

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 01000476

Date Listed: 5/8/2001

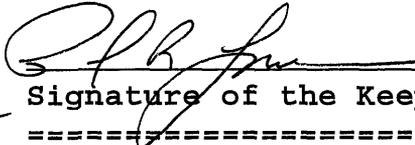
Murray Theater
Property Name

Salt Lake
County

UT
State

Murray City MPS
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.


Signature of the Keeper

5/8/01
Date of Action

=====
Amended Items in Nomination:

Significance:

Criteria Consideration A should be checked off and justified.

[The property is currently owned by a religious institution and used for religious purposes. The resource meets Criteria Consideration A as a religious property that derives its primary significance from its architectural distinction and historical importance as a major center of local entertainment activity.]

These revisions were confirmed with the UT SHPO office.

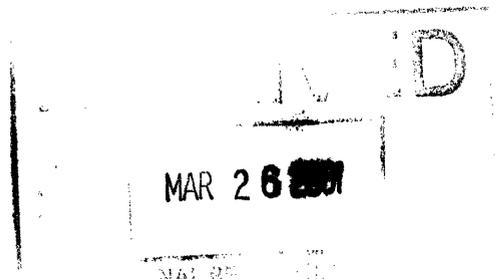
DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

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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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name MURRAY THEATER

other name/site number _____

2. Location

street & town 4961 South State Street not for publication

city or town Murray vicinity

state Utah code UT county Salt Lake code 035 zip code 84107

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 nationally statewide locally. (See continuation sheet for additional comments.)

[Signature] Date 3/15/2001

Signature of certifying official/Title
Deputy Commissioner for Historic Preservation

State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other. (explain:)

Signature of the Keeper [Signature] Date of Action 5/9/01

Murray Theater
Name of Property

Murray, Salt Lake County, Utah
County and State

5. Classification

Ownership of Property
(check as many boxes as apply)

- public-local
- private
- public-State
- public-Federal

Category of Property
(check only one box)

- district
- building(s)
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

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

Historic Resources of Murray City

Number of contributing resources previously listed in the National Register

N / A

6. Function or Use

Historic Function
(Enter categories from instructions)

RECREATION & CULTURE : theater

COMMERCE/TRADE : professional

COMMERCE/TRADE : specialty store

Current Function
(Enter categories from instructions)

RELIGION : religious facility

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT / Moderne/

Streamlined Moderne, Art Moderne

Materials
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE BLOCK, STUCCO, CERAMIC TILE

roof FLAT / ASPHALT PAPER

other GLASS BLOCK, CERAMIC TILE, STAINLESS STEEL

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 7

Murray Theater
Name of Property

Murray, Salt Lake County, Utah
County and State

8. Description

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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 8

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Areas of Significance

(enter categories from instructions)

- ARCHITECTURE
- ENTERTAINMENT / RECREATION
- SOCIAL HISTORY

Period of Significance

1938 – 1950s

Significant Dates

1938

Significant Persons

(Complete if Criterion B is marked above)

N / A

Cultural Affiliation

N / A

Architect/Builder

architect:: possibly A. B. Paulsen

builders: Fors & Johnson

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository:

See continuation sheet(s) for Section No. 9

Murray Theater
Name of Property

Murray, Salt Lake County, Utah
County and State

10. Geographical Data

Acreage of Property 0.21 acres

UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 1/2 4/3/5/0/2/0 4/5/0/1/5/8/0
Zone Easting Northing

2 / / / / / / / / / / /
Zone Easting Northing

3 / / / / / / / / / / /
Zone Easting Northing

4 / / / / / / / / / / /
Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property.)

Property Tax No.: 22-07-157-011

Commencing 896.28 Ft East and 51.7 Ft South from the NW corner of Lot 2, Section 7, T 2S, R 1E, SLM; thence East 35.8 Ft; South 4 Ft; East 114.2 Ft; S 60 Ft; West 150 Ft; N 64 Ft to the point of beginning.

Boundary Justification

(Explain why the boundaries were selected.)

The boundaries are those that were, and continue to be, associated with the property

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Lisa M. Miller / Preservation + Planning
organization Murray City Certified Local Government date March 9, 2001
street & number 1382 Perry Avenue telephone 801 / 355-8611
city or town Salt Lake City state UT zip code 84103

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs: Representative **black and white photographs** of the property.

Additional items: (Check with the SHPO or FPO for any additional items)

Property Owner

name/title Unity of Salt Lake
street & number 141 East 5600 South telephone 801 / 281-2400
city or town Murray state UT zip code 84107

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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

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Murray Theater, Murray, Salt Lake County, Utah

Narrative Description

The Murray Theater is a two-part block, Art Moderne or Streamline Moderne-style movie theater with concrete block walls and a flat roof. Located in the historic core of Murray City, the theater's marquee and tower serve as a landmark along heavily traveled State Street, a major arterial in the Salt Lake Valley.

