

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 New Rio Theater

other names/site number Fox Theater; Dallas Cinema (preferred)

Name of Multiple Property Listing N/A

(Enter "N/A" if property is not part of a multiple property listing)

## 2. Location

street & number 166 SE Mill St ☐ not for publication

city or town Dallas ☐ vicinity

state Oregon code OR county Polk code 053 zip code 97338

## 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 standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property    meets    does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:    national    statewide X local

Applicable National Register Criteria: X A    B    C    D

Signature of certifying official/Title: Deputy State Historic Preservation 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 National Register criteria.

Signature of commenting official Date

Title State 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

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## 5. Classification

### Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

### Category of Property

(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

### Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		site
		structure
		object
1	0	<b>Total</b>

### Number of contributing resources previously listed in the National Register

N/A

## 6. Function or Use

### Historic Functions

(Enter categories from instructions.)

RECREATION AND CULTURAL: Theater

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### Current Functions

(Enter categories from instructions.)

RECREATION AND CULTURAL: Theater

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American

Movements: Commercial Style

MODERN MOVEMENT: Art Deco

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### Materials

(Enter categories from instructions.)

foundation: Brick, Concrete

walls: Brick, Roman Brick

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roof: Thermoplastic membrane

other: N/A

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### 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 Dallas Cinema, originally known as the New Rio Theater, is located at 166 SE Mill Street in downtown Dallas, Polk County, Oregon.<sup>1</sup> This two-part commercial block building was constructed in the 1890s as a furniture store and designed in the late 19<sup>th</sup> Century American Movements: Commercial Style. It wasn't until 1948 that the building was fully converted into a 4,400 square foot movie theater, therefore, it is considered a conversion theater. The primary façade faces south onto Mill Street and has a recessed entrance with a centrally located curved glass block ticket booth flanked by a pair of Art Deco doors. The main feature of the façade is the rectangular projecting 1948 marquee with neon bulbs. The marquee bulb lettering has been updated to reflect the current theater name, and the original bulb lighting on the ceiling of the marquee has been removed. During the building conversion, the brick foundation was strengthened with concrete and the interior layout was planned around the auditorium which currently faces a newly updated projection screen. While original Art Deco lighting fixtures can be found throughout the interior, the vast majority of the interior materials have been replaced. The first floor of the building contains a lobby with snack bar, two restrooms, and an auditorium. The second floor contains a small hallway leading to the projection room and storage areas. Roman brick was added to the lower half of the façade in the 1970s and the metal awning above the marquee was added in 1991. Minus minor modifications (e.g., painting, install of security cameras) the remaining elevations have been unaltered since 1948, the starting period of significance for this building. The general layout of the interior has changed since the building was constructed in the 1890s but has remained consistent since 1948.

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### Narrative Description

#### Setting

The Dallas Cinema is located at 166 SE Mill Street within Dallas's downtown core and is surrounded by blocks of commercial structures constructed from the late 19<sup>th</sup> to mid-20<sup>th</sup> century. This two-part commercial block building, designed in the late 19<sup>th</sup> Century American Movements: Commercial Style, has a south facing facade that fronts Mill Street. The cinema walls are abutted by a one-part commercial block building to the west and two-part commercial block building to the east (Photograph 1). The building was originally constructed as a furniture store before being fully converted to a movie theater in 1948. The auditorium is located towards the rear of the building and has direct access from the alley to the north (Photograph 7).<sup>2</sup> In the mid-1930s, a two-story concrete block addition was added on to the north of the furniture store and runs the entire length of all three buildings, thus expanding each of the three buildings footprint and square footage. Currently, the addition has been divided up and there are no interior doors or other ways to pass through the addition spaces from the inside. All three buildings are separate from each other but share the same tax lot (Figure 3).

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### Exterior Description

This two-part commercial block building was constructed in the late 19<sup>th</sup> Century American Movements: Commercial Style building and is approximately 40 feet by 110 feet in plan. The primary (south) façade contains the main entrance to the theater and features the projecting marquee. The east elevation is

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<sup>1</sup> "Sanborn Fire Insurance Maps Oregon," *Sanborn Map Company* (Dallas, OR), 1892.

<sup>2</sup> "Sanborn Fire Insurance Maps Oregon," *Sanborn Map Company* (Dallas, OR), 1939.

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shared primarily with a two-part commercial building and is not visible except for the upper portion of the wall and the cornice. The north (rear) elevation has two ground floor exit doors and two enclosed upper floor windows (Photograph 7). It should be noted that the rear of the building visible today is the 1930s addition. When built, this two-story addition increased the footprint and square footage of the entire building by adding more space for storage to the north of the main auditorium. The west elevation is abutted by a one-part commercial block building, leaving the upper portion of the exterior theater wall visible. The original brick foundation was strengthened with concrete in 1948.<sup>3</sup> The perimeter walls are 12" thick brick and the roof is flat with a thermoplastic membrane.

### South Façade (Primary Entrance)

The south (primary) façade faces Mill Street and contains the main entrance to the theater. The New Rio theater originally had a stuccoed exterior on the ground floor, but this was replaced with roman brick sometime in the 1970s. This elevation, complete with the theater marquee, displays the original 1948 Art Deco-style details which include: the marquee, curved glass block ticket booth, double doors with porthole windows, and metal framed poster cases. The ground floor of this façade has a recessed entrance with a centrally located curved glass block ticket booth. The ticket booth measures roughly 4' x 4' and the lower half is comprised of curved glass blocks. Glass window panels enclose the upper half (Photograph 3). Double doors with a porthole window are located on either side of the ticket booth. Metal inset movie poster cases flank each side of the main entrance (Photograph 5). The rectangular projecting marquee runs the entire length of the south façade and visually divides the first and second floors. The metal and plastic letter board is centrally located on the front of the marquee and is bordered by rows of white and yellow neon tube lights. The underside of the marquee is wood. The original neon bulbs on the ceiling of the marquee were removed sometimes in the early 1980s and have not been replaced.<sup>4</sup> The neon lettering in the marquee today is not original, nor was the original lettering saved. The name of the New Rio theater changed in 1986 to the Fox Theater, and then to the Dallas Cinema in 2017; each time resulting in new neon bulb lettering on the top of the curved Art Deco-style sign. In 2017, all the neon was replaced on the front of the marquee and the white neon lettering of "Dallas" is now displayed.<sup>5</sup> The metal awning above the marquee that projects out from the building and slopes down to the marquee was installed in 1991 (Photograph 6).<sup>6</sup>

The second floor has a simple rectilinear massing which is divided into five vertical bays with six double-hung sash windows. The central bay is the widest. All the window openings were altered by shortening the length by roughly three feet. The embellished lentils above the windows have been removed and stuccoed over. The bracketed cornice, decorative finials, and ornamental parapet have also been removed. The date of these alterations is unknown but most likely occurred in 1948 to stay in vogue with current architectural design trends while converting the building from a furniture store to a movie theater. It was common during this time for building owners remodel storefront facades by removing late 19<sup>th</sup> and early 20<sup>th</sup> century embellishments and replace them with the streamlined appearance of Art Deco/Moderne style features.<sup>7</sup> Currently, the brick bay borders of the second floor are painted maroon and the recessed bricks, in a common bond pattern, are painted white. Above the windows in each of the five bays are rectangular patterned brick that are painted dark green; this element is original to the building. The brick under each window has been stuccoed and painted.

<sup>3</sup> "Dallas' Rio Theater Remodels," Statesman Journal, October 3<sup>rd</sup>, 1948.

<sup>4</sup> Ron Burch, email message to author, March 12<sup>th</sup>, 2021.

<sup>5</sup> Jeff Mexico, email to author, March 12<sup>th</sup>, 2021.

<sup>6</sup> Ron Burch, email.

<sup>7</sup> "Dallas' Rio Theater Remodels," 1948.

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### East Elevation

The east elevation is shared with a two-part commercial building, leaving only the upper portion on the wall and the cornice visible.

### North (Rear) Elevation

The original 1890s, north elevation was added onto by a two-story concrete block addition in the 1930s. Between the 1930s and 1948 this addition did not connect to the original 1890s building as it was a separate business operating as the Rio Theater. As noted previously, the 1930s addition was added to the rear of all three buildings, but it is unclear how the other two buildings incorporated this additional structure. In 1948, the layout of the original 1890s building changed significantly (Figure 11). The wall separating the 1930s addition from the original 1890s building was removed to expand both building spaces into one. After a substantial remodel and building conversion, the New Rio Theater opened in late 1948 to the layout that is currently visible today. The north elevation exterior wall is the back of the Dallas Cinema and has direct access to the parking lot from the auditorium. The concrete block has been painted white and the ground floor has wood doors that exit to the parking lot to the north. The second floor has numerous double-hung sash windows, many of which have been enclosed. (Photograph 7).

### West Elevation

The west elevation is absent of fenestration, ornamentation, or finish detailing, and is exposed where the adjoining buildings do not match the theater's form. The exposed upper portion of the west wall reveals a seven-course common-bond brick pattern (Photo #2).

### **Exterior Alterations Summarized**

Known exterior alterations to this building between its construction date (1890s) and the start of the period of significance (1948) are verifiable by review of Sanborn fire insurance maps, historic newspaper clippings and historic photographs. These modifications were necessary to convert the building from a furniture store to a movie theater. These exterior alterations include:

Substantial alterations:

- Addition of metal theater marquee (1948)<sup>8</sup>
- Remodel of ground floor entrance (e.g., removal of storefront windows, relocation of entrance, addition of curved stuccoed walls. (1948)<sup>9</sup>
- Removal of parapet (date unknown)
- Alteration of second floor windows (c. 1948)<sup>10</sup>

Exterior alterations that occurred after the start of the period of significance (1948) are evident from numerous field investigations between December 2020 and March 2021, as well as review of historic photographs, aerial photographs, and personal communication with the theater owner, Jeff Mexico, and property owner, Ron Burch. Since 1948, alterations have been made to the exterior but do not deter the buildings integrity and ability to convey the theaters historic significance. These include: the addition of the awning above the theater marquee, remodel of the first-floor exterior from stuccoed masonry to

<sup>8</sup> "Dallas' Rio Theater Remodels," Statesman Journal, October 3<sup>rd</sup>, 1948.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

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Roman brick, marquee name change, and painting of the upper floor façade. Despite these alterations, the building still clearly conveys its period of significance use as a conversion theater, retains its historic integrity, and provides the historic association and feeling of the era in which it was constructed.

