

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

For NPS use only

**National Register of Historic Places  
Inventory—Nomination Form**

received **MAY 29 1984**

date entered **JUN 28 1984**

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

**1. Name**

historic Grand Theater

and or common

**2. Location**

street & number 2 Wall Street

N/A not for publication

city, town Cartersville

N/A vicinity of

state Georgia

code 013

county Bartow

code 015

**3. Classification**

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>N/A</u> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property**

name Jon Oscher

street & number P.O. Box 785

city, town Cartersville

N/A vicinity of

state Georgia 30120

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Superior Court

street & number Bartow County Courthouse

city, town Cartersville

state Georgia

**6. Representation in Existing Surveys**

Historic Structures Field Survey:

title Bartow County [See Section 7.]

has this property been determined eligible?  yes  no

date 1978

federal  state  county  local

depository for survey records Historic Preservation Section, Georgia Dept. of Natural Resources

city, town Atlanta

state Georgia

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

The Grand Theatre is a Beaux Arts style movie theater located in downtown Cartersville, Georgia. It was built in 1924 and remodeled in 1929. The rectangular structure is constructed of load-bearing brick and, on the front facade, is faced with off-white-colored terra-cotta block. Portions of the building's exterior walls were incorporated into the present structure from an earlier theater located on the same site which was destroyed by fire. At the rear, southeast corner of the theater is a small, non-historic brick addition which houses mechanical equipment. The front facade has a central, recessed entrance flanked by two small stores which retain their original storefronts. A door leading to the mezzanine lobby is located at the north end of the front. Above the entrance level, the theater is detailed with a variety of classical elements which together produce a Beaux Arts style effect. Pairs of pilasters capped with Corinthian style capitals divide the facade into five bays. In the three central bays are slightly recessed panels highlighted with squares of colored terra cotta set in relief. The end bay on each side contains a window, classically detailed with a segmental arched hood, and above that a terra-cotta plaque detailed with a swag and cartouche. The denticulated cornice is capped by a parapet detailed with balustrades, oculus openings, urns, and consoles.

Entrance to the theater is through a vaulted central corridor subdivided into a recessed and protected area containing a ticket booth and, beyond that, a lobby. The historic ticket booth is faced with marble; the lobby, remodeled with pine paneling and an acoustical-tile ceiling, retains historic plaster ceiling medallions and a terrazzo floor. Flanking this entrance area are, at the front, small stores with no access from the lobby and, at the rear and leading off the lobby, restrooms also with vaulted ceilings and set a half level below the lobby. The high-ceilinged, 600-seat auditorium is centrally entered. From this entrance point, banks of seats slope down gently to the thirty-foot-wide stage and up more steeply in the balcony area to a second lobby in the mezzanine. The auditorium, which has been remodeled several times, has plaster walls and historic plaster detailing and medallions around the proscenium arch and on the walls flanking the stage. The low wall separating the balcony area from the front section of the theater retains historic tongue-and-groove boards on its balcony side. Beneath the stage is an old dressing room and basement area.

Historic one-story commercial buildings are located to either side of the theater along Wall Street, and a remodeled service station, converted into dressing rooms for the theater, is located immediately to its rear. The sidewalk in front of the building has been landscaped recently with flowering trees.

### 6. Representation in Existing Surveys

National Register Status: On August 24, 1981, the Preservation Services Division of the National Park Service, Southeast Regional Office, issued a preliminary certification of significance for the Grand Theatre.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input checked="" type="checkbox"/> theater
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

**Specific dates** 1924, remodeled 1929 **Builder/Architect** Unknown

### Statement of Significance (in one paragraph)

The Grand Theatre is historically significant in the areas of architecture, commerce and theater. In terms of architecture, the Grand Theatre provides an example in Cartersville of the opulent movie theaters built around the country in the 1920s as movies became a popular and pervasive form of entertainment. In terms of commerce, it is significant as a major commercial enterprise in downtown Cartersville. In terms of theater, the building is significant as an example of the type of facility built specifically for the presentation of motion pictures. These areas of significance support property eligibility under National Register criteria A and C.

#### Architecture

The Grand Theatre provides an example of the exuberant, fanciful architecture associated with motion-picture theaters built nationwide during the "Golden Age" of the movies in the 1920s. The Grand Theatre, built in 1924 and remodeled in 1929, is typical of small-town interpretations of the grandiose, late-1920s urban movie palaces designed to transport the movie-goer to a setting in which the early Hollywood films could believably take place. Such theaters, with their exotic, overscale architecture and glittering marquees, dominated the streetscape. The Grand was no exception. With its terra-cotta finish and Beaux Arts styling, it stands apart from all the surrounding buildings in downtown Cartersville which, in general, are modestly detailed and faced with brick. Its facade provides a sample book of classically inspired details--pilasters with Corinthian capitals, windows with segmental hoods, balustrades, urns, swags and consoles--which merge to form a theatrical Beaux Arts style. The interior of the theater is far more modest in character than its big-city counterparts, but the remaining elements of the original detailing--the ticket booth, vaulted lobby and restroom ceilings, and plaster medallions and frieze in the lobby and stage areas--are typical of the elaborate detailing found in 1920s theater architecture. The 600-seat, high-ceilinged auditorium provides an example of the technological advances in theater design that allowed for large areas of full-view seating unencumbered by visual obstacles.

#### Commerce

In terms of commerce, the Grand Theatre stands as an example of an important historic commercial enterprise in downtown Cartersville. The theater, built typically in conjunction with street-level stores, was located prominently across from the depot in the heart of Cartersville's business district. Cartersville,

[continued]

# 9. Major Bibliographical References

See continuation sheet.

# 10. Geographical Data

Acree of nominated property less than one acre

Quadrangle name Cartersville, Georgia

Quadrangle scale 1:24000

### UTM References

A 

1	6	7	0	3	2	1	0	3	7	8	2	6	0	0
Zone		Easting				Northing								

B 

Zone		Easting				Northing								

C 

Zone		Easting				Northing								

D 

Zone		Easting				Northing								

E 

Zone		Easting				Northing								

F 

Zone		Easting				Northing								

G 

Zone		Easting				Northing								

H 

Zone		Easting				Northing								

### Verbal boundary description and justification

The boundary outlined with a heavy black line on the enclosed property/sketch map, circumscribes the ground that the historic theater stands on.

### List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state code county code

# 11. Form Prepared By

name/title Carolyn Brooks, National Register Researcher

Historic Preservation Section

organization Ga. Dept. of Natural Resources

date April 23, 1984

street & number 270 Washington St, S. W.

telephone (404) 656-2840

city or town Atlanta

state Georgia 30334

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Elizabeth A. Lyon

Elizabeth A. Lyon

title State Historic Preservation Officer

date 5/16/84

### For NPS use only

I hereby certify that this property is included in the National Register

Entered in the  
National Register

date 6/28/84

for Alfred Byers  
Keeper of the National Register

Attest:

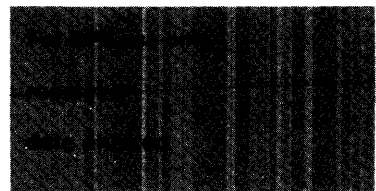
date

Chief of Registration

United States Department of the Interior  
National Park Service

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011-1000  
EX-1000



Continuation sheet Significance

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founded in 1850 and incorporated as a city in 1872, experienced steady commercial development from the 1870s into the early years of the twentieth century. The opulent Grand Theatre, built to replace an earlier theater on the same site, reflects the tremendous commercial success enjoyed by the motion-picture industry during the 1920s and a local confidence in the continuing development of Cartersville.

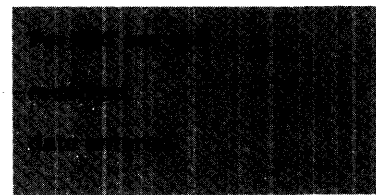
The Grand Theatre documents historic and present-day business practices associated with movie theaters. Like many movie houses of its day, it was owned and managed by a theater company that operated a circuit of theaters in a number of locations. Manning and Wink, historic owner of the Grand, was a small theater company headquartered in Etowah, Tennessee, which controlled the Grand and a handful of similar movie theaters in north Georgia and south/central Tennessee.

Theater

In terms of theater, the property is significant as an example in Cartersville of the type of theater facility designed specifically for the presentation of movies. The first talking motion picture to be shown in Cartersville was presented at this theater on May 9, 1929.

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Continuation sheet

Bibliography

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Bates, Mrs. Hugh, of Powder Springs, Georgia. Telephone interview by Carolyn Brooks, January, 1984.

Brown, William, of Atlanta, Georgia. Telephone interview by Carolyn Brooks, January, 1984.

Cartersville Centennial 1872-1972. Centennial Publications Committee, 1972.

Cunyus, Lucy. The History of Bartow County, 1933.

