

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name Uptown Theatre
Other names/site number Dickinson Theatre; Cantwell Theatre
Name of related Multiple Property Listing N/A

2. Location

Street & number 104 N. Main Street U.S.A. (N. Kansas Ave.) N/A not for publication
City or town Marceline N/A vicinity
State Missouri Code MO County Linn Zip Code 64658

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
___ national ___ statewide X local
Applicable National Register Criteria: X A ___ B X C ___ D
Joni M. Orourke, Deputy SHPO 5/22/23
Signature of certifying official/Title Date
Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.
Signature of commenting official Date
Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:
___ entered in the National Register ___ determined eligible for the National Register
___ determined not eligible for the National Register ___ removed from the National Register
___ other (explain:)
Signature of the Keeper Date of Action

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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City or town <u>Marceline</u>	N/A	vicinity
State <u>Missouri</u> Code <u>MO</u> County <u>Linn</u> Code <u>115</u> Zip code <u>64658</u>		

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Applicable National Register Criteria: ___ A ___ B ___ C ___ D

Signature of certifying official/Title _____ Date _____

Missouri Department of Natural Resources
 State or Federal agency/bureau or Tribal Government

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Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government

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- ___ other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Uptown Theatre
Name of Property

Linn County, Missouri
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

**Number of contributing resources previously listed
in the National Register**

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

DOMESTIC/hotel

DOMESTIC/hotel

COMMERCE/TRADE/restaurant

COMMERCE/TRADE/restaurant

RECREATION AND CULTURE/theater

RECREATION AND CULTURE/theater

RECREATION AND CULTURE/auditorium

RECREATION AND CULTURE/auditorium

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

LATE 19TH and 20TH REVIVALS: Spanish Colonial Revival

foundation: Brick

walls: Brick; stucco

roof: Steel; stucco

other: _____

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Uptown Theatre
Name of Property

Linn County, Missouri
County and State

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 a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

Areas of Significance

Architecture

Entertainment/Recreation

Period of Significance

1930-1973

Significant Dates

1930 (Theatre opened), 1956 (Disney movie premiere)

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Wolfskill, Fred General Contractor)

Cantwell, A.B.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- ___ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- ___ Other State agency
- ___ Federal agency
- ___ Local government
- ___ University
- ___ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

Uptown Theatre
Name of Property

Linn County, Missouri
County and State

10. Geographical Data

Acreeage of Property Less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1 39.714584 -92.950626 3 _____
Latitude: Longitude: Latitude: Longitude:

2 _____ 4 _____
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title E. Russell Comber

organization The Marceline Project, LLC date 1 February 2023

street & number 6605 N. Brenda Lane telephone 765-212-5200

city or town Muncie state IN zip code 47304

e-mail themarcelineproject@gmail.com

Additional Documentation

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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Uptown Theatre

Name of Property

Linn County, Missouri

County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **Uptown Theatre**

City or Vicinity: **Marceline**

County: **Linn** State: **Missouri**

Photographer: **E. Russell Comber**

Date Photographed: **3 September 2022; 16 September 2022; 20 October 2022; 13 December 2022**

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 17: Front Façade, west elevation facing northeast
- 2 of 17: North elevation with non-historic windows facing west
- 3 of 17: South elevation facing east
- 4 of 17: East elevation with non-contributing shed and old HVAC
- 5 of 17: Marquee. Western elevation facing east
- 6 of 17: Uptown neon sign, western elevation facing northeast
- 7 of 17: Original Ticket Booth with historic doors, western elevation facing east
- 8 of 17: Lobby, facing east
- 9 of 17: Auditorium, facing northeast
- 10 of 17: Auditorium, facing north
- 11 of 17: Auditorium, facing west
- 12 of 17: Auditorium, facing southeast
- 13 of 15: Apartments (Second Floor), facing north
- 14 of 17: Apartments (Third Floor), facing north
- 15 of 17: Projector Room (Second Floor)
- 16 of 17: Original Walls (Second Floor), facing north
- 17 of 17: External Molding, above external entrances, facing east

Uptown Theatre

Name of Property

Linn County, Missouri

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Figure Log:

Include figures on continuation pages at the end of the nomination.

- 1 of 24: Context Map. Accessed 17 September, Google Maps
- 2 of 24: Site Map. Accessed 17 September, Google Maps
- 3 of 24: Location Map
- 4 of 24: Floor Plan: First floor (Theater area)
- 5 of 24: Floor Plan: Second floor apartments
- 6 of 24: Floor Plan: Third floor apartments
- 7 of 24: Photo Key
- 8 of 24: Walt Disney on Stage at 1956 Premiere of *The Great Locomotive Chase*, source: <https://d23.com/a-historic-premiere-in-walts-hometown/>
- 9 of 24: Welcome Back Walt and Roy--1956 Premiere of *The Great Locomotive Chase*, Source: <https://d23.com/tag/marceline/>
- 10 of 24: Crowd Outside Theatre, 1956 Premiere of *The Great Locomotive Chase*, source: <https://d23.com/a-historic-premiere-in-walts-hometown/>
- 11 of 24: Walt and Roy Outside Theatre--1956 Premiere of *The Great Locomotive Chase*, source: <https://d23.com/a-historic-premiere-in-walts-hometown/>
- 12 of 24: Main Street Cinema, Disneyland, source: https://disneyland.disney.go.com/attractions/disneyland/main-street-cinema/?CMP=OKC-353371_GM_DLR_Attraction_mainstreetcinema_na
- 13 of 24: Cater Opera House
- 14 of 24: Only Other Spanish Revival Style Building in Marceline (Old Funeral Home)
- 15 of 24: 1931 Dickinson Theatre Ad
- 16 of 24: 1946 Uptown Theatre Ad
- 17 of 24: 1952 Drive-In Opening Day Ad
- 18 of 24: 1941 Hitler Propaganda
- 19 of 24: 1943 Japanese Propaganda
- 20 of 24: 1942 Jitterbug Contest
- 21 of 24: 1943 War Propaganda
- 22 of 24: Dickinson Theatre, circa 1930-1936
- 23 of 24: Basement (Former Dressing Room), facing north
- 24 of 24: The Chief Theatre, circa 1935, source: <http://cinematreasures.org/theaters/46723>.

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

SUMMARY

The Uptown Theatre, at 104 N. Main St. U.S.A. (originally N. Kansas Avenue) in the City Marceline in Linn County, Missouri, is in the downtown commercial district. The property takes up most of the lot it occupies with only a small greenspace at the rear of the building (east elevation). It is a rectangular 3-story building in brick running bond with a rectangular plan shape (Fig. 2) and a flat, steel and stucco roof that slants slightly between the two end pilasters.¹ The building that originally stood where the Uptown Theatre is now was originally built circa 1894² as a two-part commercial building. That building was torn down between 1929 and 1930 into a 286-seat theater with a 27 feet deep stage. Portions of the original circa 1894 walls appear to have been retained, most likely because they are party walls, and integrated into the new (1929-1930) building's construction. Architecturally, it is in the Spanish Revival style.^{3 4} The small, slanted roof at the parapet was likely tile at one time but has been covered with stucco at some point. The façade is buff brick framed with red brick. Ornate details include the urns on the parapet and the decorative cartouches and tiles on the façade. Character defining features include details associated with the Spanish Revival style, such as the described ornate details, use of red and buff brick, and the roof profile. It has two distinct zones: the theatre and storefronts on the first level (Figure 4), and the apartments on the second and third levels (Figures 5 and 6). The building is divided into three bays, with the main theatre entrance in the central bay and shops on the north and south elevations respectively (Photo 1). Although altered slightly over the last 90 years, the Uptown Theatre still conveys the look and feel of an early-twentieth century theater. Those features associated with the property's history as a theater are likewise significant; these include the store fronts, neon exterior sign, ticket booth, and interior spaces like the concession area and auditorium. Changes to the exterior are minimal: the original awnings have been removed and replaced with modern fabric awnings above the storefronts, and the flat canopy over the entrance has been slightly altered. Some windows and doors remain historic. It retains integrity of design, materials, location, setting, feeling, and association. The building conveys local significance in the areas of Architecture and Entertainment/Recreation.

Uptown Theatre Site Description

SETTING

Linn County is situated between Sullivan County to the north, Adair County to the northeast, Livingston County to the west, Grundy County to the northwest, Chariton County to the south, and Macon County to the east. Linn County is predominantly rural. The City of Marceline is the most significant city in Linn County. Marceline is located near the far east-southeast corner of Linn County. While the downtown business district is in Linn County, the southernmost part of the city is in Chariton County. The city is bisected by a railroad running generally north and

¹ "Architectural/Historic Inventory Form." Marceline Survey. p. 176.

² *Sanborn Fire Insurance Map from Marceline, Linn County, Missouri. Sanborn Map Company, May 1894.*
Accessed August 28, 2022, https://www.loc.gov/resource/g4164mm.g4164mm_g047641894/?sp=2.

³ "Architectural Survey of Marceline (MO.): Final Report." p. 37, 53.

⁴ McAlester, p. 521.

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Uptown Theatre
Name of Property
Linn County, Missouri
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N/A
Name of multiple listing (if applicable)

south, dividing the downtown from a subdivision. Missouri Highway 36 runs east and west approximately four miles north of the city.⁵ Missouri Route 5 runs generally north and south through the city (Figures 1 and 2).

The Uptown Theatre is in the commercial downtown district of Marceline which is made up of primarily buildings from the late 19th century through to the late 20th century. It is located at 104 N. Main Street U.S.A., also known as N. Kansas Avenue. The population is 2,123.⁶ The city is commonly known as Walt Disney's childhood hometown.

In the block where the Uptown Theatre is located there are two restaurants, Marceline's city hall, the local newspaper, a vacant storefront, an empty lot, and a bank. The neighboring blocks are commercial and contain a variety of businesses, including two restaurants, a flower shop, clothing store, toy store, and a small hotel.

The theater abuts a 2-story modern commercial bank at the south elevation and a vacant lot is at the north elevation. It is a rectangular building with the north and south elevations being the long sides and the east (back) and west (front) elevations being the short sides of that rectangle (Photos 2 and 3). A public sidewalk running parallel with N. Main Street U.S.A. (also known as N. Kansas Avenue) abuts the west elevation façade (Photo 1). The east end of the lot terminates at an alley. The building does not abut the alley; there is a small green area behind it and a small, non-historic one-story wood frame shed with a low-pitched shed roof and vinyl siding (Photo 4). The shed was in place by the current owner's 2016 purchase of the theatre. It abuts the theatre's east elevation and occupies most of the elevation's northern half. The shed's door is on the north elevation and there are no internal passages between the shed and the theatre.

The public sidewalk, alley, empty space, and bank act as the borders for the property and are all outside the borders of the building. The external dimensions of the building are 160 feet (northern and southern elevation walls) by 40 feet (western and eastern elevation walls). The entire plot is less than one acre.

EXTERIOR

The external façade of the Uptown Theatre has several character defining features and details most closely associated with the Spanish Revival style with some embellishments. It has, for example, stucco walls, ornate details, such as those around the windows and on the north and south elevation columns, red and buff brick, and a flat roof profile with low-pitched decorative burgundy stucco. Unless otherwise described, all features are historic.

West Elevation (Façade)

⁵ Google Maps, accessed August 2022 and September 2022, <https://www.google.com/maps>.

⁶ "Marceline City, Missouri." 2020 U.S. Census.

National Register of Historic Places
Continuation Sheet

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Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

The Uptown Theatre is a three-story brick commercial block building with a flat roof (Photo 1). The west elevation functions as the façade and main entrance to the theater. The façade is flanked by two red brick pilasters that extend above the roofline. Both pilasters feature decorative brickwork at their footings and decorative cartouches at the tops of the first and third stories. The cartouches above the ground floor feature standing lions, while those above the third story depict a scrolled leaf. The pilasters are capped by decorative urns (Photo 3). Between the pilasters are a sloped “roof” that may have once been tile but is currently covered in stucco. At the north end of the west elevation is a large storefront window for the current-day gift shop followed by a single historic wooden door with a glass window to its right. The storefront is covered by a rounded fabric awning and the bulkheads of the display windows are buff brick, giving it an earthy feel. Small decorative tiles with a floral motif are at the outer corners above the storefront. Moving right from the north elevation toward the south evaluation, a centered wood and metal canopy is held up by three metal chains that are anchored to the wall by decorative tiles. It appears the canopy had been wrapped in metal sometime after the period of significance (compare to Figure 7). It reads "Uptown Theatre" (Photo 5). An historic neon sign extends from the upper floors and hangs above the canopy; it reads “Uptown” (Photo 6). The canopy shelters the theater's attached ticket box and two recessed pairs of narrow historic wood and glass double doors, one pair on each side of the box office. The box office is integrated into the building and located in the center of the west elevation directly under the marquee. It has buff brick, and the historic windows wrap around the three external sides of it. Floral patterned molding wraps around inset areas on either side of the central box office (Photo 17).

