United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form

1. Name of Property		
Historic name: <u>Gem Thea</u>	ater	
Other names/site number: _		
Name of related multiple p	roperty listing: N/A	
2. Location Street & number: 648 Mair		
	State: Nevada Coun	ity: <u>Lincoln</u>
Not For Publication:	Vicinity:	
3. State/Federal Agency	Certification	
As the designated authority	under the National Historic	c Preservation Act, as amended,
the documentation standard	ls for registering properties	For determination of eligibility meets in the National Register of Historic irements set forth in 36 CFR Part 60.
In my opinion, the property recommend that this proper level(s) of significance:		meet the National Register Criteria. I t at the following
_	_statewidelocal	
Applicable National Regist		
	CD	
Signature of certifying	ıg official	Date
Title	State or Federal ago	ency/bureau or Tribal Government
In my opinion, the p	roperty meets doe	s not meet the NRHP criteria.
Signature of comment	ing official:	Date
Title	State or Federal	agency/bureau or Tribal Government

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The Gem Theater Name of Property		Lincoln County County and State	y, Nevada
_	s property is: onal Register for the National Register ible for the National Register		
Signature of the Ke	eper	Date of Action	-
5. Classification			-
5. Classification Ownership of Propert	y		
Private:	X		
Public – Local			
Public – State			
Public – Federal			
Category of Property			
Building(s)	X		
District			
Site			
Structure			
Object			

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Name of Property		County and State
Number of Resources within Pro (Do not include previously liste		
Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
		Total
Number of contributing resource 6. Function or Use Historic Functions RECREATION AND CULTU	ces previously listed in the Natio	nal Register
Current Functions		
WORK IN PROGRESS		

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7. Description

Architectural ClassificationMODERN MOVEMENT/Art Deco

Materials:

Principal exterior materials of the property:

Exterior: CONCRETE, STUCCO

Foundation: <u>CONCRETE</u>

Walls: CONCRETE, STUCCO

Roof: METAL

Narrative Description

Summary Paragraph

The Gem Theater (Gem) is a two-story, modest Art Deco-style building, constructed of reinforced concrete block. It has a rectangular plan oriented northwest-southeast. The roof is flat with a low slope and a tall false front-style parapet wall on the front façade. The box office and main entrances are recessed within the center of the front façade. The lower level is finished with a lightly textured concrete stucco while the upper level is painted concrete block. A triangular steel and neon marquee projects from, and reaches across the length of, the front façade. The Gem retains all seven aspects of integrity.

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Photograph 1. Thompson's Opera House (left) and Gem Theater (center), facing south on Main Street. Note: photograph was taken prior to the 2022 marquee restoration.

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Narrative Description

Physical Location and Setting

The Gem is located in Pioche, an unincorporated town in the east-central portion of Lincoln County, Nevada. The Gem is located at the north end of Pioche's main, historic commercial district east of Main Street (Nevada State Route 322) and north and west of Cornwall Row. The building adjoins the south façade of the National Register of Historic Places (NRHP)-listed Brown's Hall – Thompson's Opera House (Thompson's Opera House) (NRIS 84002074) (Photograph 1). Across Main Street to the west sits the NRHP-listed Pioche Firehouse (NRIS 100002070), constructed in 1928 on the east side of Lacour Street. To the northwest of the firehouse, on the west side of Lacour Street, is the NRHP-listed Pioche Courthouse (NRIS 78001724), constructed in 1872. Historic residential properties are clustered along both sides of Main and Lacour Streets with newer development occurring at the north end of Pioche, between the historic core and U.S. Route 93.

Pioche's roads and streets generally conform to the topography, resulting in most buildings and structures within the historic development having been constructed on steep slopes along gently curving streets, including the Gem. The Gem's parcel backs up to Lime Hill and, consequently, the parcel slopes upward toward the southeast resulting in the rear half of the Gem being partially below grade. This pattern of development owes its existence to the town's proximity to early mining activities and provides a unique experience of life in a historic mining town nestled in the hills. Extant buildings along Main Street are low in scale, typically one or two stories, and have entrances facing Main Street. Entrances are often recessed in the center of commercial storefronts with large display windows. The buildings are constructed of wood, brick, and/or stone, and most retain a "false front" consisting of a tall, stepped or flat parapet wall, and a supported wood or metal canopy extending over the sidewalk. Fortunately, much of the earliest historic fabric of the Main Street commercial and government core remains mostly intact. Visitors and residents are still able to get a strong sense of what Pioche looked like after the town rebuilt following a devastating fire in 1947.

Exterior

The Gem is a 7,148-square-feet, two-story building with basement and ceiling crawlspaces, constructed in a modest Art Deco style (Photograph 2). The building's rectangular plan measures approximately 100 feet long by 35 feet wide and is oriented northwest-southeast on a rectangular lot on the south side of Main St. (Nevada State Route 322). For the purposes of this document, the front [northwest] façade will be referred to as the west [main] façade. A set of concrete steps is located in the sidewalk at the north end of the west façade.

The Gem is constructed of concrete block measuring 11" by 8" by 4" and laid in a common bond. The foundation is steel reinforced concrete. The roof is sloped toward the south and has a close eave overhang on the south façade. A false front style parapet rises approximately eight feet above the roof line on the west façade, and a stepped parapet is located on the east façade with the highest step at the north end. The interior roof structure is wood truss. The southwest

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corner of the parapet wall contains a west- and south-facing arch detail that is not present on the northwest corner. The north side of the roof has a modern parapet wall connected to the adjacent Thompson's Opera House. A brick or concrete block chimney with corbelled cap breaks this shared parapet.

The west façade is asymmetrical and is composed of three bays on the lower level consisting of a deeply recessed center section containing a projecting box office and two entrances, flanked by projecting portions. The main entrances consist of two pairs of double-leaf, multi-lite wood doors. A concrete bond beam encircles the building at roof height. The lower level is finished with a lightly textured concrete stucco. Above the bond beam is a row of vertically placed blocks indicating the location of a now enclosed roof vent matching an opening on the east (rear) façade.

A four-foot-high painted band of steel with a triangular steel and neon marquee in the center projects slightly from, and reaches across the length of, the west façade. The marquee contains two backlit message boards that extend horizontally from the façade at an angle to create a triangle with a "bullnose," consisting of an angled projecting box. The angled sides are separated in the front of the bullnose by a backlit gem design with four neon tubes extending vertically from the top of the gem and wrapping over the top of the sign, and four neon tubes extending vertically from the bottom of the gem and continuing underneath the marquee to terminate at the façade. Neon tubing extends horizontally along the top and bottom of the steel bands flanking the marquee, and underneath the marquee. The letters "GEM" are located atop each of the message boards. The letters are individually mounted open channel with neon. A small 12-lite casement window is centered above the marquee (Photograph 2).²

The projecting southern portion of the west façade contains a centrally located, west-facing, infilled window opening with sidelites (see Photograph 2). When the theater was operational, this window remained open during business hours and concession items could be purchased prior to entering the theater. This portion of the façade also contains a small, north-facing opening that once served as an exterior opening for a small electric elevator used to transport heavy film boxes to the projection room (Photograph 4).

¹ Per historic photographs, the exterior concrete stucco and paint were applied between 1947 and 1972.

² The marquee was restored in 2022 through a grant from the U.S. Department of Agriculture Rural Business Development Program. The undertaking was consulted on by the Nevada SHPO.

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Photograph 2. West (main) façade of the Gem with the recently restored marquee, facing southeast. Note the infilled concession window with sidelites at right on the ground level.

The left (north) projecting portion of the lower level of the west façade contains a west-facing rectangular frame (former movie poster display) infilled with plywood, and a south-facing wood panel door (Photograph 3). The door's threshold is raised approximately 1' above grade. The box office is constructed of wood with a panel finish and stepped parapets facing north, west, and south. Window openings are located on the north, west, and south elevations. The box office is flanked by two wood panel doors with 12-lite windows (see Photograph 2; Photograph 4).

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Photograph 3. West façade of the Gem with the recently restored marquee, facing northwest. Note the south facing panel door denoted by the red arrow.

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Photograph 4. West (front) façade of the Gem, facing south, showing the box office located in the center of the entrance portico. Also visible is the door to the electric elevator (small green door at right) used to hoist heavy film canisters to the projection room on the second floor.

The south façade consists of a stepped concrete footer interrupted by a set of 5-foot-wide metal double doors with a concrete lintel at the north end (Photograph 5). The rear (east) façade consists of two entrances, one each on the north and south ends of the façade. Each door is sheltered by a wooden structure with a swamp cooler on top. The wood structures sit on low concrete retaining walls. The doors lead to steps flanking the stage. A roof vent with flat arch header and iron bars is centered on the east façade. A stone retaining wall and raised dirt bed is located between the doors. A sloped concrete structure of unknown function is located in the center of the raised bed.

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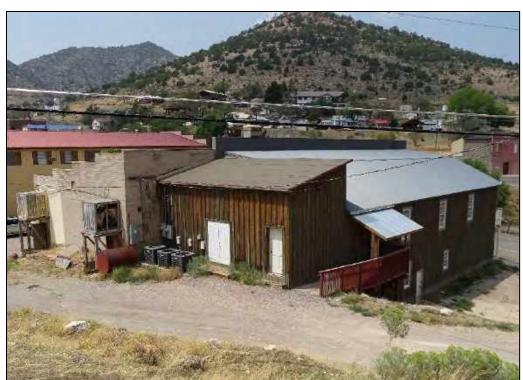
Photograph 5. South (side) and east (rear) facades of the Gem, facing north. Note the loading doors on the far left (west) of the south facade.

The north wall of the Gem is separated from the south wall of the Opera House by a very narrow gap (approximately 6") that has been infilled with wood; however, the two buildings share a modern parapet wall installed when the Brown's Hall – Thompson's Opera House was rehabilitated in 2009 (Photograph 6). Additionally, the two buildings originally shared use of the oil furnace and were connected via an opening in the basement crawl space.³

³ It is not known if this opening is still extant.

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Photograph 6. East (rear) and north facades of the Gem, facing southwest. Note the Brown's Hall – Thompson's Opera House connected to the Gem on the north side. Note also the shared modern parapet between the two buildings.

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Interior

The Gem's interior is fairly typical of small theaters of this era. Visitors access the entrance vestibule (16' 7" by 6' 3") from Main Street through one of the two wood and glass French doors (Photograph 7). To the east of the vestibule is the theater lobby (35' 6" by 6' 10"), accessed via two sets of French doors in line with the exterior doors. The French doors are wood with divided lite windows and brass handrails (see Photograph 1; Photograph 4).



Photograph 7. View of vestibule on right and lobby on left, facing southwest.

The vestibule and lobby walls and ceiling are sheathed in a trowel finish plaster (Photograph 8). Original brass lighting, a clock, and signage are located throughout the vestibule and lobby area (Photograph 9). An additional exterior access point is a south-facing wood panel door located to the north of the recessed theater entrance doors. This panel door leads to a small service room (6' by 14') to the north of the vestibule. The room contains a utility sink, shelving, and an electrical panel. A steep set of wood steps leading to the projection room on the second story is located in the northwest corner of the service room, and another set of steps leads down to a storage area in the crawlspace underneath the utility room. A door on the east side of this room leads to the lobby.

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Photograph 8. Trowel plaster finish in lobby and vestibule.

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Photograph 9. Original brass clock and sconce in lobby (Photograph courtesy of Friends).

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To the south of the vestibule is the concession room (11' 4" square), accessed via the lobby (Photograph 10). The concession room retains the original plaster finish on the walls and ceiling, and two brass and glass light fixtures hanging from the ceiling. Wood cabinetry is constructed in an L shape along the west and south walls of the concession room, leaving a roughly two-footwide aisle for workers to access the back of the cabinets and service the concession window. The easternmost cabinet along the south side of the room is finished with metal sheathing in a quilt pattern and silver finish, while its neighbor to the north is clad in quilted vinyl, faced black in color. The cabinets at the west end are painted wood with a modern laminate top. Two wood doors on the western cabinets face the public area of the room. The cabinets were most likely installed post reopening in the 1970s (M. Clary, personal communication, September 17, 2022).



Photograph 10. Concession room facing west toward the concession window (currently enclosed).

Access to the interior of the box office is located in the vestibule between the two sets of French doors. The box office, which measures roughly six-foot-square, is accessed via an original wood panel door. The box office retains the original furniture, ticket register, speaker, and floor grate (Photograph 11). A shallow wood counter runs along the south, west, and north sides of the room underneath the ticket windows. Beneath the counter at the southwest corner is a wood drawer divided into compartments. Above the drawer are two grooves cut into the counter to serve as, ostensibly, channels to guide cash into the divided drawer. Beneath the money drawer are additional wood shelving and a custom drawer installed sideways where wires are housed. A shallow wood shelf is located beneath the counter in the northwest corner of the box office. In

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the center of the box office is the original metal Gold Seal Ticket Register manufactured by General Register Corporation.⁴ The register contains button keys along the top and an enclosed metal cabinet with a shelf underneath. A raised wooden footrest is attached to the floor in front of the register.



Photograph 11. Interior of box office facing northwest.

⁴ No information was found on the General Register Corporation or the Gold Seal Ticket Register.

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The lobby is separated from the main theater area on the east by two sets of stairs and two restrooms (Photograph 12). An arched opening with low steps located in the center of the east wall of the lobby leads to a raised platform. A wall with three-pane wood frame window separates the steps from the main theater area. The window provides visual access from the landing into the main theater area. Stairs leading to the balcony, sob room, and projection room are located on the north and south ends of the platform (Photograph 13; Photograph 14). The arched stair opening is flanked by two sunken restrooms accessed via a narrow set of curved steps with curved iron pipe railing (Photograph 15). A set of double exit doors is located at the south end of the lobby.



Photograph 12. View of lobby area facing north from the south end of the lobby. Note arched entrance to balcony stairs at right, entrances to vestibule in left background, and entrance to concession area in foreground left (Note: image lightened for clarity).

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Photograph 13. View of arched entrance to balcony stairs and theater seating area viewing window, facing southeast from the lobby area.

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Photograph 14. South staircase leading to theater balcony seating, sob room, and projection room.

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Photograph 15. Sunken restroom at the north end of the lobby.

