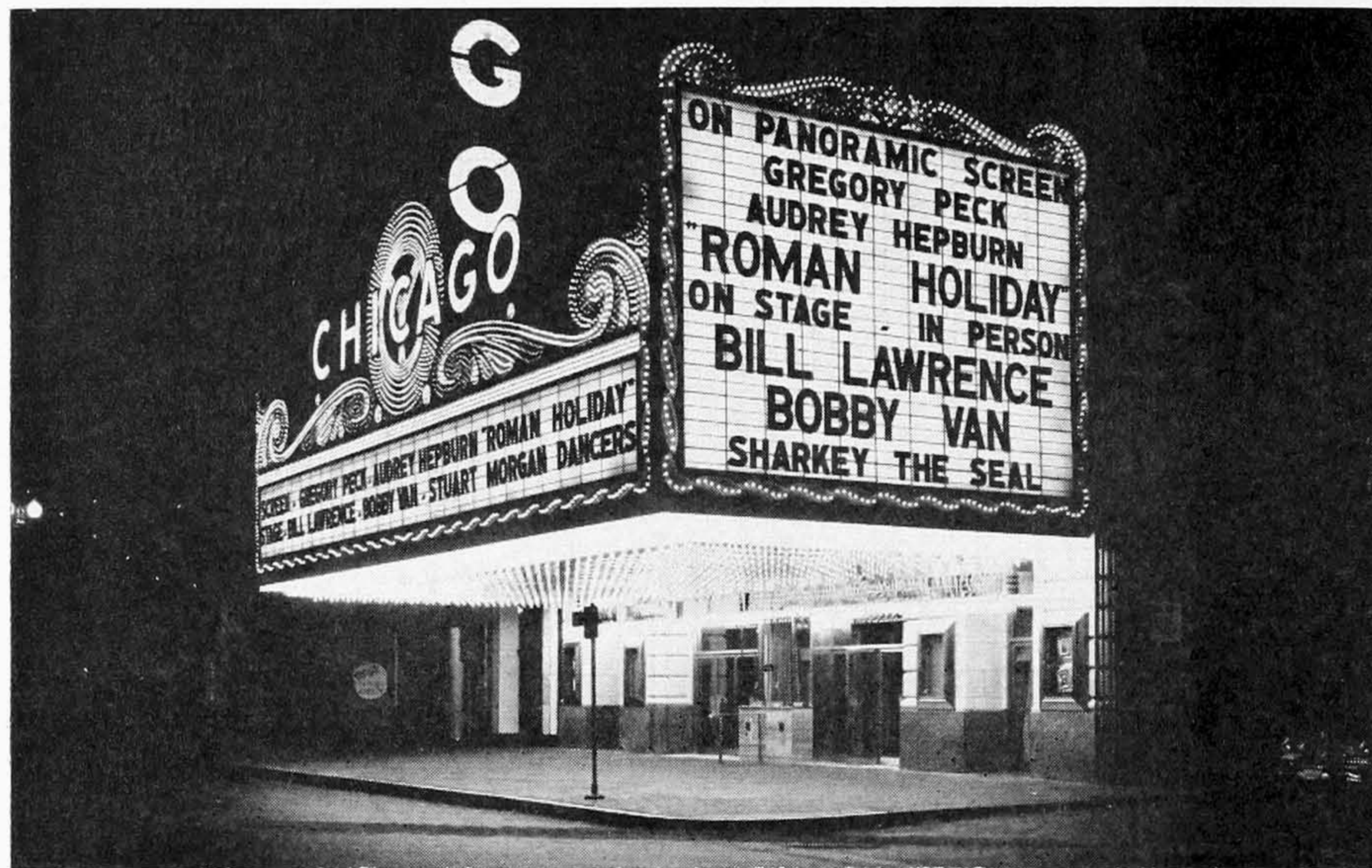


Streamlining for a "Palace" of the '20s

Balaban & Katz' famous Chicago theatre in the Loop, erected in 1921, has acquired a fresh, modern look through streamlining, with the installation of new lighting, furniture, carpeting and drapes. These "before and after" photographs show the change.



ONE OF the great "movie palaces" of the industry's ambitious '20s—the Chicago theatre, State Street showcase

