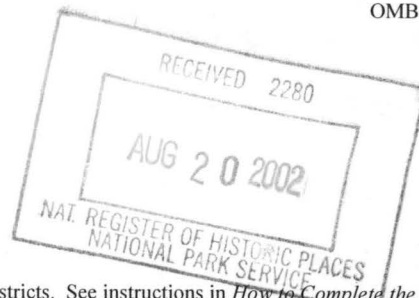


United States Department of the Interior
National Park Service

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 Rogers Commercial Historic District (Boundary Increase)

other names/site number Victory Theater

2. Location

street & number 116 South Second Street

☐ not for publication

city or town Rogers

☐ vicinity

state Arkansas code AR county Benton code 007 zip code 72756

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 for 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.)

Cathie Matthews
Signature of certifying official/Title

8/5/02
Date

State or 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:) _____

Edson H. Beall
Signature of the Keeper

10-4-02
Date of Action

Name of Property

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in 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 Benton County

Number of Contributing resources previously listed in the National Register

39

6. Function or Use

Historic Functions

(Enter categories from instructions)

RECREATION AND CULTURE: theater

COMMERCE/TRADE: specialty store

DOMESTIC: single dwelling

Current Functions

(Enter categories from instructions)

RECREATION/CULTURE: theater

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19th AND 20th CENTURY REVIVALS:

Mediterranean Revival

Materials

(Enter categories from instructions)

foundation CONCRETE

walls BRICK

roof ASPHALT

other

Narrative Description

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

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

SUMMARY

Located at 116 South Second Street in downtown Rogers, the Victory Theater was designed by the locally renowned architect A. O. Clark. Built in 1927, the two-story building is a good example of a theater designed in the Mediterranean style. Expressing the frugality of the day, the building was designed not only to hold a theater/performance hall, but two stores and an apartment for the theater manager. Exterior detailing includes glazed terra cotta tiles on a center bell cast parapet, multiple casement windows and transoms with geometric patterned glazing, and formed stone decorative elements. From 1978 until 1999, the exterior of the building was covered in many materials and coats of paint. The Victory Theater was rehabilitated with the help of local donations, a state grant, and a grant from the Arkansas Historic Preservation Program.

ELABORATION

Flanked by single story buildings (Edward's Grocery/Watson's Goodyear Building is NR listed) and located on South Second Street directly adjacent to the Walnut Street Historic District, the Victory Theater is a 1927 mixed use theater building with an intriguing design. The roof configuration is flat with a bell-cast Mediterranean tile roof centered between a pair of matching bays with higher parapets. Behind the parapets, the roof slopes to the rear of the building eventually intersecting a gable roof section and finally the theater flies that rises to accommodate the stage and screen. The solid brick masonry building is decorated by formed stone and rests on a poured concrete foundation.

The front façade is three bays in width and two stories in height. On the first story, the side bays contain storefronts. During the recent restoration veneer materials were removed to reveal the original transom patterns. Recessed between the retail space and flanked between pairs of wooden doors is the ticket booth. As part of the rehabilitation of the building the ticket booth was recreated from historic photographs. A metal canopy overhangs the entrance. Above each storefront on the second story three pairs of casement windows are highlighted by transom windows and given a romantic Mediterranean feel by non-functional wrought iron balconies. These details had been removed when the building fell into disuse. A larger center bay containing four pairs of casement windows with matching transoms is located between the two identical bays.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Over the center windows, is a wide undecorated frieze topped by a bell cast parapet. On either side the matching bays rise higher and contain formed stone decorative elements with the raised parapet denoted by a projecting cornice. Though the Victory Theater is a story taller than the rest of the buildings adjacent to it, the sidewalls offer no ornamentation other than a slight wrapping around of the decorative elements found on the front elevation.

On the rear or west elevation the building is designed to be merely functional and lacks ornamentation of any kind. A few basement windows have been infilled by brick and modern heating and cooling systems are located on this elevation.

Albert Oscar Clark was born in Medina, New York on May 23, 1858. He was the son of Martha and Edgar Clarke, who was a Presbyterian minister. A. O. Clark was an educated, but self-taught architect. At age twenty-three, he became a partner in the architectural firm of Matthews and Clark in St Louis. In 1904 A. O. Clark visited northwest Arkansas to make plans for the building of a hotel at Monte Ne for the eccentric Coin Harvey. That same year, he moved to Rogers and began an active architectural practice. During his lifetime, he was Rogers's most prominent architect. Many of Clark's buildings are placed on the National Register of Historic Places. These include the Bank of Rogers, the Applegate Drugstore, Charles Juhr House just to name a few.