The two-part block is one of the most common historic commercial architectural types found in Utah.¹ The Art Moderne style was popular in Utah from 1930 to 1940. Also known as "Streamline Moderne"; its influences come from the International Style and the work of industrial designers.² The Murray Theater exhibits several of these Art Moderne characteristics including a flat roof, smooth stuccoed walls with rounded corners, glass block windows, stainless steel panels, as well as stainless steel trim between ceramic tiles.

The primary façade of the theater is the west elevation; the central entrance on this façade is flanked by commercial space on each side. Historically there was a ticket booth in the center of the entrance. Although this has been removed, its former location can easily be seen in the geometric pattern of the terrazzo floor. The terrazzo floor is in excellent condition; the colors used include shades of ochre yellow, dark rose and aqua; a popular combination in the 1930s.³ The stainless steel entrance and exit doors remain, but three of the four doors are missing their pulls. The design of the pull is simple and geometric, reflecting the attention to detail displayed in the building. The marquee projects to the outer edge of the sidewalk; the underside is lined with fluorescent tubes. There are four stainless steel poster cases in the exterior lobby area.

The tower of the theater has been slightly modified; fortunately, the overall size and shape, as well as the size and style of the letters remain the same. The original support structure for the tower consisted of two square metal vertical poles that appeared to rise from the marquee and curve around to the back of the parapet. Stabilizing the vertical poles were six horizontal poles, although these no longer remain. Additionally, the art deco style letters were secured to these horizontal members and appeared to float in between the two vertical poles.⁴ The tower sign was replaced, possibly in the late 1950s; the new sign is a pan type fabricated of solid metal. The new tower is also taller than the original; this may have been why a false front was installed on top of the parapet directly behind the sign. The new tower and flying façade emphasize the verticality of the façade and help the theater give an impression of being taller; this alteration was no doubt done in order to draw more attention from the rapidly increasing automobile traffic along State Street.

On each side of the tower are tall glass block windows; each is three blocks wide and twelve blocks in height. The tower continues to draw attention to the theater and serve as a Murray landmark. In an effort to attract driver's attention, two new marquee signs were placed above the commercial storefront windows; a c.1958 photograph is the first to document this minor alteration.⁵ More recently, in approximately 1980, a retractable canvas awning was installed over each of the two commercial storefront windows. Other than the awnings, the commercial storefronts appear to have had no alterations since 1938. The large, fixed glass windows are framed in stainless steel cases; the knee walls below are finished with six-inch by six-inch dark burgundy ceramic tile. There are two horizontal strips of stainless steel dividing the knee wall into thirds. At the time of this writing, some

¹ Carter, Thomas, & Goss, Peter. *Utah's Historic Architecture, 1847-1947*, 1991.

² Carter, Thomas, & Goss, Peter. *Utah's Historic Architecture, 1847-1947*, 1991.

³ Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

⁴ Shipler photo 1940.

⁵ The exact dates of these changes are not known; the best estimates can be made from dated photographs.

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Murray Theater, Murray, Salt Lake County, Utah

of the ceramic tiles are missing or broken, however the feature is in generally good condition. Just before turning the corner into the theater entrance, the diagonal walls with poster cases are sheathed with stainless steel panels; this occurs on both sides of the entrance. The vertical "billowing" of the panels gives them a soft appearance.

Historic photos also reveal that the roofs above the commercial storefronts were originally flat. Water damage to the ceilings inside no doubt prompted the decision to construct a shed to divert water flow and prevent ice dams. The asphalt shingles on the roofs are white which helps them to blend in with the white stucco wall of the theater.

On the east, or rear elevation there are two exit doors located at each of the far ends. The doors are below grade level; to access them requires negotiating a somewhat steep concrete ramp. A corrugated metal shed roof runs the length of the elevation providing protection from snow accumulation.

On the north elevation there is a door below grade level toward the front of the building. A brief flight of concrete stairs lead down to the door; the guardrail at street level is reminiscent of a one found on a ship; a characteristic of the Art Moderne or Streamline Moderne style. The south elevation has no openings; there is a small commercial building directly abutting the wall of the theater toward the street, or west elevation.

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Murray Theater, Murray, Salt Lake County, Utah

Narrative Statement of Significance

Built in 1938, the Murray Theater is significant under Criterion A and C as part of the multiple property nomination *Historic Resources of Murray City*. Under Criterion A, the building is significant for its association with the development of "Industrial and Commercial Buildings of Murray, 1869 – 1950." Movie theaters were important entertainment venues in Murray, particularly at the time the Murray Theater was built, following the Great Depression and on the eve of World War II. Under Criterion C, the theater is architecturally significant as a well-preserved example of an Art Moderne or Streamline Moderne style neighborhood theater. Although many theaters were built in Murray during this era, only three remain, and the Murray Theater is the only one that has not been altered from its original use as a movie theater.

