

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: State Theatre

Other names/site number: Greenwood Community Theatre

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 110 Main Street

City or town: Greenwood State: SC County: Greenwood

Not For Publication: NA

Vicinity: NA

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Applicable National Register Criteria:

A B C D

Signature of certifying official/Title:	Date
State or Federal agency/bureau or Tribal Government	

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In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- ___ entered in the National Register
- ___ determined eligible for the National Register
- ___ determined not eligible for the National Register
- ___ removed from the National Register
- ___ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

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Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

RECREATION & CULTURE/theater

Current Functions

(Enter categories from instructions.)

RECREATION & CULTURE/theater

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7. Description

Architectural Classification

(Enter categories from instructions.)

20th CENTURY REVIVAL/Georgian

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

foundation: CONCRETE

walls: BRICK; CONCRETE, TERRA COTTA

floors: TERRAZZO, WOOD, CONCRETE

windows: METAL, GLASS

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

At its opening on Thursday, January 3, 1935, the State Theatre held the distinction of being on of the only purpose-built movie theaters in Greenwood, a rural county seat town located approximately seventy-five miles northwest of South Carolina's capital city of Columbia in an area of the state bounded to the west by Georgia.¹ The Depression-era single-screen theater features an aesthetic consistent with the Eclectic Revival style popular during the late-19th and early 20th centuries. The east-facing, approximately 8,500-square-foot, steel-framed masonry building stands on the west side of Main Street in the city's Uptown commercial district, an area characterized by small- and medium-scale one-, two-, and three-story commercial and institutional buildings. Red brick with terracotta ornamentation characterizes the theater's exterior. Renovations to the theatre enclosed the building's original recessed entrance and of a former picture window and door used by a small retail business. The current marquee likely dates to ca. 1953, but has been heavily modified since its installation.² Original windows have been replaced with direct-set, plate glass panes. The façade retains secondary doorways that originally served as a separate entrance and exit for Black patrons. The building's interior layout

¹ The use of word "theatre" will be used throughout this document when referring to historic names, for instance, "The State Theatre." Otherwise, the term will be spelled "theater," when referring to this type of entertainment venue in the generic sense. Prior to the construction of the State Theatre, most of Greenwood's previous movie theaters were housed in various commercial buildings adapted for motion picture viewing.

² "Star Fort Area Girl Scouts Enjoy Theatre Party Saturday," *The Index-Journal*, March 16, 1953, p. 3.

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remains largely unchanged, with all major rooms intact. The lobby retains its original terrazzo floor, and the auditorium features many historic seats. The theater's balcony has been altered slightly to accommodate sound and lighting equipment used by Greenwood Community Theatre, which has operated there since 1978.³ The theater features a proscenium stage with a fly loft above. While the building's main bathrooms have been updated, a single-toilet lavatory designed for Black patrons remains on the second story, abandoned for decades. Despite some changes, the State Theatre retains historic integrity, with the building retaining character-defining attributes that convey its historic function as a recreational landmark integral to Greenwood's entertainment history.

Narrative Description

The State Theatre stands on the west side of Main Street in Greenwood's Uptown commercial district, one parcel north of the city's ca.-1915 former federal post office. The east-facing theater is one of the taller buildings in a streetscape largely comprised of small- and medium-scale one-, two-, and three-story commercial and institutional buildings [Photos 1 & 12].⁴ Designed by Asheville, North Carolina architect Erle G. Stillwell—noted for his large portfolio of movie theater commissions from mid-1930s through mid-1950s—and built by Greenwood contractor G.W. Steppe, the State Theatre opened on Thursday, January 3, 1935, following eight months of construction [Figures 1-6]. The building's Georgian-influenced aesthetic is representative of the Eclectic Revival architectural movement that experienced national popularity in the late 19th century through the mid-1930s.⁵

The approximately 8,500-square-foot theater is a three-story, rectangular steel-framed masonry building that shares a common wall with a three-story building to its north. The theater building's south and west elevations are clad in orange/red-brown brick laid in an American bond pattern [Photos 2 & 11]. The west elevation, or rear of the building, is comprised of four bays defined by solid masonry sections offset by slender masonry pilasters that terminate in corbelled caps [Photo 11]. The basement level features a double door; a six-lite, steel framed window and a single door. The first-story level features a sliding gate door for accessing the theater's stage level. The remnants of the theater's original cooling fan louvered openings remain on the second story, with the southern one infilled with brick to accommodate the facility's large, modern HVAC system. The building's south elevation features solid, American bond patterned, masonry and a single door.

³ "CGT Search For Permanent Home Is Finally At An End," *The Index-Journal*, January 17, 1978, p. 7.

⁴ "Greenwood Community Theatre Inc 110 Main St," Greenwood Maps, accessed September 18, 2023, <https://www.greenwoodsc.gov/greenwoodjs>. The theater measures fifty feet in width and one hundred and forty-five feet in depth. The property's tax map number is 6946-885-013.

⁵ "Work on New Carolina Theatre to Begin in a Few Weeks," *The Index-Journal*, March 25, 1934, p. 16; "New State Theater Opens Tuesday Afternoon," *The Index-Journal*, December 30, 1934, p. 1. During its early planning stages, Greenwood's new theater bore the name "Carolina," but that moniker was changed to The State before its debut.

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The theater's façade, which faces east toward Main Street, is largely symmetrical with its third story deeply set back from the plane of the first and second stories [Photo 12]. The façade features red-brown, wire-cut brick laid in a running bond pattern, which contrasts dramatically with cream-colored terra cotta bas relief lion's head escutcheons [Photo 19] and a second-story balustrade featuring large urn finials and heavy balusters [Photo 12]. All original windows and doors were replaced with direct-set plate glass, most likely during renovations carried out between 2004 and 2006. Although the doors and windows are replacements, the original openings, enhanced by rowlock soldier course brickwork, retain their intended visual rhythm and convey the hierarchy of their original uses. The building's third-story roof is made of a tarred membrane, and the roofline is capped in red camelback terra cotta tiles. The façade's first story is comprised of four bays with the south and north bays, each featuring a single exterior doorway originally used as a segregated entrance for Black patrons [Photo 1; Figure 1]. Through the north doorway, Black moviegoers would ascend a staircase to a segregated box office, where they would purchase their ticket and proceed to the gallery seating. At the end of the show, Black patrons would then exit out of the building by descending a staircase connected to the south door. The second bay within the first story features three vertical panels for theater show posters—located above a low bulkhead comprised of three horizontal panels—and below three infilled transom panels. This arrangement replaced the building's small commercial space that originally worked independently of the movie theater [Figures 2 & 4]. Bay three features two double-door entrances that connect with the theater's lobby. Originally, this area featured a recessed entryway and a free-standing ticket booth for white patrons.

Erle G. Stillwell's plan for the State Theatre involved a flat awning [Figure 7]. However, as built the State Theatre featured a neon-light-illuminated symmetrical marquee until around 1953, at which time it featured an asymmetrical marquee comprised of a four-line letter board sign on its southeast facet and a two-line letter board sign on its east facet to the north of the marquee's central pavilion that carried the words, "STATE THEATRE" [Figure 12].⁶ It appears that the ca.-1953 marquee was retained, but heavily modified in subsequent years. While the basic asymmetrical shape of the marquee remains evident, the border trim, lighting pattern, central signboard, and replacement letter boards date from a 2006 refurbishment [Photo 1].⁷ Spanning the entire length of the façade, the current marquee features three distinct horizontal panels that flow from south to north in a slightly descending fashion. The southern panel features a five-line, illuminated slide letter board while the northern panel features a three-line, illuminated, slide letter board. The central pattern features a field of blue on which the name "Greenwood/Community Theater" is spelled out in gold-painted three-dimensional, capital letters. The marquee's gray board features two rows of incandescent light bulbs—an aesthetic evocative of the movie houses of the 1910s through mid-1950s. The marquee is suspended from the building's second story by rods connected to six terra cotta, bas-relief, lion's head escutcheons equidistantly situated between each bay [Photo 19].

Interior

⁶ "Star Fort Area Girl Scouts Enjoy Theatre Party Saturday," *The Index-Journal*, March 16, 1953, p. 3.

⁷ "Greenwood Community Theatre," Cinema Treasures, accessed March 5, 2024,

<https://cinematreasures.org/theaters/25416/photos/141007>; "Festival events continue," *The Index-Journal*, June 26, 2003, 1C; St. Claire Donaghy, "PROGRESS AT GCT," *The Index-Journal*, July 16, 2006, 1C.

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The theater's interior retains much of its original character and floorplan despite moderate updates to the building's interior in 1956 and modifications to the original theater entrance and ticketing area believed to have been made in 1972, and minor upgrades for its current live-performance programming.

Enclosure of the theater's original recessed entrance for the creation of a larger lobby area resulted in the loss of original doors and the free-standing ticket booth. The current format encompasses the former exterior terrazzo floor—comprised of a black, green, and red starburst motif superimposed over an alternating pink and cream-colored diamond patterned field—and the original interior terrazzo floor, which features a checkerboard pattern made of alternating pink and cream-colored blocks punctuated with garnet diamonds. A thick band of black terrazzo separates each patterned field from one another [Photos 3-5].

The original location of its concession area remains, although the current stand is not original and dates to between 2005 and 2007—outside of the period of significance.⁸ The lobby retains its original doorways into the auditorium as well as its original main staircase used by white patrons and employees to access the second-story offices, lounge, rest rooms, and front terrace.⁹ Of note are the staircase's details, including an original movie poster case and floral cast-iron column and balustrade installed in 1956 [Photos 6-7; Figure 10]. Construction in the early 2000s of first-story modern restrooms—accessible off the lobby—resulted in the loss of the small commercial storefront that originally flanked the theater entrance to the south [Photo 1].

The theater's auditorium faces west toward a raised proscenium stage [Photo 9]. Backstage features rigging and lighting modern finishes. Behind and underneath the stage are basement rooms for storage. The format of the auditorium's seating consists of a wide central section of chairs installed in 1967 that are flanked by seating installed in February 1950 located across the aisles to the south and north [Figure 9; Photos 8 & 9].¹⁰ The floor is wood, with carpeted aisles. No balcony level seating remains intact due to that area accommodating the contemporary theater's sound and light equipment [Photo 16]. However, the balcony retains portions of its original beadboard wainscoting and its tubular safety railing [Photo 17]. The floor is wood. The rear of the balcony area has been partitioned from the front of the balcony area through a wood-frame wall to create more storage space [Photo 15]. The theater's auditorium retains its original ceiling height, although no historic decorative treatments remain.

Virtually every second-story room remains in its original configuration, including a diminutive lavatory featuring a single sink and toilet, and two staircases—one on the north and the second on the south, originally intended for Black patrons during the theater's operation under Jim Crow

⁸ "Greenwood City Council Approves Ordinance to Apply for Funding for Emerald Triangle Project," *The Index-Journal*, April 20, 2004, p. 2; "The Greenwood Community Theatre," *The Index-Journal*, November 26, 2007, p. 32.

⁹ *The Index-Journal*, July 31, 1956, p. 7.

¹⁰ "New Chairs Installed at State Theatre," *The Index-Journal*, February 2, 1950, p. 13. Deemed "luxurious" and "of the latest post-war design and character," the State Theatre's new seating featured "coil steel springs as used in the finest of living room furniture," and "heavily padded backs," as well as "natural color wood arm rests built to [the] same height as standard household chairs."

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[Photos 10 & 18]. The former ladies' lounge, located in the southwest corner of the building, is used as an office [Photo 14]. Bathrooms formerly reserved for white movie goers remain in the original locations, although they have been updated with modern fixtures. The original manager's office, located in the northeast corner of the building, is now an office. The central hallway retains its original configuration, wood floor, and doors [Photo 13]. Rooms for storage and a janitor's closet, which are located to the west of the second-floor main hallway, are used for storage. The former projectionist's area is devoid of projection equipment, although it does retain some of its fire-retardant acoustical tiles.

Integrity

The State Theatre retains its integrity of location, as the building has not been moved from the site on which it was constructed and from which it historically operated. The property retains integrity of setting, as the area around it historic governmental and commercial buildings present during its time in service as a movie theater. The theater retains integrity of design, materials, and workmanship. Intact elements from the original design include terra cotta and terrazzo detailing, along with features indicative of a segregated recreational facility in the Jim Crow South. Modifications made during the period of significance altered some of the original aspects of the theater's interior—seat replacement in 1950 and 1967 and lobby renovation in 1956. The exterior was also somewhat altered from its original appearance, with the replacement of the marquee around 1953, and the enclosure of the former recessed theater entrance around 1967. These changes represent the theater's evolution throughout the period of significance. The significant modifications to the marquee, which post-date the period of significance, do negatively affect the building's integrity, but overall the theater retains integrity of design, materials, and workmanship remains intact. Due to the retention of design and construction features original to the building's construction in 1935 and the retention of facets modified during the theater's period of significance, the feeling and association of the State Theatre's as an early through mid-twentieth-century movie house remain intact.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

Period of Significance

1935-1974

Significant Dates

1935

1956

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Stillwell, Erle G.

