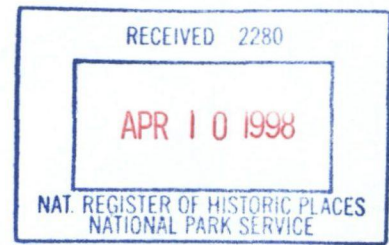


**United States Department of the Interior  
National Park Service**

# NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM



### 1. NAME OF PROPERTY

**HISTORIC NAME:** Cactus Theater  
**OTHER NAME/SITE NUMBER:** N/A


## 2. LOCATION

**STREET & NUMBER:** 1812 Buddy Holly Avenue  
**CITY OR TOWN:** Lubbock  
**STATE:** Texas      **CODE:** TX      **COUNTY:** Lubbock      **CODE:** 303

NOT FOR PUBLICATION: N/A  
VICINITY: N/A  
ZIP CODE: 79401

### 3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this   x   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   x   meets    does not meet the National Register criteria. I recommend that this property be considered significant    nationally    statewide   x   locally. ( See continuation sheet for additional comments.)

  
Signature of certifying official

3-30-98  
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

In my opinion, the property        meets        does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting or other official

Date \_\_\_\_\_

State or Federal agency and bureau

#### 4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

☒ entered in the National Register  
☐ See continuation sheet.  
☐ determined eligible for the National Register  
☐ See continuation sheet.  
☐ determined not eligible for the National Register  
☐ removed from the National Register  
 other (explain):

Signature of the Keeper

Date of Action

Signature of the Keeper  
Elson H. Beall

5.8.98

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**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	1	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	1	0 TOTAL

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** N/A

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS: RECREATION AND CULTURE:** theater

**CURRENT FUNCTIONS: RECREATION AND CULTURE:** theater

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION: MODERN MOVEMENT:** Art Deco

**MATERIALS:** FOUNDATION CONCRETE  
WALLS BRICK  
ROOF ASPHALT  
OTHER CERAMIC TILE; WOOD; GLASS

**NARRATIVE DESCRIPTION** (see continuation sheets 7-5 through 7-9).



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Cactus Theater  
Lubbock, Lubbock County, Texas

### DESCRIPTION

The Cactus Theater is a Depression-era motion picture establishment in a low-rise urban setting just southeast of Lubbock's downtown business district. Facing east on Buddy Holly Avenue (formerly Avenue H), the Cactus retains its dominant brick facade, exhibiting modest Art Deco motifs, rising more than two stories from the narrow sidewalk. Its theatrical marquee, neon lighting accents, sidewalk ticket office, double entry doors, ceramic tile wainscot and other entry details recently have been uncovered or reconstructed. The interior has been reopened as an auditorium, with reconstructed projector booth and stage details, adapted to new code requirements, mechanical systems, visitor safety and access, and modern stage production needs. The Cactus Theater survived interim conversion to an industrial showroom and warehouse, while retaining integrity of location, design, setting, materials and workmanship; with recent rehabilitation, the building now effectively conveys its additional integrity of feeling and association.

The Cactus Theater is a highly visible anchor within Lubbock's Depot District (see Map-18, 19), an 8-block area near downtown Lubbock redeveloped in the past decade as a restaurant/entertainment cityscape. Identified as an entertainment district by property and business owners, the Depot District radiates from the historic Fort Worth & Denver South Plains Railway Depot constructed in 1928 (NR 1990) at 1801 Avenue G, one block east of the Cactus Theater. During the late 1980s through mid 1990s, the Depot District transformed from an industrial/warehouse area to Lubbock's primary entertainment destination, with the opening of restaurants and nightclubs in renovated buildings. In 1996 the City of Lubbock renamed this strip of Avenue H through the Depot District as Buddy Holly Avenue in honor of the late Lubbock recording artist who achieved national fame in the late 1950s. Wide streets with plentiful angle-parking spaces, within a few steps from automobiles to customer entries, remain attractive features of this business district.

The lofty 2-story Cactus Theater building is enclosed within a reinforced-concrete frame, infilled with structural clay tile and faced with a hierarchy of brick finishes (Figure 7-1, Photo 2). The front elevation presents five bays in a rough-faced tan brick, conveying a glancing impression of earth-plastered adobe. A smooth light-red utilitarian brick covers the side elevations and rear.

On the Avenue H facade, bands of glazed green tiles rise about three feet from the sidewalk and wrap into the inset entries, and around the ticket booth to a height of four feet. The balance of the facade is symmetrically arranged: slightly projecting side bays with centered vertical windows at the ground level and corbelled banding near the cornice; central vertical projection (or pilaster) of corbelled bricks, emphasized at night with neon tubing and flanked by two vertical projector-booth windows at the second level; and a cornice



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Cactus Theater  
Lubbock, Lubbock County, Texas

## FIGURE 7-1

Photographed by Hulen Penney, c. 1940

Original on file with the Southwest Collection, Texas Tech University





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## National Register of Historic Places Continuation Sheet

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Cactus Theater  
Lubbock, Lubbock County, Texas

of shallow step-downs across the five facade bays, each with a rolled terminus of corbelled bricks. The replacement V-plan marquee covers the ticket booth area in the center three bays, carrying the theater's name

### C A C T U S

spelled out on individual green letters outlined in neon tubing, and accommodating interchangeable lettering to advertise current shows. Temporary banners and show boards enhance the ticket booth area, following typical practice from the theater's early years.

As finished in 1938 the Cactus included more than 100 feet of neon lighting on its marquee and facade. Most of this neon tubing has been reconstructed. By emphasizing the central vertical pilaster lined with neon tubes rising above the marquee and ticket booth, the theater presents a stunning night-time presence with its accented vertical lines and back-lit marquee.

The north side of the Cactus was built contiguous to Hicks Furniture store, constructed the previous year. The south wall is exposed along a narrow lot, or alley, that separates it from the welding/blacksmith ironworks shop to the south. Shortly after the Cactus opened, a large billboard sign was painted on the upper south face of the building advertising the bottled soft drink Dr [sic] Pepper under the theater name. In cooperation with the local Dr. Pepper beverage vendor, this sign was recently repainted to its original appearance.

The building's straightforward facade, from an unknown designer who used subtle Art Deco massing, suggests that the developers ordered a building of simple design reflecting its function as a theater. The Cactus originally sheltered 720 seats, a small stage, a balcony, lobby, and ticket booth. Warlick Carr, a Lubbock attorney who worked as an usher at the Cactus in the 1940s, remembered that a popcorn machine and small refreshment stand stood on the north side of the lobby, just inside the north entry, and that during pleasant weather the popcorn machine would be placed outside so the aromatic product could be sold to passers-by on the street. On the south side of the lobby a single staircase led to the balcony and projection booth. Approximately 130 wooden theater seats filled the balcony, along with an enclosed 10 foot-square projection booth. The main sloping floor of the auditorium included approximately 590 upholstered seats facing west. A small stage of concrete, raised approximately three feet, extended about 12 feet into the west end of the auditorium. Flanking exit doors were covered with rectangular acoustical tile panels typical of the period.

The building retained these original features through 1958, when owners of the Cactus ended its 20-year run as a movie house. The building eventually was converted to a warehouse and showroom for an ironworks company headquartered just south of the old Cactus building. The theater marquee and ticket booth were removed, the interior lobby, auditorium and balcony were stripped to bare concrete, and the walls of the



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Cactus Theater  
Lubbock, Lubbock County, Texas

projection booth were demolished (Photo 1). All sound equipment, seats, and screen were also removed, as was the theater's original recessed entry configuration, replaced with an aluminum and glass store front flush with the central three bays. The remaining ceramic tile wainscot was covered with brick veneer. An entry door was also added at the rear south side to allow the ironworks to have easy passage between its two buildings. A doorway was opened on the rear north side into a storage area of the attached building, former Hicks Furniture, which was rented by the ironworks for additional storage. The ironworks also installed a hoist adjacent to the theater building's south wall to lift and transfer heavy materials; the hoist track is still in place, but is not attached to the theater.

In the late 1980s, planners of rehabilitation and restoration of the building and its details faced difficult preservation decisions, with few known historic photographs and no living principals from the original Cactus Theater. However, during the demolition phase of interim additions, the new owners discovered original snap lines in chalk on the concrete floor outlining the original lobby and ticket booth. In addition, segments of the original exterior ceramic tile wainscot emerged from behind bricks added in the 1960s. With these tiles and a historic photograph, the contractor matched tiles and patterns for accurate reconstruction of the ticket booth, adding openings for speaking and money exchange typical of 1930s theaters (Photos 2, 3). Front window frames were rebuilt to match those in historic photographs.

Exterior photos revealed no details about the front entry doors. In 1930s images, temporary banners and show boards covered this area of the theater, obstructing details of original recessed entries. The present configuration is a practical solution similar to the original. A commercial marquee that closely matched the original was selected, and two sets of C A C T U S letters were shaped and lined with neon tubing to complete the effect (Photo 2).

No historic interior photographs have been found. The projection booth was rebuilt on the same footprint as the old, and the auditorium's original ceiling of compressed acoustical tiles was retained and painted. Local code requirements called for demolition of the original concrete stairway to the balcony, now replaced by two stairways within the auditorium (Map-20). The interior north and south walls received a custom panoramic painting of Yellow House Canyon, Lubbock's dramatic geological feature of the Brazos River a few blocks east.

To allow for live productions the stage platform was raised and enlarged to extend 27 feet from the west wall into the auditorium. Stage curtains and professional show lighting were added to the performance area. Although the 1938 theater seated 720, its seats were only 18 inches wide and each row was tightly spaced. In order to accommodate a primarily adult audience in the renovated theater, the owners selected wider seats and spaced them to allow wider passage. The auditorium and balcony now hold 425 theater seats. A removable screen was also built to accommodate motion pictures and 16 mm projectors installed in the projection booth.



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Cactus Theater  
Lubbock, Lubbock County, Texas

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The exterior door on the rear south side near was lowered to match the interior grade of the theater for an additional fire exit.

For dressing rooms and administrative space, new Cactus owners rented space at the rear of the adjoining building to the north recently renovated to provide five dressing rooms, a "green" room, and two restrooms for performers. This leased area is not a part of the Cactus Theater's National Register nomination (Map-19).

In summary, the building received few if any modifications during its first 20 years as a movie house, and sustained minimal alterations with its interim conversion to showroom and warehouse space. Recent rehabilitation followed the Secretary of the Interior's Standards, with updated mechanical and life safety features, and reconstructed historic details based closely and economically on all known physical and archival evidence. The Cactus Theater retains a high degree of integrity from its original design and construction, and has been returned to its original function as a commercial auditorium.

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**8. STATEMENT OF SIGNIFICANCE**

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**APPLICABLE NATIONAL REGISTER CRITERIA**

- ☒ **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 VALUE, 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:** N/A

**AREAS OF SIGNIFICANCE:** Entertainment/Recreation

**PERIOD OF SIGNIFICANCE:** 1938-1948

**SIGNIFICANT DATES:** 1938

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Maxey, Robert (builder)

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-10 through 8-15).

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**9. MAJOR BIBLIOGRAPHIC REFERENCES**

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**BIBLIOGRAPHY** (see continuation sheet 9-16).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- ☐ 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 #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- ☒ State historic preservation office (*Texas Historical Commission*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:



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Cactus Theater  
Lubbock, Lubbock County, Texas

### STATEMENT OF SIGNIFICANCE

The 1938 Cactus Theater is a good local example of a downtown theater built during the golden age of the motion picture industry and the blossoming age of the automobile. One of a few intact historic motion picture theaters in Lubbock, the Cactus was Lubbock's first theater constructed outside of the traditional central business district. Built during the Great Depression, the Cactus served as a bargain priced, second-run movie house drawing customers from a growing residential area and a large student population at Texas Technological College. When the theater opened in 1938, it joined six other movie houses in Lubbock; of those pre-World War II theaters, only the Cactus today retains its original exterior design. Emerging in 1995 from post-war trends of decline and neglect, the Cactus has returned to its historic function of projecting classic motion pictures, in addition to hosting live musical/theatrical performances. The theater thus meets Criterion A in the area of Entertainment/Recreation at the local level of significance for its role in the entertainment life of Lubbock during the 1930s and 1940s.

Lubbock, seat of Lubbock County, was established as a rural ranching trade center in 1890. Isolated because they had no railroad, the city and county grew slowly during their first 20 years. After the Panhandle & Santa Fe Railway reached the city in late 1909, Lubbock began to assert itself as a leader among small towns scattered across the sparsely-populated *Llano Estacado*. Its 1910 population of nearly 2,000 more than doubled during the next decade as Lubbock bypassed Plainview as the largest community and true "Hub of the Plains," as its promoters called the growing city. When the State Legislature in 1923 chose Lubbock for the new Texas Technological College (now Texas Tech University), the city's future growth seemed assured. The college opened in 1925, and by the early 1930s Lubbock's population reached just over 20,000.

The nation's last great railroad boom centered in Lubbock during the first three decades of the 20th century. By 1925, the Santa Fe had made Lubbock truly the rail Hub of the Plains by constructing its West Texas main line northwest from Houston through Lubbock. Then in 1928 the Fort Worth & Denver South Plains Railway, affiliate of the Burlington railroad system, built a branch line connecting Lubbock to its main line from Fort Worth through the Panhandle in an attempt to capture a share of the Texas high plains' freight and passenger market. To accommodate this service, the Burlington in 1928 built an elaborate passenger and freight depot southwest of downtown in the 1800 block of Avenue G.

Because it served a wide trade area, which stretched 75 miles or more in every direction, Lubbock attracted large crowds of rural folk, especially on Saturdays and special trade days, and entrepreneurs hastened to provide entertainment for the city's visitors. Lubbock's first theater, the Lyric, opened in 1913 on Texas Avenue, adjacent to the Lubbock County Courthouse downtown. A second theater, the Lindsey, began operations in 1916 on Main Street, one block north of the courthouse. By the mid 1920s, the anticipated new collegiate population and associated city growth inspired modern entertainment venues, and additional movie



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Cactus Theater  
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theaters appeared. In 1924, the Palace Theater in the new Palace Hotel became Lubbock's finest, located on Main Street across from the Lindsey. In 1928, a fourth theater, the Rex, opened at 1107 Avenue G, just southeast of the courthouse square. In 1929, the Palace converted to "talkies," and all competing theaters soon followed its example.

The economic crisis that soon strangled the High Plains and the nation took its toll on at least one Lubbock movie house. The Rex closed in 1930, then reopened in 1933 for a short time, but closed permanently by the next year. Yet Lubbock and Texas Technological College continued to grow as the Great Depression rearranged demographic and economic balances in West Texas, and in 1934 two new theaters opened in downtown storefronts in the heart of the retail area. The Texan debuted at 813 Broadway, and the Broadway opened at 1116 Broadway.

When the Cactus Theater was constructed in 1938, Lubbock's population was approximately 30,000, and its retail center lay along the one mile length of Broadway Avenue from Avenue A to Avenue Q. A half-mile south of Broadway along Avenue H, a retail and industrial supply area grew steadily around the Burlington railroad depot. By 1938 the depot "district" represented a commercial center unto itself, defined by certain thoroughfares and the Burlington railyard. Lubbock's main highway to the south, Texas Avenue, bypassed the growing South Avenue H neighborhood one block to the west. The next street south of the Cactus, 19th Street (today a major 7-lane east-west thoroughfare, U.S. 62/82) was a 2-lane residential street which dead-ended from the west at Avenue H because of the depot's connecting railyard.

These physical conditions and growth of the South Avenue H residential area caused the depot district to evolve not only as a light industrial zone, but also as a "suburban" service center. By 1937 the 1800 block of Avenue H area featured a grocery, drug store, auto service station, furniture store, fruit market, blacksmith, dairy store, and auto repair shop. Hicks Furniture and Supply was the newest addition to the block, constructed on a vacant lot south of Ellis Drug at the corner of 18th and H. One block south began the large middle-class residential neighborhood extending nearly a mile to the city's southern extent. To the east, beyond the Burlington depot and tracks, lay a predominately African-American neighborhood and to the west, in the southwestern quadrant of the city's original townsite, was the city's oldest neighborhood. A further Depression irony of increased ownership of automobiles, so well suited to the West Texas landscape and its grid-pattern city street systems, rapidly diminished the importance of rail connections and opened the Lubbock depot district to a customer base far beyond immediate neighbors.

