

# The PADUA-BRUNSWICK'S MODERN THEATRE

## A New World of Entertainment



### Another Milestone

HOYTS Padua is a 1937 theatre and marks another milestone in the history of Hoyts Theatres Ltd. Prominently situated in Sydney road, Brunswick, it can be seen from more than a mile away along this busy thoroughfare.

### Why "The Padua"?

THE PADUA THEATRE takes its name from an historic old residence called Padua, on the site of which it is built. The Padua Estate was a landmark for many years in the Brunswick district.

### THE BUILDERS:



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### Congratulations!

MESSRS. HOYTS THEATRES LTD.  
H. A. TAYLOR AND SOHLEUX  
Architects

### THE DECORATORS:

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AND SONS.  
MASTER PAINTERS.  
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and Essendon.  
BK. 19 FU1112



## LUXURY for 2,000 PATRONS

## Soft Chairs and Footwarmers

### PUBLIC OPENING TO-MORROW

One more link in the chain of Hoyts Theatres will be completed to-night with the opening of the "Padua" in Sydney road, Brunswick. Strikingly modern in appearance and equipment, it is a splendid example of the strides made recently in design of places of entertainment. It is simple and luxurious, and every suitable device of science has been used to add to the comfort of its patrons. Soft, padded chairs and footwarmers are provided for 2,000 persons, the building is air conditioned, and there is a "crying room" for very young children.

THE Mayor of Brunswick (Councillor W. P. Jacobs) will perform the opening ceremony to-night, when there will be a screening by invitation only. The first public performance will be the matinee to-morrow. Already the Padua has been entirely booked out for the performance to-morrow night. Box-plans for other nights are available at the theatre from 9 a.m. to 9 p.m. daily.

In the brief period since the motion picture first achieved its important place as a means of human entertainment, many new buildings have been erected to suit its needs. Until a few years ago most of these were built in the city. With the steadily growing popularity of entertainment in the suburbs, however, the need arose for bigger and more modern theatres close to people's homes. The old barn-like buildings which had served their purpose were gradually scrapped and more suitable buildings erected in their place. This trend resulted in the building of the magnificent series of Regent Theatres, such as those in South Yarra, Gardiner, and Thornbury. With the epoch-making change to talking pictures still different qualities were required of theatres. Sound pictures required a building in which speech could be heard distinctly without distortion. This necessitated existing theatres having special acoustic treatment, and plans were laid for new theatres in which sound could be broadcast perfectly from the screen. Hoyts Windsor is such a theatre—planned by acoustic experts and erected with the modern treatment in architecture.

Quite unusual and strikingly modern in appearance, it has a "streamlined" effect, noticeable both from inside and out. There are two reasons for this. First, it is in keeping with modern trends, and secondly, it assists in giving perfect sound properties. Such things as air-pockets and dead-ends are eliminated. Some idea of the design may be obtained when it is said that the frontal block rises to a mass and folds over each side to become the main building.

### Novel Features in Design and Finish

THE design and finish of the new Padua Theatre present many interesting architectural features. As in every theatre, the proscenium is the focal point, and the architects of the Padua have devoted special attention to this feature.

A circular section of the stage 31ft. in diameter is built to revolve, and is divided into segments so that three different faces can be presented to the audience. The movable section is carried on a centre support and an outside track, similar to a turntable. One segment of the stage carries the screen, which is a permanent feature. The screen is fixed so that it appears to have no visible means of support. It is the exact size of the picture, and stands against a black background when a film is being screened, and by an arrangement of lights and curtains appears to float in the air when not being used. The second segment of the stage is draped with black curtains for conventional stage settings, and the third section carries the orchestra set up. The erection of the stage and its moving gear was carried out by Robert Bodington Pty. Ltd., of Carlton.



An artist's impression of the new Padua Theatre, Brunswick, latest addition to the Hoyts Suburban picture theatre circuit.

Curves and lines are relied on for effect, and are peculiarly harmonious and impressive. The walls of the auditorium fold also into the outside of the proscenium. In planning the theatre the architects, Messrs. H. Vivian Taylor and Sohleux, broke away from all tradition. A remarkable feature is the revolving stage. This first ever erected in a motion picture theatre.

### "Floating" Screen

Noteworthy also is the floating screen. Taking the place of the common picture arch are a series of black revolving shutters between which the pictures are hung. These are illuminated from the rear. The screen is immediately behind the shutters, and the effect is given of a screen floating in the air, apparently unsupported. In the auditorium, and when the auditorium is filled, the screen will appear to be completely lost in light.

An unusual impression will be given the patron as he enters the auditorium, which is toward the circular in shape. He will miss the usual proscenium and orchestra, and will imagine himself in a vast and very modern cyclorama, with one portion of the circle forming the screen and stage.

Some of the features which will be mentioned most are: the all-enclosed building which drives away the influence of winter and moderates hot summer temperatures; ray footwarmers; large luxurious chairs; rich carpets; and picture sets used in the decoration. Another popular innovation will be the "crying room." There will be no need for a mother with a crying baby to be embarrassed during the entertainment.

