

*Historic Review Commission of Pittsburgh*

200 Ross Street, Fourth Floor, Pittsburgh, PA 15219

# NOMINATION FORM FOR HISTORIC STRUCTURES, SITES, OBJECTS, AND DISTRICTS

1. **HISTORICAL NAME OF PROPERTY**      **Paramount Pictures Film Exchange**

2. **CURRENT NAME OF PROPERTY**      **Paramount Pictures Film Exchange**

3. **LOCATION**

Street            1727 Blvd. of the Allies  
City, State      Pittsburgh, PA  
Zip Code        15219

4. **OWNERSHIP**

Name:            UPMC  
Street            600 Grant St., 57th Floor  
City, State      Pittsburgh, PA  
Zip Code        15219

5. **CLASSIFICATION**

<u>Category</u>	<u>Accessibility</u>	<u>Ownership</u>
<input checked="" type="checkbox"/> Structure	<input checked="" type="checkbox"/> Private	<input checked="" type="checkbox"/> Private
<input type="checkbox"/> District	<input type="checkbox"/> Private, Open to the public	<input type="checkbox"/> Public
<input type="checkbox"/> Site		
<input type="checkbox"/> Object		

6. **NOMINATED BY**

Name Dan Holland & Drew Levinson, c/o Young Preservationists Association of Pittsburgh  
Street 127 Roup Avenue  
City Pittsburgh, PA 15206

## 7. DESCRIPTION

Provide a narrative description of the structure, district, site, or object. If it has been altered over time, indicate the date(s) and nature of the alteration(s). (Attach extra pages if necessary.)

The Paramount Pictures Film Exchange is located at 1727 Blvd. of the Allies, at the corner of Miltenberger Street, overlooking spectacular views of the Monongahela River, the South Side and Mt. Washington. It is part of the Soho neighborhood of Pittsburgh, also known as the "Bluff," a neighborhood that includes Duquesne University.

From the 1920s onward, until the decline of Pittsburgh film exchanges in the 1970s and 80s, the neighborhood was also called "Film Row," and all the major Hollywood studios had film exchanges with offices, film libraries and private screening rooms there.

The Paramount Pictures building is the last remaining of it's kind, in terms of it's original outside appearance, which has remained completely unaltered since it was built in 1926. The 83-year-old building is currently vacant.

The building's style can be classified as 1920s *Classical*. It is a two-story building, built primarily of red brick, terra cotta and stone (trim). Viewed from the front, the building has 3 bays ornamented by egg and dart moulding, pinecone finials and half shells under the cornice line. Windows are hopper with stone sills; the first<sup>t</sup> story has metal spandrels. Entranceway on south façade is delicate blue, white and peach terra cotta with scrolls, urns, diaper work and winged heads. A semi-circular arch made of keystone with "Paramount Pictures" is engraved above a cornice. The entranceway is plastered (swags, heads, etc.) sidelighted and transomed. There is a single wooden door with a mail slot. The foundation is clad in terra cotta also. Sits close to street adjacent to sidewalk. The side facing Miltenberger Street has 5 bays on the second floor and shields of keystone on the first.

## 8. HISTORY

Provide a history of the structure, district, site, or object. Include a bibliography of sources consulted. (Attach extra pages if necessary.) Include copies of relevant source materials with the nomination form (see Number 11).

The Paramount Pictures Film Exchange Building at 1727 Boulevard of the Allies is the last remaining structure from Pittsburgh's "Film Row," a unique district of film industry buildings which stood in Uptown atop the high bluff overlooking the Monongahela River Valley and Pittsburgh's South Side neighborhood. However, only one building from this era remains today, the Paramount Pictures Film Exchange, a prime example of a once thriving world-wide industry for motion pictures. Designed by R.E. Hall Co. Architects of New York City in 1926, the building meets the Historic Review Commission's criteria for its association with important cultural or social aspects or events in the history of the City of Pittsburgh, the State of Pennsylvania, the Mid-Atlantic region, or the United States. The Paramount Pictures Film Exchange building stands as a proud symbol of Pittsburgh's position as the birthplace of motion picture distribution and exhibition.