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Arched openings leading from the lobby to the theater seating area are located on the north and south sides of the central stair/restroom configuration (Photograph 16). The seating area is two stories tall and measures 56' 5" by 35' 6". The concrete floor slopes downward to the east toward the stage. There are 11 rows of approximately 17 cushioned metal seats per row in the main theater area. The seating area is flanked by aisles on the north and south sides.



Photograph 16. Arched opening into theater area on north end of lobby.

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The stage area is 35' 6" by 19' 2". The raised stage apron has a wood floor and is curved outward toward the seating area with two curved wings at the north and south ends. The proscenium arch follows the curved wing walls on either side; however, the top of the arch is straight and does not conform to the convex stage. A large movie screen framed by a fabric valance along the top and full-height curtains on either side fills the opening of the stage area (Photograph 17). The proscenium arch and stage were altered, purportedly in the 1950s, to accommodate a larger screen. An opening with metal grate covering faces west on the wall beneath the apron. The opening possibly vented air from the oil-fired furnace (no longer functional) located in the basement crawlspace.



Photograph 17. View of theater seating area from balcony at west end of the theater.

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The interior walls of the seating and stage area are sheathed in a rough textured plaster that is believed to be a hemp lime plaster. Four projecting structural columns with a textured plaster finish are located on the north and south walls of the theater, two per wall. Three half-height projecting columns with sloped tops and decorative painted brass vents, including two on the north wall and one on the south wall, conceal duct work. The ceiling is covered with acoustical tiles. Exposed duct work hangs from the north and south edges of the ceiling. Four sconces are attached, two per north and south walls, on either structural columns or vented columns, and two large light fixtures hang from the ceiling (see Photograph 17; Photograph 18; Photograph 19; Photograph 20). It is not known if the light fixtures are original.



Photograph 18. Painted brass grill at bottom of air-handling columns.

⁵ This assessment is based on visual observation only. Textured plasters consisting of hemp and lime, sometimes mixed with asbestos, were popular as an acoustical treatment in historic theaters. A materials analysis has not been completed by an architectural conservator, or a master plasterer.

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Photograph 19. Painted brass grill at the top of air-handling columns.

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Photograph 20. Wall sconces in theater area.

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Steep wooden stairs flank the stage. The stairs lead to platforms with wood handrails and rear, east-facing doors. Two wood ladders, mechanical and electrical equipment, and stage rigging equipment are accessed via the northern steps. One ladder, located at the top landing, leads to the ceiling crawl space and the other ladder, located roughly mid-way along the stairs, leads to a disconnected electrical panel in the ceiling crawl space (Photograph 21). Behind the movie screen is a full-height space (29' 6" x 4") where a large speaker, lighting, and other rigging equipment are located.



Photograph 21. Wooden stairs at the north end of the stage.

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Balcony seating is located at the west end of the main theater area and is accessed by the central stairs. The floor of the balcony (10' 8" by 35' 6") is stepped to accommodate additional rows of seating; however, the seating has been removed (Photograph 22). The balcony is U-shaped around the projection room. South of the projection room and accessed via steps leading from the main balcony area, is located the soundproof "sob room" (9' 10" by 6' 10") where families would take crying children while still watching the movie through an east-facing window. The sob room contains a wall-mounted speaker and an east-facing entrance at the south end (Photograph 23; Photograph 24).



Photograph 22. Theater balcony seating area (sans most of the seats), facing the north wall. Note the openings in the west balcony wall for the projectors and projectionist viewing access.

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Photograph 23. Sob room at the south end of the theater balcony. Note the painted "SOB Room" sign above the sob room's window.

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Photograph 24. Interior of Sob room facing the north wall and showing the three low-level lights and speaker recessed into the wall.

North of the projection room is additional stepped balcony seating accessed from the main balcony area. Steps and a screen door on the west wall at the south end of the space leads to a wood landing (Photograph 25). From the landing one can step up to the entrance to the projection room (15' 9" by 10' 1") to the south. To the north is an opening leading to a steep wood staircase originating in the service room. The east wall of the projection room has six small window openings: two are located directly in front of two original carbon arc projectors; one is located in front of a slide projector (used to show glass slides announcing local news and events); and the remaining three (one is filled in) are viewing portals for the projectionist to view the balcony and theater area. The room contains several artifacts including film, slides, and tools and implements for maintaining the projectors and theater (Photograph 26). A multi-lite casement window faces west toward Main Street.

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Photograph 25. View of north balcony area with door to projection room left of center at top.

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Photograph 26. Projecting room facing north toward the door leading to the theater balcony area and service room staircase.

Below is a table showing years and descriptions of construction and alterations (as available), for the Gem.

Table 1. Construction and Alterations Descriptions and Years for the Gem Theater			
Description of Work	Year Completed	Source	
Construction of the Gem	1937	Pioche Record 1937a; Pioche Record 1937b	
Installing central heat and air	ca. 1940	Nevada State Journal 1940	
Installation of current marquee	ca. 1947-1950	Historic photographs on file at UNLV; Interview with Ralph Hone 2021	
Application of exterior paint and concrete stucco	Between 1947 and 1972	Historic photographs on file at UNLV	
Alterations to proscenium arch including increasing width and height of opening; moving doors toward exterior north and south walls	ca. 1955	Nevada State Journal 1955	

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Partially enclosing concession area window	ca. 1980-1982	Historic photographs on file at UNLV
Removal of arched block feature at	ca. 1980	Historic photographs on file at UNLV
northwest corner of roof parapet		
·		
Install new roof	ca. 2002	Dawson 2021
Filling in of west-facing attic vent	Unknown	N/A
· ·······o ··· · · · · · · · · · · · ·	5IOIIII	

Evaluation of Integrity

The Gem retains all seven aspects of integrity as defined by the NRHP:

Location: the place where the historic property was constructed or the place where the historic event occurred. The Gem has not been moved from its original location.

Design: the combination of elements that create the form, plan, space, structure, and style of a property. The Gem retains the majority of its original design, form, and massing—the only exception being the removal of two arches at the northeast corner of the raised parapet. The arches would have mirrored those still extant at the southeast corner of the parapet. The extant prominent marquee was installed at some point between 1947 and 1950 during the period of significance (1937 – 1958) and is the marquee most closely associated with the Gem; thus, it is considered a character-defining feature in its own right. Other modifications, such as the infill of window openings with plywood, are considered reversible. The Gem is still able to convey its historic function, purpose, and aesthetics, including massing, arrangement of spaces, pattern of fenestration, and textures of surface materials.

Setting: the physical environment of a historic property. The Gem retains most of the basic physical conditions under which it was constructed. The Gem is located on Main Street, the historic commercial corridor of Pioche. This road, also known as Nevada State Route 322, spurs off of Lacour Street (Nevada State Route 321). Both appear on early USGS maps from the 1880s in much the same alignment as they were during the period of significance (1937 – 1958), as well as today. Lacour Street follows the general topography of the Pioche Hills coming in and out of Pioche, and both routes connected to rail and other former mining camps. Additionally, the Gem is partially buried within the western slope of Lime Hill, an important backdrop to the Gem and the town of Pioche as a prominent eastern boundary for the historic development of Pioche. And finally, the Thompson's Opera House, connected to the Gem physically and historically, is still extant to the north of the Gem.

