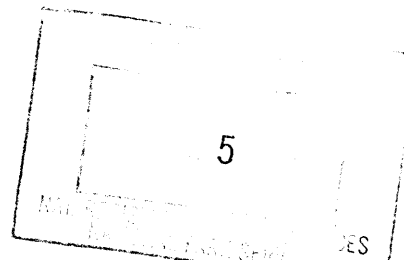


United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *How to Complete the National Register of Historic Places Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name Schubert Theatre
other names/site number Gooding Theater; IHSI #47-2161

2. Location

street & number 402 Main Street N/A not for publication
city or town Gooding N/A vicinity
state Idaho code ID county Gooding code 047 zip code 83330

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 nationally statewide X locally. (See continuation sheet for additional comments.)

Kenneth C. Reid 29 Nov 03
Signature of certifying official/Title Date
KENNETH C. REID, Deputy State Historic Preservation Officer

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

- ☒ entered in the National Register.
See continuation sheet.
☐ determined eligible for the National Register.
See continuation sheet.
☐ determined not eligible for the National Register.
☐ removed from the National Register.
☐ other, (explain:)

Signature of the Keeper Date of Action

Edson H. Beal 1/6/04

Gooding, Gooding County, Idaho
City, County, and State

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.)

Contributing	Noncontributing
1	buildings
	sites
	structures
	objects
1	Total

Number of contributing resources previously listed in the National Register

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

RECREATION AND CULTURE

Theater

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

foundation CONCRETE

walls BRICK

roof ASPHALT

other CERAMIC TILE

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

X See continuation sheet(s) for Section No. 7

Schubert Theatre
Name of Property

Gooding, Gooding County, Idaho
City, County, and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" on one or more lines 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" on all 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 of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ENTERTAINMENT/RECREATION

Period of Significance

1920-1947

Significant Dates

1920

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Hugo Clausen

Narrative Statement of Significance

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

☒ See continuation sheet(s) for Section No. 8

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested ☐ Other State agency
- ☐ 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 # _____

Primary location of additional data:

☒ State Historic Preservation Office

- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository:

☒ See continuation sheet(s) for Section No. 9

Schubert Theatre
Name of Property

Gooding, Gooding County, Idaho
City, County, and State

10. Geographical Data

Acreage of property Less than one

UTM References

(Place additional UTM references on a continuation sheet.)

A 1/1 6/8/6/6/8/0 4/7/5/6/6/5/0 B 1 1/1/1/1 1/1/1/1/1
Zone Easting Northing Zone Easting Northing

C 1 1/1/1/1 1/1/1/1/1 D 1 1/1/1/1 1/1/1/1/1

Verbal Boundary Description

(Describe the boundaries of the property.)

Lots 11 and 12, Block 20, Parcel no. RPG1000020011A, in Gooding, Idaho

See continuation sheet(s) for Section No. 10

Boundary Justification

(Explain why the boundaries were selected.)

The boundary includes the parcel of land historically associated with the Schubert Theatre.

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Carrie Wakely - Intern
organization Idaho SHPO date August, 2003
street & number 210 Main St. telephone 208-334-3861
city or town Boise state ID zip code 83702

Additional Documentation

Submit the following items with the completed form:

- Continuation Sheets

- Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and/or properties having large acreage or numerous resources.

- Photographs: Representative black and white photographs of the property.

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

Property Owner

name BE-A-LLC
street & number 402 Main St. telephone _____
city or town Gooding state ID zip code 83330

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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20503.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Name of Property Schubert Theatre

County and State Gooding County, Idaho

The Schubert Theatre is located at 402 Main Street (Block 20) in downtown Gooding, Idaho, a small farming community of approximately 3,300 people in southwestern Idaho. The Theatre is a two-story structure in a commercial style. The Theatre faces west abutting a one-story, commercial structure immediately to the south. The building sits on a concrete foundation, has red brick exterior walls and a flat roof. A two-and-a-half story theater "fly" is located at the rear of the building.