Steppe, G.W.

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The State Theatre is significant at the local level under Criterion A: Entertainment/Recreation. The period of significance extends from 1935 through 1974—a period that begins with the building's date of construction and ends at the fifty-year mark, as its continued operation as a theater within the last fifty years is not considered exceptionally significant. One of Greenwood's only purpose-built movie theaters, the State Theatre is a locally significant representation of the halcyon years of this nationally popular form of public entertainment. Beyond providing first-run motion pictures during the heyday of indoor motion pictures, the State Theatre provided residents and visitors with a venue for live entertainment, public meetings, instruction, and philanthropic events and programming. Operated as the Greenwood Community Theatre since 1978, the former State Theatre today is the only extant example of Greenwood's once numerous historic indoor movie theaters, which for decades played a central role in shaping culture and entertainment in the western South Carolina town.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The State Theatre is significant at the local level under Criterion A: Entertainment/Recreation. The period of significance extends from 1935 through 1974—a period that begins with the building’s date of construction and ends at the fifty-year mark, as its continued operation as a theater within the last fifty years is not considered exceptionally significant. One of Greenwood’s only purpose-built movie theaters, the State Theatre is a locally significant representation of the halcyon years of this nationally popular form of public entertainment. Beyond providing first-run motion pictures during the heyday of indoor motion pictures, the State Theatre provided residents and visitors with a venue for live entertainment, public meetings, instruction, and philanthropic events and programming. Operated as the Greenwood Community Theatre since 1978, the former State Theatre today is the only extant example of Greenwood’s once numerous historic indoor movie theaters, which for decades played a central role in shaping culture and entertainment in the western South Carolina town. Apart from the State Theatre, no historic movie theaters referenced in the context below appear to be extant.

Greenwood Background

Located within the Piedmont region of western South Carolina, Greenwood is the seat of Greenwood County, formed from portions of neighboring Abbeville and Edgefield counties in 1897. The city’s name is said to have been drawn from the private summer house—“Green Wood”—that John and Charlotte McGehee had constructed in 1823 as a retreat located halfway between the towns of Abbeville and Cambridge. Not long after their home was completed, the settlement of Woodville developed nearby, with a post office established shortly thereafter. In 1850, residents changed their village’s name to Greenwood, and within two years, the settlement’s business center shifted to the northwest by half a mile in response to construction of the Greenville and Columbia Railroad. This transportation amenity and an agricultural economy based on the production of cotton through enslaved labor fueled Greenwood’s growth. By 1857, this growth led to Greenwood’s incorporation. Following the Civil War, the town continued evolving as a transportation and agricultural hub.¹¹

In 1890, however, Greenwood’s economic development took a drastically different turn as William L. Durst established the Greenwood Cotton Mill and its surrounding village on Maxwell Avenue. A few blocks east grew the town’s main commercial district. Featuring scores of businesses, including accommodations for railroad passengers traveling to and from the station standing on Logan Street (Main) near its intersection with Maxwell Avenue. This growth continued unabated as Greenwood further evolved into its new role as county seat when Lander College—a Methodist Church-affiliated female institution—relocated from Williamston, South

¹¹ Marvin L. Cann, “Greenwood,” South Carolina Encyclopedia, accessed October 10, 2023, <https://www.sencyclopedia.org/sce/entries/greenwood>. “A History of Greenwood, South Carolina,” Carolana, accessed October 10, 2023, https://www.carolana.com/SC/Towns/Greenwood_SC.html; “Greenwood | History of SC Slide Collection,” KnowItAll.org, accessed February 20, 2024, <https://www.knowitall.org/photo/greenwood-history-sc-slide-collection>.

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Carolina to the growing town in 1904.¹² The town's population more than quadrupled in the two decades following the establishment of the textile mill, with 6,614 residents living in Greenwood by 1910.¹³

Greenwood's Early Movie Scene

Greenwood's early twentieth-century growth prompted entrepreneurs to capitalize on the recreational interests of the town's burgeoning numbers of citizens and visitors by moving beyond established diversions of restaurants, billiard parlors, saloons, and sports. Among them were a handful of businessmen who introduced motion pictures. Greenwood's first movie house debuted in 1903, when A. Allie Williams and his business partner J. Irvin Coleman showed a short motion picture using a hand-advanced projector at an upstairs venue. Their effort resulted in a loss of \$75 and audiences unimpressed with the blurry images and the frequently breaking film.¹⁴ Notwithstanding the rather lackluster start, Greenwood residents, like those of other cities and towns throughout the United States, became increasingly interested in what would become the greatest international phenomenon in modern entertainment. A movie theater was present on the second floor of a Main Street commercial building by 1904 and remained there until at least 1908.¹⁵ The Electric Theatre, which operated from a former store building, and the Mystic Theatre, located in the Opera House, both opened in 1908. The Electric was an explicitly whites-only movie theater.¹⁶ A lack of newspaper coverage beyond opening announcements suggests the ventures were not long lasting.

In 1909, partners Hugh E. Giles and J. Irvin Coleman opened the Lyric—lauded as “Greenwood's only independent theatre”—on North Main Street “in the second store from the Seaboard overhead bridge.” Despite what seemed a promising future offering “refined vaudeville and motion pictures,” the movie house suffered a fire only eight months into operation. The businessmen sold equipment that could be salvaged to the proprietor of the Majestic Theatre. By 1912, Greenwood featured not only the Majestic but also the Fairyland, which Gaffney native W.B. Hart opened in a two-story commercial building fronting Maxwell Avenue that accommodated 250 patrons. Activity on Maxwell Avenue increased in 1913—following the completion of the new Oregon Hotel at the intersection with Main Street and the brief operation of the Rex Theatre in the building that housed *The Index-Journal* newspaper.¹⁷ The proximity of Greenwood's five-story hotel likely prompted the Rex's owners to relocate their movie house in September 1914, “one door below the old stand” to “handsome and commodious new quarters”

¹² “History,” Lander University, accessed November 12, 2023, <https://www.lander.edu/about/history.html>.

¹³ Department of Commerce and Labor, Bureau of Statistics, *Thirteenth Census of the United States Taken in the Year 1910, Statistics for South Carolina* (Washington, D.C.: Government Printing Office, 1913), 577.

¹⁴ “Picture Shows Grew in Appeal From 1912 On,” *The Index-Journal*, September 12, 1957, p. 87.

¹⁵ Sheet 3, 1904 Sanborn Fire Insurance Map of Greenwood, Greenwood County, South Carolina, South Carolina Library, University of South Carolina, Columbia, SC, accessed November 12, 2023, <https://digital.tcl.sc.edu/digital/collection/SFMAPS/id/2892>.

¹⁶ “Electric Theatre Now Open Here.,” March 12, 1908, *The Evening Index*, p. 12; “SPECIAL NOTICES: Come to Mystic at Opera House.,” June 11, 1908, *The Evening Index*, p. 5.

¹⁷ “Picture Shows Grew in Appeal From 1912 On,” *The Index-Journal*, September 12, 1957, p. 87; Sheet 8, 1913 Sanborn Fire Insurance Map of Greenwood, Greenwood County, South Carolina, South Carolina Library, University of South Carolina, Columbia, SC, <https://digital.tcl.sc.edu/digital/collection/SFMAPS/id/1622/rec/1>, accessed November 12, 2023.

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that featured a “stage large enough to accommodate large vaudeville companies” and enough seating for 430 guests.¹⁸ In addition to live performances and more mainstream movies, the Rex played a role in shaping public opinion of World War I by running *Be Neutral, or Our Land of Gold*, Universal Studios’ movie that endorsed President Woodrow Wilson’s position on preventing United States’ involvement in the growing European conflict.¹⁹

As the national fascination with motion pictures increased, Greenwood witnessed the opening of more theaters over the next two decades. Theaters with a host of names, new technology, and more contemporary aesthetics came to dot the townscape, particularly within the Maxwell Avenue-Main Street area, which teemed with activity. The Crescent Theater came in 1915, only to close within months, following a fire. Soon thereafter, T.M. Garrett opened the Bijou on Main Street. In August 1916, it too caught fire, resulting in the loss of three films and façade damage.²⁰ It is unclear if these short-lived venues and their predecessors, established with white audiences in mind, accommodated Black patrons in any manner. If so, it was almost certainly on a segregated basis. By 1918, however, one of Greenwood’s three movie houses—the Dixie Theatre—welcomed only Black patrons. Whether its counterpart theaters—the Liberty on Maxwell Avenue and the Bijou—provided entertainment for anyone other than white audiences remains speculative.²¹ However, partners A.E. Adams and J.W. Duckett Jr., who entered into a leasing agreement for the three venues, pledged to run only the best movies and to provide “positively no cheap vaudeville” so that their patrons “could rest assured of . . . clean show[s] always.”²² For patrons of the Pastime Theatre, “quality” vaudeville included such line-ups as black-face comedians and minstrels of all sorts.²³

By September 1921, the new Lyric Theatre supplanted the Dixie as management “remodeled, repainted, and completely renovated from cellar to garret,” the property for strictly white audiences.²⁴ One year later, the Princess—operated by the Charleston-based Southern Amusement Company—succeeded the Dixie as Greenwood’s sole theater to cater to Black moviegoers. Standing on the east side of Waller Avenue, a short walk from Greenwood’s other

¹⁸ “New Rex Ready in a Short While,” *The Greenwood Daily Journal*,” September 18, 1914, p. 6; “Rex is Moving,” *The Greenwood Daily Journal*,” September 25, 1914, p. 3.

¹⁹ “An Unusual Picture,” *The Greenwood Daily Journal*,” September 17, 1914, p. 2.

²⁰ “Bijou Has a Small Fire,” *The Greenwood Daily Journal*, August 19, 1916, p. 6; “Sells Bijou,” *The Greenwood Daily Journal*, September 2, 1916, p. 3; “Speakers Named for the Theatres,” *The Evening Index*, December 14, 1918, p. 8. The Bijou was later repaired and operated until at least mid-December 1918.

²¹ “New Liberty Theatre Will Open Today Refitted,” *The Evening Index*, May 29, 1917, p. 9; “Liberty Theatre Bought,” *The Evening Index*, October 11, 1917, p. 4. When renovated and redecorated in 1917, the new Liberty Theatre opened at the original location of the Pastime Theatre. No mention of accommodations for Black patrons was made at the time. Within five months of operation, the Liberty was acquired by Greenville business partner “Messrs. Curdts & Wilson,” owners of Greenwood’s Bijou Theater and theaters of the same name in Greenville and Ninety Six, South Carolina.

²² Ninety Six, is a small Greenwood County town located a few miles to the southeast of Greenwood. “Liberty Theatre Bought,” *The Evening Index*,” October 11, 1917, p. 4. In October 1917, “Messrs. Curdts and Wilson,” owners of the Bijou theatres in Greenwood, Greenville, and Ninety-Six, bought the Liberty Theatre from its owners, Messrs. Sterghos. “Announcement,” *The Evening Index*,” March 1, 1918, p. 5

²³ “At the Pastime All Week—Dan Fitch’s Minstrels,” *The Index-Journal*, August 9, 1920, p. 4.

²⁴ “Opening of Lyric Theatre,” *The Index-Journal*, September 18, 1921, p. 3.

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movie houses, the Princess offered “refined picture program[s] for refined colored people.”²⁵ Be that as it may, management nonetheless booked some shows at the Princess for exclusively white audiences, such as the Green River Concert and Minstrel Company, whose “picked cast of 16 Colored People,” entertained guests in the late winter of 1925. It appears that the Princess Theatre closed sometime after May 1927.²⁶

The same year that the Princess Theatre ceased operation marked a major turning point in motion picture production with the advent of “talkies,” which offered recorded soundtracks. Previously, live musicians would have had to supply any sound accompaniment to motion pictures. Greenwood’s first theater to offer the new technology opened on Monday, April 21, 1930. Although generally considered the town’s first purpose-built movie theater to offer “real sound pictures,” the newly minted Carolina Theatre was in reality a seventy-thousand-dollar remodeling of Maxwell Avenue’s former Pastime Theatre.²⁷ Billed as a “palace of all show houses,” the theater designed by local architect James C. Hemphill featured a 600-patron seating capacity and an eclectic facade whose classically inspired motifs and features belied the narrow building’s humble beginnings as a livery warehouse.²⁸ With the debut of the Carolina Theatre realized, manager A.E. Groom—who had co-purchased the “Liberty and Pastime picture shows” from owner W.E. Field in June 1929—lay the foundation for greater things to come.

