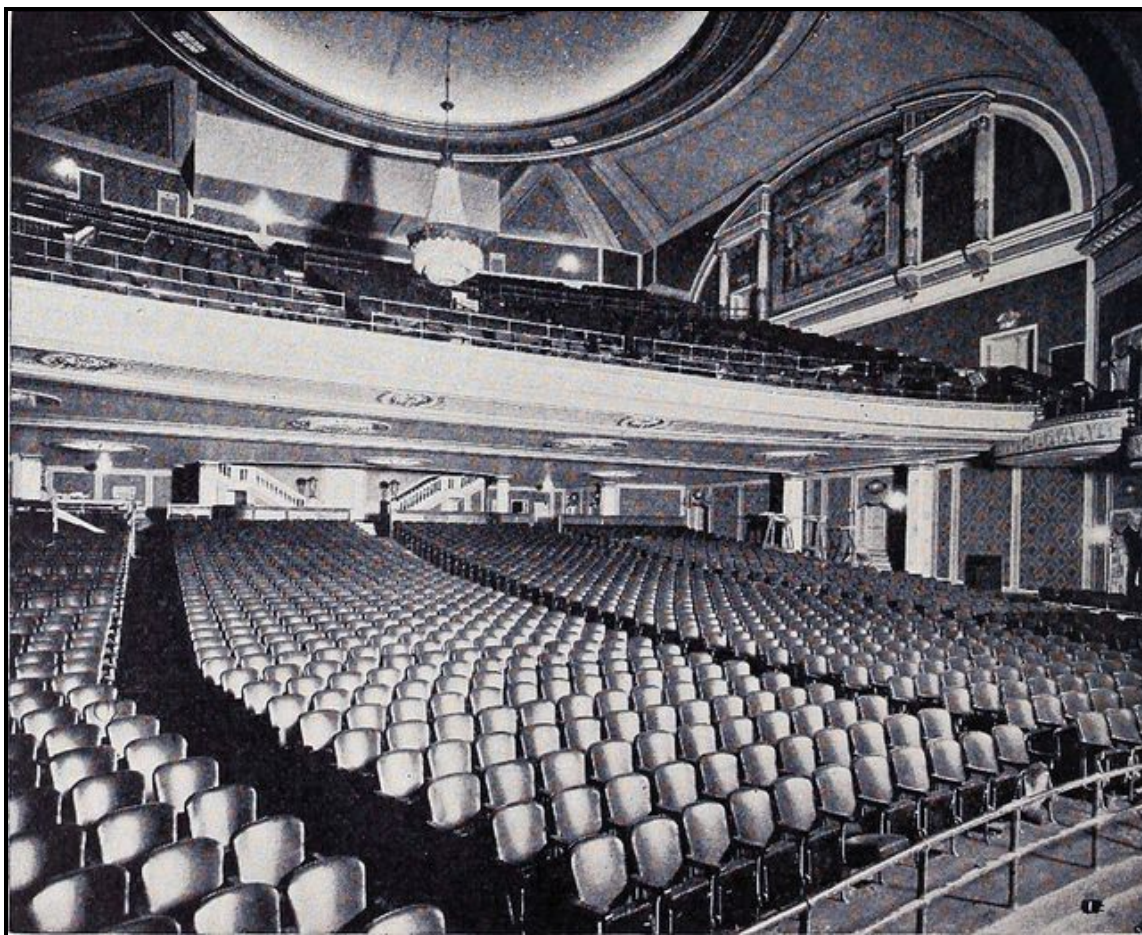
Architect: Alfred C Finn

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Loew's State Theatre

ST LOUIS, MISSOURI



Date Built: 1924

Seating Capacity: 3417

Owner: Loew's

Architect: Thomas W Lamb

Air Conditioning: Brunswick-Kroeschell Company

Air Conditioning American Movie Theatres 1917-1932

McVickers Theatre

CHICAGO, ILLINOIS



Date Built: 1926

Seating Capacity: 2264

Owner: Balaban & Katz

Architect: Thomas W Lamb

Air Conditioning: Brunswick-Kroeschell Company



McVickers

**Air Conditioning American Movie Theatres
1917-1932**

Oriental Theatre

CHICAGO, ILLINOIS



Date Built: 1926

Seating Capacity: 3217

Owner: Balaban & Katz

Architect: Rapp & Rapp

Air Conditioning: Wittenmeier Machine Company (?)

Refrigeration: Kroeschell

Status: Performing Arts Centre

**Air Conditioning American Movie Theatres
1917-1932**

Orpheum Theatre

LOS ANGELES, CALIFORNIA



Date Built: 1926

Seating Capacity: 2190

Owner: Orpheum Chain

Architect: Albert Lansburg

Air Conditioning: Brunswick-Kroeschell Company



Orpheum



Orpheum

**Air Conditioning American Movie Theatres
1917-1932**

Orpheum Theatre

SEATTLE, WASHINGTON



Date Built: 1927

Seating Capacity: 3000

Owner: Orpheum

Architect: B Marcus Priteca

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Orpheum Theatre

SIoux CITY, IOWA



Date Built: 1927

Seating Capacity: 2650

Owner: Frances?