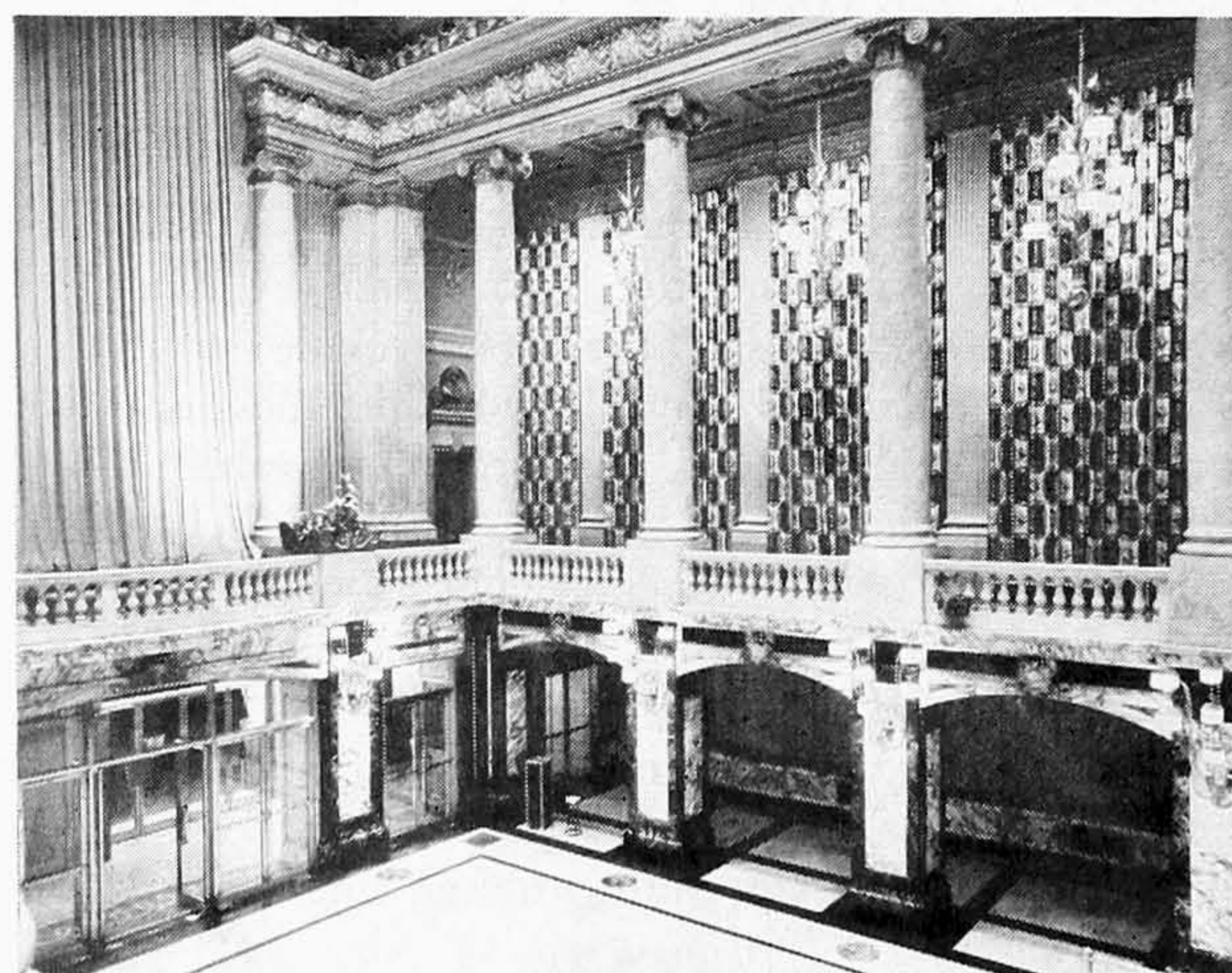
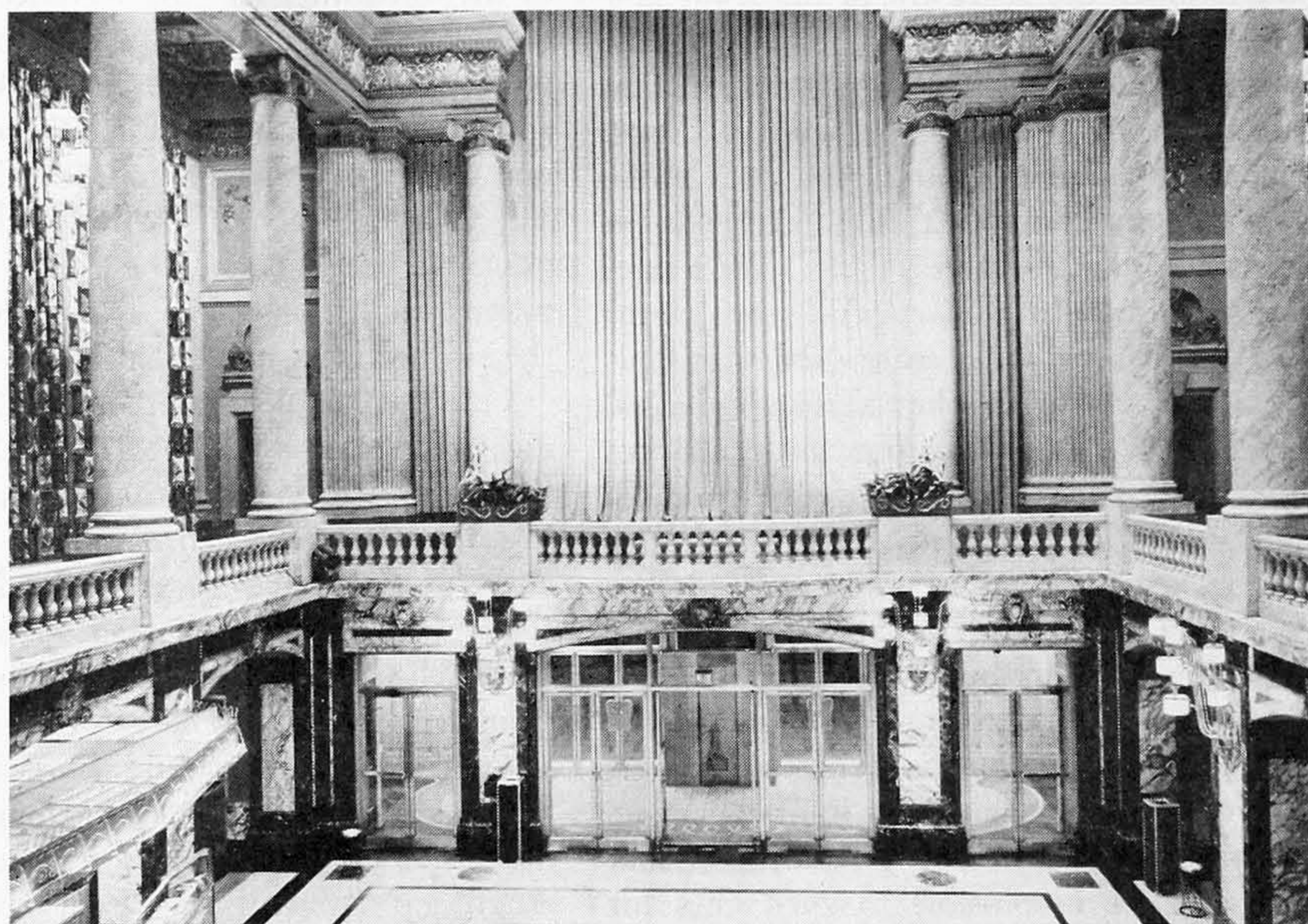
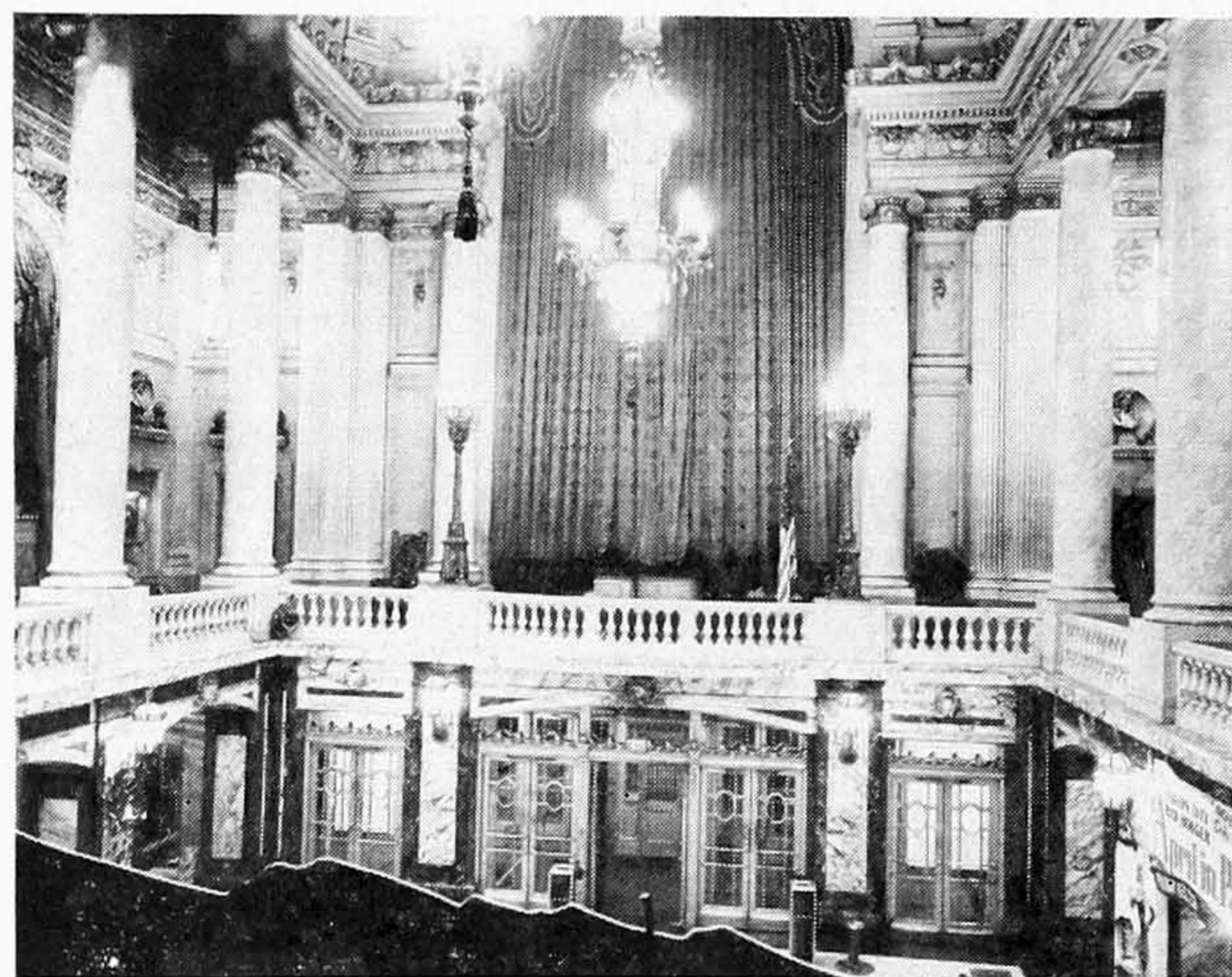
of the Balaban & Katz circuit—has just been given a streamlined appearance. Modernization has been achieved by removal of much of the original ornamentation and installation of new furnishings.



Arch L. Trebow

The transformation took place under the direction and supervision of Arch L. Trebow, B & K executive in charge of purchasing and construction, and Edwin B. Storako of Rapp & Rapp, a Chicago firm of architects and engineers. The grand

New installations in the front of the Chicago include an attraction board and box-office.



In the grande lobby of the Chicago the old crystal chandeliers (shown in view at left above) have been replaced by modern lighting fixtures (above). In addition, modern drapes were installed as also shown in the corner view of the redecorated lobby at left. The vestibule (visible above) was refloored with terrazzo, and also has new entrance doors of glass trimmed in bronze like those in the front.

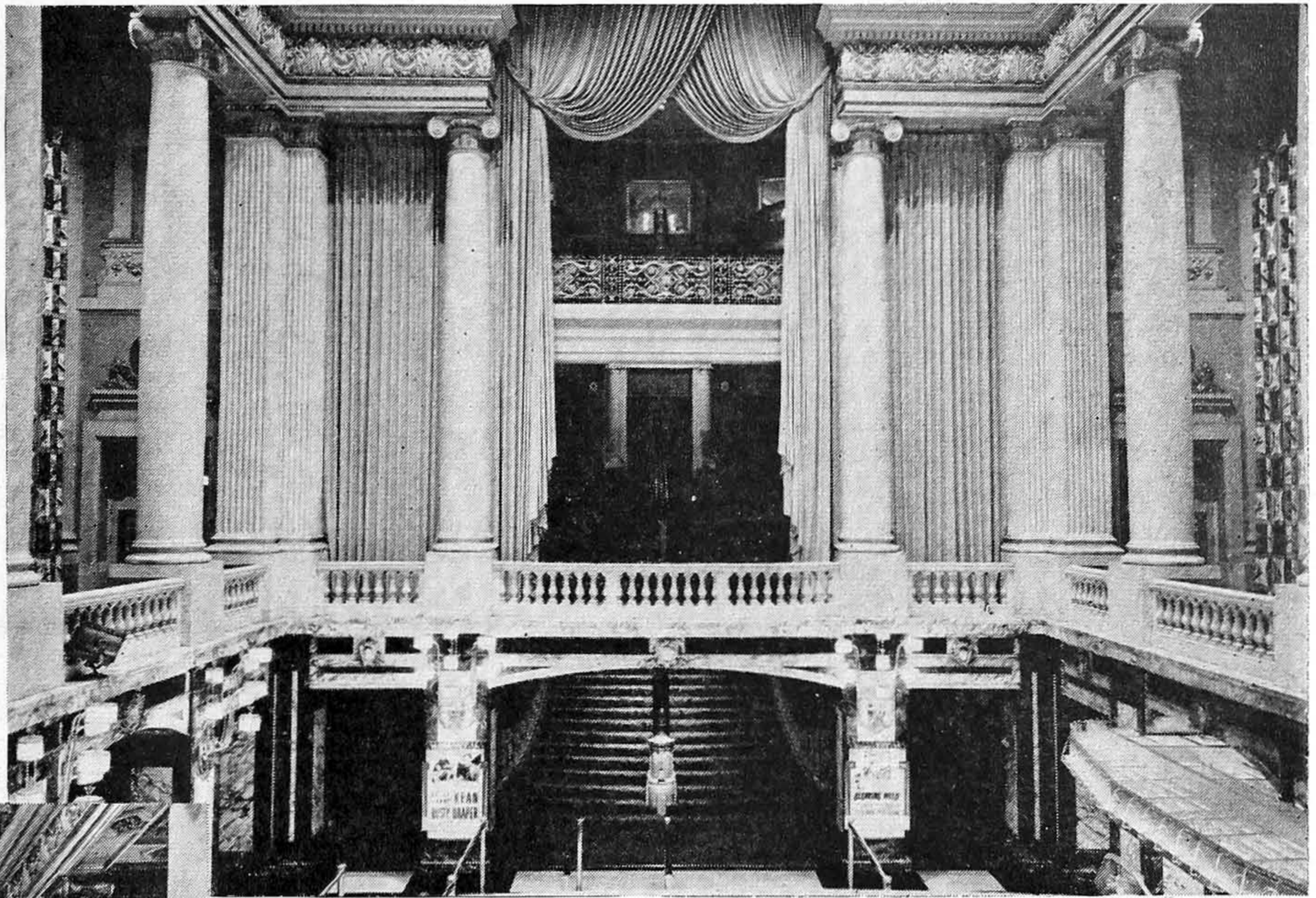
reopening occurred last month—almost 32 years to the day since the flagship first opened its doors to the public.