The Cactus Theater then, proposed in 1937 as a family-oriented, bargain-price movie house, was a natural addition to this popular service center for south Lubbock. As the local economy recovered from the Depression, three young businessmen, Joe H. Bryant, M.A. Sanders and Glenn Woody, pooled their resources in December that year to invest in Lubbock's first "suburban" theater. Lubbock financier A.M. Leftwich provided additional capital and arranged construction through early 1938 at a total cost of \$30,000. Local



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Cactus Theater  
Lubbock, Lubbock County, Texas

builder Robert Maxey served as general contractor, but the designer's credit has not been uncovered. Promoting its location away from the central business district and the college campus—yet within easy access from all these quadrants by automobiles that could angle-park at or near the front doors—Cactus owners billed their investment as “the family theater” for Lubbock.

Grand opening for the city's eighth theater took place in April 1938 featuring the film “Wings over Honolulu” starring Wendy Barrie and Ray Milland (see Figure 8-1). The theater packed 720 narrow seats under its roof, but thankfully featured “washed air cooling” for the comfort of patrons. A full-page advertisement in the Lubbock *Avalanche-Journal* promised the Cactus would “offer the finest entertainment possible for the entire family at a minimum cost.” Indeed, the movie house kept its promise throughout its early history as a bargain-price theater. Admission price for all movies, including the grand opening, was 10 cents for children and 20 cents for adults. In contrast at the same time, first-run movies at the Palace and Lindsey cost 25 cents for children and 75 cents for adults. Over the next 20 years of operation through 1958, the Cactus admission cost rose only to 20 cents for children and 30 cents for adults.

During the 1940s Lubbock continued to grow, especially with the opening of two military bases near the city, with the resulting appearance of more new theaters. The Arcadia opened in 1940 at 1211 Avenue H, six blocks north of the Cactus. Two more opened in 1941, the Midway at 1805 Broadway, and the Tower at 1005 College (now University) Avenue. The Llanos opened at 1419 Avenue G in 1942. Then, after the war, as returning GIs flooded the college campus, five new theaters opened, including four additional downtown cinemas: the Plains at 717 Broadway, the Ritz at 1700 Avenue A, the Chief at 1211 Avenue H, and the Clifton (formerly the Palace) at 1020 Main. By 1950, Lubbock boasted 16 active theaters.

By the mid-1950s, the golden age of movie palaces was coming to an end. Competition from television and drive-in theaters kept Lubbock's aging “walk-in” theaters from prospering. Although the city's population had grown almost four-fold from 32,000 in 1940 to nearly 120,000 by 1957, the central city theaters could not compete with the six new drive-ins. The Cactus was among the first of the old theaters to close. On Tuesday, May 6, 1958, the theater offered a double feature, “Shoot Out at Medicine Bend” and “Fuzzy Pink Nightgown.” Its corresponding ad in the *Avalanche-Journal* indicated “Last Day” for the films, but this turned out to be the “last day” for the Cactus as well. Without fanfare, the theater closed its doors after a 20-year run. Eventually the Cactus was stripped of its seats and projectors to become a store front and warehouse for the adjacent ironworks.

Since 1958, with the decline and ultimate demise of Lubbock's old retail center, all of its downtown theaters closed, and most have been razed. Of the seven theaters operating in 1938 when the Cactus opened, only the Cactus remains today as an intact example. In 1997 the Lindsey, Lubbock's true movie “palace” once billed as “Pride of the Plains,” was razed to clear an area for drive-in banking. By December 1997 Lubbock



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Cactus Theater  
Lubbock, Lubbock County, Texas

featured only five active "walk-in" theaters; since nearly all are multi-screen movie houses built since the 1960s, none represent the pre-war era. Ironically, none of Lubbock's six "drive-in" theaters survive.

In January 1993 Lubbock businessman and musician Don Caldwell organized Cactus Theater, Inc., with a group of investors for developing a music and theater venue in the recovering Depot District. The corporation purchased the old Cactus building and rehabilitated the interim warehouse to its original appearance and use as a theater, reopening in 1995 as a live performance auditorium and theater for classic films. Popcorn also returned to this reconstituted entertainment atmosphere, filling the lobby—and the sidewalk on pleasant evenings—with an additional dimension of nostalgia.