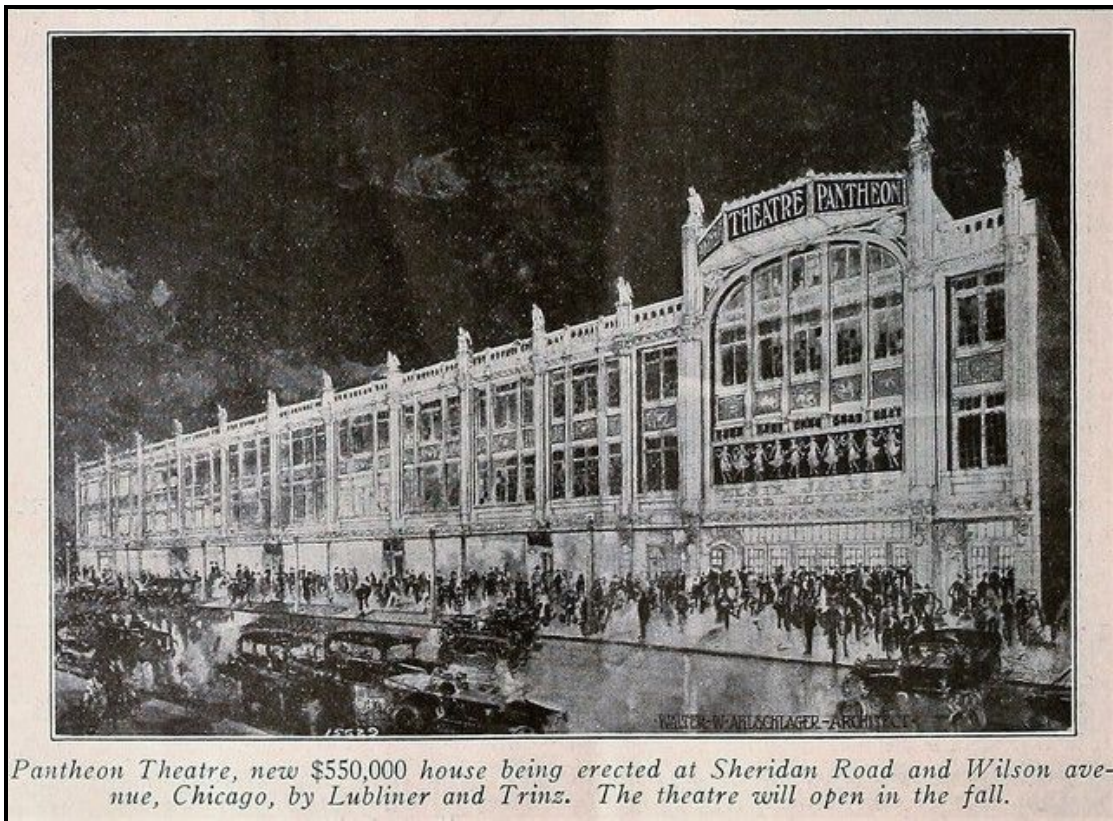
Architect: Rapp & Rapp

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Pantheon Theatre

CHICAGO, ILLINOIS



Pantheon Theatre, new \$550,000 house being erected at Sheridan Road and Wilson avenue, Chicago, by Lubliner and Trinz. The theatre will open in the fall.

Date Built: 1918

Seating Capacity: 3000

Owner: Lubliner & Trinz (taken over by Balaban & Katz 1930)

Architect: W W Ahlschlager

Air Conditioning: Wittenmeier Machine Company (?)