Toward the southern end of the west elevation is a single non-historic aluminum and glass door leading to the second and third floor apartments. It is followed by another single historic door and large storefront window for Café Marceline, a coffee shop located at the south side of the west elevation and abutting the commercial bank at the south elevation pilaster. A modern cloth canopy, identical to the northern storefront, shelters this bay.

The first-floor exterior is divided from the upper stories by red brick. The rest of the upper stories are buff brick. The rowlock brick windowsills and brick soldier course lintels are red. Rowlock brick is also found under the roofline and the storefront windows.

Twelve metal upper story casement-style windows exist, six on each floor in a paired symmetrical pattern. Every window appears original, and each contains twenty-four (24) lights. The top row and center third panel are fixed, while the outer panels are operable. Decorative tiles with floral details (identical to those above the storefronts) are at the corners of the window lintels.

A 1930 description of the building’s façade reads: “The front of the building will be constructed of brick and stucco with tile effects.” This façade’s description is considered original to the 1930 construction based on this description.⁷

⁷ “New Theatre Ready by About May 1.” *The Marceline News*, 14 Feb 1930, XLIII:19.

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Uptown Theatre
Name of Property
Linn County, Missouri
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N/A
Name of multiple listing (if applicable)

North Elevation

The north elevation is a mostly blind brick wall that abuts an empty lot to the north (Photo 2). It runs nearly the full length of the adjacent empty lot. A small chimney covered in painted stucco is towards the back of the building. The north elevation wall is covered in burgundy painted stucco and houses five non-historic 1x1 windows on the third and second floors. The top floor appears to contain three windows and the second floor contains two (Photo 2).

East Elevation

The east elevation is bordered by a small grassy area and an alley. The east elevation wall is approximately 40 feet wide (Photo 4). The tops of the walls slope down to the east wall. A strip of concrete blocks bisects the middle of the elevation wall. More research is needed to determine when this strip was installed and if it was part of the original 1930 construction of the theatre or part of the 1936 renovation when the Dickinson became the Uptown. A non-historic door has been added as a fire exit. A small non-historic shed (described above in the Setting subsection) has been built against the theatre's east elevation and occupies most of the elevation's northern half. It is clad in vinyl siding. The date of the addition is not clear, but it was installed prior to the current owners purchasing of the property in 2016 and after the period of significance. This elevation houses the exterior utilities of the building.

South Elevation

The south elevation is not visible as it abuts the commercial bank next door (Photo 3). It runs the full length of the adjacent bank, approximately 160 feet.

INTERIOR

The theater is accessed by the doors to either side of the box office at the west elevation or through the backstage area at the east elevation. Based on the 1930 and 1939 Sanborn maps and personal observation there have been no alterations to the layout of the theater or apartments on the second and third floors.

First Floor

Lobby, Café, and Office

Figures 3-4; Photos 1, 5-8

The first floor is split into three bays. The façade's northernmost bay contains an office space currently used for storage. This bay most recently contained a gift shop/office. The façade's southernmost bay contains a coffee shop. When facing west from the inside, the central bay features a set of the historical doors flanking the box office booth. The central bay contains a concession stand and lobby, a foyer/hallway, a drinking fountain, bathrooms, stairs leading to the second-floor projection room, and archway entrances to the auditorium.

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Uptown Theatre
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County and State
N/A
Name of multiple listing (if applicable)

Facing east into the lobby, a concession stand occupies the north side as does a doorless entryway to the stairwell leading to the projection room on the second floor. Disney-inspired artwork adorns the internal south wall of the lobby. A men's bathroom is built within the south wall of the lobby area directly under enclosed stairs leading to the second and third floor apartments. The east elevation wall of the lobby is a foyer/hallway that contains the arched entrances into the auditorium. A support beam sits in the center of the lobby portion just before the foyer/hallway, creating the illusion of a hallway. The wall contains two archway entries leading to the auditorium; one arch is near the north elevation wall, while the other is near the south elevation wall. Next to the north elevation archway is an office that used to be a bathroom. Directly across from the office and next to the south elevation arch is the women's bathroom. An historic water fountain is situated in the middle of the wall partition separating the lobby area from the auditorium. Near the north wall just beyond the concession stand is a flight of stairs leading to the projection room. Gold colored molding circles the lobby. The flooring appears to be the original terrazzo flooring and a radiator (likely original) remains along the lobby's south wall.

Neither the gift shop/office space at the north elevation nor the coffee shop at the south elevation is accessible from the inside. More research is needed to determine if they were accessible from the lobby at the 1930 opening and if so, when the access was closed off.

Auditorium (First Floor)

Figures 3, 6 and 7; Photos 9-12

Two archways, one near the north side of the building and the other toward the south side, lead into the auditorium. The theater sits 286 people. It is a single level, single screened theater with a 27 feet deep elevated stage. The stage, with a proscenium arch above it, faces west. There is a cartouche and detail work over the arch. The auditorium walls (north and south elevations) are mostly stripped due to plaster falling off, exposing much of the red brick walls of the building. Trim divides the lower wall from the upper wall. The plaster treatment differs between the upper and lower fields of the wall, going from smooth into a stucco-like look, giving the appearance of wainscoting. The ceiling is adorned with decorative designs, many of which are floral in appearance. Sconces line both the north elevation and south elevation walls. The cornice trim matches the floral motif in the auditorium, but in a more minimalistic way than in other areas of the theater, such as the wrapping in the entry vestibule and box office.

Flanking the stage are ornately decorated, slightly recessed cubbies with an arch that appears to have a floral-type pattern (Photo 9); these recessed areas were originally used as heating vents but are no longer in operation.

An emergency exit occupies the east wall facing west. 286 seats are aligned in three sections divided by two aisles with the remnants of a raked, carpeted wooden floor. One aisle divides the

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Uptown Theatre
Name of Property
Linn County, Missouri
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N/A
Name of multiple listing (if applicable)

south grouping of seats from the center section and another aisle divides the center section from the north grouping of seats.

A non-historic lighting truss has been hung in the auditorium. More research is needed to determine an exact date for the installation.

On the west wall, which divides the auditorium from the lobby/concessions area, are two archways leading back to the lobby. The wall is covered in an olive-colored plaster. Multiple small windows line the upper half of the western wall. These windows are part of the projection room through which films are shown. Two sizes of grates line the lower portion of the wall. One small grate is located on the far south and north sides of the west wall on the far side of their respective archway exits/entrances. Two larger grates flank a small grate and are situated right behind the middle section of seating. These were once used for heating and cooling and sound. None are operational now. More research is needed to determine which grates were used for heating and cooling and which were for sound. Above both archway is a decorative sconce and a wooden decorative arch (Photo 11).

Second Floor

Figure 2, 4 and 6; Photos 13, 15, and 16

The second and third floor apartment units are reached from the façade by the second door from the south. The apartment on the north side of the stairwell is a one bathroom, two-bedroom apartment advertised as a suite. It faces the western façade. The walls and ceilings maintain their original plaster throughout. The north wall bricks are exposed in the second bedroom. The wood flooring appears to be original, but no later than the 1936 internal renovations.⁸ The trim is modern.

The apartment on the south elevation side of the stairwell houses one bedroom and one bathroom. It has the original plaster from the 1930 opening on the walls or from the 1936 internal renovations, but the ceiling is now modern drop ceiling tiles. The flooring also appears to be original (1930). The windows are the same as the historic ones seen facing east while viewing the west elevation façade.

Also on the second floor, but not accessible from outside the building, is the theater's projection room, an elevated room approximately twenty-five feet above the theater area and lobby. It houses a pre-21st-century movie projector behind a fireproof door. This room is accessible from the stairwell near the concession stand on the first floor and through a non-fireproof door in the second bedroom of the second-floor suite. This non-fireproof door leads to the north side of a small landing at the top of the stairs leading to the projection room. The landing is approximately four feet wide; the fireproof door leading to the projector room is at the south side of this

⁸ "Uptown Has New Sound Equipment." *The Marceline News*, 2 Apr 1937, L:27.

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Continuation Sheet

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platform. The windows are the same windows as those seen facing east while viewing the west elevation façade. The only windows in the projection room are those facing east and used for the projector.

The exposed brick of the north wall in the smaller bedroom of the second-floor suite may have been one of the walls from the circa 1894 building. This conclusion is based on filled-in joist holes of removed support beams used in the circa 1894 building (Photo 16). Thus, it appears that portions of the circa 1894 building's walls were most likely party walls and integrated into the new (1929-1930) building's construction in whole or in part.

Third Floor

Figures 5 and 6; Photo 14

The third floor consists of stairs leading from the first-floor entry to a hallway that allows access to the three one-bedroom/one bathroom third-floor apartments, the hallway, and a storage room. The apartments are equally spaced from north to south. The storage room sits east of the southernmost apartment. Each of these apartments have roughly the same floor plan. They contain the historic third floor windows seen when viewing the external west façade. The floors appear to be historic.

Crawlspace and Basement

Figure 23; Photo 10

The crawlspace is partially viewable in Photo 10, which also shows where seating and flooring were removed due to water damage that had deteriorated the flooring. It is under the auditorium and lobby. There is a small basement under the stage that is used for storage. Originally, it was a boiler room and changing/staging area for performances. It is unknown when it stopped being used as a boiler room and changing/staging area for performances.

Due to standing water and lack of illumination, better images were not possible. When viewed from the south facing north, the economy-looking bricks to the right (east wall) are too common to know if the basement is original to the circa 1894 building or if it was created for the 1930 building. Based on Gary Guymon's Master's Thesis and Becky Lower's article, these bricks would have been fired in a clamp (skove) kiln due to the uneven coloring. Clamp kilns fell out of favor in the early- to mid-1900s when electric and gas fired kilns became more popular. This implies that these bricks were fired prior to the 1930 razing and building of the current theatre building. However, given the size and location of Marceline and the size of the project, these bricks could be from the 1930 building. More research is needed to determine the more likely timeframe. The red normal brick was added at an unknown time and covers the old coal chute.⁹¹⁰

⁹ Guymon, Gary. "An Historical and Archaeological Study of Brickmaking in Knoxville and Knox County, Tennessee." [sic] 1986. U. of Tennessee, Knoxville, Master's Thesis. ZSR Library.
<https://guides.zsr.wfu.edu/c.php?g=530709&p=3630110>.

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INTEGRITY ASSESSMENT

In 1930, the original dual-purpose building erected circa 1894 was mostly razed and the Dickinson Theatre (renamed the Uptown Theatre in 1936) (see Figure 22 for only known photo of the Dickinson Theatre) built in its place.¹¹ The 1930 building incorporated some of the original circa 1894 party walls (Photo 16). Aside from modern awnings over the storefronts, the removal of historic awnings, the wrapping of the flat canopy, the installation of the neon Uptown sign, and the replacement of the door leading to the upper-story apartment, the architectural façade has not been altered since the theater opened in 1930.

