

DATA SHEET

Form 10-300
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE:	Oregon
COUNTY:	Multnomah
FOR NPS USE ONLY	
ENTRY DATE	APR 22 1976

1. NAME

COMMON: Paramount Theatre

AND/OR HISTORIC: Portland Publix Theatre

2. LOCATION

STREET AND NUMBER: 1037 SW Broadway

CITY OR TOWN: Portland

STATE: Oregon

CODE: 41

Representative Edith Green

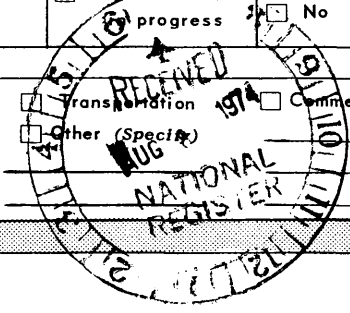
CONGRESSIONAL DISTRICT: Oregon's Third Congressional District

COUNTY: Multnomah

CODE: 051

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Object <input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure 	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both 	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered 	<input checked="" type="checkbox"/> Yes: Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input checked="" type="checkbox"/> Entertainment 	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <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"/> Transient <input type="checkbox"/> Other (Specify) <input type="checkbox"/> Comments



4. OWNER OF PROPERTY

OWNER'S NAME: John Hayland

STREET AND NUMBER: 3333 SE 39th Avenue

CITY OR TOWN: Portland

STATE: Oregon

CODE: 97202

41

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.: Multnomah County Courthouse

STREET AND NUMBER:

CITY OR TOWN: Portland

STATE: Oregon

CODE: 97204

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6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: Statewide Inventory of Historic Sites and Buildings

DATE OF SURVEY: 1970

DEPOSITORY FOR SURVEY RECORDS: Parks and Recreation Section

STREET AND NUMBER: Oregon State Highway Building

CITY OR TOWN: Salem

STATE: Oregon

CODE: 97310

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SEE INSTRUCTIONS

STATE: Oregon

COUNTY: Multnomah

ENTRY NUMBER: APR 22 1976

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DATE:

7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered		<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site	

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The Paramount Theatre, "L" shaped in plan, fronts Broadway, Portland's central avenue, extends one block west on Main Street to the south Park Blocks which parallel Broadway through most of the downtown area, and then north one block. The theatre, with North Italian Rococo Revival detail, was designed by Rapp and Rapp, foremost theatre designers of the time. Construction was started in 1927 and completed at a cost of \$1.5 million for the theatre, but the official opening was on March 8, 1928.

The exterior features a light-colored brick laid in a running board with cast stone trim. A blind arcade with cast stone trim and medallions decorate the south and west walls. The west side forms a rhythmical backdrop for the park block across 8th Avenue. The facade on Broadway features a modified version of the famous "Paramount" window over the marquee. The outer lobby has terra cotta trim around the windows. The arch motif is prevalent in the outer lobby much as it is on the exterior walls. An ornate vaulted ceiling, mirrored walls, marble trim, and terrazzo floor are other highlights of the outer lobby. The ornamental plaster work was done in Portland. Silk strands were used to achieve the veining in the scagliola wall finish.

The auditorium, which seats 3036 persons and is exceeded in seating capacity in Portland only by the Coliseum, features a six storey ceiling with a lighting cove, a huge proscenium arch, polychrome terra cotta plaster ceiling, and curtain walls. The walls are heavily bracketed where they meet the ceiling. An open silhouette cover border surrounds the entire ceiling. Painted garden scenes adorn the balcony walls. The predominant colors of the auditorium are gold, green and rose. Domes with cove lighting outline the balcony soffit. The furnishings are of a Rococo rich style.

In front of the stage is the orchestra pit, which contains the Wurlitzer pipe organ originally costing \$60,000. The organ is mounted on a platform so it can be raised to the pit from the level below. Another unusual feature of the theatre was the "flying stage," which could be raised, lowered, or moved about freely above the stage apron.