Refrigeration: Kroeschell

**Air Conditioning American Movie Theatres
1917-1932**

Roosevelt Theatre

CHICAGO, ILLINOIS



Date Built: 1922

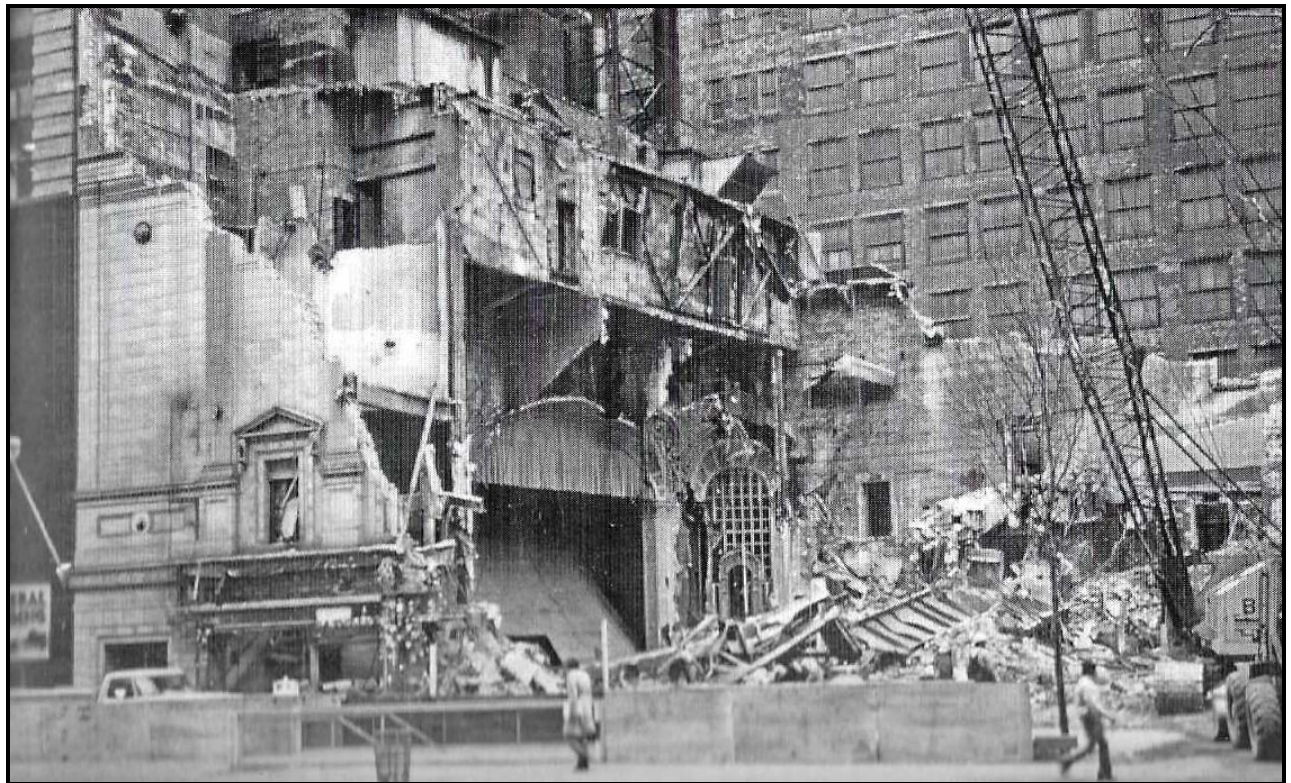
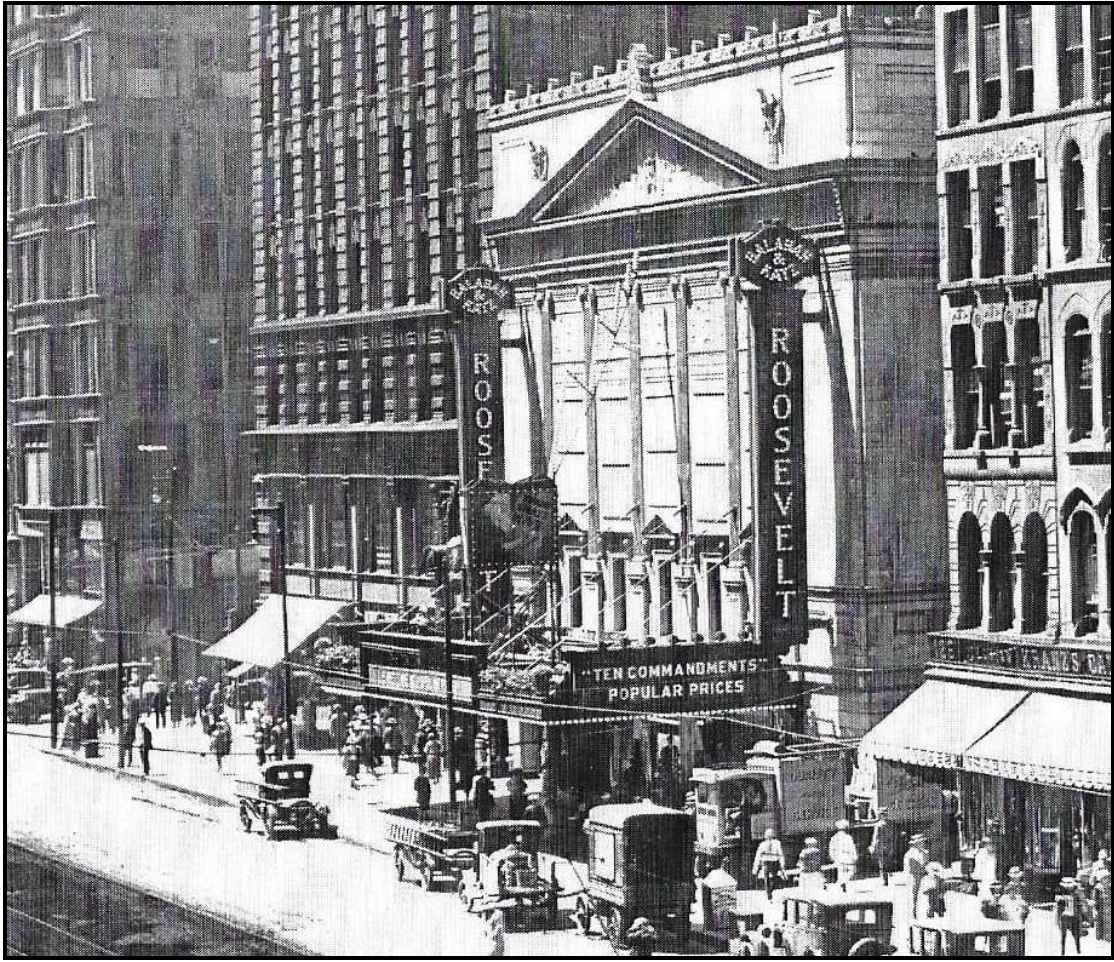
Seating Capacity: 1535

Owner: Balaban & Katz

Architect: C Howard Crane

Air Conditioning: Wittenmeier Machine Company (?)

