United States Department of the Interior
National Park Service

NR LISTED
Oct. 21, 2026

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 Roxy Theatre

other names/site number IHSI No: 85-17879 ; Cascade Cinema

Name of Multiple Property Listing Motion Picture Theater Buildings in Idaho (1897-1949)

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

2. Location

street & number 114 S. Main Street ☐ not for publication

city or town Cascade ☐ vicinity

state Idaho code ID county Valley code 085 zip code 83611

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**

Signature of certifying official/Title: Tricia Canaday, Deputy State Historic Preservation Officer Date

Idaho State Historic Preservation Office
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

Roxy Theatre
Name of Property

Valley County, ID
County and State

5. Classification

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

- [x] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

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

- [x] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] object

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

Contributing	Noncontributing	
1		buildings
		site
		structure
		object
1	0	**Total**

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

RECREATION AND CULTURE: theater

Current Functions
(Enter categories from instructions.)

RECREATION AND CULTURE: theater

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT: Art Deco

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: STUCCO
roof: SYNTHETICS
other:

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary

The Roxy Theatre is located at 114 S. Main Street in the heart of Cascade (2023 pop. 1,012), Valley County, a community on the western bank of the Payette River in west-central Idaho.[1] Main Street is Idaho State Highway 55, the primary north-south route along the west side of Valley County. Completed in 1939, the Art Deco-style Roxy Theatre was the community's first purpose-built theater for showing motion pictures. Since its opening, it has served as a community gathering place, and today, it hosts both movies and community performances.

The building is classified as a motion picture theater property type as identified in the Multiple Property Documentation Form (MPDF) *Motion Picture Theater Buildings in Idaho*. Its character-defining features include the voluminous rectangular plan which provides space for a large auditorium with seats facing the stage and projection screen, a lobby and concession area, a projection room, restrooms, two enclosed balcony-level spaces with large viewing windows for smokers and patrons with crying babies, and a basement with space for storage and building systems. The building is in excellent condition and retains excellent integrity of its historic design, materials, workmanship, setting, feeling, association, and location. Through its character-defining features, historical spaces, and materials, the building clearly conveys its original function as a purpose-built motion picture theater, as well as its significant associations and period of construction.

Narrative Description

LOCATION & SETTING

Cascade is located near the Lake Cascade dam in west-central Idaho along the Payette River in Valley County (figures 1, 2, and 3). Valley County is the fifth largest county in Idaho and has approximately 3,678 square miles of land. It derives its name from the Long Valley of the North Fork of the Payette River between McCall and Cascade. It includes three incorporated communities—Cascade, the county seat, Donnelly, and McCall—all situated along State Highway 55 on the west side of the county. Most of Valley County is mountainous and sparsely populated.[2]

Cascade is organized around Main Street, the primary north-south thoroughfare. The commercial district lies on either side of Main Street and consists of one- and two-story buildings, parking lots, sidewalks, and trees. Residential areas are primarily located west of the main thoroughfare, while the railroad and Payette River are east of Main Street. The Roxy Theatre is located in the commercial district on the east side of Main Street between Market Street to the north and Cascade Street to the south. The property encompasses 0.1022 acres (4,451 sq. ft.), in block six (6) of the Townsite of Cascade plat (see figure 4). The theater building faces west-southwest and occupies the entire parcel, abutting the public sidewalk on the west, the rear alleyway on the east, and the property lines on the north and south sides.

[1] Population reflects 2023 statistics.
[2] "Valley County Industry," Valley County Centennial Magazine. 2017, p. 38. Accessed online Aug. 5, 2024. https://issuu.com/visitmccall/docs/valleycounty_centennial_web

BUILDING EXTERIOR

The two-story, wood-frame building has a poured concrete foundation and a rectangular plan that measures approximately 40’ x 100’. The exterior walls are clad in smooth-finished stucco and extend above the roofline as parapets with metal coping. A flat synthetic roof is obscured by the parapet walls.

The west-facing **primary façade** is symmetrical and composed of three bays. The center bay is slightly recessed and features the marquee and an inset entry with two pairs of non-historic doors. The clock hanging between the two doors is a recent addition that reportedly came off a building in Boise. The marquee dominates the façade, with its projecting triangular canopy above the entrance and a two-sided vertical blade sign extending above the roofline that reads ROXY. Two faces of the triangular canopy feature illuminated reader board signs that advertise showings. Neon tube lighting accents the canopy and sign. Two narrow vertical windows flank the blade sign at the second story. Each outer bay originally included a small commercial space on the first story defined by a storefront window and a door; however, the storefront windows were removed and the openings were filled and finished with stucco in the early 1990s. The storefront door openings are infilled and finished with stucco but are slightly recessed and visible behind movie poster cases. A half-circle door hood with a flat roof is above each infilled door and is integrated into the marquee canopy by horizontal neon elements. In the second story, a hexagonal vinyl window is centered in each outer bay.

The **north (side) elevation** features no embellishment and is entirely clad in smooth-finished stucco. There are three small rectangular openings concentrated at the west end: one vinyl window in the first story and two louvered openings in the second story. The parapet gradually steps down from west to east.

The **rear (east) elevation** overlooks the alleyway and features no embellishment. It is entirely clad in smooth-finished stucco. There are two standard-sized pedestrian doors located at each end at grade level. The doors lead to the areas behind and below the stage and movie screen. Above each door is a wall bracket light fixture with a single bulb encased in a metal cage. To the right of the south door is where the coal chute was located, but it is now covered by the stucco exterior.

The **south (side) elevation** is largely obscured by the attached one-story building. The visible portions of the exterior wall feature no embellishment and no openings, and the wall is entirely clad in smooth-finished stucco. The parapet gradually steps down from west to east.

BUILDING INTERIOR

The interior is arranged like many early 20th-century, purpose-built motion picture theaters, with a lobby and concession area, a long rectangular auditorium, and a partial second floor with a projection room flanked by enclosed spaces for originally used for smoking patrons, crying children, and restrooms. An unfinished basement space is located beneath the stage and movie screen for mechanical systems.

Entry and Lobby

Inside the entry doors is a foyer with an original ticket booth. Now an enclosed space, the foyer and ticket booth originally were open to the sidewalk. The **foyer** interior is finished much like the adjacent lobby, with painted and textured walls and ceiling, square-edge painted wood trim at the openings, carpeted flooring, and wood baseboards. The five-sided **ticket booth** features wood-frame windows through which to purchase tickets. The base and header of the booth are faced with non-historic red marble tiles and white marble trim. A non-historic chandelier hangs inside the booth. A door in the adjacent lobby provides

access to the booth. On the south wall of the foyer is a window opening through which patrons can purchase concessions.

Two openings in the east wall of the foyer lead to the historic **lobby**. One's eye is immediately drawn upward to the colorful ceiling embellished with painted wood panels and accented with square-edge, painted wood trim arranged in basic geometric shapes made of fir-tex or a similar wood product. Two non-historic chandeliers hang in front of each foyer doorway. The south end of the lobby accesses the **concession area** and an enclosed, quarter-turn staircase that leads upstairs to the men's restroom, projection room, and former smoking room. The north end of the lobby includes an accessible restroom and storage area and another enclosed, quarter-turn staircase that leads upstairs to the women's restroom and a cry room for children.

Auditorium

Two doorway openings located on the east wall of the lobby and opposite the main entry doors provide access to the long rectangular auditorium. The concrete floor slopes down from the rear of the auditorium toward the stage at the east end of the building. The wood stage curves outward toward the first row of seats and is accessed from two sets of wood steps in the front corners. The proscenium walls that divide the stage area from the auditorium and frame the stage are rounded and finished in smooth, painted wood panels. The basement is located under the stage and is accessed via a wood staircase on the north side of the stage. The unfinished concrete basement originally housed a coal room and mechanical equipment and storage space. The rear west wall of the auditorium is a flat, single plane that is finished in vertical wood siding, with window openings for the smoking room (south), cry room (north) and projection booth (center). These spaces are located above and accessed via the lobby.

The Art Deco decorative scheme carries through to the auditorium. Painted wood panels accented with square-edge, gold-painted wood trim arranged in basic geometric shapes cover the long side walls. Although they are repainted, they are original and made of fir-tex or a similar wood product. The side walls curve inward near the stage and terminate at the stage doors and rounded walls of the proscenium. Non-historic wall sconces, installed in the 1990s, hang from the side walls and provide soft, indirect illumination to the side seats. Newer speaker units hang from the sidewalls and are powered via conduits that run discreetly along the walls. The ceiling has non-original acoustical material installed during a roof replacement in the 1990s. Six four-pointed star light fixtures are flush with the ceiling.

The seats are arranged around two aisles that lead from the entry doors at the back of the auditorium. The aisles are carpeted. The seats number 238 and were installed in 2013 in a staggered arrangement for optimal views of the movie screen and stage. The original seats, a few of which are displayed on the second floor near the projection room, were wood with metal framing and arranged in a straight pattern.[3]

Second Floor

The second-floor spaces are accessed via two staircases at either end of the lobby. The **south staircase** leads to the men's restroom, projection room, and former smoking room. The enclosed staircase and second-floor landing area are finished much like the foyer and lobby, with painted and textured walls and ceiling, square-edge painted wood trim at the openings, carpeted flooring, and wood baseboards. Illuminating the landing area is natural light from a hexagonal window on the west wall and a non-historic chandelier. Near the top of the stairs is displayed a row of salvaged original theater seats. The **men's restroom** is along the west wall of the second floor and reflects non-historic features and finishes. The former **smoking room**, now functioning as an office and storage area, is adjacent to the staircase. The

[3] The original seats reportedly came from Cascade's older theater. Jason and Trisha Speer, in-person conversation with Sarah Martin, Sep. 14, 2024.

space retains its original finishes, with painted wood panel walls accented with square-edge, painted wood trim made of fir-tex or a similar wood product. The east wall features a large, fixed window overlooking the auditorium and a speaker to receive the sound from the movie. A small closet and a round opening with a vent near the ceiling are on the south wall. Adjacent to the smoking room is the **projection room**. The film projection equipment has been replaced with less bulky modern, digital systems. It retains the small projection windows on the east wall overlooking the auditorium. The volume of space is generally intact, except for a portion of the northwest corner that was used to expand the adjoining women's restroom.

The lobby's **north staircase** leads to a storage closet, the women's restroom, and a cry room for patrons with young children. The enclosed staircase and second-floor landing area are finished much like the foyer and lobby, with painted and textured walls and ceiling, square-edge painted wood trim at the openings, carpeted flooring, and wood baseboards. Like the opposite south landing area, the space is illuminated with natural light from a hexagonal window on the west wall and by a non-historic chandelier. A **storage closet** is along the west wall of the second floor. The **women's restroom** is next to the storage closet and has non-historic features and finishes. In 2013, the restroom was enlarged from two to four toilets, expanding into the adjacent projection room space. The **cry room** is adjacent to the staircase. The space has two rows of older theater seats and retains its original finishes, with painted wood panel walls accented with square-edge, painted wood trim made of fir-tex or a similar wood product. The east wall features a large, fixed window overlooking the auditorium and a speaker to receive the sound from the movie. A small closet and a round opening with a vent near the ceiling are on the north wall.

CHANGE OVER TIME & INTEGRITY

The property has functioned primarily as a motion picture theater since it opened in 1939. After sitting vacant for several years, it underwent a major renovation between 1993 and 1995 as well as in 2013.

Below is a list of known changes made following the period of significance:

Exterior

- 1993: The marquee and tower are original and were restored..
- 1990s: The current entry doors were installed. The original doors were behind and on either side of the ticket booth. The foyer, before it was enclosed, had a wood fir-tex or pressboard ceiling.
- 1990s: The base and header of the ticket booth were refaced with red marble tiles and white marble trim. The booth was originally faced with fir-tex or a similar wood treatment.
- 1990s: Former commercial spaces on either side of the theater entrance have been modified to function as part of the theater interior. Each storefront window was covered, and the adjacent doors were filled in . The north storefront space currently functions as an accessible restroom and storage area. The south storefront now houses the concession area.
- 2013: The second-story windows on the primary façade were originally wood and were replaced with vinyl.

Interior

- 1990s: A large window on the wall between the lobby and auditorium was found and re-covered. Reportedly, patrons used to be able to sit at tables in the lobby to have a snack and still watch the film.[4]

[4] Linda Morton-Keithley, Reconnaissance survey of Roxy Theatre, Aug. 26, 1997. ICRIS, Survey Record for Roxy Theatre, 114 S. Main St., Cascade; Smithsonian no. 10VY1622.

- 1990s: The auditorium stage was enlarged to accommodate live performances. 1990s: The chandeliers throughout the building were installed.
- 1990s: The wall sconces in the auditorium were installed.
- 2013: The stage decking and side stairs were replaced.
- 2013: The auditorium seats were installed.
- 2013: The balcony-level women's restroom was expanded from two to four toilets. It expanded into the adjacent projection room space. The men's restroom was also updated but within the same footprint.

The Roxy Theatre retains an excellent degree of the seven aspects of integrity, including setting, feeling, association, location, design, workmanship, and materials, and meets the registration requirements for integrity outlined in the Multiple Property Documentation Form *Motion Picture Theater Buildings in Idaho.* The theater remains at its original location where it was built in 1939, along Main Street in Cascade's business district, and thus its integrity of location is strong. The setting has changed some, primarily as the commercial district around it has evolved and the highway has developed. Despite some changes to the theater (noted above), the property clearly exhibits the characteristics of a purpose-built, architect-designed motion picture theater reflecting the Art Deco style. The theater retains its original massing, scale, key design features, and materials, including the exterior cladding, interior spatial arrangement, and many interior finishes. As a result, the property clearly conveys its historic associations with mid-20th-century Cascade and the greater Valley County community.

Roxy Theatre
Name of Property

Valley County, ID
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.)

[x] 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.

[X] 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.

Areas of Significance
(Enter categories from instructions.)

ENTERTAINMENT/RECREATION
ARCHITECTURE

Period of Significance
1939-1975

Significant Dates
1939 – building completed

Significant Person
(Complete only if Criterion B is marked above.)
N/A

Cultural Affiliation (if applicable)
N/A

Architect/Builder
Hans Hulbe, architect
Hugo Claussen, interior decorator
Maxfield and Smith, builders

Period of Significance (justification)
The period of significance begins in 1939, when the theater was completed and placed into service, and ends in 1975, the 50-year cut-off date recommended by National Register guidelines for properties with continued importance where no more specific date can be defined. This period encompasses the years the building operated as a motion picture theater before shuttering for several years in the late 1970s and 1980s.