Many of the major Hollywood studios built film exchanges and offices in the 1700 block of the Blvd. of the Allies between the 1920s and 1950s. Polk's Pittsburgh City Directory from the Pittsburgh History & Landmarks Foundation library, shows all the major studios on the Blvd. of the Allies, including: Columbia Pictures, MGM, Warner Brothers, Universal Pictures, United Artists, RKO, Paramount Pictures and Republic.

According to the 1925-1926 volume of the Builders' Bulletin (of Pittsburgh), the Paramount Pictures building at 1727 Blvd. of the Allies was constructed in 1926 by Lippe Construction Co. (17 West 60<sup>th</sup> St., New York City, NY). The owner of the building at that time was Phil. Pitt Realty Corp. The architects were from the R.E. Hall Co. at 231 West 43<sup>rd</sup> St. New York City, NY. Construction bids for the building found in The Builders Bulletin (1925-1926 vol.) show several companies: Wm. Trimble & Sons Co., B.A. Groah Construction Co., Pittsburgh Engraving & Contr. Co., Homewood Avenue and Walker & Curley Co. (Sharpsburg, PA) "[were] figuring."

Today, all the other film exchange buildings besides Paramount's have either been demolished or converted into small businesses, offices or Duquesne University buildings. The Paramount Pictures Film Exchange on the Blvd. of the Allies, while relevant and culturally significant to the City of Pittsburgh, is *ALSO* significant to the history and development of the Paramount Pictures company and the current system of film distribution all over the world.

Before the advent of the video cassette in the 1980s and in turn, the demise of film exchanges, revival houses also known as second-run theaters, were the place to go to see older (not newly released) motion pictures—this is when film exchanges were built in all the major U.S. cities, and at that time, Pittsburgh was a major one—due to Pittsburgh's population and importance in the steel industry. A film exchange was a building operated by a movie studio that contained a film library of reels, offices and private screening rooms.

According to Ed Blank, retired Pittsburgh theatre and film critic & columnist, it was *law* in those days to allow theater owners to view a picture before booking them into their theaters. Blank said the film exchanges were all within a couple blocks of each other forming a "film row," because it was very much a 'one-stop shopping' deal, where theater owners could go out of one exchange and immediately into the next—possibly to negotiate or book films from several studios. Blank

also said that many times a theater-owner would strike up deals to have studio exclusivity.

According to Michael Aronson, author of "Nickelodeon City: Pittsburgh at the movies 1905-1929," a film exchange was a library of films, some short, some feature length that film distributors assembled to rent to theaters, instead of theaters buying each film they showed. The earliest mention of one in Pittsburgh was 1903. The film exchanges sought out individual manufacturers working in other cities and around the world. In 1914, individual production companies (RE the studios) each had their own film exchanges in Pittsburgh, according to Aronson. As many as 400 films were produced weekly, and theater owners needed a way to quickly rotate the movies they showed so film exchanges became important for this reason. According to Aronson, a typical theater changed the bill three times a week.

Later in 1914, films by law had to be viewed (and edited by the same exchange) to conform to newly established decency laws for each city. Since the exchange had to pay a dollar to add the film footage showing the seal of approval, many tried to save money by ignoring the laws and were fined. Of course the Paramount Pictures film exchange became a predominant and well-known company, and there wasn't any evidence in my research that Paramount evaded these laws. Some movies were shut down while they were being screened if an inspector showed up at the theater.

Pittsburgh routinely had Hollywood personalities, celebrity actors and directors visiting for premieres and press opportunities.



Subject: Cecille B. DeMille rides in motorcade through downtown Pittsburgh for world premiere of *Unconquered*. *Paramount Newsreel*



Subject: Film Actress Elizabeth Scott in motorcade, downtown Pittsburgh. 1947



Subject: Celebrity Hedda Hopper in motorcade, downtown Pittsburgh. 1947

## Ownership History

Today, UPMC, the University of Pittsburgh Medical Center, has plans to demolish the Paramount building soon. In fact, according to Peter Rosenfeld, marketing director at the Harry Davis & Co., which is located at 1725 Blvd. of the Allies and shares a structural wall with the Paramount building, UPMC has plans to demolish the entire neighborhood for a project or structure. Rosenfeld does not yet know the fate of the Harry Davis & Co. building, but he predicts it too will be demolished.