Materials: the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. The Gem retains the key exterior materials dating from the period of significance (1937–1958), including the concrete stucco, concrete block, marquee, and neon. The interior retains its textured plaster, brass

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fixtures, wood flooring and trim, and original theater operating equipment. Reversible exterior alterations include the removal of two block arches originally located at the northeast corner of the parapet on the west (front) façade, and infill of the concession area window. Non-reversible interior alterations include the enlargement of the proscenium arch and stage to accommodate the larger screen (resulting in the shifting of the doors flanking the stage area, and the removal of two vents located above the original proscenium).

Workmanship: the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. The historic workmanship of the Gem can be seen in the exterior concrete stucco, wood frame box office, French doors, marquee, and neon. In the interior, workmanship is evident in the textured plaster of both the lobby and theater seating areas, as well as wood frame doors, wood trim and flooring throughout, and brass fixtures. The materials and construction methods were typical in the western United States for modest buildings before, during, and after the period of significance (1937 – 1958), and convey a regional application of both technological practices and aesthetic principles.

Feeling: a property's expression of the aesthetic or historic sense of a particular period of time. The Gem retains the physical features that, taken together, convey the property's historic character and function as a theater due to the retention of the recessed portico, box office, movie poster frame, concession window, and marquee. These features include the elements that make up the setting, design, materials, and workmanship of the building.

Association: the direct link between an important historic event or person and a historic property. The Gem is able to convey its original function and association with entertainment and recreation and, therefore, its contribution to the community's growth and development during the early twentieth century.

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8. Statement of Significance	
Applicable National Register Criteria	
A. Property is associated with eve broad patterns of our history.	nts that have made a significant contribution to the
B. Property is associated with the	lives of persons significant in our past.
construction or represents the v	ve characteristics of a type, period, or method of york of a master, or possesses high artistic values, distinguishable entity whose components lack
D. Property has yielded, or is likely history.	y to yield, information important in prehistory or
Criteria Considerations	
A. Owned by a religious institution	n or used for religious purposes
B. Removed from its original loca	tion
C. A birthplace or grave	
D. A cemetery	
E. A reconstructed building, object	et, or structure
F. A commemorative property	
G. Less than 50 years old or achie	ving significance within the past 50 years

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Areas of Significance	
ENTERTAINMENT/RECREATION	
Period of Significance	
_1937-1958	
Significant Dates	
1937	
1947	
1958	
1974	
Significant Person	
_N/A	
Cultural Affiliation	
N/A	
Architect/Builder	
_Unknown	

Statement of Significance Summary Paragraph

The Gem is recommended individually eligible for listing in the NRHP under Criterion A at the local level of significance, under the theme of Entertainment and Recreation. The period of significance has been identified as beginning in 1937, with the construction of the Gem, and ending in 1958 with the conveyance of the property to John and Mary Louise Christian and Jerome and Genevieve Sears, after which the Gem remained closed until 1974. Under Criterion A, the Gem is significant for its role throughout the period of significance as the source for local, state, and national news and entertainment. In addition to first run movies, the Gem, like most theaters during this time, showed newsreels of national events. Additionally, the Gem provided local news and announcements through glass slides, projecting them on to the screen before and between showings. The Gem is also significant as the only purpose-built movie theater of its type to have been constructed in Pioche. The Gem was completed the same year as the construction of

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a transmission line from Boulder Dam to Pioche, allowing it to operate its clock, furnace, air-conditioner, and projection equipment using electrical power. The theater provided the only form of film entertainment, as well as meeting space for local and statewide events, to the remote community of Pioche, Nevada between 1937 and 2002. The Gem is currently owned by the not-for-profit organization Friends of Gem Theater.

Narrative Statement of Significance

Early Development of Pioche

In 1863, roughly 74 years prior to the Gem's construction, the discovery of a ledge of silver ore in Meadow Valley was made by William Hamblin, a Mormon missionary. The next year, he recorded the first mining claim in the region, which he called the "Panacker Ledge" (Davis 1913). In March of 1864, Hamblin and fellow Mormons Stephen Sherwood and John Vandermark organized the Meadow Valley Mining District. The district, which included the current location of Pioche, consisted of a 60 sq. mile area centered on Panaca Springs (*Pioche Record* 1914a). Hamblin subsequently helped establish the Mormon colony of Panaca, one of the first permanent Anglo-American settlements in eastern Nevada.

Despite Hamblin's exciting discovery, little initial progress was made in developing mining claims in the region due to the distraction of the Civil War, threats from local Native American tribes, and the area's remote location. Beginning in 1867, news of Hamblin's discovery gradually began to circulate among prospectors and mining interests throughout the country (*Pioche Record* 1914a). In 1868, San Francisco banker and financier François L. A. Pioche sent his agent, Charles Hoffman, to Panaca to purchase several of the region's mining properties which he later incorporated as the Meadow Valley Mining Company (Gorman 1986). That same year, prospectors Joseph Grange and E. M. Chubard erected a smelter in the vicinity of present-day Pioche. While Grange and Chubard's smelter ultimately proved to be a failure, it did not discourage other enthusiastic miners from moving to the region in hopes of striking it rich (Davis 1913).

In 1869, a company incorporated by P. McCannon, L. Lacour, and A. M. Bush laid out the Pioche townsite (Davis 1913). Shortly after, mining partners William H. Raymond and John H. Ely arrived from the Pahranagat Valley, 150 miles southwest of Pioche. Impressed with the area, the men purchased one of the richest claims in the district from brothers Edward and Pat Burke for \$30,000 and relocated their five-stamp mill from Hiko to Pioche (Davis 1913). A camp called Bullionville was soon established at the Raymond and Ely property. For the next several years, the Raymond and Ely mines grew in size, rivaling that of the Meadow Valley Mining Company (Davis 1913).

By the summer of 1870, more than 500 claims had been filed in the Pioche area and the population of the town had reached more than 1,000 people (Gorman 1986). A post office was established in August 1870 and Pioche was selected as the seat of Lincoln County the following year (Gorman 1986). The regional mining boom reached its peak in 1872 (Figure 1). That year,

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the Lincoln County Assessor reported that \$6,000,000 in silver bullion had been extracted from the Pioche mines (Davis 1913). The explosive growth of the region's mining industry caused the town's population to swell to more than 10,000 people in 1872 (Davis 1913). At its height, Pioche boasted two daily newspapers, three large dance halls, two theatres, and 72 saloons and gambling houses. Like many mining boomtowns of the era, the community also developed a reputation for violence and lawlessness with one local newspaper reporting that, "Pioche became the Mecca for as big a lot of thugs as 'ever cut a throat or scuttled a ship'" (*Nevada State Journal* 1905).

