Tampa Theatre is a protected historic landmark and one of America’s best-preserved examples of grand movie palace architecture. Its mission is to protect, preserve and program the theater as a creative film and cultural center for our community. Tampa Theatre was named to the National Register of Historic Places in 1978, is a Tampa City Landmark, and is a proud member of the League of Historic American Theatres and the Art House Convenors.

Educators
Share 100 words about how you used this resource in your classroom for a chance to win a $16 gift card and a $200 Tampa Theatre membership for a year! Visit tampabay.com/nie for details and to enter.

GOING BEYOND THE TEXT

PRESEVING OUR COMMUNITY

The Center for the Study of Art and Architecture notes, “Architecture is considered a visual art like painting and sculpture. Architects design buildings using a creative process by which they manipulate art elements to create a unified and pleasing artistic statement.” The design of a building, both interior and exterior, can be considered an art project.

Consider the aesthetics of the structure of Tampa Theatre. Are the aesthetics of the structure separate from the artistic elements of the building? Examine the photos in the gallery at tampatheatre.org/about/gallery. Write about what you see. What images do you see? What images catch your attention? What artistic elements do you see? What architectural elements are there?

Look for photos and graphics of buildings in the Tampa Bay Times. Think about the structure and shape of these buildings. Free write about what you see. What images do you see? What images catch your attention? What artistic elements do you see? What architectural elements are there?

Compare and contrast the buildings in the newspaper to the architecture of Tampa Theatre.

THE HISTORY OF FILM

The history of film begins in 1827, when the first still photograph was taken using a glass plate technique. From a still photograph on glass to moving images to flexible film, talkies and high-end computer graphics to IMAX three-dimensional, 360-degree views, film has come a long way. In the era of silent movies, the theater organ was as important as the actors for the audience’s experience.

Research the history of film and the evolution of cinema. Be sure to answer some of the following questions through your research.

• What important dates stand out in the history of film? What important inventions and names in the film industry?
• What were the important inventions and developments? During which decades were important changes made? How did the incorporation of sound change the industry? How did technology (color process, animation, 3-D, IMAX) change the industry?
• Look for photos and graphics of buildings in the Tampa Bay Times. Think about the structure and shape of these buildings. Free write about what you see. What images do you see? What images catch your attention? What artistic elements do you see? What architectural elements are there?

Compare and contrast the buildings in the newspaper to the architecture of Tampa Theatre.
After week. The newsreels and grew up coming to the theater week. Patrons stole their first kisses in the balcony, followed the world. Paramount Pictures, Tampa Theatre opened on Oct. 15, 1926. Designed by famed theater architect John Eberson and built by T. Theatre. Winnie making authority in the Soviet Union's occurred with the expulsion of Leon Trotsky. It was the year that Robert Goddard launched developments to the world. The year 1926 brought some important context of one of Tampa's largest historic preservation projects. In the field of literature, A.A. Milne's Winnie the Pooh was published. In the entertainment world, the American broadcasting network NBC opened as a radio network. It would not be long before the network expanded to television programming. The American actor John Wayne made his on-screen debut. And, in Tampa, Fla., one of America's most elaborate movie palaces opened its doors. And the movie palaces that lit up America's main streets were further impacted by the advent of television. Audiences dwindled and costs rose. Many of our nation's finest movie palaces were demolished as the land beneath them became more valuable than the theater operations. In 1973, Tampa Theatre was slated for demolition. But the citizens rallied, committees were formed, community leaders got involved and the City Council struck a deal to purchase and preserve the building. By the time Tampa Theatre reopened to the public in January 1977, it had become something of a national model for how to save an endangered theater. It was named to the National Register of Historic Places in 1978, and as a Tampa City Landmark when the designation was created in 1988. Today, the movie palace is managed by the nonprofit Tampa Theatre Foundation and has become a remarkable success. It is one of the most preserved example of this distinctive style. According to Eberson's writings, Tampa Theatre was his favorite among the atmospheric theaters he built, and it remains today the world's most complete and best-preserved example of this distinctive style. Technology and art inventions. Share your thoughts and ideas with your class. Tampa Theatre was designed by Chicago-based architect John Eberson, one of the most internationally renowned and prolific movie palace designers of his time. It was built just three years into his atmospheric period—a style highlighted by a realistic night sky, twinkling stars and ornate architecture designed to transport audiences to a moonlit courtyard, replete with clay-tile rooftops, old-world statuary, gargoyles, birds and flowering vines. In a newspaper article in the Tampa Tribune that ran on Tampa Theatre's opening day, Eberson described how Florida inspired his signature style: "I have been wintering in Florida for the past several years, and it is from this state that I got the atmospheric idea. I was impressed with the colorful scenes that greeted me at Miami, Palm Beach and Tampa. Visions of Italian gardens, Spanish patios, Persian shrines and French formal gardens flashed through my mind, and at once I directed my energies to carrying out these ideas." According to Eberson's writings, Tampa Theatre was his favorite among the atmospheric theaters he built, and it remains today the world's most complete and best-preserved example of this distinctive style. The Mighty Wurlitzer Theatre Organ is a 1,400-pipe instrument, originally installed to accommodate silent films when the Tampa Theatre opened in 1926. As "talkies" took over in the early 1930s, the organ was retired and eventually sold to Bayshore Baptist Church. But in the 1980s, the church helped the volunteers from the Central Florida Theatre Organ Society (CFTOS) to reacquire and reinstall the Mighty Wurlitzer in its original home. CFTOS members continue to maintain the Mighty Wurlitzer and play the instrument before film screenings as part of their ongoing dedication to the preservation of the theater pipe organ and its music. Tampa Theatre also hosts a number of guest organists each year for concerts and special silent film events.