The State Theatre

In September 1933, less than three and a half years after introducing “talkies” to Greenwood moviegoers, Groom announced the future construction of the State Theatre.²⁹ Whereas almost all of Greenwood’s earlier and existing theaters had been established in extant commercial buildings adapted as entertainment venues, the new State Theatre [Figure 11] would be all original brick and steel construction from the ground up. Designed by Hendersonville, North Carolina architect Erle G. Stillwell for the Piedmont Amusement Company, which Groom co-founded in June 1929 with his business partner J.J. Powell of Toccoa, Georgia, the proposed movie house would be erected on Hampton Avenue “near the post office” and completed “sometime during the summer.”³⁰ The proposed building would “surpass any ... of its kind in cities the size of

²⁵ “Picture Shows Grew In Appeal From 1912 On,” *The Index-Journal*, September 14, 1927, p. 87; “A Treat,” *The Index-Journal*, March 8, 1925, p. 4; Sheet 9, 1913 Sanborn Fire Insurance Map of Greenwood, Greenwood County, South Carolina, South Carolina Library, University of South Carolina, Columbia, SC, accessed November 15, 2023, <https://digital.tcl.sc.edu/digital/collection/SFMAPS/id/1623/rec/1>. The Princess operated from 325 Waller Avenue, which previously held a bicycle store, according to the 1913 Sanborn Fire Company map.

²⁶ “Buys Lyric Theatre,” *The Index-Journal*, August 10, 1922, p. 5; “Kirksey,” *The Index-Journal*, May 11, 1927, p. 14.

²⁷ “Placing Chairs in New Theater,” *The Index-Journal*, April 16, 1930, p. 5; Advertisement, *The Index-Journal*, April 20, 1930, p. 11.

²⁸ “Chairs Ordered for Pastime,” *The Index-Journal*, February 24, 1930, p. 5; “The Opening Tomorrow of the Beautiful Carolina Theatre,” *The Index-Journal*, April 20, 1930, p. 5; “Alteration of Theatre for Mrs. Mittie F. Collins,” James Calvin Hemphill, Sr. Architectural Collection, South Carolina Digital Collections, accessed November 15, 2023, <https://cdm16821.contentdm.oclc.org/digital/collection/p16821coll34/id/177/rec/1>.

²⁹ The State Theatre was originally billed as the new “Carolina Theatre” but was renamed before it opened. “New Theatre for Greenwood Will Be Erected Next to the Post Office,” *The Index-Journal*, September 24, 1933, p. 8.

³⁰ “Three Companies Take Out Charters,” *The Index-Journal*, August 3, 1929, p. 7; “New Managers for Movies Here,” *The Index-Journal*, June 23, 1929, p. 8; “Liberty,” *The Greenville News*, June 10, 1928, p. 15; “Local Men Buy Radio Station,” *The Index-Journal*, October 1, 1933, p.8. In the early summer of 1928, Groom moved his

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Greenwood and even those with a population of 5,000 or greater.”³¹ Beyond embracing the property’s primary function, Stillwell’s design included a small commercial space fronting Hampton Avenue that could accommodate a store. “Near the business center of ... town and ... residential sections,” the State Theatre promised a bright future for movie enthusiasts in a city that had grown accustomed to enjoying A-rating shows at the Piedmont Amusement Company’s existing theaters.³²

Reporters with Greenwood’s newspaper, *The Index-Journal*, offered enthusiastic appraisals and endorsements of both the town’s pending new theater and the management behind it in the months leading up to its debut. With a “reputation for showing pictures the equal of any . . . seen and heard in larger cities and often [showing] the latest reels [in Greenwood] even before they reach[ed] the leading cities of the state,” Groom—characterized as “forward-thinking”—conceived a new venture that would be “absolutely the last word in buildings and equipment of its kind.” With seating for seven hundred viewers in the auditorium and two hundred in the balcony—the State Theatre offered nearly doubled the capacity of the existing Carolina Theatre on Maxwell Street.³³ Live performances could be accommodated, but the building’s design did not include dressing rooms for performers or fly lofts.³⁴ Unlike Greenwood’s earlier theaters, which had narrow facades dictated by the original dimensions of the extant buildings from which they were fashioned, the new Carolina Theatre featured a fifty-foot façade and a depth of one-hundred and fifty feet, twenty-five feet of which comprised a foyer “equipped with the latest theater furnishings and all other modern improvements.”³⁵ From its so-called third-floor “operating room,” the Class-A movie house would use Simplex projectors for showing its first-run movies on a twenty-by-eighteen-foot, screen—one of the largest in this section of the country— and the latest in Western Electric [sound] equipment like that “used by all the large

family to Greenville, South Carolina so that he could assume management responsibilities for the Branwood Theatre in West Greenville. By the fall of 1933, Groom and another business partner, I.C. Harrison co-owned a chain of five movie theaters—three in South Carolina (two in Greenwood and one in Greenville) and two in Georgia (one in Toccoa and one in Cornelia in Georgia). “New Managers for Movies Here,” *The Index-Journal*, June 23, 1929, p. 8. The Pastime Theatre occupied 117 Maxwell Avenue; the Liberty carried the address of 125 Maxwell Avenue. As the active manager of the two venues, Groom immediately announced a brief closure of the Liberty for a “complete renovation” that would involve repainting and a lobby that would be “worked over” for patrons expecting the destination to be “comfortable and attractive in every detail.” “Chamber Needs Every Citizen,” *The Index-Journal*, April 7, 1932, p. 7. “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16.

³¹ “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16.

³² “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16.

³³ “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16. “New Theatre for Greenwood Will Be Erected Next to the Post Office,” *The Index-Journal*, September 24, 1933, p. 8; “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16.

³⁴ William Mitchell, *Buildings as History: The Architecture of Erle Stillwell, A Descriptive Catalogue of His Drawings in the Henderson County Public Library*, (Henderson County Public Library, 2006), p. 147.

³⁵ “Work on New Carolina Theatre to Begin in a Few Weeks: Greenwood’s New \$60,000 Movie Home,” *The Index-Journal*, March 25, 1934, p. 16.

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theaters of the country.”³⁶ Second-story amenities would include a manager’s office, a men’s restroom, a ladies’ lounge and restroom, and a fifty-by-twelve-foot roof garden—“an appealing place for after-theatre parties during the spring or summer months, afternoon or evening”—overlooking Main Street.³⁷

At the time of his announcement, Groom awaited the demolition of the “old Bailey residence” on the site so that the project’s general contractor, G.W. Steppe, could begin work by mid-May. Greenwood residents looked forward to the future completion of a theater billed as a “handsome brick structure . . . [to] be completed as rapidly as possible.”³⁸ Despite some delays, construction of the new building drew close to completion by late 1934. With the State Theatre’s debut on New Year’s Day 1935, Greenwood finally featured a genuine movie palace. Purpose-built, with sumptuous accommodations for nine hundred guests, the Eclectic Revival-style venue could run motion pictures with the latest in sound and projection technology and host live performances, special events, and meetings. The launch of the State Theatre further established movie theaters as a primary—and arguably the most popular—source of public entertainment in Greenwood for audiences of all ages, interests, and races.³⁹

Drawn to the theater’s brilliant marquee, which featured two lines of electric light lettering on the front and three on each end, residents and travelers enthusiastically attended opening day. Afterward, they offered “very favorable impressions of the auditorium, the seating arrangements and all other appointments of the new playhouse,” in addition to “kind remarks on the beauty of the building and the excellence of the performances.”⁴⁰ Reporters with *The Index-Journal* lauded the new facility as “one of the South’s finest theatres,” with a “bowled floor. . . wide, roomy aisles” and “interior decorations and paintings by one of the foremost decorators of the East.”⁴¹ Just as “imposing [a] structure on the outside as it [was] beautiful on the interior,” the State Theatre featured details particular to its operation in the Jim Crow South such as separate entrances, ticketing booths, and viewing areas for its Black and white patrons. Steam heat from a Kewanee boiler warmed the facility during the winter, while two Supreme fans with a capacity of moving thirty-five million cubic feet of air per minute, coupled with an air washer system, supplied cool air during Greenwood’s summer months. Aesthetically, the State Theatre’s interior decoration was unparalleled. Directly supervised by renowned New York designer Navino Natal, the building’s impressive scheme—“a delight to the eye”—paired an auditorium featuring a

³⁶ Theaters deemed “Class-A” ran A-rated movies—films rented to theaters for a percentage of the box office receipts, whereas B-rated films were rented to movie theaters for a fixed rate. “B” films were also typically formulaic, less expensive to produce, and designed as a second feature on a double feature. “B-film,” Britannica, <https://www.britannica.com/art/B-film>, accessed February 20, 2024; “New Theatre for Greenwood Will Be Erected Next to the Post Office,” *The Index-Journal*, September 24, 1933, p. 8; “Carolina Sound Machines Here: Equipment Has Arrived for New Theater to Open in December,” *The Index-Journal*, October 28, 1934, p. 8; “New State Theater Opens Thursday Afternoon,” *The Index-Journal*, December 30, 1934, p. 1.

³⁷ “New State Theater Opens Thursday Afternoon,” *The Index-Journal*, December 30, 1934, p. 1.

³⁸ “Begin Work Soon on New Theater,” *The Index-Journal*, April 22, 1934, p. 8.

³⁹ “Greenwood Theatre to Open Tomorrow,” *The Greenville News*, December 31, 1934, p. 2; Harry M. Benshoff and Sean Griffin, *American on Film: Representing Race, Class, Gender, and Sexuality at the Movies*, West Sussex, United Kingdom, 2009, p. 33-34.

⁴⁰ “Large Audiences at New Theater,” *The Index-Journal*, January 6, 1935, p. 8.

⁴¹ *The Index-Journal*, December 30, 1934, p. 5.

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ceiling of dark blue, tan walls, and dark red draperies with orange and gold fringe with a brown color scheme in the lobby. Having “spent lavishly” on the “newest innovations for perfect service,” Groom claimed Greenwood’s latest addition to the town’s movie scene not only surpassed all previous local ventures, but it was also “one of the most comfortable and one of the most perfect to be found in the Carolinas.”⁴²

Despite the significant expense in building the Class-A State Theatre, Groom set movie prices at ten and twenty-five cents. As he had pledged in the fall of 1933, the old Carolina Theatre on Maxwell Street became the Piedmont Amusement Company’s Class-B house, featuring ten and fifteen-cent movies.⁴³ In addition to showing motion pictures, the State Theatre booked regular, live stage attractions. Through the State and Carolina theaters, Groom built his local brand even further when he announced in February 1935 that they would run “Things You Should Know About Greenwood,” a local film produced by Pacific Film Productions.⁴⁴

Within one year, Groom and business partner Jack J. Powell of Augusta announced their decision to lease the State and Carolina theaters to Greenwood Theatres, Inc. Newly chartered to “maintain picture show houses, theaters, and so forth,” Greenwood Theaters, Inc. was the latest addition to the subsidiary companies that comprised the Palmetto Amusement Company, a large conglomerate which operated theaters across South Carolina and North Carolina. While most likely unnoticed by most State and Carolina patrons, the shift in management ushered in an era during which Paramount Pictures dictated the movies shown at Greenwood’s movie palace and its older counterpart.⁴⁵ In 1948, Greenwood Theatres purchased the Ritz Theatre, one of the State

⁴² “Our Task Is Completed,” *The Index-Journal*, December 30, 1934, p. 5; 1950 Census: Population of South Carolina by Counties, April 1, 1950, accessed July 13, 2023, <https://www2.census.gov/library/publications/decennial/1950/pc-02/pc-2-14.pdf>. The debut of the State Theatre corresponded well with the growth of Greenwood’s population, which experienced an increase from 11,020 citizens in 1930 to 13,020 a decade later.

⁴³ “New Theatre for Greenwood Will Be Erected Next to the Post Office,” *The Index-Journal*, September 24, 1933, p. 8.

⁴⁴ “Location for Local Movies,” *The Index-Journal*, February 28, 1935, p. 8.

⁴⁵ “State and Carolina Theatres Leased to Large Company with James Cartledge as Manager,” *The Index-Journal*, February 2, 1936, p. 8. Along with Groom and Powell’s leasing decision came the announcement that James C. Cartledge, the manager of Anderson, South Carolina’s theater and a “local [Greenwood] boy made good,” would assume the management of the State and Carolina theaters. “New Companies Get Charters,” *The State*, January 31, 1936, p. 5. As president and treasurer, H. F. Kincey and M.S. Hill, vice president and secretary, operated as Greenwood Theatre, Inc.’s principal executives. Kincey was a principal in the Wilby-Kincey Service Corporation, which grew to be a one of the Southeast’s largest movie theater chains incorporating venues throughout South Carolina, North Carolina, Virginia, Tennessee, Georgia, and Alabama. During the 1930s through the early 1950s, the corporation was an exclusive distributor of Paramount produced films that constituted a breach of the Sherman Antitrust Act of 1890 through monopolization by vertical production and distribution schemes employed by Hollywood’s “big five”—(Paramount, Twentieth-Century Fox, RKO, Metro Goldwyn Meyer, and Warner Bros.) and “little three” (Universal, United Artists, and Columbia Pictures). Scott Bomboy, “The day the Supreme Court killed Hollywood’s studio system,” National Constitution Center, accessed July 27, 2023, <https://constitutioncenter.org/blog/the-day-the-supreme-court-killed-hollywoods-studio-system>. In January 1949, the United States Supreme Court’s landmark decision in *United States v. Paramount Pictures, Inc.*, 334 U.S. 131 (1948) dissolved movie companies’ exclusivity rights on showing movies they produced—with actors, writers, and producers they employed through contract—solely in the theaters they owned. The elimination of this vertically integrated scheme played out across the entire country, including in Greenwood, albeit over time.

