

Loew's Theatre, Montreal

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LOEW'S THEATRE,
MONTREAL.

THE several theatres erected on the Marcus Loew circuit in Canada involve a feature of plan which is calculated to realize for the owner the very highest value on the basis of investment. The policy is to build a considerable distance back from the street from which the theatre is entered, with an entrance lobby or passage extending through to the auditorium. The advantage is that an extensive frontage of highly taxable property is avoided, while at the same

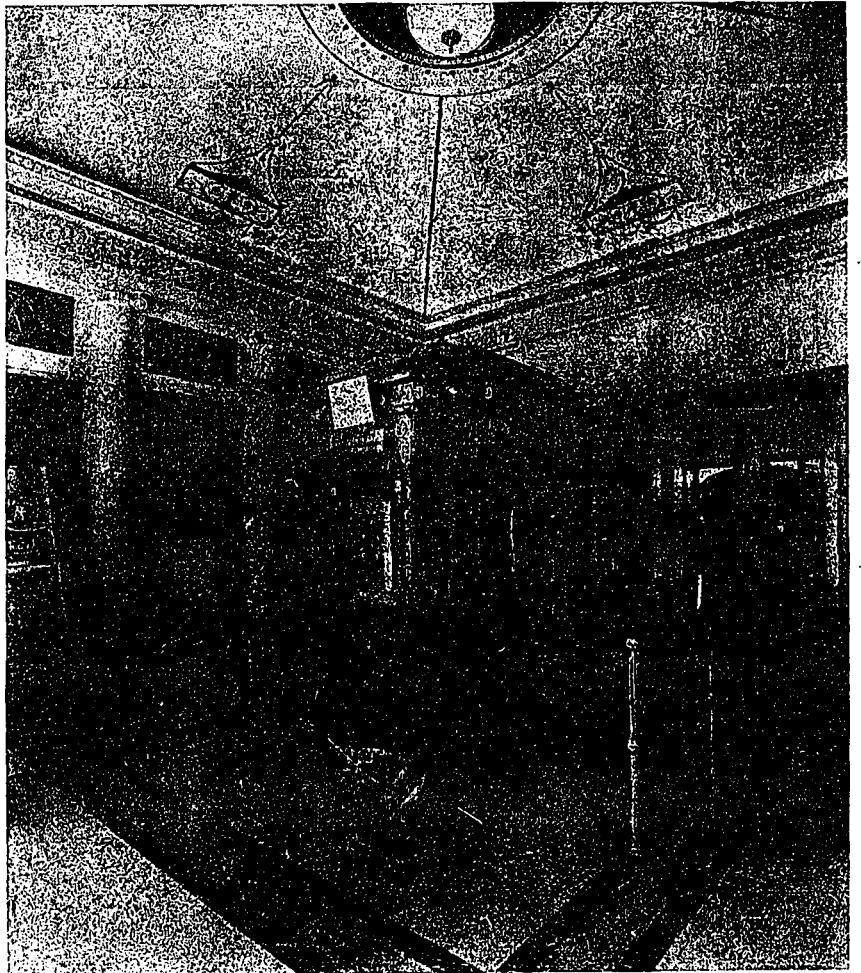
time direct accessible means are obtained at a central down-town or retail shopping point. Moreover, this arrangement further solves the problem, owing to the limited frontage required, of securing a desirable location in a section where, even at a high offer for property, sufficient ground space for a site directly at the street line, would be difficult to obtain.

The new playhouse of the Loew Syndicate recently opened at Montreal is typical of the scheme usually adopted, having its main entrance on St. Catherine street, with an additional entrance on Mansfield street, and covering an area of over twenty-three thousand square feet. Under the circumstances mentioned, the plan dictates a condition which to an extent subordinates the exterior in the general architectural scheme; but this is done without in any way obscuring the character or purpose of the building.

From the main entrance one enters the lobby vestibule, passing through the outer lobby into the inner lobby, which serves to give an attractive introduction to the interior of the house. The walls are of Botticino marble, flanked with stately pilasters and enriched by two mural paintings. An illuminated central dome and vaulted ceiling springing from an enriched plaster cornice, and done in harmonizing colors, contributes to the splendid general decorative effect. Ascending the

stairs of the main lobby, one enters upon an elliptical mezzanine promenade, from which a grand staircase of rich marble leads to the orchestra floor promenade below. The promenade is also accessible from the Mansfield street entrance by passing through the lobby, inner lobby and foyer at this level, where the ladies' rest room and gentlemen's smoking room are also to be found, and which forms a scheme that has been carefully considered to provide luxurious surroundings with every degree of comfort and convenience.

The auditorium proper is rich in its decorative character, showing a clear handling of the Adam style of architecture, and giving to the whole an atmosphere of dignity and refinement; the ornament of the ceiling being so arranged and designed in conjunction with the system of indirect lighting as to unite in producing both an aesthetic and practical result. Accommodation is provided in the orchestra for sixteen hundred people, and approximately fifteen hundred more can be taken care of in the balcony above.



ENTRANCE, LOEW'S THEATRE, MONTREAL.