The Cameo Theatre is located at 304 E First Street in the historic City Center/Downtown neighborhood of Newberg, Yamhill County, Oregon. The building was constructed by Peter Johnson and the Johnson Construction Company of Vancouver, Washington, out of board-formed reinforced concrete, which extended below grade creating a full-height partial basement. The primary (north) façade consists of a recessed entry under a projecting marquee to the west and a rear entrance that displays Art Deco and Streamline Moderne architectural features, such as its smooth concrete exterior walls, asymmetrical façade, geometric lines, grouped windows, and slight vertical projection above the roof line. Other typical Art Deco and Streamline Moderne features displayed on the Cameo Theatre include low-relief decorative panels, horizontal grooves, pigmented structural glass (Carrara glass), and stainless steel trim. The building was constructed to accommodate the needs of its primary clientele, including the Golden Age of Hollywood, and was designed to reflect the period's visual and aesthetic preferences. The theatre's operation under long-term owner Ted Francis and continued use since 1937 convey the building's integrity of feeling and association.

The Cameo Theatre is locally significant under Criteria A in the area of Entertainment/Recreation and Criteria C in the area of Architecture. The property is significant for its association with the Golden Age of Hollywood, its status as Newberg’s first theatre built with a sound system for talking pictures, and its important role as a business development. The theatre conveys its overall design and retains character-defining materials and features that display the building's construction and its ability to convey the theatre's historic significance.

Built in 1936-1937, the Cameo Theatre is located at 304 E First Street in the historic City Center/Downtown neighborhood of Newberg, Yamhill County, Oregon. The theatre is a two-and-one-half-story building designed by Day W. Hilborn and Margaret Goodin Fritsch with prominent Art Deco and Streamline Moderne architecture features, such as its smooth concrete exterior walls, asymmetrical façade, geometric lines, grouped windows, and slight vertical projection above the roof line. Other typical Art Deco and Streamline Moderne features displayed on the Cameo Theatre include low-relief decorative panels, horizontal grooves, pigmented structural glass (Carrara glass), and stainless steel trim. The building was constructed to accommodate the needs of its primary clientele, including the Golden Age of Hollywood, and was designed to reflect the period's visual and aesthetic preferences. The theatre's operation under long-term owner Ted Francis and continued use since 1937 convey the building's integrity of feeling and association.

Several minor and few moderate alterations to exterior and interior features are noted in the nomination, but these do not inhibit the building's overall integrity or its ability to convey the theatre's historic significance. Owner interested in National Register listing. Includes original neon signage.

SHPO INFORMATION FOR THIS PROPERTY

| NR date listed: | 10/22/2018 |
| ILS survey date: | 05/16/2016 |
| RLS survey date: | 04/08/2016 |

ARCHITECTURAL / PROPERTY DESCRIPTION

The Cameo Theatre is located within a commercial setting surrounded by restaurants, retail stores, and other small businesses. The Cameo Theatre is a two-and-one-half-story building designed by Day W. Hilborn and Margaret Goodin Fritsch with prominent Art Deco and Streamline Moderne architecture features, such as its smooth concrete exterior walls, asymmetrical façade, geometric lines, grouped windows, and slight vertical projection above the roof line. Other typical Art Deco and Streamline Moderne features displayed on the Cameo Theatre include low-relief decorative panels, horizontal grooves, pigmented structural glass (Carrara glass), and stainless steel trim. The building was constructed to accommodate the needs of its primary clientele, including the Golden Age of Hollywood, and was designed to reflect the period's visual and aesthetic preferences. The theatre's operation under long-term owner Ted Francis and continued use since 1937 convey the building's integrity of feeling and association.

Several minor and few moderate alterations to exterior and interior features are noted in the nomination, but these do not inhibit the building’s overall integrity or its ability to convey the theatre’s historic significance.

HISTORY

The Cameo Theatre is locally significant under Criteria A in the area of Entertainment/Recreation and Criteria C in the area of Architecture. The property is significant for its association with the Golden Age of Hollywood, its status as Newberg’s first theatre built with a sound system for talking pictures, and its important role as a primary form of entertainment in the community since its construction in 1937. The property is also significant for its representation as a 1930s purpose-built movie theatre that displays Art Deco and Streamline Moderne architectural features. The period of significance is 1937-1965, beginning with the date of construction and ending with an owner’s rule that changed the theatre’s culture.

RESEARCH INFORMATION

- Title Records
- Census Records
- Property Tax Records
- Local Histories
- Sanborn Maps
- Biographical Sources
- SHPO Files
- Interviews
- Obituaries
- Newspapers
- State Archives
- Historic Photographs