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Theatre's competitors. A Maxwell Avenue destination since 1935, the Ritz—housed in a former livery building converted into a theater—had once featured first-run movies and live performances like the State, but had slipped to a Class-B facility by the time of its acquisition.⁴⁶

Just before the United States' entry into World War II in December 1941, the State Theatre's importance as a destination for local entertainment (and social influence) grew with the late summer debut of "Your Town: A Story of America." Wrapped in patriotic fervor, the one-reel short film with Greenwood as its setting was said to have shown "how. . . neighbors of Greenwood and all other towns came to enjoy the highest standard of living in the greatest Democracy on earth," while stressing "duty to defend the 'Way of Life' . . . against all evil forces that blow from without and bore from within."⁴⁷ In 1943, beyond providing locals with movies, live shows, and a place to meet, the theater offered much-needed diversions for Army Air Corps personnel stationed at Coronaca Air Base, located to the northeast of Greenwood. Although the move was publicly criticized by some Greenwood residents like the congregation of West Side Baptist Church, who ensured their displeasure was circulated to a broad audience through coverage in *The Index-Journal* newspaper, Greenwood's mayor and city council approved the showing of movies on Sunday afternoon.⁴⁸ In the fall of 1945, three months after the end of World War II, Army officials successfully petitioned Greenwood city council to continue allowing movies to be shown on Sunday evenings for Coronaca Army Air Base personnel.⁴⁹ Bending to the outcry from many local churches that Sunday movies were a desecration of the Sabbath, city council rescinded its earlier decision on the contentious matter the next month.⁵⁰ However, the fight over Blue Law restrictions regarding Sunday movies would continue throughout the next two decades.

By the mid-summer of 1959, Greenwood movie operators Marion Ackerman of the Hi-Way 25 Drive-In Theatre and Pete Zouras of the Auto Theatre joined a growing pool of theater owners and managers in several towns throughout the state, including Greenville, Spartanburg, and Darlington, among others, flaunting local restrictions and defying Blue Law ordinances banning Sunday screenings. State Theatre manager Ben Smart remained indecisive over the issue by mid-July, keeping his downtown theater out of the potential fray.⁵¹ Ultimately, Greenwood County fell under a state supreme court temporary restraining order that prevented "all agents of the

⁴⁶ "Ritz Theatre Building is Being Remodeled," *The Index-Journal*, May 13, 1953, p. 5. "Former Liberty Theatre on Maxwell Avenue Being Remodeled," *The Index-Journal*, January 11, 1935, p. 8; "Ritz Theatre to Open Thursday," *The Index-Journal*, March 12, 1935, p. 8; "Stage Show Comes to Ritz Theatre for Two Days Only," *The Index-Journal*, May 19, 1935, p. 5; "New Liberty Theatre Will Open Today Refitted," *The Index-Journal*, May 29, 1917, p. 9. Despite numerous upfits under various owners, by the spring of 1953, the Ritz closed its doors permanently. Subsequent remodeling into commercial spaces and a warehouse erased the building's nearly forty-year-long identity as a pre-World War I, purpose-built theater.

⁴⁷ Advertisement, *The Index-Journal*, August 20, 1941, p. 8.

⁴⁸ "Sunday Movies Are Opposed," *The Index-Journal*, August 4, 1943, p. 8.

⁴⁹ "Permitting for Sunday Night Movies Here By City Council at Meet Last Night," *The Index-Journal*, November 9, 1945, p. 5.

⁵⁰ "City Council Votes Down Sunday Movies at Public Hearing," *The Index-Journal*, December 15, 1945, p. 6.

⁵¹ "2 Local Men Join Blue Law Fight," *The Index-Journal*, July 17, 1959, p. 1. At the time of his decision to open his drive-in theater, Zouras, had no plans to open the Village Theatre, his inside-facility located in South Greenwood.

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state” from enforcing the Blue Law restrictions on movie operators until the case was heard.⁵² Late fall saw the state supreme court refusing to rule on the Blue Law matter, citing that the decision should rest on the circuit court level, where the “record could be established in full,” in the argument by theater operators that their patrons’ religious and property rights were infringed upon by outdated Blue Laws.”⁵³ For Greenwood, the road to repeal placed the State Theatre in the headlines during the issue’s resolution in June 1967. Following a year of petitioning on the part of movie chain businessman C. Pope Gantt, who purchased the State Theatre in 1966, Greenwood city council finally approved the measure to allow Sunday movies to be run.⁵⁴

While Greenwood residents watched the war of wills over Sunday movies in South Carolina play out in the *Index-Journal* newspaper headlines from the mid-1940s through mid-1960s, the State Theatre continued operations, serving the community in a host of ways. For instance, in March 1953, the State Theatre hosted Greenwood’s sixth annual Courtesy Week and Sales Clinic, a five-day event sponsored by the Merchants Association and the Distributive Education Department at Greenwood High School. At the theater, students met with guest speakers in the fields of retail, and a panel of local merchants discussed ways Greenwood could improve its retail patrons’ experiences. The March event drew two hundred attendees to the theater, which boasted notable representatives from Belk, Kress, and Rhodes department stores, among others.⁵⁵ The following month, the State Theatre drew a very different constituency as local golfing enthusiasts enjoyed a guest appearance by internationally known golf man Paul Hahn, who delighted attendees with his hour-long show of trick shots and jokes.⁵⁶

The summer of 1953 brought changes to the State Theatre as management made considerable capital investments in the Depression-era facility. To remain attractive to patrons distracted by other diversions—including the advent of drive-in movies and evenings at home watching television, management installed a modern heating, ventilation, and refrigerated air conditioning system that replaced the theater’s original boiler and washed evaporated air system....⁵⁷ In July, moviegoers saw the theater’s shows “come to life” through “natural vision” thanks to the installation of state-of-the-art, 3-D projection equipment, which included a new polarized screen, new projectors and generators, and copious new wiring. Following this upfit, the State Theatre became Greenwood’s first movie house and among very few in South Carolina to feature such

⁵² “Temporary Court Order Allows Sunday Movies in Six Counties,” *The Index-Journal*, September 19, 1959, p. 1; “S.C. Supreme Court Asked to Rule on Sunday Movies,” *The Index-Journal*, October 12, 1959, p. 1.

⁵³ “Court Refuses to Give Ruling on Blue Laws,” *The Index-Journal*, November 2, 1959, p. 1.

⁵⁴ “Sunday Movies Approval Sought,” *The Index-Journal*, May 31, 1966, p. 1; “Two-Party Government For City Big ‘67 Event,” *The Index-Journal*, December 30, 1967, p. 9. In October 1961, Gantt, who owned the Victory Theatre in Wagener, South Carolina, expanded his movie theater portfolio to include not just Greenwood’s State Theatre; he also purchased the Darlington Theatres franchise, which consisted of two indoor venues, and one indoor theater in Aiken, South Carolina. His later ventures would include two drive-in theaters in Columbia.

⁵⁵ “Sixth Annual Courtesy Week Plans Include Sales Clinic,” *The Index-Journal*, February 26, 1953, p. 3; “Sales Clinic of Courtesy Week Held This Morning,” *The Index-Journal*, March 10, 1953, p. 5.

⁵⁶ “Trick Shot Artist Appears Here Monday,” *The Index-Journal*, April 11, 1953, p. 3.

⁵⁷ “Installs Air Conditioning,” *The Index-Journal*, June 11, 1953, p. 3; “State Theatre Installs New Air Conditioning,” *The Index-Journal*, July 2, 1953, p. 5.

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cutting-edge technology at that time.⁵⁸ To appropriately debut the State Theatre's new 3-D system, management selected "House of Wax," the first full-length 3-D movie produced by a major studio. Warner Bros.' production, shot with "new Warner color" and featuring "phonic sound," marked a milestone achievement for Greenwood's leading movie theater. Patrons left shows in "amazement and wonder" over the "vivid success" of the synchronized projectors and viewing glasses that transformed an otherwise blurry screen into an unprecedented viewing experience.⁵⁹ With the movie's debut, Greenwood's venue joined three theaters, in Columbia, Greenville, and Anderson respectively, that offered the new film format.⁶⁰

Further improvements followed, as Greenwood Theatres, Inc. remodeled and renovated the State Theatre's lobby and main ticketing area in 1956. Ownership celebrated the completion of their efforts in July with the showing of the highly vaunted movie, *Trapeze*, starring Burt Lancaster and Gina Lollobrigida.⁶¹ Redecoration of the State Theatre "from front to rear" at that time involved the installation of cast-iron ornamental grillwork, new flooring, and an enlarged concession bar in the lobby.⁶² Despite these changes, the entrance to the theater remained recessed as it had originally, with the large terrazzo starburst design remaining a key exterior feature. What, if any changes were made to the venue's accommodations for Black patrons remains uncertain, as does the extent that Black moviegoers frequented the theater following the opening of a Blacks-only movie house on Rush Avenue in 1948.⁶³ Within six months, Greenwood Theatres, Inc. shuttered the Carolina Theatre in January 1957 due to flagging attendance and increasing maintenance costs.⁶⁴ The closure of the Maxwell Street destination marked the end of Greenwood's first theater to offer "talkies," although the livery stable-turned-movie house initially ran silent movies when opened during World War I.⁶⁵ The Carolina's closure, along with the closing of the Ritz Theatre in 1952, marked a noticeable shift in the vitality of Greenwood's downtown, indoor, single-screen theaters. Ultimately, in August 1963,

⁵⁸ "3-D Film Equipment To Be Installed In State Theatre Here," *The Index-Journal*, June 15, 1953, p. 15; "State Expects to Show 3-D Movies in July," *The Index-Journal*, June 25, 1953, p. 18.

⁵⁹ "House of Wax First 3-D Film for State," *The Index-Journal*, July 4, 1953, p. 11.; "3-D Movie First Seen Here Today at State Amazes Local Viewers," *The Index-Journal*, July 13, 1953, p. 10.

⁶⁰ "3-D Film Equipment To Be Installed In State Theatre Here," *The Index-Journal*, June 15, 1953, p. 15; "State Expects to Show 3-D Movies in July," *The Index-Journal*, June 25, 1953, p. 18. Later that same week, Spartanburg joined the fold of South Carolina theaters upfitted with 3-D technology.

⁶¹ "Remodeled State Theater to Show Spectacular Film," *The Index-Journal*, July 31, 1956, p.7.

⁶² "Remodeled State Theater to Show Spectacular Film," *The Index-Journal*, July 31, 1956, p.7.

⁶³ "Remodeled State Theater to Show Spectacular Film," *The Index-Journal*, July 31, 1956, p.7. "Construction of Colored Theatre To Begin Soon On Rush Avenue," *The Index-Journal*, July 13, 1948, p. 5; Advertisement, *The Index-Journal*, October 5, 1948, p. 7. In 1948, partners John Coleman, Bob Dent, and C.R. Dent announced the future construction of a 600-seat venue designed exclusively for use by Greenwood's Black population. This move had been a long time coming, as Coleman had successfully petitioned city leaders to permit the project years earlier, in October 1945. Situated on the east side of Rush Avenue, the facility, while White-owned, would be influenced by a board of three influential Black men, who would oversee the use of the building's auditorium as a civic meeting space "for any purpose beneficial to the colored race as a whole" when not showing films. The partners' venture, called the Rush Avenue Theatre, opened in October at 335 Rush Avenue. The date of its closing remains undetermined.

⁶⁴ "Carolina Theater is Shut Down After Long Run," *The Index-Journal*, January 3, 1957, p. 1.

⁶⁵ "Carolina Theatre Is Shut Down After Long Run," *The Index-Journal*, January 3, 1957, p. 1.

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redevelopment of the block in which the theaters formerly operated left the State Theater as Greenwood's sole surviving movie theater.⁶⁶

Four years later, management at the State Theatre further updated its aging facility. In October 1967, Gantt announced a major redecorating campaign that involved new stage curtains, new paint, and the installation of a new Technicolor screen measuring thirty by fifteen feet, "identical to one used in Radio City Music Hall in New York," and "Heyward-Wakefield Air-Flo rocking chair seats, the highest priced theatre seats available" just like those then in use at the Fox Theatre in Atlanta [Photo 9].⁶⁷ Beyond such periodic upfits, management at the State Theatre attempted to balance demand for family-friendly features with films catered to more mature audiences.⁶⁸ This delicate situation often led the State Theatre (and other theaters throughout South Carolina and the nation) to offer movies for general audiences such as families and children during daytime hours and more aggressive and risqué films for adult viewers during the evenings.⁶⁹ The ongoing journey played out within the pages of *The Index-Journal* in articles, letters to the editor, and advertisements for the latest shows during the 1960s through the early 1970s. Entertainment for some meant obscenity for others, and wholesome for conservative moviegoers equated to formulaic, campy, or too traditional for younger viewers.⁷⁰

This seesaw of opinion ultimately became a headache for new corporate management in between June 1971 through January 1972, when the venue briefly operated as the Fox Theatre, and after February 1972, when Greenwood's sole surviving indoor theater became a member of a recently established nationwide chain of theaters owned by actor and comedian Jerry Lewis.⁷¹ Rebranded as "the Cinema Theatre," the State Theatre entered a new chapter in its distinguished operational history. "Regarded as readily one of the most attractive theaters in the Carolinas," the landmark building received a new marquee and further minor remodeling for what would be its

⁶⁶ "Walls of Maxwell Avenue Are Slowly Coming Down," *The Index-Journal*, August 17, 1963, p. 1. In August 1963, the once-venerable landmark fell to the wrecking ball in preparation for municipal parking improvements then being made along Maxwell Avenue.