The plan employed in refurbishing the theatre was to redesign the old French Renaissance-style interior while retaining the original architectural details. This was accomplished primarily by amplification of the lighting system; the replacement of furniture, fixtures and carpeting;

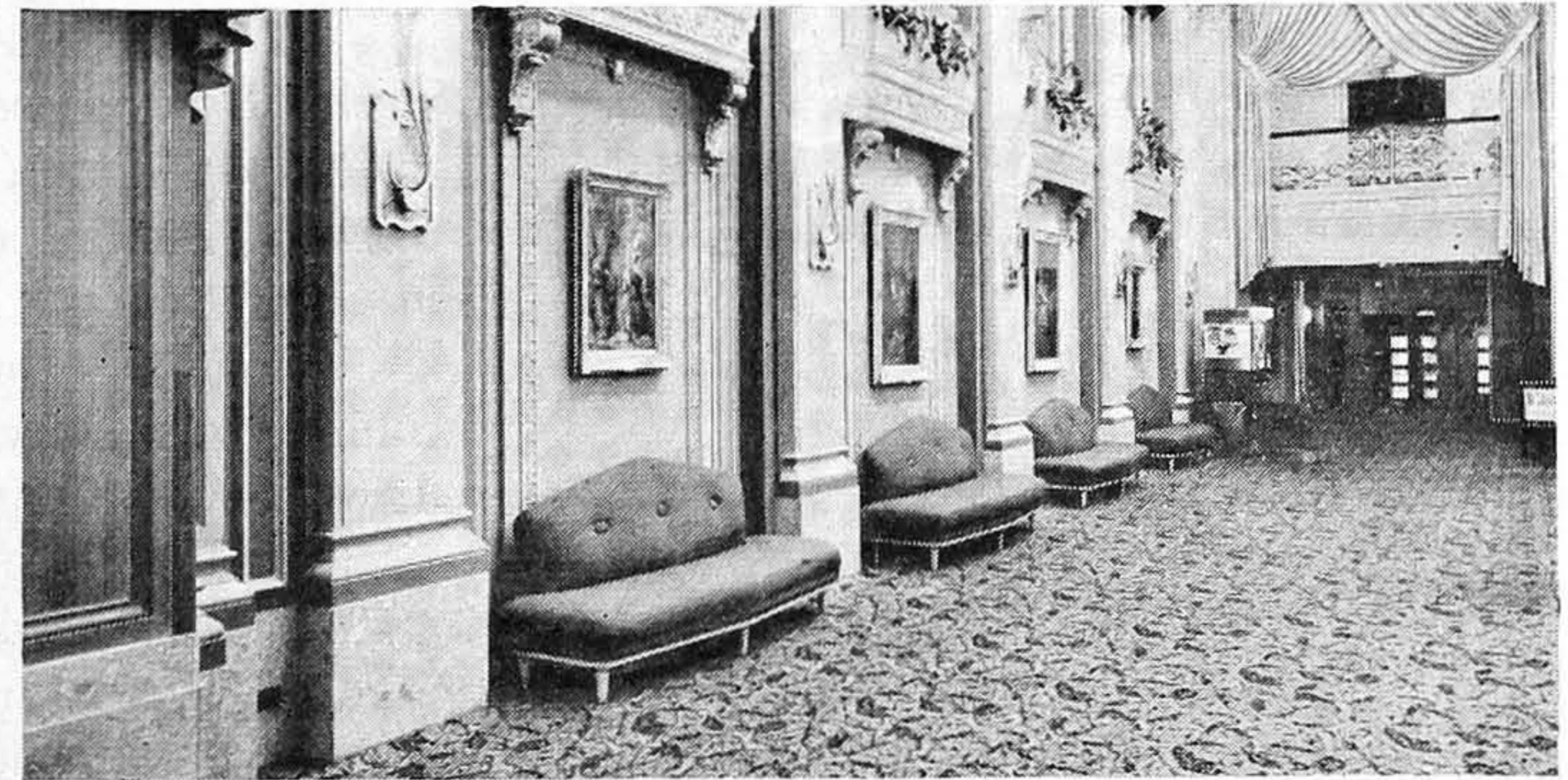
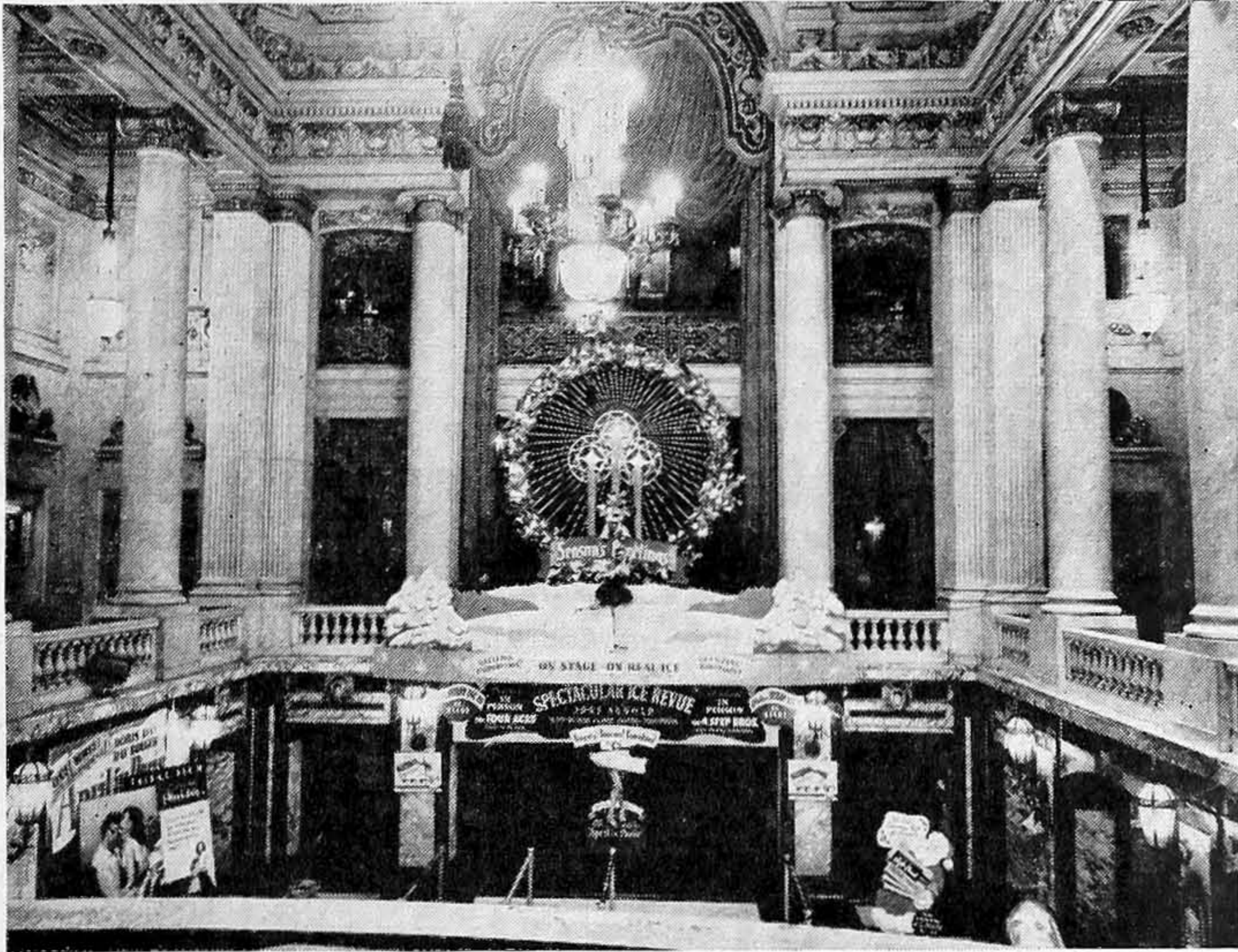
and the use of specially created drapery.

