

# PARAMOUNT CITY—

## New Studio Planned

**O**N the site where much of early California's romantic and action-packed history transpired will rise the world's largest and most pretentious motion-picture plant—Paramount's 12,000,000-dollar "studio of to-morrow"—has been announced by executives of Paramount Pictures Inc.

**F**ROM Mr. BARNEY BALABAN, Paramount's president, comes word that the company shortly will start development on a newly acquired 150-acre tract of land that once was part of the colorful Rancho la Lomita—a 10-minute ride from the centre of Hollywood—bordered on the north by Pico-boulevard, on the south by Na-

property, delivering freight and passengers at Paramount City station from modern trains, where once the Spanish Dons rode to fiestas on horseback.

### BUILDING BY UNITS

Ground-breaking for the first unit to be constructed is scheduled to follow completion of engineering details. Present plans call for construction of the new plant by units. First actual filming on the site will be made possible when streets of permanent outdoor sets are constructed. These streets will be fronted by many types of buildings of various countries. They will be called "The Streets of the World."

Two sound stages, dressing rooms and the sectional part of a mill will be the first units to allow initial production in Paramount City. Other units of the huge plant will be added progressively.

No new financing is contemplated in connection with the development of the plant.

The huge stages will have a total floor space of 500,000 square feet. The problem of aircraft and other noises that might interfere with sound recording will be solved with complete sound-proofing. Studio visitors will be able to watch the stars in action from glassed-in spectator galleries on each stage, avoiding any interference with production.

Ten acres of the huge grounds will be devoted to automobile parking.

Sound stages are expected to extend fanwise from the shops and other buildings needed to feed the sets, cameras and lighting equipment.

Where cattle once wandered along paths, rapid transit vehicles of modern design will carry passengers over paved streets between stages and other buildings. Underpasses will be constructed beneath the Pacific electric tracks to facilitate studio motor traffic.

Part of the new property consists of rolling lands. This will be utilised for "location" shooting of many outdoor scenes. A mansion now standing on the property will be converted into a permanent set.

"We not only have in mind the latest type of construction and planning to bring about production efficiency, but also are building with the well-being of Paramount's personnel in mind," Mr. Balaban states.

### PARAMOUNT POLICE

As a result of this consideration, actors and actresses will find their dressing rooms as comfortable as their homes, while all employees will be offered recreational and athletic advantages. These will include a gymnasium, swimming pool and outdoor courts.

A self-sufficient town, the studio community will embrace, besides its own railway station, a post office, police head quarters, hospital, fire department, nursery, garage and restaurant.

Buildings throughout the city will be air-conditioned.

Where vaqueros once herded wandering cattle to a water hole will be sunk a huge reservoir with a surface area of four acres—this to be used for filming water scenes—a huge vat large enough to float a battleship.



Mr. JOHN W. HICKS, jun., vice-president in charge of foreign distribution, Paramount.

tional-boulevard, on the east by Overland-avenue, and on the west by Kellon-avenue.

For the past two years Paramount executives have conducted exhaustive investigations into sites and building methods, bringing in the organization's expert personnel to decide on the latest scientific developments in film production for inclusion in the "studio of to-morrow." When these surveys were presented to Mr. Balaban, in conference with other New York and studio executives, decision to go ahead was announced.

### TELEVISION INSTALLATION

In contrast with the early days, when messages were carried on foot or horseback, incorporation of television as a means of communication within the new studio will be a rare innovation in the scheme.

Television sets will flash images and voices between all key offices and sound stages, it was disclosed. The use of television is made possible in this manner for the first time in history because of Paramount's interest in the Du Mont Laboratories, leader in television development.

Taking advantage of the construction lessons learned over a period of the past several years from various film plants throughout the world, Paramount has devised a plan which will result in the future studio becoming a city within itself.

The studio will bear the name Paramount City.

Service of a main line of the Pacific electric railway will bisect the new

Top:  
Right:  
Zukor  
Jesse

Centre:  
Zukor

Below: