

OREGON INVENTORY OF HISTORIC PROPERTY  
ELLIS LAWRENCE BUILDING INVENTORY  
COUNTY: Marion

HISTORIC NAME: ELSINORE THEATER

COMMON NAME: RESOURCE TYPE: Building  
OTHER NAMES: STATUS: built & survives  
LAWRENCE  
(JOB#) YEAR: ( )  
(JOB#) YEAR: ( )  
(JOB#) YEAR: ( )  
CITY: Salem Oregon FIRST DATE: May 1925  
STREET: 170 High St. SE DESIGN BEG: Aug. 1925  
OWNER: General American Theatres DESIGN END:  
919 SW Taylor Portland 97205 CONSTR BEG:  
TOWNSHIP: 07s RANGE: 03w SECTION: 27 CONSTR END:  
MAP#: TAX LOT: 07-03-27- LOSS DATE:  
ADDITION: ORIGINAL USE: theatre  
BLOCK: 007 LOT: 6 QUAD: Salem PRESENT USE: movie theatre  
ASSESSOR #: SITE: 0.3 acres, approx.  
THEMES: 20C Architecture, Performing Arts

DATA BELOW IS ON LAWRENCE FIRM'S DESIGN AS-BUILT:

ARCHITECT: Lawrence and Holford CHIEF DESIGNER: E F Lawrence  
ENGINEERS & CONSULTANTS:

CONTRACTORS:

Van Patten C. (General); Ryer, R. (Millwork); Hogan D. (Plaster); Arm Priest C.  
(Sheet Metal); McKinny, P. (Electrical); Vibert & Todd (Electric Lamps);  
Rushlight, Hastorz & Lord (Plumbing)

ARTISTS & CRAFTSMEN:

Gray, W. & Hogan D.L. (Plaster work); Wannio T. & Berger, B. (Paint & Decoration);  
Jaeger, H. (Metal work); Gluck, L. (Panels); Povey Bros. (Art glass); Zane, N. (murals)

STYLE: Gothic Tudor Gothic

PLAN TYPE/SHAPE: rectangular (sides long)

FOUNDATION MATERIAL: concrete STORIES: 2 BASEMENT: yes

ROOF/MATERIAL: essentially flat /Bitum. builtup

WALL CONSTR: concrete STRUC.FRAME: concrete frame

PRIME WINDOW TYPE: wood fixed sash w/special Gothic

EXTERIOR SURFACE MATERIAL: concrete,

DECORATIVE FEATURES/MATERIALS:

four story parapeted central tower flanked by 2.5 story towers, Povey Brothers  
stained glass Interior; double staircases with wrought iron railings,

OTHER:

wall murals depicting theatrical scenes, polychrome decoration, Tudor-Gothic  
proscenium arch, ornamental light fixtures, marble floors

CONDITION: good

MOVED: not moved

ALTERATIONS/ADDITIONS (dated):

marble floors replaced, some arches bricked in, lower seating replaced (no  
dates); total restoration and renovation (1983-86)

LANDSCAPE FEATURES:

none

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ASSOCIATED STRUCTURES:

none

SETTING:

urban core; facing west on High Street

SIGNIFICANCE OF LAWRENCE FIRM'S DESIGN:

EXTER.DETAILS/CRAFTSMANSHIP: Better than average workmanship and materials.

INTER.DETAILS/CRAFTSMANSHIP: High-quality skilled work; some fine materials.

EXTERIOR INTEGRITY: Minor changes, but original character intact.

INTERIOR INTEGRITY: Minor changes, but original character intact.

SITE INTEGRITY: Essentially intact as originally built.

SETTING INTEGR: Minor changes to character and relationship of surroundings.

SIGNIFICANCE STATEMENT:

The Elsinore Theatre represents the fulfillment of a dream of George B. Guthrie of Portland to create the best and finest theatre in Salem. An attorney, art collector and art critic, he financed and conceived the entire project, even traveling to England to study Shakespearean theatre design. Guthrie chose the firm of Lawrence and Holford to design the theatre. He also chose to live in an Ellis Lawrence designed home in Portland. The theatre is significant as the most intact example of 1920's theatre design in Salem and the only example of a Gothic style theatre of this period within the state of Oregon. It is also significant as the only existing theatre design from the firm of Lawrence and Holford. Fred. S. Allyn is attributed with the interior design and Ellis Lawrence is attributed with the design of the exterior.

SOURCES/DOCUMENTS: Description (Location)

Exhibit Quality photos, Ellis Lawrence Collection/U of O

Marion County Tax Assessor Records; National Register nomination prepared by David Duniway; Salem Historic Resource Inventory

PACIFIC BUILDER & ENGINEER. 5/9/1925, 8/8/1925, 8/29/1925, 11/14/1925.

"25th Anniversary, The Elsinore 1926-1951."