Internally, the layout of the theater remains largely the same. No known structural changes have been made since the theater opened in 1930. However, in 1936, the new leaser, R.C. Jones, renamed the Dickinson to Uptown, added the historic Uptown neon sign (Photo 6), and is reported to have overhauled the internal décor. The flooring, sconces, fixtures, and furnishings were the only reported changes Jones made internally; further research is needed to determine if later owners did significant internal remodeling, such as removing the original “crying rooms”.¹²

Since the period of significance (1930-1973), the Uptown Theatre continues to retain integrity of location, design, setting, materials, workmanship, feeling, and association. The Uptown Theatre is an example of Spanish Revival style architecture, exhibiting several characteristics of the style externally and internally, such as the decorative cartouches and tiles on the façade, and the arched entryways, terrazzo flooring, and decorative sconces and molding internally. It conveys its significance as a local destination for recreation and culture and as a building in the Spanish Colonial Revival style with some embellishments. The theater has not been moved or largely redesigned, and it maintains its setting, materials, workmanship, feeling, and association due to not having any significant alterations to the façade or internal characteristics of the theater and lobby. The Marceline survey confirms that the building retains “excellent historic integrity”.¹³

¹⁰ Lower, Becky. “How to Date Bricks & Concrete Blocks.” Hunker.com, <https://www.hunker.com/13401120/how-to-date-bricks-cement-blocks>. Accessed 8 February 2023.

¹¹ “Uptown Theatre to Open Saturday.”

¹² “Uptown Has New Sound Equipment.” *The Marceline News*, 2 Apr 1937, L:27.

¹³ “Architectural Survey of Marceline (MO.): Final Report.” p. 53.

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SUMMARY

The Uptown Theatre, at 104 N. Main Street U.S.A. (also known as N. Kansas Avenue), Marceline, Missouri, Linn County, is a 286-seat theater with a raised stage, apartments on the second and third floors, and storefronts in the north and south bays of the façade (west elevation), both occupied by unrelated businesses. The Uptown Theatre was opened in 1930 after a near-total demolition of the original circa 1894 building. It is locally significant in two ways. First, Criterion A: Entertainment/Recreation is satisfied because not only has the entertainment provided at the theater been virtually nonstop for over 90 years, but from 1930-1936 and then from 1939 until 1952 it was the only major movie theater in town or within quick driving distance of Marceline offering year-round entertainment. It was also one of the few entertainment options in Marceline. During the dates of significance, 1930-1973, the Uptown Theatre hosted one notable movie premiere. Walt Disney held the premiere of his feature film *The Great Locomotive Chase* in the theater in 1956, making 1956 a significant date during this time.¹⁴ The other significant date is 1930, the year the theatre was built and opened. The theater has also hosted several other events, such as vaudeville acts, dances, beauty pageants, and rallies. Thus, as the sole place for year-round modern entertainment for much of its existence, the theatre became a cultural gathering area for the town, making it locally significant for entertainment. The building also qualifies under Criterion C: Architecture as an excellent example of the Spanish Revival style on a commercial building. The original circa 1894 two-part commercial block building on the lot¹⁵ was largely razed between 1929-1930 by the theater's first owner, A.B. Cantwell, to create the Cantwell Apartments and Dickinson Theater,¹⁶ renamed Uptown Theatre in 1936.¹⁷ Through observation of the plastered-in joist holes in the walls in the second story apartments, it is evident Cantwell (who designed the building) and the general contractor, Fred Wolfskill, retained a large section of the circa 1894 building's north and south elevation party walls during the 1929-1930 building most likely out of necessity, since removing them may have been structurally detrimental to the neighboring buildings (Photo 16).¹⁸ Further research is required to determine if the original red brick wythe of the west elevation was kept too, and the buff brick wythe simply covers it to create the 1930 façade. Pre-1930 Sanborn maps indicate this space was originally occupied by a two-story, two-part commercial block building with a dividing wall and ironclad and wood façades. The 1930 Sanborn map shows the building was replaced by a longer 3-story building with a marquee as the only metal façade component.

¹⁴ "In Person: Walt Disney Will Appear on Stage." *The Marceline News*, 29 June 1956.

¹⁵ Sanborn Fire Map, 1894.

¹⁶ "A \$35,000 Theater Now for Marceline." *The Marceline News*, 1929.

¹⁷ "Dickson Leases New Theatre." *Macon Chronicle-Herald*, 12 May 1930.

¹⁸ "New Theatre Ready by About May 1." *The Marceline News*, 14 Feb 1930, XLIII:19.

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ELABORATION

EARLY HISTORY OF MARCELINE

The Atchison, Topeka, and Santa Fe Railroad created a new railroad line running between Kansas City, Missouri and Chicago, Illinois. While outlining the line's route between the Kansas City and Chicago, the company marked out various stops on the map to create division points, places where the trains would stop so engineers could get their official travel time checked, and the train could be refueled, loaded, and unloaded. The location at which Marceline now sits was called "Marceline Subdivision (4th District)"¹⁹ and the city quickly sprung up around the subdivision point. The line was opened by Chicago Santa Fe & California Railroad in February 1888 and Marceline was incorporated the next month, on March 6, 1888.

Even before incorporation, buildings and stores popped up quickly with nearly the entire downtown populated with buildings over the next six years.²⁰ According to U.S. Census records from 1890 to 1930 the city's population grew from 1,977 residents in 1890 to 3,555 in 1930 when the Uptown Theatre was opened. The population peaked in 1910 at 3,920 residents. The decline during that twenty-year period between the 1910 census²¹ and the opening of the theater is presumed to be due to coal and railroad jobs becoming less abundant.

PRE-THEATRE HISTORY and CONSTRUCTION

Uptown Theatre gained its current appearance via near-total demolition of the original circa 1894 building in 1930. The 1894 map shows the original two-part commercial block building lot currently occupied by the Uptown Theatre as a dual-purpose building; at that time, it housed a "Clothing, Books and Stationery" store in the north portion of the first floor and a books and stationery shop in the south portion of the first floor. It housed tenements on the second floor.²²

Between 1894 and 1902, it changed to a combined general store and dining room on the first level. The second story was occupied by the "Hotts Hotel".²³ Sometime between 1902 and 1911, the downstairs became a combined confectionary and furniture store. There is no record of what existed on the second floor.²⁴

In October of 1923, A.B. and Ivah Cantwell bought the Snappy Theatre (a nickelodeon), housed in the north side of the building, next to a Kaiser-Koch clothing store that occupied the south portion of the dual-purpose building. Cantwell remodeled the Snappy theatre and renamed it the Cantwell Theatre. In 1929, Cantwell purchased the clothing store and started building what is now the Uptown Theatre. Four months later, he took over the lease of the Cater Opera House,²⁵

¹⁹ "Railroad Operating Information: Burlington Northern Santa Fe." Accessed 31 October 2022.

²⁰ Sanborn Fire Map, 1894.

²¹ Census reports. <https://www.census.gov/>.

²² Sanborn Fire Map, 1894.

²³ Sanborn Fire Map, 1902.

²⁴ Sanborn Fire Map, 1911.

²⁵ "Cantwell Resigns as Theater Head." *The Marceline News*, Vol. XLIV, No. 16.

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which had been the main place for movies, plays, dances, and sporting events,²⁶ to continue showing movies while his new theater was under construction. According to newspaper accounts, Cantwell gutted much of the circa 1894 building housing the Snappy Theatre and Kaiser-Koch store. According to the *Marceline News*, “*virtually* [emphasis added] all of the old Kaiser-Koch and Cantwell Buildings will be torn down.”²⁷ ²⁸ More research is necessary to determine if any of the west elevation façade was retained; however, internal observation of the internal north and south elevation walls indicates that the circa 1894 walls may have been kept, presumably because they are likely party walls. Additionally, holes where the original floor joists once sat in common red brick have been plastered over indicating the walls are remnants of an earlier building (Photo 16). Most likely, the joists were removed, and the floors moved to accommodate the new theater and apartments. The remnants of the prior wall are common red brick implying that the original façade wythe may have also been retained and covered by the buff brick wythe to create the 1930 façade.

During construction, the Cantwell Theatre was renamed the Dickinson Theatre when Glenn W. Dickinson, a regional theater chain magnate, leased it from Cantwell.²⁹ It opened as Dickinson Theatre on June 30, 1930.³⁰ After a lease dispute between Cantwell and Dickinson in 1936, the theater was renamed Uptown Theatre (Figure 16).³¹

Originally, the theatre was to have a seating capacity of 550 with a balcony holding an additional 200 seats to be built later.³² However, no balcony appears to have been erected and the theater was finished with a seating capacity of 286.

CRITERION A: ENTERTAINMENT (1930-1973, 1956)

Prior to the Uptown Theatre, Marceline had the Cater Opera House, at 141-142 N. Kansas Avenue, for all entertainment events, such as movies, plays, dances, and sporting events like boxing. Other entertainment venues in the city included “cheap theaters” (nickelodeons), temporary “pop-up” movie theaters constructed of plywood or opened in tents, and the high school auditorium which was also used for plays.³³ None of these were large-scale competitors to the Cater. Thus, upon opening, the Uptown’s only competition in the city was the Cater Opera House. The Cater opened in 1902 and was located on the next block south of the theatre down the main street (Figure 13) and across the street. It sat at the corner of E. Howell Avenue and N. Kansas Avenue (now known as N. Main Street U.S.A.). In 1930, Cantwell leased the Cater Opera House while building his new theater. He briefly renamed it The Cantwell Theater and showed films there until the grand opening of the Dickinson Theatre. Within two years of the

²⁶ *Marceline, Missouri: The Magic City Diamond Jubilee, 1888-1963*, pgs. 66-67.

²⁷ “New Theatre.”

²⁸ *Ibid.*

²⁹ “Dickson Leases New Theatre.” *Macon Chronicle-Herald*, 12 May 1930.

³⁰ “A \$35,000 Theater Now for Marceline.” *The Marceline News*, 1929.

³¹ “Uptown Theatre to Open Aug. 29.” *The Marceline News*, 21 Aug 1936, XLIX:47.

³² “New Theatre Ready After May 15.” *The Marceline News*, 2 May 1930.

³³ Sanborn Fire Maps, 1894, 1902, 1911, 1930, 1939.

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Dickinson Theatre's opening, the Cater Opera House temporarily closed because it was believed there was not enough business in Marceline to support both movie venues.³⁴ It would quickly re-open, but only as a place for large gatherings. It operated in that capacity until 1957 when it burned down.

Theater historian Kevin Corbett notes that theaters were the place to be, regardless of the size of the city. On any given night it was always a "community-oriented experience"³⁵ because people enjoyed going downtown to be entertained by vaudeville acts, inexpensive and short films, like Passion Plays, and sporting events. After the shuttering of the Cater Opera House in 1930, the Dickinson Theatre became the primary large-scale entertainment venue in Marceline offering this community-oriented experience. Even after the Cater reinvented itself and re-opened, the Dickinson Theatre remained the only theater in town capable of showing first-run full-length movies. This lasted until 1936 when a new theater, The Chief Theatre, opened as a direct result of a dispute between Cantwell and Dickinson.³⁶

After the Cater reopened, plays, concerts, sporting events, and other activities continued to be hosted at the high school auditorium and the Cater was used primarily for large gatherings like dinners, weddings, and Saturday night dances. The Uptown Theatre gradually expanded its entertainment reach by adding community-centric events like beauty pageants, vaudeville acts, and community parties to complement its movies.

1930s Era

When the Dickinson Theatre opened in 1930, it showed first-run movies, held dances, rallies, and hosted vaudeville acts, beauty contests, and community-based parties. These events combined with the first-run feature films it showed made the theater an integral part of the community.

One example of non-feature film entertainment designed to bring in crowds was a vaudeville act booked shortly after opening in 1930. The theater hosted a "Twin Party" featuring "Siamese twins" who were a famous vaudeville act at the time.³⁷ Throughout the period of significance, the Uptown showed first run films with such stars as Humphrey Bogart in "The Devil with Women".

To attract customers, Cantwell put in state-of-the-art equipment just like the larger theaters in big cities like Kansas City and St. Louis to an effort to draw in customers. He was true to this word. The theater opened on 20 June 1930 with an R.C.A. sound system with "improved Simplex

³⁴ "The History of Marceline." 13 January 1956, section 2, page 7.

³⁵ Corbett.

³⁶ "Reach Agreement in Theatre Case." *The Marceline News*, 3 Jul 1936, XLIX:40.

³⁷ "A 'Twin Party' at Dickinson." *The Marceline News*, 4 July 1930.

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design” projector lamps “assuring a perfect picture [with] perfect sound.”³⁸ The grand opening of the theater was reported to have over one-thousand people in attendance.³⁹

For the next six years, the Dickinson Theatre ran unopposed as the place for first-run films and community entertainment, like fashion style reviews and holiday parties.