Changing the theatre's front was also a part of the remodeling project. The flamboyant marquee of old has given way to a large attraction board over a soffit of stainless steel. The box-office was rebuilt into one of modern design made of glass, bronze and stainless steel. New entrance doors of glass, trimmed in bronze, were installed, two pairs on either side of the box-office. These doors lead directly into a vestibule where the floor has been recovered with terrazzo.

New glass doors in the vestibule lead into the "grande lobby" which is dominated by marble colonnades and an imposing stair-



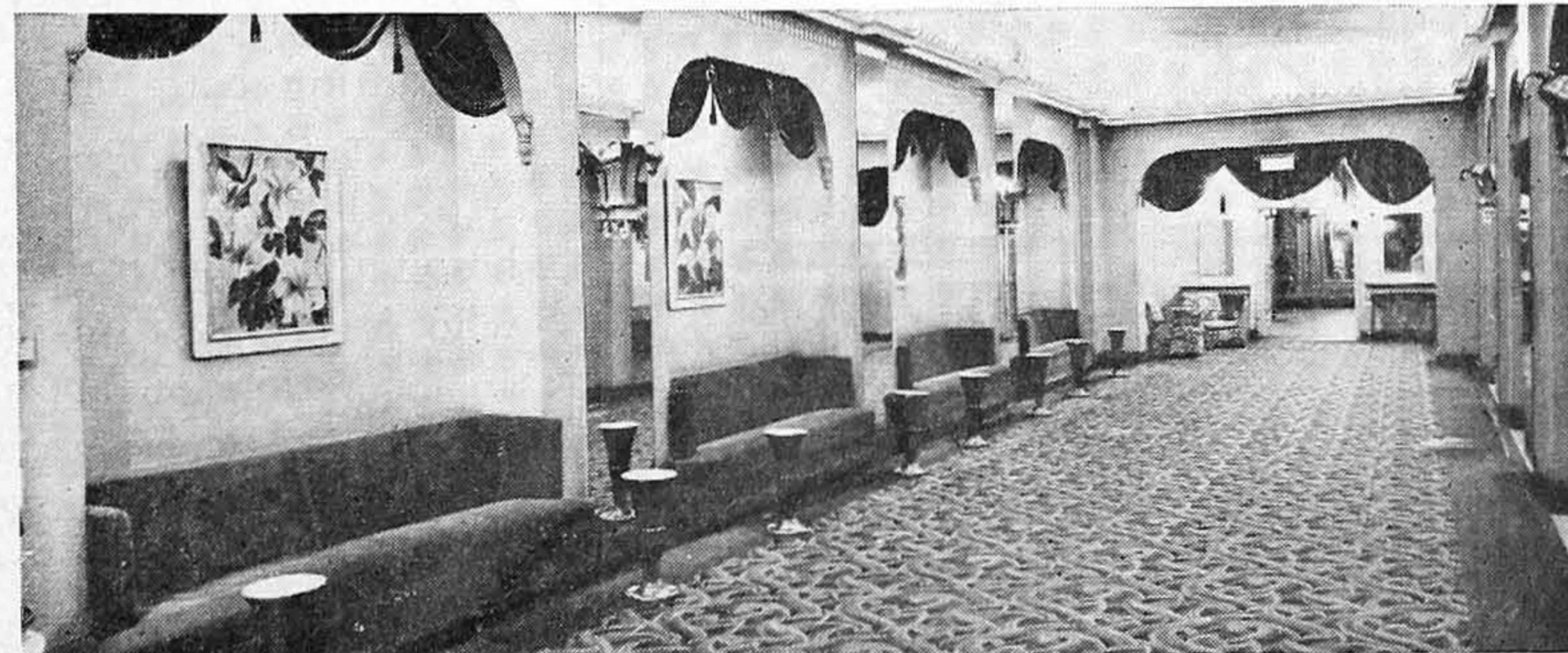
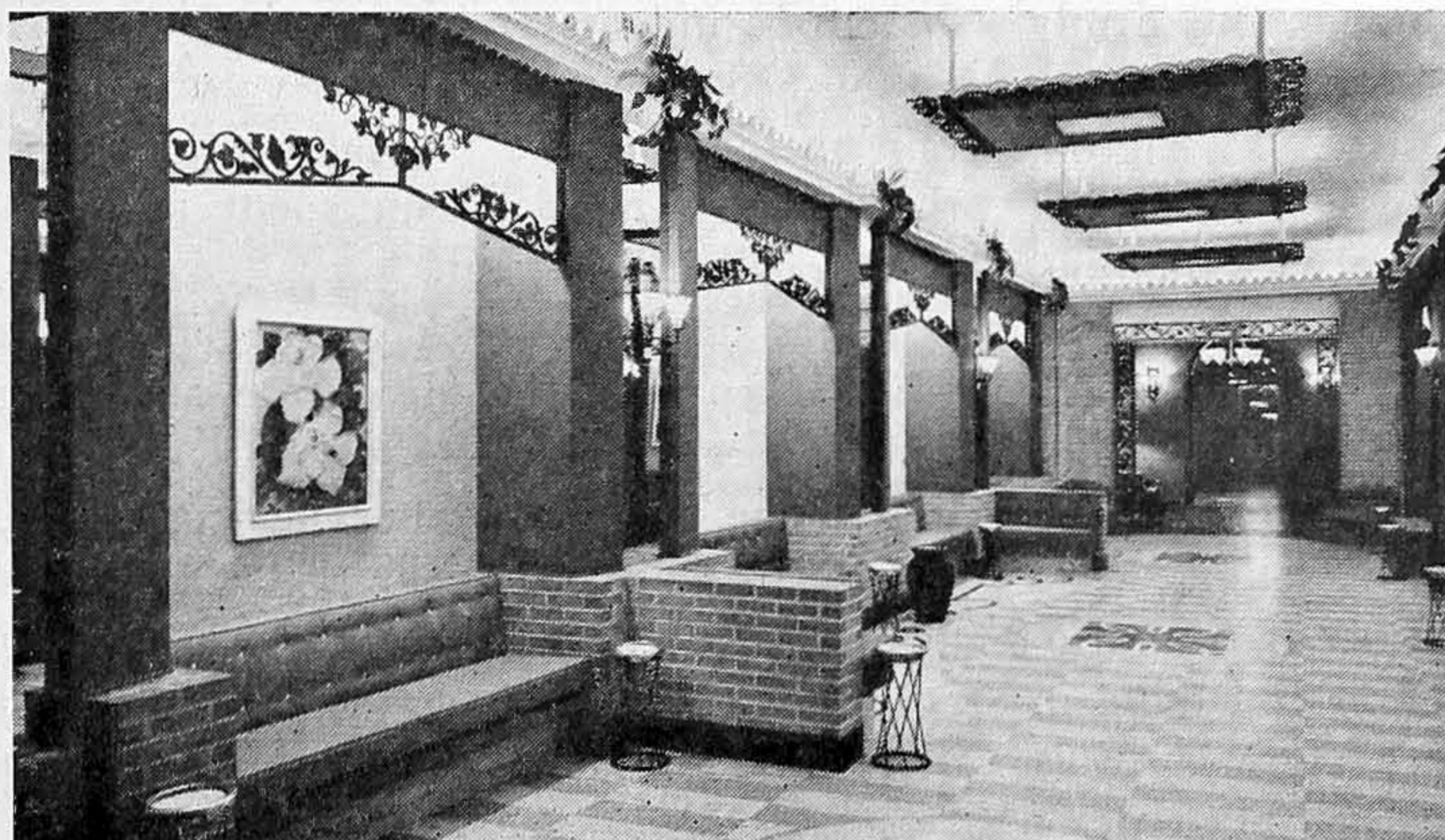
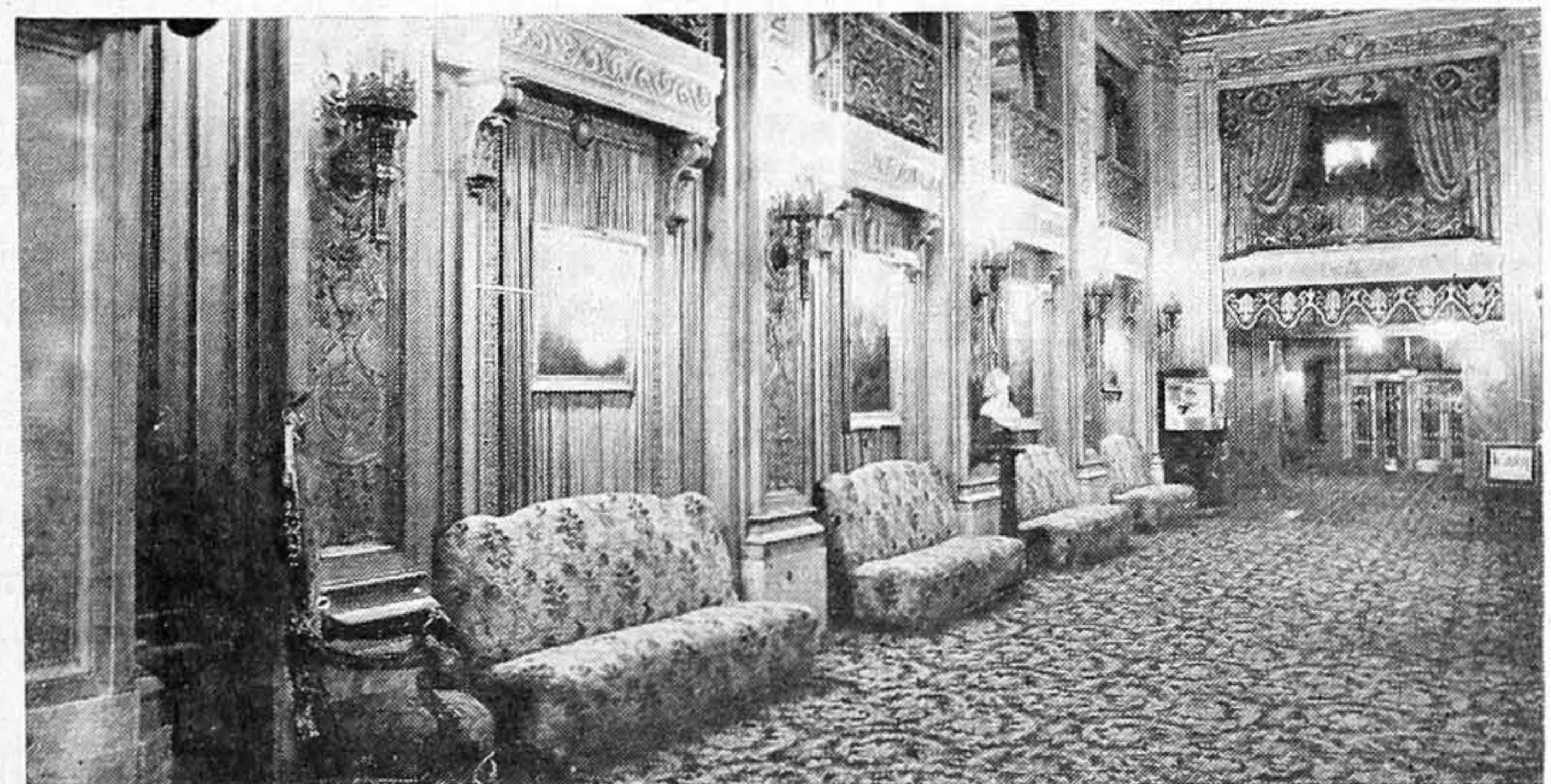
The marble-columned grande lobby and staircase of the Chicago is shown above as it is today minus the crystal chandeliers and drapes formerly employed (see left).