History

Murray City lies eight miles south of Salt Lake City between Big and Little Cottonwood Creeks. It is named for Eli Murray, territorial governor from 1880 to 1886. Murray was settled in 1849 as part of the initial expansion south of Salt Lake City. Early residents of the area divided the grasslands into homesteads or parcels where they raised cattle and cereal grains. Most of the cattle provided dairy products, while wheat, corn, and some rye were grown to feed the family and animals. By 1880 the small town of scattered farmsteads boasted a small commercial business district located on State Street between Vine Street and 4800 South. Its central-valley location and plentiful water have allowed Murray to evolve from an agricultural to an industrial and suburban community.

Construction of the Woodhull Brothers' smelter in 1869 initiated Murray's industrial history. Murray produced the first silver bars smelted in Utah in 1870. Business and commercial enterprise prospered along with the smelter industry. The smelters continued to dominate the local economy until 1950 when the ASARCO lead smelter, the city's largest employer, closed. Murray was praised as a shining example of cooperation between business, industry, and government in the early twentieth century; it was hailed for having its own water plant, lighting system, smelter, canning factory, flour mills and brick yards.

Industries in Murray were hit hard by the 1930s depression. The smelters began to close in 1931, and major industry had all but disappeared by 1940. Murray City took advantage of the new federal projects, and the Works Project Administration (WPA) was responsible for many public improvements between 1930 and 1940. The city was well organized, and with clear goals officials actively sought federal money to refurbish public buildings as well as its twenty-two-acre park. Unfortunately, in the years between 1930 and 1950 the smelters, brickyards, and mills that fueled the industrial economy had either closed down or moved.

Community Development & Social History

The town of Murray was incorporated on November 25, 1902; soon after several licensing and nuisance ordinances were passed. Saloons, dance halls, billiard parlors, and later bowling alleys and movie houses were denied operating permits on Sunday, and in some cases had business hours restricted. Slot machines and other forms of gambling were prohibited, while nickelodeons and pool tables were allowed; however the latter had expensive licenses associated with their operation. The new licensing and bonding requirements for saloons served to slow their growth;

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Murray Theater, Murray, Salt Lake County, Utah

however, the 1911 Sanborn map identified fourteen saloons on State Street. Additionally, it is presumed that additional saloons existed outside the area covered by the Sanborn map. The arrival of the Utah Southern Railroad in 1871, and the Denver & Rio Grande in 1881, virtually guaranteed the growth of the smelter industry in Murray. Along with the smelters came laborers who were not members of the Mormon or LDS church; this group included unmarried men and low-income Southern and Eastern Europeans. Saloons and pool halls were soon established to serve the new clientele. The popularity of the new entertainment venues increased the dissension between patrons and local residents; conflicts quickly arose between the saloon owners and city officials. In 1911, the citizens of Murray elected to ban all alcohol sales within city limits; a mere twelve votes determined this outcome.⁶ With the forced closure of the saloons, dancing and movies replaced drinking as the laborer's entertainment. No doubt in part due to prohibition (1919-1933), the 1920s and 1930s brought a nationwide increase in the popularity of dancing and movies. Murray boasted the Trocadero Dance Hall, the Happy Hour Theater, Iris Theater, a bowling alley and roller skating rink. The first theater in Murray was the Happy Hour Movie House; built c.1905-1925, it was located in the (historic) center of town at approximately 4870 South State Street. Silent films such as "The Perils of Pauline" were popular; a piano was played in accompaniment.⁷ In 1919, business partners Louis Walters and Frank Burgener built the Iris Theater; it was located at 4971 South State Street.

In 1923 Tony (Torrance) Duvall and his wife Marguerite moved to Murray City. Duvall purchased the sixteen-unit Iris Apartment Building located at 4863-65 South State. Abutting the apartment building on the north, Duvall built a small theater he named The Gem. In 1930 Duvall demolished The Gem and replaced it with the larger New Iris Theater.⁸ Located at 4861 South State, the new building was designed to include eight apartments. Tony and Marguerite lived in one of the Iris Apartments; occasionally Marguerite would sell tickets for the movies.⁹ The 1938 city directory reveals that Tony and Marguerite Duvall occupied apartment Ten, with Minnie T (widow W.R.) Duvall in apartment Eleven and Ralph W. and Helen T. Duvall lived in apartment Twelve.¹⁰ It is probable that Minnie and Ralph are related to Tony.