The building is structurally sound and has the potential to exist for many years to come. The rest room fixtures are in need of replacement, but the plumbing is sound. The electrical system is adequate but new plugs and light sockets are needed. There are dozens of burned out light bulbs in the decorative lighting coves. The rug is worn and needs replacement. These problems are minor, thus making the building relatively easy and inexpensive to restore.

SEE INSTRUCTIONS



SIGNIFICANCE

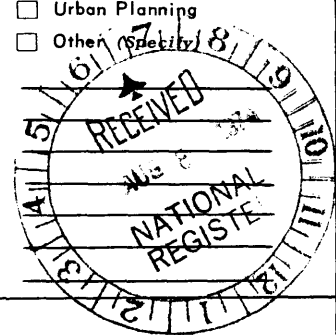
PERIOD (Check One or More as Appropriate)

- Pre-Columbian | 16th Century | 18th Century | 20th Century
 15th Century | 17th Century | 19th Century

SPECIFIC DATE(S) (If Applicable and Known) **1927**

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Education | <input type="checkbox"/> Political | <input type="checkbox"/> Urban Planning |
| <input type="checkbox"/> Prehistoric | <input type="checkbox"/> Engineering | <input type="checkbox"/> Religion/Philosophy | <input type="checkbox"/> Other (Specify) |
| <input type="checkbox"/> Historic | <input type="checkbox"/> Industry | <input type="checkbox"/> Science | |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Invention | <input type="checkbox"/> Sculpture | |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Social/Humanitarian | |
| <input type="checkbox"/> Art | <input type="checkbox"/> Literature | <input checked="" type="checkbox"/> Theater | |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Military | <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Music | | |
| <input type="checkbox"/> Conservation | | | |



STATEMENT OF SIGNIFICANCE

The Paramount Theatre remains one of the few grand 1920s vaudeville/movie palaces in substantially original condition, with most of the original furnishings intact, and without major alterations. Designed by the nation's foremost firm of theatre architects of the 1920s, Rapp & Rapp of Chicago and New York, the theatre officially opened its doors on March 8, 1928. North Italian Rococo Revival in style, the theatre is considered to be one of George L. Rapp's best works. Supervising architects were the Portland firm of De Young & Rolad.

The Rapp brothers designed 167 theatres, many occupying central positions in major cities. Their first experience in the field of theatre architecture came in 1906 with the Central (Park) Theatre in Chicago. They designed many other theatres in Chicago and then expanded their efforts to theatres in other cities, such as New York and St. Louis. Rapp and Rapp did not limit their practice to theatre design. After C. W. Rapp's death in 1926, George L. Rapp continued the office alone. One of his outstanding designs is the National Press Club in Washington, DC. He also served as consulting architect for New York's Radio City Music Hall in Rockefeller Center prior to his retirement in 1938.

The Paramount Theatre is typical of the grandiose movie-palaces designed by Rapp & Rapp. Luxurious features abound. A back stage elevator serviced five tiers of dressing rooms with wall-to-wall carpeting, tile showers, telephones, and amplifiers from the stage to keep the actors in touch with the show. For lady patrons there was a cosmetic room equipped with French dressing tables, mirrors, and maids and hairdressers in attendance. For the men there were clubrooms with fireplaces, telephones, radios, phonographs, and servants in attendance.

The opening night featured the Portland Grand Orchestra playing selections from Faust, a short novelty film with accompaniment, a Paramount newsreel, an organ solo, a live stage show from the Paramount Theatre in New York and the first-run comedy "Feel My Pulse." Admission was 60 cents.

For a while, the Portland Publix theatre, as it was originally named, was the bright spot on Broadway, offering New York stage shows and first-run Paramount films and news reels. In 1930, the Portland Publix became the Paramount, and continued to offer only first-run Paramount films until it became one of many theatres controlled by Portland theatre (continued)

SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Oregonian, "Paramount Theater Designated Landmark," March 30, 1972, p. 18,
 Pintarich, Dick, "Even The Beautiful Paramount Falls Victim of Change,"
Oregonian, December 12, 1971, p, 12-13,
 Reed, Watford, "Era Ends for Paramount as Last Movie is Shown," Oregonian
 August 16, 1972, p. 8.