Rudolph Wurlitzer Co. in the mid-1800s, British inventor and telephone engineer Robert Hope-Jones electrified the organ and "created a switching system to allow any combination of pipes and effects to be played at once," according to Smithsonian Magazine. "His instruments could produce numerous inventive sound effects, including train and boat whistles, car horns and bird whistles, and some could even simulate pistol shots, ringing phones, the sound of surf, horses' hooves, smashing pottery, thunder and rain." Hope-Jones brought his expertise to the Rudolph Wurlitzer Co. in 1910. Between 1911 and 1943, the Rudolph Wurlitzer Co. built more than 2,000 theater organs. Most of these organs were small and built for neighborhood theaters. At first, silent films had been accompanied by a pit orchestra or, in some cases, a single piano. However, the theater organ brought innovation, with its ability to imitate an orchestra and create special sound effects, and every movie house owner had to have one. At its peak in 1926, Wurlitzer was shipping an organ a day. The company was mass-producing one of the most "technologically advanced machines of its time," according to Smithsonian Magazine. "The theater organ is related to the classic church pipe organ, whose basic design has been around for more than 2,000 years. Air blown through pipes, each tuned to create a musical tone, creates the sound. Blowers located under the organs, or sets of pipes, force air into them when valves, controlled as the organist plays the keys and stops (tabs the organist flips up or down to activate different ranks of pipes)."

Source: Smithsonian Magazine
The first reference to hydraulic organs was in 90 BCE. According to the Westfield Center for Historical Keyboard Studies, "The instrument was introduced to Rome where Cicero, Lucretius and Petronius wrote of its powers. Nero didn't fiddle (the violin hadn't been invented yet) but he is said to have played the hydraulis (perhaps even while Rome burned)."

**First Century BCE**

- **Ctesibius**, a Greek engineer working in Alexandria, invented the hydraulis, the first instrument where pipes that produce sound were placed on a chamber that regulated wind. This wind, under pressure, was mechanically generated. A keyboard controlled the access of wind to the pipes. This musical instrument became known as the pipe organ.

**Second Century CE**

- During the Roman period, a new regulator of the hydraulis with a bellows.
- The bellows replaced two parts of the hydraulis.
- The bellows provided a means of controlling the wind, replacing the water regulator.

**Fifth Century CE**

- Knowledge of the organ was lost in the west with the fall of the Roman Empire.

**Eighth Century CE**

- The organ was returned to the West as a gift from a ruler of the Arab world.

**1510-1520**

- A type of organ appeared in the upper Rhine region, which included almost all features to be found in present-day organs.

**1865**

- **Rudolph Wurlitzer** opened an organ factory in Chicago.

**1890**

- Robert Hope-Jones, a church organist as well as head electrician of the National Telephone Co., established an organ-manufacturing business. He was an amateur musician, having played the organ from an early age. He applied his engineering skills to developing a series of revolutionary revisions to the organ.

**1904**

- The Wurlitzer Company was born.

**1922**

- The first concert broadcast of organ music was made in New York.

**1924**

- The Wurlitzer first organ to arrive in Britain was installed in the Picture House, Walsall, in December.

**1927**

- The introduction of sound to American cinemas began, and the market for theater organs in the U.S.A. dried up overnight.

**COURT ORGANISTS**

- Musicians in both court organs, according to the Westfield Center for Historical Keyboard Studies. " Mozart's appointment came in 1773 to the court of Salzburg and Beethoven's in 1798 to the court of Elector Max Franz. These positions were ones of importance to the composers, the courts and the people of western Europe. Other famous composers who were organists: Handel, Mendelssohn, Liszt, Franck, Dvořák, Bruckner, Reger and Messiaen."

**Sources:**
- James H. Court; North East Theatre Organ Association; American Theatre Organ Society; Westfield Center for Historical Keyboard Studies

**Largest Pipe Organ Registers**

- Walnut Hill Productions notes that a theater organ's pipes are "enclosed behind movable wooden or metal motor-driven shutters, known as 'velvets'. This is so that their loudness can be controlled, from whisper quiet to earth-shaking loud. These shutters are placed at the front of the rooms full of pipes, otherwise known as the 'chambers'. The pipes of a theater organ have to be placed in as little space as possible. This is a main difference between theater pipe organs and church pipe organs.

