

HISTORIC RESOURCES INVENTORY

HABS _____ HAER _____ Loc _____ Ser. No. _____
UTM: A _____ SHL No. _____ NR Status _____
B _____ C _____
D _____

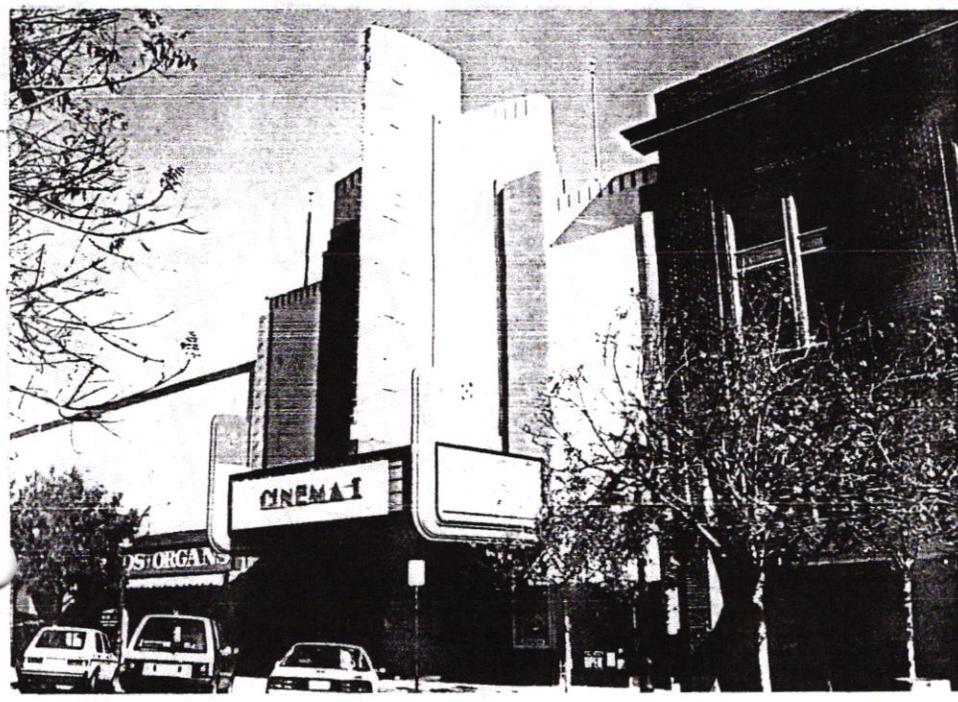
IDENTIFICATION

1. Common name: Cinema 1
2. Historic name: El Ray Theatre/Barber Shop
3. Street or rural address: 363-365 Main Street
City Salinas Zip 93901 County Monterey
4. Parcel number: 002-233-10
5. Present Owner: Jack Peters, et al Address: P.O. Box 417
City Napa Zip 94559 Ownership is: Public _____ Private X
6. Present Use: Movie theatre Original use: Movie theatre

DESCRIPTION

- 7a. Architectural style: 2-part Commercial
- 7b. Briefly describe the present *physical appearance* of the site or structure and describe any major alterations from its original condition:

A two-story reinforced concrete commercial building, rectangular in plan. Its simple Moderne design concentrates on the facade which is built skyward from the structure's corners toward the center fin which dominates the building. The wall cladding is a combination of glazed tile in a raised geometric pattern along the first floor level and stucco above. The building steps up from the marquee in two levels with simple pilasters repeating the movement. The main recessed theatre entry is flanked by small office spaces. The El Rey Barber Shop to the south is still basically intact as it was in the 1930's. The marquee appears to be of more recent vintage although thoroughly in keeping with the rest of the structural ensemble.



8. Construction date:
Estimated _____ Factual 1935
9. Architect Mark T. Jorgenson
(S.F.)
10. Builder Harold C. Geyer
11. Approx. property size (in feet)
Frontage 25' Depth 124'
or approx. acreage _____
12. Date(s) of enclosed photograph(s)
1989

13. Condition: Excellent ___ Good X Fair ___ Deteriorated ___ No longer in existence ___
14. Alterations: Cinema 1 sign new
- Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings ___ Densely built-up ___
 Residential ___ Industrial ___ Commercial X Other: ___
16. Threats to site: None known X Private development ___ Zoning ___ Vandalism ___
 Public Works project ___ Other: ___
17. Is the structure: On its original site? X Moved? ___ Unknown? ___
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)
 One of three theatres along Main Street in Salinas which represent the growth and popularity of the entertainment form during the 1930's. Each takes on a different aspect of the evolving Art Deco-Moderne movement in architecture making it possible to follow its development over time in this Main Street microcosm of the form. Particularly interesting is the intact El Rey Barber Shop adjacent to the theatre entrance suggesting the social nature of the institution. Despite some changes in signage, the Cinema I theatre is an excellent example of the Moderne architectural form, and with the Foresters Building to its south, becomes the only historic anchor to the 300 block of Main Street at its southern entry. It qualifies as a Salinas historic resource under Criterion d, e, f.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 Architecture X Arts & Leisure ___
 Economic/Industrial ___ Exploration/Settlement ___
 Government ___ Military ___
 Religion ___ Social/Education ___

21. Sources (List books, documents, surveys, personal interviews and their dates).
 Salinas Index Journal, 8/15/35

22. Date form prepared MAY 2 1999
 By (name) Kent L. Seavey
 Organization _____
 Address: MOUNTAIN VIEW COUNTY
 City HISTORIC SOCIETY Zip _____
 Phone: P.O. BOX 4776
Salinas, Ca 99911

303-365 MAIN