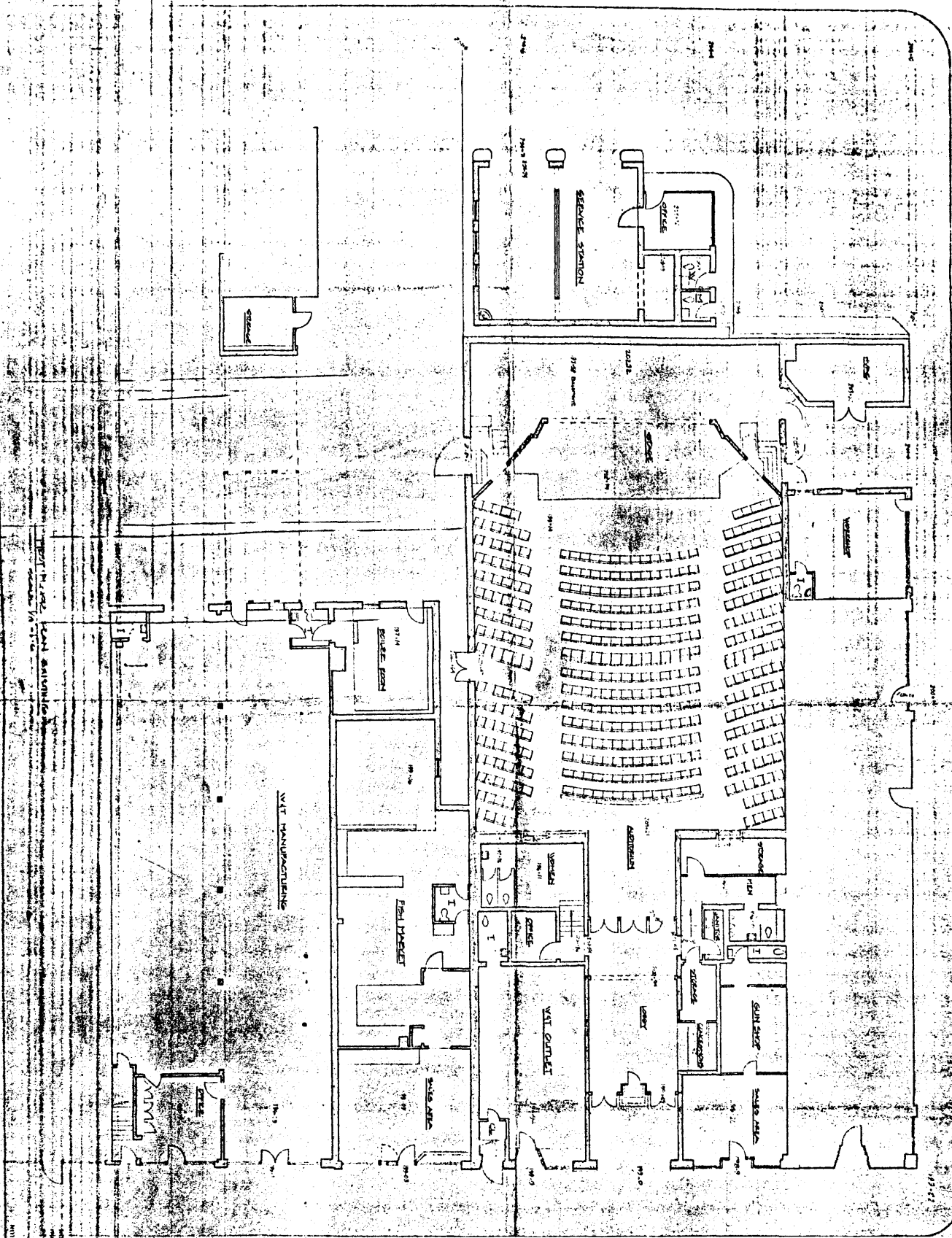
"Grand Theatre: Historic Property Information Form," n.d. On file at State Historic Preservation Office, Atlanta, Georgia.

Gurley, Inez, of Cartersville, Georgia. Telephone interview by Carolyn Brooks, January, 1984.

Patrick, C.L., of Columbus, Georgia. Telephone interview by Carolyn Brooks, January, 1984.

Tribune News, May 9, 1929, p. 1.





GRAND THEATRE  
 Cartersville, Bartow County, Georgia

FIRST FLOOR PLAN

Scale: 0 ————— 50'  
 North: ↗

NOTES:  
 1. All dimensions are in feet and inches.  
 2. All work to be in accordance with the specifications.  
 3. All work to be in accordance with the drawings.  
 4. All work to be in accordance with the contract.  
 5. All work to be in accordance with the laws of the State of Georgia.