**Substantial Alterations:**

- Roman brick installed on bottom half of front façade (c.1970s)<sup>11</sup>

**Moderate Alterations:**

- Removal of original neon blubs from the marquee ceiling (1982)<sup>12</sup>
- Installation of metal awning above marquee (1991)<sup>13</sup>
- Marquee sign name change from "Rio" to "Fox" (1986)<sup>14</sup>
- Marquee sign name change from "Fox" to "Dallas" (2017)<sup>15</sup>

**Minor Alterations:**

- Added exterior security lighting (1985)<sup>16</sup>
- Painting of the exterior (ca. 2007 and 2021)<sup>17</sup>

**Interior Description**

This building was originally constructed in the 1890s for use as a furniture store and remained as such until it was fully converted into a movie theater in 1948. The original (1890s) layout and interior were completely renovated leaving no trace of the 1890s furniture store. This conversion was necessary to adapt the building to a completely different use. The interior description in this section will compare the current condition of the building in how it relates to the original furniture store, but instead it will compare it with the start of the period of significance (1948), when the building as a whole became a theater.

The first floor of the theater contains a lobby and snack bar (Photograph 8), restrooms (Photograph 9), and an auditorium (Photograph 13). While the interior of the theater does not retain much of the period of significance materials, there are original Art Deco light fixtures and arched hallway frames that are reflective of the New Rio Theater and the Art Deco-style. The interior of the theater was planned around the 216-seat auditorium with the seating layout consisting of eighteen rows of seats with two aisles. It retains the original 1948 layout and the current configuration of the lobby, restrooms, snack bar, auditorium, and second floor projection room are unchanged.

**Lobby, Restrooms & Snack Bar**

The flooring in the lobby and snack bar has been replaced with wood laminate. The bottom half of the lobby walls are covered in a laminate faux stone pattern of green and grey earth tones. The top half of the wall has been repainted in a pale pink color (Photograph 10). On the east interior of the lobby is the snack bar with refrigerator, sink, fountain machine, and popcorn maker. This snack bar has been remodeled and modernized numerous times, most recently in 2017. The customer counter is laminate and measures roughly 9'x 3'. Two, single-stall restrooms can be accessed by the west interior of the

<sup>11</sup> Ron Burch, email.

<sup>12</sup> Ibid.

<sup>13</sup> Ibid.

<sup>14</sup> Ibid.

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.

<sup>17</sup> Jeff Mexico, email.

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lobby. The configuration of these restrooms is original, but the lighting, paint, fixtures, and flooring have all been updated (Photograph 9). In the center of the lobby is an original Art Deco light fixture (Photograph 8). A wide curved door opening leads from the lobby to a small hallway with doors to the auditorium on either side. The north wall in this hallway has the same wall treatments as the lobby. It is important to note that while these rooms retain very little 1948 material, the layout, configuration, and overall feeling of the space remains unchanged.

### Upper Floor and Projection Room

Directly north of the lobby is a small hallway with doors that lead to either side of the auditorium. The west side of this hallway has a door that leads upstairs to the projection room. The steep stairs are made of wood but have been covered in carpet. The upper floor consists of a hallway that leads to the projection room as well as storage areas. The projection room has cement flooring with plaster masonry walls. A 35mm projector and original rewind equipment can be found in this room along with new digital projection and sound equipment (Photograph 11).

### The Auditorium

The auditorium is accessed by doors on either side of the hallway north of the lobby. The auditorium includes eighteen rows of seating separated by two aisles, resulting in a seating capacity of 216. The flooring under the seats is carpeted, the aisles are concrete and slope gently down towards the screen. Behind the screen is a storage area and an exterior door that leads to the north parking lot. The area behind the screen is the 1930s addition and demarcates where the 1890s building ends and the 1930s addition begins. Aisle lighting in the auditorium was installed in 1990.<sup>18</sup>

The east and west walls are covered in red fabric curtain panels that were installed in 2009. Three original Art Deco-style scones are found on the upper portion of these walls (Photograph 15). The ceiling tiles were replaced, and the walls of the auditorium were repainted in 2009. New digital projection equipment, screen, and sound processors were installed in 2014.<sup>19</sup> The seats were replaced in 1993 and then again in 2003.<sup>20</sup>

### Interior Alterations Summarized

Alterations to the interior of the Dallas Cinema after 1948 are evident from numerous field investigations between December 2020 and February 2021, as well as review of historic photographs, aerial photographs, and personal communication between the author and the theater owner and property owner. These alterations have been made to address theater modernization, maintenance, and repairs. The general layout of the theater remains the same and many Art Deco-style details were retained. The building displays its integrity to its 1948-52 significance and one can still understand the historical connection to Dallas's entertainment and recreation history. With the glass block ticket booth, Art Deco metal marquee, Art Deco lighting, and the original layout, the Dallas Cinema is an excellent representation of Late 19<sup>th</sup> Century American Movements Commercial Style with Art Deco-style details. It should be noted that in 1951 a fire broke out in the second-floor apartments in the building to the east of the theater. The fire spread quickly to the theater building and resulted in damage to the upper floor, most likely only the storage area. Newspapers originally reported a damage total of \$30,000 but later it was confirmed that the damage was much less than expected, and the majority of the fixtures and equipment

<sup>18</sup> Ron Burch, email.

<sup>19</sup> Jeff Mexico, email.

<sup>20</sup> Ron Burch, email.

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were undamaged.<sup>21</sup> The extent of this damage is unknown but despite these alterations, the theater still maintains the historic character of the building allowing it to retain a high degree of integrity.

Substantial:

- Snack bar counter remodel (2008 and 2017) <sup>22</sup>

Moderate:

- Replaced majority of lobby lighting (1991) <sup>23</sup>
- New flooring in lobby and restrooms (2017) <sup>24</sup>

Minor:

- Replaced carpeting and installed aisle lighting (1990) <sup>25</sup>
- Updated bathroom fixtures (ca. 2000s) <sup>26</sup>
- Installed new seats in the auditorium (2003) <sup>27</sup>
- Interior painting (2009) <sup>28</sup>
- Installed new curtains on auditorium walls (2009) <sup>29</sup>
- New digital projection, sound processor, and screen (2014) <sup>30</sup>

In summary, the original use of the 1890s building was as an anchor commercial retail furniture store which contributed substantially to the economic vitality of the downtown. The original 1890s architectural details were largely removed in the 1940s, most likely in 1948, when substantial alterations were made to the building to transition it from a furniture store to a theater. Although the period of significance begins with the opening of the New Rio Theater in 1948, it is still important to note the history of the building prior to that. The character and the integrity of building has been altered from its 1890s date, but that only adds to the unique history of this building as a conversion theater, and does not take away from its period of significance (1948-1959) as a recreation and entertainment hub for the Dallas community. One can clearly see the historic character of the building and how it retains a high degree of integrity of location, design, setting, feeling, and association.

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<sup>21</sup> "Rio Theater Fire", (The Capital Journal), May 1951

<sup>22</sup> Jeff Mexico, email.

<sup>23</sup> Ron Burch, email.

<sup>24</sup> Jeff Mexico, email.

<sup>25</sup> Ron Burch, email.

<sup>26</sup> Jeff Mexico, email.

<sup>27</sup> Ibid.

<sup>28</sup> Ibid.

<sup>29</sup> Ibid.

<sup>30</sup> Ibid.



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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☐ C 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 and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

### Period of Significance

1948-1959

### Significant Dates

1948 – Opening day of the New Rio Theater

### Significant Person

(Complete only if Criterion B is marked above.)

N/A

### Cultural Affiliation (if applicable)

N/A

### Architect/Builder

Unknown

### Period of Significance (justification)

This building is considered a conversion theater since it was originally constructed in the 1890s as a commercial retail furniture store but converted to a movie theater in 1948. The original 1890s architectural details were largely removed in the 1940s, and substantial alterations were made to the building to transition it from a furniture store to a theater. The period of significance is 1948-59, beginning with opening day of the New Rio Theater. The Dallas Cinema is one of two historic movie theaters in Dallas Oregon and the only conversion movie theater in Polk County. Although it continues to be a prominent social, cultural, and economic influence for the Dallas community, the period of significance ends in 1959 when Don Wernli

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purchased the theater from the Newton's. By the time Wernli purchased the theater in 1959 it had already changed ownership three times, ticket sales had drastically decreased, and the building was considered rundown.<sup>31</sup>

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**Criteria Considerations (explanation, if necessary)**

N/A

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<sup>31</sup> "Last Picture Show for Theater-Owning Wernlis," Itemizer-Observer, Dallas Oregon, June 6<sup>th</sup>, 1979.

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**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 Dallas Cinema is locally significant under Criteria A in the area of Entertainment/Recreation. Converted from a furniture store to a movie theater in 1948, near the end of the "Golden Age" of movie theater design, the New Rio Theater incorporated modern materials and use of dramatic neon lights advertised the business and evoked Hollywood glamour. This building represents the evolution of a conversion theater and changing trends of theater design. It showcased the latest in movie-viewing technology and catered to the comfort of movie viewing with concessions and air-conditioned interiors. The period of significance of the building is 1948-1959, beginning with opening day of the New Rio Theater and ending in 1959 when Don Wernli purchased the theater from the Newton's. By the time Wernli purchased the theater it had already changed ownership three times, ticket sales had drastically decreased, due to the increase in home television sales, and the building was considered rundown.<sup>32</sup> Wernli pulled architectural features and materials from the nearby Majestic Theater and incorporated them into the New Rio Theater. These events resulted in the end of the period of significance for the New Rio Theater. Despite these alterations, the building today still retains a high degree of integrity of location, design, setting, feeling, and association in relation to its 1948-1959 period of significance. It is the only historic conversion theater in all of Polk County, Oregon and one of the longest continual operating movie theaters in the state of Oregon.<sup>33</sup>

**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, having a significant social and cultural impact on community members in and outside the Dallas area. The Dallas Cinema is one of Oregon's 121 historic theaters, the only conversion movie theater in Polk County, and one of the longest continual operating movie theaters in the state of Oregon.<sup>34</sup>

### Conversion Theaters

The Dallas Cinema is not a purpose-built movie theater but rather a conversion theater. The concept of a conversion theater became popular nationwide in the early 20<sup>th</sup> century when main street property owners began to modify their storefronts and two-part commercial buildings to accommodate the new movie theater trend. This was more cost effective than building a new theater in the downtown core. Conversion movie theaters typically occupied vernacular wood frame, brick, or stone buildings and had simple ornamentation, often time, the marquee was the only exterior feature that demarcated the use of the use of the building.<sup>35</sup> Late-nineteenth and early twentieth-century commercial building floorplans were typically long and narrow, making them easily convertible from a commercial retail space to a movie theater. This building converted to a theater in 1948 and followed national movie trends of the post WW2 era by incorporating a concession stand, lobby, installing a neon bulb marquee, and adapting aspects the popular Art Deco or streamlined Art Moderne architectural style.