Criteria Considerations (explanation, if necessary)
N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Roxy Theatre, located at 114 S. Main Street, Cascade, Valley County, Idaho, is eligible for listing in the National Register of Historic Places as part of the multiple property nomination *Motion Picture Theater Buildings in Idaho* under Criterion A in the area of ENTERTAINMENT / RECREATION and under Criterion C in the area of ARCHITECTURE. Built specifically for sound movies, the property replaced the community's vaudeville-era theater and illustrates the evolution of entertainment and motion picture theaters in Idaho. It is locally significant for its association with the recreational history of Cascade as a place where the community has gathered to watch motion pictures for nearly nine decades. Designed by Boise-Payette Lumber Company architect Hans Hulbe, with contributions from interior decorator Hugo Claussen, the theater was completed in 1939 and is locally significant for its design, craftsmanship, and Art Deco styling. The theater's simplified Modern Movement character not only reflects the optimism of the growing small town as it emerged from the Great Depression but also the changing trends in theater design to better accommodate film with sound.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Multiple Property Documentation Form (MPDF), *Motion Picture Theater Buildings in Idaho*, provides the context and history of the development of motion picture entertainment in Idaho from 1897 to 1949. The MPDF further identifies the motion picture theater property type as the physical representation of this development. To be eligible for the National Register as part of this multiple property nomination, a motion picture theater must exhibit its historic and architectural character in both physical and associative ways. The MPDF provides registration requirements for individual properties, including retaining sufficient integrity to convey historic function and character. The Roxy Theatre meets these registration requirements and thus uses the historic context provided in the MPDF. The theater served an important role in the community as a motion picture theater and a community gathering space.

The Roxy Theatre is locally significant under **Criterion A** in the area of ENTERTAINMENT / RECREATION for its association with the evolution of motion picture entertainment in the 20th century and as a gathering place for the community. As demonstrated in the narrative below and the MPDF, "the development of motion picture theaters in Idaho is reflective, although to a much less flamboyant extent, of the industry's development in the broader United States."[5] The Roxy Theatre was developed, owned, and operated by local interests throughout its history, as was the majority of Idaho's motion picture theaters of the early- and mid-20th century.[6] The venue has primarily accommodated movie showings but has hosted live performances and community events in recent decades.

The Roxy Theatre is locally significant under **Criterion C** in the area of ARCHITECTURE as an excellent example of a purpose-built motion picture theater in its design and craftsmanship, and because it embodies distinctive characteristics of a type and period of construction. With its two-story massing, modest Art Deco style, and iconic sign and marquee, the building reflects all the hallmarks of a purpose-built motion picture theater including a ticket booth, lobby, and concession area; a large auditorium with seats facing the projection screen; a projection room; and specialized rooms for patrons who smoke or have crying children. Art Deco stylistic references are found on the building's primary façade and in the lobby and auditorium.

[5] Linda Morton-Keithley, National Register of Historic Places Multiple Property Documentation Form *Motion Picture Theater Buildings in Idaho* (Boise: Idaho State Historical Society, 1999), p. E1.
[6] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E8.

COMMUNITY CONTEXT

Valley County occupies the ancestral lands of the Shoshone-Bannock Tribes, which encompasses vast stretches of land in present-day Idaho, Oregon, Nevada, Utah, Wyoming, and Montana, as well as the Nez Perce Tribe of north-central Idaho. The Long Valley in western Valley County was an important transportation corridor, not only for native tribes but also for European-American traders, missionaries, miners, timber interests, and settlers in the 19th century. Idaho Territory was established in 1863 following an influx of gold-seekers and miners. The lack of a developed transportation network attracted few to the large, rugged, and arid Idaho Territory, where only 14,999 residents lived in 1870. In 1890, U.S. government surveyor Samuel G. Rhoades surveyed the area around present-day Cascade and noted residences scattered throughout the valley on either side of the North Fork of the Payette River that were connected by rudimentary roads and trails.[7]

Population (US Census)			
Year	Idaho	Valley County	Cascade
1900	163,822	N/A	N/A
1910	325,594	N/A	N/A
1920	431,866	2,524	299
1930	445,032	3,488	726
1940	524,873	4,035	1,029
1950	588,637	4,270	943
1960	667,191	3,663	923
1970	712,567	3,609	883
1980	943,935	5,604	945

Valley County's main industries in the early 20th century were timber and agriculture, and Cascade emerged as an outfitting point for farmers, ranchers and loggers. Ranching and agriculture concentrated in Long Valley where conditions were ideal for pasturing cattle and growing crops, while timber interests built a mill along the river at Cascade. Timber interests had pushed the development of roads and railroads into west-central Idaho. In 1902, the Minnesota-based firm Payette Lumber and Manufacturing Company purchased 33,000 acres in the Payette Basin.[8] The Pacific, Idaho and Northern Railroad developed through the Long Valley between Smith's Ferry and McCall between 1912 and 1915, bringing increased settlement to the area. Communities distant from the railroad like Roseberry and Crawford relocated to be closer to the rail line or lost their momentum and faded. Those towns along the railroad and later highway like Cascade and McCall thrived. In 1917, Cascade became the county seat of government after the Idaho State Legislature created Valley County out of parts of neighboring Boise and Idaho counties.

The community entered a new chapter in 1927 when the Denver-based firm Hallock and Howard Lumber Company purchased the Eccles Lumber Company holdings, which included the mill at Cascade. It would remain a strong presence in the community for the next quarter century. Cascade's population grew between 1920 and 1940, from 299 to 1,029, despite the general volatility and seasonality of the lumber industry and the effects of the Great Depression. In 1935, *The Idaho Statesman* described Cascade as "an up-and-doing little town," where "big trainloads of logs are being shunted up and down the tracks, saws are singing in the woods, the Hallack and Howard mill whistle is tooting regularly again and truckload after truckload of ore and concentrates are coming into town from the Stibnite and Yellow Pine country."[9] Indeed, in April 1937, the mill employed more than 100 men and similar numbers were reported a few years later in 1941, with expectations to employ as many as 275.[10]

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[7] General Land Office, Bureau of Land Management, Land Survey Map of Township 14N, Range 3E. Surveyed Oct. 1889, recorded May 10, 1890. Accessed Oct. 10, 2024. https://glorecords.blm.gov/search/default.aspx?searchTabIndex=0&searchByTypeIndex=1

[8] Leonard J. Arrington, *History of Idaho, vol.1* (Moscow, ID: University of Idaho Press, 1994), 500. The Payette Lumber and Manufacturing Company later merged with the Barber Lumber Company to become Boise Payette Lumber Company. The Hallack and Howard Lumber Company also owned interests in Valley County and operated the mill at Cascade from 1927 to 1952, when it sold its Cascade holdings to Boise Payette.

[9] "Boise Visitors," *The Idaho Statesman*, Sept. 24, 1935, p. 5.

[10] "Lumber Company Reports Enough Men to Do Work," *The Idaho Statesman*, Apr. 15, 1937, p. 13. "Lumber Mill Again Runs Two Shifts," *The Idaho Statesman*, Apr. 4, 1941, p. 6.

On the eve of World War II, Cascade was buzzing with activity. The valley's outdoor recreational interests and tourism were becoming increasingly important to the local economy. After World War II, the Bureau of Reclamation completed a dam along the river northwest of Cascade for flood control and irrigation purposes resulting in Cascade Reservoir, later renamed Lake Cascade, in 1948. As a result, tourism associated with year-round outdoor recreational activities like fishing, boating, skiing, snowboarding, hiking, rafting, and kayaking would help bolster the community during the downturns in the lumber and agriculture sectors, especially after the Cascade lumber mill closed in 2001.

PROPERTY HISTORY

In the summers of 1938 and 1939, Hollywood descended on Valley County to film Metro-Goldwyn-Mayer's 1940 blockbuster *Northwest Passage.* Filming locations were concentrated near McCall and Payette Lake, and locals participated as hosts and extras in the film. The filming stirred excitement in Valley County and Cascade, where the new Roxy Theatre showed the movie shortly after its world premiere at Boise's Pinney Theater in February 1940.[11]

In 1939, longtime Cascade residents Forest and Dora Robb made plans to open the community's first purpose-built motion picture theater—the Roxy Theatre. The Robbs had reportedly owned and operated the community's dual-purpose Cascade Theatre at the corner of Market and Front streets for some years before developing the Roxy (figure 7).[12] The Cascade Theatre had been in business and showing motion pictures since at least the early 1920s.[13] Forest had moved to Valley County in 1912 and worked in logging and later with his father Albert R. Robb in the furniture and mortuary business. Forest held various elected positions, including Valley County auditor, recorder, and clerk from 1923 to 1964.[14] The Robbs owned property in Cascade and throughout Valley County. Forest's connections to the local and regional lumber industry presumably helped him secure a partnership with the Boise-Payette Lumber Company that furnished the plans drafted by company architect Hans Hulbe and materials for the new theater building.

What is known about the development of the Roxy Theatre comes from the local newspaper, the *Cascade News*. When it opened, the newspaper welcomed the new theater with a banner headline, front-page story, and several congratulatory advertisements throughout its July 14, 1939, edition (figure 14). The front-page story called the building "perfection, both as to beauty and sturdy construction, as well as from the point of acoustics," and said it added "a lively metropolitan touch to the town's main thoroughfare."[15] It credited Hans Hulbe, resident architect with Boise-Payette Lumber Company, with the design of the theater; "nationally-known decorator" Hugo Claussen of Salt Lake City with the interior finishes; and

Roxy Theatre, 1939. Source: Jason and Trisha Speer, owners

[11] "Movie Stars, Boiseans, Enjoy Fun at Premiere of 'Northwest Passage'," *The Idaho Statesman,* Feb. 21, 1940, p. 1.
[12] The Cascade Theatre is not extant and most likely closed when the Roxy opened in 1939. Linda Morton-Keithley, Reconnaissance survey of Roxy Theatre, August 26, 1997. ICRIS, Survey Record for Roxy Theatre, 114 S. Main St., Cascade; Smithsonian no. 10VY1622.
[13] [Ad], *The Idaho Statesman,* Sep. 3, 1922, p. 5. [Ad], *The Idaho Statesman,* Sep. 5, 1926, p. 16.
[14] "Forest E. Robb," *The Idaho Statesman,* Jun. 12, 1977, p. 40.
[15] "Roxy Theatre Opens," *The Cascade News*, Jul. 14, 1939, p. 1.

local builder Maxfield and Smith with the construction of the building. It reported that the new building was constructed of stucco, tile, and a type of insulation board called Celotex and cost $25,000 to complete.[16]

The newspaper boasted about the theater's "big Zeon signs" visible for a long distance, noting that they "add a lively metropolitan touch to the town's main thoroughfare."[17] It boasted about the building's specialized spaces, including two sidewalk-level storefronts flanking the theater entrance (the north storefront leased to Don Campbell for a small confectionery business), and enclosed balcony-level rooms for smokers and for "mothers who have babies who would rather cry than watch the show [so they] can enjoy themselves without annoying others."[18] According to stories recounted by the current property owners, Jason and Trisha Speer, the Robbs installed theater seats taken from their nearby Cascade Theatre.[19]

The theater could seat 415 moviegoers—nearly half the population of Cascade in 1940—and opened with a lineup of shows that rotated every few days. The first week's shows included *Fast and Loose*, with Robert Montgomery and Rosalind Russell; *Blondie Meets the Boss*, based on the comic strip by Chick Young; *Ice Follies of 1939*, with Joan Crawford and James Stewart; and comedy *The Gracie Allen Murder Case.*[20] Based on newspaper ads and monthly calendars circulated by the Roxy, this pattern of rotating shows every few days continued for decades, well after the Robbs had sold the theater to new owners. The shows included features ranging from star-studded Hollywood movies like MGM's *Lone Star* with Clark Gable and Ava Gardner to animated films like Walt Disney's *Pinocchio*.[21]

In the decades following World War II, the theater changed owners and managers several times beginning in 1950, always remaining locally owned and managed. Gary and Ann Young, who owned the neighboring car dealership, acquired it in the 1970s. The theater shuttered in the early 1980s and remained closed for several years during Douglas Larsen's ownership. In 1994, he sold it to John and Jennifer Stanford, who spent nearly two years making repairs to bring the theater back to life.[22] They began by hiring a firm out of Boise to redo the original marquee and sign, and then redid the roof, installed new systems, made plumbing repairs, rewired the building, and installed a new sound system. The auditorium ceiling was in poor shape, so they removed the tiles and sprayed it with an acoustic material to help with the sound and new speakers. They removed all the old seats, sandblasted and repainted them by hand in the alley behind the building, and reinstalled them in a new, staggered position for optimal views of the screen. They obtained a better-quality used film projector from the Liberty Theatre in Hailey, Idaho, then owned by actors Bruce Willis and Demi Moore. Lastly, they installed a retractable screen and brought the stage out approximately eight feet to facilitate live performances.[23]

For a while, the Stanfords opened the Roxy Theatre seven days a week, with one showing Monday through Thursday and two showings Friday through Sunday. It was a grueling pace to maintain for a small, family-run theater. In addition to movies, the Roxy hosted high school theater performances and mass services for the local Catholic church, and occasionally opened for corporate events. In 2007, the Stanfords sold the theater to Jason and Trisha Speer, who maintained the Stanfords' spirit of hosting

[16] Ibid.

[17] Ibid. Zeon signs were produced by the Zeon Sign Co., founded in Albuquerque, New Mexico, in 1939. Their neon signs are noteworthy for their place in American popular culture. Most of their neon signs were designed to attract customers to businesses along highways like U.S. Route 66. It is not clear if the Roxy Theatre's sign was produced by this company or another firm using the term "zeon."

[18] Ibid. Quoted text from: [Unknown title], *The Cascade News*, Mar. 10, 1931, p. 1. As quoted in the MPD.

[19] Jason and Trisha Speer, in-person conversation with Sarah Martin, Sep. 14, 2024.

[20] [Ad], *The Cascade News,* Jul. 7, 1939, p. 10.

[21] [Ad], *The Cascade News,* Apr. 5, 1940, p. 8. Roxy Theatre June 1952 calendar, Jason and Trisha Speer personal collection.

[22] Valley County Assessor, Warranty Deed, Jun. 8, 1994. Instrument no. 204523.

