United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property	
historic name Rex Theater	
other names/site number N/A	
Name of Multiple Property Listing N/A	
(Enter "N/A" if property is not part of a multiple property listing)	
2. Location	
street & number 240 A St W	not for publication
city or town Vale	vicinity
state Oregon code OR county N	Malheur code 045 zip code 97918
3. State/Federal Agency Certification	
As the designated authority under the National Historic	Preservation Act. as amended
I hereby certify that this X nomination request	for determination of eligibility meets the documentation standar storic Places and meets the procedural and professional
In my opinion, the property meets does not me be considered significant at the following level(s) of sig	eet the National Register Criteria. I recommend that this proper gnificance: national statewide _X_ local
Applicable National Register Criteria: X A	B C D
Signature of certifying official/Title: Deputy State Historic Preservation	on Officer Date
Oregon State Historic Preservation Office	_
State or Federal agency/bureau or Tribal Government	
In my opinion, the property meets does not meet the Nation	nal Register criteria.
Signature of commenting official	Date
Title St	tate or Federal agency/bureau or Tribal Government
4. National Park Service Certification	
I hereby certify that this property is:	
entered in the National Register	determined eligible for the National Register
determined not eligible for the National Register	removed from the National Register
other (explain:)	
Signature of the Keeper	Date of Action

Rex Theater Name of Property			Malheur C County and Sta	Co., OR ate
5. Classification				
Ownership of Property (Check as many boxes as apply.)	Category of Property (Check only one box.)	Number of Resou (Do not include previous	rces within Pr	roperty is in the count.)
x private public - Local public - State public - Federal	building(s) district site structure object	Contributing N	Noncontributii 0	buildings site structure object Total
Number of contributing resolisted in the National Regist N/A				
6. Function or Use				
Historic Functions (Enter categories from instructions.)		Current Functions (Enter categories from in		
RECREATION AND CULT	URE: Theater	RECREATION AI	·	E: Theater
7. Description Architectural Classification (Enter categories from instructions.) MODERN MOVEMENT: Ar	t Deco	Materials (Enter categories from infoundation: BRICE)	CK	
		walls: BRICK, C OTHER: 1 roof: and 1½ bui other: N/A	∕₂ Thermoplas	stic membrane

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Rex Theater	Malheur Co., OR
Name of Property	County and State

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary Paragraph

The Rex Theater was constructed in 1928 at 240 A Street West in downtown Vale, Malheur County, Oregon.¹ It is a simple two-story rectangular storefront building with Art Deco features. The primary brick façade has been stuccoed and has a centrally located entrance that consists of a pair of wood double-doors with sidelights and transom windows. The main feature of the facade is the projecting trapezoid-shaped metal 1930s marguee which consists of two metal and plastic letter boards that project diagonally from the façade. Above both letterboards "REX" is showcased in red metal lettering. The original wooden poster frame cases flanking the entrances have been removed and the poster case to the east has been replaced with an aluminum sliding glass ticket window. The remaining elevations have been unaltered. The interior of the Rex Theater is planned around the approximately 150-seat auditorium which faces the original performance stage and projection screen. Decorative shapes and surface treatments (i.e., lighting fixtures and decorative panel paintings on the walls) throughout the interior point to a simplified Art Deco Style but only a small amount of original interior materials remain. The first floor of the building contains a foyer, lobby, small office, snack bar, cry room, two restrooms, and auditorium. The basement houses a coal furnace and storage space. The second floor has a balcony, projection room, and a micro-unit studio that is currently being used for storage. The general layout of the interior has remained consistent since 1928, except for the remodel of the projection room on the second floor to construct the micro-unit studio. Despite minor alterations the building retains integrity and its character defining features include the marquee, balcony, theater stage, and art deco sconces.

Narrative Description

Setting

The theater is centrally located within the Vale downtown core and surrounded by blocks of commercial structures constructed from the late-nineteenth to mid-twentieth century. Directly adjacent to the theater is a local eating establishment to the east and a bank to the west, both of which are one story and were built in the mid-twentieth century. The first Rex Theater was built in 1914 but was burned in a fire in 1922.² The parcel remained vacant until the construction of the current Rex Theater in 1928.³ The primary façade of the theater faces south fronting onto the public sidewalk along A Street (Photograph 1). The auditorium is located towards the rear of the building and has direct exterior access from the alley to the north and/or a parking lot located to the west (Photograph 2 & Photograph 3).

Exterior Description

This Art Deco Style building is approximately 32 feet by 90 feet in plan and 24 feet tall. It has a two-story brick foundation structure with 12" thick brick walls constructed in a flemish brick bond pattern, and an 18" parapet that obscures views of the flat roof from the ground level.⁴ The south façade contains the main entrance for the theater and features the projecting marquee. The east elevation is utilitarian in appearance and abuts an adjacent one-story commercial building. The north (rear) elevation has two ground-floor exit doors and two enclosed upper-floor windows. The west elevation has a double-door side exit that opens to the west facing parking lot. Half of the building's flat roof is covered in thermoplastic polyolefin (TPO) membrane and the other half in a built-up membrane.⁵

¹ Anne Kindschy (daughter of Rex Theater owners) in discussion with the author, February 27, 2021.

² "Vale Has \$30,000 Fire", *Oregonian*, (Portland, Oregon), December 3rd, 1922.

³ Kindschy, discussion.

⁴ "Sanborn Fire Insurance Maps Oregon", Sanborn Map Company (Vale, OR),1949.

⁵ Sandijean Fuson, email message to author, March 3rd, 2021.

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South Elevation (Primary Facade)

The south (primary) façade faces A Street West and consists of a flushed main entrance below a projecting trapezoid-shaped metal marquee at the ground floor. It has been stuccoed and painted white. The Art Deco marquee is the most notable feature of the primary façade and was added on the building c.1931. The neon bulbs of the marquee were removed at an unknown date for repair and have not yet been replaced. The marquee consists of two metal and plastic letter boards, both of which showcase "REX" in red metal lettering. The marquee is centrally located on the front façade and projects over a pair of wood double-doors with sidelights.

A wood trim, seven light, transom window is located above the entrance double doors and sidelights. Although the theater retains much of its original exterior appearance, a sliding glass aluminum window opening was added to the east of the entrance in the 1980s.⁷ This window is where the east wooden poster frame case would have been located. The second floor of the façade has one centrally located,12-pane window. An additional ventilation window was added the west side of the second-floor south elevation in the 1980s. Decorative recessed areas that are one brick in depth can be spotted above and on both sides of the entrance.

East Elevation

The east elevation wall has exposed brick in flemish bond pattern and abuts a one-story commercial building (218 A Street). This elevation is absent of fenestration, ornamentation, or finish detailing, and is exposed where the adjoining buildings do not match the theater's form (Photograph 2).