### City of Dallas

Dallas is the county seat for Polk County, Oregon, and located about 15 miles west of Salem. Dallas was settled in the 1840s and originally named Cynthiana, after Cynthiana, Kentucky but was renamed to Dallas in

<sup>32</sup> Ibid.

<sup>33</sup> Community Planning Workshop, Oregon Historic Theaters Needs Assessment. Community Service Center, University of Oregon: Eugene, 2015.

<sup>34</sup> Community Planning Workshop, *Oregon Historic Theaters: Statewide Survey and Needs Assessment* (Community Service Center, University of Oregon, 2015), 5.

<sup>35</sup> "Historic Movie Theaters of Iowa", United States Department of the Interior, National Park Service, March 1992.

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1852.<sup>36</sup> Dallas was in competition with the neighboring town of Independence to be the county seat and the citizens of Dallas raised \$17,000 in order to have a branch of the narrow gauge railroad come to their town, thus securing the honor.<sup>37</sup> The line was built from 1878–80. Dallas was incorporated as a town in 1874 and as a city in 1901.<sup>38</sup> Downtown Dallas developed as the commercial center of Polk County during the early 20<sup>th</sup> century. Downtown services included retail stores, banks, hotel, furniture store, drug stores, meat shops, and professional offices.

### Sterling Furniture Store: 1890s to 1948

The building was originally constructed in the 1890s for use as a furniture store. It quickly became known as the Crider Building, after the owner, C.L. Crider. The Sterling Furniture Store, operated by E.V. Dalton, was housed in this building until spring 1940 when it moved to a different location on Main Street.<sup>39</sup> A concrete block addition was added to the back of the structure in the 1930s. The “Golden Age of Hollywood,” from 1920–1960 popularized the movie theater trend on a national level. In the early months of 1941, Mr. Crider remodeled the ground floor of this addition to establish Dallas’s second theater, the Rio, which opened in late spring 1941.<sup>40</sup> The Rio Theater would become the second moving picture theater in Dallas, second only to the Majestic Theater (976 Main Street) which was built as a theater in 1910. George W. Gould and his son were the managers of the Majestic and would also operate the Rio Theater.<sup>41</sup> Film entertainment in the Pacific NW from 1900 to 1948 represented a significant social aspect of community life. Movies played to the masses. They united citizens with a common experience cutting through social, economic, and political barriers to deliver entertainment. Often located in the historic downtown core, the visually prominent structures served as focal points for cultural events, gathering places for nightlife, and social centers for the communities.<sup>42</sup>

From 1941 to 1946, the Rio and Majestic theater provided first and second run moving picture shows and contributed significant fundraising support of war bonds for WW2.<sup>43</sup> These theaters provided newsreels and updates on the war and was often times a primary news source outlet for the general public. In 1942, George Gould Sr. died and his son and daughter, Irene Adam, took over the business.<sup>44</sup> The Majestic Theater incurred \$5,000 in fire damage in the Spring of 1945. Lacking funds to repair the fire damage meant that the Rio, instead of the Majestic, began showing the first run picture shows.<sup>45</sup> Gould and Adam sold the Majestic and the Rio Theaters to prominent independent theater operator, Jesse Jones, in September of 1945. This ended the 23 years of continuous management of the Majestic Theater by members of the Gould family.<sup>46</sup> In November 1945, J. C Beattie of Portland was hired by Jones to manage the Majestic and Rio Theaters temporarily until Don. E. Wernli of Vancouver Washington was hired permanently in December 1945.<sup>47</sup> <sup>48</sup> Wernli was a well-respected manager in the area and known to operate theaters successfully. By 1946, his new marketing strategies and the post WW2 influx of attendance resulted in the Rio expanding its days of operation to be open five days a week, Wednesday through Sunday. At this time, action pictures were billed exclusive at the Rio

<sup>36</sup> “Historic Timeline,” *Dallas Historian*. Accessed Feb 1st, 2021. <http://www.dallashistorian.com/?dh=0006>

<sup>37</sup> McArthur, Lewis A. *Oregon Geographic Names* (7th Edition) Portland, Oregon; Oregon Historical Society Press, (266).

<sup>38</sup> “History of Dallas Oregon,” *Explore Dallas Oregon*. Accessed Feb 1st, 2021. <http://www.exploredallasoregon.org>

<sup>39</sup> Brian Dalton, email to author, March 14<sup>th</sup>, 2021.

<sup>40</sup> “Dallas Will Have Second Theater,” *Statesman Journal*, January 10<sup>th</sup>, 1941.

<sup>41</sup> “Fox History,” *Dallas Cinema History*, Accessed February 1<sup>st</sup>, 2021. <http://www.wvi.com/~starcinema/dallas/history.htm>

<sup>42</sup> “Historic Theaters of Washington State (1879 to 1960),” *National Register of Historic Places*, July 2009.

<sup>43</sup> “Half of Polk Quota Exceeded,” *Capital Journal*, February 4<sup>th</sup>, 1944.

<sup>44</sup> “Dallas Theater Changes Hands,” *Statesman Journal*, October 3<sup>rd</sup>, 1945.

<sup>45</sup> “Majestic Loss Totals \$5,000; Shows At Rio,” *Statesman Journal*, May 17<sup>th</sup>, 1945.

<sup>46</sup> “Dallas Theater Changes Hands.” 1945.

<sup>47</sup> “Beattie New Manager of Roseway Theater,” *Capital Journal*, November 10<sup>th</sup>, 1945.

<sup>48</sup> “Wernli Managing Theaters at Dallas,” *Capital Journal*, December 4<sup>th</sup>, 1945.

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Theater while the Majestic featured late run shows. In August, the Majestic Theater finally underwent a substantial renovation to both the interior and exterior of the building.<sup>49</sup>

### Conversion Theater: 1948- Present

In 1948, the Rio Theater also underwent an extensive remodel from the foundation up. The building was completely converted, and the interior layout of the theater changed to its present configuration (Figure 11). The theater changed its name to the "New Rio Theater". The new metal Art Deco-style Marquee was constructed, new seats, decorations, screen, sound projection equipment, and new heating system were all installed. The New Rio Theater was remodeled by The Western Theater Construction Company of Portland. Dan West of Dallas did the wiring, and M.J. Perrotty did the linoleum, carpeting, and finishing work. It was at this time that the building officially transitioned to a conversion theater. Upon completion, the theater seated approximately 350 people. Opening night was December 28, 1948, and a line of moviegoers a block long, waited for the doors to open at 6:45 p.m. They were greeted by ushers, and cashiers tended to their needs at the ticket booths and concession stands. Movie patrons were treated to the western film "Rachel and the Stranger", starring Loretta Young, William Holden, and Robert Mitchum. The theater went on to feature late shows, seven days a week.<sup>50</sup>

Ownership of the theater changed frequently throughout the next decade. In July 1951, a fire broke out in the second-floor apartments of the building to the east of the theater, spreading quickly to the theater. It is largely unknown the extent of the damage but was primarily contained to the upper floor, most likely only the storage area. Newspapers originally reported a damage total of \$30,000 but later it was confirmed that the damage was much less than expected, and the majority of the fixtures and equipment were undamaged.<sup>51</sup> Don Wernli continued to manage both theaters until 1952 and in 1955 Jones sold the theaters to a man from Montana. The theaters sold again and sometime between 1956 and 1958 to Faust & Payne Realty Company. In July 1958, the New Rio Theater sold to California movie theater owners, John and Edith Newton for \$70,000.<sup>52</sup>

The rapid change in theater ownership as well as the invention of the home television resulted in damaging economic impacts to the Majestic and New Rio Theaters. The theaters changed hands more than four times in 10-year period, making it difficult to maintain a successful and consistent business strategy and afford general maintenance upgrades. Theaters have had to overcome numerous obstacles over the years: economic struggles, wars, strong competition from other recreational activities, and most notably the rise of the home television in the 1950s. By 1955 more than half of all American homes had a television set, resulting in a dramatic decline in movie goer attendance.<sup>53</sup>

In 1959, Don Wernli, purchased both theaters from the Newtons, but by then the two theaters had become so run down that the Majestic Theater was deemed a lost cause. As a result, Wernli stripped the Majestic of anything that he could salvage, and he focused all his efforts on bringing the New Rio Theater back up to his high standards.<sup>54</sup> It is difficult to verify what materials were incorporated from the Majestic Theater into the New Rio theater at this time, but the period of significance for the Dallas Cinema officially ends here. From 1960 on, the Majestic theater no longer operated as its original use as a theater, making the New Rio the sole movie theater in Dallas. Today, the Majestic functions as an event space.

Wernli sold to Tom Moyer Theaters of Portland in 1979. Moyer then owned the New Rio Theater until 1985. It sat vacant for a few months before the current owner, Ron Burch, purchased the theater. He made

<sup>49</sup> "Theater Will Open Five Days a Week," Capital Journal, August 5<sup>th</sup>, 1946.

<sup>50</sup> "Opening of New Rio Scheduled Tuesday with Fanfare, Dignitaries," Statesman Journal, 26, December 1948.

<sup>51</sup> "Rio Theater Fire," (The Capital Journal), May 1951.

<sup>52</sup> "Rio Theater at Dallas Sold to Newton Chain," Capital Journal, 11, July 11<sup>th</sup>, 1958.

<sup>53</sup> Mitchell Stephens, "History of Television", Grolier Encyclopedia, Accessed, March 13<sup>th</sup>, 2021. [www.stephens.hosting.nyu](http://www.stephens.hosting.nyu)

<sup>54</sup> "Last Picture Show for Theater-Owners Wernlis," Itemizer-Oregonian, Dallas Oregon, June 6<sup>th</sup>, 1979.

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improvements to the interior and exterior and reopened it in 1986 as the Fox Theater. In 2007, Jeff Mexico purchased the business and continued to make improvements to the projection system and interiors.<sup>55</sup> He renamed the Fox Theater to the Dallas Cinema in 2007 and it still operates under that name today. 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 high burden on the theater owner to make an initial investment.<sup>56</sup> Fortunately, the business owner was able to fundraise and use creative financing to make the conversion to digital, and as a result, is still in operation and able to show first-run movies today.