[23] John Stanford, telephone conversation with Sarah Martin, Oct. 12, 2024. Lois Fry, "Cascade." *Idaho Magazine*. Vol. 4, no. 11 (August 2005): 34.

movies and performances at the Roxy.[24] In 2013, they partnered with Mark and Kristina Pickard to form a new ownership group called the New Roxy LLC, which now owns the property. This reorganization was part of a fundraising effort to complete renovations that included installing new movie theater seats, expanding and renovating the restrooms, and making costly digital cinema upgrades necessary to continue showing first-run Hollywood movies. Today, the Roxy Theatre shows movies five nights during most weeks and provides a venue for the performing arts, ranging from traveling productions and musical acts to high school performances.[25]

MOTION PICTURE THEATER CONTEXT

The *Motion Picture Theater Buildings in Idaho* MPDF provides statewide context on the history of the development of motion picture entertainment in Idaho, from the retrofitted live performance venues of the late 19th century through the heyday of the purpose-built motion picture theaters of the early- and mid-20th century. A fixture in most Idaho towns at the turn of the 20th century was some sort of **live performance space** where the public could gather for vaudeville and other performances. These spaces included opera houses, theaters, and community halls, which often served multiple functions and were adapted to accommodate changing needs and preferences.[26] Many Idaho towns also had a **nickelodeon**, a type of rudimentary theater often in a converted commercial space dedicated to showing projected moving pictures, often characterized by a continuous series of short films and illustrated music that ran most of the day and into the evening. These venues, most prevalent in Idaho from 1904 to 1917, "blossomed virtually overnight, flourished for nearly a decade, then disappeared almost as quickly as they arrived."[27] **Combination houses**, on the other hand, reflected the emergence of the motion picture industry in the 1910s and the effort to accommodate both live and motion picture forms of entertainment. Combination houses could be retrofitted existing spaces or purpose-built, and they "had a heavier emphasis on live entertainment," reflected in areas like dressing rooms and a large backstage. Many of Idaho's historic **motion picture theaters** were built "first and foremost for the purpose of showing film." Built after 1917, these theaters "were designed to provide a certain special experience for the public and began to incorporate features such as plush seating, distinct architectural characteristics, restrooms, and other specialized areas such as crying and smoking rooms."[28] These theaters generally did not need extensive stage areas or dressing rooms, and "emphasis was placed instead on comfort for the patron and the most up-to-date projection equipment."[29]

Completed in 1939, the Roxy Theatre is an example of the latter—a purpose-built **motion picture theater** with distinct architectural characteristics and specialized spaces that offered audiences the latest in motion picture technology. Although situated mid-block, the two-story, Art Deco-style building commands attention, with its projecting triangular marquee and vertical blade sign extending above the roofline. One notable exterior design feature of the Roxy is the incorporation of revenue-producing small storefronts on either side of the theater entrance that have since been modified on the exterior. The theater's ticket booth and lobby and specialized balcony-level spaces for the movie projection equipment, smokers, and patrons with crying babies are features of purpose-built motion picture theaters of the early and mid-20th century. Another feature promoted by the theater proprietors was its ventilation system which forced both warm and cool air into the auditorium through registers in the ceiling, making the place "a haven" on hot summer evenings.[30] Although the stage has been modified in recent years to accommodate live performances, the auditorium and stage area still emphasize the showing of motion pictures in its small backstage and lack of dressing rooms or stage fly space.

[24] Valley County Assessor, Warranty Deed, May 31, 2007. Instrument no. 321900.
[25] "About," *The Roxy* website. Accessed Nov. 21, 2024. https://theroxyidaho.com/about.html
[26] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E2.
[27] Maggie Valentine, *The Show Starts on the Sidewalk: An Architectural History of the Movie Theatre, Starring S. Charles Lee* (New Haven: Yale University Press, 1994), 27.
[28] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E5.
[29] Ibid.
[30] "Roxy Theatre Opens," *The Cascade News*, Jul. 14, 1939, p. 1.

The Roxy Theatre follows broader trends that speak to the role of the motion picture theater in communities large and small across Idaho and the United States. Its Art Deco style, albeit subdued, reflected the excitement and glamour of the motion picture industry from the 1920s, when America's Roxy Theatre in New York was at the pinnacle of American cinema. New York's Roxy was established by and named after Samuel "Roxy" Rothapfel, "America's premier motion picture showman" between 1910 and 1935. He played "an important role in transforming the art and technology of film exhibition, film music, broadcasting, and early media coverage," and "is credited with democratizing culture while improving the status of motion pictures by banning reserved-seat policies and keeping admission prices as low as possible."[31] His influence is reflected in the hundreds of theaters across the United States that are named Roxy. In Idaho, Roxy theaters were located in Cascade, Twin Falls, Salmon, Meridian, Caldwell, Pocatello, and Coeur D'Alene. Like Cascade's theater, most were named or renamed Roxy in the 1930s.[32]

Historian Linda Morton-Keithley notes that, during the first half of the 20th century, "the majority of Idaho's motion picture theaters were locally owned and operated, as opposed to being owned by one of the major studios, as was the case in many other states."[33] The Roxy Theatre in Cascade is among this majority, having been developed and operated by local individuals throughout its nearly 90-year history. When asked why they acquired the theater, former owners Ann Young and John Stanford, and current owners Jason and Trisha Speer, all expressed the desire to have the Roxy open and showing movies for the good of the community.[34] In each instance, these owners and their families contributed to the day-to-day operations of the theater to ensure its viability. However, without the ownership structure of a circuit or a major studio, the Roxy has been particularly vulnerable to fluctuations in the movie industry and the economy. This was particularly evident when the Roxy sat shuttered for several years in the 1980s and early 1990s. Former owner John Stanford, who acquired the property in 1994, recalled how costly it was to bring first-run movies to the independent Roxy and that they had to do several showings a week to recoup the expenses, which was challenging in a small-population area.[35] More recently in 2013, owners Jason and Trisha Speer faced the decision to either close the theater or invest in digital cinema projection technology to continue showing first-run movies. With assistance from Mark and Kristina Pickard, they installed digital technology and continue to show first-run movies, something many similar small-town theaters have not been able to do.

THE MODERN MOVEMENT & ART DECO ARCHITECTURE

The Modern Movement in American architecture encompasses a period from about the mid-1920s to 1975 and includes a range of architectural styles and forms, including Art Deco, Moderne, International, Miesian, Contemporary, and others. The movement was a reaction to Eclecticism and a rejection of historical styles and forms, instead favoring simplicity, functionality, flexibility in plan, regularity and structural order, and avoidance of applied ornamentation.[36] A central tenant of Modern Movement design was innovation—in design, materials, and technology.

The Art Deco style of the interwar period has roots in Europe as artists, designers, and architects pivoted away from historical trends toward new aesthetics inspired by modernity and the machine age. This

[31] Ross Melnick, *American Showman: Samuel "Roxy" Rothafel and the Birth of the Entertainment Industry, 1908-1935*, 1st ed. (New York: Columbia University Press, 2012), p. 28. Valentine, 36.

[32] Examples are found in Idaho State Historic Preservation office survey records as well as references in old newspaper advertisements, such as "Theatre Is Remodeled," *The Idaho Statesman*, Sep. 28, 1934, p. 7; "Firemen Battle Pocatello Blaze; Theatre Damaged," *The Idaho Statesman*, May 26, 1939, p. 5; and "Grand Opening," *The Coeur d'Alene Press,* Oct. 21, 1939, p. 3.

[33] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E8.

[34] Ann Young, telephone conversation with Sarah Martin, Oct. 9, 2024. John Stanford, telephone conversation with Sarah Martin, Oct. 12, 2024. Jason and Trisha Speer, in-person conversation with Sarah Martin, Sep. 7, 2024

[35] John Stanford, telephone conversation with Sarah Martin, Oct. 12, 2024.

[36] Virginia Savage McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2017), 548-549.

artistic and architectural movement was introduced to an international audience at the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris and quickly made its way to the United States. Hallmarks of the Art Deco style include smooth exterior wall surfaces, towers and other vertical projections, and geometric and stylized motifs. The style blossomed in American cities with iconic buildings like New York's Chrysler Building, Cincinnati's Union Terminal, Oregon's State Capitol, and Los Angeles' Eastern Columbia Building. Although much less common than traditional revival styles, Art Deco styling can be found on commercial, civic, educational, and residential buildings in towns and cities across Idaho. Most examples, especially those found in smaller towns like Cascade, are simplified versions of the style, sometimes referred to as "budget Deco."[37]

Art Deco was commonly used in motion picture theater designs of the 1930s and 1940s, often incorporating new materials like structural glass, ceramic tiles, glass block, chrome, and neon. While no Idaho theater of this or any style "reached the epic proportions in size and décor of the theaters in cities such as New York, Chicago, Seattle, or Los Angeles," the architect-designed Roxy Theatre in Cascade is significant for its modest reflections of the Art Deco style.[38] As Cascade's only Art Deco building and one of only a few two-story buildings in the commercial district, its modest reflection of the style speaks to the optimism of a growing small town emerging from the Depression era.

COMPARATIVE ANALYSIS

Moscow's Nu Art Theater, 1996. Idaho SHPO

Weiser's Star Theater, 1999. Idaho SHPO

The nine Idaho movie theaters currently listed in the National Register of Historic Places span a range of dates and architectural styles. The earliest to open was Glenns Ferry's Gorby Theater (NRHP #82000339), a combination theater, in 1914. The latest to open was the Nu Art Theater (NRHP #01001304) in Moscow in 1935. Architectural styles represented include Spanish Mission/Colonial Revival (Grangeville's Blue Fox, NRHP # 99001412); Moorish Revival (Buhl's Ramona Theater, NRHP #76000682); Commercial Style with hints of Classicism (Gooding's Schubert Theatre, NRHP #03001367); Modern Movement Art Deco and Moderne (Weiser's Star Theatre, NRHP #99001413, and Moscow's Nu Art Theater); and Egyptian Revival (Boise's Ada Theater, NRHP #74000724). Beyond these National Register-listed theaters, there are other extant examples of Modern Movement theaters completed in the 1930s, such as the 1938 Liberty Theatre in Hailey.

[37] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E7.
[38] Morton-Keithley, *Motion Picture Theater Buildings in Idaho,* p. E7.

Moscow's Nu Art Theatre, Weiser's Star Theatre, and Hailey's Liberty Theatre reflect the variety of Modern Movement architecture found among Idaho theaters and are most comparable to the Roxy Theatre in Cascade.[39] The Nu Art, completed in 1935, features a two-story façade design similar to the Roxy. It has a three-bay façade with a projecting center bay instead of an inset center bay flanked by small commercial spaces; round windows instead of hexagonal windows; and a prominent neon sign. One notable difference is the Nu Art's multi-toned brick exterior compared to the Roxy's smooth stucco cladding. The interior plans of the Nu Art and Roxy theaters are quite similar, with stairs at either end of the lobby leading to second-floor restrooms and specialized rooms for guests, and an auditorium with three sections of seats separated by two side aisles. By contrast, Weiser's Star Theatre is a 1917 building that received its Art Deco facelift in 1940. Its façade design is similar to the Roxy and the Nu Art. It has a three-bay façade with an inset entry bay flanked by enclosed spaces; a triangular marquee above the entry; and a prominent neon sign within a vertical tower consisting of stepped panels. Its interior finishes and plan were modified to include Art Deco stylistic updates, balcony seating, an enlarged stage, and a fly space to accommodate live performances, making it an unusually late combination theater. Lastly, the 1938 Liberty Theatre in Hailey is perhaps the closest in comparison to the Roxy. The modest Art Deco building was renovated in the 1990s and now reflects a more exaggerated example of the style, with new elements applied to the façade including back-lit symmetrical tiered panels, corner decorations, and full-height fluted pilasters. All four theaters—the Nu Art, Star, Liberty, and Roxy—are located mid-block, with prominent neon signs that command the attention of pedestrians and drivers alike. Among this sample, the Roxy Theatre is the latest-built theater, opening in July 1939 as the local population peaked at about 1,000. Its design followed the trends set by earlier Modern Movement theaters of modest styling but with the latest motion picture theater amenities.

Hailey's Liberty Theater, 1982. Idaho SHPO

HANS C. HULBE, ARCHITECT

> *The following is excerpted, with updates, from the intensive-level survey documentation completed on the Hulbe-designed Boise Funeral Home by Kerry Davis, Preservation Solutions, LLC, 2017.*

Hans Carl (Karl) Max Hulbe (1883-1973), a native of Germany, arrived in the U.S. in 1909. The 1910 census shows him living in Hoboken, New Jersey, with relatives and working as a carpenter. By 1915, he was living in Twin Falls, Idaho, where he married teacher, Katherine Nebe. The newspaper announcement of their marriage referred to him as "a well-known architect of this city."[40] The couple lived briefly in American Falls in 1917. By 1918, the couple lived at 1515 Alturas in Boise's North End, and Hans had secured a job working as a draftsman with Boise-Payette Lumber Company. Around 1919, the couple moved with their young daughter to 825 N. 21st, where they remained until moving to 4 Hulbe Road up on the Bench in 1929.

The historical record suggests Hulbe remained in the position of resident architect with Boise-Payette Lumber Company his entire career, from 1918 until at least the 1940s (and possibly into the late 1950s or early 1960s). By the late 1930s he was in charge of the Boise Payette Home Planning Service. By the

[39] For more information on the National Register-listed Nu Art and Star theaters, see Suzanne Julin and Diane Krahe, National Register of Historic Places Registration Form *Nu Art Theatre* (Boise: Idaho State Historical Society, 2001) and Linda Morton-Keithley, National Register of Historic Places Registration Form *Star Theatre* (Boise: Idaho State Historical Society, 1999).

[40] "Twin Falls," *The Idaho Statesman*, May 30, 1915, p. 9.

early 1940s he served as architect for the Idaho State Department of Education, a position he retained until at least 1952.[41]

Hulbe was known for his designs of Revival-style homes, including the Koelsch House at 3216 Crescent Rim Drive and the Johnson House at 3703 Kootenai Street in Boise.[42] In 1935, he won *Good Housekeeping* magazine's First Place in Idaho award in their home design category; his winning design was a Cape Cod remodel of the Tyler Hunt home in Emmett.[43] Another Boise property that Hulbe designed was the State Forestry Department's Log Cabin (NRHP #96001591), a unique landmark built by the Civilian Conservation Corps in 1939-40 in celebration of Idaho's 50th anniversary. Around this same time, he designed the only movie theater in his portfolio, the Roxy Theatre in Cascade.[44]

Hulbe left Boise at some point in the late 1950s or early 1960s and spent the last years of life in Portland, Oregon, where he died in 1974.[45]

Known buildings

1931 Feldhusen House, Kimberly (vicinity), ID[46]
1932 Koelsch House, 3216 Crescent Rim, Boise, ID
1933 Johnson House, 3703 Kootenai, Boise, ID
1935 Hunt House, Emmett, ID
1937 New Rogerson Hotel (one-story addition), Twin Falls, ID[47]
1937-38 House, 1312 N 24th St., Boise, ID
1937-38 Cape Cod-style House, 24th & Ridenbaugh, Boise, ID[48]
1939 Roxy Theatre, Cascade, ID
1940 Boise Funeral Home, Boise, ID
1942 Wright Community Church, Boise, ID[49]
1950 Boise Brake & Wheel, 1320 Main, Boise, ID[50]
1951 St. Paul's Lutheran Church, Boise, ID[51]
1954 Afton-Lemp Office & Warehouse, Boise, ID[52]

The Idaho Statesman, Apr. 17, 1927, p. 8.