Refrigeration: Kroeschell



The Roosevelt demolished

**Air Conditioning American Movie Theatres
1917-1932**

Scollay Square Theatre

BOSTON, MASSACHUSETTS



Date Built: 1913

Seating Capacity: 2538

Owner: Unknown

Architect: R E Hall & Company

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Shea Buffalo Theatre

BUFFALO, NEW YORK



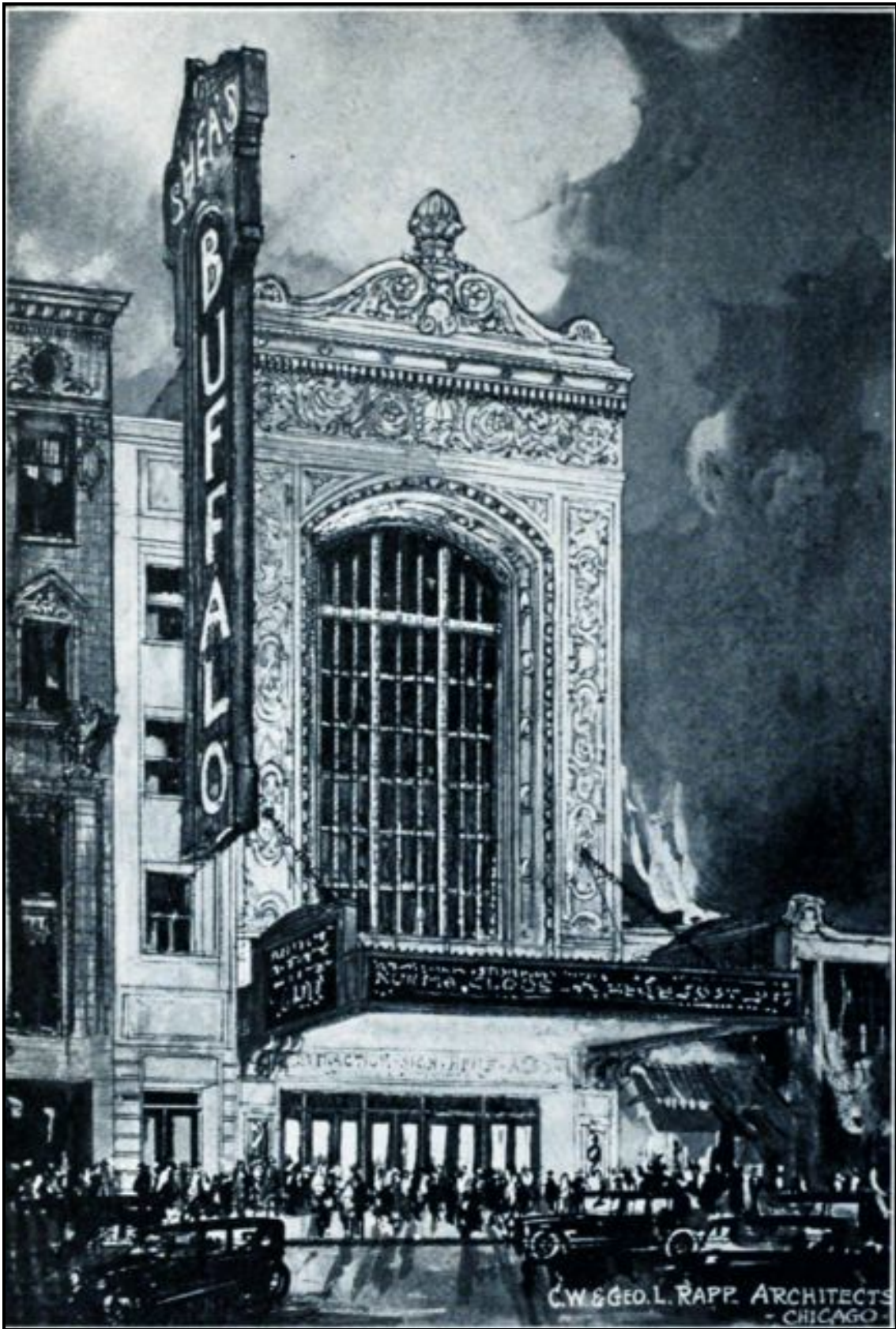
Date Built: 1926

Seating Capacity: 3498

Owner: Shea

Architect: Rapp & Rapp

Air Conditioning: Brunswick-Kroeschell Company



Buffalo (Architect's drawing)