The Harry Davis & Co. is what used to be the 20<sup>th</sup> Century Fox film exchange and they have a private screening room upstairs, now used for storage. Crossing over Miltenberger Street, next door to the Paramount building, is the Duquesne University Tamburitzans building, which used to be the Warner Brothers film exchange, according to Rosenfeld.

The neighborhood has already lost several historic structures due to UPMC, and there are plans to also demolish residences. Several buildings have been demolished recently, and days ago UPMC demolished a building on the other end of the Paramount Pictures block, a gray office building. A news brief in the Pittsburgh Tribune-Review April 16, 2009 reads:

*The Bluff: Blvd. of the Allies section to close for demo work : The Westbound lanes of the Boulevard of the Allies will be closed Saturday morning to demolish a building near UPMC Mercy [...] while contractors finish demolishing the Van Braam Building [...] said UPMC spokeswoman Linda Ross.*

The Paramount Pictures Film Exchange was surveyed in 1980 by the Pittsburgh History and Landmarks Foundation for the Office of Historic Preservation and the Pennsylvania Historical and Museum Commission. At the time of the survey, the building was being used for rodent control, according to the Pennsylvania Historic Resource Survey Form, prepared by Peta Creque. Survey code: 003-P-b1f-11J-328, available from PHLF.

According to Peter Rosenfeld the City of Pittsburgh, Vector Rodent Control program stored their poisons in the Paramount building on the Blvd. of the Allies in the 1980s. In an insect rearing newsletter, "FRASS Newsletter," from 1981, a worker, William S. Todaro, at "Vector Control Program, 1727 Blvd. of the Allies, Pittsburgh, PA 15219," was requesting articles concerning the colonization of insect species as supplemental sources of proteins for any species of animals including fish.



Courtesy of the Carnegie Library of Pittsburgh Date: August 18, 1958 Subject: Film Row on the Boulevard of the Allies

### **Pre- Film Row – *BEFORE PARAMOUNT FILM EXCHANGE WAS BUILT in 1926***

Before Hollywood studios built film exchanges on “Film Row,” houses lined the Blvd. of the Allies as late as 1922, as can be seen in a photo from the Pittsburgh Photographic Library Collection, Pennsylvania Dept., at the Carnegie Library of Pittsburgh. This photo was taken about four years before the Paramount Pictures film exchange was built. This photo can also be found in Drew Levinson’s film on YouTube (link below).

According to Peter Rosenfeld of Harry Davis & Co. (next door to the Paramount Building), the system of addresses on the Blvd. of the Allies is complex and confusing. Rosenfeld said that when houses occupied the Blvd. of the Allies (photo below), they took up less space and property than the buildings that can be found in their places today. For instance, the address of the Paramount Pictures building is 1727 **and** 1729 Blvd. of the Allies, because several houses or smaller buildings occupied that corner lot. Officially, the address of the Paramount Pictures building is 1727 Blvd. of the Allies.



Content: General view of the Boulevard of the Allies south wall – Construction April 18, 1922  
Credit: Carnegie Library of Pittsburgh

## Paramount Pictures History & Pittsburgh

The Pittsburgh History and Landmarks Foundation library has a collection of the *Polk's Pittsburgh City Directory*, which was an annual directory that can simply be described as a more detailed version of a phonebook. Information can be found about Pittsburgh businesses, their locations, their employees and their relations – in hefty editions running by year, from the turn of the 19<sup>th</sup> century to the mid-20<sup>th</sup> century. In this case, *Polk's Pittsburgh City Directory* traces the history and evolution of Paramount Pictures in Pittsburgh and for that matter, the United States.

According to Paramount Pictures, the beginnings of Paramount dates back to 1912, when Adolf Zukor, the owner of a New York nickelodeon secured distribution rights to Sarah Bernhart's 4-reel film, *Queen Elizabeth*. It wasn't long before the Paramount story began in Pittsburgh with an office downtown, then one at 1018 Forbes Avenue, and the name "Famous Players-Lasky Corporation."