HUGO H. CLAUSSEN, INTERIOR DECORATOR

Hugo H. Claussen (1877-1952), a native of Germany, studied at interior decorating schools in Germany, England, and The Netherlands before he immigrated to the U.S. in about 1900. He settled in New York, where he married Doretha (or Dorothy) Behncke in 1903, and worked as an interior decorator and designer. In 1910, the Claussens relocated to Salt Lake City, Utah, where Hugo worked with the Philip Dern Co. until 1917 and then established his own firm, Hugo H. Claussen & Co. The 1920 and 1930 censuses recorded the couple living in Salt Lake City. The 1940 census

[41] "Planners Map New School Plan Program," *The Idaho Statesman*, Oct. 13, 1948, p. 10.
[42] "The Bench Buildings," Idaho Architecture Project, Preservation Idaho website, accessed Oct. 8, 2024, https://www.idahoarchitectureproject.org/location/the-bench/
[43] "Boise Architect Wins Prize," *The Idaho Statesman*, Sept. 7, 1935, p. 6.
[44] "Roxy Theatre Opens," *The Cascade News*, Jul. 14, 1939, p. 1.
[45] "Hans Hulbe," *The Idaho Statesman*, May 14, 1974, p. 20.
[46] "Feldhusens Tell How Residence 'Got Its Wings,'" *Times-News* (Twin Falls), May 9, 1942, p. [?].
[47] "Hotel Man Plans to Add $75,000 Story at Twin," *The Idaho Statesman*, Apr. 11, 1937, p. 16.
[48] "New Residences," *The Idaho Statesman*, Oct. 29, 1937, p. 10.
[49] "Wright Church Dedicated Sunday," *The Idaho Statesman*, Mar. 28, 1942, p. 5.
[50] "Boise Builds," *The Idaho Statesman*, May 21, 1950, p. 7.
[51] "Cornerstone of New Boise Church Laid," *The Idaho Statesman*, Mar. 12, 1951, p. 5.
[52] "Afton-Lemp Firm Moves to New Office, Warehouse," *The Idaho Statesman*, Oct. 10, 1954, p. 6.

recorded Hugo Claussen living at the Boise Hotel in Boise, perhaps working on a project, while Dorothy was living at their Salt Lake City residence with her sister. Dorothy died in 1944. Hugo lived briefly in Ontario, Oregon, before moving to Caldwell, Idaho, in about 1946.[53]

Claussen worked throughout the region in Utah, Idaho, Nevada, and Oregon. His 1952 obituary published in *The Salt Lake Tribune* noted that "his first important assignment was decorating the interior of Salt Lake City's old Chamber of Commerce building on Exchange Place in 1913."[54] Another early commission included completing the interior decoration of the Utah State Capitol in 1915. He also decorated the interiors of Salt Lake City's Newhouse Hotel, Continental Bank building, Masonic Temple, Temple Square Hotel, old Ambassador Hotel, American Theater, and Paramount Theater, as well as the Ben Lomond Hotel in Ogden.[55]

Claussen's regional work suggests he was active alongside well-known Boise architects. In addition to his partnership with Hans Hulbe to do interior decorating for Cascade's Roxy Theatre, he completed interior decorating at Boise's Egyptian Theatre (1927), First National Bank (1928), and Hotel Boise (1930), all designed by Tourtellotte & Hummel; and the Sonoma Inn in Winnemucca, Nevada, a 1947 property designed by the firm Hummel, Hummel & Jones.[56] He had several theater commissions throughout the region, including the 1920 Schubert Theatre in Gooding, Idaho, the 1928 Crest Theatre in Delta, Utah, and the 1939 Central Theater in Ely, Nevada.[57]

SUMMARY

The Roxy Theatre is a familiar place to generations of Cascade and Valley County residents. It opened in 1939 during a period of growth and optimism in Cascade and remains its most iconic building. While the true extent of the contributions of architect Hans Hulbe and interior decorator Hugo Claussen in the design and decoration of the building is not known, their participation is rather remarkable given the small size of the community and the modest scale of the theater. That same early-day optimism inspired subsequent and current property owners to maintain and preserve the theater and to continue its original purpose of entertaining the public. It not only reflects community history but also the evolution of entertainment and motion picture theaters in Idaho.

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[53] "Hugo H. Claussen, Nampa, Succumbs," *The Idaho Statesman*, Apr. 10, 1952, p. 15.

[54] Ibid.

[55] Ibid. "Architects of Temple Given Praise," *Salt Lake Telegram*, Nov. 20, 1927, p. 26.

[56] "The Egyptian Theatre," *The Idaho Statesman,* Apr. 17, 1927, p. 8-9. [Ad], *The Idaho Statesman,* Oct. 28, 1928, p. 9. "Banquet Marks Dedication of New Hostelry," *The Idaho Statesman,* Dec. 21, 1930, p. 1. "Hugo H. Claussen, Nampa, Succumbs," *The Idaho Statesman*, Apr. 10, 1952, p. 15.

[57] Carrie Wakely, National Register of Historic Places Registration Form for Schubert Theatre, (Boise: Idaho State Historic Preservation, 2003), p. 8-1. "New Crest Theatre Announces Opening," *Millard County Chronicle* [Delta, Utah], Sep. 27, 1928, p. 1. Ron James and Michelle McFadden, National Register of Historic Places Registration Form for Central Theater, (Carson City: Nevada State Historic Preservation, 1993), p. 7-1.

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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:

__x__State Historic Preservation Office
____Other State agency
____Federal agency
____Local government
____University
____Other
Name of repository: Idaho State Historic Preservation Office

Historic Resources Survey Number (if assigned):

Roxy Theatre
Name of Property

Valley County, ID
County and State

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates
Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

	Latitude	Longitude		Latitude	Longitude
1	44.515604°	-116.041145°	3		
2			4		

Verbal Boundary Description (Describe the boundaries of the property.)

The Roxy Theatre is located in Section 25, T14N, R3E in Valley County, Idaho. The parcel number is RPC0026006007B. The property encompasses 0.1022 acres and is described as follows by the Valley County Assessor: Townsite of Cascade, Lot 7 & N. 19.5 ft. of Lot 8, Block 6.

Boundary Justification (Explain why the boundaries were selected.)

The above-noted property reflects both the historic and present-day property boundary and includes the Roxy Theatre. The nominated property does not include the adjacent parking lot, which is owned separately.

11. Form Prepared By

name/title Sarah J. Martin, consulting historian date Mar. 1, 2025
organization SJM Cultural Resource Services telephone 785-342-1665
street & number 3901 2nd Ave NE #202 email sarahmartincrs@gmail.com
city or town Seattle state WA zip code 98105

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map (Figure 1)**
- **USGS Map (Figures 2-3)**
- **Tax Lot Map (Figure 4)**
- **Sketch Site Plan (Figure 5)**
- **Sketch Floor Plan (Figure 6)**
- **Historical Clippings, Maps, and Images (Figures 7 thru 21)**
- **Recent Photographs (Photos 1 thru 20)**

Roxy Theatre
Name of Property

Valley County, ID
County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, 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: Roxy Theatre

City or Vicinity: Cascade

County: Valley County **State:** Idaho

Photographer: Sarah J. Martin

Date Photographed: September 14, 2024

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

Photo #1	**ID_Valley_RoxyTheatre_0001** Primary, west-facing façade, camera facing NE
Photo #2	**ID_Valley_RoxyTheatre_0002** Primary (west) façade and secondary (north) side, camera facing E
Photo #3	**ID_Valley_RoxyTheatre_0003** Marquee and entrances on primary (west) façade, camera facing N
Photo #4	**ID_Valley_RoxyTheatre_0004** Marquee and sign on primary (west) façade, camera facing N
Photo #5	**ID_Valley_RoxyTheatre_0005** Roxy Theater and streetscape, camera facing SE
Photo #6	**ID_Valley_RoxyTheatre_0006** North elevation, camera facing SE
Photo #7	**ID_Valley_RoxyTheatre_0007** Rear (east) side and alleyway, camera facing S
Photo #8	**ID_Valley_RoxyTheatre_0008** Rear (east) side, camera facing SW
Photo #9	**ID_Valley_RoxyTheatre_0009** Rear (east) side and adjacent building against south wall, camera facing W
Photo #10	**ID_Valley_RoxyTheatre_0010** Primary entraces, foyer, and ticketbooth, camera facing W
Photo #11	**ID_Valley_RoxyTheatre_0011** Ticketbooth in foyer, camera facing N
Photo #12	**ID_Valley_RoxyTheatre_0012** Lobby, camera facing SE
Photo #13	**ID_Valley_RoxyTheatre_0013** Lobby, camera facing W
Photo #14	**ID_Valley_RoxyTheatre_0014** Auditorium, camera facing SW
Photo #15	**ID_Valley_RoxyTheatre_0015** Auditorium, camera facing NE
Photo #16	**ID_Valley_RoxyTheatre_0016** Second-floor landing and door to cry room, camera facing N
Photo #17	**ID_Valley_RoxyTheatre_0017** Cry room and window to auditorium, camera facing E
Photo #18	**ID_Valley_RoxyTheatre_0018** Smoking room and window to auditorium, camera facing E
Photo #19	**ID_Valley_RoxyTheatre_0019** Projection room, camera facing NE

Roxy Theatre
Name of Property

Valley County, ID
County and State

Photo #20 **ID_Valley_RoxyTheatre_0020**
Backstage hallway that accesses door to alley and basement, camera facing NE

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 100 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.

Figure 1. Regional Location Map
Map of State of Idaho showing counties and the location of Cascade in Valley County.

Figure 2. USGS Quadrangle Map
Cascade Quadrangle, 2024, 7.5-minute series, Scale: 1:24,000 (North is at the top of the image.)

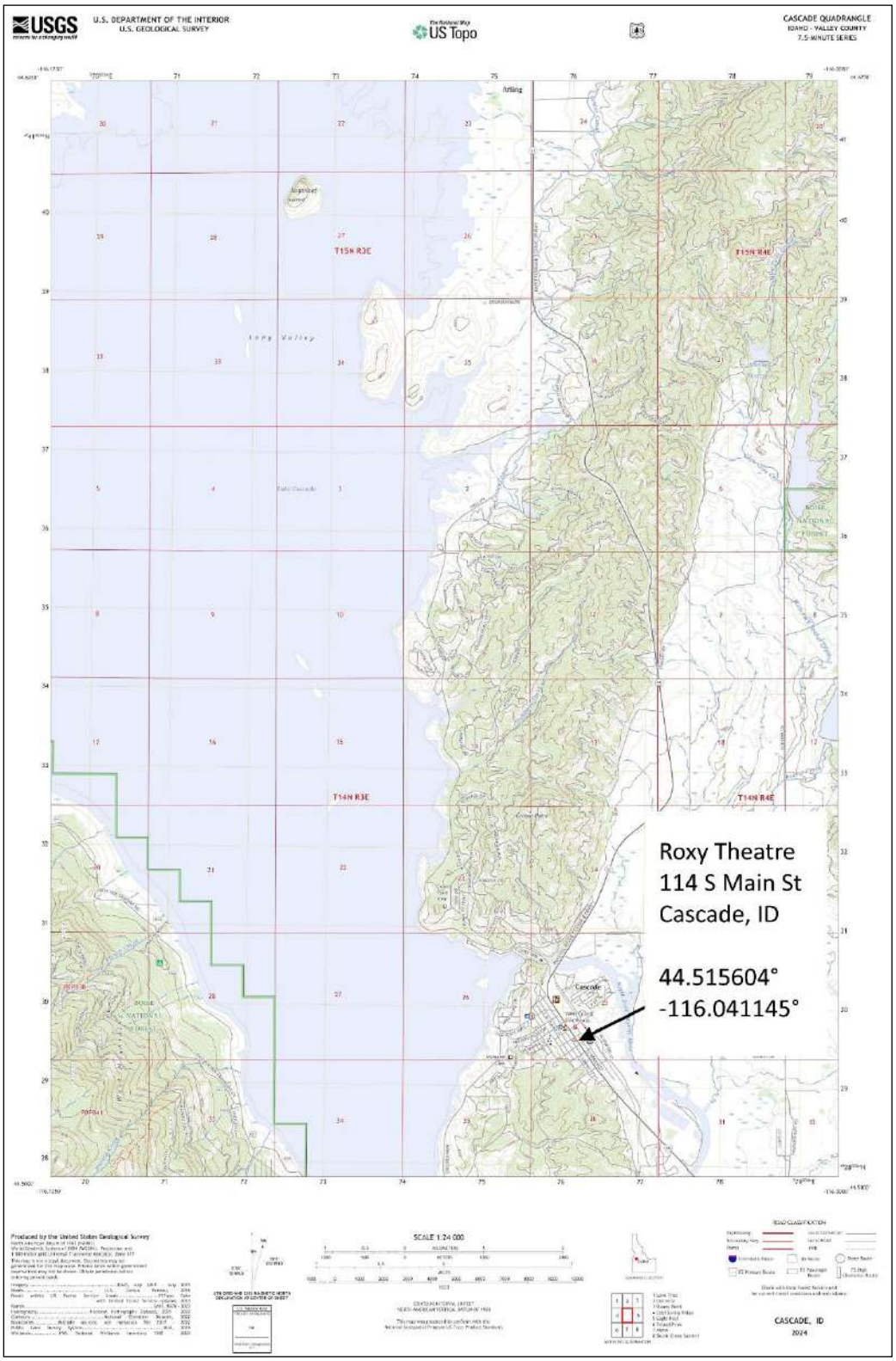


Figure 3. USGS Quadrangle Map (Close-in)
Cascade Quadrangle, 2024, 7.5-minute series, Scale: 1:24,000 (North is at the top of the image.)

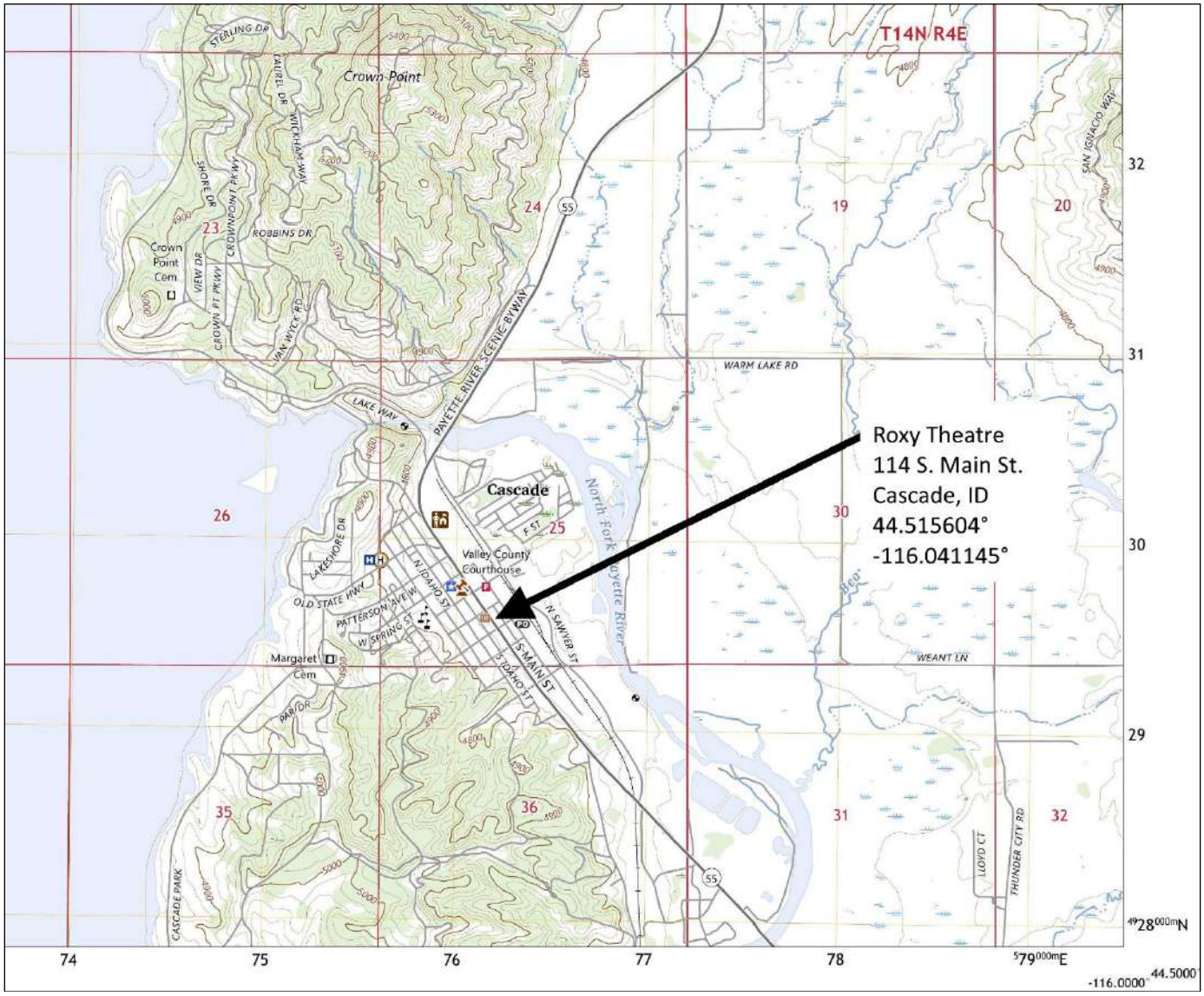


Figure 4. Valley County Parcel Map
The arrow points to the parcel. The parcel boundary is also the nomination boundary North is at the top.
Parcel ID: RPC0026006007B. Lat/Long: 44.515604° / -116.041145°

