

Hollywood Boulevard gets a new temple devoted to motion pictures. Drawing of the new Pantages theatre.

A House Built For Wide Films

stone statues depicting achievements of modern science, aviation and talking pictures.

Off the grand lobby are the lounges and rest rooms. The wide foyer has a ceiling done in mural paintings of the modernistic trend. As in the grand lobby, the ceiling is of acoustical plaster. In the auditorium, the main floor of which seats 2,000, the walls and ceiling are of acoustical plaster, a special substance which cuts down the sound reverberations to a minimum degree. The walls of the auditorium are of modern design and coloring.

HOLLYWOOD—Architectural trend of the future in preparation for the wide-screen-large picture development is demonstrated in the new Pantages which Wednesday was opened by Lloyd and Rodney Pantages and Fox West Coast Theatres. The house, which was erected by Alexander Pantages, has a capacity of 3,000, cost \$1,250,000 and was designed by B. Marcus Priteca.

This new wrinkle in theatre construction is evidenced by the low rear balcony, height of which permits full vision of the screen at any point. The downstairs rear seats also have full view of the Grandeur screen. The width eliminates the need of distance from the stage in the seating arrangement.

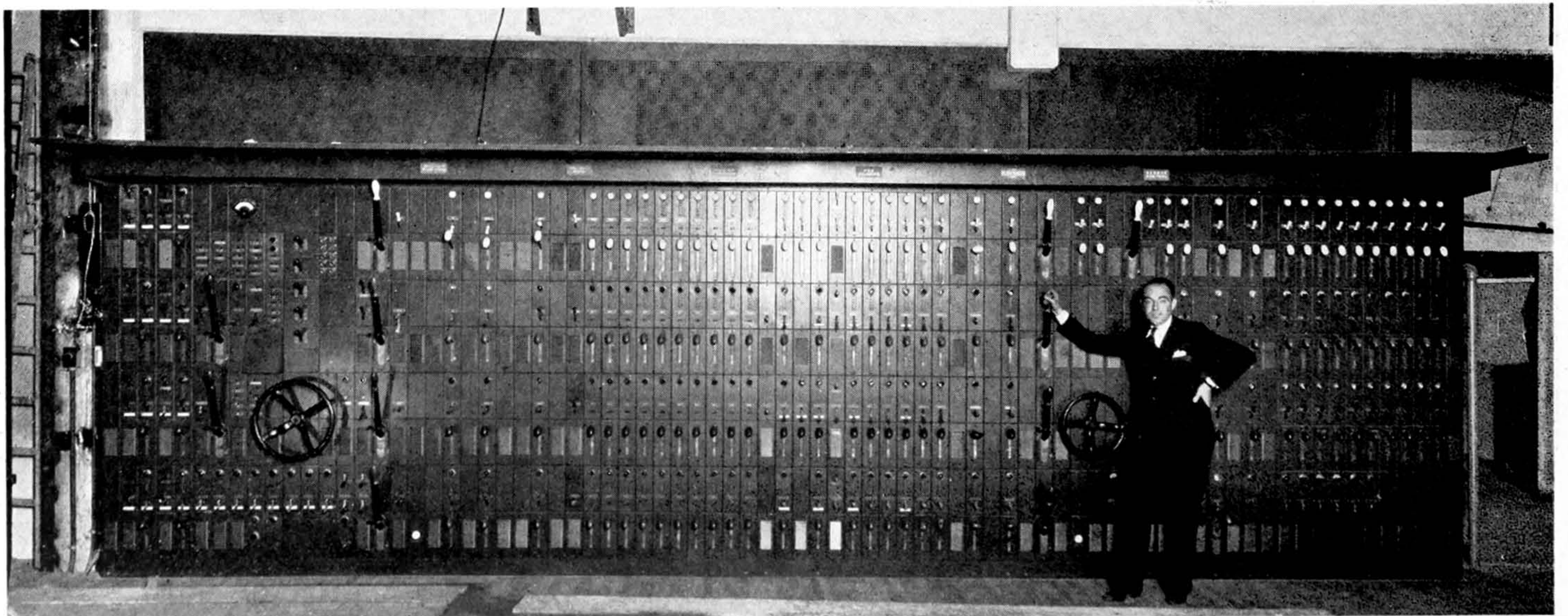
Both the exterior and interior carry out the modernistic trend in a complete but subdued manner. The color scheme inside is mainly in black, gold, silver and henna, while the outside is done in white concrete trimmed with gold covered iron grills. The outside measurements of the theatre show it to be 250 feet long, 150 feet wide and 120 feet from cellar to roof.