West Elevation

The west elevation has been stuccoed and painted a dark grey with the wording "Vote McLaughlin" painted in white. It abuts a one-story commercial building (264 A Street) and is absent of fenestration, ornamentation, or finish detailing, and is also exposed where the adjoining buildings do not match the theater's form. The original flush-paneled wood double doors open to the parking lot (Photograph 3).

North Elevation (Rear of Building)

The north elevation is concrete block that has been stuccoed and painted white and is also absent of any fenestration, ornamentation, or finish detailing. This elevation has two ground level flush-paneled wood doors and two enclosed windows on the second floor (Photograph 2).

Exterior Alterations

Exterior alterations to the Rex Theater are evident from a field investigation on Feb 6th, 2021, as well as review of historic photographs, aerial photographs and personal communication between the theater owner, Sandijean Fuson, and a prior owner's daughter, Anne Kindschy. Between 1935 and 1980, minus painting or minor maintenance updates, there are no other known alterations to the exterior of the building. The primary façade has undergone two moderate/substantial alterations in the past three decades: the addition of a small ventilation window on the second floor and the installation of an aluminum siding window where the east poster frame case was originally located. While the aluminum window alteration is the most visible, the window maintains the same general mass, scale, and size as the original poster frame case. The poster frame case was also saved and is on display in the interior foyer (Photograph 6). Despite these alterations, the building still

⁶ Fuson, email.

⁷ Ibid.

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clearly conveys its original use as a theater, retains its historic integrity, and provides the historic association and feeling of the era in which it was constructed.

Substantial:

Conversion of east poster frame case into aluminum window opening on primary façade (c.1980)

Moderate:

Additional ventilation window added to the second floor of primary façade (c.1980)

Minor:

- Removal of west poster case on primary façade (c. 2014)⁸
- Removal of marquee neon bulbs (date unknown)
- New TPO on half the roof (c. 2007)9

Interior Description

While the general layout of the interior is largely unchanged, only a small amount of original interior material remains. In the auditorium, these original features include: the stage, wood floors, wood-double doors that lead to the exterior parking lot, and six Art Deco-style sconces. In the balcony area there are the original wood floors, a few rows of original auditorium seats, and one vertical art deco light fixture in the west stairwell leading up to the balcony. In the projection room, there are still c.1940s 35 mm projectors, and original rewind equipment.

The first floor of the theater contains a front foyer with upward sloped flooring (Photograph 6), box office (Photograph 5), snack bar (Photograph 7), lobby (Photograph 8), two restrooms, cry room, and auditorium (Photograph 11). Decorative details and surface treatments throughout the auditorium point to the Art Deco Style. The floor of the foyer and lobby are surfaced with carpet. A small office is adjacent to the lobby in the southeast corner of the building. On the northside of the lobby there is a built-in snack bar counter. The basement contains a coal furnace and storage. The balcony, projection room, and micro-unit studio (which is now used for storage) are located on the second floor.

Foyer & Lobby

The front foyer is centrally located on the ground floor inside the main double-door entrance. The box office ticket counter is located to the east of the foyer and has vinyl wood paneling on the bottom portion of the wall (Photograph 5). The foyer space has carpeted flooring laid over another layer of carpet and the flooring slopes upwards. The walls of the front foyer are stuccoed masonry with white paint and white wood paneling. Two wood poster cases are located on the west wall and original theater seats are located directly under these poster cases. A pair of wood double doors on the north side of the foyer are painted white and lead directly to the lobby.

The interior of the lobby, snack bar, and cry room have not been remodeled since the current owners took possession of the building in 1989. The walls of these rooms are vinyl with wood trim. The flooring of these rooms is non-original carpeting.

⁸ Fuson, email.

⁹ Ibid.

¹⁰ Fuson, email.

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Bathrooms & Snack Bar

The men's and women's bathrooms are located to the west of the lobby. Both are single stall and accessible through paneled wood doors. The walls of both bathrooms have been painted white, the flooring has been resurfaced in linoleum, and new toilets and sinks have been installed.

Centrally located on the north side of the lobby is the snack bar. The flooring is brown vinyl composite tile (VCT) and the walls are painted yellow and lack any ornamental detail. The snack counter creates a division between the public and the employee areas which can be accessed via an opening to the west of the counter. A popcorn machine from the 1930s is located in the snack bar and still in use today. Gently downward sloped hallways at either end of the snack bar leads to the auditorium.

Auditorium

The auditorium encompasses a two-story volume and includes seven rows of seating separated by two aisles. The wood flooring slopes gently down towards the stage. The first three rows of seats were removed in 1995 when the theater began hosting talent shows.¹¹

The masonry walls are plastered and painted. The east and west walls are covered in red and pink fabric drapes separated by four (two on each elevation) floor-to-ceiling decorative wood panels with original Art Deco painted designs (Photograph 9). Above the fabric drapes are six (three on each elevation) original gold painted Art Deco sconces (Photograph 12). The ceiling is comprised of acoustic title. Significant water damage to the ceiling has occurred resulting in many of the tiles needing immediate repair.

In 2006, a staircase on the west side of the stage was built. At this time, all the seats in the auditorium were removed and the floors were refinished. The seats were reinstalled but not in their original layout. Larger spacing between rows allowed for a more comfortable configuration. The total number of seats in the auditorium decreased and currently seating occupancy of the ground floor is approximately 104. A wood-paneled stage with unpainted wood floors is located to the north of the auditorium directly in front of the screen. The screen is flanked by floor to ceiling curtains. Behind the screen is a damaged lath and plaster ceiling as well as a stairway that leads to the basement.

Stairs, Balcony, Projection Room, & Micro-Unit Studio

The main stairs are located to the east of the lobby and provide access to the second-floor balcony and projection room. They are constructed out of wood but have been covered in carpet. An original vertical custom-fit Art Deco style light fixture is found on the west wall stairwell.

In 2006, all the seats in the balcony were removed and the wood floors were refinished. The new seats in the balcony were placed back in the original formation. The only change to the seating layout was that the backrow of original metal theater seats was removed and replaced with booth seating. Those original seats were installed in the front foyer entrance under the poster cases. Along the southeast wall are original metal seats that have been reupholstered. The balcony has stadium style seating with two aisles, the rows consist of seats in a three by six layout. Current seating capacity on the balcony is approximately 55. The floor in this area rises steeply in a series of steps which conclude at the projection room.

The projection room has cement flooring with plaster masonry walls. Mechanical and electrical equipment associated with the two projectors are located in this room. The two 35mm projectors and original rewind equipment are c.1940 and still operable. The other remaining equipment was installed in the 1950s. The south wall has a centrally placed 16-light window. On the west wall of the projection room is a door leading to a 13ft by 9ft micro-unit studio that was partitioned off from the projection room in the 1980s. The unit includes a small

¹¹ Ibid.