The Dallas Cinema has been a constant source of entertainment and consistently served thousands of moviegoers in the past seven decades; thus, becoming a true landmark for the community. This building has a significant connection to Dallas's Entertainment and Recreational history because it was one of only two theaters in Polk County between 1948 and 1959 and the only theater to play first run movies between 1951 and 1962. It remains one of the last operating historic theaters in Oregon's Mid-Willamette Valley and the only remaining historic theater in Polk County. It has been in continual operation at this location for more than seven decades and has persistently adapted to meet the needs of the times. The character and the integrity of building has been altered from its 1890s date, but that only adds to the unique history of this building as a conversion theater and does not take away from its period of significance (1948-1959) as a recreation and entertainment hub for the Dallas community. It is the only historic conversion theater in all of Polk County, Oregon and one of the longest continual operating movie theaters in the state of Oregon.<sup>57</sup>

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<sup>55</sup> Ron Burch, email.

<sup>56</sup> Community Planning Workshop, Oregon Historic Theaters Needs Assessment. Community Service Center, University of Oregon: Eugene, 2015.

<sup>57</sup> Ibid.

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## 9. Major Bibliographical References

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

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Sanborn Fire Insurance Map. Dallas, Oregon, Sheet 4, 1892.

Sanborn Fire Insurance Map. Dallas, Oregon, Sheet 3, 1939.

"Theater Will Open Five Days a Week." *Capital Journal* (Salem Oregon), August 5, 1946.

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**Previous documentation on file (NPS):**

☐ preliminary determination of individual listing (36 CFR 67 has been requested)  
☐ previously listed in the National Register  
☐ previously determined eligible by the National Register  
☐ designated a National Historic Landmark  
☐ recorded by Historic American Buildings Survey # \_\_\_\_\_  
☐ recorded by Historic American Engineering Record # \_\_\_\_\_  
☐ recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

☐ State Historic Preservation Office  
☐ Other State agency  
☐ Federal agency  
☐ Local government  
☐ University  
☐ Other  
Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned):



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## 10. Geographical Data

**Acreage of Property** Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

### Latitude/Longitude Coordinates

Datum if other than WGS84: N/A  
(enter coordinates to 6 decimal places)

1	<u>44.921788°</u> Latitude	<u>-123.315842°</u> Longitude	3	<u></u> Latitude	<u></u> Longitude
2	<u></u> Latitude	<u></u> Longitude	4	<u></u> Latitude	<u></u> Longitude

### Verbal Boundary Description (Describe the boundaries of the property.)

The historic boundary of the Dallas Cinema is located on a portion of tax lot 4000, lot 8 in block 13 of the Original Town Plat, Dallas, Oregon, township 7S, range 5 E. The historic boundary does not include the public sidewalk along Mill St. West. The Cinema walls are abutted by a one-part commercial block building to the west and a two-part commercial block building to the east. In the mid-1930s, a two-story concrete block addition was added on the north and runs the entire length of all three buildings, thus expanding each of the three buildings footprint and square footage. While the addition runs the length of all three buildings there is no interior access to move through the addition via the interior. All three buildings are separate from each other but do share the same tax lot (Figure 3). The building space as it is configured today is approximately 4,400 square feet in size. Referencing Figure 4 and starting at the southeast corner of the building and moving north, the boundary of the Dallas Cinema is as follows (measurements are approximate): SE corner (Point A) to the start of the 1930s addition (Point B) is 70 ft. Point B to the NE corner of the building/end of the addition (Point C) is 40 ft. Point C to the NW corner of the building (Point D) is 32 ft. Point D to the SW corner of the building (Point E) includes the 1930s addition for a total of 110 ft. The building as a whole measures 110 ft x 40 ft.

### Boundary Justification (Explain why the boundaries were selected.)

The Dallas Cinema building boundary is on a portion of tax lot 4000. It is important to reference Figures 4 and 11 to understand the change in building configuration. The original building was added onto at the rear in the 1930s and in 1948 that rear addition was reconfigured (Figure 11) to be a critical space for the New Rio Theater. The boundary of this theater nomination needs to include this specific portion of the 1930s addition because without this space the screen and storage area of the theater would not be included. The rest of the 1930s addition has been walled off and currently there no interior access to the other parts of the addition or other adjacent buildings.

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**11. Form Prepared By**

name/title Rebecca Ziegler date March 12, 2021  
organization Adaptive Preservation, LLC telephone 503-857-6187  
street & number 728 6<sup>th</sup> Ave SW email rebecca@adaptivepreservation.com  
city or town Albany state OR zip code 97321

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**Additional Documentation**

Submit the following items with the completed form:

- **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).

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**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**

<b>Name of Property:</b>	<u>Dallas Cinema</u>		
<b>City or Vicinity:</b>	<u>Dallas</u>		
<b>County:</b>	<u>Polk</u>	<b>State:</b>	<u>Oregon</u>
<b>Photographer:</b>	<u>Rebecca Zielger</u>		
<b>Date Photographed:</b>	<u>February 21<sup>st</sup>, 2021</u>		

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

<b>Photograph 1 of 15:</b>	OR_PolkCounty_Dallas Cinema_0001 South façade blockface, viewing North
<b>Photograph 2 of 15:</b>	OR_PolkCounty_Dallas Cinema_0002 Southwest elevation, viewing Northeast
<b>Photograph 3 of 15:</b>	OR_PolkCounty_Dallas Cinema_0003 Theater entrance and box office, viewing North
<b>Photograph 4 of 15:</b>	OR_PolkCounty_Dallas Cinema_0004 Theater box office, viewing Northeast
<b>Photograph 5 of 15:</b>	OR_PolkCounty_Dallas Cinema_0005 Marquee, viewing Northwest
<b>Photograph 6 of 15:</b>	OR_PolkCounty_Dallas Cinema_0006 Primary façade (South), viewing North
<b>Photograph 7 of 15:</b>	OR_PolkCounty_Dallas Cinema_0007 South façade, rear of building, viewing South
<b>Photograph 8 of 15:</b>	OR_PolkCounty_Dallas Cinema_0008 Original Art Deco light in lobby, viewing Northeast
<b>Photograph 9 of 15:</b>	OR_PolkCounty_Dallas Cinema_0009 Restroom, viewing West
<b>Photograph 10 of 15:</b>	OR_PolkCounty_Dallas Cinema_0010 Lobby, viewing Northwest
<b>Photograph 11 of 15:</b>	OR_PolkCounty_Dallas Cinema_0011 Projection room equipment, viewing Northeast
<b>Photograph 12 of 15:</b>	OR_PolkCounty_Dallas Cinema_0012 Auditorium, viewing North

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- Photograph 13 of 15:** OR\_PolkCounty\_Dallas Cinema\_0013  
Auditorium, viewing South
- Photograph 14 of 15:** OR\_PolkCounty\_Dallas Cinema\_0014  
Art Deco lighting and auditorium wall, viewing West
- Photograph 15 of 15:** OR\_PolkCounty\_Dallas Cinema\_0015  
Art Deco light, viewing Southwest

**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 seq.).

**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.

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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 document 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: Local Location Map/Boundary Justification
- Figure 5: Site Plan with Exterior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 6: First and Second Floor Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)
- Figure 7: Sterling Furniture Store, c. 1910 (Dalton Collection)
- Figure 8: Sterling Furniture Store, c. 1915 (Dalton Collection)
- Figure 9: Sterling Furniture Store, c. 1921 (Dalton Collection)
- Figure 10: January 1941, News article, Second Theater Coming to Dallas (The Statesman Journal)
- Figure 11: Layout of Theater Before and After 1948 (DallasCinema.com)
- Figure 12: December 1945, Wernli Takes Over Management from Beattie (The Statesman Journal)
- Figure 13: October 1945, Gould Sells Rio Theater to Jesse Jones (The Statesman Journal)
- Figure 14: August 1946, Theater Renovation (The Capital Journal)
- Figure 15: October 1948, Remodel of Dallas Rio Theater (The Statesman Journal)
- Figure 16: December 28<sup>th</sup>, 1948, The New Rio Grand Opening (The Capital Journal)
- Figure 17: December 28<sup>th</sup>, 1948, Mayor Smith and Don Wernli (DallasCinema.com)
- Figure 18: December 28<sup>th</sup>, 1948, Grand Opening (DallasCinema.com)
- Figure 19: December 28<sup>th</sup>, 1948, Grand Opening of the New Rio Theater (DallasCinema.com)
- Figure 20: December 28<sup>th</sup>, 1948, Grand Opening of the New Rio Theater, Snack Bar (DallasCinema.com)
- Figure 21: December 28<sup>th</sup>, 1948, Grand Opening, Mayor Smith and Jesse Jones (DallasCinema.com)
- Figure 22: December 28<sup>th</sup>, 1948, Grand Opening, Auditorium (DallasCinema.com)

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- Figure 23: 1949, The New Rio Theater Exterior (DallasCinema.com)
- Figure 24: 1951, Rio Theater Fire (DallasCinema.com)
- Figure 25: 1951, Damage Lower in Dallas Blaze (Capital Journal)
- Figure 26: 1951, Rio Theater Fire (DallasCinema.com)
- Figure 27: July 1955, Jesse Jones Sells Theaters (The Capital Journal)
- Figure 28: July 1958, Payne and West Sell to Newton (The Statesman Journal)