The lack of competition ended in 1936 when A.B. Cantwell canceled Dickinson’s lease.⁴⁰ Dickinson vowed to open a competing theatre within the year.⁴¹ Cantwell leased the theater to R. C. Jones,⁴² who remodeled the theater again and reopened on 29 August 1936 as the Uptown Theatre. The theater was also updated with “Wide Range” sound equipment.⁴³ A year later, the sound equipment would be updated yet again, this time with Western Electric’s Duo-Mirrohonic sound equipment.⁴⁴

Dickinson, as promised, opened a new Art Deco-style theater, naming it the Chief Theatre, within the year. It was located at 209 N. Kansas Avenue (now N. Main St. U.S.A.), one block north of the Uptown. This started a three-year battle between the two theaters.

During the three years’ war between the Uptown and Chief, the two theatres fought for supremacy. Based on ads and news articles, it appears the Uptown was the more dominant. The Uptown continued to show first-run movies, hold beauty contests, throw holiday parties, and maintain itself as a community centerpiece, whereas the Chief advertised only one holiday party. In 1938, the Uptown Theatre became a unit of the Commonwealth Theatre company, the largest independent theatre operator in the Kansas City territory. This meant the Uptown could book movies earlier than before; now patrons would be seeing new releases even sooner.⁴⁵

On 21 July 1939 it was announced the Griffith-Dickinson Theater Group, the largest independent theatre circuit in the United States, had bought the Uptown Theatre and would take over operations on 22 July 1939.⁴⁶ Company president Glen Dickinson, the same man who originally operated the theatre in the early 1930s as the Dickinson Theatre, claimed the Uptown would be closed.⁴⁷ However, because after the merger, references to the Chief Theatre disappear, it seems the new manager of both the Chief and Uptown Theatres after the buy-out kept only the Uptown open. The Chief Theatre officially closed in September 1939.⁴⁸ It is not clear why the Chief

³⁸ “Ready For Opening of New Playhouse.” *The Marceline News*, 20 June 1930.

³⁹ “1000 Attend Opening of New Theater.” *The Marceline News*, 27 June 1930.

⁴⁰ “Reach Agreement in Theatre Case.” *The Marceline News*, 3 Jul 1936, XLIX:40.

⁴¹ Ibid.

⁴² “A New Theatre to Cantwell Building.” *The Marceline News*, 17 Jul 1936, XLIX:42.

⁴³ “Uptown Theatre to Open Saturday.” *The Marceline News*, 28 Aug 1936, XLIX:48.

⁴⁴ “Uptown Has New Sound Equipment.”

⁴⁵ “Uptown Theatre a Commonwealth Unit.” *The Marceline News*, 18 Feb 1938, LL:21.

⁴⁶ “Merger.”

⁴⁷ Ibid.

⁴⁸ “Chief Theatre Will be Rebuilt.” *The Marceline News*, 15 Feb 1946, 59:20.

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closed and the Uptown remained, though; further research is needed to determine the reason for this. The Chief burnt down in February 1942 having never re-opened as promised. Dickinson claimed that the theater would be rebuilt, but that never happened.⁴⁹ Again, as the only theatre in town, the newly minted Uptown Theatre continued its long history of first-run feature films and none-movie related events, like beauty contests and holiday parties.

1940s Era

In April 1940, Dickinson's partner, H. J. Griffith bought Dickinson out to become the sole owner of the Uptown Theatre.⁵⁰ Griffith updated the equipment and continued the tradition of community-based entertainment, first-run movies, and added more community outreach programs, many a direct result of World War II. For example, the theater hosted the "Miss Marceline" beauty pageant⁵¹ and various dance contests, like the "Big Negro Jitterbug Contest" on New Year's Eve 1940 (Figure 20) to give the community a different focus than the war.

As part of the theater's community involvement, the Uptown began showing anti-Hitler and anti-Japanese news reels (Figs. 18 and 19). It also sponsored aluminum collection programs, 'March of Dimes' fundraisers,⁵² sold Defense Stamps,⁵³ was approved as an official issuing agency for the sale of war bonds, held war bonds rallies,⁵⁴ hosted benefits for veterans,⁵⁵ did a fashion show,⁵⁶ had a benefit for raising kitchen fat,⁵⁷ held an amateur night for aspiring showbiz folks,⁵⁸ and a hosted cooking show.⁵⁹

Community-based events continued through the 1940s. In 1941, for example, manager David Dallas had a "woman's friendly neighbor program" that "includes book readings, musical numbers, lectures and other features of particular interest to women"; the first of these was for the Daughters of the American Revolution.⁶⁰ During this decade, the theater continued to host community fashion events, beauty contests, and rallies.

After the end of World War II, a 1946 advertisement confirms the theater was still showing first-run features like "A Thousand and One Nights" with roughly a 6-month delay in the showings, presumably due to the movies being shown in metropolitan areas first (Figure 16).

⁴⁹ Ibid.

⁵⁰ "Griffith Buys the Dickinson Interest." *The Marceline News*, 12 Apr 1940, LIII: 29.

⁵¹ "A 'Miss Marceline' Contest." *The Marceline News*, 12 Sep 1941, LIV: 51.

⁵² "Uptown Third in 'March of Dimes'." *The Marceline News*, 6 Mar 1942, LV: 24.

⁵³ "Defense Stamps at Theatre Here." *The Marceline News*, 20 Mar 1942, LV: 26.

⁵⁴ "War Bond Rallies at Uptown Here." *The Marceline News*, 1 Dec 1944, 58: 11.

⁵⁵ "A Theatre Benefit for Vets Memorial." *The Marceline News*, 14 Jun 1946, 59, 39.

⁵⁶ "A Showing of the New Spring Styles." *The Marceline News*, 4 April 1941, LIV: 28.

⁵⁷ "Theatre Benefit for Kitchen Fat." *The Marceline News*, 19 Feb 1943, LVI: 22.

⁵⁸ "Amateur Night at Uptown Theatre." *The Marceline News*, 9 Dec 1949, 63: 13.

⁵⁹ "Cooking School at Uptown Theatre." *The Marceline News*, 9 Feb 1940, LIII: 20.

⁶⁰ "A Matinee Series for the Women." *The Marceline News*, 4 Apr 1941, LIV:28.

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Plays, indoor sporting events, concerts and similar entertainment continued to be held at the high school during this period.

1950s – End of Period of Significance

In 1951, the Uptown Theatre was sold to Louis Higdon, a former manager of the theater.⁶¹

The Uptown remained the only movie theatre in town until October 12, 1952, when the Star Drive-In theater opened at the corner of Missouri State Roads 36 and 5 (Figure 17),⁶² approximately three miles north of the Uptown Theatre. The drive-in held 300 cars and closed in 1977.⁶³ The Star was seasonal; thus, the Uptown continued as the only local place to see movies year-round and the sole place during the winter.

Four years after the drive-in theater opened, the Uptown Theatre hosted a movie premiere by Marceline's most famous former resident: Walt Disney. In 1956, Walt and his brother Roy Disney held the Midwest premiere of *The Great Locomotive Chase* in Marceline attracting thousands to the city (Figs. 7-10).

Throughout the 60s and up to the end of the period of significance (1973), the only two venues that existed in Marceline for films were the Star Drive-In and Uptown Theatre. No evidence has been found for any other theaters in Marceline. The nearest other theaters were the Lin-Vi Drive-In in Brookfield, MO (approximately 15 minutes away) and the year-round Macon Theatre in Macon, about 30 minutes from Marceline.

During this time and after, the Uptown continued its role as a center of the community, continuing as a place for films and various gatherings, though there appears to be only one notable event at the theater of note occurring after the end of the period of significance in 1973: the Disney Corporation's premiere of the *Spirit of Mickey* in 1998.

Although the Uptown Theater continued to serve as an important entertainment venue for Marceline through its closure in 2016, the period of significance ends in 1973—50 years before the date of this nomination—per National Register guidance.

Segregation

The Uptown Theater appears to have been at least partially segregated during most of the Period of Significance (1930-73), remaining segregated from its grand opening in 1930 until 1954, when Missouri was desegregated due to the Supreme Court ruling in *Brown v. Board of Education of Topeka, Kansas* in 1954.⁶⁴ From correspondence with Helen (Herndon) Toland, a student of Marceline's Black school between 1932-1940, the theater was segregated and the back

⁶¹ "Uptown Sold to New Chain." *The Marceline News*, 16 Nov 1951, 65: 10.

⁶² "Drive-In Theatre at the Junction." *The Marceline News*, 18 Jul 1952, 65: 45.

⁶³ "Star Drive-In." Accessed 28 October 2022.

⁶⁴ *Brown v. Board of Education*, 347 U.S. 483 (1954).

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two rows of the north section of seats (west northwest elevation when viewed from the stage) were designated "Blacks Only."⁶⁵ Lifelong Marceline citizen Jack White, a White person, also remembers that same portion of the seating as the designated area for Black patrons.⁶⁶ However, according to Mr. White, all moviegoers entered through the same entrance and exited through the same exit; there were no separate bathroom facilities or water fountains for non-white patrons, every patron used the same facilities.⁶⁷ Additionally, the theater held events during the 1940s for non-white patrons, such as a "Big Negro Jitterbug Contest" on December 31, 1940 (Figure 20).

CRITERION C: ARCHITECTURE (1930)

Theater historian Maggie Valentine asserts that the "motion picture theatre served as a significant architectural experience for millions of people."⁶⁸ Valentine goes on to say that theaters served "a significant architectural type, distinguished by program, emphasis, imagery, and history; one must read the building as such, as an architectural type, rooted in popular culture with its own symbolic program, to appreciate the architecture." She adds that "the architecture owes little to European precedents, with the exception of period revival details loosely rearranged and reapplied. The movie theatre should not be judged by the same criteria" as playhouses and religious buildings despite the "overlap in form".⁶⁹ The Uptown Theatre fits Valentine's description and is one of the exceptions due to its period revival architecture.

Though the Uptown Theatre opened its doors on June 30, 1930, the building maintains excellent historic integrity. This property is considered individually eligible at the local level under Criteria C for Architecture due to its external display of the Spanish Colonial Revival style.⁷⁰

The Spanish Revival Style

The Spanish Revival style was popular in the United States between 1915 and 1940 and is most closely associated with the Southwestern United States. McAlester notes that Spanish architectural influence followed the Santa Fe Railroad as it extended northeast through Missouri.⁷¹ The Santa Fe Railroad, based in Santa Fe, New Mexico, was strongly influenced by the common Spanish architecture of the American Southwest. Thus, it is no surprise that the architecture of the hometown of the railroad followed the trains as the railroad expanded through Kansas City, Missouri on its way to Chicago, Illinois. Many of the depots the company built adopted Spanish characteristics, usually adopting the Spanish Mission style.⁷² Adaptations of the Spanish Revival style were common in the Midwest portions of the United States during that

⁶⁵ Figure 4 contains an estimation of where this area would have been. Toland, Helen. Personal Interview. 27 June 2023.

⁶⁶ White, Jack. Personal Interview. 23 Oct 2022.

⁶⁷ Ibid

⁶⁸ Valentine. p. 3.

⁶⁹ Valentine, p. 3.

⁷⁰ Ibid.

⁷¹ McAlester, 522

⁷² McAlester, p. 522.

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time,⁷³ largely due to the Santa Fe Railroad, which, as noted, created a subdivision point at the city's location around which the city sprung up.

Style aspects

McAlester goes on to say that the range of “decorative detail found in Spain was extraordinarily diverse.”⁷⁴ In other words, it was seen as a medley of designs and styles. There are several principal subtypes, including a flat roof, which about 10 percent of Spanish revival houses have.⁷⁵ Other identifying features include internal archways, internal and external balconies, white stucco walls, ornate decorations, and common elaborations such as sconces that can be seen internally or externally.⁷⁶ Some buildings will have Plateresque features while others will have balconies and windows indicative of the style. The style, therefore, is defined by its diversity. Thus, there is no one aspect most closely associated with Spanish Revival style architecture. This style “reached its apex... during the 1920s to early 1930s and passed rapidly from favor during the 1940s.”⁷⁷

External Features

The identifying external features of the Spanish Revival style typically include a “low-pitched roof, usually with little or no eave overhang; red tile roof covering; typically, with one or more prominent arches placed above door or principal window, or breach porch roof; wall surface is usually stucco; [and] extends into gable without break (eave or trim normally lacking beneath gable).”⁷⁸ The use of colors schemes and bricks are also features of this style. In Missouri, one of the more well-known collections of commercial Spanish Colonial Revival styles is in Kansas City's Country Club Plaza. This plaza was surveyed in 2012. In addition to the characteristics noted above, common themes include the use of tile roofs over brick or stucco walls, brackets, and a red and buff color palette.⁷⁹ Commercial examples are typically more restrained than residential.