The Schubert Theatre is fairly simple in design, being a two-part commercial block, three bays wide. The center bay is wider than the flanking bays and is separated from them by double pilasters. On the first story, between the double pilasters, were two door openings; one has been in-filled and one still provides access to the second story. The recessed ticket booth and entrance is centered on the west facade. Each flanking bay on the first story originally had a large, fixed-frame window, but the northernmost has been in-filled and the southernmost has been partially in-filled; however, the original dimensions of the openings are still evident. Above these openings are large decorative lintels. The walls of the recessed entrance are faced in decorative, red, ceramic tile.

The windows on the second story are grouped in pairs – a pair on each flanking bay and two pairs in the center bay. The windows are one-over-one, double-hung sash, but the top sash is smaller than the bottom. The windows sit on simple concrete sills. Above the windows, but below the parapet, is an oversized, classical, heavy wood cornice that has the appearance of being decoratively applied to the surface rather than being an integrated part of the structure. Below the entablature is found decorative brick corbeling.

The north elevation is largely unadorned except for subtle variation to the brick pattern to break up the long expanse of wall. At the corner of the west and north walls, a large window has been in-filled, and above is found a pair of one-over-one, double-hung sash windows (that are the same dimensions as the windows on the front elevation). There are three doors located on the first story of the north elevation: one near the front of the building; one close to the middle; and one toward the rear. There is a small, one-over-one, double-hung sash window on the second story above the first door.

The east (rear) and south sides of the building are unadorned, but there is a chimney integrated into the southwest corner of the "fly."

A recessed ticket booth is located in the center of the entry area, with double doors on each side leading to the theatre lobby. The spacious entryway has large retail space to the north. On the interior of the building the theatre lobby includes the concession stand, recently restored to its original location; the restrooms are located immediately to the left and right of the stand. Stairs to the balcony level are also located on each side of the lobby. The auditorium and stage area take up the majority of the space on the ground floor of the building. The basement, orchestra pit, and dressing rooms are accessed behind the stage area by a set of stairs. The dressing room doors are original and include signatures from the actors who have performed at the Theatre.

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Name of Property Schubert Theatre

County and State Gooding County, Idaho

The building has undergone few exterior changes, except for the removal of the original marquee. The tiles on the exterior were boarded over in 1983, but the boards have been removed and the red ceramic tiles are visible again. In 1944, some of the interior was remodeled, including moving the concession stand, covering interior paintings in the stage area with curtains, and redecorating with new paint and wallpaper. The orchestra pit was covered over and more stage added, but no other major structural changes were made at this time. In 1983, the ceilings were lowered approximately eight feet by adding ceiling tiles and fluorescent lighting in the lobby and auditorium areas. The balcony entrances were also blocked off from patrons at this time; however, all of these alterations have either already been reversed or are in the process of being reversed.

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Section number 8 Page 1

Name of Property Schubert Theatre

County and State Gooding County, Idaho

STATEMENT OF SIGNIFICANCE:

The Schubert Theatre is eligible for listing in the National Register of Historic Places under Criterion A for its role as a major entertainment center for both the town of Gooding and the surrounding rural area of southwestern Idaho. The Schubert Theatre meets all of the eligibility requirements for theaters established in the *Motion Picture Theater Buildings in Idaho, 1897-1949* Multiple Property Documentation Form. The Schubert Theatre was built in 1920, in a small town during a time when motion pictures were a luxury for people of even the larger cities. The construction of the Theatre was a large investment for the owner, but offered the local communities some sort of entertainment with the current silent films and even stage performances.

Historical Background:

Frank R. Gooding was born September 16, 1859, in Treverton, Devonshire, England; but, when he was very young his family moved to Paw Paw, Michigan. As a young man of 17, he set out on his own and made his way, first, to California, and then to Ogden, Utah. Rumors of gold strikes in Ketchum sent him to Idaho where he worked at a smelter and as a water hauler. Gooding became interested in local politics and soon was elected sheriff of Ketchum. In 1900, at the age of 41, he was elected to the Idaho State Senate. His political aspirations continued to grow, and in 1905, he was elected Governor of Idaho. While traveling the state as Governor in 1907, he happened across a prairie that appealed to him in southwestern Idaho. The Governor purchased 160 acres and declared it to be the town of Gooding. A town did, in fact, grow there and in 1908, the Town of Gooding was formally incorporated.