The exterior of the Victory Theater underwent major alterations in the 1970s while it operated as a flea market. Changes included the covering of the multiple casement windows with a veneer to form a blind arcades above each of the store fronts. The center section retained its original window configuration and it is on the basis of these and historic photographs that the others were recreated.

Interior

During the period the Victory Theater building served as a flea market, the interior was gutted. Disuse led to the deterioration of the remaining fabric of the interior, and it suffered insurmountable water damage and mutilation by small animals. Thus the recent rehabilitation of the building into a live performance dinner theater necessitated the modification and reconstruction of the interior. Converting the building into a dinner

Rogers Commercial Historic District
Name of Property

Benton County, Arkansas
County and State

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

theater created different needs for space and much of the renewed architectural design
(by Perry Butcher & Associates, Architects of Rogers, Arkansas) lends itself to that need.

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** birthplace or grave of a historical figure of outstanding importance.
- ☐ **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.

Levels of Significance (local, state, national)

local

Areas of Significance (Enter categories from instructions)

ARCHITECTURE

Period of Significance

1927-1952

Significant Dates

1927

Significant Person (Complete if Criterion B is marked)

N/A

Cultural Affiliation (Complete if Criterion D is marked)

N/A

Architect/Builder

Clarke, A.O.

Narrative Statement of Significance

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

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

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☐ Other

Name of repository:

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

SUMMARY

Extending the Rogers Commercial Historic District to include the Victory Theater seems the natural way to now include this refurbished building in the National Register of Historic Places. In 1998 its neighbor to the south at 120 South Second Street, Edward's Grocery/Watson's Goodyear building was restored and added to the district. Although rehabilitation work was already beginning on the theater building at that time, the 1970s exterior alterations precluded its being amended.

ELABORATION

Second Street in Rogers present commercial district was used residentially until approximately 1917. As the core of the town expanded, homes made way for commercial buildings. By 1927, the block where the Victory Theater stands was fully incorporated as part of downtown, and the increase in population gave reason to erect a new building to house another theater. The theater opened its doors on Monday 5 December 1927 and the local newspaper The Rogers Democrat boasted, "Rogers will have finest movie theater in northwest Arkansas." The opening night brought not only the silent movies "The American Beauty" and "Yale and Harvard" from the "Our Gang" comedy series, but also a solo performance by the theater's organist Richard Lauderback. Unfortunately another act, Johnny Harrison and His 11-piece Orchestra were delayed by car trouble on their way from Joplin, Missouri. Prices for opening were thirty-five and fifteen cents. A year later the theater began running "talkies," but still kept the tradition of local performances and traveling shows, which utilized the building's stage, small orchestra pit and red velvet curtains.

For forty-nine years the design of this building allowed for a movie theater, an upstairs apartment and rental space for two retail stores. As a movie theater, the building accommodated seven-hundred-and-fifty people and was often "full to the rafters." Emily Patton, the daughter of the first movie manager (Charley Marshall) and later manager herself, says she has fond memories of living in the apartment above the theater's entrance. "I liked it because I was right up in town," Patton says. "It was during [the days of] the Apple Blossom festivals. I had a perfect view from my front window. I could watch the Apple Blossom parade go right by Second Street."

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National Register of Historic Places Continuation Sheet

Section number 8 Page 2

In 1976 the doors closed and the theater lost its way to television and larger movie screens on the outskirts of town. Used as flea market until 1997, it was purchased by the Rogers Little Theater group and the arduous work of raising funds, finding architects, gutting the destroyed and dilapidated interior and restoring the 1920s façade began. In 2000 the theater reopened its doors as a live performance dinner theater. The renovated interior can hold two-hundred-and-eighty people (diners are on the first level and the balcony holds those without tickets for dinner).

Significance

The community of Rogers treasures the Victory Theater, designed by A. O. Clark, as an example of preservation in the downtown commercial district. The restoration of the exterior and the rehabilitation of the interior of the building bring it back once again as an entertainment center in the community, and speaks to the dedication and ongoing interest in preservation of the people of Benton County, Arkansas. For these reasons it is being nominated to the National Register under **Criteria C as an amendment to the Rogers Commercial Historic District.**

Rogers Commercial Historic District
Name of Property

Benton County, Arkansas
County and State

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

Bibliography

Arkansas Democrat Gazette, 14 May 1997.