¹² Ibid.

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shower and kitchen counter and was utilized by the owners for overnights stays. Currently the room is being used for storage (Figure 6).¹³

Basement

The basement of the theater can also be accessed via the ramp on the east side of the stage. The basement encompasses the area directly below the stage. It houses a coal burner and is currently used for storage (Photograph 16).

Interior Alterations

Alterations to the interior of the Rex Theater are evident following a field investigation on February 6th, 2021, a review of historic photographs, aerial photos, and personal communication with the current theater owner, Sandjean Fuson, and prior owner's daughter, Anne Kindschy. Substantial alterations to the interior of the theater have been made to address modernizations, maintenance, and repairs. Between 1928 and 1960, minus painting, carpet replacement, or minor maintenance updates, there are no verifiable substantial alterations to the interior of the building. The general layout of the theater remains the same. Ultimately, the current physical interior appearance reflects changes made by the owners in the 1960s and 1980s who sought to adapt and modernize the theater to correspond with movie theater trends. Substantial alterations include: the remodel of the snack bar and main lobby which have resulted in the removal of all original material, the upper floor remodel and construction of the micro-unit studio, and the removal of the original seats. These alterations make it difficult to visualize the original aesthetic of the 1928 era and have resulted in the interior having a lower material integrity as compared to the theater as a whole.

Despite these alterations, the building still clearly conveys its original use as a theater, retains its historic integrity, and provides the historic association and feeling of the era in which it was constructed. Its general layout remains largely unaltered, but more importantly, the function and use for entertainment and recreation has gone unchanged since 1928. It was constructed as a theater in 1928 and has operated as such to the public for the past 93 years. The Rex Theater retains its integrity to its 1928-1937 significance and one can still clearly understand the historical connection to Vale's Entertainment and Recreation history.

Substantial:

- Snack bar counter remodel (c.1960s)¹⁴
- Main lobby remodeled. New carpet, install of vinyl walls, repainted (c.1970s)
- Majority of original seats replaced with 1960s version seats (c.1960s)
- Addition of micro-unit studio adjacent to projection room (c.1980s)
- Removal of first three rows of seats (c. 2006)

Moderate:

- Removal of first three rows of seating in auditorium (c.1995)
- Permeant staircase to the stage constructed to the west of the stage (c. 2006)
- Removal of acoustic ceiling tiles due to water damage (c. 2006)
- New stage stairs (c. 2006)

Minor:

- New theater speakers (date unknown)
- Installation of updated silver screen (date unknown)

¹³ Fuson, email.

¹⁴ Fuson, email.

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- Install of red curtains to the auditorium walls (c. 1990)
- Interior painting (completed numerous times between 1960s and 2010)
- Updated bathroom fixtures and flooring (c. 2000s)
- 1960s seats replaced with current seats (c. 2006)
- Laid new carpeting in foyer and lobby (c. 2006)
- Install of pink curtains to auditorium walls (c. 2006)¹⁵

Overall, the Rex Theater retains integrity of location, setting, feeling, and association. The building remains in its original location within the downtown Vale setting, which includes a streetscape and other buildings that represent the city's early twentieth-century infrastructure and business development. The Rex theatre has had a profound social and cultural influence on the community since the establishment of the original Rex theater in 1914. The 1928 building was the sole source of entertainment for both the community of Vale and surrounding towns and clearly conveys high integrity of feeling and association. Minor and moderate alterations to the exterior and interior features are noted in the nomination but these do not inhibit the buildings overall importance or its ability to convey the theaters historic significance. The biggest negative impacts to its integrity occur on the interior of the theater where the current physical appearance reflects changes made by various owners in the 1960s and 1980s. Adapting and modernizing the theater to correspond to changing theater trends resulted in the loss of various historic elements. Despite these alterations, the building retains its integrity of its 1928-1937 significance but more importantly, the function and use for entertainment and recreation has gone unchanged since 1928. It was constructed as a theater in 1928 and has operated as such to the public for the past 93 years so one can still clearly understand its strong historical connection to Vale's Entertainment and Recreation history.

¹⁵ Fuson, email.

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8. State	ement of Significance	
(Mark ">	cable National Register Criteria " in one or more boxes for the criteria qualifying the property onal Register listing.)	Areas of Significance (Enter categories from instructions.)
XA	Property is associated with events that have made a significant contribution to the broad patterns of our history.	ENTERTAINMENT/RECREATION
В	Property is associated with the lives of persons significant in our past.	
С	Property embodies the distinctive characteristics of a type, period, or method of construction or	
	represents the work of a master, or possesses high artistic values, or represents a significant	Period of Significance
	and distinguishable entity whose components lack individual distinction.	1928 - 1937
D	Property has yielded, or is likely to yield, information important in prehistory or history.	Significant Dates
		Significant Dates
		1928 - Date of construction
	ia Considerations " in all the boxes that apply.)	
Prope	rty is:	Significant Person (Complete only if Criterion B is marked above.)
A	Owned by a religious institution or used for religious purposes.	N/A
В	removed from its original location.	Cultural Affiliation (if applicable)
c	a birthplace or grave.	N/A
D	a cemetery.	
E	a reconstructed building, object, or structure.	Architect/Builder
F	a commemorative property.	Unknown
G	less than 50 years old or achieving significance within the past 50 years.	

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Period of Significance (justification)

The period of significance is 1928 –1937, beginning with the construction of the current Rex Theater. This theater was the sole source of recreation and entertainment in Vale and the surrounding towns. People from all over Malheur County traveled to Vale to watch a movie at the Rex because it was the only theater in the region. Although it continued to show movies until 2006, the period of significance ends in 1937, when the neighboring town of Ontario, Oregon constructed the Pix Theater which arguably became the most substantial and beautifully appointed theatre in the Intermountain area. 16 No longer was the Rex the only source of theater entertainment in the area. It is important to note that the current Rex Theater in Vale had continued the role of its namesake theater, which was built earlier in 1914 but burned to the ground in 1922. Both theaters were considered to be the premier recreational and entertainment source in all of Malheur County making them critical components of social and cultural influence in the area.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Rex Theater is locally significant under Criteria A in the area of Entertainment/Recreation. The property is significant for its association with the Golden Age of Hollywood, and its important role as a primary form of entertainment, and the only source for theater entertainment, for the City of Vale and surrounding towns since its construction in 1928. The period of significance is 1928 – 1937, beginning with the date of construction and ending with the construction of the Pix Theater in the surrounding town of Ontario. After the Pix was built, the Rex theater was no longer the sole source of theater entertainment in the area, and the Pix Theater in Ontario arguably became the most substantial and beautifully appointed theatre in the Intermountain area.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Under Criterion A, the property is locally significant in the area of Entertainment/Recreation, notably as one of the City of Vale and surrounding towns primary form of entertainment since the first Rex Theater was constructed in 1914.