Gooding served as Governor from 1905 until 1909, after which he returned to Gooding and made it his home. As a town founder, he was involved in much of the development of the community, and in 1920, he chose two lots in downtown and built the Schubert Theatre upon them. Gooding's political aspirations had not diminished, however, and in 1921, he was elected to the U. S. Senate where he served until his death in office in 1928.

Gooding constructed the Schubert Theatre on a prominent corner on Main Street. He hired Hugo Clausen to design and help build the Theatre. At the time, *The Gooding Leader* described it as an "imposing monumental building" and announced the grand opening with enthusiasm. The Theatre opened with great fanfare and was a huge event for the small town. People from all over the Wood River Valley attended the opening, and one lucky raffle winner went home with a \$20 prize – a considerable sum in 1920.

In the early years, happenings at the Theatre remained of interest to the community; the local newspaper ran frequent articles describing theatrical events, new construction plans, and any new additions to the Schubert. Stories detailed a small fire that caused \$500 in damage and injured two. Later, the

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Name of Property Schubert Theatre

County and State Gooding County, Idaho

newspaper reported on the controversial decision to open on Sundays. The addition of new sound equipment and air conditioning also merited a news story or two. The Theatre was used widely for local plays as well as live entertainment activities, such as traveling vaudeville troupes and live music. In addition, it was a convenient site for large town meetings. Virtually from the moment it opened, the Schubert Theatre was the center of the community's social happenings. As the only theater for miles around, the Schubert was frequented by people from all over the valley. Traveling actors and shows, including dancers, psychics, hypnotists, and slapstick comedy acts graced the small town of Gooding, offering many opportunities for the locals to get a taste of all types of entertainment. The addition of sound equipment in January, 1930, ushered in the arrival of the "talkies" to the small rural town. The sound equipment was installed and was of the highest quality and similar to that of the theaters in the cities. Gooding's motion picture theater had the distinction of being the only one in Idaho that had been given the Exhibitors Herald-World award of merit for the high quality of its reproduction of sound pictures.

The Theatre underwent remodeling in 1946 and 1983 to accommodate patrons in the changing times and changing décor; but, more recently, restoration efforts have been underway. The Schubert Theatre continues to be an important entertainment venue for the people of Gooding and the surrounding area. The Theatre offers first-run movies as well as musical and dramatic performances, offering a new life to the historic theater.

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Name of Property Schubert Theatre

County and State Gooding County, Idaho

Bibliography

Clare, Darcie, owner. Telephone interview. August 2, 2003. Notes in possession of author, 2003.

The Gooding County Leader. Gooding, Idaho: 1920-1958.

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Section number Photos Page 1

Name of Property Schubert Theatre

County and State Gooding County, Idaho

PHOTOGRAPHIC DOCUMENTATION

Schubert Theatre
Gooding, Gooding County, Idaho
Photographs taken by Don Watts
September, 2003
Negatives on File at the Idaho SHPO

- Photo 1 of 4: Main facade - view looking east
- Photo 2 of 4: Main and side elevations - view looking southeast
- Photo 3 of 4: Streetscape - view looking south-southeast
- Photo 4 of 4: Interior - lobby detail



GOLDING CINEMA

1 IDAHO OPRY
LIVE TV TAPING
THURS SEPT 25 AT 7PM

2 BARTHOLDIS LADY
HAS BEEN CANCELED
MOVIES & CONCERTS TBA

KENDY

SCHUBERT THEATRE

GOODING, GOODING COUNTY, IDAHO

VIEW - LOOKING EAST

PHOTO # 1 OF 4.



SCHUBERT THEATRE

GOODING, GOODING COUNTY, IDAHO

VIEW LOOKING SOUTHEAST

PHOTO # 2 OF 4



SCHUBERT THEATRE

GOODING, GOODING COUNTY, IDAHO

VIEW LOOKING SOUTH - SOUTHEAST

PHOTO # 3 OF 4



SCHUBERT THEATRE - INTERIOR
GOODING, GOODING COUNTY, IDAHO

VIEW LOOKING NORTHWEST

PHOTO # 4 OF 4