Internal Features

Valentine notes that the internal identifying features of Spanish Revival include archways, white stucco walls, and ornate decorations.⁸⁰ The Uptown includes all of these characteristics.

⁷³ Ibid, pp. 521-22.

⁷⁴ Ibid, p. 534.

⁷⁵ Ibid, p. 521.

⁷⁶ Ibid, see page 524 for Missouri houses with similar external features as the Uptown Theatre.

⁷⁷ Ibid, p. 534.

⁷⁸ Ibid, 521.

⁷⁹ “Country Club Plaza (Kansas City, Missouri) Survey Report.”

⁸⁰ McAlester, p. 521

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Features seen in the Uptown Theater

External

In an article published for the grand opening of the original Dickinson Theatre in 1930, the façade is described as follows: “The entire front of [the theater is in] buff colored textured brick with vari-colored insets of terra-cotta.”⁸¹ The buff color indicates that the building is designed with one of the main characteristics of the Spanish Revival style. Furthermore, the external façade of the Uptown Theatre displays other Spanish Revival embellishments, such as floral designs and creatures in various configurations.^{82 83}

It is a simple rectangular 3-story building in brick running bond with a rectangular plan shape (Fig. 2) and a flat, steel and stucco roof mimicking a tile roof that slants slightly between the two end pilasters,^{84 85} which imitate the columns typically seen in traditional Spanish Revival style homes.

While evidence cannot be found at this time, the stucco-covered slanted roof at the parapet may have been tile at one time. As described above, the façade of the Uptown Theatre is buff brick framed with red brick. The Uptown Theatre includes several flourishes not typically associated with the Spanish Revival style. While ornamentation is not uncommon in this style, the Uptown Theatre’s detailing “includes urns, lions, and flowers which one would not naturally expect to see on a building”⁸⁶ that is strictly in the Spanish Revival style. However, ornate decorative façades with floral designs and creatures in various configurations is most representative of the Plateresque style popular in 15th century Spain,⁸⁷ so there could have been some influence from that style as well given the existence of floral designs seen on the façade and the external molding above the external entrance doors in the west elevation façade.

Nonetheless the theatre illustrates the intention of an application of a high style commonly associated with theater buildings. For example, ornate details include the urns on the parapet and the decorative cartouches and tiles on the façade. Character defining features include those associated with the Spanish Revival style, such as stucco walls, the described ornate details, such as those around the windows and on the north and south elevation columns, use of buff brick with red accenting brick, and the roof profile, which is flat, with low-pitched decorative burgundy stucco along the roofline at the parapet.⁸⁸ Additionally, internal features like the arched entries to the auditorium, stucco-like texture applied to the plaster, the arched vents and detail work on either side of and above the stage, and the terra-cotta insets (a common material

⁸¹ “Ready.”

⁸² Whiffen, p. 226.

⁸³ Arellano.

⁸⁴ “Architectural/Historic Inventory Form.” *Marceline Survey*. p. 176.

⁸⁵ Whiffen, p. 225.

⁸⁶ “Architectural Survey of Marceline (MO.): Final Report.”

⁸⁷ Arellano, pp. 13-14.

⁸⁸ McAlester, p. 533.

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used in Spanish Revival architecture) all carry the style inside. Changes to the exterior are minimal: upper story window awnings have been removed, fabric awnings added to the storefronts, and the flat canopy marquee over the entrance has been slightly altered, the lights having been removed and a new marquee installed; see Figures 10 and 22 for previous versions of the marquee. The store fronts and multi-light windows are historic. It retains integrity of design, materials, workmanship, location, setting, feeling, and association.

Thus, its use of motifs, stucco, brick, and terra cotta, though subdued, are indicative of the Spanish Revival style, and the exterior therefore conveys local significance in the area of Architecture.

Internal

The interior space of the theater retains its original function as a theater as well as much of the original 1930 architecture. The inside of the Uptown Theatre has mainly white stucco walls throughout. Arched openings at the north and south elevations of a foyer/hallway off the lobby and concession area are the entrances to the auditorium. Flanking the stage and its proscenium arch are ornately decorated, slightly recessed cubbies with an arch with what appears to have a floral-type pattern (Photo 8); these recessed areas were originally used as heating vents. They are no longer in operation. Sconces pepper the walls throughout.

The description of the internal decor and styling of the Dickenson Theatre at its grand opening in 1930 as seen when entering the double-doors at the west-facing façade and facing easterly while inside was described by a *Marceline News* reporter as follows:

Entering the lobby [the] walls are of a textured color plaster...Flex-O-Tile...presents much the same appearance as tile or terraza [sic]. [It is a] classed as modified modernistic. Just on leaving the lobby stands the... Foyer.

The first impression upon entering the foyer is the [carpet]. Here again are notice soft lights reflected from the side wall fixtures.... The walls are of a soft shade of tan of textured plaster with a ceiling very subdued in color for a modernistic design... In the center of the front wall will be installed the drinking fountain of the latest design and at each end of the foyer are the retiring rooms and the 'cry rooms.'

The first impression on entering the auditorium is of a riot of color distributed haphazardly as is so often the first impression upon gazing at a modernistic decoration.... The ceiling is crossed with heavy beams... Bordering the ceiling and around the proscenium arch is a rich design of cast ornamental plaster...

At each side of the proscenium arch are decorated plaster arched grills thru which the house will be heated in the winter. These grills are finished with the same decorative plaster.... The walls are finished in a heavy textured plaster...⁸⁹

⁸⁹ "Ready."

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This description of the theatre remains largely similar today indicating that ensuing owners did only minor renovations after the theater opened in 1930. The layout is still very much the same. The lobby and foyer/hallway remain largely identical. The lobby walls are still plaster, the terrazzo tile still covers the floor, and the floral molding remains. The foyer retained the water fountain and the “retiring rooms”. The auditorium holds the described proscenium arch over the stage as well as the arched grills with the decorative plaster and the ceiling beams still exist as well as other embellishments described.

The changes made appear to have only been cosmetic in nature: one “retiring room” has been made into an office and a new room created under the stairs to the south elevation side of the lobby; the “crying rooms” have disappeared (presumably a victim of the 1936 renovations); and the plaster on the auditorium walls has fallen off in some places to expose the brick walls. The color schemes have been changed over time.

COMPARISONS

Criterion C: Architecture

Per the 2018 Marceline architectural survey, the subtle influence of Spanish architectural styles is evident in several buildings in the city; however, only one other commercial building in Marceline has significant Spanish architectural characteristics.⁹⁰ That building, built in 1900 and located at 122 S. Main Street U.S.A., a block south of the Uptown Theatre, is a former mortuary. It exhibits more traditional Spanish architectural characteristics, including a tiled roof and arched windows and entryways (Figure 14), but given the time it was built and the influence of the Santa Fe Railroad bringing Spanish architectural styles to each town with their iconic Spanish-inspired depots,⁹¹ it is more reminiscent of Spanish Missionary than Spanish Revival.

Another building that displays Spanish architectural characteristics is the Santa Fe Depot, built in 1913; the building now houses The Walt Disney Hometown Museum. It is the most traditional example of Spanish Revival in Marceline and “is generally reflective of Santa Fe Railroad’s corporate styling”.⁹²

While the Uptown Theatre is not as traditional as the Santa Fe Depot, the theater was meant to blend into the commercial district without standing out too much, thus it remains unimposing and unostentatious, exuding an earthy feel that blended well with the other buildings in the downtown commercial district at the time of its erection. The architectural uniqueness of Marceline was likely part of the reason Walt Disney chose the downtown as the template of Main Street U.S.A. in Disneyland. The Uptown Theatre’s influence on Disney’s vision is clear (Figure 10).

⁹⁰ “Architectural Survey of Marceline (MO.): Final Report.”

⁹¹ McAlester, p. 512.

⁹² *Survey*, p 44.

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Other architectural aspects

While further research is needed to confirm the architect of the Uptown Theatre (it is believed to be the building's original owner, A.B. Cantwell), the general contractor was Fred Wolfskill. Aside from his name being mentioned in a newspaper article,⁹³ additional research is needed to learn more about Wolfskill's company, his full involvement with the Uptown Theatre building, or his other projects. Family trees on Ancestry.com show he was born in Bucklin, Missouri on May 16, 1883, and died in Marceline on October 7, 1973.⁹⁴ He would have been 47 years old when he completed the Uptown Theatre. Attempts to contact possible descendants of Mr. Wolfskill through Ancestry.com, FamilySearch.com, and in Marceline who might have additional information on his work are ongoing.

Criterion A: Entertainment/Recreation

Three in-town competitors to the Uptown Theatre existed over the years: The Cater Opera House, the Chief Theatre, and the Star Drive-In.

Prior to the Dickinson opening in 1930, the Cater Opera House (Figure 13) was the main entertainment venue showing full-length Hollywood movies. Once the Dickinson opened a block north of it, the Cater stopped showing movies. The Cater building no longer exists. It burned down in 1957.

The Chief Theatre (1933-1939) (Figure 24) was opened over a block north of the Uptown after a lease dispute between the owner, A.B. Cantwell, and building's leaser, Glenn W. Dickinson. After Dickinson purchased the Uptown in 1939, the Chief was shuttered and only the Uptown remained open. The Chief burned down in 1942 and was never rebuilt.⁹⁵ The lot where the Chief stood now holds a covered outdoor patio area connected to the Knights of Columbus Hall immediately to its south.

The Star Drive-In opened in 1952 at the junction of State Road 5 and Lily Rd., about three miles north of the Uptown Theatre. It was only a seasonal competitor to the Uptown, opening for about seven months out of the year, usually opening in March and closing in October of each year. A fire in 1960 shuttered the theater permanently.⁹⁶ The property is now used by a ready-mix concrete company. No remnants of the theater remain.

The Uptown survived several direct competitive threats to its existence. However, only it remained open and serving the community's entertainment needs, outlasting every competitor during the period of significance.

⁹³ "From Ancient 'Nickelodeon' To the Modern Talking Pictures." *The Marceline News*, June 20, 1930.

⁹⁴ Information is based on Ancestry.com search for "Fred Wolfskill". Accessed 4 November 2022.

⁹⁵ "Chief Theatre Will be Rebuilt."

⁹⁶ "Drive-In Theatre at the Junction."

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CONCLUSION

The Uptown Theatre is historically significant in two ways: as an example of Criterion A (Entertainment/Recreation) and of Criterion C (Architecture). The Uptown Theatre opened in 1930 as the Dickinson Theatre after all but the north and south party walls of the original circa 1894 was torn down. The theater entertained patrons from and around Marceline during its period of significance, 1930-1973. In addition to movies, the theater provided a location for other community entertainment such as vaudeville acts, war bond rallies, dance contests, and beauty pageants, and was the location for the premiere of one of Walt Disney's feature-length movies in 1956. The Uptown outlived two direct year-round competitive threats—the Cater Opera House and the Chief Theatre. The Cater Opera House stopped showing movies once the Uptown opened, though. The Chief Theatre was a direct competitor for six years (1933 to 1939). In 1939, the Chief Theatre closed and never reopened; it later burned down and was never rebuilt. After a seasonal 300-car drive-in theater was opened three miles away in 1952, the Uptown Theatre remained the only venue in town for year-round movies and entertainment. The theater appears to have been partially segregated until at least 1954. With respect to the architectural integrity, the Uptown Theatre is an example of Spanish Revival style architecture applied to a commercial building, exhibiting several characteristics of the style externally and internally, such as the decorative cartouches and tiles on the façade. Internally, it has arched entryways, stucco walls, and floral designs reminiscent of the style. Because of the Santa Fe Railroad's importance to Marceline, it makes sense there are multiple buildings that are reminiscent of Spanish architecture. The theater is one of three buildings in the city that show significant Spanish influence. The other buildings are the old Scudiero Funeral Home at 122 S. Main Street U.S.A. (built in 1900) and the Marceline Santa Fe Depot, built in 1913 and which now houses the Walt Disney Hometown Museum. The former funeral home is more reminiscent of the Spanish Mission style, while the depot is the most traditional example of Spanish Revival in Marceline. However, the Uptown Theatre shows the diversity of the Spanish Revival style as a third iteration of Spanish-influenced architecture in Marceline. It is the most non-traditional example of Spanish architecture in Marceline; however, the design is clearly influenced by the eclectic and diverse nature of the style. In its more than 90 years in existence as a theater, the Uptown Theatre has had very few changes made to the theater's façade or internally. Minor changes, like the installation of non-historic windows and doors, updated lighting, and an altered marquee have occurred. Otherwise, the façade remains intact as it was in 1930, and the auditorium, foyer, and lobby retain their original Spanish Revival architectural influences with only one known major alteration to the original layout: the removal of the "crying rooms". The Uptown Theatre serves as a reminder of an earlier time when small town entertainment in Missouri and across the entire country, was at its peak, bringing modern entertainment to small rural towns.