On the Paramount Pictures website, an article titled "The History of Paramount Pictures," reads:

[*Queen Elizabeth's*] triumphant opening on July 12, 1912, as the first full-length drama shown in the United States prompted Zukor to found the Famous Players Film Company. Famous Players began to produce movies in New York, beginning with *The Prisoner of Zenda* and *The Count of Monte Cristo*. A year later, Zukor invested in a film distribution company named Paramount Pictures. June 28, 1916 marked a turning point in Paramount's history. The Jesse L. Lasky Company, which was producing films in



Hollywood merged with Famous Players to form the Famous Players-Lasky Corporation. The company consolidated its production and distribution divisions, and audiences began seeing "Paramount Pictures." Zukor and Lasky then constructed a vast new studio on Marathon Street in Hollywood, which the company has occupied since 1926. Paramount's early artists included Cecille B. DeMille and William S. Hart, and stars, Mary Pickford, Rudolph Valentino and Clara Bow. *Wings*, the studio's 1928 release, received the very first Academy Award for Best Picture from the members of the Academy of Motion Pictures Arts and Sciences. [...] Today Paramount Pictures is the only major motion picture studio [headquartered] in Hollywood.

In Polk's Pittsburgh City Directory, we find that 1926 was the last year Famous Players-Lasky Corporation occupied Forbes Avenue. This is also the year that the Boulevard of the Allies exchange building is completed. In 1927, there is a new name; Paramount-Famous-Lasky Corporation, which is under the regional authority of a "J Edward Fontaine, manager of the film exchange," according to Polk's. In 1928, 1727 Boulevard of the Allies is still Paramount-Famous-Lasky Corporation and a new manager, a Harry H. Goldstein is "manager of moving picture films." In 1929 Goldstein is still manager of the film exchange building. Goldstein remains the branch manager through 1930 when Paramount was then, renamed yet again, "Paramount Publix Corp." and that name remains until just "Paramount Pictures" is settled upon.

We can compare data from Polk's Pittsburgh City Directory with an article written by Marvin Jones, "The Saga of Majestic Mountain," which shows how Pittsburgh and the Paramount building accommodated changes in Paramount and its management.

Jones writes:

Paramount [...] traces its history back to the 1912 formation of Adolph Zukor's Famous Players Film Company, but the Paramount Pictures Corporation name was first used by a film distribution company founded by William W. Hodkinson and other independent exhibitors in May of 1914. Paramount financed and distributed the product of Zukor's Famous Players, Jesse L. Lasky's Feature Play Company, and other producers. In May of 1916 Zukor and Lasky bought controlling shares of Paramount stock, and Famous Players-Lasky Corporation was incorporated, with Zukor as president, on May 19, 1916. Zukor and Lasky were reportedly not fond of the Paramount name—they thought audiences wouldn't know what it meant—but they realized the dominance of the mountain-top logo, so the Paramount name was retained as a trade name and Hodkinson's design soon began appearing on the new studio's releases. By 1927 the company was known as Paramount Famous Lasky Corporation, and in 1930 it became Paramount Publix Corporation. The firm went bankrupt in 1933, Lasky was forced out, and it was reorganized as Paramount Pictures, Inc. Majestic Mountain "is an enduring symbol of strength and excellence," according to Jonathan Dolgen, chairman of the Viacom Entertainment Group. And as it quickly approaches centenarian status, it seems likely to outlive all the lions, torch-bearing ladies, shields, globes, radio towers, gong-playing musclemen and other johnny-come-latelies, just as it preceded them. After all, it takes millennia to erode a mountain!

The Paramount Pictures building at 1727 Blvd. of the Allies is the last remaining vestige of any major film studio or exchange in the City of Pittsburgh and the building has lived through over

eight decades of company and occupational changes.

According to Michael Aronson, before the Blvd. of the Allies location of Paramount, and even the Forbes Avenue location, there was a seven story Paramount Pictures Building downtown on Ferry Street.