At the time of its construction in 1938, the Cactus Theater served as a symbol for Lubbock's recovery from the Great Depression, as well as the region's deepening embrace of national culture through cinema and automobiles. The new movie house effectively confirmed the city's need for a family-oriented theater through easy accessibility and economy of second-run Hollywood gems. Now as a prominent showplace in Lubbock's revitalizing Depot District, the Cactus Theater's restored entertainment tradition and historic facade prompt its nomination to the National Register of Historic Places.



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Cactus Theater  
Lubbock, Lubbock County, Texas

### FIGURE 8-1

April 8, 1938, advertisement

# ANNOUNCING the *FORMAL OPENING* OF THE NEW

Completely  
Fireproof

# CACTUS

Union  
Operated

"Lubbock's Family Theatre" 1814-16 Avenue H

10<sup>c</sup> TONIGHT — 7:00 P. M. 20<sup>c</sup>  
AND SATURDAY, SHOWING

*'Wings Over Honolulu'*



TURBULENT DRAMA!  
**SNUBBED**  
By officers' wives because  
she wasn't "Navy Born!"

with  
Wendy Barrie Ray Milland  
Kent Taylor William Gargan  
Polly Rowles

Samuel S. Hinds • Mary Phillips Joyce Compton • Louise Beavers  
Margaret McWade • Clara Blandick  
Based on the Story by Mildred Cram Directed by H. C. Potter  
CHARLES R. ROGERS, Exec. Prod. A UNIVERSAL PICTURE

Attend  
The Formal Opening of West Texas'  
Largest and Most Modern Suburban  
Theatre

**See And Hear The Premier Broadcast**  
From Lubbock's Newest Theatre!



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Cactus Theater  
Lubbock, Lubbock County, Texas

FIGURE 8-2

April 17, 1938, *Lubbock Avalanche-Journal*





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Cactus Theater  
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*Lubbock Avalanche-Journal*, December 29, 1937; April 8, 1938; April 17, 1938; May 6, 1958; July 27, 1985.

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*Texas Almanac and State Industrial Guide*, 1972-1973. Dallas, A.H. Belo Corp., 1972.

Woody, Mrs. Glenn Woody. Personal Scrapbook (in possession of Mrs. Woody).



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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** less than one acre

UTM REFERENCES	Zone	Easting	Northing
1	14	236020	3718840

**VERBAL BOUNDARY DESCRIPTION** (see continuation sheet 10-17)

**BOUNDARY JUSTIFICATION** (see continuation sheet 10-17)

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**11. FORM PREPARED BY** (with assistance from Mary Dillman and James Steely, THC staff)

---

**NAME/TITLE:** David J. Murrah, PhD

**ORGANIZATION:** Cactus Theater, Inc.

**DATE:** January/March 1998

**STREET & NUMBER:** 2207 16th Street

**TELEPHONE:** 806-762-1003

**CITY OR TOWN:** Lubbock

**STATE:** TX

**ZIP CODE:** 79401

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS** (see continuation sheet Map-18 through Map-20)

**PHOTOGRAPHS** (see continuation sheet Photo-21)

**ADDITIONAL ITEMS**

---

**PROPERTY OWNER**

---

**NAME:** Don Caldwell, Principal

**STREET & NUMBER:** 1812 Buddy Holly Avenue

**TELEPHONE:** 806-747-7047

**CITY OR TOWN:** Lubbock

**STATE:** TX

**ZIP CODE:** 79401



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# **National Register of Historic Places**

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Cactus Theater  
Lubbock, Lubbock County, Texas

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### **VERBAL BOUNDARY DESCRIPTION**

Lots 17 and 18 and the South part of Lot 19, Block 230, ORIGINAL TOWN OF LUBBOCK, Lubbock County, Texas, according to the Map, Plat, and/or Dedication Deed, thereof, recorded in volume 5, Page 384, Deed Records of Lubbock County, Texas.

### **BOUNDARY JUSTIFICATION**

The boundaries include all of the original property historically associated with the building since its construction in 1938.