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Verbal Boundary Description

The west boundary of parcel 20-09-32-002-017-009.00 runs 50 feet north and south along a public sidewalk abutting the western elevation facade (the sidewalk is excluded from the boundary). The north boundary spans 130 feet along an empty lot to the north of the resource. The south boundary runs 130 feet along the wall abutting the commercial bank to the south. The eastern elevation boundary, which is 50 feet long, stops at an alley behind the building.

Boundary Justification

The nominated property includes the entire parcel historically associated with the building.

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Figure 1: Uptown Theatre Context Map
SOURCE: Google Maps, accessed 17 September 2022

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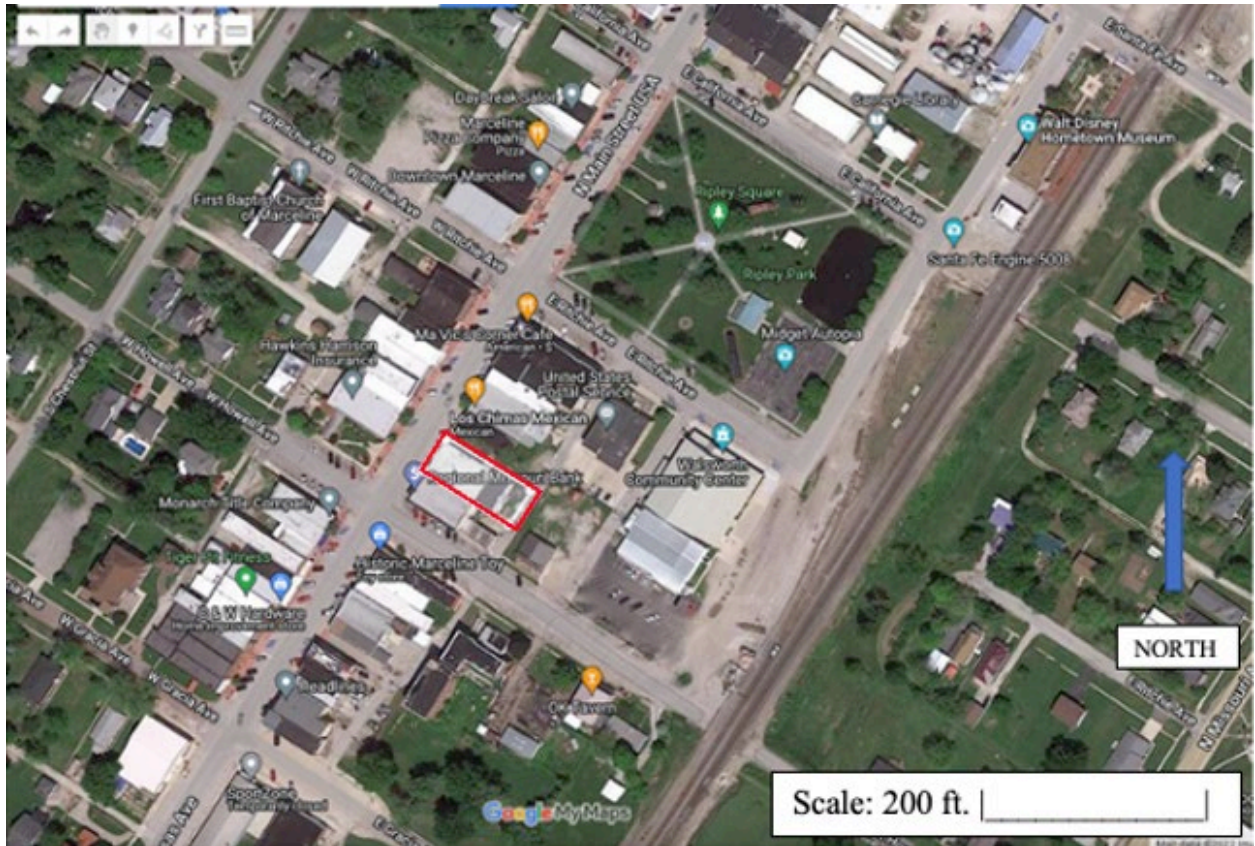


Figure 2: Site Map
LONGITUDE: 39.714584
LATITUDE: -92.950626

Red boundary denotes subject property.

Source: Google Maps, accessed 17 September 2022

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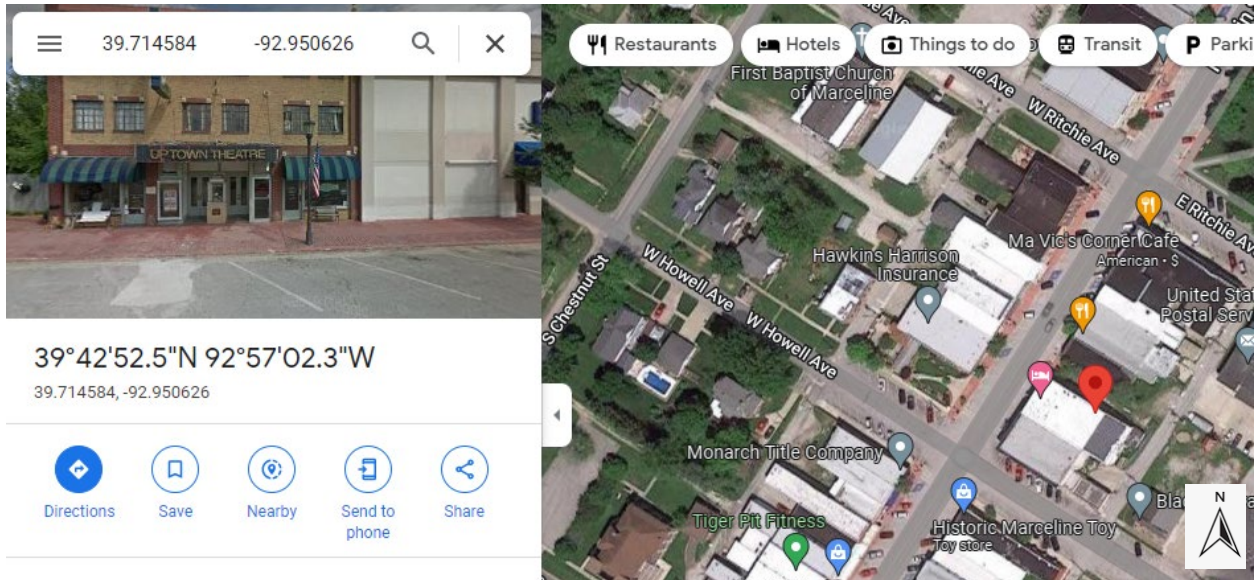


Figure 3: Locational Map
Source: Google Maps, accessed October 19, 2022

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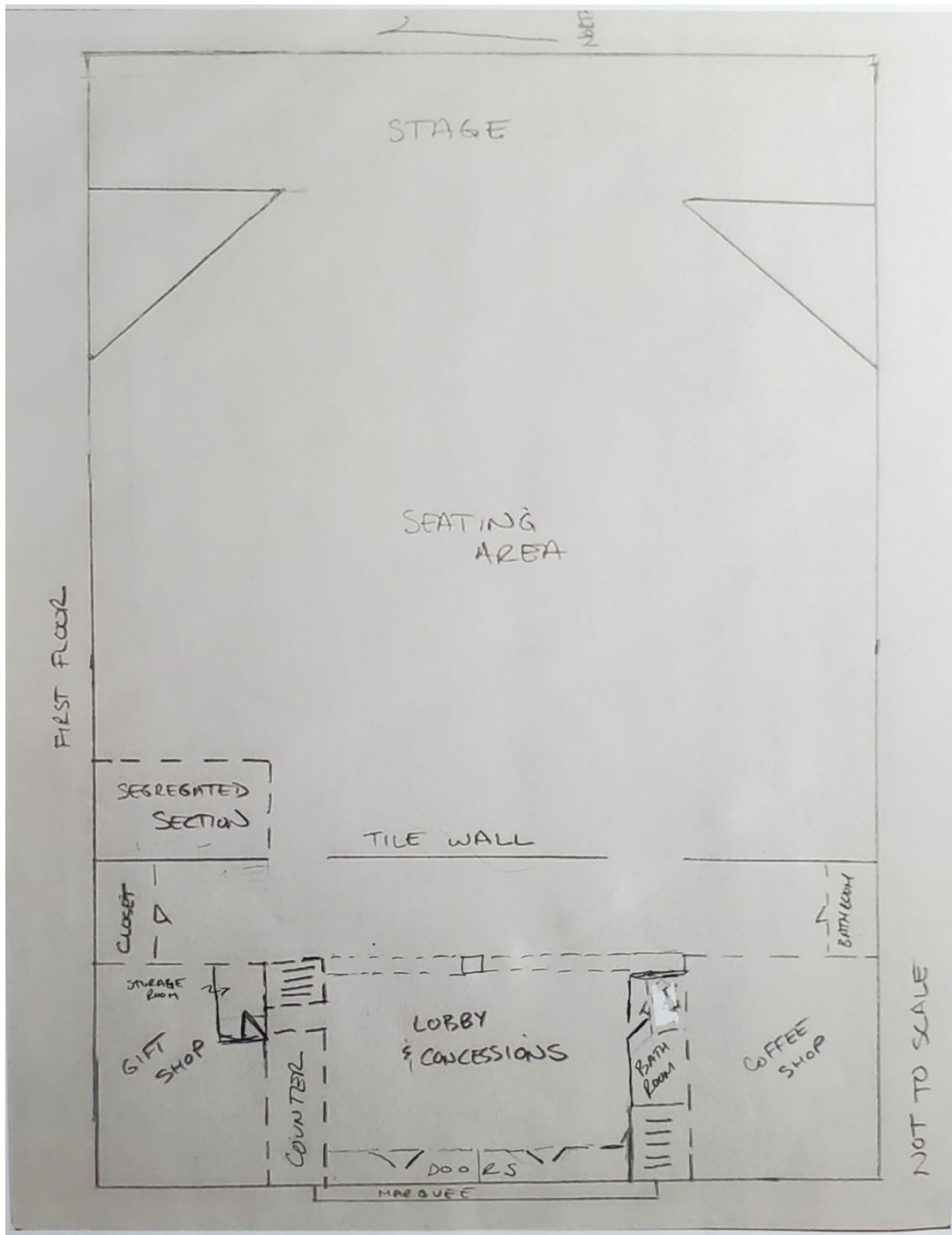


Figure 4: Floor Plan, First floor (Theater area)