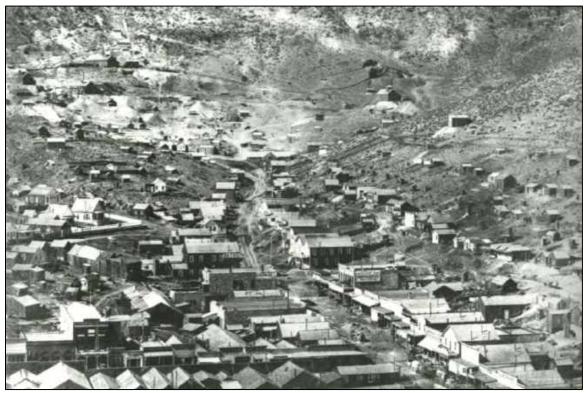


Figure 1. The town of Pioche as it appeared in its heyday, ca. 1873 (Nevada State Historical Society Photograph Collection, UNLV, Las Vegas, Nevada).

In the early 1870s, there were more than 20 mining companies operating different properties at or near Pioche (Davis 1913). Unfortunately, the city's mining boom was short-lived as rampant stock speculation, the demonetization of silver, and the nationwide financial panic led to widespread economic collapse in 1873. In early 1874, many of the region's largest mines hit water and work came to an abrupt halt. The camp continued its decline over the next several years with shares in the Meadow Valley Mining Company falling from more than \$4 a share in 1875 to just four cents in 1876 (Gorman 1986). Despite the downturn, the first theater in Pioche, Brown's Hall – Thompson's Opera House (Thompson's Opera House) (NRIS 84002074), was

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constructed in 1873 to meet the demand for live theater, community and fraternal club meetings, and events (Figure 2; Figure 3).⁶

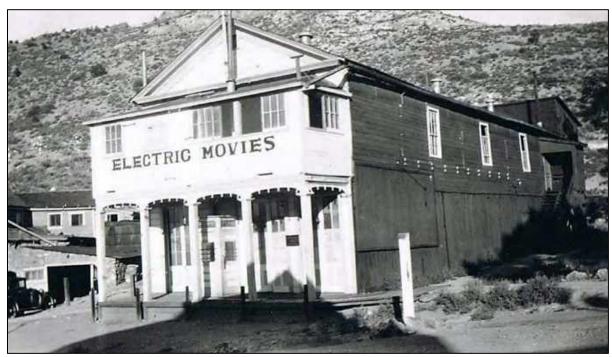


Figure 2. Thompson's Opera House advertising "Electric Movies," prior to the construction of the current Gem Theater building, ca. 1914-1920s (image courtesy of the Pioche Chamber of Commerce, Pioche, Nevada).

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⁶ The Thompson's Opera house was originally known as Brown's Hall after its owner and builder Aleck Brown (Christian and Werber 1984). Brown owned the building until 1891, at which point it was purchased by merchant A. S. Thompson and changed to its current name (*Pioche Record* 1891). Following Thompson's death in 1905, the opera house was operated by his sons Charles A. and Frank P. Thompson until 1921 (*Pioche Record* 1921). By 1935, Charles had changed the name of Thompson's Opera House to the Gem Theater (*Nevada State Journal* 1935). The original building has been known as the Thompson's Opera House since the current Gem Theater was constructed in 1937.

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Figure 3. Newspaper advertisement for Thompson's Opera House, 1918 (Image reprinted from the *Pioche Daily Record*, April 5, 1918).

Despite the faltering of the region's mining industry in the late 1870s, the lure of quick profits continued to attract enterprising mine developers into the twentieth century. Beginning in the 1880s, William S. Godbe of Salt Lake City organized the Pioche Consolidated Mining and Reduction Company and began processing tailings from the Raymond and Ely and Meadow Valley mines. Godbe reportedly recovered more than \$1,000,000 in profit from waste rock located at the two properties (*Pioche Record* 1914a). Still, throughout its history, Pioche's prosperity has been closely tied to the boom-and-bust cycles of the mining industry. In 1893, the town experienced another economic decline following the repeal of the Sherman Silver Purchase Act which led to a dramatic decrease in silver prices. By 1905, an editorial in the *Nevada State Journal* lamented that Pioche's once great mining camps consisted of, "Nothing but ruins and even these fast disappearing..." (*Nevada State Journal* 1905). By 1906, the town's population had plummeted to just 150 people (*Los Angeles Times* 1906). Although the town had fallen on hard times, many were optimistic about Pioche's fortunes. For instance, John Maguire of the *Butte Miner* predicted that, "Pioche is not dead, but sleepeth, and the day of its awakening is at hand" (*Butte Miner* 1905).

Bringing Power to Pioche

By 1929, the city was indeed experiencing a resurgence as new mining companies, including the Combined Metals Company and Pioche Mines, began rapidly developing their properties. The town's small population doubled in size in just two months. Lincoln County jurist Judge William Orr declared that "On the verge of joining Nevada's ghost cities a short time ago, the town is now actually in the throes of a building boom; a score of new homes and businesses are being constructed; old-time store buildings, long since deserted, are now being remodeled for tenants and everywhere is activity marking the advent of a new era" (*Reno-Gazette Journal* 1929).

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Pioche's economic renaissance continued during the Great Depression. In 1935, the city's mining industry received an additional boost, when it was announced that local mining interests had submitted a loan application to Robert Allen, the state's Public Works Administration (PWA) engineer, for the construction of a transmission line from the newly completed Boulder Dam to the Pioche District (Mason Valley News 1935). Construction costs for the 150-mile transmission line were estimated between \$725,000 and \$1,000,000 (Mason Valley News 1935). The PWA provided a \$264,000 long-term loan for the project in addition to a \$325,000 outright loan. The power line provided cheap electric power that increased production capacity in the Pioche area mines. According to an article in the *Nevada State Journal* shortly after the project's completion in July 1937, "Mining men with knowledge of this area...realize that this low-cost electric power service signalizes in reality the economic birth of a great and rich mining region (Nevada State Journal 1937). The Pioche-Boulder Dam transmission line was the largest project completed by the PWA in the State of Nevada (Nevada State Journal 1938a). Notably, the project's completion coincided with the construction of the Gem, which was also finished in 1937. The owner of the theater, Charles A. Thompson, was reportedly instrumental in securing the Boulder Dam transmission line for the community, and the building's clock, furnace, air conditioner, and projection equipment all operated on Boulder Dam power (Salt Lake Tribune 1948; Pioche Record 1937a).

In addition to receiving power from Boulder Dam in 1937, two other major public works projects began or were funded for Pioche in the late 1930s that assisted in the development of Pioche as a destination for tourism, homeownership, and industry. In 1938, one year after the Gem opened, \$17,489 was approved to construct a sanitary sewer system in Pioche. The project was funded through the Works Progress Administration, a New Deal program similar to the PWA (Pioche Record 1938a). Additionally in 1938, state funding was allocated to construct a "high speed oil road" that would connect the Boulder Dam in southern Nevada to the "north boundary of Nevada," including the segment between Panaca, Nevada, and Pioche. Nevada State Highway Engineer Robert A. Allen was quoted as saying that nearly \$2.5 million was to be spent on the entire project to "bring tourist business into the state so that communities such as Pioche could enjoy some of the tourist trade" (Pioche Record 1938b). Indeed, the second district of the American Legion, which included seven Nevada posts, chose to hold their 10th annual convention in Pioche at the Gem on Saturday June 10, 1938 (Nevada State Journal 1938b).