Development of the City of Vale

Vale is the county seat for Malheur County and is located in southeastern Oregon on the Malheur River about 12 miles west of Ontario and the Idaho border. Native American tribes, most notably the Paiute Indians, lived along the banks of the Malheur River and where the town of Vale is located today. 17 The fresh water at Malheur's river crossing and accessibility to nearby hot springs made Vale a desirable place to stop along the Oregon Trail. Pioneer settlers were first introduced to this area via the 1843 Oregon Trail wagon train and Vale quickly became established as the first official stop in Oregon when traveling on the Oregon Trail. To accommodate the continuing influx of emigrants passing over the Oregon Trail, the Wayside Inn, one of the first buildings in Vale, was constructed in 1863. By 1870 the Inn's holdings were acquired by Mr. Rinehart and the construction of the new Stone House was completed in 1872. On New Year's Day, 1873, Mr. and Mrs. Rinehart opened it as a hotel with a grand ball to celebrate the new year. There was a desire for local community members to have a place for social recreation and entertainment and the grand ball was one of the

^{16 &}quot;Pix Theater", Cinema Treasures, accessed May 14, 2021, www.cinematreasures.org/theaters/

^{17 &}quot;Paving the Way for the Oregon Trail," City of Vale, accessed March 3rd, 2021, https://www.cityofvale.com/about/history/

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first memorable social events recorded for the County; folks from as far as Boise and Mormon Basin came. 18 The Stone House served for many years as not only a hotel, but also as the post office, a trading post, and stage stop, and a place for social gatherings.

The Stone House served as an anchor building and shortly after its construction the community began to burgeon with commerce. A frame blacksmith and stable shop was constructed to service stagecoach and wagon traffic. The Rineharts, who built the Stone House, had come to Malheur County from the Willamette Valley, to supply fresh beef to the booming mining towns of Eastern Oregon and Southwestern Idaho. The influx of cattle established the lucrative cattle industry which still exists today. This new commerce required the support of banking and in 1901 the First Bank of Vale was constructed to service the rural community growth and commerce development of Vale. Agricultural and livestock interests soon vied for importance in the region, but it was the creation of the Oregon Short Line Railroad, which provided the economic growth stimulus to grow Malheur County. 19

The City of Vale became official in 1905, and continued to develop as the commercial, recreation and entertainment center of Mahuler County during the early 20th century²⁰. The turn of the 20th century brought economic prosperity and a building boom. As a result, a progressive city council decreed by ordinance that buildings in the commercial district could only be of brick or stone to aid in protecting its new town from a future fire. Many fine stone buildings such as the Grand Central Saloon and the grandiose Vale Hotel were erected during this time and contributed to the solid growth pattern, yet there was a lack of entertainment options in the town and surrounding area. It was decided to enlarge the Vale Hotel into the Vale Grand Opera House (Figure 15) to meet this need but unfortunately, very little is known about what, if any, notable entertainment activities occurred there.²¹ Newspaper articles highlight the Rex Theater construction in 1914 as the one of the finest theaters in the County and the main source of entertainment in the county.²²

The Rex Theater was an immediate success and community members flocked to the theater to see local performances, concerts, plays, and for fundraisers. The need for a source of recreational entertainment was apparent by the extensive patronage of the Rex Theater by Vale residents and surrounding communities. The need for a permanent entertainment and recreation source in the area had finally been met. In 1922 the original Rex theater had been destroyed in a fire but quickly rebuilt on the same parcel in 1928. The Great Depression hit the Vale Grand Opera House hard, and it closed its doors in 1932,²³ officially making the new Rex Theater the only source for recreation and entertainment in the area.

The City of Vale has continued to evolve and withstand the economic demands of being a rural agricultural and livestock community. The need and desire for a place of social gathering recreational entertainment has been well documented since the Stone House NYE party in 1873. The Grand Central Saloon, Vale Hotel, and expanded Vale Grand Opera House all tried to fulfill this need for the community but the town and region's growth required an additional entertainment/recreation venue. Therefore, in 1914, when the original Rex Theater was constructed Malheur County finally had its first theater. Following the fire and the rebuilding and reopening of the Rex Theater in 1928, the theater continued its namesake's mission and continued to be a center for fundraisers, plays, movies, concerts, and other community events. Presently, Vale's downtown includes an assortment of buildings that include retail stores, banks, a hotel, meat shops, offices, and the longstanding Rex Theater, which is the only one of its kind in all of Malheur County.

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¹⁸ "An Illustrated History of Baker, Grant, Malheur, and Harney Counties," Western Historical Publishing Company (1902), 547.

²⁰ "Paving the Way for the Oregon Trail," City of Vale, accessed March 3rd, 2021, https://www.cityofvale.com/about/history/

²¹ "Vale Hotel and Grand Opera House," National Register of Historic Places Nomination Form (1984), 9.

²² "Rex Theater", Malheur Enterprise (1919).

²³ "Vale Hotel and Grand Opera House", 9.

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Original Rex Theater (1914 - 1922)

The first Rex Theater was built by L.J. Hadley in 1914 as one of the finest theaters in the county.²⁴ It had a 400-seat auditorium with orchestra pit, and a stage area for plays, film, and vaudeville. Movie going at this time was a popular pastime in Vale with local newspapers routinely running advertisements for film showings. On March 2nd, 1916, L.J. Hadley and Jennie B. Hadley sold the theater for \$100.00 to J. E. Lawrence.²⁵ On July 23rd, 1919, J.E. Lawrence and Ellen B. Lawrence sold the theater to \$6,000 to George Vanderhoof. ²⁶ George quickly turned around and sold the theater and all its contents to Otto J. Petrich for \$7,500 on November 29, 1919. The nearest theater at the time was the Star Theater in Weiser Idaho, nearly 34 miles away. The second closet theater was located in 87 miles Northwest in Baker City Oregon. As a result, the Rex Theater was the only source of theater entertainment for the citizens of Vale and surrounding towns.