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Uptown Theatre
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N/A
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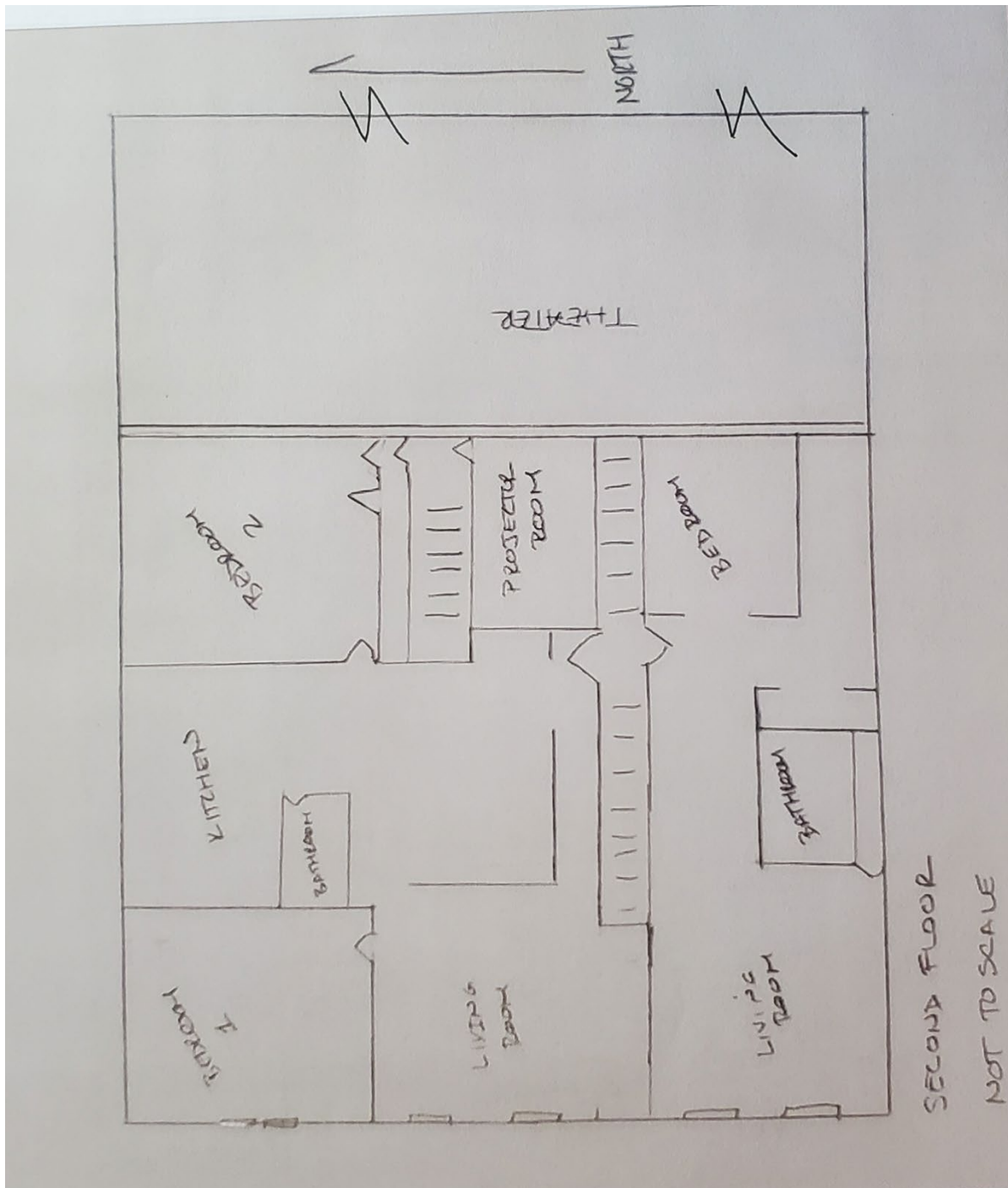


Figure 5: Floor Plan, Second floor apartments

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N/A
Name of multiple listing (if applicable)

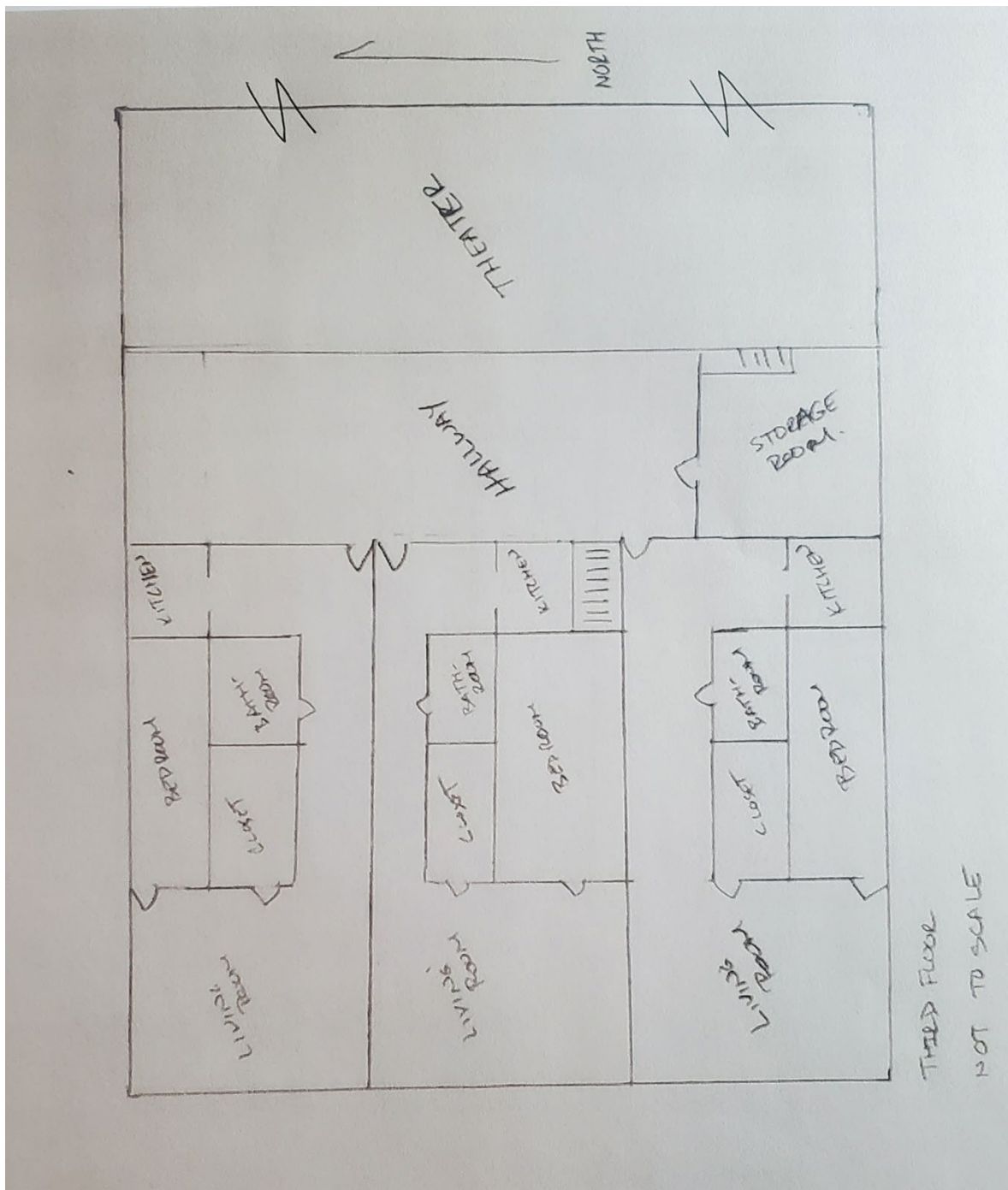


Figure 6: Floor Plan, Third floor apartments

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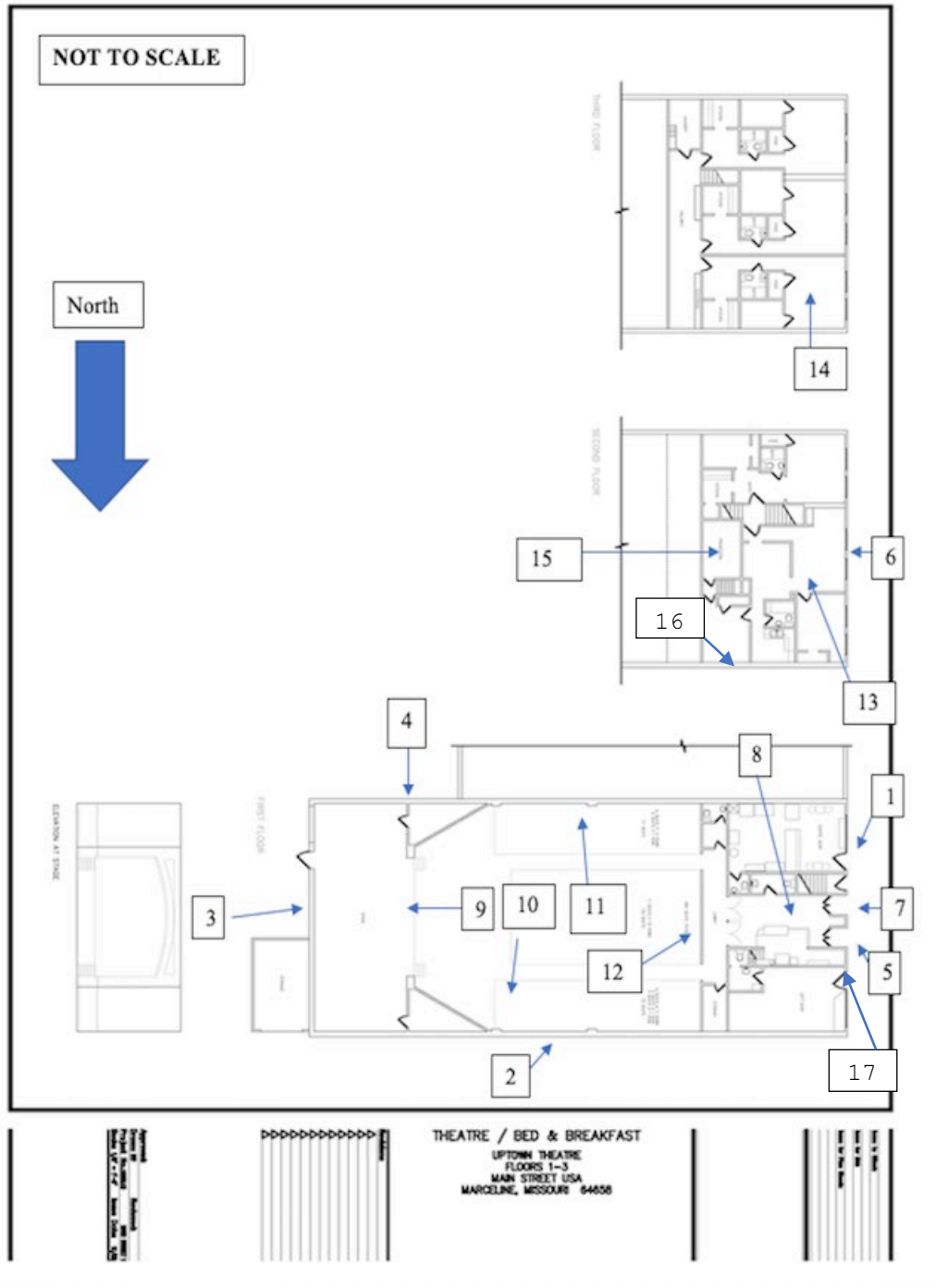


Figure 7: Photo Key

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Figure 8: Walt Disney on Stage at 1956 Premiere of *The Great Locomotive Chase*



Figure 9: Welcome Back Walt and Roy, 1956 Premiere of *The Great Locomotive Chase*

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Figure 10: Crowd outside Uptown Theatre, 1956 Premiere of *The Great Locomotive Chase*



Figure 11: Walt and Roy Outside Theatre--1956 Premiere of *The Great Locomotive Chase*

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Figure 12: Main Street Cinema, Disneyland

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Cater Opera House

The Cater Opera House was built by Dr. W.A. Cater in 1902 and was formally opened in October.

In the early days, stock companies appeared here for one-week stands, with a change of program every night. The Mayhall Stock Company of Goren, Missouri, which played here many seasons, was one of the favorites. The Dubinsky Brothers Stock Company was another troop which made regular visits to the Cater Opera House. Marjorie Rambeau, who later became a well-known film actress, appeared here in stock companies.