**Air Conditioning American Movie Theatres
1917-1932**

Shore Theatre

CHICAGO, ILLINOIS



Date Built: 1927

Seating Capacity: 1500

Owner: Warner Bros from 1930s

Architect: Z Erol Smith

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

State Theatre

DETROIT, MICHIGAN



Date Built: 1925

Seating Capacity: 2200

Owner: Unknown

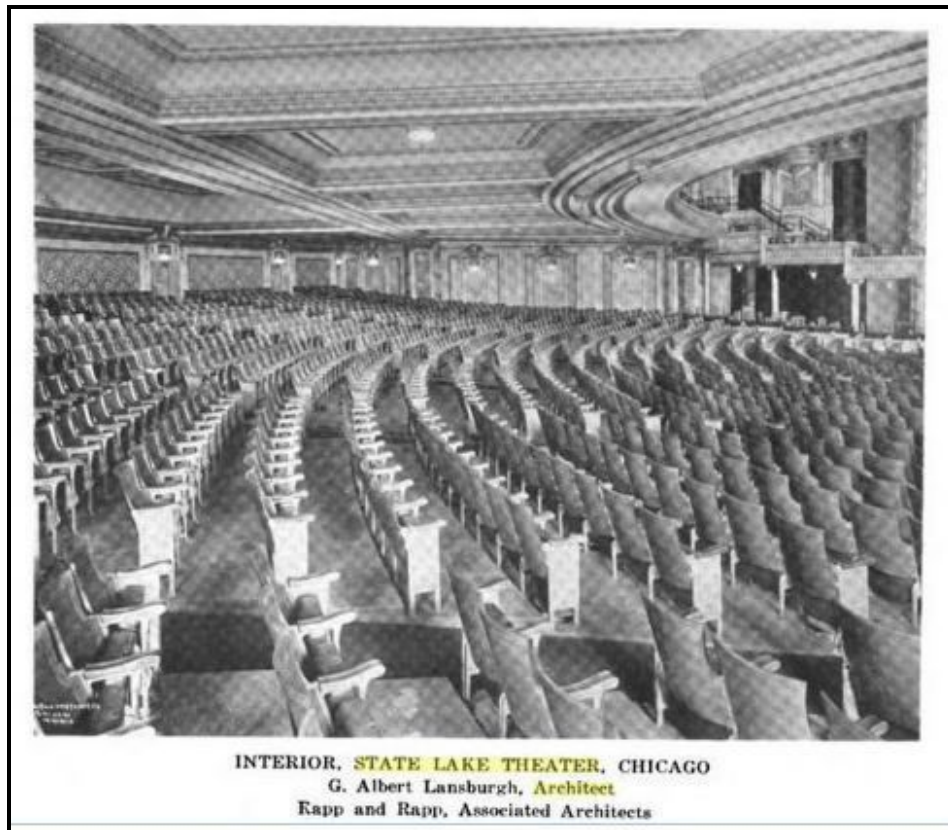
Architect: C Howard Crane

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

State Lake Theatre

CHICAGO, ILLINOIS



Date Built: 1919

Seating Capacity: 2649

Owner: Orpheum Circuit

Architect: G Albert Lansburgh with Rapp & Rapp

Air Conditioning: Brunswick-Kroeschell Company

Refrigeration: 250 TR CO₂ installation (Cooper p.92)

AMERICA'S FOREMOST THEATRE
OF CEASELESS VARIETY

THE GREAT
State-Lake
Orpheum Circuit

11 A.M. CONTINUOUS 11 P.M.
VAUDEVILLE - PHOTOPlays

Chicago



DE WOLF GIRLS

In "A LOVE TOUR"

By Marlon Sunshine & Harry De Costa

to one-half that of the original installation.

Comments in the foregoing case are inspired by the feeling that successful theatre air conditioning for the future lies definitely in the direction of complete replacement rather than in the too prevalent practice of augmenting out-moded equipment. The science of complete air conditioning has arrived at a stage where any theatre, regardless of size or location, may now provide most economically for the year-round comfort of its patrons.

The result can now be accomplished under sound engineering guidance at a cost far below the extravagance that gave birth

Obsolescence

This view shows the two 125 h.p. CO₂ refrigerating units which were originally installed about fifteen years ago in the State-Lake Theatre of Chicago.

One of the banks of double pipe, countercurrent, CO₂ condensers which operated in conjunction with the CO₂ refrigerating units.

to complete air conditioning for theatres just a few years ago.

Seat Covering Material Tested by Experience

Of late, the theatre seating industry is making use of an upholstering material development of the leatherette type which is a combination of leather fabric and rubber. Although developed over twenty years ago by the United States Rubber Company, "Naugahyde," as the product is called, was confined to the luggage trade in its early stages of development.

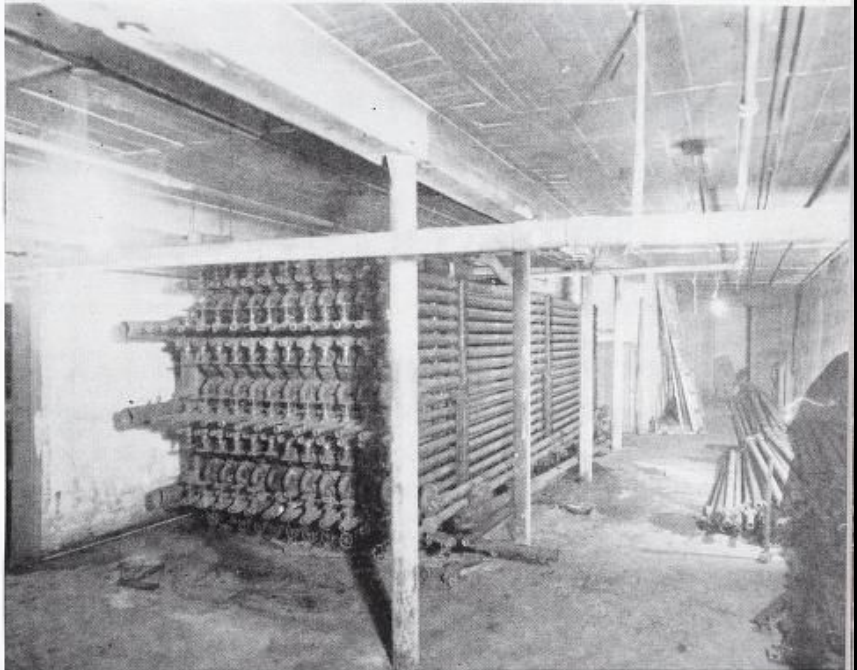
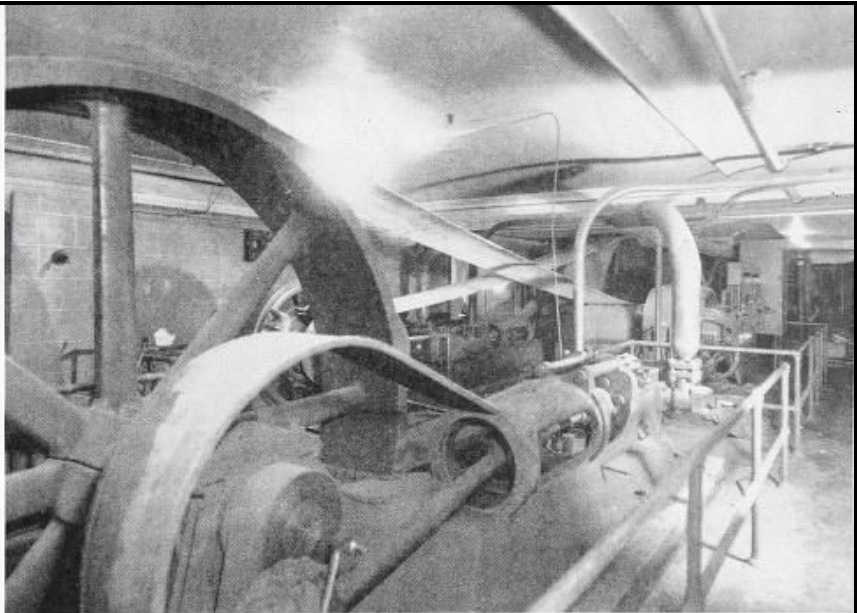
As a result of the wearability that it demonstrated in its luggage experience, it found its way into the automobile field where it is used as a seat covering material. And as time went on new colors were added, lighter weights were perfected and more flexibility was secured, permitting easier and better tailoring.