On December 2nd, 1922, a fire of undetermined origin started around 1:00 am, damaging the entire business block. The Warm Springs Dry Goods Store and the Rex Theater were a total loss and the Vale Meat Company and the Lagion Dance Hall were badly damaged before the blaze could be controlled. Damage totaled \$30,000 (\$467,110 in adjusted 2021 dollars).²⁷ Shortly after the fire, on February 2nd, 1923, Otto J.Petrich sold the vacant property to Otto H. Petrich for \$5.00.28 The lot sat empty for a few years before Thomas and Hanna McElory's purchased the vacant property in 1924 and began construction on the current theater in 1926. Limited direct mentions in the local press or other mediums reference highlighted events, but after conversations with the current property owner and oral histories with local community members, it can be confirmed that the original Rex Theater was utilized for theater entertainment, fundraisers, and community events from the date it was constructed until it burned.

Current Rex Theater (1928 – Present)

Many of the theaters built after the 1920s were constructed in an Art Deco style with a more contemporary design. The main era of theater construction in Oregon occurred between 1922 and 1927 with a plethora of architecturally significant theaters constructed throughout the state. Cinema quickly became a popular form of local recreation and entertainment in cities and towns throughout America.²⁹ Rural Vale needed a theater and entertainment outlet, and the loss of the original 1914 theater left a gap in cultural and social outlets for not only the citizens of Vale, but the surrounding communities as well. The Rex Theater that stands today is a critical piece of rural recreation and entertainment for thousands of people, confirmed through oral histories with local community members highlighting the theaters extensive use and popularity.

After two years of construction, the current Rex Theater opened in Vale in April 1928, just in time to take advantage of the high interest in theater's nationwide during the Golden Age of Hollywood and at a time when sound films were replacing silent films and movie attendance was on the rise throughout the nation. 30 The new Rex Theater was the only theater in all of Malheur County and quickly became the premier source of entertainment for Vale and surrounding communities. By 1932, when the Vale Grand Opera House closed its doors, the Rex Theater officially became the only source of recreation and entertainment for the area. Rex Theater owners, Thomas and Hanna McElory, showed silent movies until the early 1930s when speakies became popular. Cinema production was especially prolific during the 1930s when thousands of movies were released from Hollywood studios, including classics such as King Kong, The Wizard of Oz, and Gone with the Wind. During World War II, the Rex provided newsreels and relief in the form of motion picture entertainment. A new silver screen and popcorn machine were installed in the late 1940s. For the first-time snacks were

²⁴ Ibid.

²⁵ Malheur County. "Hadley, Lawrence." Book 8 (1916), 516.

²⁶ Malheur County. "Lawrence, Vanderhoof." Book 15 (1919),189.

²⁷ "Vale Has \$30,000 Fire", *Oregonian*, (Portland, Oregon), December 3rd, 1922.

²⁸ Malheur County. "Vanderhoof, Petrich." Book 12 (1923), 38.

²⁹ Community Planning Workshop, Oregon Historic Theaters: Statewide Survey and Needs Assessment (Community Service Center, University of Oregon, 2015), 5.

³⁰ Richard Butsch, "American Movie Audiences of the 1930s," International and Working-Class History 59 (Spring 2001), 107.

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allowed in the auditorium and that same popcorn machine is still operating in the snack bar. The upstairs balcony was for people 12 years and older.³¹

Historic theaters have overcome many obstacles over the years: economic struggles, wars, strong competition from other recreational activities, and most notably, the rise of television in the 1950s.³² The McElroy's owned the theater until August 1955 when they sold to Kenneth J. Zimmerschied and Elizabeth Zimmerschied for Ten dollars.³³ The McElroy's took back ownership numerous times over the next ten years before Robert Butler purchased the theater; the official date of this transaction is unknown. On January 6th, 1978 Robert D. Butler, H. Clifford Looney, and Patsy A. Looney sold to David W. Green and Paula O. Green for \$12,500.00.³⁴ The Green family, from Boise Idaho, converted part of the projection room to a micro-unit studio that they used for overnight stays. Sometime in the mid -1980s the Greens sold to theater to Samuel H. Shaw and Ruth A. Shaw. During these decades, the theater maintained its central purpose as providing a primary form of entertainment and recreation to the community members of Vale and surrounding towns. It was popular for families, adults, and people of all ages to enjoy first and second run movies.

In the past decade, one of the main deciding factors in theater success is the transition from a celluloid film-based projection system, known as 35mm, to a completely digital projection system. Studios have all but forced digital conversion due to the high cost of producing 35mm film. The price for a studio manufacturing and distributing a film reel can be up to \$2,000 per reel, whereas the digital copy only costs the studio \$125. The problem for theaters is that these projection systems can cost upwards of \$100,000 per screen, which puts a relatively high burden on the theater owner to make an initial investment. Many theaters have managed to persevere, with 74 historic theaters in the state of Oregon still in operation today. ³⁵ On February 15th, 1990, the Shaw's sold to the current owners Sandijean Fuson and Mike McLaughlin for \$24,000.00. ³⁶ First and second run family movies were shown from 1990 until 2006 when the cost of digital projection systems forced the theater owners to adapt their programming. As a result, talent and art shows became a common use for the theater starting in 1995, and still continues today. At any given time, meetings, fashion and art shows, concerts, school fundraisers, and non-professional films festivals can, and are, hosted at the Rex Theater.

Historic theaters are more than just places to see a movie or watch a play. They are distinctive structures that embody the neighborhood history and culture, provide entertainment and a place to socialize, and add value to their host communities. In summary, the Rex Theater serves an important role in its cultural impact on a rural community like Vale. Oral histories confirm the original 1914 theater presented numerous theatrical plays and performances, fundraisers, and concerts, and the current Rex Theater, located on the same parcel, continued this while adding motion pictures. It was the only recreation and entertainment outlet for the citizens of Vale and surrounding communities until 1937 when the neighboring town of Ontario, Oregon constructed the Pix Theater, thus officially ending the era of significance for the Rex as the premier entertainment source in the county.

The Rex is one of Oregon's 121 remaining historic theaters in the entire state; one of two historic theaters in all of Malheur County, and the only one that is still in operation.³⁷ Its nearly century-long operation has served as a significant historical connection to Vale's Entertainment and Recreational history, being the only theater in all of Malheur county from 1928 to 1937 and the only cultural entertainment source from 1932 to 1937. The Rex Theater has proven to be an invaluable resource to the town of Vale and has contributed substantially to the historic, social, and cultural fabric of this area.

³¹ Anne Kindschy (daughter of Rex Theater owners) in discussion with the author, February 27, 2021.indschy, discussion.

³² Butstch, 111.

³³ Malheur County. "McElroy, Zimmerschied." Book 37 (1955), 410.

³⁴ Malheur County. "Looney, Green." Book 8 (1978), unknown.

³⁵ Community Planning Workshop, 6.

³⁶ Malheur County. "Shaw, Fuson." Book 28 (1990), 89.

³⁷ Community Planning Workshop, *Oregon Historic Theaters: Statewide Survey and Needs Assessment* (Community Service Center, University of Oregon, 2015), 5.

