

# Completed...

**J**UST in time for the auspicious opening of Paramount's "Reap the Wild Wind," that company's first first-run "showcase" in Hollywood was launched on March 19th. Formerly the El Capitan, a legitimate house, the new Hollywood Paramount was remodeled at a cost of \$178,000 and it now seats 1,520 persons.

In the January 3rd issue of *The Modern Theatre*, the somewhat radical and adventurous plans of Architects Wm. L. and Hal Pereira for the renovation of this old theatre were presented in our "Just Off the Boards" department. So closely does the finished project follow the original plans that the result is almost surprising.

As delineated in the primary announcement of plans, the redesigned front of the theatre is completely spectacular through the application of neon grill fluted fins above a graceful marquee. Unusual attraction boards were provided and the entrance lobby is surrounded by glass cases employing a new method of display. The box-office and marble lobby are festooned with growing plants.

The Paramount's mezzanine lounge is inspired with ingenuity and "fool the eye" decoration. Palms seem to grow from the floor and overhang the rafters and



The spectacular front of the new Paramount showcase in Hollywood (above) is a feat of remodeling inspiration. The mezzanine lounge (right) caters to everyone's love tropical nature in both decor and furnishings.

there are massive fern beds from which emanate ceiling-high metal trellises interlaced with tropical vines. The soft moss-like carpeting is inset with large splotches of deeper tone which give an illusion of deep shade cast by the tropical foliage. Rattan and bamboo furniture selected for comfort completes the relaxing scene.

Adequately expressing the Architects Pereiras' idea that "the play is the thing" even in movie presentation, the Paramount's auditorium fades into its focal point, the screen. The massive proscenium drapery, said to be the only 50-footer in existence, is of the contour type in rich satin operated on curved tracks. In this room, practically the only applied decoration is a series of flower boxes running across the stage front and around the sides

of the auditorium parallel to the outside aisle seats.

The addition of a streamlined "milk bar" in the mezzanine lounge gave the architects further opportunity to exercise their ingenuity. It too is tropical in inspiration and is built to surround one of the fanciful palm trees. Coconut milk as well as all other varieties of soft drinks and refreshments are served and the bar is most popular as a gathering place.



Fading to the screen is the Architects Pereiras' idea of what the modern theatre auditorium should imply. The Paramount's massive contour curtain (below) makes this mandatory. The milk bar in the mezzanine lounge (right) invites refreshment and further relaxation within the theatre.