In 1938 Tony Duvall formed a working partnership with Joe Lawrence. Together they built the Murray Theater; a "fine, solid building" located at 4961 South State.¹¹ On Thursday, October 27, 1938, the grand opening of the new theater was front-page news in the *Murray Eagle*. An article explained that the theater was to be operated by the Iris-Murray Theater Company, with Tony Duvall as resident manager. A description of the building's modern features mentioned the lighting was the "latest type of tube lighting", with the marquee trimmed in ruby red; the box office and entrance finished in stainless steel. The foyer is described as having indirect tube lighting with delicate wall decorations and heavy red floor carpets. The spacious auditorium had full, upholstered chairs situated so that every patron was provided with an unobstructed view of the screen; lighting was concealed, and the aisles were five and one-half feet wide. Other state-of-the-art features included the latest "Microphonic" sound system and projection equipment, air conditioning, as well as large restrooms with an "ultra-modern" lounge for the ladies. In addition to the front-page story, several more pages in the newspaper offered "Congratulations and Felicitations" from local merchants. Fors

⁶ Johnson, G. Wesley & Schirer, David. *Between The Cottonwoods*, 1992.

⁷ Jones, Doreen, ed. *History of Murray City*, 1976. p.325

⁸ Known as The Vista Theater in 1976.

⁹ Jones, Doreen, ed. *History of Murray City*, 1976. p.293

¹⁰ *Polk City Directory, 1938*. As biographical information on Tony Duvall has not yet been obtained, it is not known if these other Duvall families are related to Tony.

¹¹ Jones, Doreen, ed. *History of Murray City*, 1976.

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Murray Theater, Murray, Salt Lake County, Utah

& Johnson, the contractors and builders of the theater purchased an advertisement to welcome patrons; as did the National Theater Supply Company who proudly stated that they furnished the fixtures for the theater. A. B. Paulson, a Salt Lake City architect, provided a simple advertisement; although not yet documented it is probable that he designed the theater.

The theater opened on Friday October 28, 1938, screening Irving Berlin's "Alexander's Ragtime Band" with Tyronne Power and Ethel Merman, "Hawaiian Holiday" starring Donald Duck, and a newsreel. Duvall and Lawrence were quite proud of their new theater; they purportedly showed only "first rate" pictures. Tony would go up to "film row" (100 South and 200 East) in Salt Lake City and review prospective films before choosing the ones to show at the Murray Theater.¹² On occasion, Tony would feature a classic film as well.

City directories from 1939 to 1951 reveal that the two commercial storefront spaces were rarely vacant. The first tenant at 4959 South State was the Hammond Ice Cream Company; they are listed in the city directories from 1939 to 1944. From 1946 to 1948 the establishment was known as Hy's Ice Cream Company; from 1949 to 1951 (or later) Varsity Ice Cream. At 4963 South State the first tenant was Farmers Auto Inter-Insurance Exchange; they remained until 1951 (or later) changing their name several times until eventually it became Farmer's Insurance Group.¹³

By 1940, World War II had already had an effect on Murray. When the Nazis occupied Belgium, many of that country's smelters ceased operations; hence the smelters in Murray saw an increase in product demand. By 1941 and 1942, the number of employees at the smelters increased;¹⁴ the influx of additional laborers brought an increase in demand for entertainment.

In 1954 Duvall sold the Iris Apartments and the New Iris Theater to the Sid Horman Construction Company; Horman then sold the buildings to Arthur Proctor, and the name of the theater was soon changed to The Vista.¹⁵ Theater ownership has changed several times since, and currently the theater is known as "The Desert Star Playhouse."

Architecture

The Art Moderne style was popular in Utah from 1930 to 1940. Also known as "Streamline Moderne", its influences come from the International Style and the work of industrial designers.¹⁶ The building style recalls the "machine aesthetic" and the aerodynamic imagery of the aircraft. Decorative elements use machine-age materials, such as steel pipe railings, stainless steel trim and translucent glass blocks.¹⁷ The Murray Theater exhibits several of these Art Moderne characteristics including a flat roof, smooth stucco walls with rounded corners, glass block windows, stainless steel panels, as well as stainless steel trim between ceramic tiles.

During the depression years movie attendance dropped, as the average ticket price of 35 to 55 cents became a luxury.¹⁸ The economics of operating a theater changed; subsidized services such as uniformed ushers and restroom attendants could no longer be supported. Managers replaced male ushers with lesser-paid women; they placed these "pretty girls" in strategic locations, such as next to

¹² Jones, Doreen, ed. *History of Murray City*, 1976.

¹³ Polk City Directories, 1939, 1940, 1941, 1942, 1944, 1946, 1948, 1949, 1951. Also see table.

¹⁴ Johnson, G. Wesley & Schirer, David. *Between The Cottonwoods*, 1992.

¹⁵ Jones, Doreen, ed. *History of Murray City*, 1976.

¹⁶ Carter, Thomas, & Goss, Peter. *Utah's Historic Architecture, 1847-1947*, 1991.