The vestibule is done in red Levanto marble trimmed with Roseil. The ticket booth has three windows and is of gold and silver metal work with a marble base. The grand lobby's walls and pillars are of modern design and of contrasting colors. On either side is a wide staircase and on each side of these staircases are

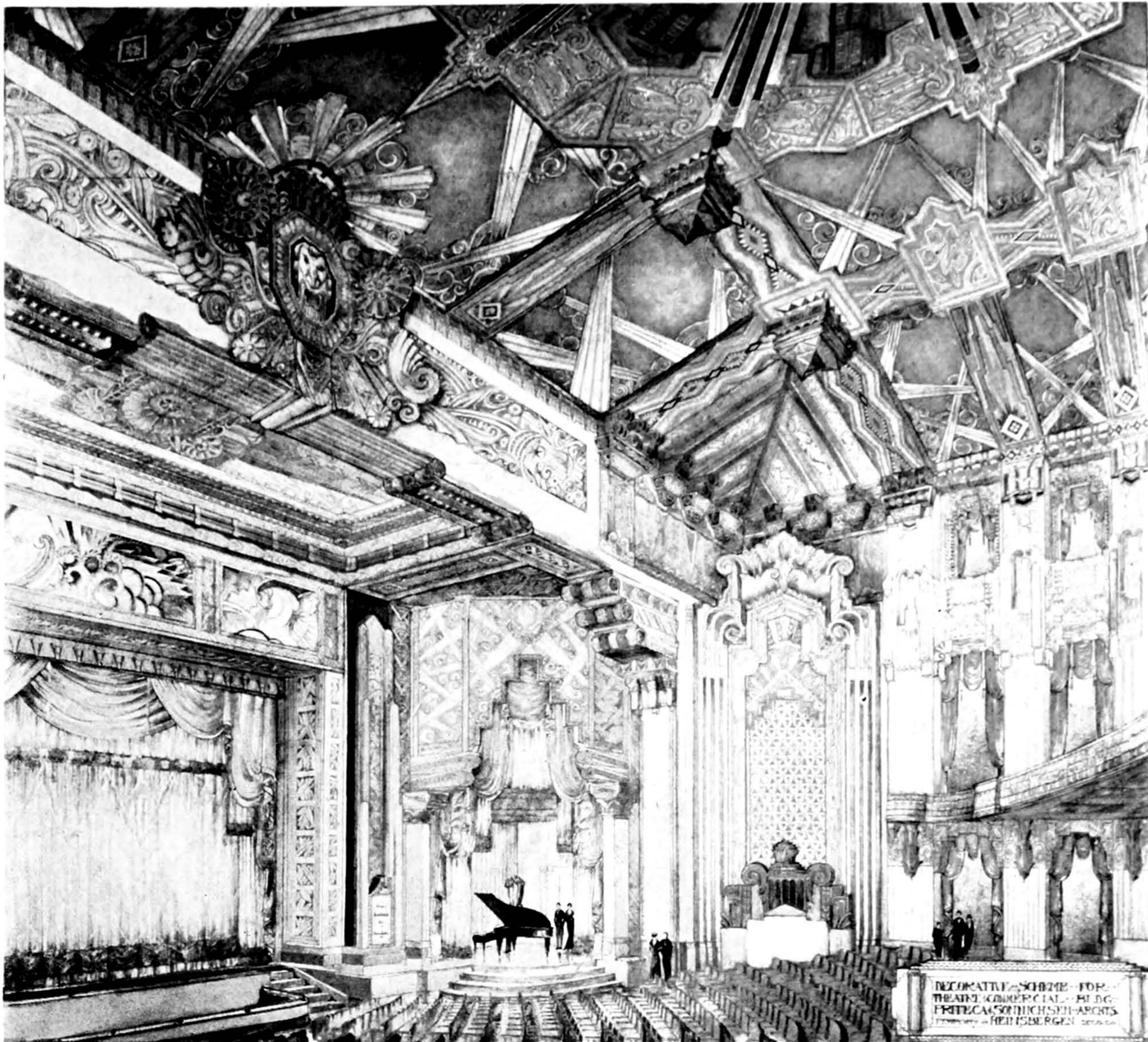
Eight Panels in Stage Curtain

The main stage curtain is done in eight panels, each adorned by a mural painting. Each painting shows the development of architecture in countries of both eastern and western hemispheres. At either side of the stage is a smaller stage which can be utilized if necessary. At the top of the proscenium arch are three murals ornately done.