In the theatre industry, where perhaps seat upholstery is subjected to more abuse than any other type of wear due to perspiration residue, corner wear, deep seat flexing and "nervous attacks" by patrons, it is said to be particularly adaptable.

The product is a scientific combination of leather and rubber; leather for wear, rubber for elasticity. The surface is protected and tempered by a series of patented chemical treatments which eliminate the necessity of an extra coating added to the surface for desired color and wear resistance. It also sets the grain and color permanently. The material is said to be not merely "skin deep" in beauty of appearance, but uniformly the same from surface to fabric backing, and no oils or inflammable ingredients are used.

This type of material, it is claimed, is

BOXOFFICE :: February 3, 1940



ideal for the new breathable type of latex cushions because of its flexibility. It is now available in over 300 different styles in all the popular colors and grains, and when used in striking color combinations of two or more tones or in combination with other upholstery materials, it becomes a most beautiful and practical method of enhancing modern theatre seating.

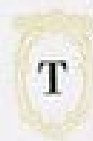
Antiquated theatre chairs which squeak or wobble are annoying to their occupants and as well to all those who surround them. When such signs of deterioration begin to show up, it's time to investigate what the seating market offers.

Unusual Beauty in New Illuminated Standards

Startling new beauty has been achieved lately in theatre chairs which are available with illuminated end standards. The standards in various designs are illuminated the entire length of the grille in colors of the theatre owner's or decorator's own selection.

Brilliant when the theatre is lighted—suffused to softest glow during showings, they contribute marvelous richness and attractiveness to the interior decoration of theatre auditoriums.

39



THE State-Lake Theatre, when erected the largest of Orpheum Circuit houses, and now a part of the Keith-Albee-Orpheum Circuit, was opened March 17, 1919.

It transformed the theatrical map of Chicago and phenomenally increased real estate valuations for a radius of several blocks.

Its policy of seven acts of vaudeville alternating continuously with an exclusive first run feature photoplay from 11 a. m. to 11 p. m. inaugurated a new era in popular price entertainment, since copied in almost every city in the United States.

The State-Lake is equipped with every modern device, including the latest type of cooling and ventilating plant, and is a part of a 12-story office building.

The theatre seats nearly 2,800 and its patrons number over 70,000 per week.

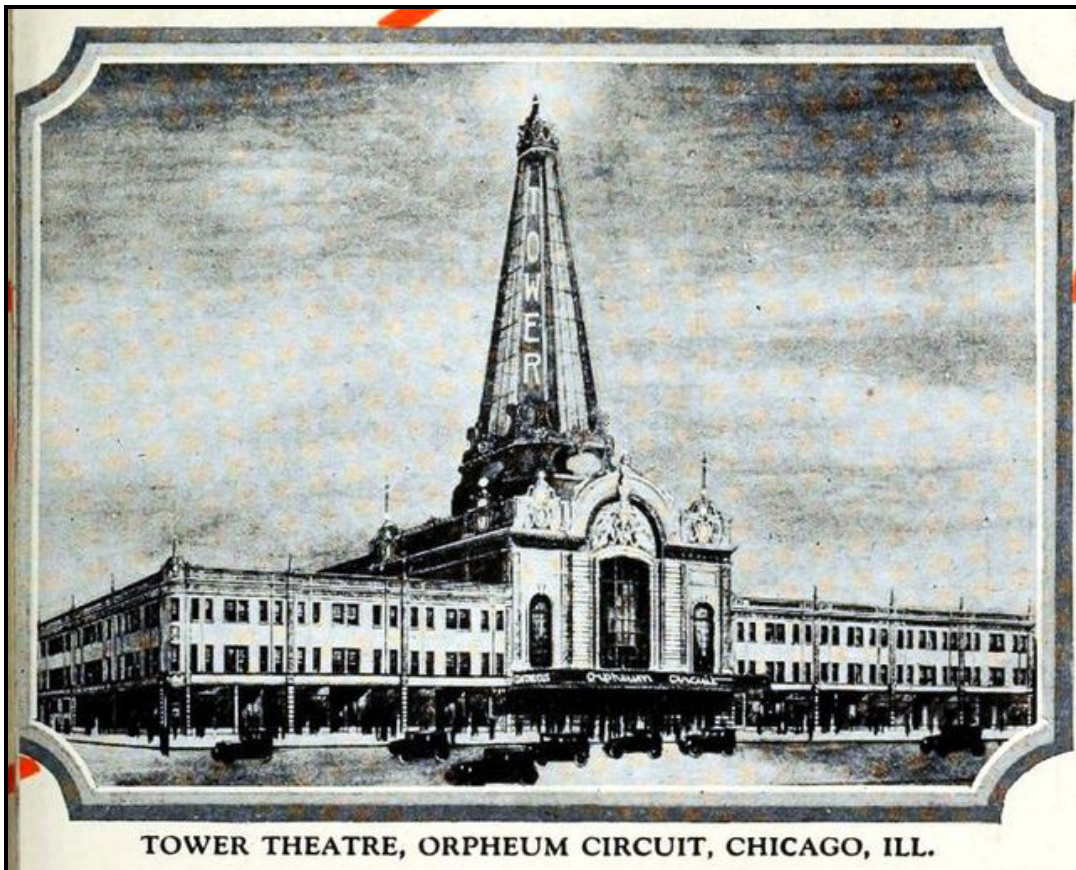
Its electric sign, 96 feet by 14 feet 6 inches, is one of the largest of any theatre in the world.

