

PH0661848

DATA SHEET

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED JAN 31 1978

DATE ENTERED MAR 8 1978

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC \*\*  
Reed Opera House and McCormack Block Addition

AND/OR COMMON

**LOCATION**

STREET & NUMBER  
189 and 177 Liberty Street NE

---NOT FOR PUBLICATION  
CONGRESSIONAL DISTRICT  
2nd

CITY, TOWN

Salem

--- VICINITY OF

STATE

Oregon

CODE

41

COUNTY

Marion

CODE

047 ✓

**CLASSIFICATION**

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input checked="" type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input checked="" type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:

**OWNER OF PROPERTY**

NAME  
W.H. Grabenhorst and Company Attn: Coburn Grabenhorst, Sr. /

STREET & NUMBER  
198 Liberty Street SE

CITY, TOWN

Salem

--- VICINITY OF

Oregon

STATE

97301

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC. Marion County Courthouse

STREET & NUMBER

CITY, TOWN

Salem

Oregon

STATE

97301

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE  
Statewide Inventory of Historic Sites and Buildings

DATE

1971

---FEDERAL  STATE ---COUNTY ---LOCAL

DEPOSITORY FOR  
SURVEY RECORDS State Historic Preservation Office

CITY, TOWN

Salem

Oregon

STATE

97310

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Reed Opera House, as proposed for this nomination, consists of the following two structures: 1) the Reed Opera House, an Italianate business building of 1869-1870, designed by G.W. Rhodes, architect, for General Cyrus S. Reed; and 2) the McCornack Block addition, built as a furniture store in 1902 for E.P. McCornack, proprietor of the Reed Opera House and president of the First National Bank. The architect of this later addition has yet to be identified. Complementing these buildings as part of a newly developed shopping mall is the Montgomery Ward Building, a four-story "Colonial" department store of 1936, built for the Montgomery Ward Company of Chicago. The architect of the latter has yet to be identified. These three buildings have been joined together to provide a mall of specialty stores and restaurants. An attempt has been made to maintain the original facade of each building above the first floor level. Exterior walls were cleaned by sand-blasting, and the exposure of the softer inner brick is already apparent in the Reed Opera House, in particular. The brick was later treated with silicon sealer.

The Reed Opera House Mall occupies Lots 1 and 2, Block 33 of the original plat of Salem, and this nomination encompasses Lot 1 and the north 20' of Lot 2. The property fronts on Liberty and Court Streets at the NE corner of the block. The site is in the heart of the downtown business district and is a focal point of the retail trade area. The recent redevelopment with private capital has done much to restore the vitality of the downtown business community. The core area has been enhanced in recent years by a fine tree-planting program. On lots behind the Montgomery Ward building, the southernmost of the three buildings, on the opposite side of the alley bisecting the block, a large parking space was created after the removal of deteriorated nineteenth-century stores fronting on Commercial Street. A near entrance from the parking lot to the Mall has been developed which invites foot traffic and facilitates deliveries.

The Reed Opera House is a three-story building, measuring 57'x164'. It has a basement and a 42x70' ell, of which the south 20x70' is one story. The foundation is stone; the walls brick masonry. There are interior iron supporting columns for the first floor and structural wood columns above; tie bars, and a roof truss system that extends over the western two-thirds of the structure. There are two large bays on either side of a central entrance bay on Liberty Street and seven large bays on Court Street. On the second and third floors there are three round-arched windows in each bay, with four lights over four in each double-hung sash. The stories are set off by three dentil belt courses. Rusticated pilasters between bays are based on paneled pedestals at each story. Within the larger bays, setting off tripartite window openings, are narrower paneled pilasters. Original ground story openings on Court Street were segmental-arched. The westernmost three bays on Court Street constituted the hotel portion of the building, which was completed as an addition in 1870. The central entrance bay of the main facade on Liberty Street was originally surmounted by a false bracketed pediment with wheel window.