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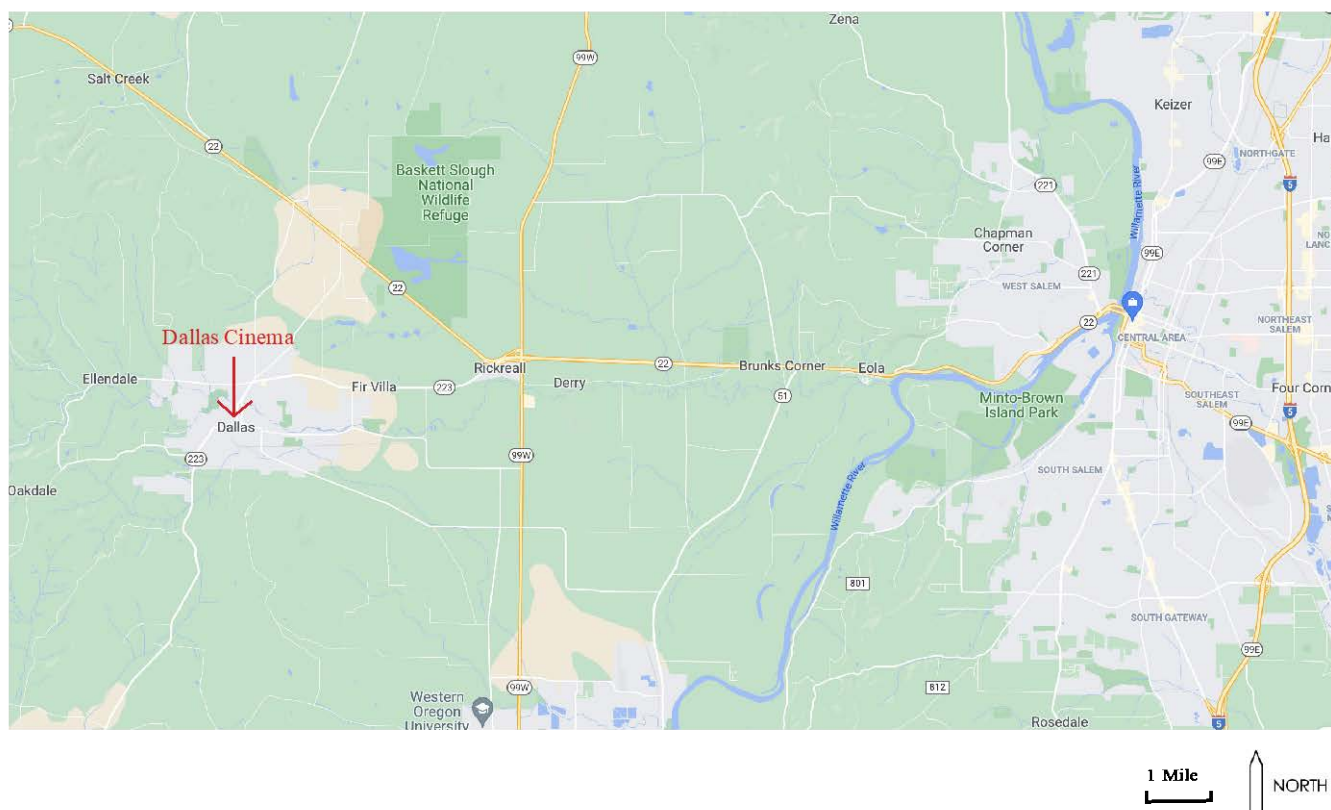
Section number Additional Documentation

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**Figure 1:** Regional Geographical Map\_Dallas Oregon. Map Source: Google Maps Latitude/Longitude Coordinates 44.921788°N/ -123.315842°W

### Regional Geographical Map\_Dallas Oregon

Map Source: Google Map Latitude/Longitude Coordinates 44.921788°N/ -123.315842°W



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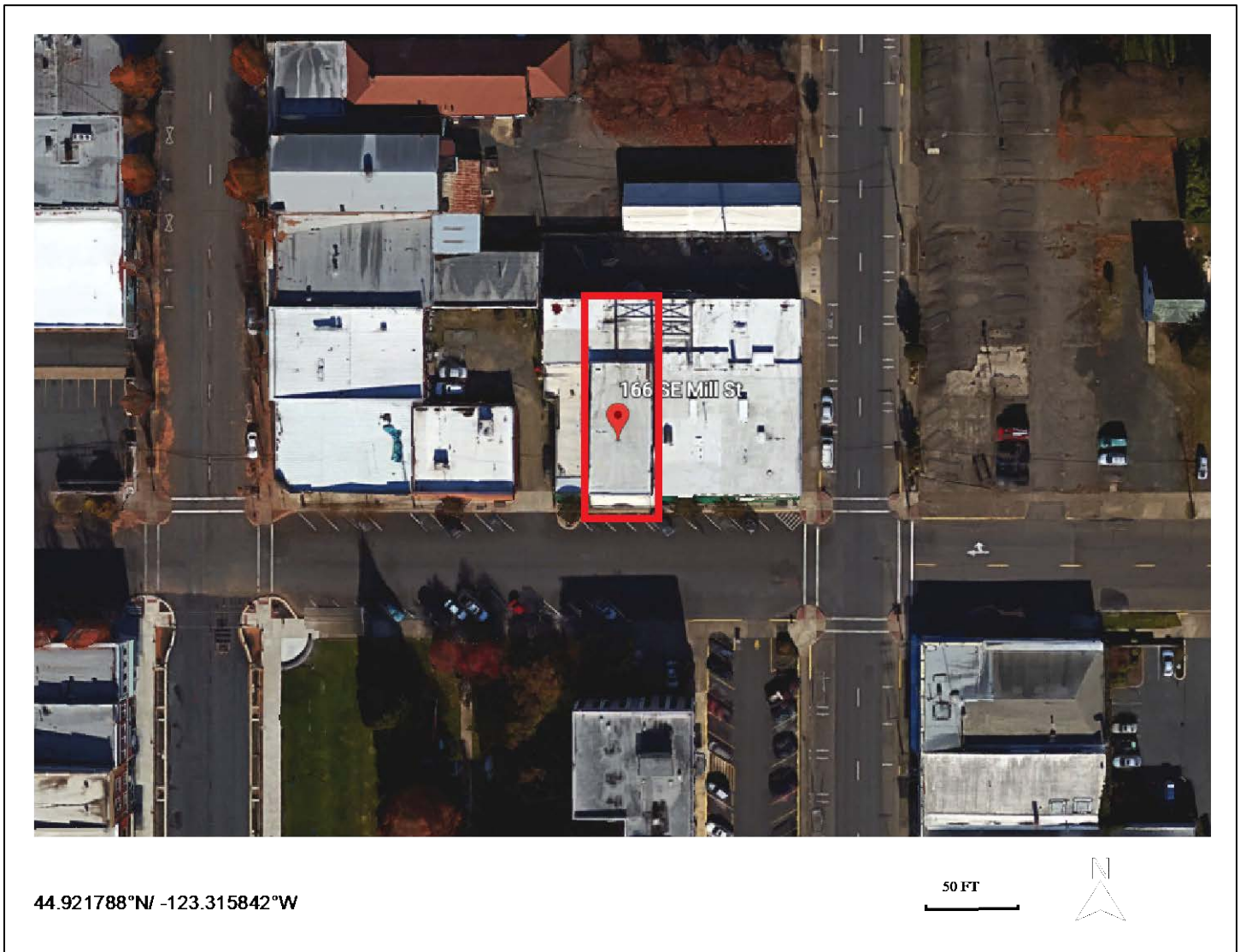
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**Figure 2:** Local Location Map, Latitude/Longitude Coordinates 44.921788°N/ -123.315842°W





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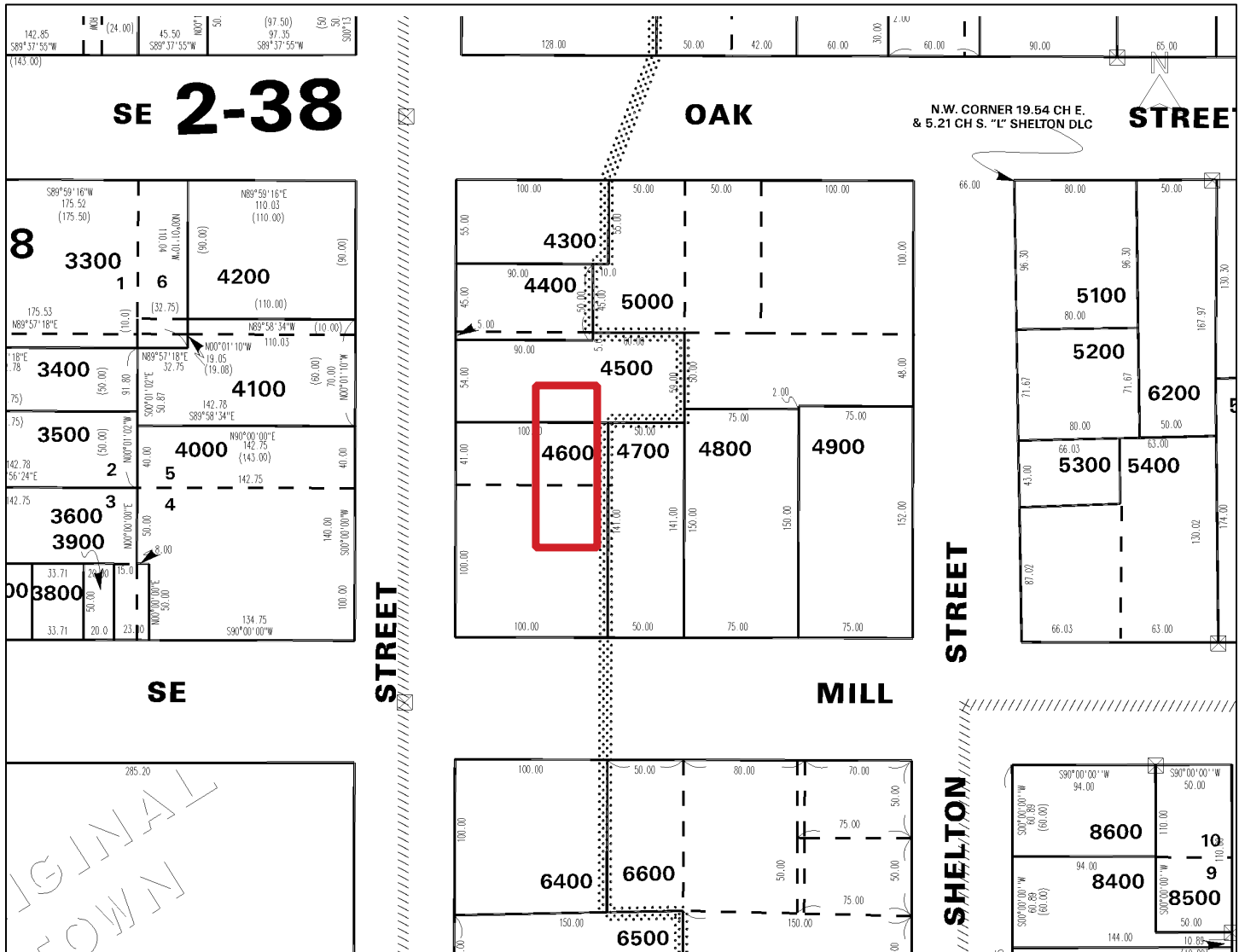
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Figure 3: Tax Lot Map