**Pipes**

- Pipes in the organ play at full volume, so the only way to control the volume is with the pedals, located below the manual. These pedals are known as the swell shoes. Down, the swell shoes open, and more sound is let out. Each pipe has its own pedal.

**Ranks**

- In actual numbers of pipes, a small instrument might have 100-300 pipes, while the largest instruments contained 10 times that number. The highest-sounding pipes are smaller than a pencil. The lowest bass pipes in large instruments are about 22 feet in length and wide enough to allow a person to stand inside a pipe.

**Rank and File**

- A theater pipe organ can have thousands of pipes of all different kinds, which are arranged in ranks, from small to large. Each rank has one or more stops that turn it on or off. According to Walnut Hill Productions, organs are noted by two numbers, such as 3/16 or 4/32. The first number signifies how many manuals, or keyboards, are in the console. The second number signifies how many different ranks of pipes are in the organ.

**Sound and Vision**

- In Psychology Today, David M. Greenberg, Ph.D., writes, "Music is essential to many of our lives. We listen to it when waking up, while on the train, at work, and with our friends. For many, music is like a constant companion. It can bring us joy and motivate us, accompany us through difficult times, and alleviate our worries. Greenberg notes that music has been a "feature of every known human society. In fact, many evolutionary psychologists today make the argument that music predated language."

- When music through the Mighty Wurlitzer was added to silent films, that music became the thread between the audiences and the film. The music conveyed pathos, ethos and logos. Imagine the musical soundtrack of the movie "What Should I Wear"? Write a paragraph exploring your ideas as to how the Wurlitzer could provide others with insight into your thoughts and feelings instead of using words.

**Mighty Wurlitzer**

- The Mighty Wurlitzer was invented by a German engineer named C. F. Wurlitzer, who was an amateur musician, having played the organ from an early age. He applied his engineering skills to developing a series of revolutionary revisions to the organ.

**Special Words**

- "Opus" is a Latin word that means "work" and is used to describe a series of compositions written by a composer. It is also used to describe a series of performances given by a group of musicians. "Chamber" is a term that refers to a group of musicians who perform together.

**DID YOU KNOW?**

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**How the theater pipe organ works**

- When we hear music, the ears pick up vibrations and the brain recognizes them as sound. Audience members listen to the console by the stage and hear the music emanating from around the auditorium, but where exactly is the sound coming from?

**Light and sound**

- The windchest is a wooden reservoir that contains pressurized air from the blower. Valves in the windchest are opened and closed remotely by the relay to cause the correct pipes to sound when the organist depresses the keys.

**Pipes**

- A set of pipes that produces the same distinctive sound from the lowest to highest note is known as a rank of pipes. Most ranks contain 61 or 73 pipes. Small theater pipe organs could have as few as three or four ranks of pipes, and the largest instruments had more than 50 ranks. In actual numbers of pipes, a small instrument might have 100-300 pipes, while the largest instruments contained 10 times that number. The highest-sounding pipes are smaller than a pencil. The lowest bass pipes in large instruments are about 22 feet in length and wide enough to allow a person to stand inside a pipe.

**Electricity + air = beautiful music**

- Electricity supplies the keys, stops and air blowers in the theater organ. Air from a large duct at the output of the blower is enclosed in the wooden boxes called regulators. These regulators have coil-spring-loaded lids on leather bellows and are connected through smaller ducts to move wooden boxes, called chests, that have the pipes fitted into holes in their tops. The regulators keep the air under even pressure.

- Each pipe has a valve that opens when a note is played by a key that has that set of pipes turned on by a stop tongue, one of the many multicolored control switches surrounding the keyboards of the console. The keys and stops, along with all the valves for the pipes, are connected together by a device known as a relay, which pulls the signals from the controls and keys and calls for the pipes in the right places at the right time.

**Back of the organ**

- According to Walnut Hill Productions, "This musician presses a stop tongue down. This sends a signal to the relay, which opens the stop valve for that set of pipes. He or she then presses a key, causing the relay to send a signal to open a pipe valve, allowing air to blow into the pipe for that key. The air causes a vibration in the pipe, and a note comes out into the room."

**Did you know?**

- Afterwards, the strings - a zingy and spatial tone, such as the violin and cello - are heard.

**Did you know?**

- In addition, the woodwinds and brass - such as saxophones, trombones, clarinets and various horns - are heard. Pneumatic action also controls the hammers that strike the strings of the harpsichord and clavichord, which are arranged in ranks, from small to large. Each rank has one or more stops that turn it on or off. According to Walnut Hill Productions, organs are noted by two numbers, such as 3/16 or 4/32. The first number signifies how many manuals, or keyboards, are in the console. The second number signifies how many different ranks of pipes are in the organ.

**Notes**

- According to Grainberg, music has been a feature of every known human society. In fact, many evolutionary psychologists today make the argument that music predated language.

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