At some time prior to the introduction of electricity to Salem in 1889, the original balustrade consisting of turned balusters interspersed with brick posts was altered as a solid brick parapet. In time, the crowning pediment and the overhanging bracketed cornice were removed. The exterior had been painted repeatedly, and, before the most recent renovation, paint had lately covered even upper story windows.

The interior of the Opera House originally consisted of seven stores on the ground level. On the Liberty Street end there were offices on the second and third floors, the latter being designed for use by the Oregon State Supreme Court and State Library. On the second floor, also, was the Opera House, with a 40x70' stage and 60x70' auditorium and semi-circular gallery, or dress circle under a 33' ceiling. Access to the Opera House and offices was via a staircase leading directly from the central round-arched portal on Liberty Street. The hostelry in the westerly portion of the building was successively

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Reed Opera House and McCornack Block Addition

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RECEIVED	JAN 31 1978
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CONTINUATION SHEET

ITEM NUMBER 4 PAGE 1

Philip Settecase and Howard Smith ✓  
% Payne, Settecase, Smith and Partners  
725 Commercial Street SE  
Salem, OR 97301

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ITEM NUMBER 7 PAGE 1

known as the Opera House/<sup>Hotel</sup> Tremont/<sup>Hotel</sup> Commercial Hotel, and. Initially, some of the Court Street store rooms served as the hotel's sitting room and dining room. The latter soon became the Opera House Saloon, later the Bureau Saloon. A wooden kitchen on the back was later replaced by the single-story brick structure on Lot 2. The original basement extended 100' under the westerly portion of the building.

In 1900, the shop fronts and interior were redesigned by E.P. McCormack for a large store, Joseph Meyers & Sons. The first floor under the office portion and Opera House was converted into one room, and a mezzanine was added. The main entrance on Liberty became the main entrance to the store. A new stairway provided access to offices on the second floor and to a Masonic Lodge room on the third floor. The Opera House space was sacrificed. In time, the store expanded to all of the first floor and included the basement. Adaptations of the building for the purposes of the recent redevelopment have included enlargement of the mezzanine and the insertion of a few structural posts. Removable interior partitions have been used for the individual store and in one area an interior stairs has been built to the basement. The truss system beneath the roof has been strengthened.

The McCormack Block addition on the south is a two-story structure measuring 42x<sup>106</sup>98'. It has concrete foundation for the outer walls, a cement basement, and a wood joist system for the two floors and roof above. The second floor facade has a pressed yellow brick facing, with radiating voussoirs above the flat-arched rectangular window openings. The original wooden cornice ultimately was replaced with a decorative tin<sup>71978</sup> above a course of raised brick panels. A double brick belt course finishes the entablature and is echoed by a single course at the windowsill line. The store level, or first floor, was redesigned in the recent renovation with a flush wall surface, recessed entrances and display windows. The interior has two floors, a small mezzanine and a full basement. Two exterior stairs have been added by the present owners, one at the front on the north, and one at the back.

## 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input checked="" type="checkbox"/> MUSIC	<input checked="" type="checkbox"/> THEATER	
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input checked="" type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES      1869, 1902                      BUILDER/ARCHITECT      G.W. Rhodes, Architect, Reed Opera House

### STATEMENT OF SIGNIFICANCE

The Reed Opera House is the only truly monumental building dating from the 19th century remaining in the center of Oregon's Capital City, with the exception of the Methodist Church and Waller Hall on the Willamette University campus. Architecturally, it is significant as a choice example of commercial Italianate design somewhat typical of West Coast building of its day. G.W. Rhodes, the architect, was also responsible for the castellated brick masonry State Penitentiary of 1870, a structure no longer extant. Historically, it is significant as Salem's early cultural and social center. It was a product of the rapid growth the town enjoyed upon development of the Oregon and California Railroad, which provided--in addition to the Willamette River--another, faster link to West Coast markets.