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**Figure 4:** Local Location Map/Boundary Justification



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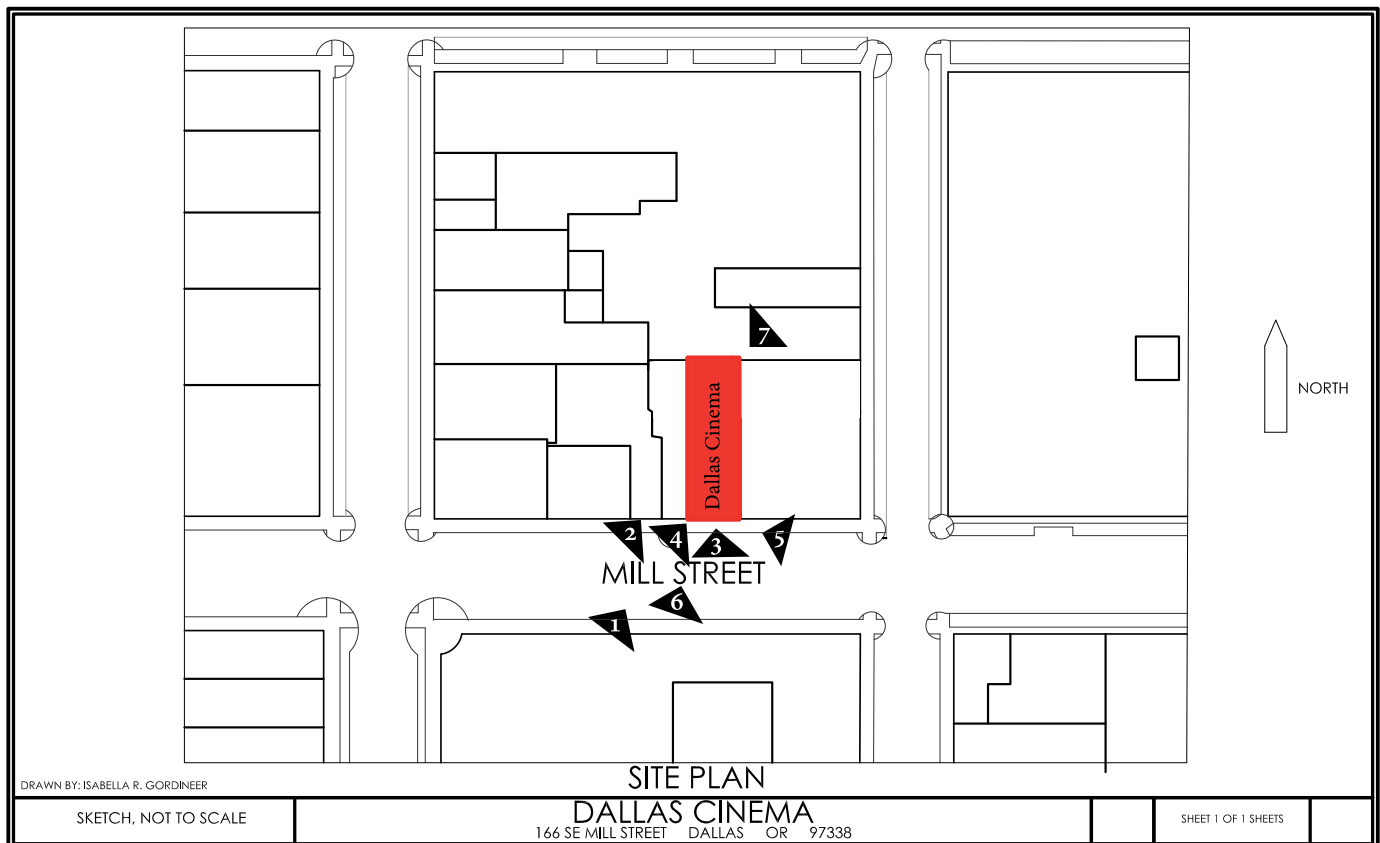
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**Figure 5:** Site Plan with Exterior Photographic Key, Not to Scale (Gordineer, 2021)



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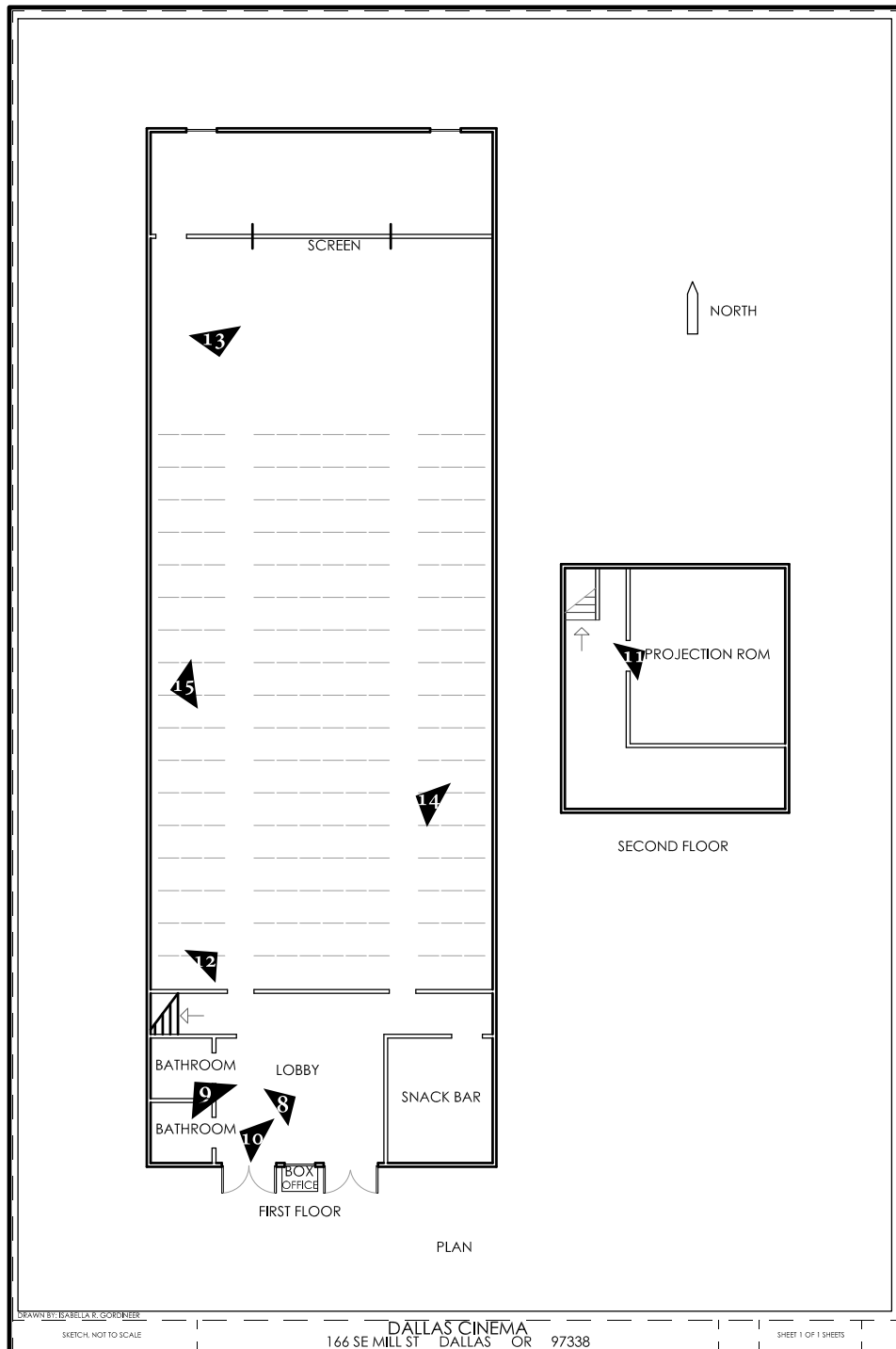
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**Figure 6:** First and Second Floor Plan with Interior Photographic Key, Not to Scale (Gordineer, 2021)



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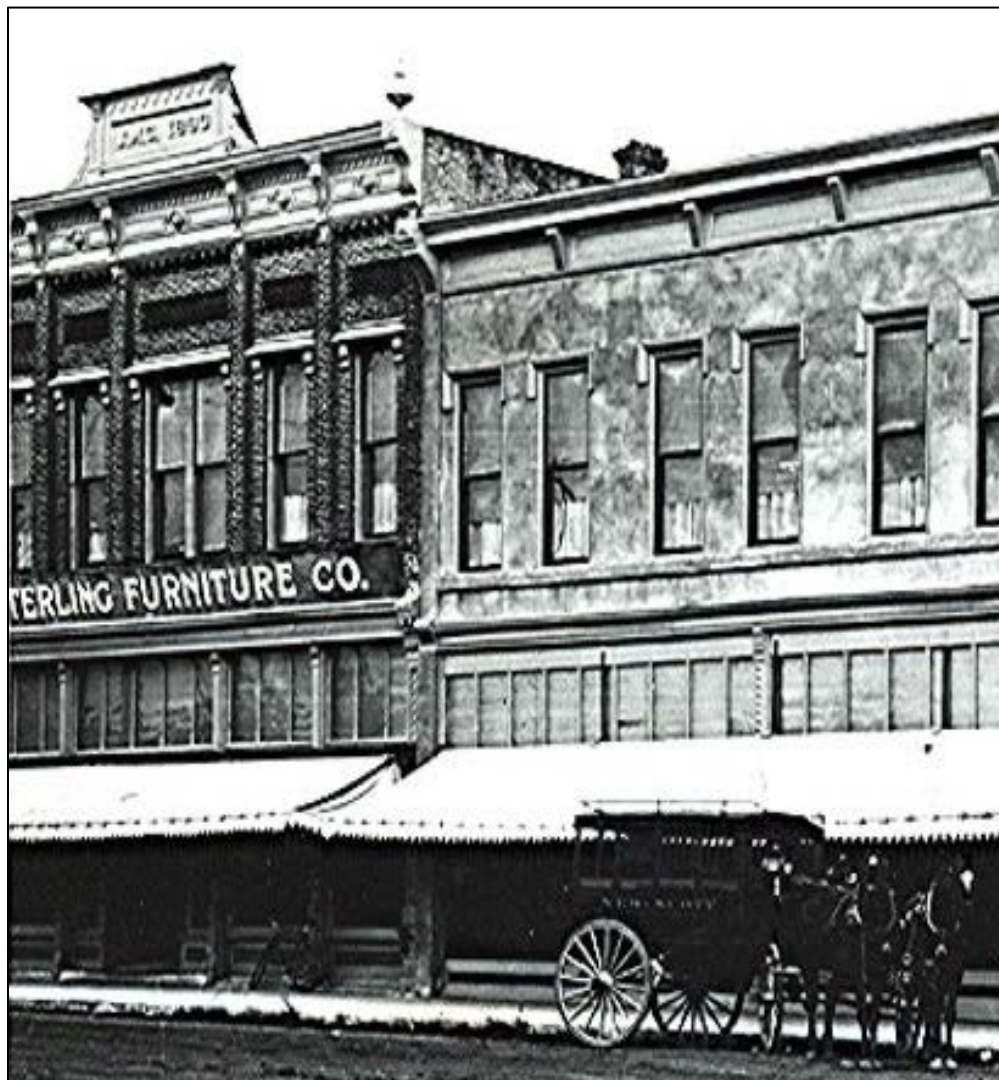
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**Figure 7:** Sterling Furniture Store, c. 1910 (Dalton Collection)