Figure 5. Sketch Site Plan (not to scale)
Source of the base image and measurements: Valley County Assessor

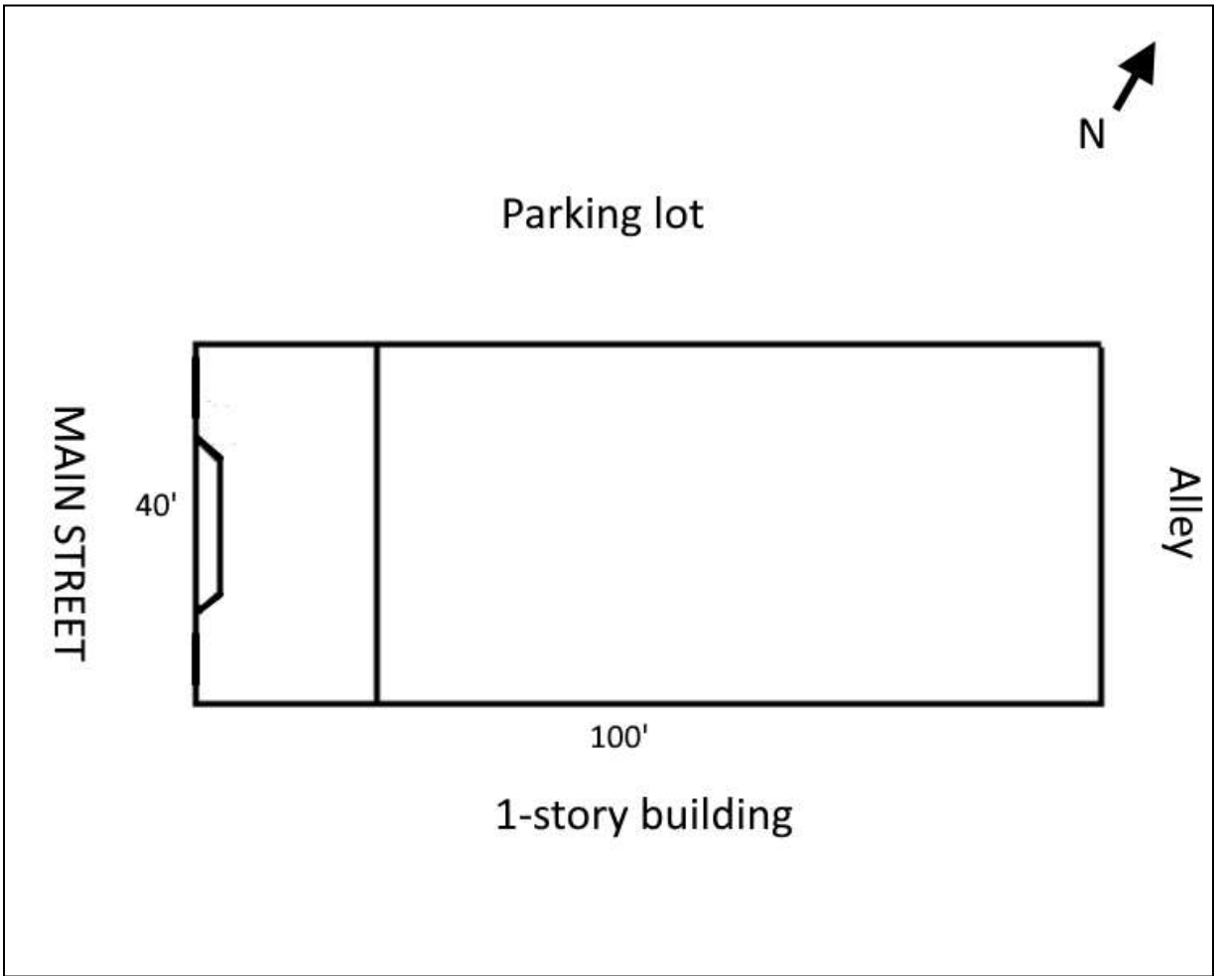
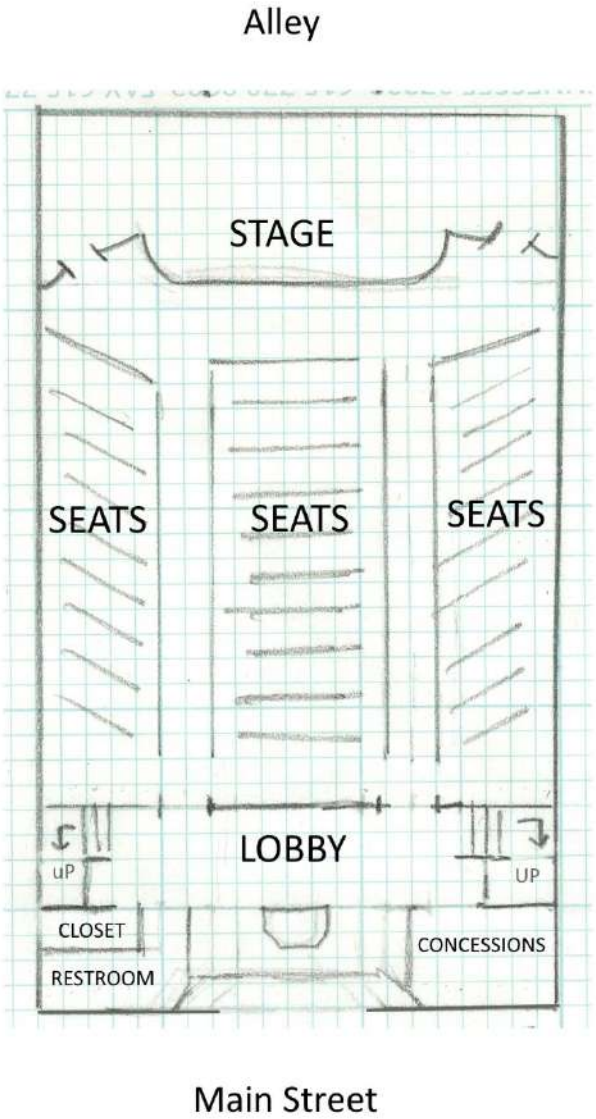


Figure 6. Sketch Floor Plans (Not to Scale)
First floor (left) and Second floor (right).



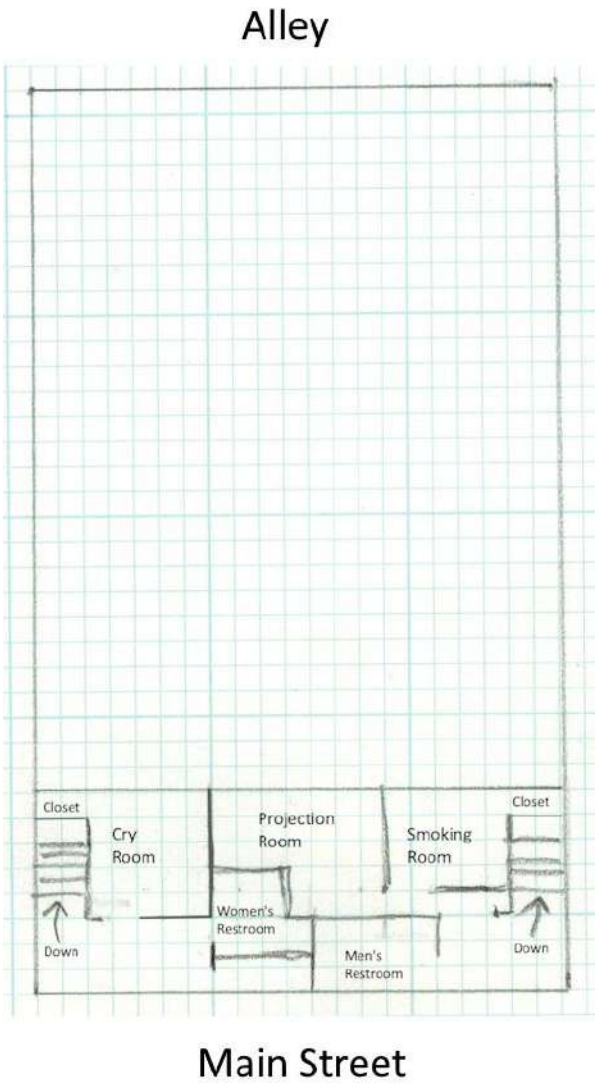


Figure 7. Sanborn Company Fire Insurance Map, 1928.
This map shows downtown Cascade. The star notes where the Roxy Theatre would be built in 1939. Note the earlier-generation Cascade Theatre in the top right corner labeled as "movies."