The ceiling is sky blue and beneath it is a suspended false ceiling which leaves only small portions of the upper part showing through. Special lighting effects have been installed in this ceiling. The candelabra which weighs over 3½ tons is of aluminum and glass and is the largest in any western theatre. Blinker



One man is required to operate the huge switchboard of the Pantages. The board cost \$45,000, is 27 feet high and as long and was designed by Cass Hayes, consulting engineer for the Pantages circuit



Architect's study of the Pantages, illustrating the decorative scheme.

star lights have been placed in the ceiling and cloud effect machines also help to give an open sky effect as seen through the openings of the suspended ceiling. The orchestra pit is operated by hydraulic lifts and can be slid onto the stage if so desired. It will accommodate 30 musicians.

Seats of Three Colors

The seats are of three colors, red, blue and green and are of the latest design. They have velour backs and mohair seats and are placed in various designs to show off the color effect. They are also placed wide enough apart so that people coming or going will not cause those seated to rise. There are five seating sections on the main floor. The floors are covered with a special carpet which deadens the sound. More than 7,000 square yards of carpeting was necessary to cover the floors of the theatre.

In the balcony the seats are divided into two sections. The lower section of 500 seats comprises the loges and the second

balcony of 500 seats are the same as those on the lower floor. Outside exits from the balcony are on a level with the street as are those of the main floor, due to the location of the house.

Off the balcony is the promenade which is lined with a series of arches done in black and gold of modern design. Off from here are the upstairs lounges and rest rooms which are like those on the lower floor but somewhat smaller.

Thirteen horns have been placed on the stage for sound reproduction. Besides this a public address system with horns in various parts of the house have been installed and if necessary can be connected with the sound equipment.

Three-Way Screen

The screen which has a special masking device can be used for standard, Magnascope and wide film as it is 56 feet wide and 27 feet high. The stage itself is 145 feet wide, 70 feet deep and 50 feet high at the proscenium arch.

The heating plant which is located 40 feet below the stage has three hot water boilers using oil for fuel. Two are for use in cold weather while the other supplies hot water for the house.

Three Air Conditioners

The refrigeration and ventilating plant has three separate air conditioning units and dehumidifiers. One for the auditorium in front of the balcony, one for under the balcony, and the lobby and the other for the balcony. This allows the temperature to be regulated to the same degree in any part of the house. Two 100 ton refrigeration machines, run by synchronous motors are capable of melting 200 tons of ice in 24 hours. Remote control wet and dry bulb thermometer stations, are located in various parts of the house and enable the engineer to watch the air and heat conditions from a control panel at his station.

The ventilating fans are also controlled from one station and one exhaust fan is

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used to carry off the impure air.

More than \$125,000 in electrical equipment has been installed. Of this amount \$60,000 has been expended on the projection room and its equipment and \$20,000 on the sound equipment.

In the projection room, the building of which was supervised by Cass Hayes, consulting engineer for Pantages theatres, four projectors have been placed. They are equipped to handle both sound on film and on disc and are adaptable to Grandeur film. These projectors are run by two specially designed generators, claimed to be the largest in use in any theatre. These also are

made to handle Grandeur film.

The projection booth which is 50 feet long and 16 feet wide has nine control stations. Beside the projectors there are three spot lights, two floods and a special effects machine. Next to the projection room is a fireproof film vault, a room for the resistance board and a monitor room for the public address system.

Horns of the public address system have been placed in various parts of the auditorium, backstage and lobby. They can be hooked up singly or all together.

For stage rehearsals the horns above the switchboard, scene shifters, orchestra and projection room as well as over the stage proper are connected to the microphone held by the stage director. Enabling him to speak with each station in a normal tone of voice, or to all of them simultaneously. If desired the public address system can be hooked up with the sound equipment to increase the volume.