Constructing the Gem

The one-and-one-half story Gem Theater building was built of concrete block and measured 101 feet long by 35 feet wide in size (Figure 4; Figure 5; Figure 6) (*Pioche Record* 1937b). The interior of the building boasted a Velvet Gold Fiber screen and seating for 600, featuring the latest in Floating Comfort spring back chairs (Figure 7; Figure 8) (*Pioche Record* 1937b). The box office was equipped with a ticket machine, coin changer, and a radio communication system. The new building also had a parlor for out-of-town guests—called the "Bristol Parlor"— a Sob Room, and a smoking room. Its modern projection room had "two circuits of Boulder Dam Power to ensure against interruption and… an electric elevator which will transport the heavy film boxes to and from the room" (*Pioche Record* 1937b). The Gem opened on November 13,

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1937 with a matinee for children and a later showing of "Nobody's Baby," and the news (*Pioche* Record 1937a). In 1940, Thompson installed a new air conditioning system and began "supplying patrons with refrigerated drinking water" (Nevada State Journal 1940).



Figure 4. Wood frame Thompson's Opera House building with "Gem Theatre" sign and new concrete block Gem Theater building next door, ca. 1937 (Image courtesy of Friends of Gem Theater).

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Figure 5. Photograph of the Gem Theater shortly after construction, ca. 1940-1941 (James Hulse Collection, UNLV, Las Vegas, Nevada).

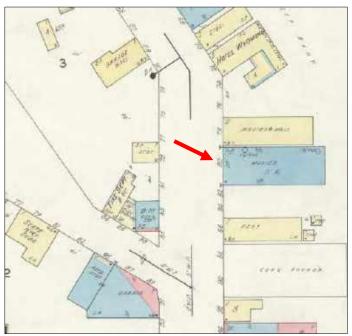


Figure 6. Excerpt from the 1939 Sanborn map showing the location of the Gem Theater and Thompson's Opera House. Red arrow denotes location of Gem Theater (Image courtesy of the Library of Congress, Washington, D.C.).

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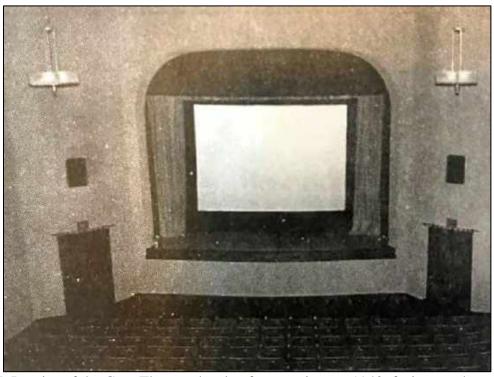


Figure 7. Interior of the Gem Theater shortly after opening ca. 1940, facing southeast (Image reprinted from Shumway and Hone 2005).

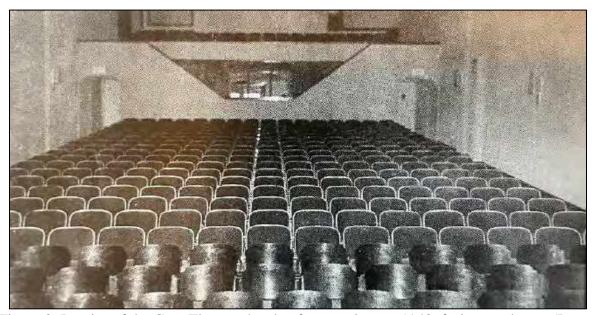


Figure 8. Interior of the Gem Theater shortly after opening ca. 1940, facing northwest (Image reprinted from Shumway and Hone 2005).

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During the years preceding the U.S. entry into WWII, and during WWII, the Gem Theater, like most theaters, provided information to the community through newsreels. Reels shown at the Gem included "The Bombing of the 'Panay," a ten-minute film shot by Fox Movietone cameraman Eric Mayell about the Japanese bombing of the USS Panay, a gunboat stationed in China (*Pioche Record* 1938c), as well as "*The March of Time*," an American newsreel series sponsored by Time Inc. between 1935 and 1951 that presented highly propagandized news stories through newsreel and documentary formats, and "*News of the Day*," produced by the Hearst Corporation (Figure 9) (Setliff 2007). Movie listings also included "Also the News" or "And the News" at the end of each listing. Additionally, the Gem Theater presented slides before and in between movie showings depicting holiday messages, advertisements, local and statewide elections, and reminders to keep children quiet (Figure 10; Figure 11).

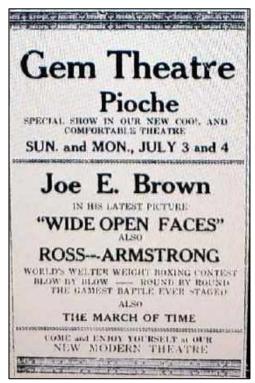


Figure 9. Movie listing, including "The March of Time" newsreel for the Gem Theater, June 20, 1938 (Pioche Record 1938d).

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Figure 10. Projector slide for the re-election of Cliff Jones, Democrat, for Lieutenant Governor of Nevada, c. 1946 (Image courtesy of Friends of Gem Theater 2023).

LIEUTENANT GOVERNOR 1947

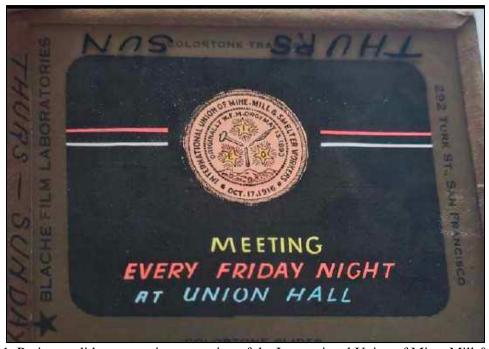


Figure 11. Projector slide announcing a meeting of the International Union of Mine, Mill & Smelter Workers at the Union Hall, Pioche, Nevada, n.d. (Image courtesy of Friends of Gem Theater 2023).

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Post-World War II Decline of Pioche

Over the next several decades, the growth of Pioche continued to fluctuate according to the caprices of the region's mining industry. The town's last notable boom occurred during World War II (WWII) when many of the old mines were reactivated to produce zinc and lead needed to supply the war effort. In 1947, a devastating fire swept through Pioche that destroyed most of the city's business block, including the hospital, a warehouse, two bars, a gambling club, two residences, a café, skating rink, and bowling alley (Figure 9) (*Reno Gazette-Journal* 1947). The cost of the damage was estimated between \$200,000 and \$500,000. Residents vowed to rebuild the community following the fire, and the region's mining industry continued to operate through the 1950s; however, by 1957, Pioche was again referred to as a "ghost town" (*Salt Lake Tribune* 1957).



Figure 12. Firefighters extinguishing fire on Pioche's main business block, ca. 1947. Note the Gem Theater on the far left (James Hulse Collection, UNLV, Las Vegas, Nevada).

Fortunately, the Gem Theater was not damaged in the 1947 fire that destroyed Pioche's main business block. According to the *Reno Gazette-Journal*, "The fire was finally halted on the west by the brick building housing the Allen grocery, while on the east spread of the flames was halted by another brick building occupied by the Gem theater" (*Reno Gazette-Journal* 1947). Charles A. Thompson owned and operated the theater until his death in 1948 (*Nevada State Journal* 1948). Following Thompson's death, the theater was owned by his son, Charles E.