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**Figure 8:** Sterling Furniture Store, c. 1915 (Dalton Collection)



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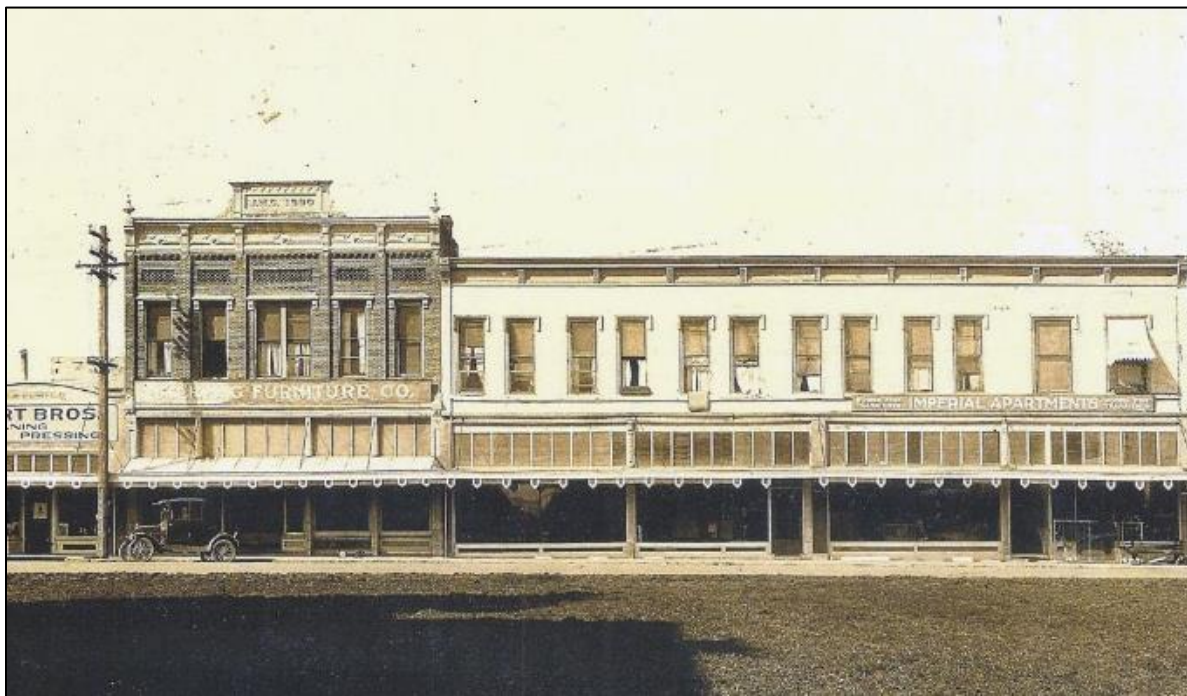
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**Figure 9:** Sterling Furniture Store, c. 1921 (Dalton Collection)



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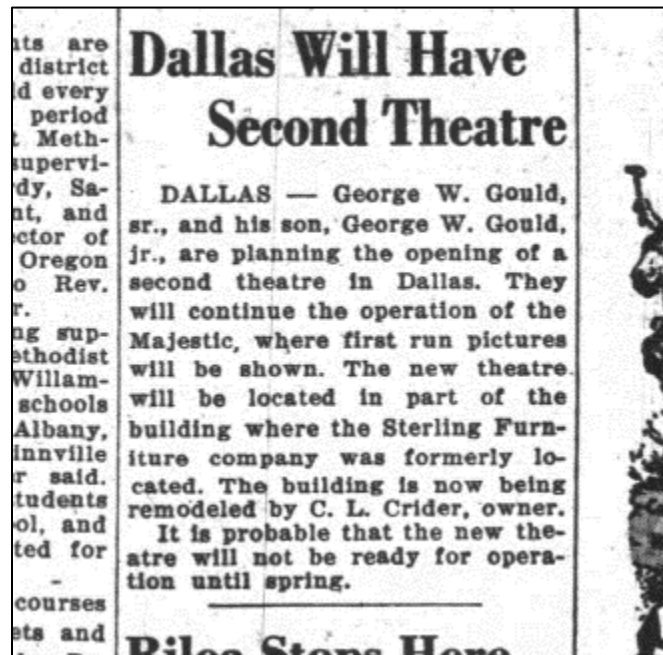
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**Figure 10:** January 1941, News article, Second Theater Coming to Dallas (The Statesman Journal)





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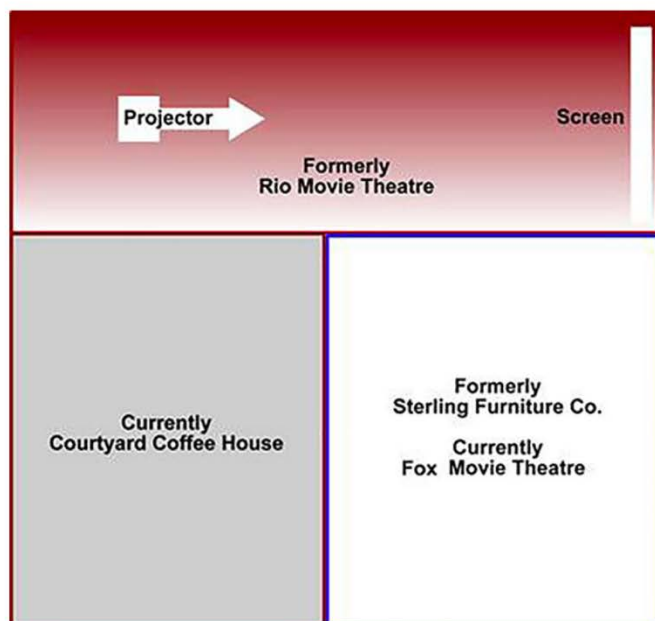
N/A

Name of multiple listing (if applicable)

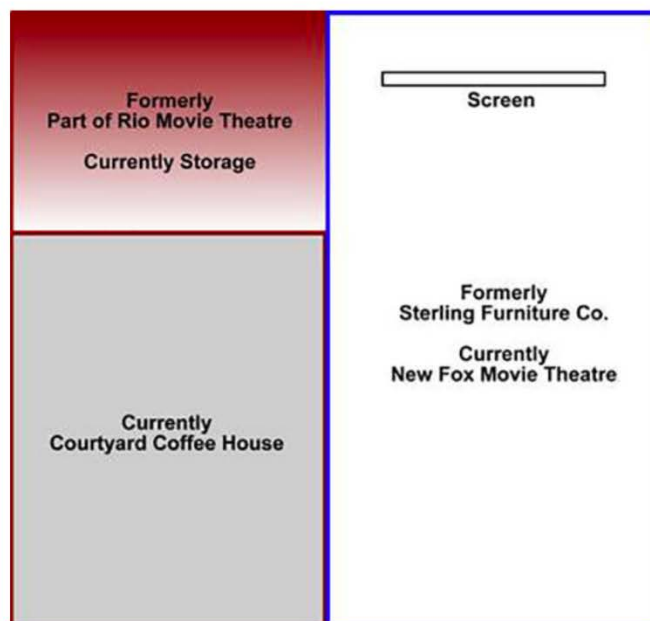
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**Figure 11:** Layout of Theater Before and After 1948 (DallasCinema.com)



Layout Prior to 1948



Current Layout

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N/A

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**Figure 12:** December 1945, Wernli Takes Over Management from Beattie (The Statesman Journal)



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Polk Co., OR

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N/A

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**Figure 13:** October 1945, Gould Sells Rio Theater to Jesse Jones (The Statesman Journal)



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N/A

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**Figure 14:** August 1946, Theater to Open Five Days a Week (The Stateman Journal)



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**Figure 15:** October 1948, Remodel of Rio Theater (The Statesman Journal)



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N/A

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**Figure 16:** December 28th, 1948, The New Rio Grand Opening (The Capital Journal)



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N/A

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**Figure 17:** December 28<sup>th</sup>, 1948, Mayor Smith and Don Wernli (DallasCinema.com)



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N/A

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**Figure 18:** December 28<sup>th</sup>, 1948. Grand Opening.





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N/A

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**Figure 19:** December 28<sup>th</sup>, 1948, Grand Opening of the New Rio Theater (DallasCinema.com)



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Name of Property

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**Figure 20:** December 28<sup>th</sup>, 1948, Grand Opening of the New Rio Theater, Snack Bar (DallasCinema.com)



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Name of Property

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N/A

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**Figure 21:** December 28<sup>th</sup>, 1948, Grand Opening, Mayor Smith and Jesse Jones (DallasCinema.com)





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Name of Property

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N/A

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**Figure 22:** December 28<sup>th</sup>, 1948, Grand Opening, Auditorium (DallasCinema.com)



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N/A

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**Figure 23:** 1949. The New Rio Theater Exterior (DallasCinema.com)



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N/A

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**Figure 24:** July 1955, Jesse Jones Sells Theaters, (The Capital Journal)



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**Figure 25:** May 1951, Rio Theater Fire, (The Capital Journal)



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**Figure 26:** 1951, Rio Theater Fire (DallasCinema.com)





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Name of Property

Polk Co., OR

County and State

N/A

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**Figure 27:** July 1955, Jesse Jones Sells Theaters, (The Capital Journal)

Mrs. Frank Tom Isom and Mrs. Sandra and Mrs. C. C. Coline all of oreana Kizer and Mrs. C. and Kay of Jack Sloss of C. L. Simrs. Clarence and Jan and charr, Jerry lverton. n the Wigle e, Mrs. E. P. A. M. Sher- days at the are William and grand-community, was hostess ve. Sewing ernoons. Pres- William Rahtz, Rae Ann ren Shrake, Mrs. Willard d Willer and ry. Hanson

The witness, Charles Williams, said the plane fell into the water from an altitude of 300 feet.