Ellis Lawrence Collection/U of O Special Collections

PUBLICATIONS:

Clark, Rosalind. ARCHITECTURE OREGON STYLE. 1983. Naylor, David. GREAT AMERICAN MOVIE THEATRES. 1987. "The Elsinore." OREGON MAGAZINE.

SLIDE NO.:

SHPO INVENTORY NO.:

RESEARCH BY: M. Kadas

RECORDED BY: K. Lakin

DATE: 08/18/88

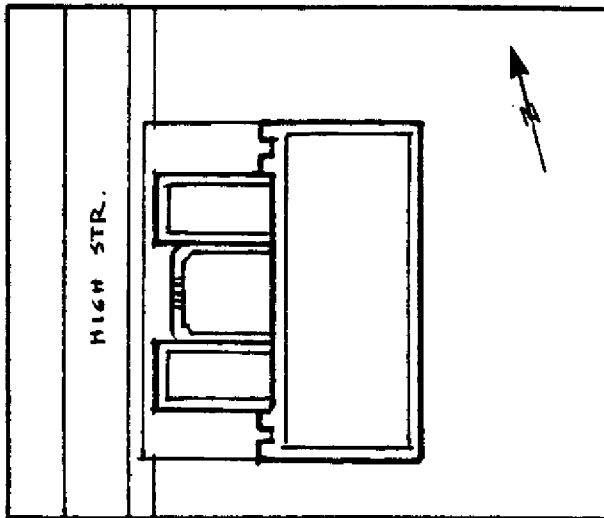
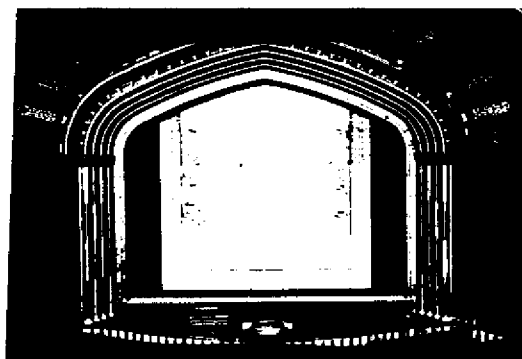
DATE: 02/04/88

ELLIS LAWRENCE BUILDING SURVEY

HISTORIC NAME: ELSINORE THEATER

RECENT PHOTO  
NEGATIVE #s:  
MKR1, #7

First # above  
is upper-right  
photo; second #  
is just below.  
If no # above,  
see sources at  
bottom of page.



HISTORIC PHOTO/OTHER GRAPHIC SOURCE: K. Lakin  
Lawrence Col. photos (UO Library)

OREGON INVENTORY OF HISTORIC PROPERTY  
ELLIS LAWRENCE BUILDING INVENTORY

E V A L U A T I O N

HISTORIC NAME: EL SINORE THEATER

<u>INTEGRITY OF:</u>	<u>NUMERICAL</u>
1. EXTERIOR: Minor changes, but original character intact.	7
2. INTERIOR: Minor changes, but original character intact.	7
3. SITE: Essentially intact as originally built.	9
4. SETTING: Minor changes to character and relationship of surroundings.	3

INTEGRITY TOTAL            26

<u>DISTINCTION OF:</u>	
1. EXTERIOR DETAILS & CRAFTSMANSHIP: Better than average workmanship and materials.	3
2. INTERIOR DETAILS & CRAFTSMANSHIP: High-quality skilled work: some fine materials.	7
3. STYLE: (Gothic) It is a prime example of its identified style. Compared to Lawrence's other surviving Oregon buildings, this style is unique in its city/town or rural area.	5
4. ORIGINAL USE: (theatre) Compared to Lawrence's other surviving Oregon buildings, this use is unique in Oregon.	5
5. ARCHITECTURAL DESIGN: Compared to Lawrence's other surviving Oregon buildings, this design is among his best works, published, & of national significance. Is it part of an ensemble of surviving buildings by Lawrence? Lawrence building(s) nearby; but arrangement is not ordered. Are structural or technical aspects of the design significant? Of moderate significance.	9
6. LAWRENCE'S PERSONAL INVOLVEMENT IN THE DESIGN PROCESS: Lawrence is known to have been the chief designer.	5

DISTINCTION TOTAL            48

<u>EDUCATIVE OR ASSOCIATIVE VALUE:</u>	
1. HISTORIC EVENTS OR ACTIVITIES: Strong association with local historic events or activities.	9
2. HISTORIC PERSONS: Some association with significant historic person(s).	2
3. SYMBOLIC ASSOCIATION WITH AN IDEAL, INSTITUTION, OR POLITICAL ENTITY: Some significant symbolic association.	2

EDUCATIVE OR ASSOCIATIVE TOTAL            9

GRAND TOTAL            83

RANK:            PRIMARY

NOTE: Only the built, surviving buildings in Oregon were evaluated.