STATE-LAKE THEATRE
CHICAGO

**Air Conditioning American Movie Theatres
1917-1932**

Tower Theatre

CHICAGO, ILLINOIS



TOWER THEATRE, ORPHEUM CIRCUIT, CHICAGO, ILL.

Date Built: 1926

Seating Capacity: 1996

Owner: Orpheum Circuit

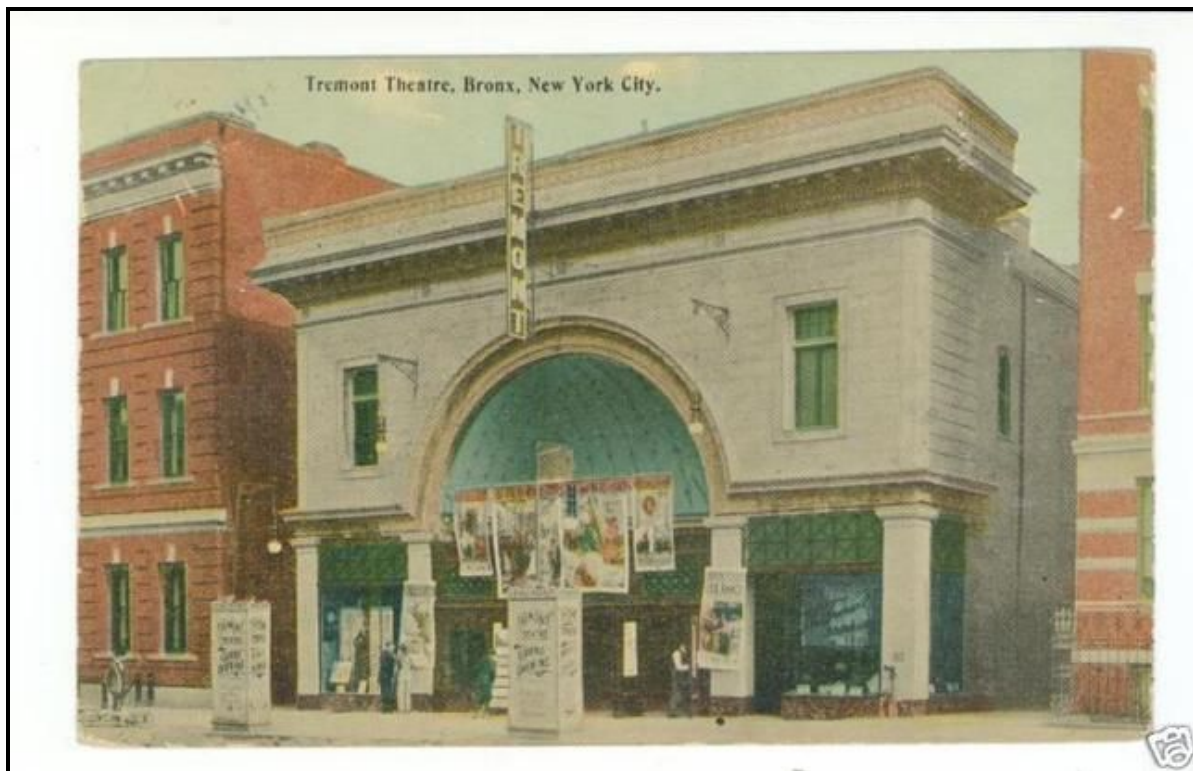
Architect: Fridstein & Co

Air Conditioning: Brunswick-Kroeschell Company

**Air Conditioning American Movie Theatres
1917-1932**

Tremont Theatre

NEW YORK



Date Built: 1910

Seating Capacity: 987

Owner: Unknown

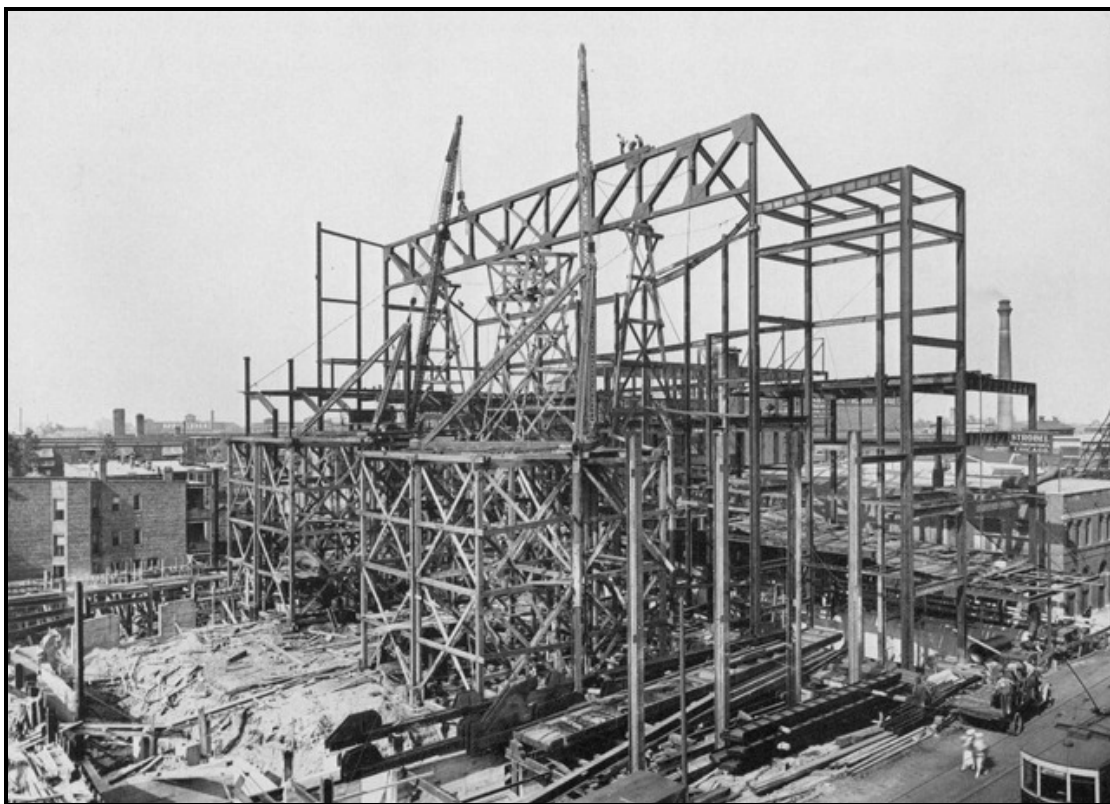
Architect: Eugene De Rosa

Air Conditioning: Brunswick-Kroeschell

**Air Conditioning American Movie Theatres
1917-1932**

Uptown Theatre

CHICAGO, ILLINOIS



Date Built: 1925 (as photo above)

Seating Capacity: 4320