Rex Theater
Name of Property

Malheur Co., OR
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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Malheur County. "Vanderhoof, Petrich." Book 12 (1923), 38.

Malheur County. "McElroy, Zimmerschied." Book 37 (1955), 410.

Malheur County. "Looney, Green." Book 8 (1978), unknown.

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(Expires 5/31/2025)

Rex Theater Name of Property	Malheur Co., OR County and State
Previous documentation on file (NPS): preliminary determination of individual listing (36 CFR 67 has been requested)previously listed in the National Registerpreviously determined eligible by the National Registerdesignated a National Historic Landmarkrecorded by Historic American Buildings Survey #recorded by Historic American Engineering Record #recorded by Historic American Landscape Survey #	Primary location of additional data: X State Historic Preservation Office Other State agency Federal agency Local government University Other Name of repository:
Historic Resources Survey Number (if assigned): N/A	

Rex Theater				lalheur Co., OR
Name of Property			Co	unty and State
10. Geographical Dat	a			
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Boundary Justificatio The Rex Theater end construction in 1928.	n (Explain why the boundaries were compasses tax lot 6400, when the tax lot is the historic be	e selected.)	ciated with si	
11. Form Prepared By	1			
name/title Rebecc	a Ziegler			date <u>June 26, 2021</u>
organization Adaptiv	e Preservation, LLC	tel	ephone <u>503</u> -	-857-6187
street & number 728	6 th Ave SW	en	nail <u>rebecca</u> (@adaptivepreservation.com
city or town Albany		sta	ate <u>OR</u>	zip code <u>97321</u>
Additional Document	ation			
	ms with the completed form:			
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- Regional Location Map
- Local Location Map
- Tax Lot Map
- Site Plan
- Floor Plans (As Applicable)
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

x Theater	Malheur Co., OR
Name of Property	County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Rex Theater

City or Vicinity: Vale

County: Malheur State: Oregon

Photographer: Rebecca Zielger

Date Photographed: February 6th, 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photograph 1 of 18: OR MalheurCounty RexTheater 0001

South façade, viewing North

Photograph 2 of 18: OR_MalheurCounty_RexTheater_0002

North elevation, viewing South

Photograph 3 of 18: OR_MalheurCounty_RexTheater_0003

North and East elevation, viewing Southeast

Photograph 4 of 17: OR MalheurCounty RexTheater 0004

South façade, viewing North

Photograph 5 of 17: OR MalheurCounty RexTheater 0005

Interior box office, viewing Northeast

Photograph 6 of 17: OR MalheurCounty RexTheater 0006

Interior foyer, viewing Southwest

Photograph 7 of 17: OR MalheurCounty RexTheater 0007

Snack bar, viewing North

Photograph 8 of 17: OR MalheurCounty RexTheater 0008

Lobby, viewing West

Photograph 9 of 17: OR MalheurCounty RexTheater 0009

Decorative Wall Ornamentation, viewing East

Photograph 10 of 17: OR MalheurCounty RexTheater 0010

Stage and screen, viewing North

Photograph 11 of 17: OR MalheurCounty RexTheater 0011

Auditorium, viewing Southeast

Photograph 12 of 17: OR MalheurCounty RexTheater 0012

Art Deco Sconce, viewing Southwest

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Photograph 13 of 17: OR_MalheurCounty_RexTheater_0013

Photograph 14 of 17: OR MalheurCounty RexTheater 0014

Projection Room, viewing Northwest

Photograph 15 of 17: OR MalheurCounty RexTheater 0015

Balcony, viewing Southwest

Photograph 16 of 17: OR_MalheurCounty_RexTheater_0016

Basement, viewing north

Balcony, viewing North

Photograph 17 of 17: OR MalheurCounty RexTheater 0017

Stairs Leading to basement, viewing west

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seg.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior

National Park Service

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List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all documents should be inserted with the top toward the top of the page.

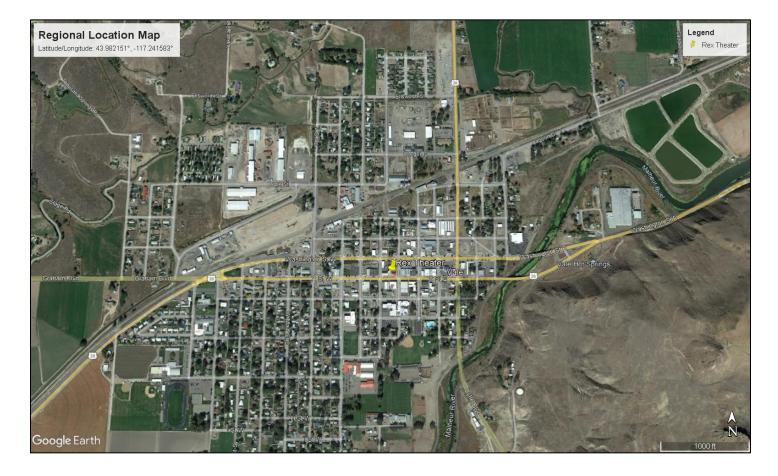
- Figure 1: Regional Map
- Figure 2: Local Location Map
- Figure 3: Tax Lot Map
- Figure 4: Site Plan with Exterior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 5: First Floor Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 6: Second Floor/Balcony Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 7: Basement Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 8: Rex Theater Front Facade, Buy at Home Campaign, 1937 (Library of Congress
- Figure 9: Rex Theater Owners, Buy at Home Campaign, 1937 (Library of Congress)
- Figure 10: Rex Theater, c. 1945 (Malheur County Archives)
- Figure 11: Rex Theater, c. 1919 (Library of Congress)
- Figure 12: Rex Theater, Grand Opening, 1914 (Malheur Enterprise)
- Figure 13: Rex Theater, Fire, 1922 (The Oregonian)
- Figure 14: Rex Theater, Fire, 1922 (Malheur Enterprise)
- Figure 15: Vale Hotel and Vale Grand Opera House, 1921 (Bill Blankinship photo)

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Figure 1: Regional Geographical Map_Vale Oregon. Map Source: 7.5-minute U.S. Topo, Vale Quadrangle, Oregon (U.S. Geological Survey, 2019) Latitude/Longitude Coordinates



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Figure 2: Local Location Map, Latitude/Longitude Coordinates 43.982151°N/ -117.241583°W