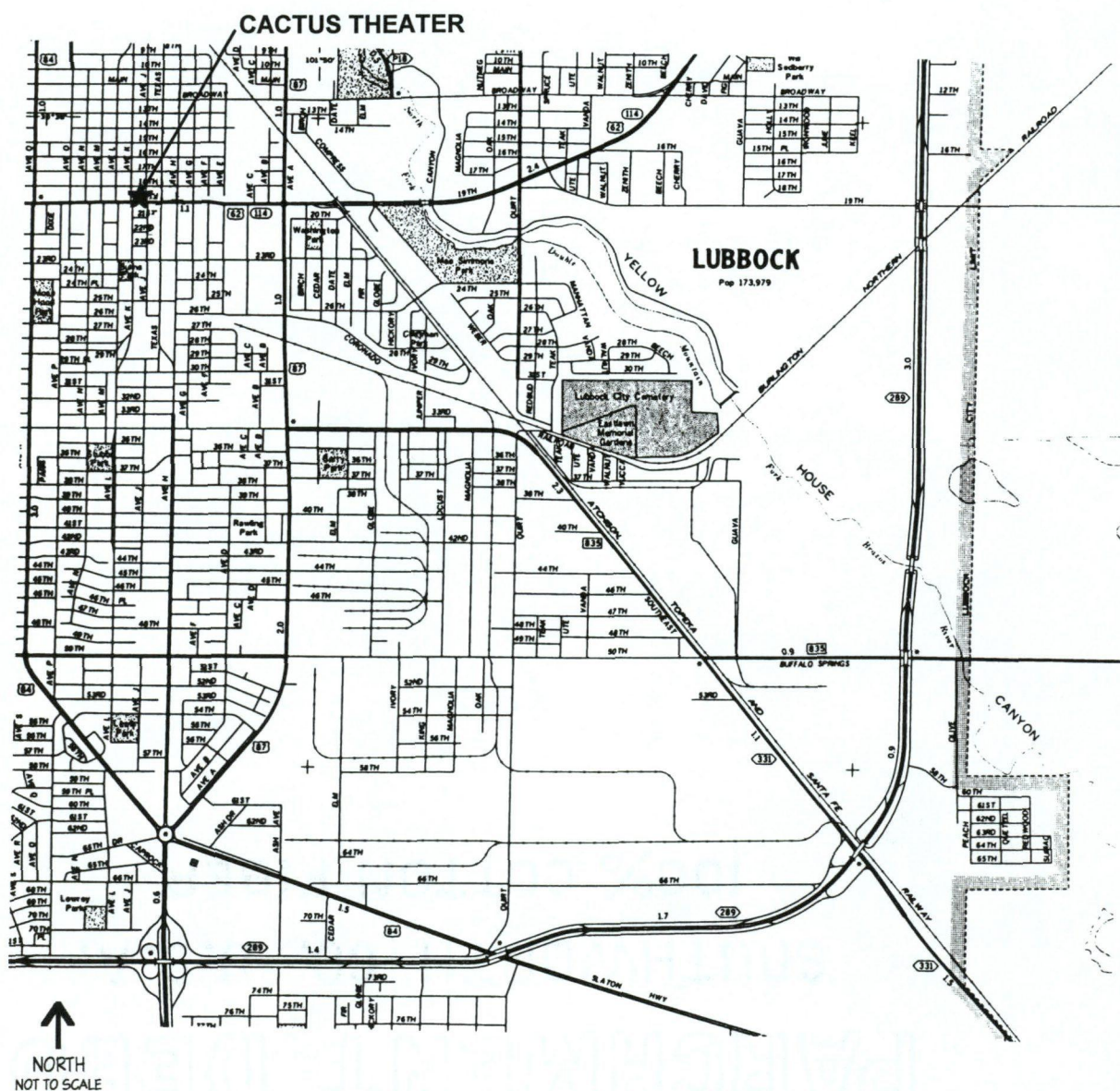
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Cactus Theater  
Lubbock, Lubbock County, Texas