⁶⁷ "State Theatre Remodeling," *The Index-Journal*, October 5, 1967, p. 1. Based on the seating the building features today, it appears that the 1967 remodeling involved installing the rocking-chair style seats only in the center section, as the seating to the north and south of the center of the theater dates to the 1950 renovation.

⁶⁸ "Letter to the Editor: Matter of Judgement," *The Index-Journal*, May 19, 1965, p. 4.

⁶⁹ John M. Sherrer III, *Darlington Theater National Register Nomination*. Columbia, SC: South Carolina Department of Archives and History, 2023. PENDING. Beginning in the mid-1960s movie offerings at theaters in South Carolina mimicked trends elsewhere insofar as content was concerned and when movies for more mature viewers were run. Beyond evening showings of films considered morally problematic by more conservative viewers, theater management also challenged local blue laws governing Sunday operation.

⁷⁰ "Letter to the Editor: Matter of Judgement," *The Index-Journal*, May 19, 1965, p. 4; "Letter to the Editor: Cultural Films," *The Index-Journal*, October 13, 1965, p. 4. Concern over movie content prompted the formation of a "Citizens Advisory Committee for Decency, whose report to Greenwood's city council prompted State Theatre manager Ben Smart to offer a detailed listing of sixteenth movies that would be shown during the summer of 1965, only one of two of which, he felt, could be considered adult entertainment. Offering that he appreciated "constructive criticism," from the committee, Smart also stressed that he hoped concerned citizens would come directly to him so that "proper action may be taken on [his] part," in determining what constituted one rating over another.

⁷¹ "State and Carolina Theatres Leased to Large Company with James Cartledge as Manager," *The Index-Journal*, February 2, 1936, p. 8. "Greenwood Gets First Jerry Lewis Cinema," *The Index-Journal*, February 23, 1972, p. 15; "Jerry Lewis Cinema Manager Explains Theatre's Policies," *The Index-Journal*, April 5, 1972, p. 24.

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swansong years of operating as a movie theater. On May 4, 1978, owner C. Pope Gantt sold the venerable property to the Greenwood Community Theatre, Inc., at which point the building ceased to operate as a movie theatre and assumed a solely live-performance format.⁷²

Today, the State Theatre bears the dual distinction of being Greenwood, South Carolina's only extant historic movie theater. Merging an Eclectic Revival architectural aesthetic with ever-changing motion picture technology, the State Theatre evolved from its founding in 1935 during the height of movie theater palaces through an era in which drive-in movie theaters, suburbanization, and television led to waning patronage by 1972.

Developmental history/additional historic context information (if appropriate)

Erle G. Stillwell

Through the State Theater, Greenwood, South Carolina maintains a tangible link to a remarkably influential and prolific architect who left his mark on many southern cities and towns through designs of theaters large and small. A native of Hannibal, Missouri, Erle [also written as Earle] Gulick Stillwell (1885-1978) moved to Hendersonville, North Carolina during his teenage years. He later studied architecture at Cornell University. After returning to Hendersonville, Stillwell became highly successful in real estate speculation and architecture in the 1920s, particularly with "higher class residential type" building designs in his affluent mountain community.⁷³ Fortune proved fleeting, however, as Stillwell fell into debt during the early years of the Great Depression. Ultimately, an association Stillwell developed in 1934 with the Wilby-Kincey Company, a subsidiary of Paramount Pictures, saved the struggling architect's career as he began designing movie theaters at a time when these venues were highly popular, public venues that offered a respite from the harsh economic times. Stillwell went on to enjoy widespread acclaim in this genre, planning modern cinemas throughout North Carolina, South Carolina, and in parts of Alabama, Tennessee, and Georgia.⁷⁴ In many cases, his work was the only example of modern architecture found in small towns. Crafting buildings in the Eclectic Revival during the early years of his commissions, like that which he rendered in Greenwood, South Carolina in 1935, Stillwell ensured that his creations embraced the latest in aesthetics, the most modern building materials for durability and fireproofing, and modern conveniences like air conditioning and, in some instances, amplification devices for hearing impaired patrons. He often relied on

⁷² Deed Book 264, Page 637, Clerk of Court, Greenwood County, accessed September 18, 2023, <https://www.greenwoodsc.gov/ClerkOfCourtHome/Deeds/PDF/0264/Deed-0264-0637.pdf>; "C. Pope Gantt, Jr., 67, Former Legislator, Dies," *The State*, July 18, 1982. Within four years of divesting himself of his Greenwood movie theater, Gantt died in Cheraw, South Carolina.

⁷³ "Stillwell, Erle G. (1885-1978)", North Carolina Architects & Builders: A Biographical Dictionary, accessed July 17, 2023, <https://ncarchitects.lib.ncsu.edu/people/P000467>; "Many New Businesses Set Up at Hendersonville Year," *The News of Henderson County*, July 22, 1921, p. 1. Stillwell's career would also include commissions for municipal, institutional, commercial, ecclesiastical, and military buildings, too. Stillwell's work in North Carolina involved commissions located in Arden, Asheville, Biltmore Forest, Durham, Winston-Salem, High Point, East Flat Rock, Flat Rock, Fruitland, Hendersonville, Kanuga Lake, Cashiers, Cullowhee, Marion, Chapel Hill, Tryon, Brevard, Pisgah Forest, and Raleigh.

⁷⁴ William Mitchell, *Buildings as History: The Architecture of Erle Stillwell, A Descriptive Catalogue of His Drawings in the Henderson County Public Library*, (Henderson County Public Library, 2006), p. 135.

State Theatre

Name of Property

Greenwood Co., S.C.

County and State

contrasting colors for interiors, terrazzo floors, and fanciful marquees employing vertical or horizontal emphasis amplified through neon lighting.

Stillwell developed an impressive portfolio of commissions before World War II that included construction of the Carolina, an Italian Renaissance style theater (1933) and remodeling of the Queen theater (1934), both in Hendersonville, North Carolina; the Sumter Theater, constructed and designed in the Art Deco style within Sumter, South Carolina's remodeled ca.1893 city hall building (1936); Durham, North Carolina's Streamline Moderne style Center Theatre (1938); Monroe, North Carolina's Moderne style Center Theater (1940); the remodeling of Burlington, North Carolina's Paramount Theatre into an "ultra modern" facility "fashioned along architectural lines similar to those in Durham and High Point" (1940);⁷⁵ the Varsity (1941), Raleigh, North Carolina's Moderne style, state-of-the-art, fireproof theater that "contain[ed] an unusual feature, a space in which invalids in wheel chairs [could] be rolled."⁷⁶ In Columbia, South Carolina's capital city, Stillwell designed the Palmetto Theatre (1937), a 1,600-seat venue that featured special equipment for the hearing impaired and a stage for live performances [Figure 10].⁷⁷ Following World War II, Stillwell continued to add to his theater repertoire throughout the Southeast. Among his myriad commissions were The Knox in Knoxville, Tennessee, a \$1,000,000 venue capable of accommodating 1,500 to 2,000 viewers (1946), and Winston-Salem, North Carolina's Moderne-style Winston Theatre (1949).⁷⁸ As they had since his initial work for Wilby-Kincey in 1936, Stillwell's post-World War II designs reflected prevailing trends in segregation with Black and white patrons separated through distinct entrances and between main floors and balconies.

⁷⁵ "Two Modern Theaters Help Supply Entertainment Needs," *The Times-News*, April 17, 1935, p. 18; "Theater Stands on Site of First Opera House," *The Sumter Daily Item*, August 28, 1936, p. 1; "New Center Theatre to Open Its Doors Tonight," *The Durham Sun*, December 16, 1938, p. 3A; "Construction Work to Stat [sic]," *The Daily Times-News*, January 4, 1940, p. 7; "Transfer of Theatre Building is Announced," *The Times-News*, August 22, 1934, p. 1; "Theaters Buy Henderson Lot: Plans to Construct New Building There in Near Future," *Asheville Citizen-Times*, July 13, 1947, p. 10D; "Theater is Planned on Lyric Corner," *The Knoxville News-Sentinel*, April 10, 1946, p. 12; "History," City of Monroe Down Center Theatre," accessed July 17, 2023, <https://dowdcentertheatre.com/about/>.

⁷⁶ "Contracts Let on New Theater," *The News and Observer*, May 25, 1941, p. 12.

⁷⁷ "Liberty Theatre," Cinema Treasures, accessed July 22, 2023, <https://cinematreasures.org/theaters/39646>. Wilby-Kincey Theatres ultimately established an impressive footprint in Columbia with its ownership of the Palmetto (1937), Carolina (1941), and Strand (1936) theatres along Main Street. It added the State Theatre later before divesting itself of properties.

⁷⁸ "Winston Theatre Will Have Grand Opening Tonight," *Winston-Salem Journal*, April 13, 1949, p. 15.

State Theatre
Name of Property

Greenwood Co., S.C.
County and State

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State Theatre
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Maps

Sanborn Fire Insurance Company Map, Greenwood County, Greenwood, 1913, 1923.
<https://digital.tcl.sc.edu/digital/collection/SFMAPS/search/searchterm/greenwood>

Sanborn Fire Insurance Company Map, Greenwood County, Greenwood, July 1932-March 1947. https://digitalsanbornmaps-proquest-com.ccpl.idm.oclc.org/browse_maps

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The Florence Morning News (Florence, SC)

Greenwood Daily Journal (Greenwood, SC)

The Knoxville News-Sentinel

The Index-Journal (Greenwood, SC)

State Theatre

Name of Property

Greenwood Co., S.C.

County and State

The News and Observer (Raleigh, NC)
The News of Henderson County (Henderson, NC)
The State (Columbia, SC)
The Sumter Daily Item (Sumter, SC)
The Sunday Record (Columbia, SC)
The Times-News (Darlington, SC)
The News and Press (Darlington, SC)
The Winston-Salem Journal (Winston-Salem, NC)

Photograph Collections

John Hensel Photograph Collection, South Caroliniana Library, University of South Carolina, Columbia, <https://digital.library.sc.edu/collections/john-hensel-1919-1999-photograph-collection/>

“State Theater,” 1935, Greenwood Community Theatre, 110 Main Street, Greenwood, SC.

Russell Maxey Photograph Collection, Richland Library, Columbia, South Carolina, <https://localhistory.richlandlibrary.com/digital/collection/p16817coll17>

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Henderson County Public Library, Henderson, North Carolina

Historic Resources Survey Number (if assigned): _____

State Theatre
Name of Property

Greenwood Co., S.C.
County and State

10. Geographical Data

Acreeage of Property less than one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 34.191950° Longitude: -82.161405°

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Verbal Boundary Description (Describe the boundaries of the property.)

The thick red line on the attached NRHP Boundary Map indicates the boundary. The rectangular boundary follows tax parcel 6346-885-013. Beginning at the southeast corner of the theater building, the property line runs north along Main Street to the building's northeast corner for approximately forty-five feet. The boundary line then turns west along a common wall shard with the contiguous building at 106 Main Street. The line then runs south along the theater building's west elevation that is contiguous to a parking lot to the west of the building. At this point the line runs east for approximately one-hundred and forty-five feet, at which point the line finally terminates at the point of origin.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries encompass the current tax parcel, which corresponds to the entire historic property owned by the Piedmont Amusement Company, as indicated on the 1940 plat map.⁷⁹

11. Form Prepared By

name/title: John Sherrer, Project Consultant
organization: Vintage Palmetto Preservation SC
street & number: 1026 W. Confederate Avenue
city or town: Columbia state: SC zip code: 29201
e-mail: vintagepalmettopreservationsc@gmail.com
telephone: 803-528-1677
date: November 20, 2023

⁷⁹ Plat Book 2, Page 142, Clerk of Court, Greenwood County, accessed March 6, 2024, <https://www.greenwoodsc.gov/ClerkOfCourtHome/Plats/PDF/0002/Plat-0002-0142.pdf>.