Her discomfort added to by the scowling faces round her. She will be able to retire to the crying-room and enjoy the rest of the performance secure in the knowledge that the baby will not be heard outside the room. Baby, too, will find pleasure in a number of toys provided for its amusement. This novel retreat will be situated on the stage level. A view of the screen will be obtained through a very thick pane of glass, and a separate sound speaker will be retained within the room so that the pictures may be seen and heard just as though the onlooker were within the theatre itself.

Every point in the building and equipment shows a remarkable attention to detail. Automatic ticket-machines, provided over by cashiers, are to be installed in the various box-offices. This will vastly increase the speed of ticket selling. When a patron approaches the box-office, the cashier will be surprised to find the tickets and change coming sliding down a little chute to be deposited in a neat pile in front of him, the transaction taking only a few seconds.

### Clarity of Sound

Included in the very interesting range of electrical equipment is a system of high fidelity sound reinforcement. One microphone will appear on the stage and another will "appear out of nowhere" at the base of the stage. This is to aid the stage presentations and enable the music of the orchestra and stage artists to carry to every corner of the auditorium. The microphones are the ribbon type used by most broadcasting stations—and should be welcomed by vocalists and soloists as much as by the patrons.

The staff of the theatre will be entirely male, dressed in smart uniforms. They have been drilled to give the most efficient theatre service. For the first time at the Padua the entertainment will include Charles Rainford and his Singing Orchestra on the stage, assisted by a quartet of vocalists. Presentations of Errol Flynn and Olivia de Havilland in "The Charge of the Light Brigade" and the latest smart and funny Summerville in the comedy "Off to the Races." There will also be short subjects including Walt Disney's Mickey Mouse cartoon in colour "Mickey's Circus." The programme will begin to-morrow, and continue until Friday next.

### Skilled work by Various Firms

THE auditorium ceiling is built up in a series of corrugations to conform with the fluted treatment of the walls. The centre portion has been designed so that, when the main lights cut out, it gives the effect of a lake of light. The ceiling lights are concealed behind a series of revolving fibrous-plaster shades. A tray of revolving shades has been adopted as the motif for the fibrous-plaster ceiling of the entrance foyer. The contractor for the fibrous-plaster work was W. H. Brilliant and Co., of Essendon. The lighting of the theatre is provided by the installation of low-voltage fluorescent tubes to the seats on both stall and circle level. Fresh air is forced into the theatre through grilles on each side of the proscenium and is exhausted through grilles at the rear of the stalls and circles. A system, which was installed by Messrs. Bertram and Bell, provides a continuous change of air throughout the building. The heating system is operated by a White Rose boiler installed by John Danke and Son Pty. Ltd. The boiler is provided with complete draught control, which allows the fire to be burned fast or slowly as desired. The water is contained in a jacket completely surrounding the fire, so that the highest efficiency is obtained, together with low fuel cost.

## HOYTS PADUA

More than a superbly modern theatre, the Padua is a practical realisation of the faith placed by the Directors of Hoyts Theatres Ltd. in the progress of suburban Melbourne. A monument of their steady dedication to the citizens of Brunswick.

### GRAND GALA PREMIERE TO-MORROW, Sat., July 24.

Inaugural Programme will continue for one week.

- Charles Rainford and his Singing Orchestra
- Off to the Races
- Mickey Mouse cartoon in colour "Mickey's Circus"
- Errol Flynn-Olivia de Havilland in "The Charge of the Light Brigade"

Box-plan programme for special exhibition.

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Dirt is Matter Out of Place.  
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The Padua

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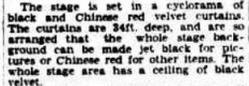
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OF THE  
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Olivia de Havilland, who plays the lead in "The Charge of Light Brigade."



The stage is set in a cyclorama of black and Chinese red velvet curtains. The curtains are 34ft. deep, and are so arranged that the whole stage background can be made in black pictures or Chinese red for other items. The whole stage area has a ceiling of black velvet.

Behind the proscenium curtains will be placed a vision gauge curtain, which will be operated to produce a mystic effect while the stage is being revolved. The curtains, together with the carpets and furnishings, were installed by Messrs. Bertram and Bell, of Elizabeth street.

Three different mediums have been employed to ensure an even balance of sound absorption. The wide outside margin of the main ceiling is covered with a timber-fibre insulating board. The main bulk of the sound absorption has been obtained by the application of impet-applied asbestos in horizontal bands to the side walls. These bands are separated by horizontal fibrous-plaster fins, which converge and die into the main inlet ventilating grille on each side of the proscenium. The rear walls of the stalls and dress-circle, which require a high degree of acoustic deadness, have been treated with acoustic tiles of a colour which blends with the main colour scheme. The contract for the acoustical work was carried out by Acoustics (Australia) Pty. Ltd., of Queen street.

As is usual in a theatre building, a considerable amount of work has been carried out in fibrous plaster.