Famous Players topped the Seltzer Building, formerly the biggest edifice on Pittsburgh's Film Row, in 1914 with the construction of its own seven story, twelve thousand square foot purpose-built office. William Mayer alliteratively described it as "convenient, commodious, complete in every detail." In fact, what later became known as the Paramount Pictures Building was, according to [Pittsburgh's Moving Picture] Bulletin, the largest film exchange in the United States. Famous Players, founded by Adolf Zukor, himself a former nickelodeon and exchange owner, was in part responsible for regularizing some of the most significant production and distribution strategies of the 1910s, including the star system, the regular feature service, and eventually, vertical integration of the industry. [...] Zukor employed Joseph Steele, previously the manager of General Film's Pittsburgh exchange, to run his new Pittsburgh operation. It was Steele who gave William Mayer his inaugural tour of the local Paramount facilities. Along their winding route of the bookkeeping, stenographers, sales and shipping offices, telephone exchanges, poster rooms, 'where millions of sheets of paper [i.e. posters] are stored,' film storage, projection and rewind stations.

This impressive building had Paramount's name attached to it and was a model for other film exchanges across the country. In fact, it formed a different, older version of "film row" downtown. However, today, the only Pittsburgh building bearing the Paramount name and all its glory, is the film exchange at 1727 Blvd. of the Allies.

## **Conclusion**

Pittsburgh was a very important city for the film industry, in both the distribution and exhibition of films. The Nickelodeon and exchanges in this city were the model and base for the current system of exhibition and distribution we have today. The Paramount building on the Blvd. of the Allies needs to be preserved because it is the last of its kind.

## **9. SIGNIFICANCE**

The *Pittsburgh Code of Ordinances, Title 11, Historic Preservation, Chapter 1: Historic Structures, Districts, Sites and Objects* lists ten criteria, at least one of which must be met for Historic Designation. Describe how the structure, district, site, or object meets one or more of these criteria. (Attach extra pages if necessary.)

The Paramount Pictures Film Exchange at 1727 Blvd. of the Allies is the site of a significant historic activity to the Pittsburgh region and Pennsylvania for its role in distributing films to theaters. Pittsburgh was once a top ten market for films, meaning in terms of population, Pittsburgh was the place to have a movie showcased to make a large profit. That is why all the major Hollywood studios of that time period had offices and screening rooms in Pittsburgh. And the reason celebrities routinely stopped in.

The building is attractive to look at and was designed by the R.E. Hall Co. of New York. It is built in a 1920s classical style and is in good condition. Also the Paramount logo, "Majestic Mountain" is still colorful and is representative of the importance the movie industry played in Pittsburgh.

### **Recent Efforts to Dedicate the Paramount Pictures Film Exchange**

On March 28, 2009, the Young Preservationists Association of Pittsburgh presented Drew Edward Levinson with the 1<sup>st</sup> Place prize in its Preservation Video Awards for his short documentary about the Paramount Pictures Film Exchange. The focus of the video contest was on saving unrecognized historic sites in Southwestern Pennsylvania. The ceremony was held at the Carnegie Museum of Art and was sponsored by State Senator Jim Ferlo, PNC Bank, The Grable Foundation, Carnegie Museum of Art, Pennsylvania Historical & Museum Commission, Katherine Mabis KcKenna Foundation, First Commonwealth, CMU's Center for Africanamerican Urban Studies and the Economy (CAUSE), Citizens Bank, PA State Representative Jake Wheatley, GNC, Massaro, TriState Capital, and URA. Please visit <http://www.youngpreservationists.org/> for more information about the Preserve Pittsburgh Summit and to view the program.

The video can be seen on YouTube: <http://www.youtube.com/watch?v=jomyGMliHTM>.

The Pittsburgh Tribune-Review also published a story about this on April 13, 2009: [http://www.pittsburghlive.com/x/pittsburghtrib/news/pittsburgh/s\\_620343.html](http://www.pittsburghlive.com/x/pittsburghtrib/news/pittsburgh/s_620343.html).