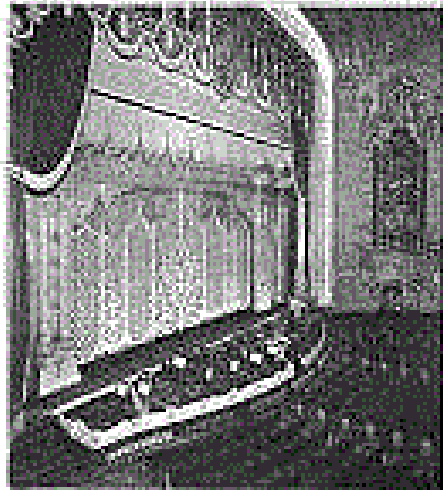
Owner: Balaban & Katz

Architect: Rapp & Rapp

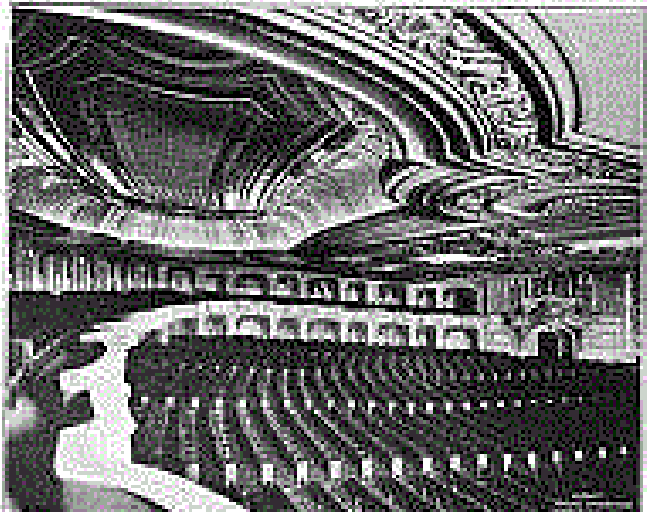
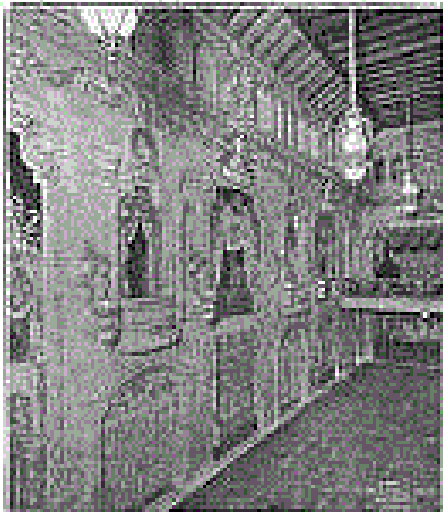
Air Conditioning: Wittenmeier Machine Company

Refrigeration: Kroeschell





UPTOWN
THEATRE



**Air Conditioning American Movie Theatres
1917-1932**

Valencia Theatre

BALTIMORE, MARYLAND



Date Built: 1926

Seating Capacity: 1466

Owner: Loew's

Architect: John Eberson

Air Conditioning: Brunswick-Kroeschell Company



Valencia

**Air Conditioning American Movie Theatres
1917-1932**

Woods Theatre

CHICAGO, ILLINOIS



Date Built: 1918

Seating Capacity: 1126

Owner: Unknown

Architect: Marshall & Fox

Air Conditioning: Brunswick-Kroeschell Company