State Theatre
Name of Property

Greenwood Co., S.C.
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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered, and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Greenwood Theatre

City or Vicinity: Greenwood

County: Greenwood

State: SC

Photographer: John Sherrer

Date Photographed: October 20, 2023

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 19 East façade
- 2 of 19 Southeast oblique
- 3 of 19 Lobby terrazzo floor detail
- 4 of 19 Lobby, looking west
- 5 of 19 Lobby, looking east
- 6 of 19 Lobby staircase, looking south, detail of ironwork and display case
- 7 of 19 Lobby staircase and hallway, looking south

State Theatre

Greenwood Co., S.C.
County and State

Name of Property

- 8 of 19 Auditorium, looking west, detail of historic 1950 seating
- 9 of 19 Auditorium, looking west
- 10 of 19 Segregated staircase, looking east
- 11 of 19 West elevation
- 12 of 19 Northeast oblique
- 13 of 19 Second-story hallway, looking south
- 14 of 19 Second-story, former lounge, now an office, looking southeast
- 15 of 24 Storage space at rear of balcony, looking north
- 16 of 19 Second-story sound and lighting area in balcony, looking east
- 17 of 19 Auditorium viewed from balcony, looking west
- 18 of 19 Segregated third-floor bathroom, looking south
- 19 of 19 Detail of lion's head escutcheon, northeast aspect of facade

Index of Figures

- Figure 1. State Theatre, sometime between May 30 and June 3, 1936. Image credit: Greenwood Community Theatre.
- Figure 2. State Theatre, October 1939. Image credit: Greenwood Community Theatre
- Figure 3. State Theatre, October 15, 1939. *The Index-Journal*. Image credit: Newspapers.com.
- Figure 4. "Carolina" [State] Theatre, east elevation blueprint, Erle G. Stillwell. Image credit: Henderson County Library Special Collections, Henderson, NC.
- Figure 5. "Carolina" [State] Theatre, cross-section blueprint, Erle G. Stillwell. Image credit: Henderson County Library Special Collections, Henderson, NC.
- Figure 6. "Carolina" [State] Theatre, plan-view blueprint, Erle G. Stillwell. Image credit: Henderson County Library Special Collections, Henderson, NC.
- Figure 7. "Carolina Theater" [State Theatre] rendering, March 25, 1934, *The Index-Journal*. Image credit: Newspapers.com
- Figure 8. State Theatre debut announcement, December 30, 1934, *The Index-Journal*. Image credit: Newspapers.com
- Figure 9. State Theatre, announcement of new chairs, February 2, 1950, *The Index-Journal*. Image credit: Newspapers.com
- Figure 10. State Theatre, announcement of renovations, August 1, 1956, *The Index-Journal*. Image credit: Newspapers.com
- Figure 11. Detail of the State Theatre, Sheet 2, Sanborn Fire Insurance Map, Greenwood, March 1947. Image credit: Charleston County Public Library.
- Figure 12. The State Theatre, Marquee Photograph, *The Index-Journal*, March 16, 1953. Image credit: Newspapers.com.

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

State Theatre
Name of Property

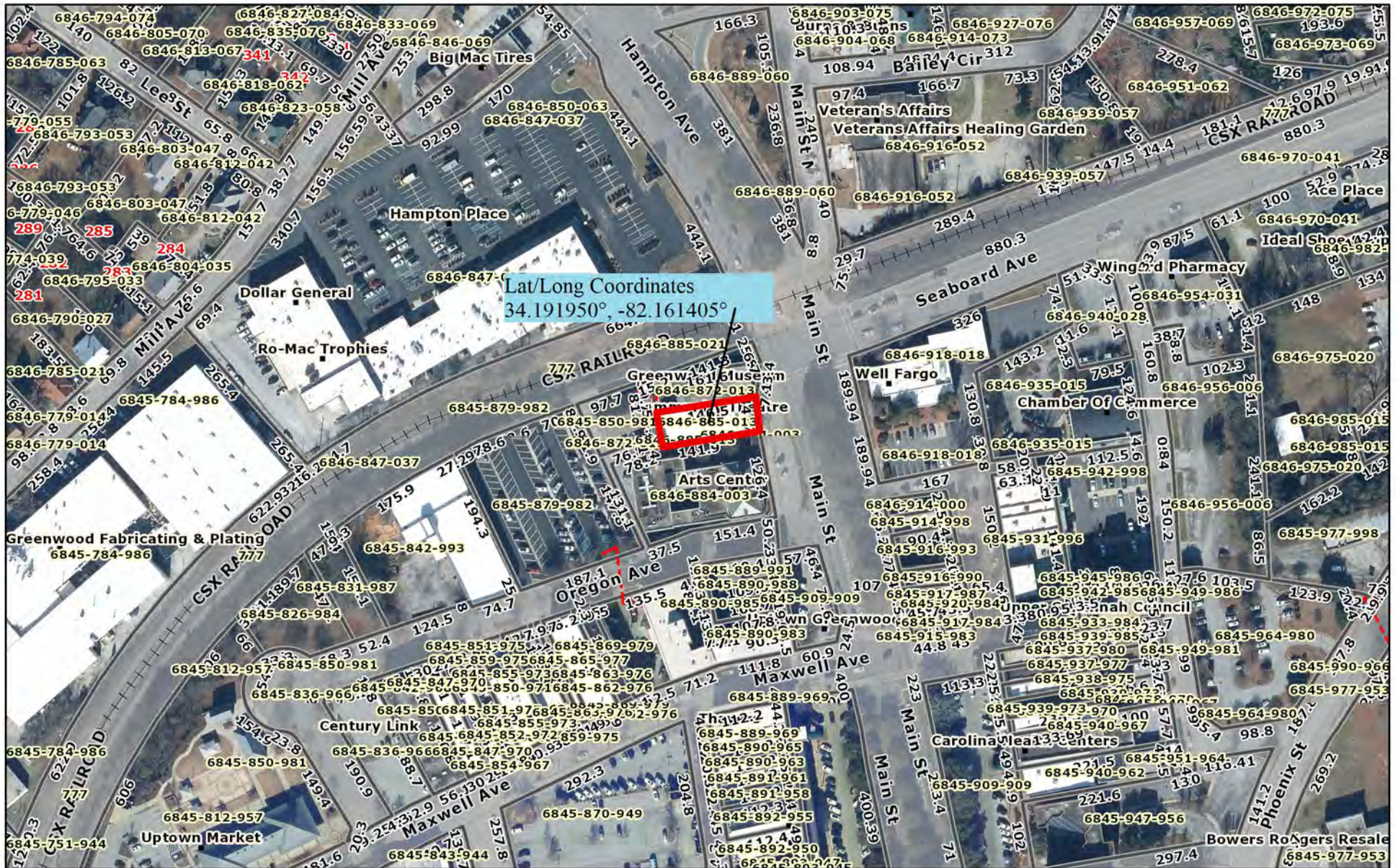
Greenwood Co., S.C.
County and State

- 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.

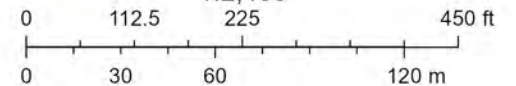
DRAFT

NRHP Boundary Map - State Theatre



March 6, 2024

1:2,400

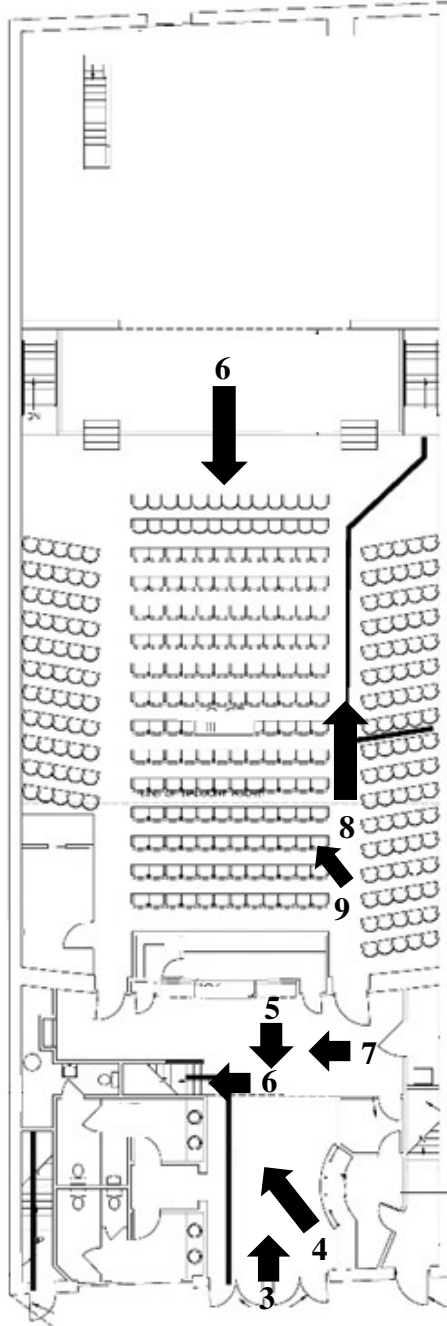


Map Layers, sdf

State Theater
110 Main Street
Greenwood, Greenwood County, South Carolina
First-Story Floor Plan & Photo Key
Not to Scale



11



2



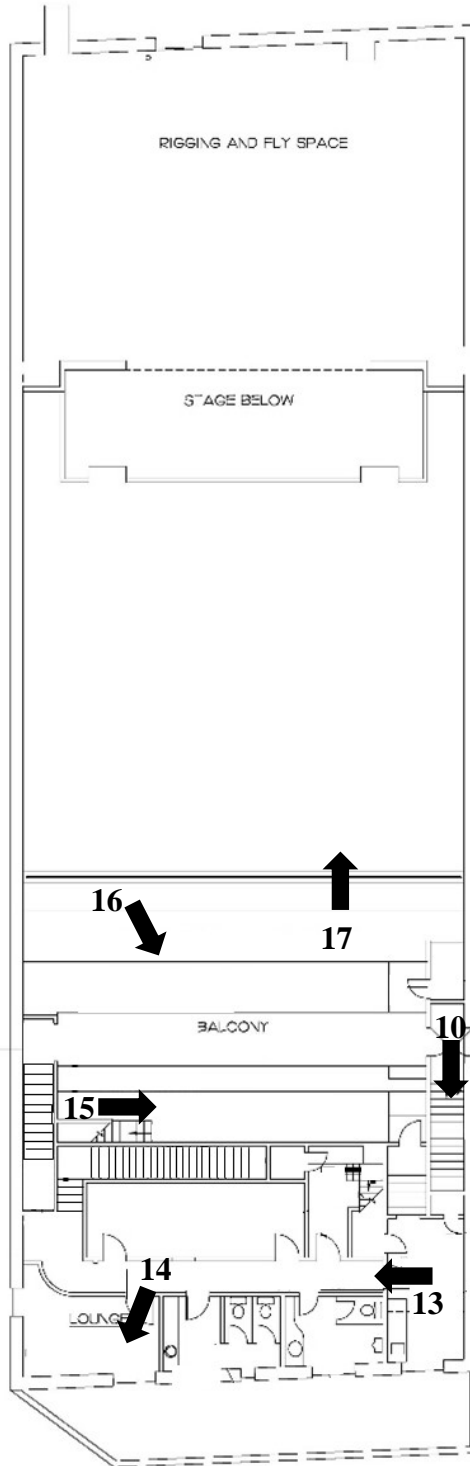
1



12



State Theater
110 Main Street
Greenwood, Greenwood County, South Carolina
Second-Story Floor Plan & Photo Key
Not to Scale



State Theater
110 Main Street
Greenwood, Greenwood County, South Carolina
Third-Story Floor Plan & Photo Key
Not to Scale