## **Conclusion**

Other cities across the country are aware of the value of preserving these significant historical structures. These cities are utilizing their classic, lofty spaces, and in most cases, gorgeous views. In Oklahoma City, OK, film exchange lofts are a success and this website details the cities impressive preservation of almost all of their major Hollywood studio film exchanges after they went out in the 1970s – and they have remained mostly unaltered. Check out their impressive, interactive website: <http://www.filmrowokc.com/FilmExchange.swf>. Chicago has also gone the way of loft apartments and condominiums, as demonstrated on their website: <http://filmexchangelofts.com/>. Detroit has another amazing film exchange story: [http://brnation.d2sector.net/ue/detroit\\_michigan\\_film\\_exchange\\_building.html](http://brnation.d2sector.net/ue/detroit_michigan_film_exchange_building.html).

While loft apartments are but one option for reuse of the Paramount Pictures Film Exchange Building, a preservation effort must be made before this great city loses another piece of its important but little-known history. In fact this building has a lot more weight than just “a piece of history”; this building represents all that was Pittsburgh’s film history and it even represents the progress of the film industry on a national level. This building is in good shape and it has many possibilities for future uses.

## **Hollywood in Pittsburgh Today**

According to Dawn Keezer, Director of the Pittsburgh Film Office, 2008 was a record breaking year for the region, 11 feature films were shot in a 12 month period and brought over \$50 million directly into Pittsburgh’s economy (without multipliers) – thanks to Pittsburgh’s locations, talented crew and PA Gov. Ed Rendell’s \$75 million film tax program. According to Keezer, 2009 is shaping up to be another record-breaking year. Two Best Picture Academy Award-winning films were shot here: The Deer Hunter and The Silence of the Lambs. In a March 2009 interview, Keezer said:

*I think it would be great if there was some way they could save the façade, save the building and really save part of Pittsburgh’s past that highlights our film industry. I think it would be great if the building could have a plaque, or some sign commemorating who it is, why its there, why there’s a Paramount logo on the building. I think it would be great if someone could put a complete tour together that not only highlighted the solid pieces of Pittsburgh’s film history and locations used in filming [...] it would get a lot of people and it could be an economic benefit for the region.*

Keezer also said some other possible uses of the building could be: a Duquesne University building that could house a film program, a Pittsburgh Moving Picture Museum, or a possible future home of the Pittsburgh Film Office.

## Sources

### Book Sources

Aronson, Michael. Nickelodeon City: Pittsburgh at the Movies 1905-1929. Pittsburgh: University of Pittsburgh Press, 2008.

Nelmes, Jill, ed. An Introduction to Film Studies. 3<sup>rd</sup> ed. London; New York: Routledge, 2003.

Shargel, Raphael. Understanding Movies: The Art and History of Film. Prince Frederick, MD: Recorded Books, LLC, 2008.

### Other Print Sources

The Builders' Bulletin. Vol. 1925-1926. Carnegie Library of Pittsburgh: Pittsburgh, PA.

FRASS Newsletter. Insect Rearing Group. Vol 7. No.2. 1981: Pg. 12

Pittsburgh Moving Picture Bulletin. 11 Vols. 1914-1924. Pittsburgh: Mayer Publishing and Printing. *Taken from Library & Archives Division, Senator John Heinz History Center, Pittsburgh, PA.*

Polk's Pittsburgh City Directory. Vol. 1926-1932. R.L. Polk & Co.: Pittsburgh, PA. Pittsburgh History and Landmarks Foundation.

Pennsylvania Historic Resource Survey Form, prepared by Peta Creque. Survey code: 003-P-b1f-11J-328, available from PHLF. April 18, 1980. Photo notation: 003-P-R196-F27 & 28.

### Internet Sources

"The History of Paramount Pictures." Paramount Pictures. 2009. Paramount Pictures <http://www.paramount.com/paramount.php>

Jones, Marvin. "The Saga of Majestic Mountain." Paramount Pictures. 2009. Paramount Pictures [http://www.paramount.com/filmpreservation/history\\_logo.htm](http://www.paramount.com/filmpreservation/history_logo.htm)

"Newsreel." Wikipedia: The Free Encyclopedia. February-April 2009. <http://en.wikipedia.org/wiki/Newsreel>

"Paramount News." Wikipedia: The Free Encyclopedia. February-April 2009. [http://en.wikipedia.org/wiki/Paramount\\_News](http://en.wikipedia.org/wiki/Paramount_News)

## **Newsreel Sources** (from National Archives and Records Administration)

Paramount Newsreel. October 11, 1947. "Paramount News." Vol. 7. No. 13: 1947.