¹⁷ Carter, Thomas & Goss, Peter. *Utah's Historic Architecture, 1847-1940*, 1991.

¹⁸ Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

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Murray Theater, Murray, Salt Lake County, Utah

worn carpet, to distract the patrons and defray remodeling costs. In 1930, architect S. Charles Lee began to include shops along the façade of theaters; this was intended not only to attract customers, but also to bring the theater owner additional income.¹⁹ By 1934 the average ticket price had fallen to 23 cents; this low price combined with the beginning of economic recovery resulted in an increase in attendance. The forward looking modernist lines of Art Deco and Streamline Moderne reflected the economic hard times they were built in; the style expressing the hope of moving forward and away from economic uncertainty.²⁰ Like many other industries in the 1920s and 1930s, the theater business became increasingly national; regional and local theaters had to compete with the national chains.

In the 1930s, the preeminent architect in theater design was S. Charles Lee. He embraced the Streamline Moderne design, and defined the stylistic requirements for theaters all over the country. Neighborhood theaters, whether independent or chain operated, followed this latest trend in design. The psychology of entertainment in the 1930s translated into comfort, security and optimism. The outer lobby was "soft", with undulating lines that visually pulled customers inside; the smooth lines of the machine aesthetic were borrowed from the newly emerging field of industrial design. In a decade when the country doubted the present, streamline styling provided an optimistic expression of faith in the future; full of confidence, Streamline Moderne design moved forward with sleek, aerodynamic lines.²¹

Typically, neighborhood theaters built in the 1930s were adorned with a flashy marquee, tower, bright lights and an ornate box office. The marquee became the most important and distinctive feature of a movie theater; it created a visual landmark, extending out from the façade so that the building stood out physically and aesthetically from others along the street. In the 1930s marquees became "electric tiaras"; the bright, bold design was required so that movie titles could be read by passing automobile traffic.²² For pedestrians, a terrazzo sidewalk of colorful marble swirls that surrounded the box office set the building apart from other structures. Overhead, pedestrians were protected under the canopy of the marquee; surrounded by light and color, the soft lines gently lured theater patrons toward the box office and through the door.

However, theater visibility began long before the appealing entrance: a tower with the name of the theater in neon lights could be seen from blocks away. During the day, the tower's height drew attention to the theater; in the evening bright, colorful neon lights did the job. Although the support structure of the Murray's tower has changed slightly since 1938, the overall size and shape, as well as the size and style of the letters have not; thus the tower and marquee continue to draw attention to the theater and serve as a Murray landmark. In an effort to attract driver's attention in the 1950s, two new flat marquee signs were placed above the commercial storefront windows.

Three of the four theaters in Murray remain; the New Iris Theater (Desert Star Playhouse) has been altered and is now used for stage performances, and the Iris Theater was significantly altered when it was converted to municipal use (Murray Light) in the 1930s. Fortunately, the Murray Theater has not been significantly altered, and retains its historic integrity.²³ The facade is essentially the same, what alterations have occurred and minor and easily reversible. The historic stainless steel doors

¹⁹ Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

²⁰ Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

²¹ Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

²² Valentine, Maggie. *The Show Starts on the Sidewalk*, 1994.

²³ Jones, Doreen, ed. *History of Murray City*, 1976.

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Murray Theater, Murray, Salt Lake County, Utah

remain but three are missing their pulls; the design of the pull is simple and geometric, reflecting the attention to detail displayed in the building. Unfortunately, the ticket booth at the entrance was removed; however its former location can easily be seen in the geometric pattern of the colored terrazzo floor in the entrance foyer. The terrazzo floor is in excellent condition; the colors used are the three popular shades of ochre yellow, dark rose and aqua.

The Murray Theater meets the registration requirements for Industrial and Commercial Buildings as outlined in the National Register Multiple Property Documentation Form: *Historic Resources of Murray City, Utah*. Built in 1938, the Murray Theater is associated with the history and development of Murray between 1938 and 1950. The overall scale and massing of the building has been maintained, as have most of the architectural features. The fenestration patterns, as well as the size of the openings, have not been modified, and there have been only minor alterations to the building. The Murray Theater represents not only the widespread influence of the Art Moderne or Streamline Moderne era of style, but also the economic growth and industrial development in Murray City in the early part of the twentieth century.

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Murray Theater, Murray, Salt Lake County, Utah

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National Register of Historic Places Continuation Sheet

Section No. Photographs Page 1

Murray Theater, Murray, Salt Lake County, Utah

Photographs

Common Label Information:

1. Murray Theater
2. Murray, Salt Lake County, Utah
3. Photographer: Lisa M. Miller
4. Date: June 2000, August 2000
5. Negative on file at the Utah SHPO.