### Both Dallas Theaters Bought by Montanan

Dallas — Don Wernli, manager of the two Dallas theaters —the Majestic and New Rio, announced Tuesday that they have been sold by Jesse Jones of Portland to a man from Montana whose name was not revealed.

The theaters have been up for sale for some time. The new owner has been to Dallas only twice and for short periods each time. The deal was completed last week, and the new owner will begin operation August 15.

Jones purchased the theaters from George Gould and Mrs. Irene Adam five years ago. Wernli has been manager for the past three years.

Amity—The home of Mr. and Mrs. S. E. Howard in Amity is up for lease and the Howards plan to move to their farm near

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**frost**

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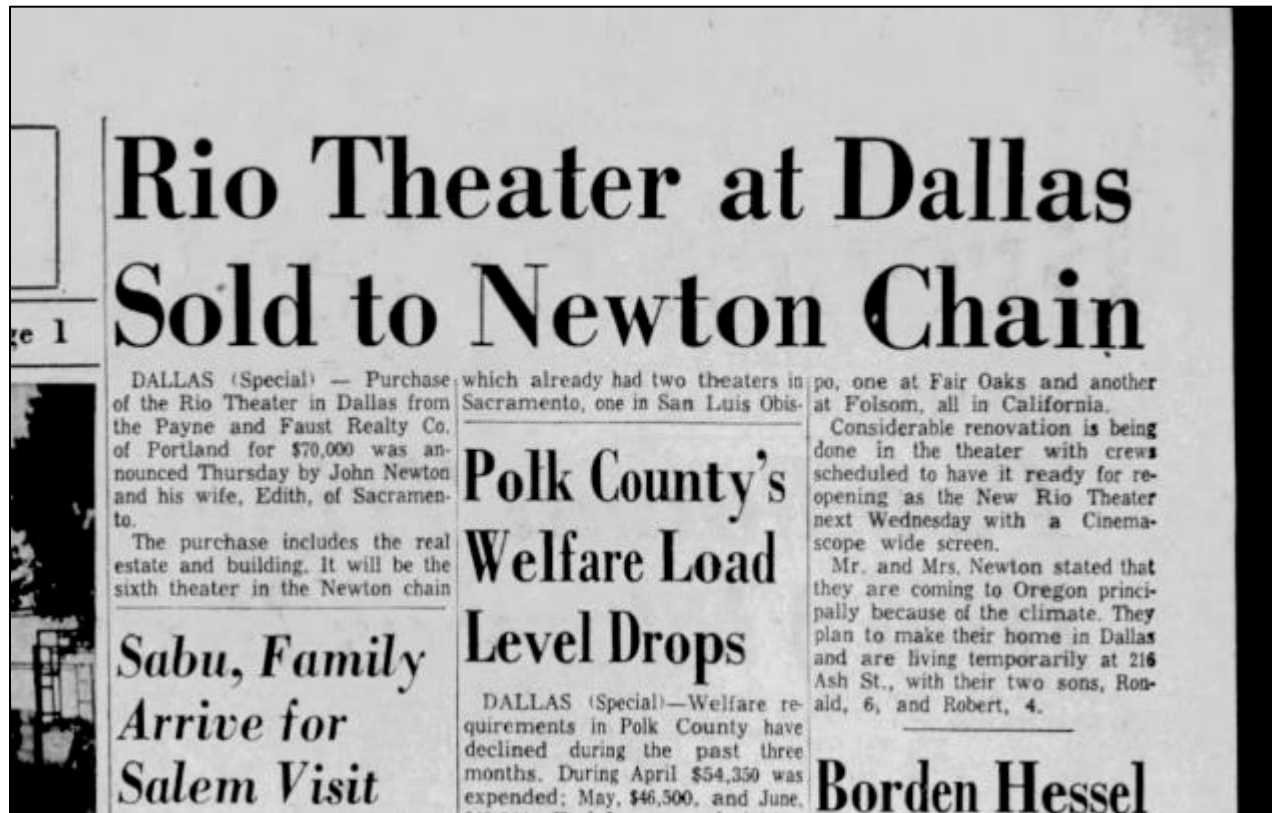
County and State

N/A

Name of multiple listing (if applicable)

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**Figure 28:** July 1958, Payne and West Sell to Newton (The Statesman Journal)





**Photograph 1 of 15:** South façade block face, viewing North



**Photograph 2 of 15:** Southwest elevation, viewing Northeast



**Photograph 3 of 15:** Theater entrance and box office, viewing North



**Photograph 4 of 15:** Theater box office, viewing Northeast





Photograph 5 of 15: Marquee, viewing Northwest



Photograph 6 of 15: Primary façade (South), viewing North



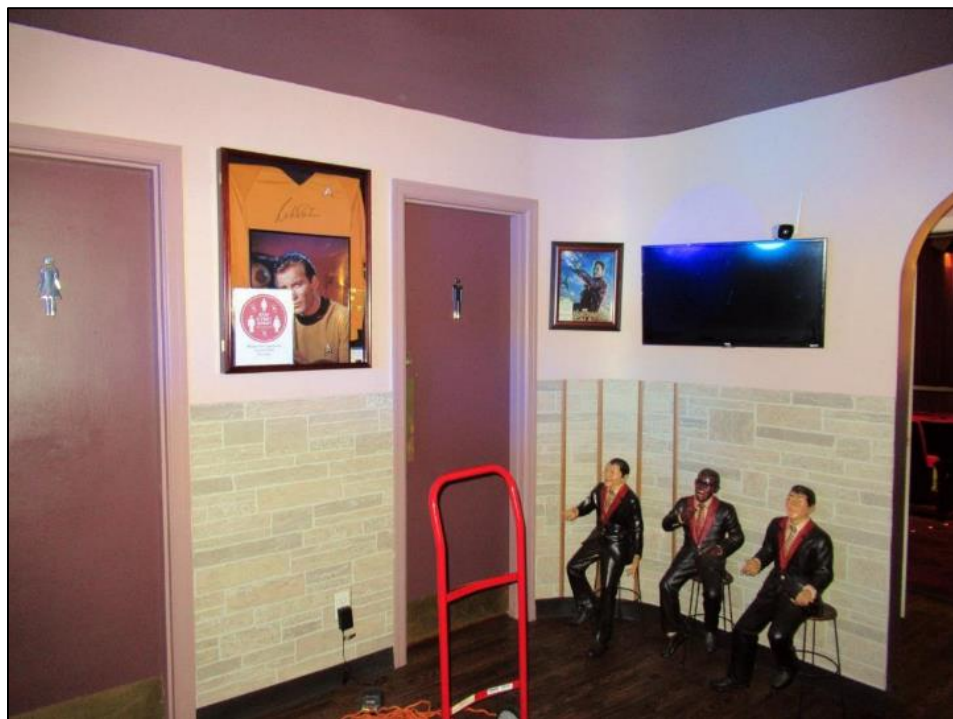
**Photograph 7 of 15:** Rear elevation (North), viewing South



**Photograph 8 of 15:** Original Art Deco light in lobby, viewing Northeast



Photograph 9 of 15: Restroom, viewing West

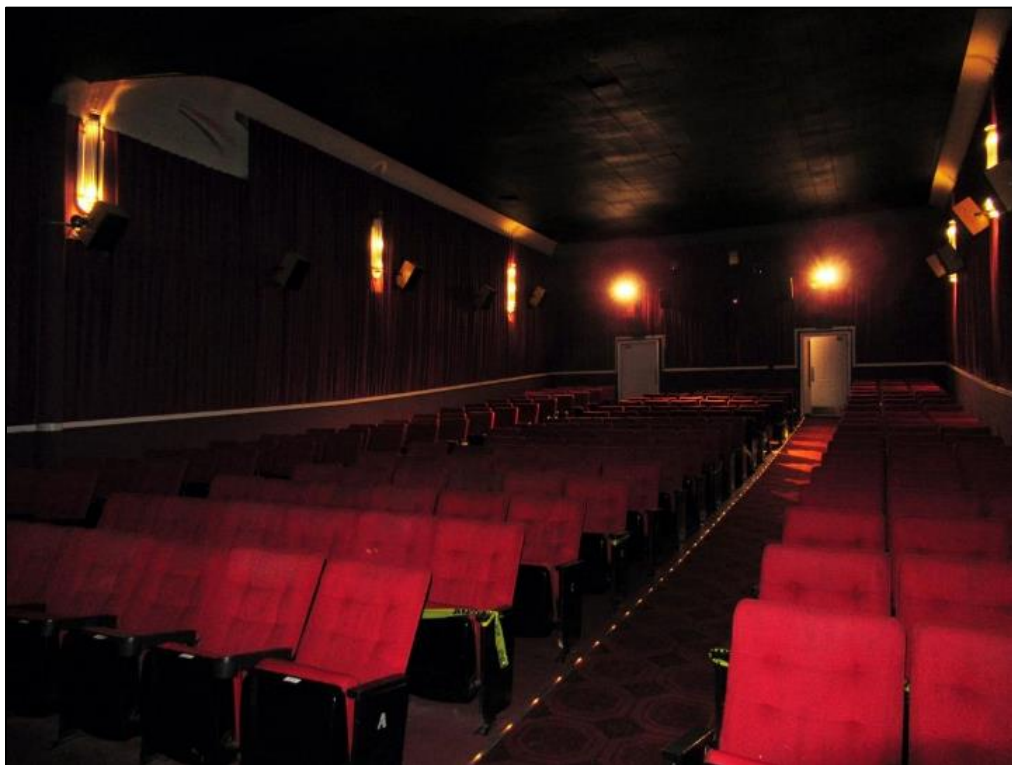


Photograph 10 of 15: Lobby, viewing Northwest





Photograph 11 of 15: Projection room, viewing Northeast



Photograph 12 of 15: Auditorium, viewing North





**Photograph 13 of 15:** Auditorium, viewing South



**Photograph 14 of 15:** Art Deco lighting and auditorium wall, viewing West



**Photograph 15 of 15:** Art Deco lighting, viewing Southwest