Interview with Casey Ward (Rogers Historical Museum Commissioner) 2001.

Interview with Monte Harris (Rogers Historic Museum Adult Educator) 2001.

The Rogers Democrat. 5 December 1927, 8 December 1927, 22 December 1927, 9 February 1928.

Name of Property

County and State

Acreage of Property Less than one acre.

(Place additional UTM references on a continuation sheet.)

1	<u>15</u>	<u>399709</u>	<u>4021216</u>
	Zone	Easting	Northing
2			

3
 Zone Easting Northing

☐ See continuation sheet

(Describe the boundaries of the property on a continuation sheet.)

Lot 8 in Block 9 in the Original Town of Rogers, Arkansas.

The property includes all of the property originally associated with the Victory Theater.

name/title Zac Cothren

organization	Arkansas Historic Preservation Program	date	7/30/2002
street & number	323 Center Street Suite 1500	telephone	501-324-9880
city or town	Little Rock	state	AR
		zip code	72201

Submit the following items with the completed form:

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.

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

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

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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 listing. 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 Reduction Projects (1024-0018), Washington, DC 20303.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Rogers Commercial Historic District (Boundary Increase)
NAME:

MULTIPLE Benton County MRA
NAME:

STATE & COUNTY: ARKANSAS, Benton

DATE RECEIVED: 8/20/02 DATE OF PENDING LIST: 9/23/02
DATE OF 16TH DAY: 10/09/02 DATE OF 45TH DAY: 10/04/02
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02001079

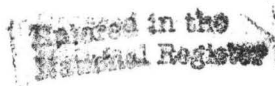
REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 10-4-02 DATE

ABSTRACT/SUMMARY COMMENTS:



RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



W. Rogers + Commercial Historic District boundary increase
(Victory Theater)

Benton Co.

Zac Cothren

September 2001

AHPP

Front facade looking west. (note: Edward's Grocery/Watson's Goolyear
to the left)



Rogers Commercial Historic District boundary increase

(Victory Theater)