(Continued)

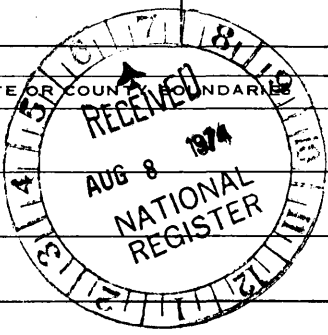
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees	Minutes	Seconds
NW	° ' "	° ' "		45°	31'	01"
NE	° ' "	° ' "		122°	40'	47"
SE	° ' "	° ' "				
SW	° ' "	° ' "				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY:

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE



16/2325
 10/2325
 10/2325

SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
Paul B. Hartwig, Parks Historian

ORGANIZATION: Parks and Recreation Section DATE: July 12, 1974

STREET AND NUMBER:
State Highway Building

CITY OR TOWN: Salem STATE: Oregon 97310 CODE: 41

12. STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION

As the designated State Liaison 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. The recommended level of significance of this nomination is:

National State Local

David Estabrook
 Name

Title State Parks Superintendent

Date August 2, 1974

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

Acting [Signature]
 Director, Office of Archeology and Historic Preservation

Date 4/22/96

ATTEST:
[Signature]
 Keeper of The National Register

Date 4.12.76

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(Continuation Sheet)

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PARAMOUNT THEATRE (CONTINUED)

9. Bibliography

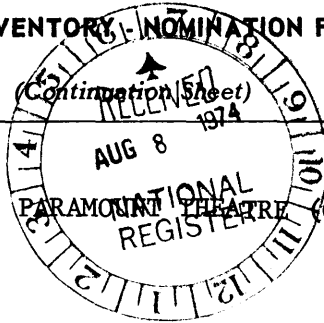
Thompson, Peter, "Paramount has 6-floor Lift, Chicago World's Fair Treasures," Oregon Journal, November 11, 1963, p. 9.

Peterson, William, "Portland-Paramount Theatre," Historic American Buildings Survey Inventory Sheet, National Parks Service, Washington, DC, ca. 1964, 1 sheet.



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INVENTORY-NOMINATION FORM

STATE	Oregon
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(Number all entries)

2. Location

The Portland Paramount Theatre is in the NW 1/4 Sec. 3, T. 1S., R. 1E., of the Willamette Meridian, Multnomah County, Oregon, Portland, Block 208, Lots 4-8, Assessor's Map #30295.

8. Significance

baron J. J. Parker. By 1932, his theatres had exclusive first choice of the four major producing organizations--MGM, United Artists, Fox, and Paramount.

The Theatre weathered the 1930's depression by employing a wide variety of sales gimmicks. During World War II, war bonds were sold at special shows held in the theatre. Some of the top names in the performing arts gave concerts there. Performers and entertainers such as Danny Kaye, Victor Borge, Sergei Rachmaninoff, Yehudi Menuhin, the San Carlos Opera Company and the Mormon Tabernacle Choir delighted those in attendance.

In 1965, the Paramount Theatre made national headlines by suing Elizabeth Taylor for conduct off-screen in the filming of Cleopatra. The theatre contended that her activities with Richard Burton created bad publicity for the film and were the cause for the low box office sales. Elizabeth Taylor won the lawsuit.

The theatre again was in the news in 1971 when John Haviland, owner of the Park Haviland Hotel, held option to acquire the entire block. His plans called for the demolition of the stage and auditorium and construction of a parking garage. Public outcry against this move was large but Haviland did purchase the theatre and an adjoining hotel. He leased the theatre to an organization that specialized in rock concerts. Problems arose and damage resulted to the interior. This tenant lost his lease.

Paramount Northwest, a group which also leases the Seattle Paramount Theatre, presently leases the building. They specialize in live entertainment, primarily rock music, but have cleaned the building and are maintaining it. Paintings, furniture, and sculpture are stored in the basement to prevent damage. John Haviland still owns the building and its future is uncertain. Among other possibilities, he is considering removal of the auditorium seats and replacing them with cabaret-style tables, and construction of penthouse apartments atop the roof.