Photo No. 1:

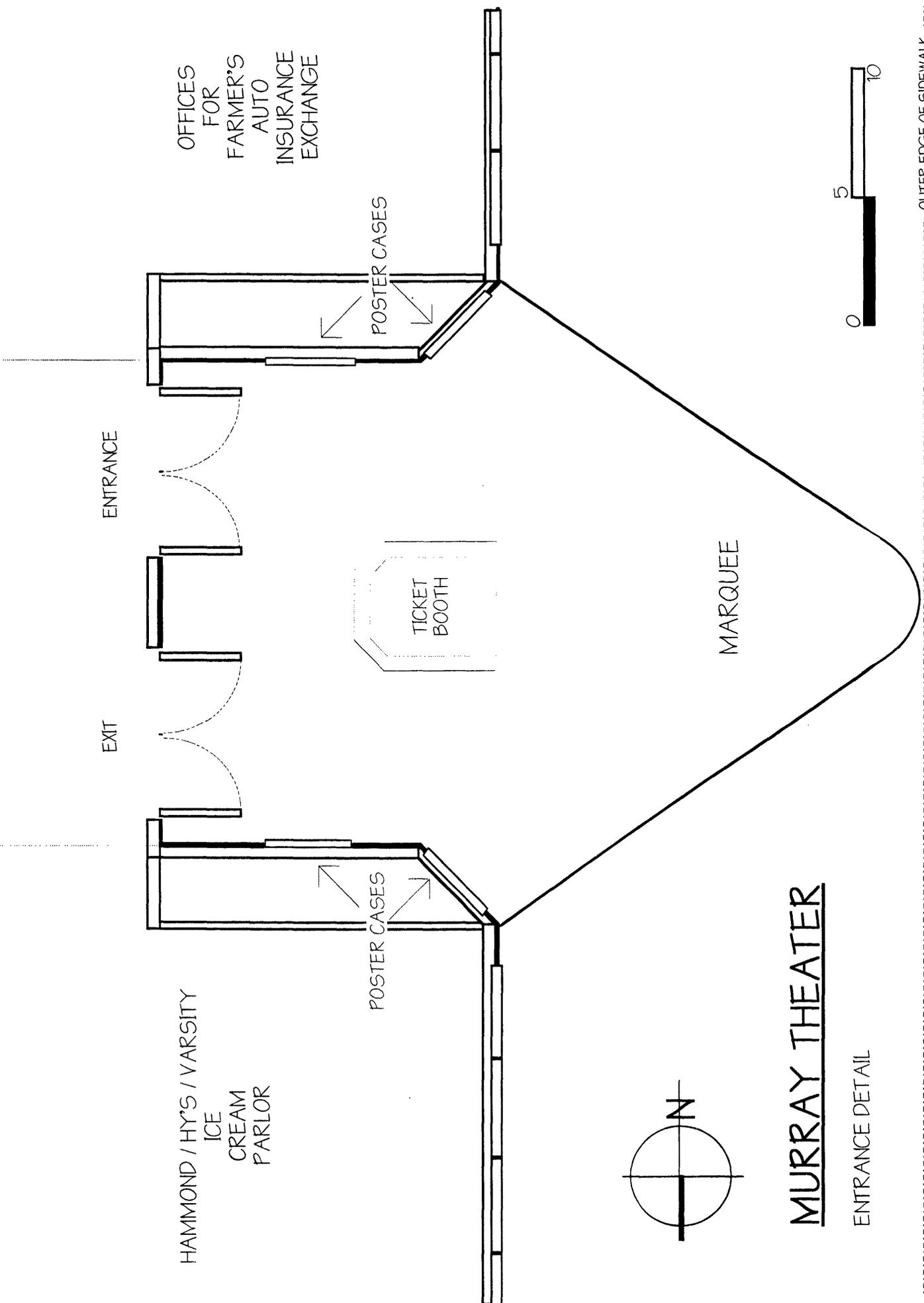
6. West elevation of building. Camera facing southeast.

Photo No. 2:

6. North & east elevations of building. Camera facing southwest.

Photo No. 3:

6. Entrance/signage detail. Camera facing northeast.



ENTRANCE

EXIT

HAMMOND / HY'S / VARSITY
ICE
CREAM
PARLOR

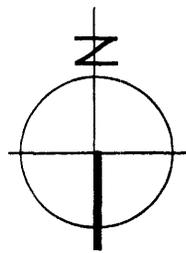
OFFICES
FOR
FARMER'S
AUTO
INSURANCE
EXCHANGE

POSTER CASES

POSTER CASES

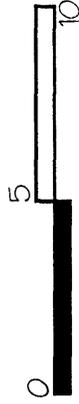
TICKET
BOOTH

MARQUEE



MURRAY THEATER

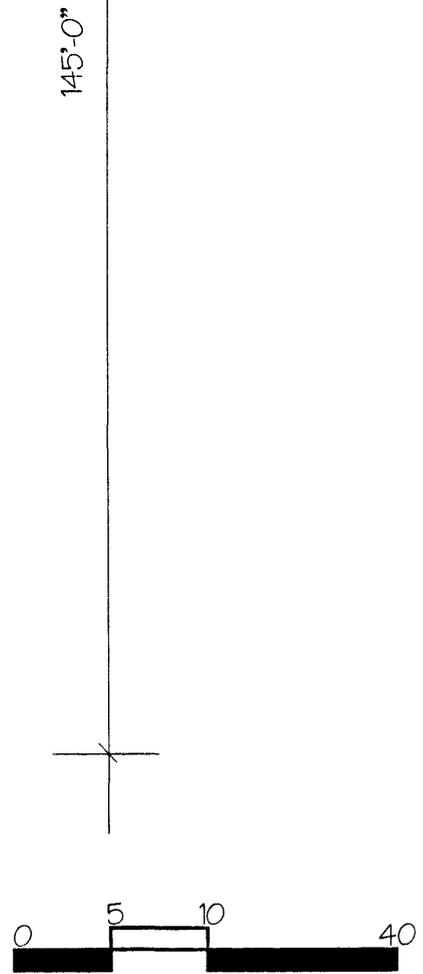
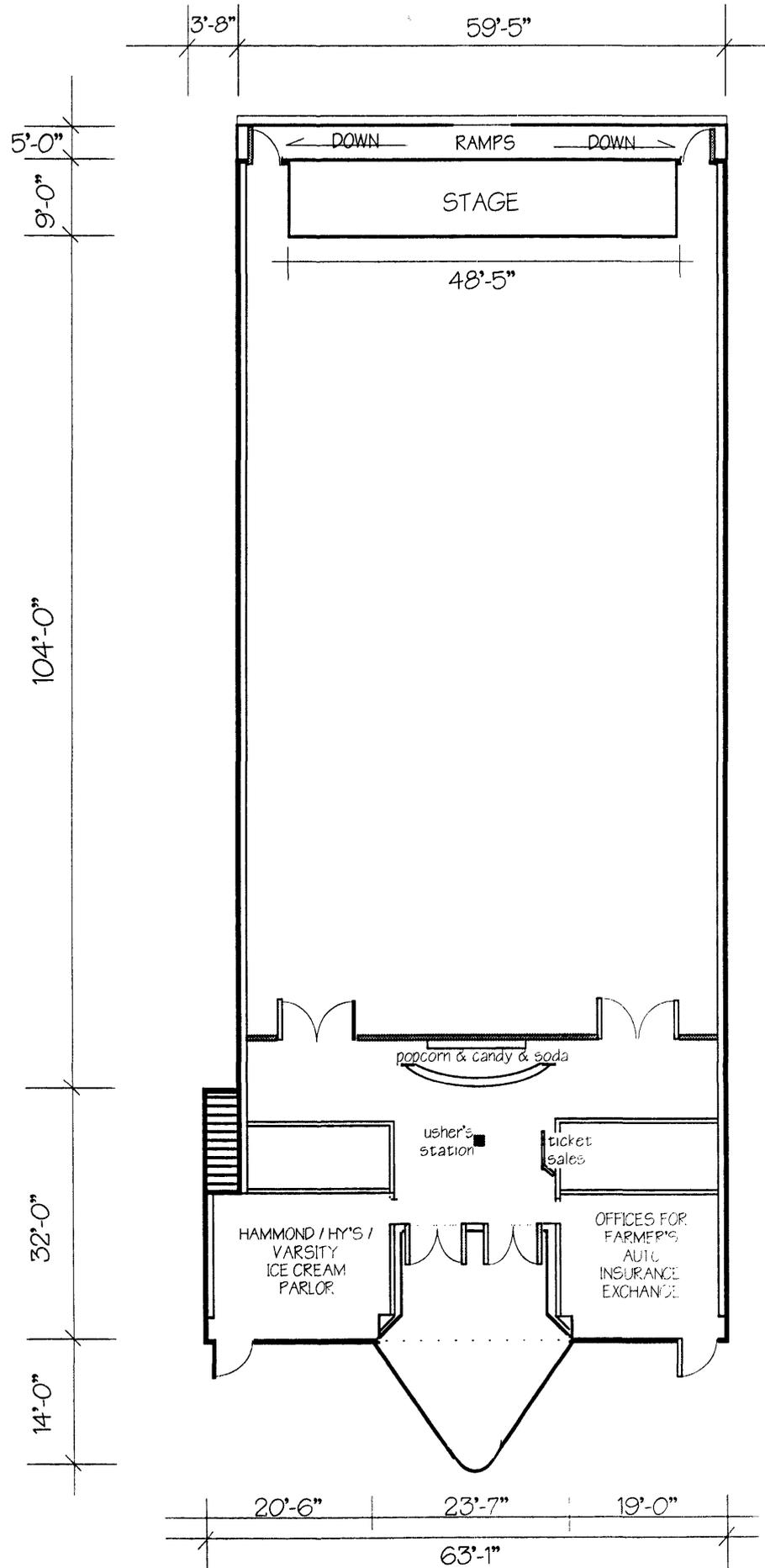
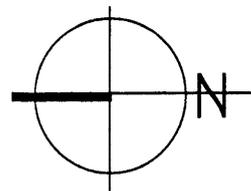
ENTRANCE DETAIL



