

# New Face Nears For Theaters

Austin's downtown "Show Row" — the 700 block of Congress Avenue — will take on an even brighter look soon when the Paramount and State Theaters finish an extensive remodeling project.

Both theaters are currently getting a major face - lifting which, when completed around mid - December, will run in excess of \$10,000.

Most conspicuous improvements for the two movie houses will be new fronts and marquees.

The Paramount is getting a facade of ceramic tile in beige tones plus a modern overhead marquee. The theater's familiar vertical sign, something of a Congress Avenue landmark, will be re - lamped and renovated, but its appearance will be kept the same in deference to tradition.

Next door the State is boasting a new front of porcelain enamel, a re - paneled marquee and an outer foyer floor of ceramic tile to replace the old rubber matting.

Lobbies at both theaters are also undergoing some striking alterations.

Both the Paramount and State have gotten larger new all - glass doors and new carpets for lobbies and aisles, and the State has remodeled, re - decorated and re - painted its entire lobby area and mezzanine as well as its auditorium. Minor renovation is also due the State's concession area.

At the Paramount, both restrooms are being remodeled, while the State has added completely new and enlarged restrooms.

The Paramount will also repaint and re-cover its auditorium seats and will outfit the auditorium with new stage and wall draperies. Seats at the State will get a similar treatment, and this theater will also install new lighting in its auditorium.

An unseen but significant alteration for the State will be taking place in the projection booth. All equipment will be transistorized, which virtually eliminates any possibility of a mechanical breakdown in the projection of picture or sound.

The familiar sign will remain as a Congress Avenue landmark, but otherwise the Paramount Theater will look like new when a current remodeling program is completed. The next-door State Theater also is having its face lifted.