*Features: Cecil B. DeMille speaks at special ceremonies in old Ft. Pitt and later rides in a motorcade through the streets of Pittsburgh with Gov. Duff and Hollywood personalities Billy de Wolf, Hedda Hopper, and Elizabeth Scott.*

Paramount Newsreel. June 17, 1955. "Paramount News." Vol. 14. No. 88: 1955.

*Features: John P. Harris is honored in Pittsburgh on the anniversary of the nickelodeon. Shows extracts from early films.*

## **Newspaper**

"The Bluff: Blvd. of the Allies section to close for demo work." *Pittsburgh Tribune-Review*, April 16, 2009.

## **Interviews** (*filmed/ recorded, in person*)

*Edited segments from ALL the interviews, available on YouTube from YPA's Video Contest.*

Interview with Ed Blank (Retired Pittsburgh theatre and film critic & columnist) March 17, 2009, Pittsburgh, PA. [edwblank@aol.com](mailto:edwblank@aol.com).

Interview with Dawn Keezer (Director of Pittsburgh Film Office) March 15, 2009, Pittsburgh, PA. 310-459-2029, [dawn@pghfilm.org](mailto:dawn@pghfilm.org).

Interview with Anne Nelson, Esq. (general counsel for Pittsburgh History and Landmarks Foundation) March 19, 2009, Pittsburgh, PA. 412-471-5808 Ext. 545, [anne@phlf.org](mailto:anne@phlf.org).

Interview with Peter Rosenfeld (Harry Davis & Co.) March 18, 2009. Pittsburgh, PA, 800-775-2289, [peter@harrydavis.com](mailto:peter@harrydavis.com).

Interview with Albert M. Tannler (Pittsburgh History and Landmarks Foundation, Historical Collections Director) March 19, 2009. 412-471-5808. [albert@phlf.org](mailto:albert@phlf.org).

## **Additional Resources**

Ed Blank, [edwblank@aol.com](mailto:edwblank@aol.com)

Bill Brewington, SPPN Images (Copyright holder for Paramount Newsreel), 818-717-9200

Lorraine Heidekat, Pittsburgh Filmmakers, [heidekat@verizon.net](mailto:heidekat@verizon.net)

Dawn Keezer, Director of the Pittsburgh Film Office, 310-459-2029

Mark Meader at the National Archives and Records Administration – College Park, MD Division

Anne Nelson, Esq., PHLF, 412-471-5808 ext. 545  
Pittsburgh History & Landmarks Foundation

Gil at the Pennsylvania Dept., Carnegie Library of Pittsburgh, 412-622-3154

Peter Rosenfeld, Harry Davis & Co., 800-775-2289

John Heinz Regional History Center

## **10. NOTIFICATION/CONSENT OF PROPERTY OWNER(S)**

A letter dated April 23, 2009, informing UPMC of YPA's intent to nominate the building was sent.



**11. NUMBER AND SUBJECTS OF PHOTOGRAPHS INCLUDED WITH THE NOMINATION FORM**

**PHOTOS: DAN HOLLAND**

**DATE: APRIL 22, 2009**

**SUBJECT: PARAMOUNT PICTURES FILM EXCHANGE, BLVD. OF THE ALLIES, PITTSBURGH**



Two views of the Paramount Pictures Film Exchange at 1727 Boulevard of the Allies.





View of the decorative terra cotta design

above the front door, which faces the Boulevard of the Allies.



Detail of the swag and cherub design above the front door.



Two views of the

detail of the Miltenberger Street side of the building.





Two views of the rear of the Paramount

Pictures Film Exchange.



## **12. LIST OF SUPPORTING DOCUMENTS SUBMITTED WITH THE NOMINATION FORM**

See "Sources."

### **NOMINATION FORM PREPARED BY:**

Name Dan Holland & Drew Levinson, c/o Young Preservationists Association of Pittsburgh

Address 127 Roup Ave., Pittsburgh, PA 15206

Telephone Dan Holland (YPA): 412-363-5964 (office) or 412-512-8885 (cell), or Drew Levinson: 412-527-2003 (cell).