Around 1910, the Opera House was changed into a picture show by Dr. Roy and Don Cater, and with the addition of a balcony, seated about 600. Among the early managers of the theater were Jack Lovely, Ned Howe, and Carl Bon. That was in the days of 5 and 10 cent picture shows, and among the favorite stars were Maurice Costello, Theda Bara, Mary Pickford, John Bunny, Charlie Chaplin, Fatty Arbuckle, and Marie Dressler. A three-piece orchestra was used and it was Jimmie



Opening Cater Opera House

Opening of The New Cater
UNDER THE AUSPICES OF THE EPWORTH LEAGUE OF THE
METHODIST EPISCOPAL CHURCH
TUESDAY EVENING, SEPTEMBER 17, 1907
DIRECTION OF MADAME SCHULZE

PROGRAMME

Piano Duet, March from "Tannhauser".....	Wagner
Edna Gilluly and Gertrude Lyle.....	
Male Quartette, "John Dough".....	A. B. Stone
(from Gingerbread Man) Agnes Maggalone Quartette.....	
Song and Drill, "Honey Time".....	Evans-Layer
The Teddy P.....	
Song, "Somewhere".....	Thomas Curtis Clark
Marie Leonie Ellis.....	
Reading.....	Selected
Robert Gilluly.....	
Song, "Which One".....	Frank D'Arcy
Ruth White.....	
Song, "I Know a Lane in Springtime".....	Green
Suzanne Schelke.....	
Violin Solo, Selection from "Marta".....	
Louis Gorman.....	
Song.....	Selected
T. J. Davis.....	
Piano Solo, "Shower of Pearls".....	
Edna Gilluly.....	
Song, "Be My Little Teddy Bear".....	Max Hoffmann
Jenny Lind Freeman, Messrs. Hier.....	
Ladies' Quartette.....	
1. "Crucial Song".....	J. B. Zerkoff
2. "By the Sea".....	Wm. Lew
Mrs. Freeman, Ellis, Parks and Mrs. Carr.....	
Moon Song (with scenery) from Gingerbread Man.....	Sloos
Suzanne Schelke.....	
Song and Chorus, "Laughing Ginnie Maid".....	N. Magill
Marie Leonie Ellis and Jap Maids in Costume.....	

THE JOURNAL PRINT.

CATER THEATRE
THURSDAY, MARCH 7th, 1918

"A SON OF DEMOCRACY" featuring Benjamin Chaplin and Geo. Walsh in "THE YANKEE WAY"

ADMIT ONE --- PRICE 15c

BENEFIT FOR THE MARCELINE HIGH SCHOOL

Julian, who as trap drummer, created all of the sound effects incidental to the picture. Edward Baxter was the violinist and Chelsea Parks Love was the accompanist. Others who played the piano were Beulah Reece Hunter, Ida Laird Taupert, Elizabeth Early Reed, and Ethelyn Howe.

The Opera House was also the scene of many hotly contested athletic events. There were many fights and wrestling matches held there. Walt Posey and Boob Ellis were the promoters. Some of the fighters were Ralph Faulkner, Frankie Dean, Edgar Myers, Jewell Wade, Fred Doyle, Glen Lancaster, and Newell Whitney were referees of many of the fights. Among the wrestlers were William Marts, Billy Brown, Lon Owens, S. R. Tippet, Dan Hunter, and Curtis Hicks.

The Opera House was also the scene of many important dances. The Firemen's Ball and the B. of R. T. Ball were always held there, also both private

Figure 13: Cater Opera House

National Register of Historic Places
Continuation Sheet

Section number Figures Page 40

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

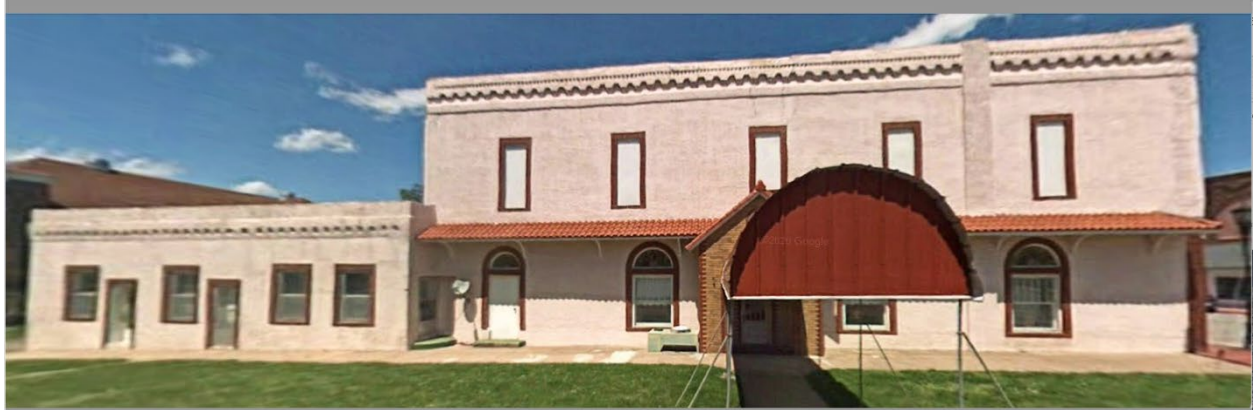


Figure 14: Spanish Mission Style Building

DICKINSON
A QUALITY THEATRE

SATURDAY, JANUARY 17
VICTOR McLAGLEN in "A DEVIL WITH WOMEN"
Soldering again down in the Tropics . . . Revolution . . . Band-its . . . Dames . . . A torrid gay drama. Added Fun "Love Business" and "Our Gang Comedy"
Chapter 2 "THE SPELL OF THE CIRCUS"

SUNDAY and MONDAY, JANUARY 18-19
"THOSE THREE FRENCH GIRLS" with Reginald Denny, Fifi Dorsay, Cliff Edwards, Yola d'Avril, Edward Brophy, Sandra Ravel
You don't have to see Paris to enjoy this screaming farce . . . The Girls spoke no English . . . The boys didn't know French but how they got along.
Added featurettes—"Old King Cotton" Paramount News and Paramount Pictorial No. 2

TUESDAY and WEDNESDAY, JANUARY 20-21
ED WYNN, The Perfect Fool in "FOLLOW THE LEADER"
Get a load of this funny guy who has "slayed" thousands with laughter on Broadway's Gay White Way.

THURSDAY and FRIDAY, JANUARY 22-23
"MOROCCO" with GARY COOPER, MARLENE DIETRICH, ADOLPH MENJOU.
"MOROCCO" is the screen's greatest love story since "The Sheik." Beautiful Marlene Dietrich flashes to Stardom in "Morocco."
Added Attractions—Paramount Screen Song, "MARUTCH," Paramount News, and "HIS PRICE," Paramount Comedy.

SATURDAY, JANUARY 24
"WINGS OF ADVENTURE" with REX LEASE and CLYDE COOK
A rip snorting action picture with a delicate love story interwoven into a plot with plenty of comedy for good measure.

SUNDAY and MONDAY, JANUARY 25-26
"JUST IMAGINE" with EL BRENDI—By the authors of Sunny Side Up—Just imagine 1930 entertainment in 1931—It's killing them with laughter—Get your dose of fun with this unusual picture.

COMING SOON—"LIGHTNIN'" with Will Rogers, "HELL'S ANGELS," "PAID" with Joan Crawford, Al Jolson in "SON'S O GUNS," "ONLY SAPS WORKS" and the rest of the best will be shown at the Dickinson soon.

Figure 15: 1931 Dickinson Theatre Ad

UPTOWN

LAST TIMES FRIDAY
"A BELL FOR ADANO"

SATURDAY ONLY 2 FEATURED
Meet the Crooked King of the Juke Boxes!
in "SPRINGTIME IN TEXAS"
Tom Neal in "CRIME, INC."

SUNDAY-MONDAY
PREVUE 11:30 SAT.
The First All-American Arabian Nights
Take Your Toll! -TECHNICOLOR
The original tale of Aladdin.
The greatest event since and the future's daughter!

1946 RIGHT
YOUR DEALER FOR
GOLD ICE CREAM
GOLDENROD BUTTER
BLUEBIRD GRAPE
These are quality products
depend upon products
by many years of honest
work for them by name.

Allister Bros.

BUT FEW CARS
The time before production can
stand for new cars. Meanwhile,
convert your old car by driv-
ing and by paying regular visit
to our department. Our compe-
tence is your safeguard for depend-
able mechanical monitoring.

Auto
Accessories Parts
Tools and Equipment
Chemical Transportation

CHEVROLET

Today for
Personalized Service

Briggs Motor Co.
PHONE 221

"DIVORCE"
150 THRILLS
WEDNESDAY-THURSDAY
THE LOVERS OF "CLAUDIA"—In Love Again!
IN THE MARSHALL STATE, A MAN WHO
WANTED TO BE LOVED AND A MAN WHO
WANTED TO BE FOUND OUT!

People whisper about these two!
DOBBY MCGIBBIE
BILLY TRUMB
HERBERT MARSHALL
The Enchanted Cottage

COMING 2nd SAT. JAN 14th "NORTHEAST INDICATED POLICE"

Figure 16: 1946 Uptown Theatre Ad

National Register of Historic Places
Continuation Sheet

Section number Figures Page 41

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

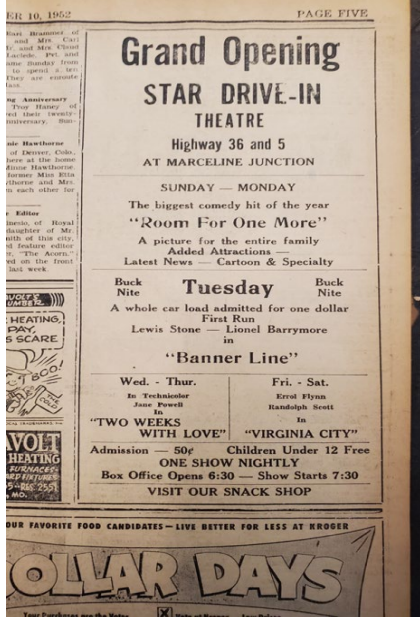


Figure 17: 1952 Star Drive-In Opening Day Ad



Figure 18: 1941 Hitler Propaganda



Figure 19: 1943 Japanese Propaganda

National Register of Historic Places
Continuation Sheet

Section number Figures Page 42

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

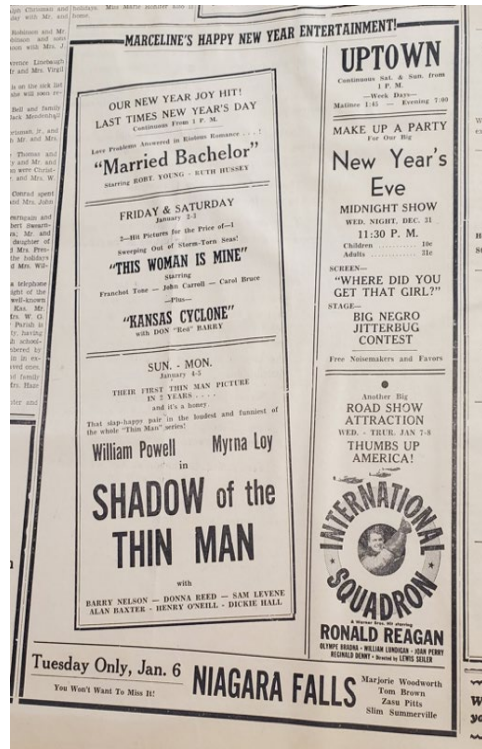


Figure 20: 1942 Jitterbug Contest



Figure 21: 1943 War Propaganda

National Register of Historic Places
Continuation Sheet

Section number Figures Page 43

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)



Figure 22: Dickinson Theatre circa 1930-1936 (only known photo of theatre)



Figure 23: Basement (Former Dressing Room), facing north

National Register of Historic Places
Continuation Sheet

Section number Figures Page 44

Uptown Theatre
Name of Property
Linn County, Missouri
County and State
N/A
Name of multiple listing (if applicable)



Figure 24: The Chief Theatre, circa 1935.















ADMISSION



Believe



GOOFP



PLUTO



DONALD



DAISY



MICKEY



MINNIE

The Commemoration of the World Premiere of
THE SPIRIT OF
MICKEY
Disney
Mickey Mouse
Motion Picture
Opening Night
July 18, 1928