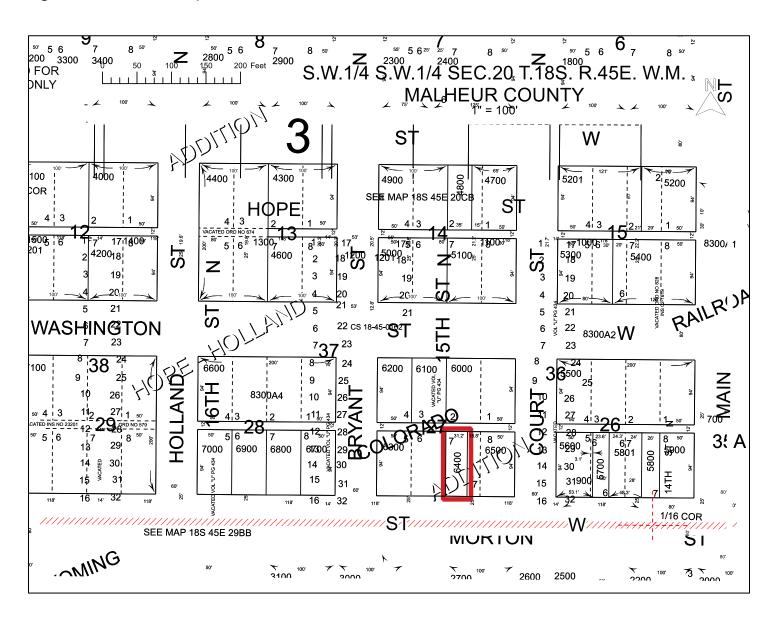


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Figure 3: Tax Lot Map

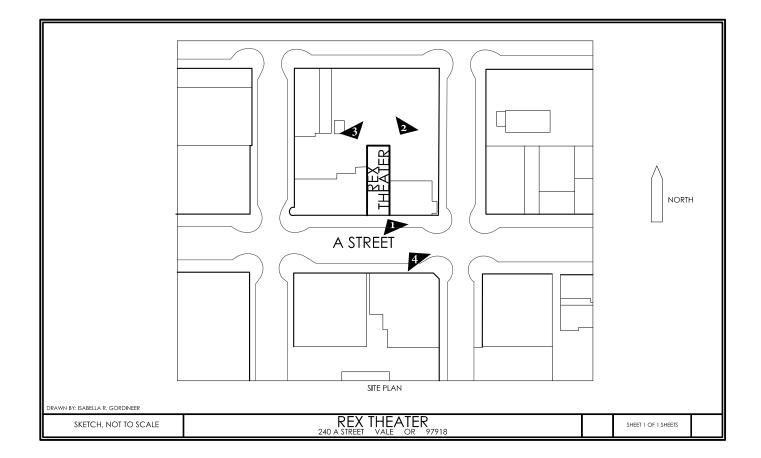


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Figure 4: Site Plan with Exterior Photographic Key, Not to Scale (Gordineer, 2021)

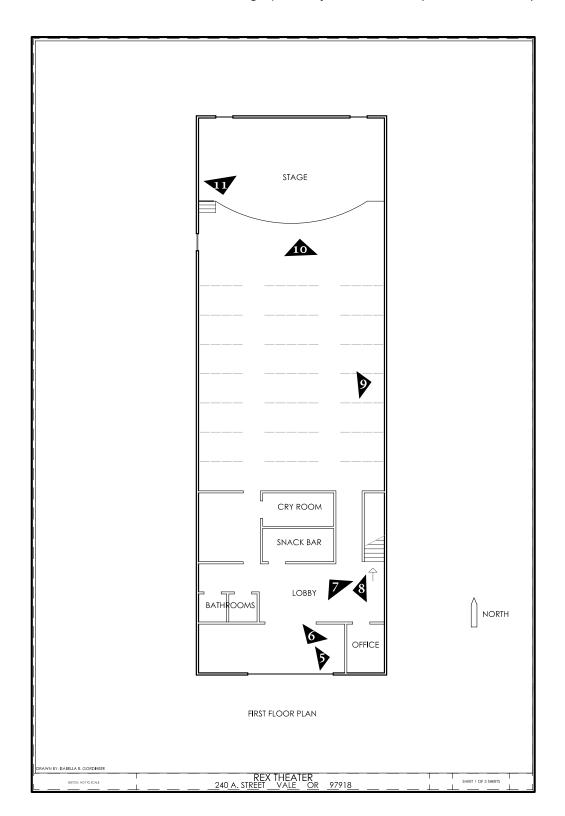


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Figure 5: First Floor Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)

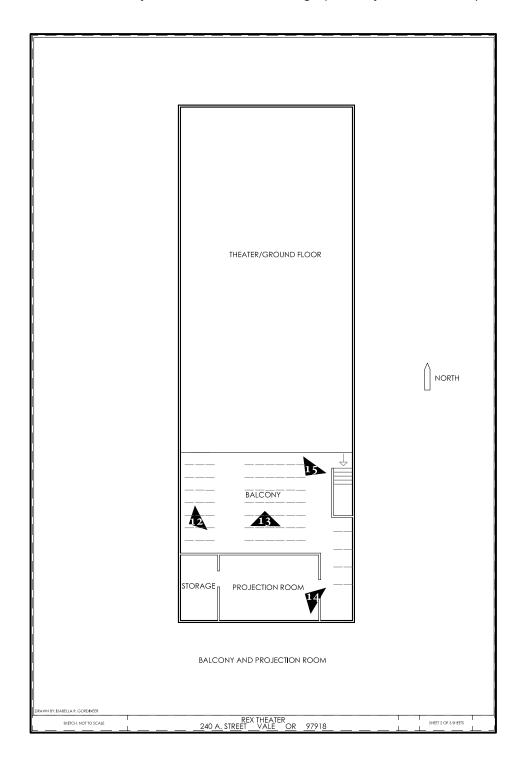


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Figure 6: Second Floor/Balcony Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)

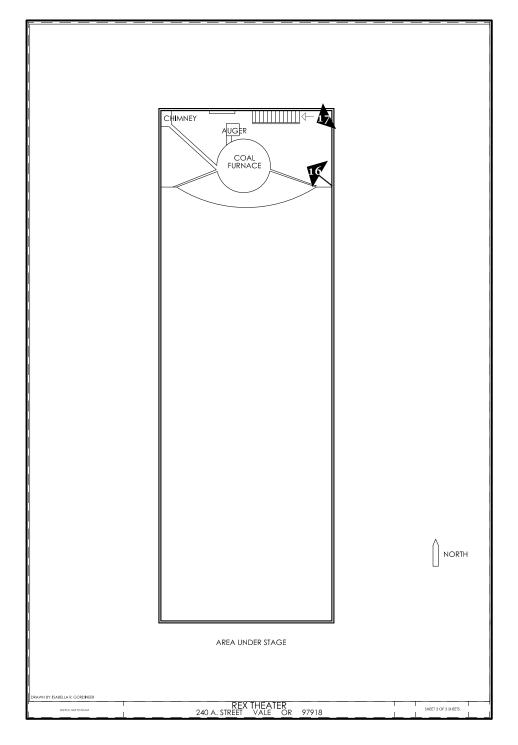


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Figure 7: Basement Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)