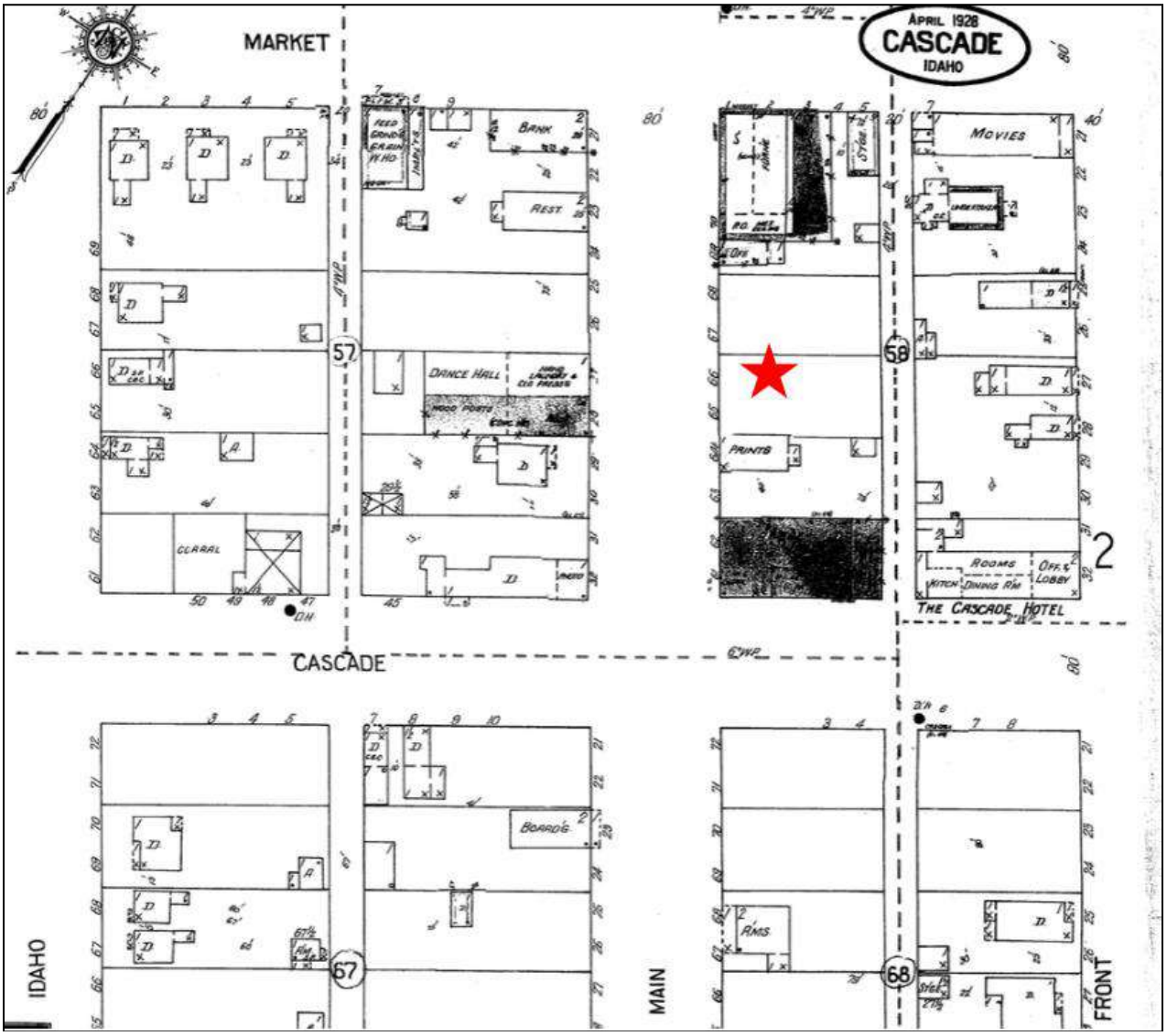


Figure 8. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

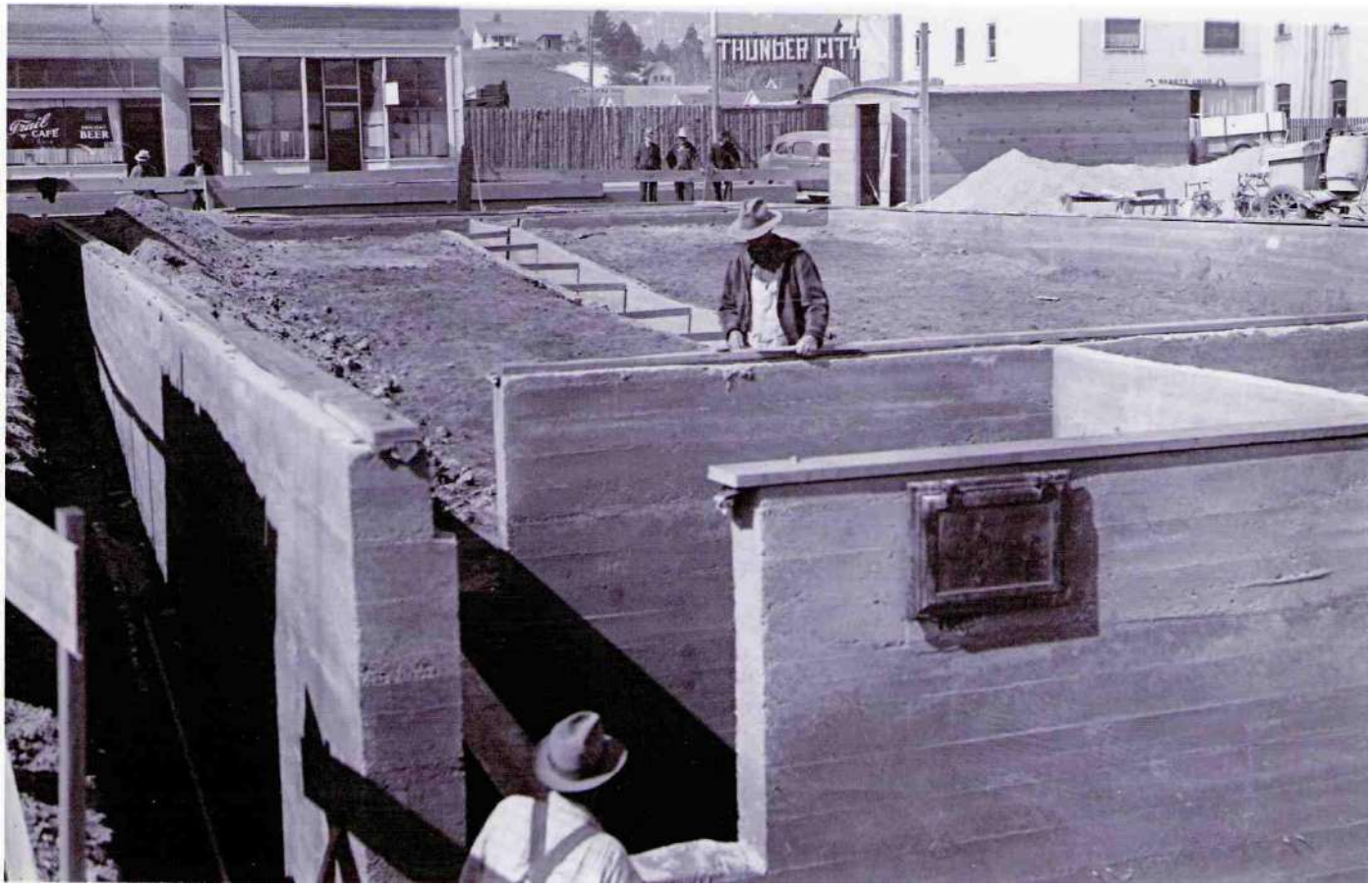


Figure 9. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

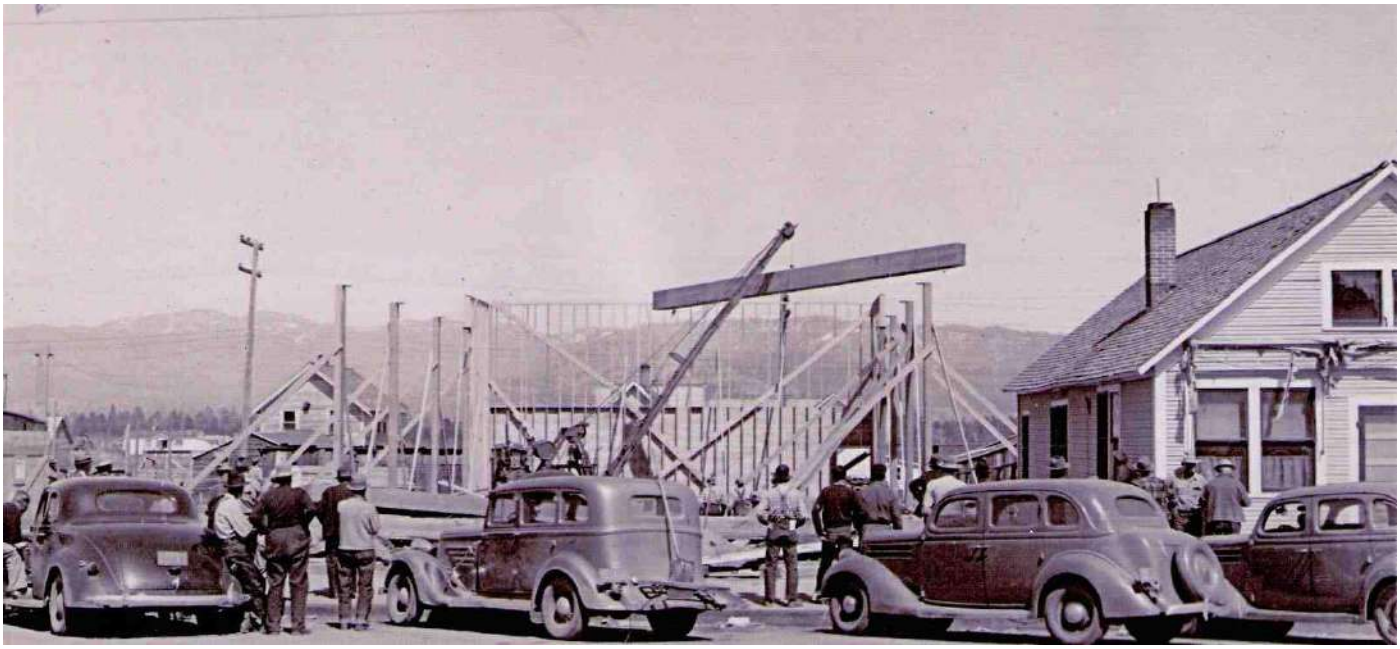


Figure 10. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

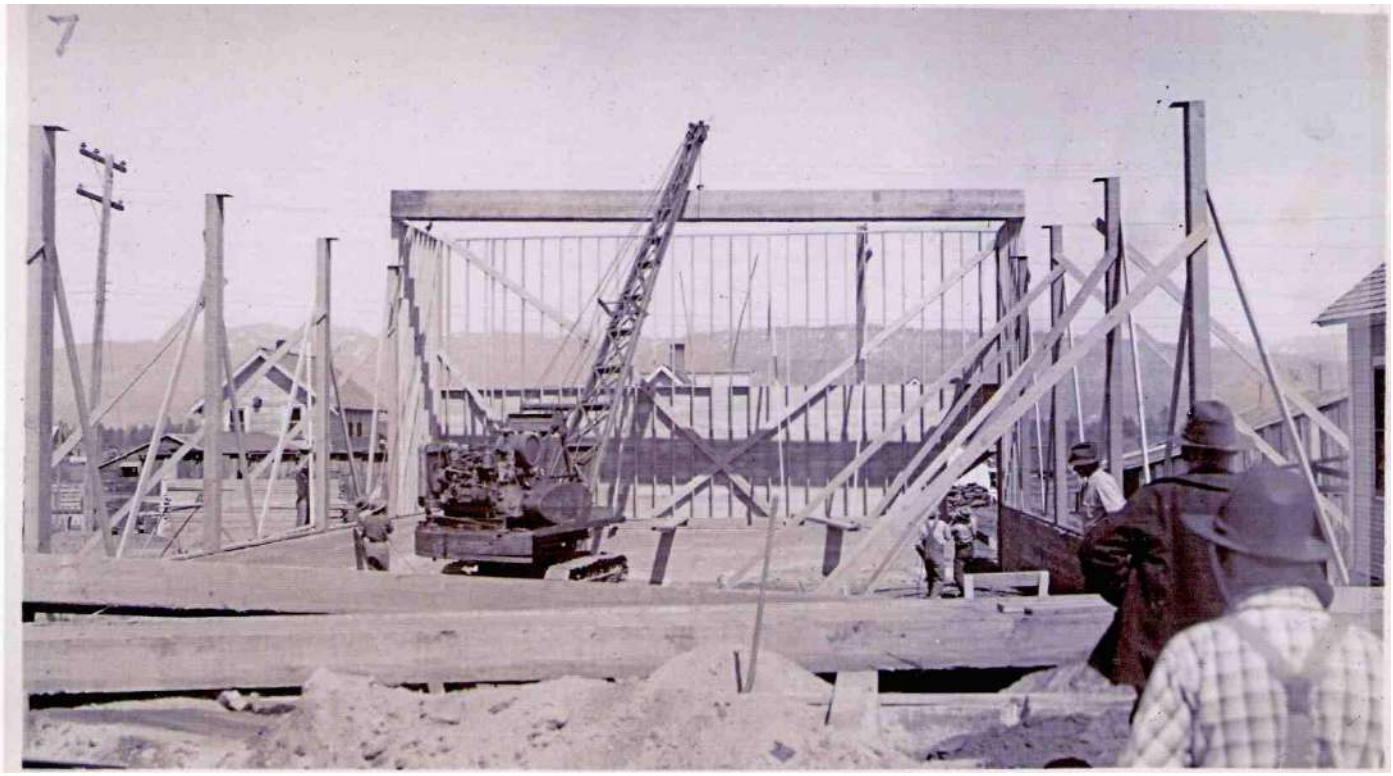


Figure 11. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

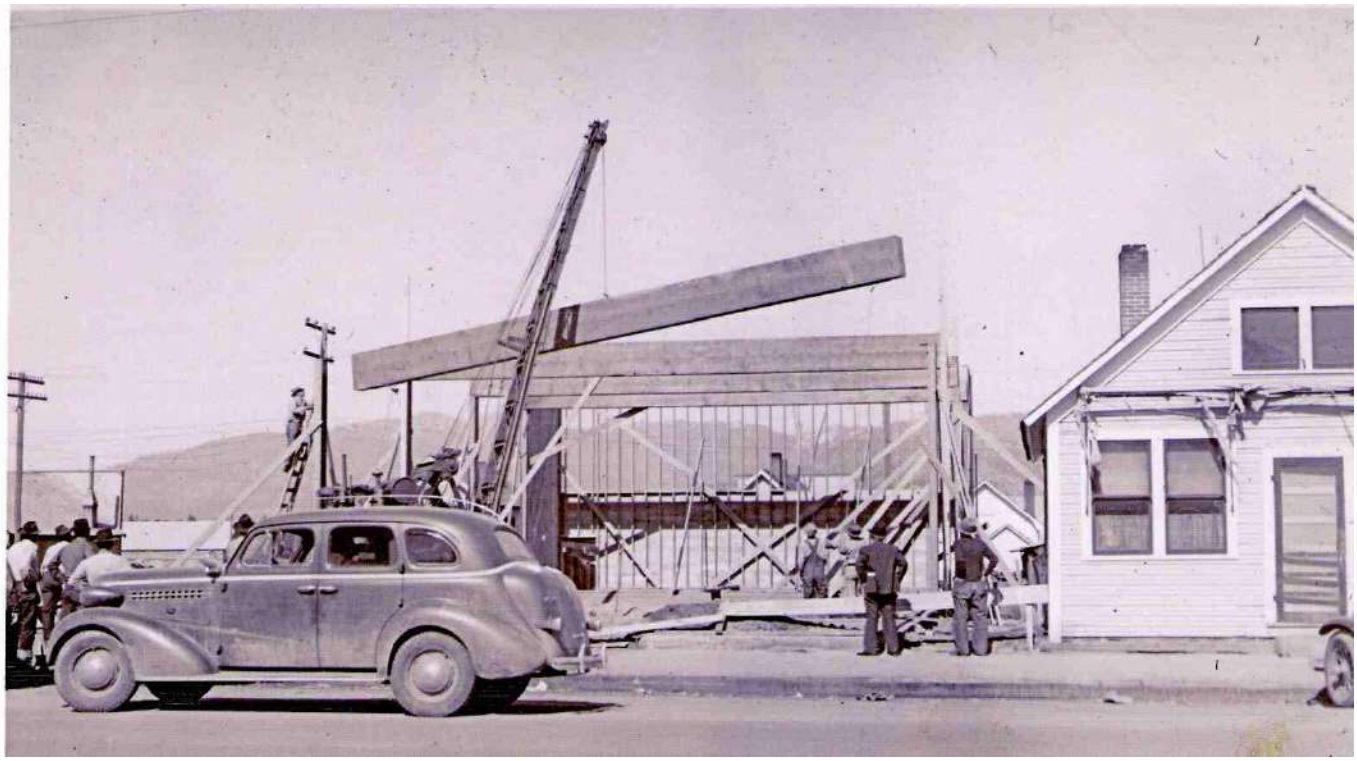


Figure 12. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

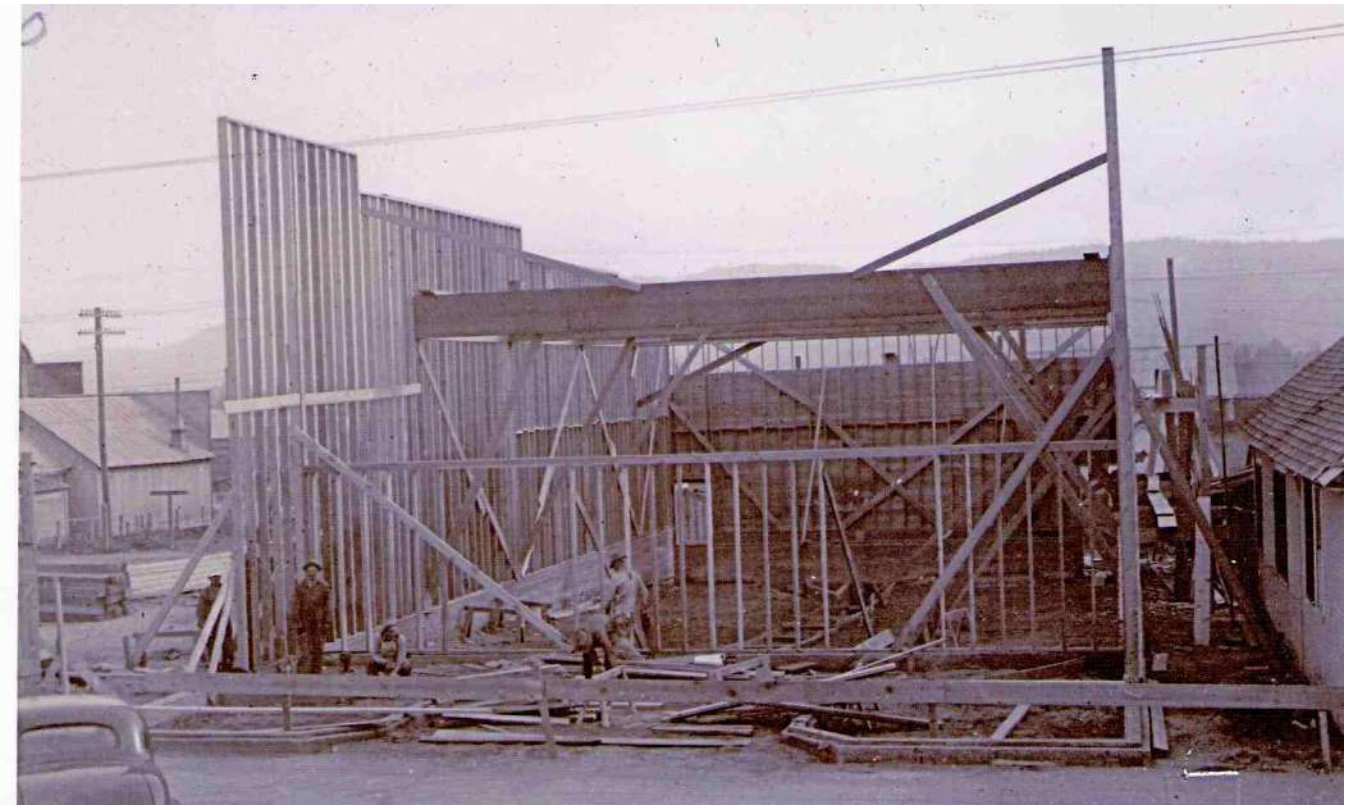


Figure 13. Historical Image
Roxy Theatre during construction, 1939. Source: Jason and Trisha Speer.