⁷ Although the Gem is noted in the article as being constructed of brick, it is actually constructed of concrete block.

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Thompson, who resided in Salt Lake City. During this time, the theater's projectors were operated by brothers Dan and Otto Amsden (R. Hone, personal communication, October 20, 2021).

In 1955, Charles E. and his wife, Eulalia, purchased a new "wide screen" for the Gem Theater (*Nevada State Journal* 1955). It is most likely at this time that the proscenium arch and stage were altered (both enlarged to accommodate the larger screen) to their current form. Additionally, the current neon marquee was installed at some point between 1947 and 1950, during Charles E. Thompson's ownership (R. Hone, personal communication, October 20, 2021) (see Figure 10). Due to a decline in the regional mining industry in the late 1950s, Charles E. Thompson closed the Gem Theater in 1958 (P. Hone, personal communication, October 20, 2021).



Figure 13. Photograph of the Gem Theater and Thompson's Opera House showing new neon sign and marquee, ca. 1994 (Digital Collections, University of Nevada-Reno, Reno, Nevada).

Sale and Reopening of the Gem

The theater remained closed until July 1974 when Charles E. Thompson and his wife conveyed the property to John and Mary Louise Christian and Jerome and Genevieve Sears (Deed of Trust 1974). At that time, the property was described as, "The North 12½ feet of Lot Four (4) and all of Lots Five (5), Six (6), and Seven (7) and the South Half (S/2) of Lot Eight (8) in Block Eighteen with the Gem Theatre and Thompson Hall thereon..." (Lincoln County Recorder 1974a). In September 1974, the two couples sold the property to Lamplighter Inc. for \$10 (Lincoln County Recorder 1974b). John Christian was the President of Lamplighter, Inc., a Nevada corporation that was founded in 1974. Following their purchase, the Christian family reopened the Gem Theater; however, attendance continued to decline steadily through the 1980s.

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When the adjoining Thompson's Opera House building was listed on the National Register of Historic Places (NRHP) in 1982, the Lamplighter Theater Association and Christian Family were still listed as the property's owners (Christian and Werber 1984). Lamplighter Inc. conveyed the wood frame Thompson's Opera House building to Lincoln County in 1991. Meanwhile, the Gem Theater remained in use as a movie theater until at least 2002, shortly after which the roof was replaced (Dawson 2021). In 2018, the Gem Theater was purchased from Lamplighter Inc. by Michelle and Ronald Orr Jr. who subsequently sold the property to its current owner, Melissa Clary, in 2020 (Lincoln County Recorder 2018; 2020). Since that time, a not-for-profit organization, Friends of Gem Theater (current owners), was established, and federal grant funding was received to restore the mid-century neon marquee.

Summary

The Gem Theater, constructed in 1937 in a modest Art Deco style, is recommended individually eligible for listing in the NRHP under Criterion A at the local level of significance, under the theme of Entertainment and Recreation. Specifically, the Gem is significant for its role, throughout its period of significance (1937 – 1958), as the only local source for entertainment by providing first run movies. The Gem also provided local, state, and national news through newsreels and glass slides shown before and after movies. Additionally, the Gem provided meeting space for local and statewide events, when open, from 1937 to 2002. The Gem is also significant as the only purpose-built movie theater of its type to have been constructed in Pioche, and is significant as one of a few buildings that survived the 1947 fire that destroyed several buildings within the town's historic commercial core. The Gem retains all seven aspects of integrity.

The Gem Theater	Lincoln County, Nevada
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1914a "Pioche, It's Past, Present, and Future Mineral Wealth." *The Pioche Record.* April 18, p. 6.

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Name of Property 1921 "Notice of Dissolution." <i>The Pioche Record.</i> December 16, p. 4.	County and State
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1937b "New Gem Theatre to Open Saturday Night." The Pioche Record. Nov	ember 11.
1938a "Pioche Sewer System Approved." The Pioche Record. July 14.	
1938b "Construction To Start Soon On The Panaca To Pioche Highway." <i>The</i> July 28.	Pioche Record.
1938c "Motion Picture of Panay Sinking Screened in Pioche." The Pioche Red	cord. January 13.
1938d "Gem Theater Pioche." The Pioche Record. June 20.	
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Previous documentation on file (NPS):	
preliminary determination of individual listing (36 CFR 67) has been previously listed in the National Register	n requested
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 #	

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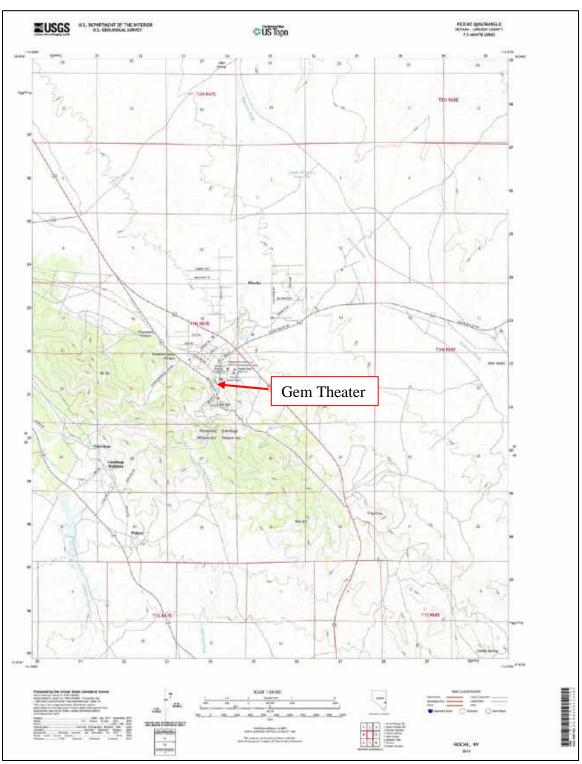


Figure 14. Location of the Gem Theater, Pioche, Nevada (USGS Pioche Quadrangle 2021).

The Gem Theater Name of Property

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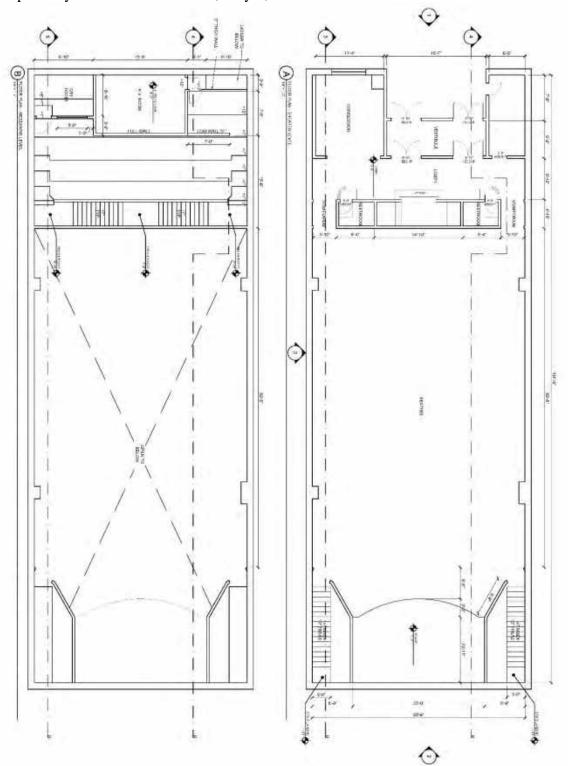
Figure 15. Location of the Gem Theater (Google Maps 2022).