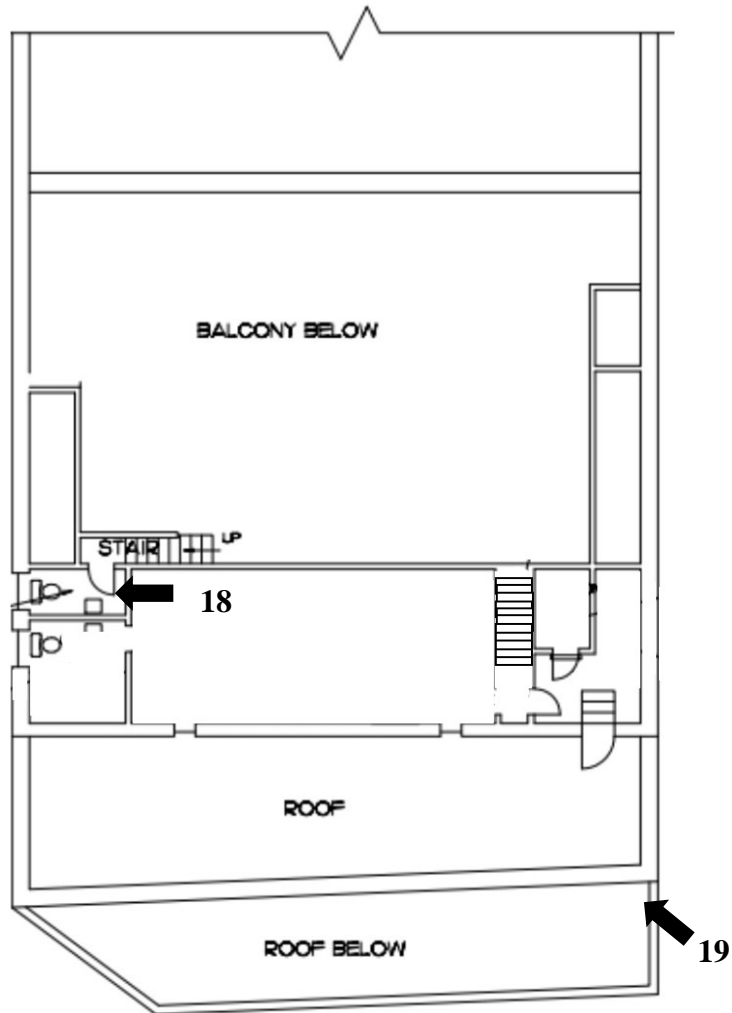


Photo 1



Photo 3



Photo 4



Photo 5



Photo 6

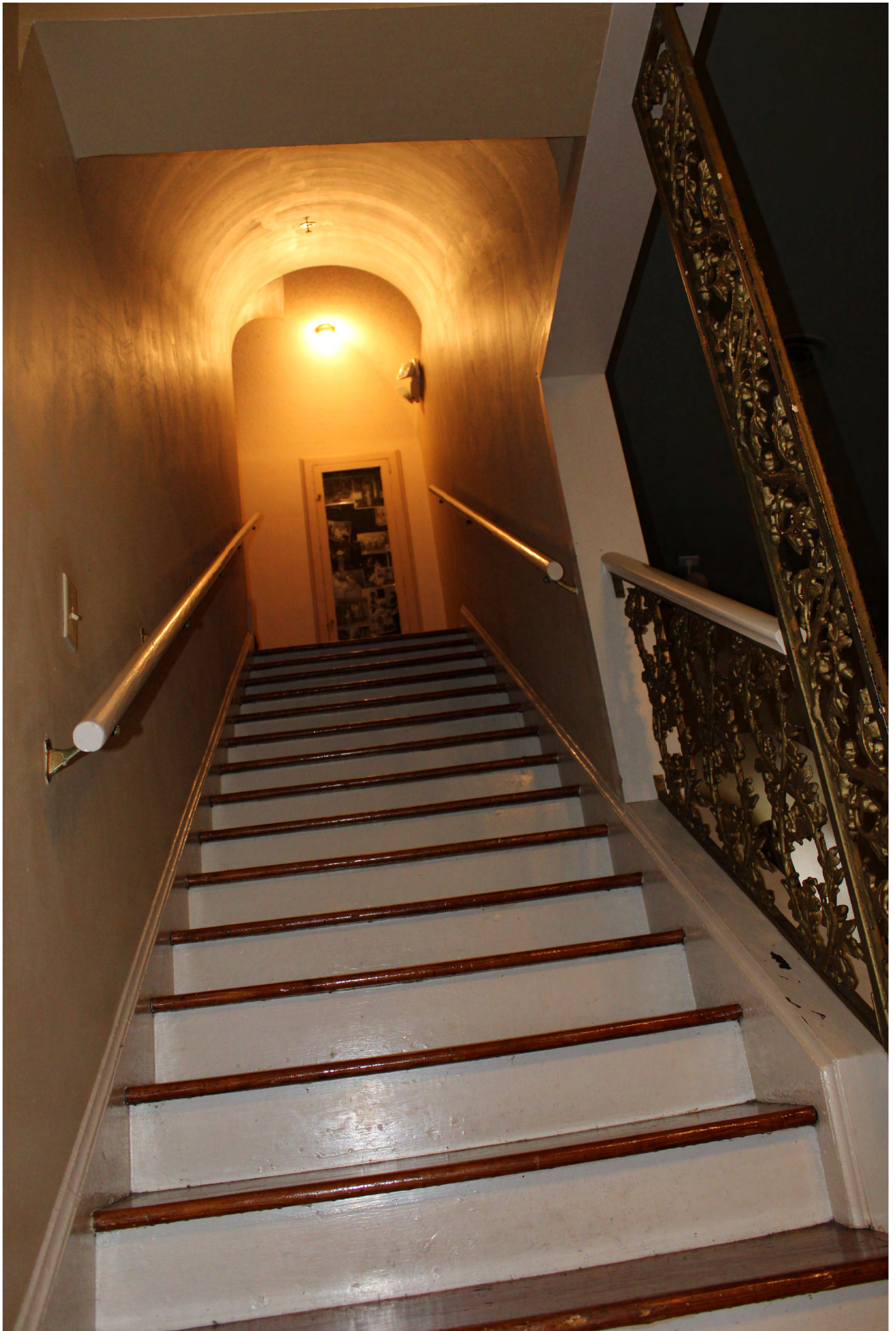


Photo 7



Photo 8



Photo 9



Photo 10



Photo 11



Photo 12



Photo 13



Photo 14



Photo 15



Photo 16



Photo 17



Photo 18



Photo 19



Figure 1



Figure 2




Figure 3


THE INDEX-JOURNAL
The Leading Newspaper of Western South Carolina


MOVIE EDITION PAGES 1 TO 22
SUNDAY, OCTOBER 22, 1939

Annual
— Motion Picture Edition —



Presenting News and Views of Coming Attractions at The Greenwood Theatres



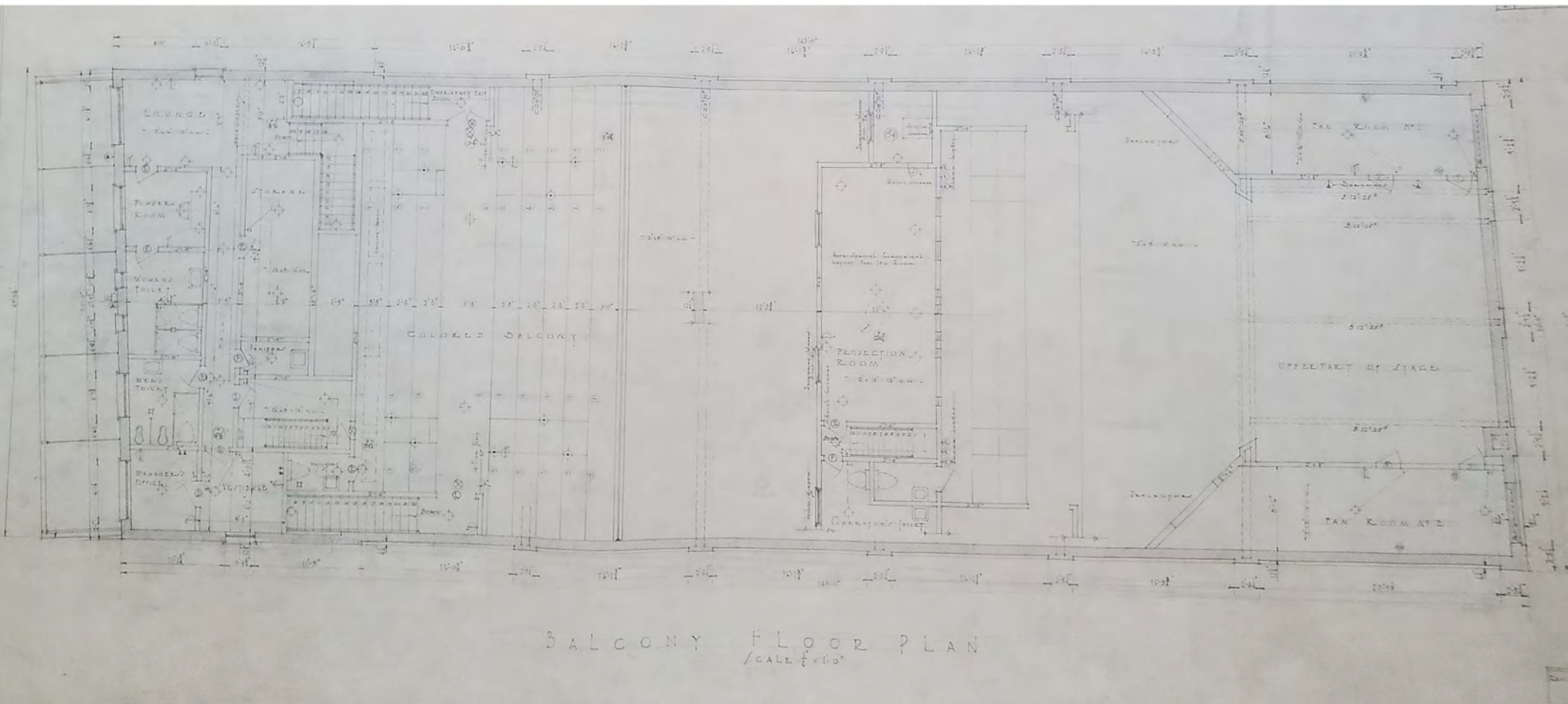


1939-40 MOVIE SEASON

Figure 4



Figure 6



Trade in Greenwood Where You Earn Your Living.
Support Your Home Town.

THE INDEX-JOURNAL
The Leading Newspaper of Western South Carolina
SUNDAY, MARCH 25, 1934

Greenwood Merchants Offer Quality Merchandise at
Moderate Prices—Shop in Your Home Town.

Work On New Carolina Theatre To Begin In Few Weeks

FEW LEAVE OUT CHURCH
Only Six Carolina Students Show
No Preference
COLUMBIA, Mar. 24. —(Special)
—Only six of the 112 new students
at the University of South Carolina
showed no church preference, ac-

ording to denominational statistics
for students entering the university
for the second semester, 1933-34, as
compiled by the registrar, John A.
Chase, Jr.
The Baptists led the list with
thirty. The Methodists with twenty-
eight ranked second. The Pres-

Greenwood's New \$60,000 Movie Home

YOUNGER, BRAINIER
The college student of today is
three years younger than was the
student of a generation ago, and
what's more, he is probably smarter,
and is getting more so all the time.
This was established recently at the
University of Chicago by the Of-
fice of the Recorder and members
of the Board of Examinations, re-
ports "The Des Moines Register. Ac-
cording to W. F. Cramer, assistant
recorder, the average age of 111
graduates in 1932-1933 was 25, while
that of 385 graduates in 1911-1912
was 28.

GARDENING TIME

Is Here!

Experience the thrill of growing your own Vegetables and Flowers this year!

Good Tools Are An Essential

To

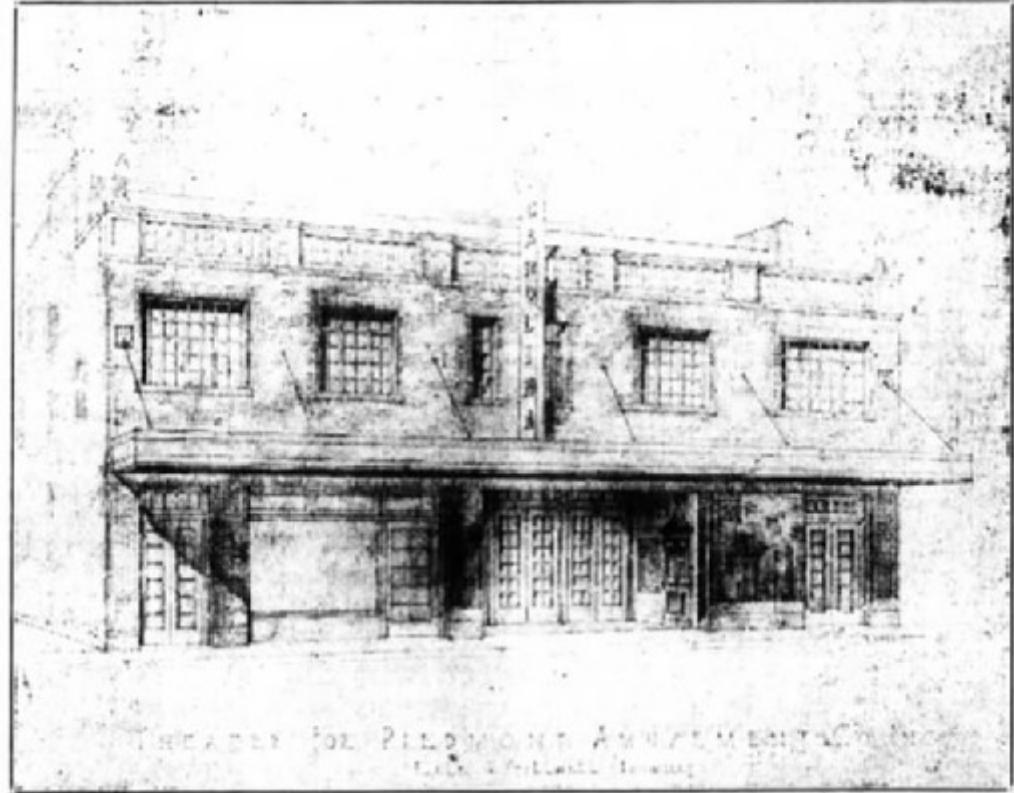
SUCCESSFUL GARDENING

From Our Complete Line of Garden Tools You Can Supply Your Every Need.