General Cyrus A. Reed, who built the Opera House, had been Adjutant General of Oregon during the later part of the Civil War. He came to California in the gold rush, to Astoria in 1850; and to Salem in 1852. He was associated with many early financial enterprises: Jones, Reed & Co., the town's first sash and blind company; the Willamette Woolen Manufacturing Company, the first telegraph; and the Oregon Central Railroad, which initiated construction of the north-south railroad on the east side of the Willamette. An organizer of the Republican party in Oregon, Reed served three terms in the State Legislature, and framed the militia law. He also sponsored the bill for building the first State Capitol, as well as bills regulating gambling, closing saloons on election day, and prohibiting public executions. He was interested in women's rights, spiritualism, dramatics, and was a self-taught artist who painted the scenes for his theater. He built the Opera House from funds obtained through real estate development, and at first he ran both the Opera House and the hotel. The project proved to be more costly than planned, and he had great difficulty in salvaging his interests.

From its grand opening on October 9, 1869, with "The Female Gambler", the Opera House provided a stage for traveling dramatic troupes, the local Salem Dramatic Association, the Salem Musical Union, the Firemen's Annual New Year's Ball, gubernatorial inaugurations, political meetings, community celebrations, fortnightly dances, many lecturers and entertainers, and other visitors to the Capital City needing a public hall and an audience. Its closure on April 20, 1900 was brought about by the building elsewhere of the Grand Theater Opera House which was more readily accessible from the street level.

The Reed Opera House Hotel started as a first class operation, but quickly became a second class institution in competition with the larger Chemeketa House, later known as the Marion Hotel. On the other hand, the Opera House Saloon was the best in town around 1893, and was the center of the heaviest gambling. The 1900 redevelopment on behalf of Joseph Meyers and Sons (later Miller's Department Store), was a most successful economic venture, and with the addition of Montgomery Ward and J.C. Penney to the street, Liberty became the retail center, somewhat displacing Commercial Street in that capacity. The introduction of larger stores from Portland after World War II, temporarily ended vitality of the area which has now been restored.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

See continuation sheet

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 164.5' x 102.5' *Less than one*

UTM REFERENCES

A 

1	0
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4	9	7	0	5	0
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4	9	7	6	2	0	3
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*Collected 2/9/78*

B 

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C 

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D 

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VERBAL BOUNDARY DESCRIPTION

Lot 1 and the North 20' of Lot 2, Block 33, original plat of Salem.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

## 11 FORM PREPARED BY

NAME / TITLE

David C. Duniway, Historian

ORGANIZATION

DATE

October 18, 1977

STREET & NUMBER

TELEPHONE

503/581-2338

CITY OR TOWN

STATE

Oregon 97302

Salem

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

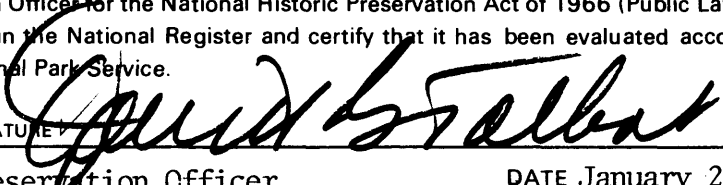
NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

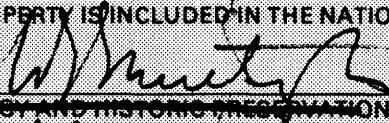


TITLE State Historic Preservation Officer

DATE January 20, 1978

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER



DATE

3-8-78

DIRECTOR, OFFICE OF ARCHAEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

ATTEST:



DATE

3-6-78

KEEPER OF THE NATIONAL REGISTER

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Reed Opera House

- Daily American Unionist, Salem, March 12, 1869. "Work Commenced", and other references through the year.
- Weekly Oregon Statesman, October 16, 1869, articles from October 9th relate to grand opening, and other references for the rest of the year. On March 29, 1871, page 2, articles were written regarding G.W. Rhodes, architect.
- Oregon Statesman, April 20, 1900, advertisement for last performance...The Great Barlow Minstrels...(also description of the new store).
- Marion County, Mechanic's Liens (Oregon State Archives).
- Circuit Court suits (Marion County Courthouse).
- Salem Community Development Building and Safety Division records and Sanborn Atlas of Salem, corrected to 1958, and to 1915.
- Brown, J. Henry. Salem Directory for 1871... p. 91, etc.
- Patton, E. Cooke. "Early Theatrical History of Salem," Oregon Magazine (March 1922), 20-21.
- Maxwell, Ben. "A Hundred Years of Salem Theatrical History," Marion County History (vol. 4, 1958), 25.
- Ernst, Alice Henson. Trouping in the Oregon Country. Portland: Oregon Historical Society, 1961.
- Gregg, Robert D. "1871 Opera House Made Salem History", Oregon Statesman (March 14, 1971).
- Hawkins, John. "Reed Opera House complex aids renewal", Oregon Statesman-Journal (May 22, 1976), 1C.

Cyrus A. Reed

- Gregg, Robert D. manuscript furnished the present owners. (notes for talk to Rotary Club, June 16, 1975).
- Lang, Herbert. History of the Willamette Valley. Portland, 1885. p. 724.
- Hodgkin, Frank E. Pen pictures of representative men of Oregon... Portland, 1882, p. 795-797.

McCornack Block

- Oregon Statesman, Illustrated Annual, (Jan. 1, 1904), p. 62; (Jan. 1, 1903), p. 4; (Nov. 6, 1902), p. 6, "Salem Improvements..."



South British  
Mercantile Ins. Co.

GROCERIES

REAL ESTATE AND INSURANCE

HOTEL

COPY 1926



Reed Opera House  
189 Liberty St. NE  
Salem, Marion County, Oregon

JAN 31 1978

East and north elevations, showing  
original balustrade.

Historic view, shortly after 1870

Ben Maxwell Collection

1 of 6

Salem Public Library  
Salem, OR 97301

MAR 8 1978



FIRE INSURANCE

GOSPEL MEETINGS  
EVERYBODY COME

Reed Opera House

189 Liberty St. NE

MAR 8 1978

Salem, Marion County, Oregon

East and north elevations, showing  
early modification of balustrade

Historic view, shortly after introduc-  
tion of electricity in 1889.

Ben Maxwell Collection

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Salem Public Library

JAN 21 1978

Salem, OR 97310



Reed Opera House

189 Liberty St. NE

Salem, Marion County, Oregon

MAR 8 1978

Historic view of second floor theater  
facility on the occasion of Governor  
William Lord's Inaugural Ball, 1895

Ben Maxwell Collection

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Salem Public Library

Salem, OR 97301

JAN 01 1978



Reed Opera House and McCornack Block  
addition

189, 177 Liberty St. NE

Salem, Marion County, Oregon

Historic view, looking south on Liberty  
Street, c. 1939, showing McCornack Block  
addition (1902) and the Montgomery Ward  
Building (1936) which now comprise the  
Reed Opera House Mall

Ben Maxwell Collection

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Salem Public Library

Salem, Oregon 97301

MAR 8 1978

JAN 31 1978



THE REED OPERA HOUSE

& CROCKATT CLOTHIERS

ELIASON

MALL ENTRY

RESTAURANTS OFFICE

THE REED OPERA HOUSE

SCOTTYS SHOES FLORSHEIM

THE REED OPERA HOUSE MALL



Reed Opera House and McCornack Block  
addition

189, 177 Liberty St. NE

Salem, Marion County, Oregon

MAR 8 1978

East elevation, including McCornack  
Block addition (1902), the adjoining  
two-story building on the south. Also  
shown is Montgomery Ward Building (1936)  
included in present

Reed Opera House Mall.

Ron Cooper photo, 1977

JAN 31 1978

David C. Duniway

1365 John St. S, Salem, OR

5 of 6

97302



Reed Opera House and McCornack Block  
addition  
189, 177 Liberty Street NE  
Salem, Marion County, Oregon

Reed Opera House  
189 Liberty St. NE  
Salem, Marion County, Oregon  
North elevation and west end

MAR 8 1978

Ron Cooper photo, 1977

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David C. Duniway  
1365 John St. S  
Salem, OR 97302

JAN 31 1978