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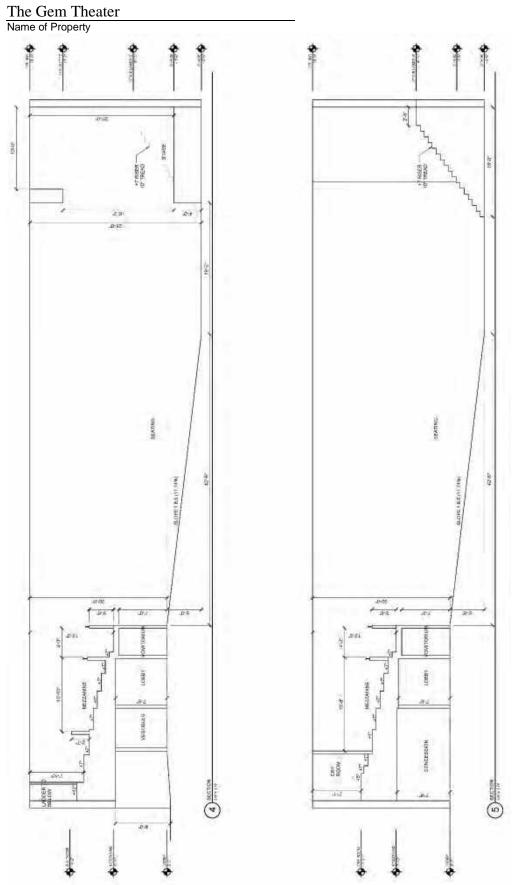
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Building Plans, Elevations, and Sections

Prepared by: BUNNYFiSH studio, May 2, 2020

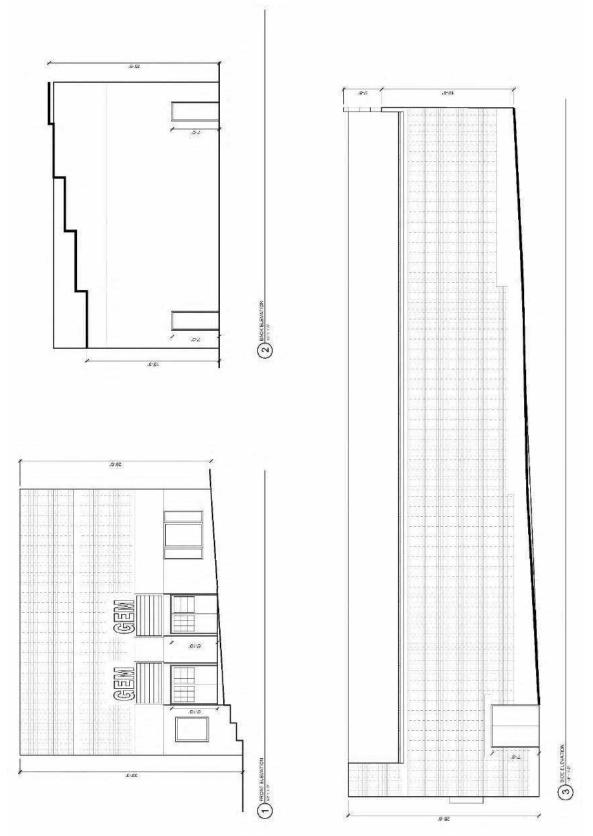


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Photo Log

Name of Property: Gem Theater

City or Vicinity: Pioche

County: Lincoln State: Nevada Photographer: Courtney Mooney, AICP

Date Photographed: August 19, 2021: Photograph No. 1; Photograph No.s 5-26

Date Photographed: June 26, 2022: Photograph No.s 2-4

Photograph #1 (NV_Lincoln County_Gem Theater_001) Thompson's Opera House (left) and Gem Theater (center), facing south.

Photograph #2 (NV_Lincoln County_Gem Theater_002) West (main) façade of the Gem, facing southeast.

Photograph #3 (NV_Lincoln County_Gem Theater_003) West façade of the Gem, facing northwest.

Photograph #4 (NV_Lincoln County_Gem Theater_004) West (front) façade of the Gem, facing south.

Photograph #5 (NV_Lincoln County_Gem Theater_005) South (side) and east (rear) facades of the Gem, facing north.

Photograph #6 (NV_Lincoln County_Gem Theater_006) East (rear) and north facades of the Gem, facing southwest.

Photograph #7 (NV_Lincoln County_Gem Theater_007) View of vestibule on right and lobby on left, facing southwest.

Photograph #8 (NV_Lincoln County_Gem Theater_008) Trowel plaster finish in lobby and vestibule.

Photograph #9 (NV_Lincoln County_Gem Theater_009) Original brass clock and sconce in lobby.

Photograph #10 (NV_Lincoln County_Gem Theater_010) Concession room facing west toward the concession window.

Photograph #11 (NV_Lincoln County_Gem Theater_011) Interior of box office, facing northwest.

Photograph #12 (NV_Lincoln County_Gem Theater_012) View of lobby area facing north from the south end of the lobby.

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Photograph #13 (NV_Lincoln County_Gem Theater_013) View of arched entrance to balcony stairs and theater seating area viewing window, facing southeast from the lobby area.

Photograph #14 (NV_Lincoln County_Gem Theater_014) South staircase leading to theater balcony seating, sob room, and projection room.

Photograph #15 (NV_Lincoln County_Gem Theater_015) Sunken restroom at the north end of the lobby.

Photograph #16 (NV_Lincoln County_Gem Theater_016) Arched opening into theater area on north end of lobby.

Photograph #17 (NV_Lincoln County_Gem Theater_017) View of theater seating area from balcony at west end of the theater.

Photograph #18 (NV_Lincoln County_Gem Theater_018) Painted brass grill at bottom of air-handling columns.

Photograph #19 (NV_Lincoln County_Gem Theater_019) Painted brass grill at the top of air-handling columns.

Photograph #20 (NV_Lincoln County_Gem Theater_020) Wall sconces in theater area.

Photograph #21 (NV_Lincoln County_Gem Theater_021) Wooden stairs at the north end of the stage.

Photograph #22 (NV_Lincoln County_Gem Theater_022) Theater balcony seating area (sans most of the seats), facing the north wall.

Photograph #23 (NV_Lincoln County_Gem Theater_023) Sob room at the south end of the theater balcony.

Photograph #24 (NV_Lincoln County_Gem Theater_024) Interior of Sob room facing the north wall and showing the three low-level lights and speaker recessed into the wall.

Photograph #25 (NV_Lincoln County_Gem Theater_025) View of north balcony area with door to projection room left of center at top.

Photograph #26 (NV_Lincoln County_Gem Theater_026) Projecting room facing north toward the door leading to the theater balcony area and service room staircase.

The Gem Theater	Lincoln County, Nevada
Name of Property	County and State

Paperwork Reduction Act Statement: This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 - 60-100 hours Tier 2 - 120 hours Tier 3 - 230 hours Tier 4 - 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.