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Figure 8: Rex Theater, c. 1937, Buy at Home Campaign, Library of Congress



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Figure 9: Rex Theater Owners, Thomas and Hanna McElroy, 1937, Buy at Home Campaign, Library of Congress



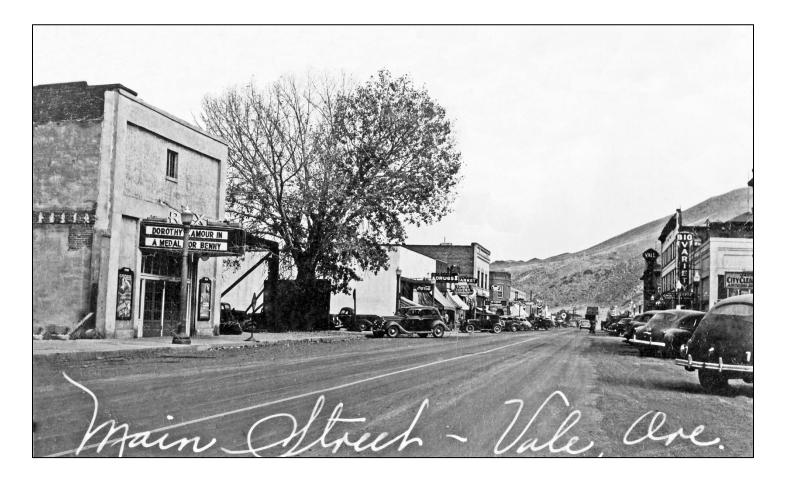
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Figure 10: Rex Theater, Library of Congress, c. 1945

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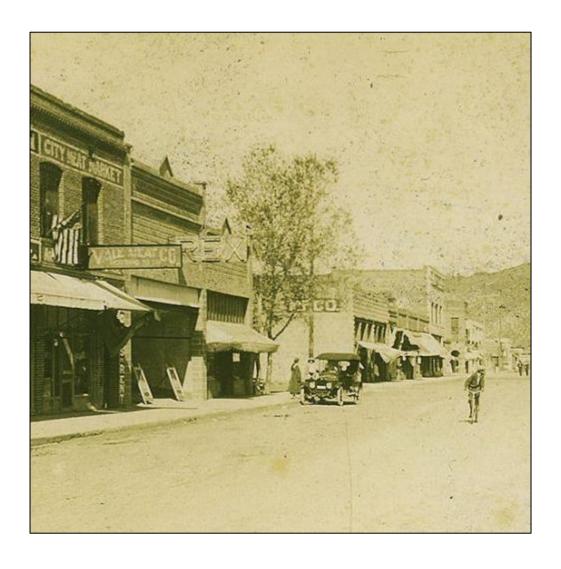


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Figure 11: First Rex Theater, Library of Congress, ca. 191

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Figure 12: First Rex Theater Grand Opening, Malheur Enterprise, 1914

REX THEATRE WAS OPENED LAST MONDAY Malheur County's Largest Play House Greeted by Big Audience at Advent of Opening Attraction The new Rex Theatre opened its doors to the public Monday night, with I. B. Quisenberry, formerly of the Bungalow, as manager. Mr. Quisenberry and Messrs. Hadley and Cooper, owners of the new theatre building, bought the Isis theatre and moved the picture equipments and opera chairs to the Rex. The Rex is the largest and best arranged theatre building in the county, has the greatest seating capacity and the largest stage and is up to the minute in all modern play house appointments and equipments. The High School play staged for the opening night brought out an audience that filled all the chairs and extended to the gallery and rostrum.

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A. D. Onester suffered a	STATE OF THE STATE

Transcription:

... [of?] concrete blocks are standing. Mr. Maurey estimates the loss at \$5,000. He had no insurance on the building.

The Rex Theater, building and contents owned by Otto J. Petrich, is a complete loss, conservatively estimated at \$7,000. Part of the walls and the storage flooring may be salvaged when Mr. Petrich rebuilds, which he asserts he will do. There was \$4,000 insurance carried on the building and fixtures. Films worth \$3,000 and owned by [...three words...] were destroyed. Mr. Petrich did not lose time in opening his theater. Sunday night he had a portable machine placed in the (Diven?) building and gave a show.

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Figure 14: First Rex Theater Fire, Malheur Enterprise, 1922



Transcription:

Vale HAS \$30,000 FIRE Store, Theater Destroyed; Meat Market, Dance Hall Damaged

Vale Or., December 2]- [unknown]

One of Vale's business blocks was wiped out by a fire of undetermined origin about 1 o'clock this morning with a damage of \$30,000. The Warm Springs Dry Goods store, and Rex Theater were a total loss and the Vale Meat Company and [Lagloo?] dance hall were badly damaged before the blaze was controlled. The [loss?] was only partially covered by insurance.

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Name of multiple listing (if applicable)

Figure 15: Vale Hotel and Vale Grand Opera House, 1921, (Bill Blankinship photo)





Photograph 1 of 17: South façade, viewing north



Photograph 2 of 17: North elevation, viewing south



Photograph 3 of 17: North and east elevation, viewing southeast



Photograph 4 of 17: South façade, viewing north



Photograph 5 of 17: Interior box office, viewing northeast



Photograph 6 of 17: Interior foyer, viewing southwest



Photograph 7 of 17: Snack bar, viewing north



Photograph 8 of 17: Lobby, viewing west



Photograph 9 of 17: Decorative wall ornamentation, viewing east



Photograph 10 of 17: Stage and screen, viewing north



Photograph 11 of 17: Auditorium, viewing southeast



Photograph 12 of 17: Art Deco Sconce, viewing southwest



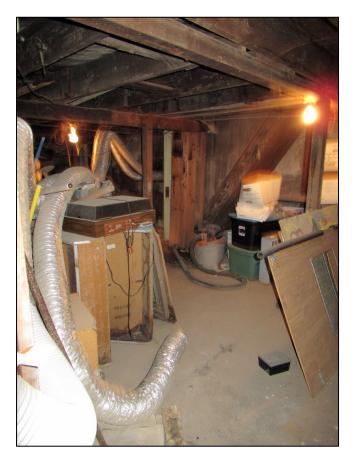
Photograph 13 of 17: Balcony, viewing north



Photograph 14 of 17: Projection Room, viewing northwest



Photograph 15 of 17: Balcony, viewing southwest



Photograph 16 of 17: Basement, viewing north



Photograph 17 of 17: Stairs Leading to basement, viewing west