case leading to the mezzanine. In this area crystal chandeliers hanging from the ceiling have been replaced with modern lighting fixtures on the side walls. These fixtures are fashioned of polished brass and fibre glass and handmade leaves. Plush drapes have been discarded for ones of modern design in metallic gray and companion patterns.

In the main floor foyer a new sense of
(Continued on page 62)

In the main floor foyer ("before" view at right) a sense of intimacy has been achieved by suspending the ceiling as shown at right above. This area has also acquired new furniture covered with specially designed fabrics, and new wall fixtures and carpeting throughout in matching colors.



The old lower promenade (above) has been recreated as a "New Orleans" garden (left) through the use of red brick, wrought iron trim and new furniture. Flexachrome tile has replaced the carpeting formerly used throughout this area.

THE CHICAGO THEATRE

(Continued from page 21)

intimacy has been achieved by suspending the ceiling. In addition, new foam-rubber furniture, covered with specially designed fabrics, and modern wall fixtures and carpeting were installed in the foyer, throughout the grande promenade, which extends around three sides of the house and on all levels.

Downstairs the lower promenade has been recreated as an intimate "New Orleans" garden, through the use of red brick, wrought iron trim, and rubber-foam furniture, consisting chiefly of built-in settees. Flexachrome tile, one of the newer plastic floor tiles, now covers this promenade instead of carpeting as well as the floors of all sitting rooms and of the redecorated lounges and powder rooms.

Oil paintings adorning the walls of the theatre have been restored wherever necessary, and the frames have been reglazed and pickled.