Garden Mattocks	Lawn Rakes	Shovels
Garden Rakes	Water Hose	Spades
Garden Hoes	Wheelbarrows	Spading
Garden Diggers	Garden Plows	Forks

Flower Garden Tools of All Kinds.

—"CONSISTENT WITH QUALITY"

Above is a set of an architect's drawing of the new Carolina theater building on Hampton avenue, near the post office, work on which will begin within the next five or six weeks. The cut shows the main entrance with ticket window and also entrance to room to be rented for a store. On the second floor will be Manager A. E. Green's office, the projection room, the ladies' lounge and rest room, men's room, and the balcony. The theater will be ready for opening some time during the summer.

FRED SMITH COMPANY

EASTER

is coming—and your clothing needs are here

An extensive display offers you a wide range for selections.

SPRING SUITS

In all the wanted shades with or without belted back. The new colors are Silver Grey, Pigeon Grey, Malacca Tan, Corona Brown and Dusk Blue.

\$19.50 to \$35.00

New Shirts From ARROW

With the new form-fitting features. Beautiful patterns.

\$1.95 to \$2.50

New Spring Shoes || **New Spring Hats**
\$3.95 to \$6.00 || **\$2.95 to \$6.00**

Attend The Formal Opening Of The State Theatre Tuesday, January 1st, 1935

PENNY'S

Take pleasure in this opportunity to extend to the Management of the

STATE THEATRE

Congratulations and best wishes upon their formal opening Tuesday, January 1st. The State is a beautiful theatre—in a great town.



PENNY'S



Our Task Is Completed



Our task is complete. The State theatre is now ready for your inspection. We hope—you will approve what we have done. Money has been spent lavishly; the most skilled workmen; the cleverest of artists, decorators, technicians, all have contributed their share to make the State Theatre one of the most beautiful, one of the most comfortable and one of the most perfect to be found in the Carolinas.

All of the newest innovations for perfect service have been used. The bowled floor, the wide, roomy aisles; the well spaced rows of seats are features few theatres can boast of today. Add to this new box cushioned seats, interior decorations and paintings by one of the foremost decorators of the East all blending perfectly—words fail to describe it—you'll have to come and see.

Frankly, we believe The State is today one of the South's finest theatres and a hearty and sincere welcome awaits you.

THE MANAGEMENT.



Congratulations

To The State Theatre

And the management . . Mr. Groom and Mr. Powell.

Attend the formal Opening Tuesday, January 1st.

Visit Gallant-Belk Company when in Greenwood.



GALLANT-BELK CO. "The Home of Better Values"

Congratulations and Best Wishes

to the

STATE THEATRE

We Wish You Every Success!

HARRISON COAL CO.

16—Telephone—16



CONGRATULATIONS

to the

STATE THEATRE

and the management

FITZ LEE FIRE INSURANCE AGENCY

Arthur Lee, Mgr.

Phone 560.



Congratulations to the Management of the

STATE THEATRE

The Index-Journal "The Leading Paper of Western South Carolina"

We Are Proud to Offer

CONGRATULATIONS

to the

Management of The

New

STATE THEATRE

Opening On

NEW YEAR'S DAY!



The building of this handsome, comfortable, and up-to-date theatre is sure to do a big part in bringing Greenwood right in line with the life in large cities, and it is our sincere wish that the management of the theatre meets with the success so distinctly deserved!

EFIRD'S

CONGRATULATIONS

and

BEST WISHES

to the

Management of the

STATE THEATRE

Lumber and other building materials were furnished by us in the erection and completion of the Carolinas' most modern and up-to-date playhouse.

THE STATE

GREENWOOD

Well done, Mr. Groom and Mr. Powell . . . we are confident the State Theatre will meet with the full approval and support of our citizenry. We are proud of the part our company played in its erection.

Building Estimates Furnished Without Obligation!

54—Telephone—54

CAROLINA BUILDERS SUPPLY COMPANY

We Extend To The

STATE THEATRE

Upon its completion and formal opening our heartiest



CONGRATULATIONS

and

BEST WISHES

Greenwood has every reason to be proud of such a splendid playhouse, and grateful for its influence in bringing hundreds and hundreds of visitors to Greenwood.

RUGS

for The State furnished by us.

SPECIAL DISCOUNT

On All Merchandise Sold For Cash Until January 1st.

SPROTT BROS. FURNITURE COMPANY

Congratulations and Best Wishes

to the Management of the

STATE THEATRE

Upon its completion and formal opening, Tuesday,

January 1st.

STANDARD GROCERY



We Extend to The

STATE THEATRE

Congratulations

and

Best Wishes

Greenwood's Smartest Dress Shop.

DOLLY SHOPS

State Theatre Building.

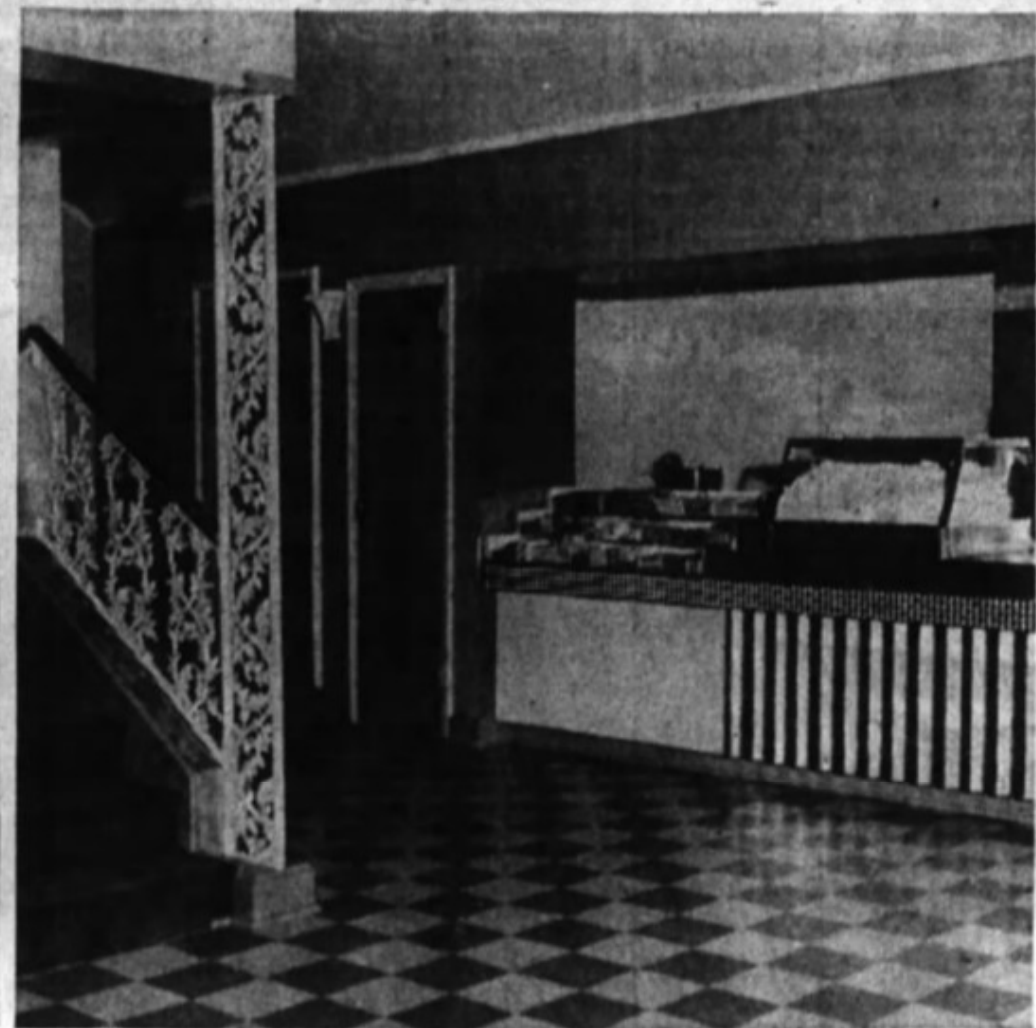
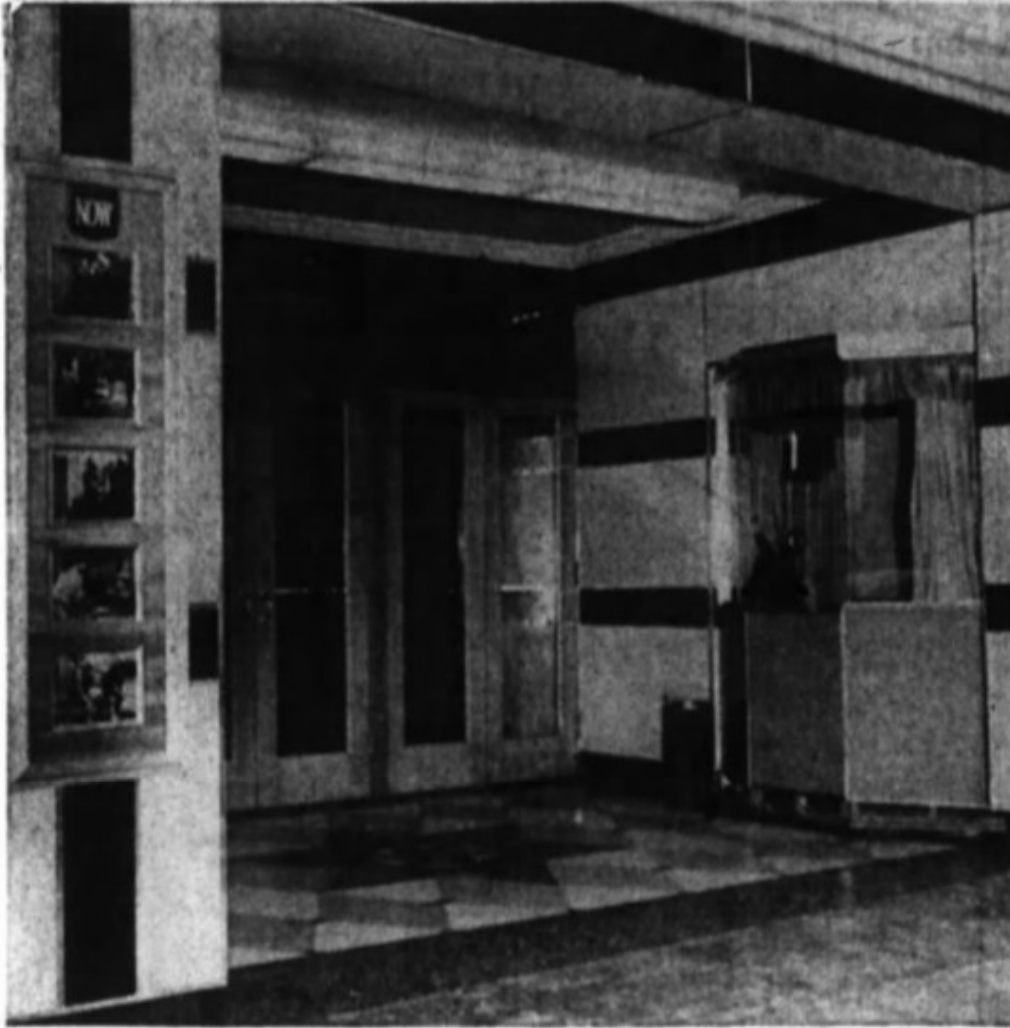
Figure 9

Thurs., Feb. 2, 1950

New Chairs Installed At State Theatre



State Theater's Modernization Program Completed



Entrance foyer of theater and box office are restyled. (Index-Journal photos by Charles Haralson).

Ornamental grillwork, new flooring and enlarged concession bar are lobby features.

Kefauver's Action Aid To Stevenson

(Continued from Page One)

Building Renovated; New Fixtures Installed To Improve Presentations

Pate Doesn't Regard March As Oppression

(Continued from Page One)

turned and told the people to follow me. I took two or three steps out toward the center of the creek . . . I took them right parallel to the bank approximately 25 feet, 30 feet, and made a left . . .

Mar. 16, 1953

THE INDEX-JOURNAL, GREENWOOD

PERSONALS

WELLS HOSPITAL

Quattlebaum continues a paralytic at the Wells Hospital in Greenwood. He underwent a third eye operation. Mrs. Quattlebaum is with him.

VISITOR

Anna Bell of Edgefield and Mrs. Olin Goldman are visitors. Mrs. Homer Ouzts is also here.

WELLS HOSPITAL

Mrs. Goldman spent the week in Lincoln, Ga. with her husband, Mr. and Mrs. Joe Goldman. She was given a surprise party Saturday night by her family.

FLU

Mr. and Mrs. Joe Goldman, Jr. is sick with flu at the home near Maxwellton.

PATIENT

Mr. and Mrs. Joe Goldman entered Self Memorial Hospital last night.

ORANGEBURG

Mr. and Mrs. Joe Goldman of Orangeburg are here for the weekend with their children and Mrs. W. R. Todd.

Star Fort Area Girl Scouts Enjoy Theatre Party Saturday