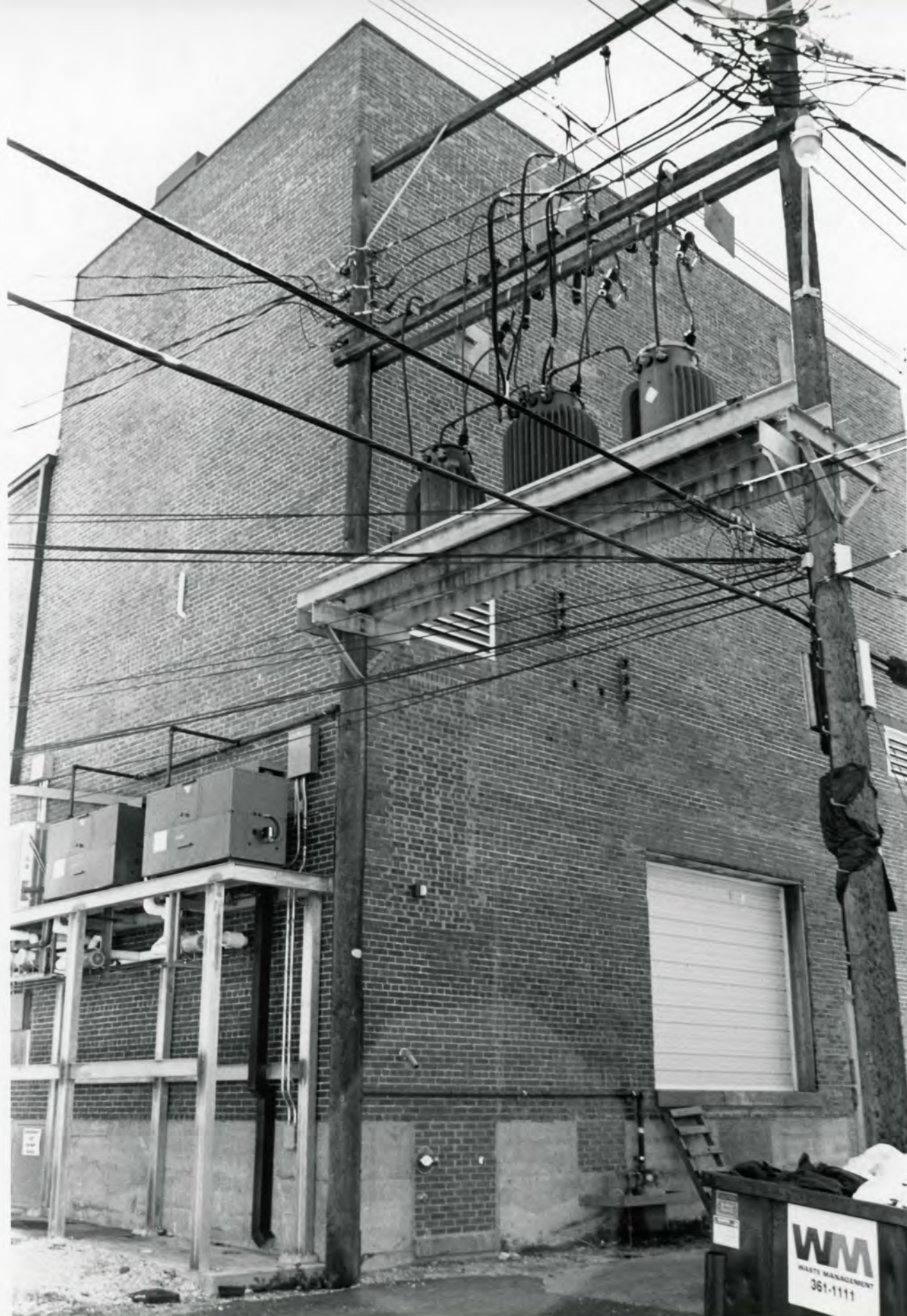
Benton Co., AR

Zac Cothren

September 2001

AHPP

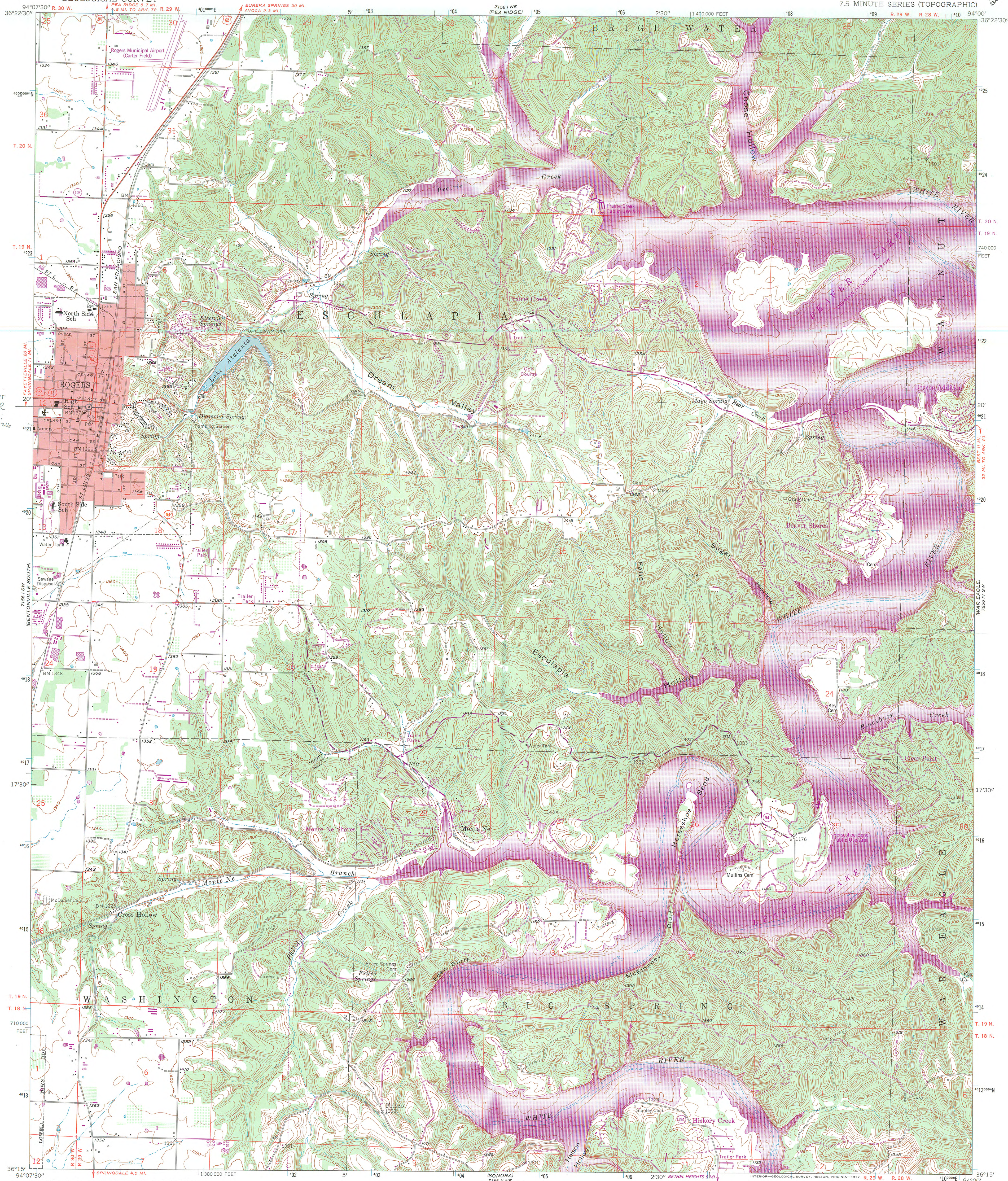
Front facade looking west



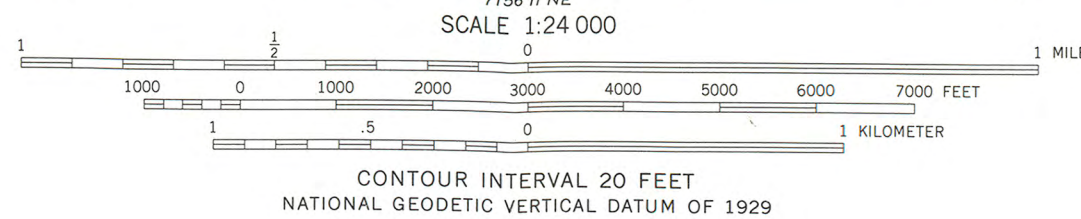
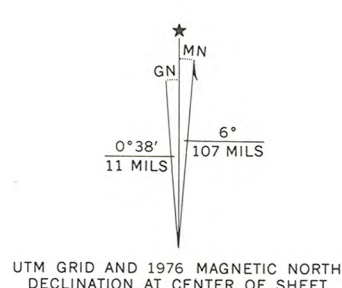
Rogers Commercial Historic District boundary Increase
(Victory Theater)
Benton Co., AR
Zac Colthren
September 2001
AHPP
Rear elevation looking south east

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

ROGERS QUADRANGLE
ARKANSAS—BENTON CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)



Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Topography from aerial photographs by photogrammetric methods
Aerial photographs taken 1957. Field check 1958
Polyconic projection. 1927 North American datum
10,000-foot grid based on Arkansas coordinate system, north zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue
Red tint indicates area in which only
landmark buildings are shown
Unchecked elevations are shown in brown
Revisions shown in purple compiled from aerial photographs
taken 1976. This information not field checked



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



ROAD CLASSIFICATION	
Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route

ROGERS, ARK.
N 3615—W 9400/7.5
1958
PHOTOREVISED 1976
AMS 7156 1 SE—SERIES V884





The Department of Arkansas Heritage

Mike Huckabee, Governor
Cathie Matthews, Director

Arkansas Arts Council

Arkansas Natural Heritage
Commission

Historic Arkansas Museum

Delta Cultural Center

Old State House Museum



Arkansas Historic Preservation Program

1500 Tower Building
323 Center Street
Little Rock, AR 72201
(501)324-9880

fax: (501)324-9184

tdd: (501)324-9811

e-mail:

info@arkansaspreservation.org

website:

www.arkansaspreservation.org



July 30, 2002

Carol D. Shull
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
1849 C St. NW
Washington, D.C. 20240

RE: Boundary increase for the Rogers Commercial Historic District-
Rogers, Benton County. (Victory Theater)

Dear Carol:

We are enclosing for your review the nomination of the above-referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Cathie Matthews,
State Historic Preservation Officer

CM:zc

Enclosures

An Equal Opportunity Employer