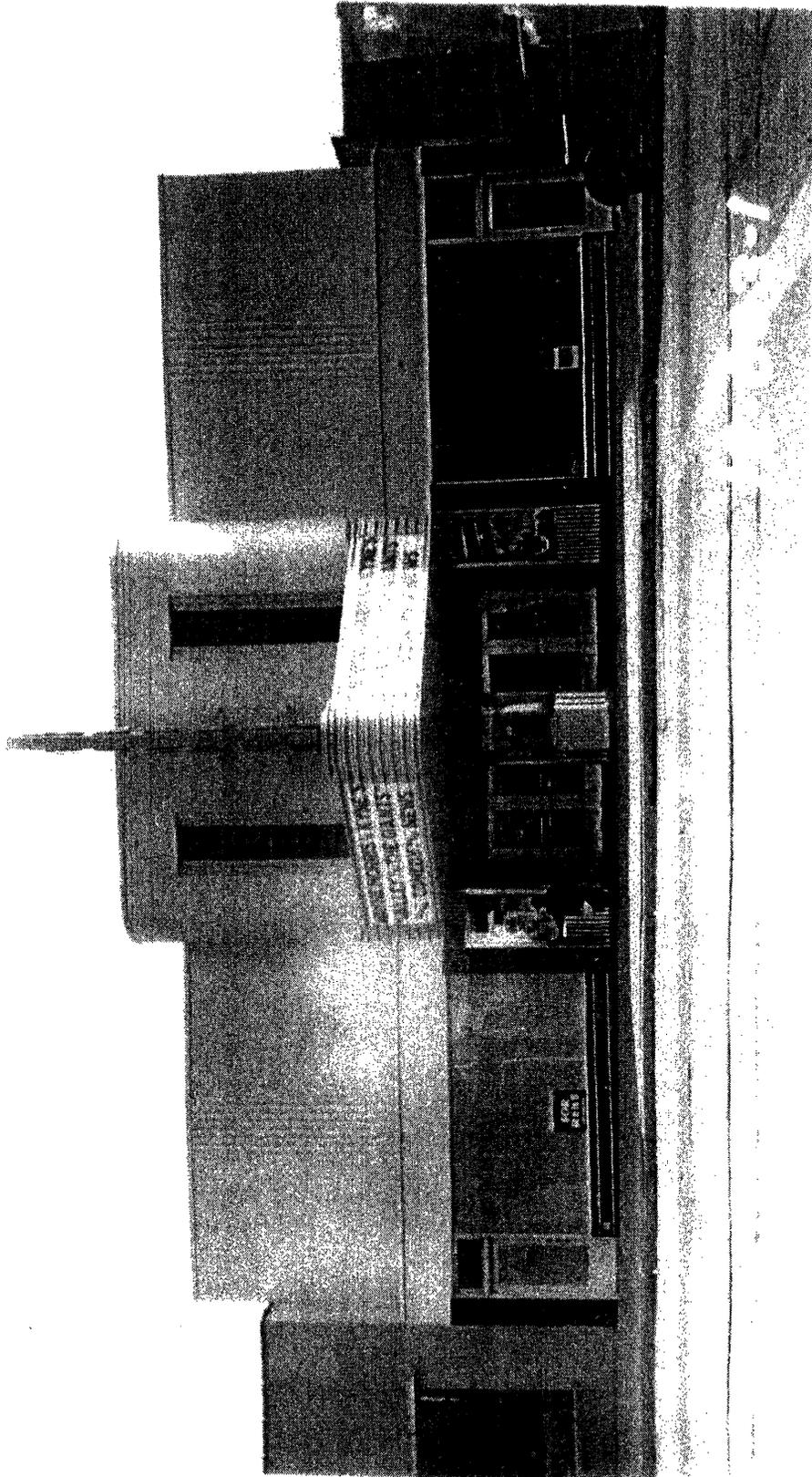
..... OUTER EDGE OF SIDEWALK

MURRAY THEATER

4959 SOUTH STATE STREET, MURRAY, UTAH



22-07-157-011



TAX ASSESSMENT PHOTO
C. DEC 4, 1930