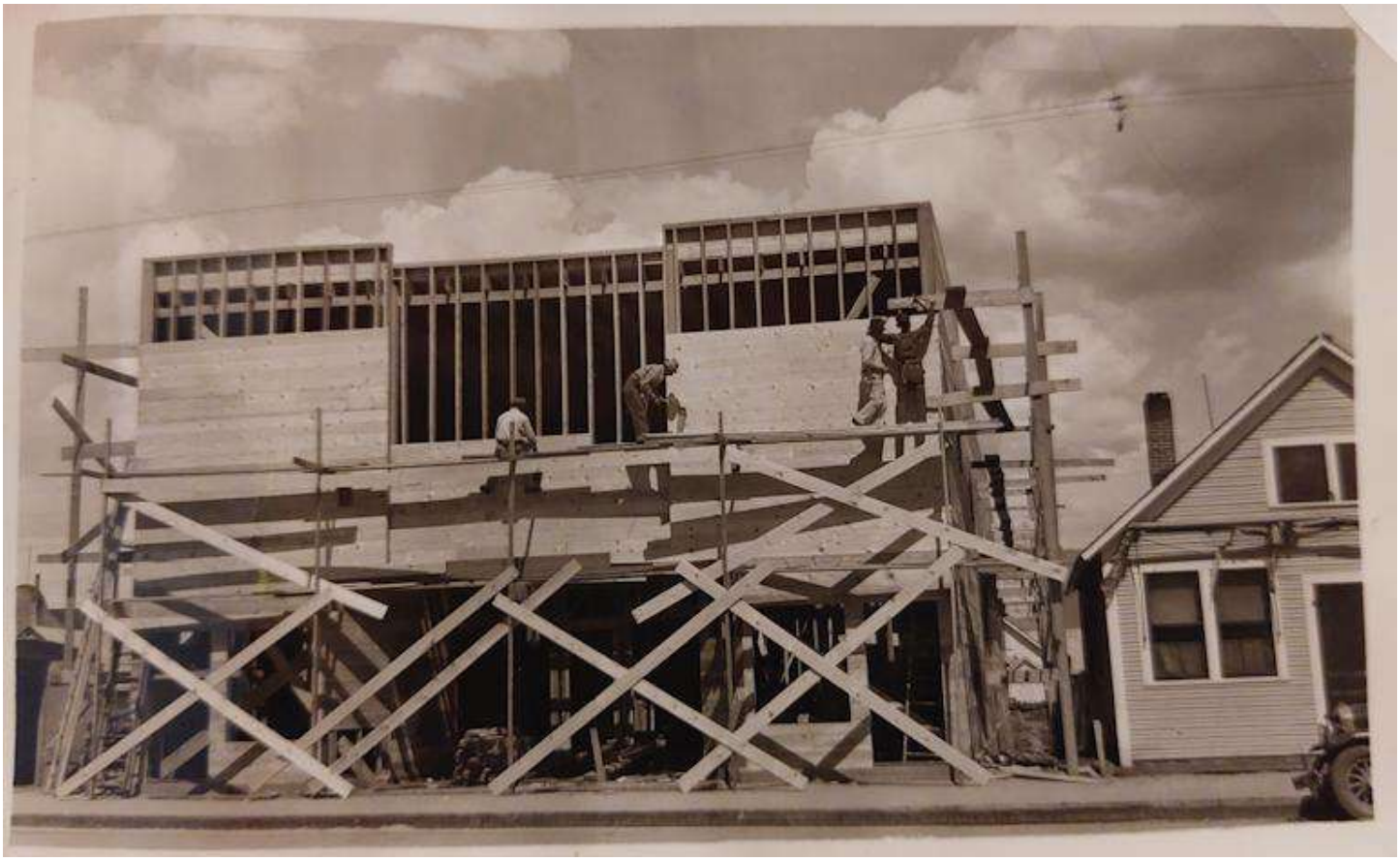
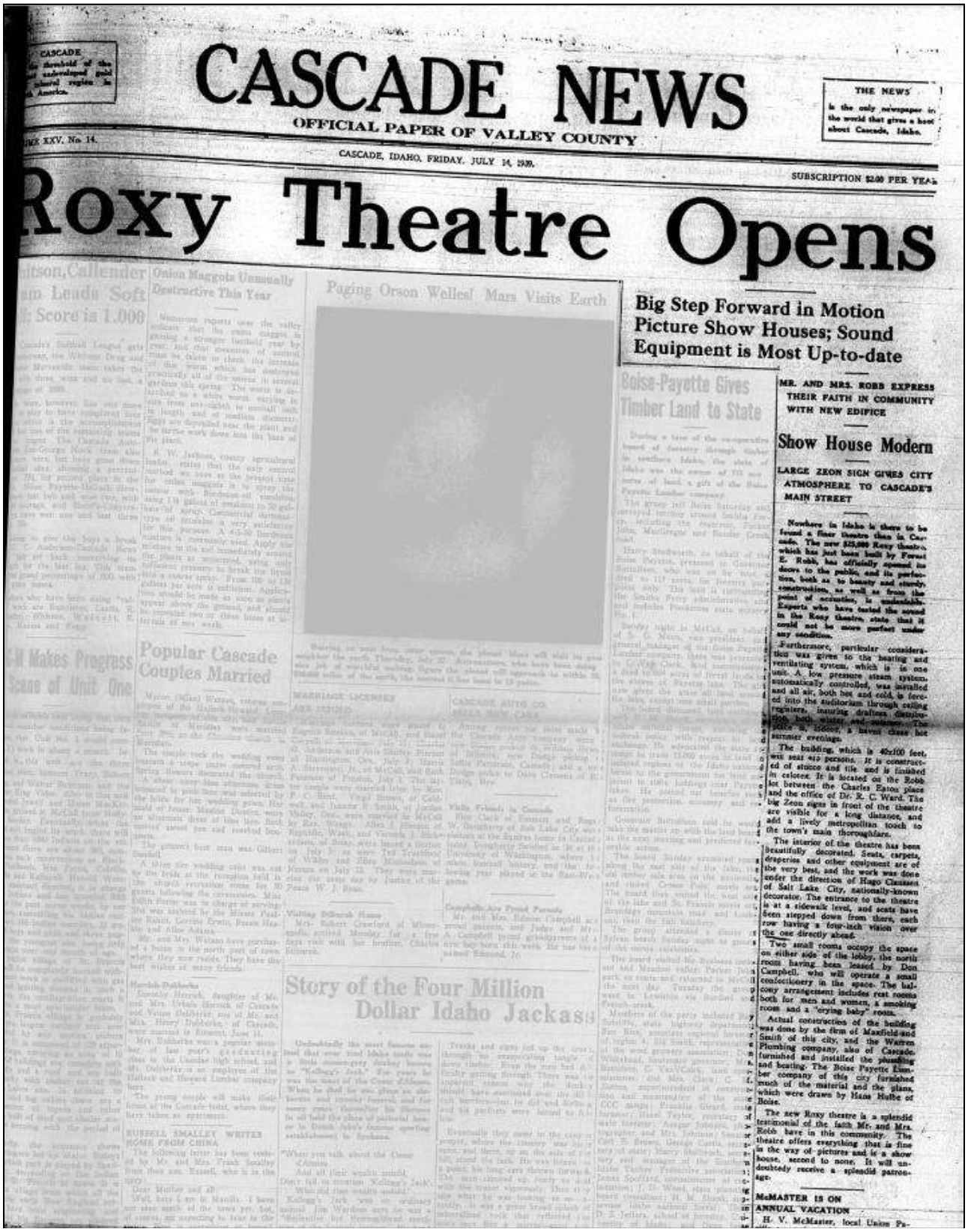


Figure 14. Historical Image
Banner headline announcing the opening of the Roxy Theatre. Source: *Cascade News*, July 14, 1939.



CASCADE NEWS

OFFICIAL PAPER OF VALLEY COUNTY

THE NEWS is the only newspaper in the world that gives a hoot about Cascade, Idaho.

VOLUME XXV, No. 14. CASCADE, IDAHO, FRIDAY, JULY 14, 1939. SUBSCRIPTION $2.00 PER YEAR

Roxy Theatre Opens

Big Step Forward in Motion Picture Show Houses; Sound Equipment is Most Up-to-date

MR. AND MRS. ROBB EXPRESS THEIR FAITH IN COMMUNITY WITH NEW EDIFICE

Show House Modern

LARGE ZEON SIGN GIVES CITY ATMOSPHERE TO CASCADE'S MAIN STREET

Nowhere in Idaho is there to be found a finer theatre than in Cascade. The new $25,000 Roxy theatre, which has just been built by Forest E. Robb, has officially opened its doors to the public, and its perfection, both as to beauty and sturdy construction, as well as from the point of acoustics, is unbelievable. Experts who have tested the sound in the Roxy theatre, state that it could not be more perfect under any condition.

Furthermore, particular consideration was given to the heating and ventilating system, which is in one unit. A low pressure steam system, automatically controlled, was installed and all air, both hot and cold, is forced into the auditorium through ceiling registers, insuring drafless distribution, both winter and summer. The price is, indeed, a brand these hot summer evenings.

The building, which is 40x100 feet, will seat 410 persons. It is constructed of stucco and tile and is finished in colonial. It is located on the Robb lot between the Charles Eaton place and the office of Dr. R. C. Ward. The big Zeon signs in front of the theatre are visible for a long distance, and add a lively metropolitan touch to the town's main thoroughfare.

The interior of the theatre has been beautifully decorated. Seats, carpets, draperies and other equipment are of the very best, and the work was done under the direction of Hugo Classen of Salt Lake City, nationally-known decorator. The entrance to the theatre is at a sidewalk level, and seats have been stepped down from there, each row having a four-inch vision over the one directly ahead.

Two small rooms occupy the space on either side of the lobby, the north room having been leased by Don Campbell, who will operate a small confectionery in the space. The balcony arrangement includes rest rooms both for men and women, a smoking room and a "crying baby" room.

Actual construction of the building was done by the firm of Maxfield and Smith of this city, and the Warren Plumbing company, also of Cascade, furnished and installed the plumbing and heating. The Boise Payette Lumber company of this city furnished much of the material and the plans, which were drawn by Hans Hulbe of Boise.

The new Roxy theatre is a splendid testimonial of the faith Mr. and Mrs. Robb have in this community. The theatre offers everything that is fine in the way of pictures and is a show house, second to none. It will undoubtedly receive a splendid patronage.

McMASTER IS ON ANNUAL VACATION

H. V. McMaster, local Union Pa-

Paging Orson Welles! Mars Visits Earth

Onion Maggots Unusually Destructive This Year

Popular Cascade Couples Married

Story of the Four Million Dollar Idaho Jackass

Boise-Payette Gives Timber Land to State

Figure 15. Historical Image
Roxy Theatre, newly opened, 1939. Source: Jason and Trisha Speer.

Figure 16. Historical Image
This streetscape photograph includes the Roxy Theatre on the left, ca. 1940s. Source: Valley County, Idaho.

Figure 17. Historical Image
Partial image of Township 14N, Range 2&3E. *Metsker's Atlas of Valley County, Idaho.* Charles Metsker, 1940. The star notes where the Roxy Theatre is located.

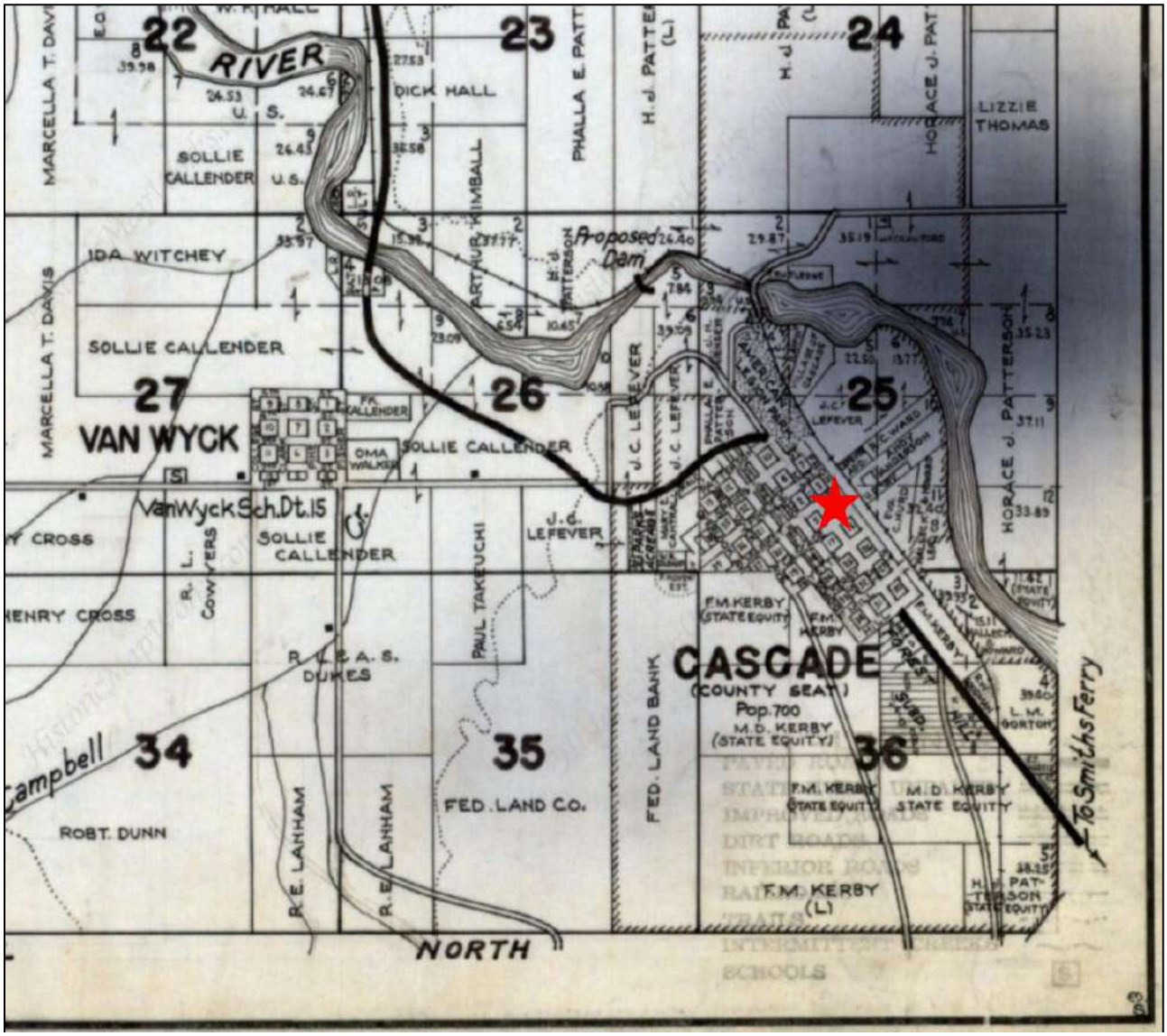


Figure 18. Historical Image
Roxy Theatre show schedule, June 1952. Source: Jason and Trisha Speer.

Figure 19. Historical Image
Roxy Theatre show schedule, June 1979. Source: Jason and Trisha Speer.

Figure 20. Historical Image
The Roxy Theatre, June 23, 1993. Photograph by Jerome Mapp. Source: Idaho SHPO Reconnaissance Site Form, 1993.

Figure 21. Historical Image
The Roxy Theatre, August 26, 1997. Photograph by Linda Morton-Keithley. Source: Idaho SHPO Reconnaissance Site Form, 1997.

Photo 1. **ID_Valley_RoxyTheatre_0001**
Primary, west-facing façade, camera facing northeast

Photo 2. **ID_Valley_RoxyTheatre_0002**
Primary (west) façade and secondary (north) side, camera facing east

Photo 3. **ID_Valley_RoxyTheatre_0003**
Marquee and entrances on primary (west) façade, camera facing north

Photo 4. **ID_Valley_RoxyTheatre_0004**
Marquee and sign on primary (west) façade, camera facing north

Photo 5. **ID_Valley_RoxyTheatre_0005**
Roxy Theater and streetscape, camera facing southeast

Photo 6. **ID_Valley_RoxyTheatre_0006**
North elevation, camera facing southeast

Photo 7. ID_Valley_RoxyTheatre_0007
Rear (east) side and alleyway, camera facing south

Photo 8. **ID_Valley_RoxyTheatre_0008**
Rear (east) side, camera facing southwest

Photo 9. **ID_Valley_RoxyTheatre_0009**
Rear (east) side and adjacent building against south wall, camera facing west

Photo 10. ID_Valley_RoxyTheatre_0010
Primary entraces, foyer, and ticketbooth, camera facing west

Photo 11. ID_Valley_RoxyTheatre_0011
Ticketbooth in foyer, camera facing north

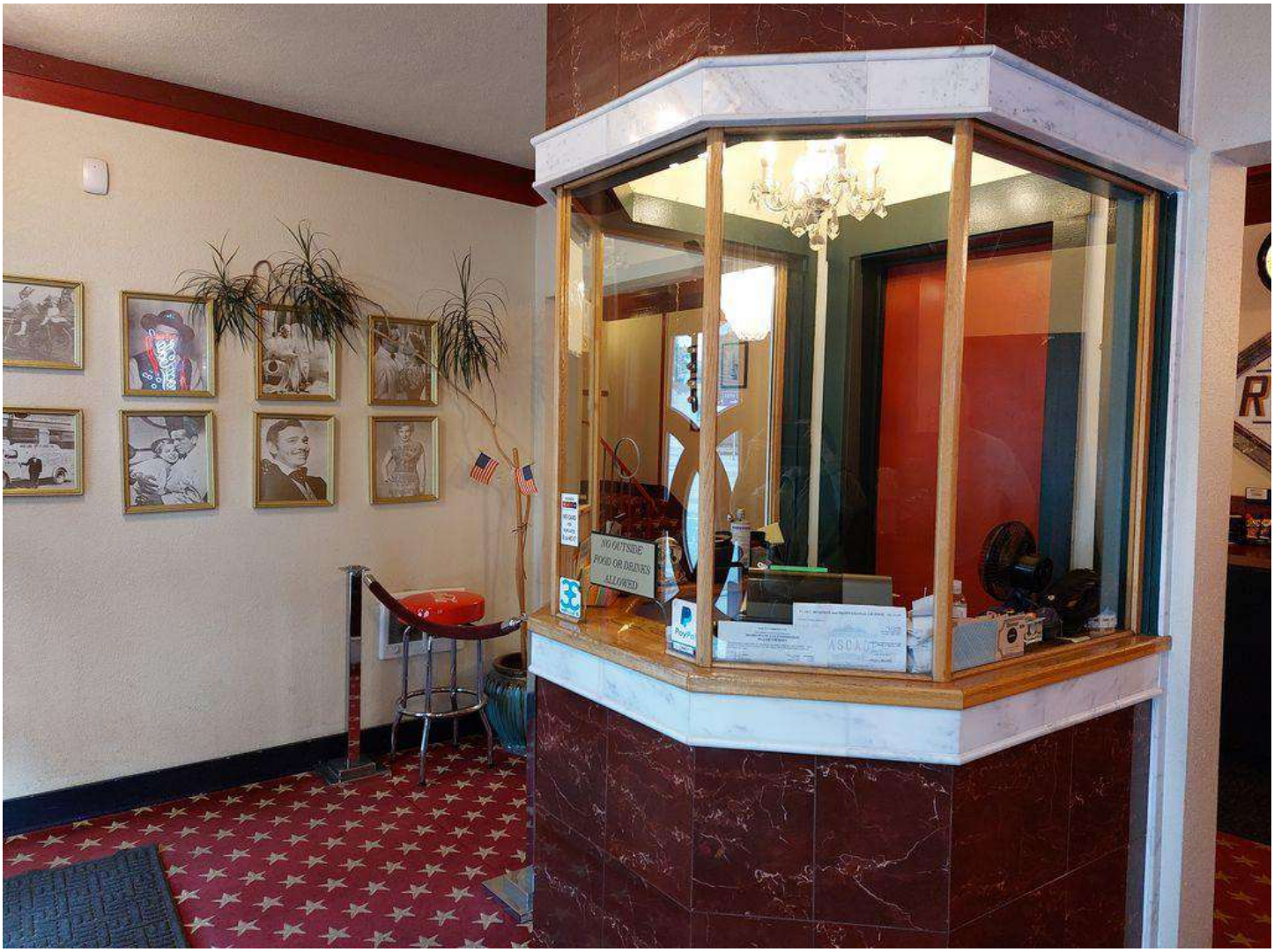


Photo 12. ID_Valley_RoxyTheatre_0012
Lobby, camera facing southeast

Photo 13. ID_Valley_RoxyTheatre_0013
Lobby, camera facing west

Photo 14. **ID_Valley_RoxyTheatre_0014**
Auditorium, camera facing southwest

Photo 15. **ID_Valley_RoxyTheatre_0015**
Auditorium, camera facing northeast

Photo 16. ID_Valley_RoxyTheatre_0016
Second-floor landing and door to cry room, camera facing north

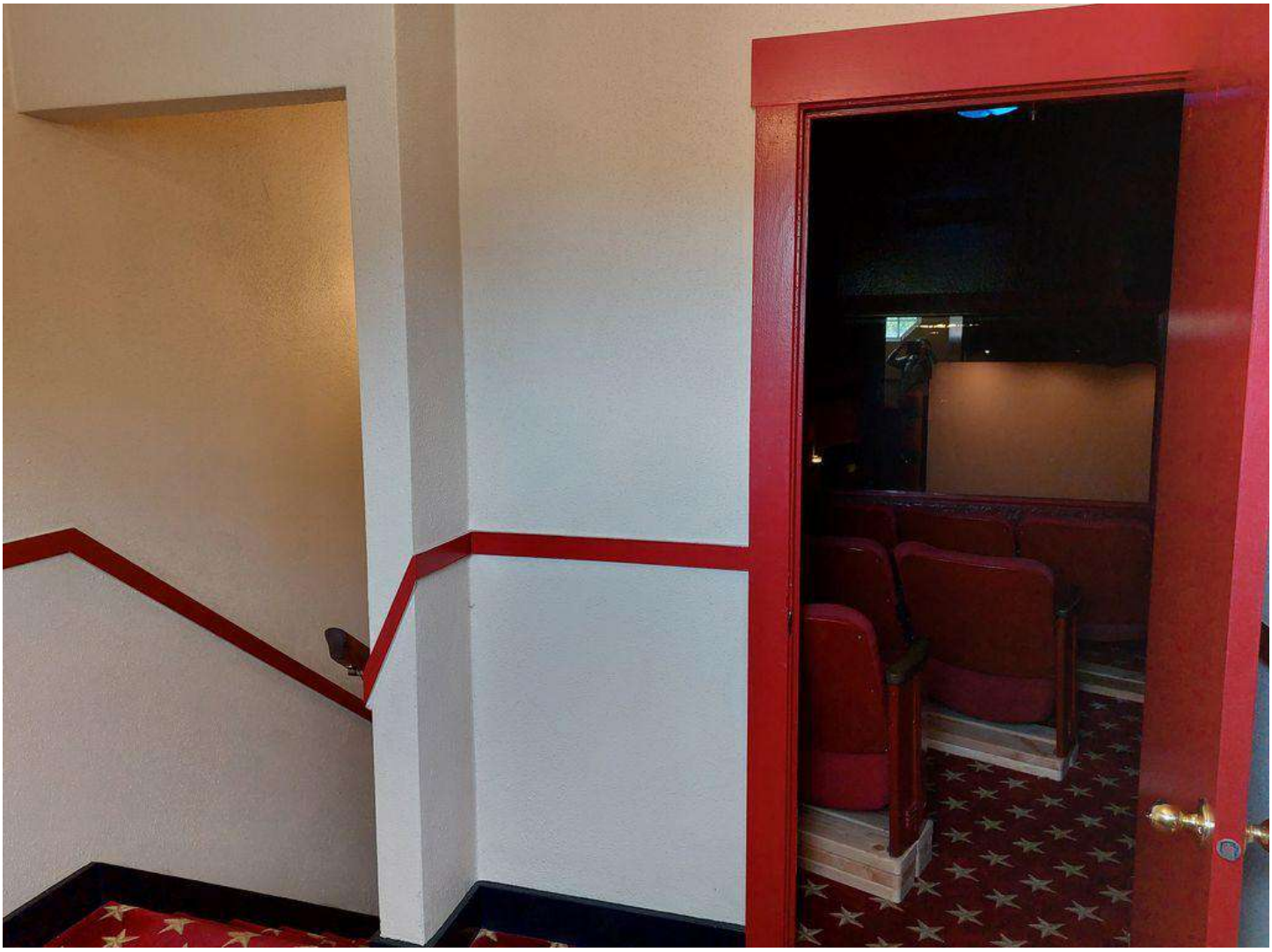


Photo 17. ID_Valley_RoxyTheatre_0017
Cry room and window to auditorium, camera facing east

Photo 18. ID_Valley_RoxyTheatre_0018
Smoking room and window to auditorium, camera facing east

Photo 19. **ID_Valley_RoxyTheatre_0019**
Projection room, camera facing northeast

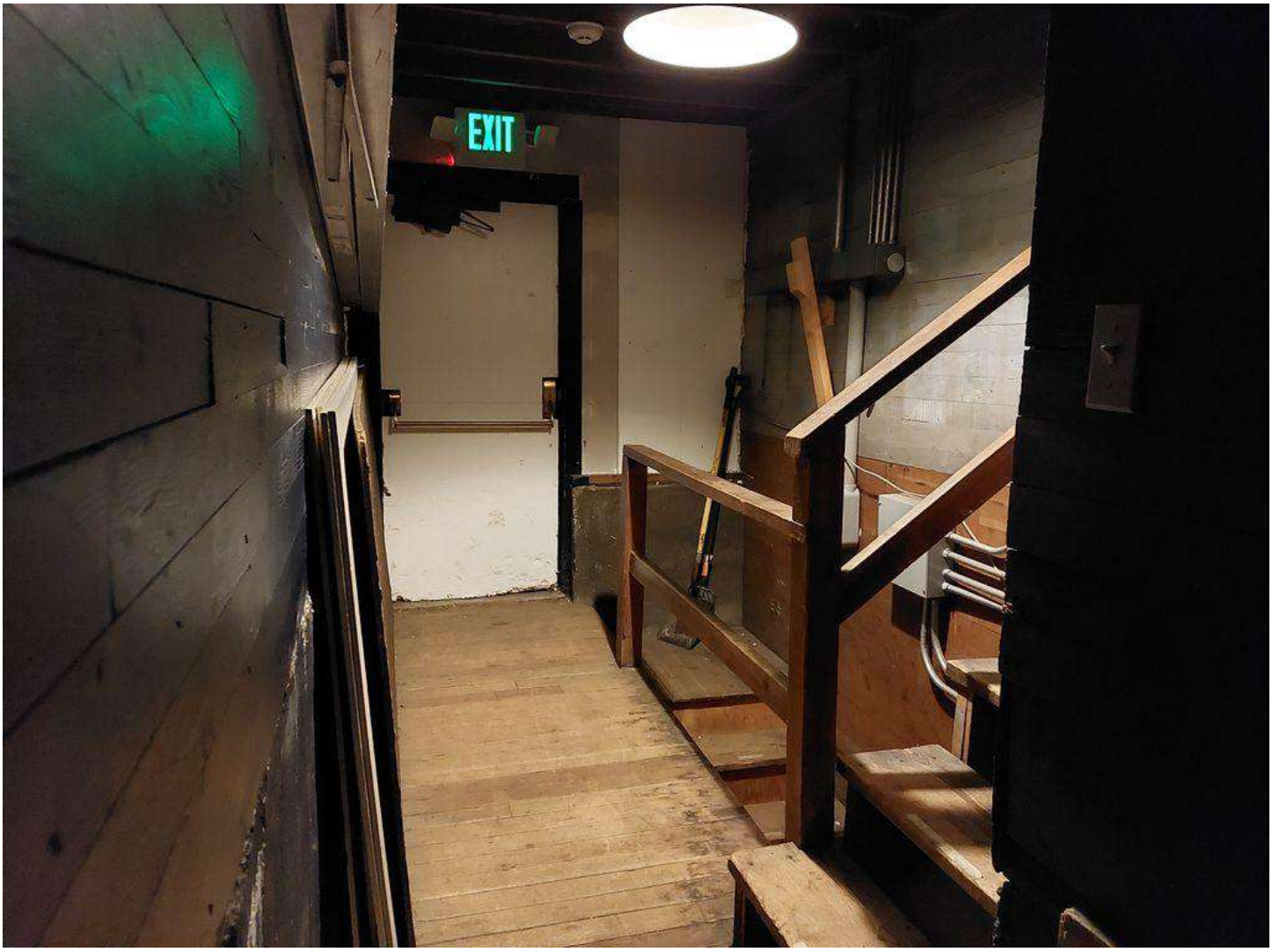



Photo 20. ID_Valley_RoxyTheatre_0020
Backstage hallway that accesses door to alley and basement, camera facing northeast