## LOCATION MAP





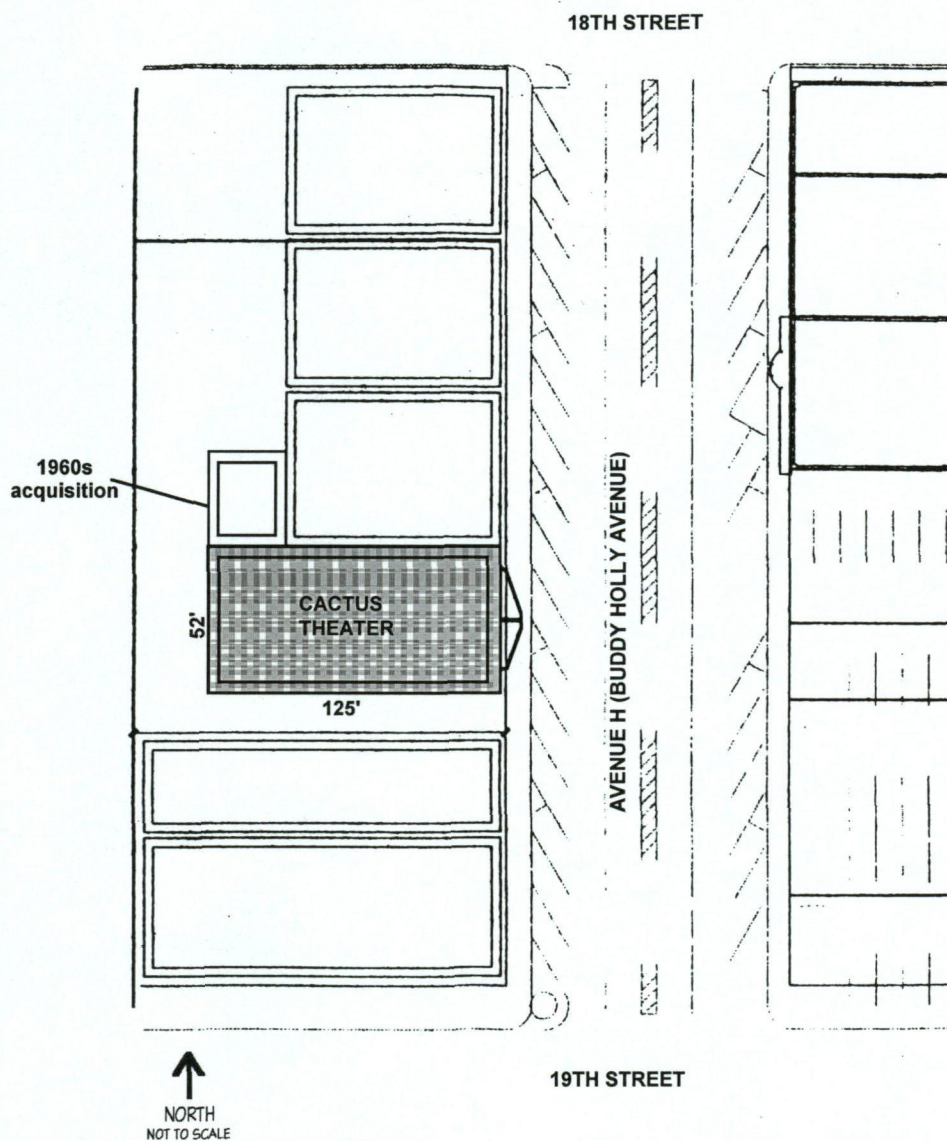
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section MAP Page 19

Cactus Theater  
Lubbock, Lubbock County, Texas

SITE PLAN





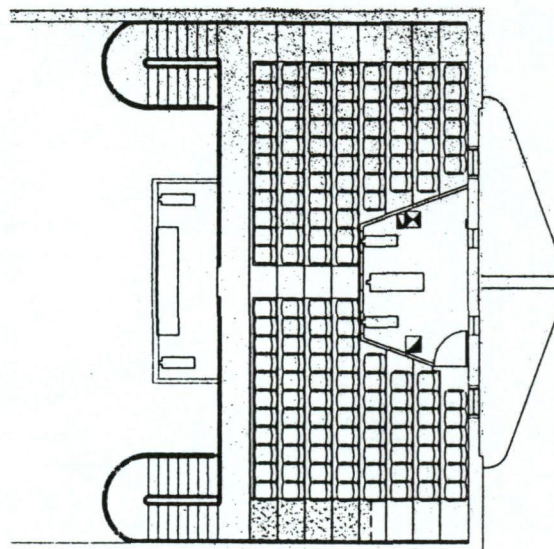
United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

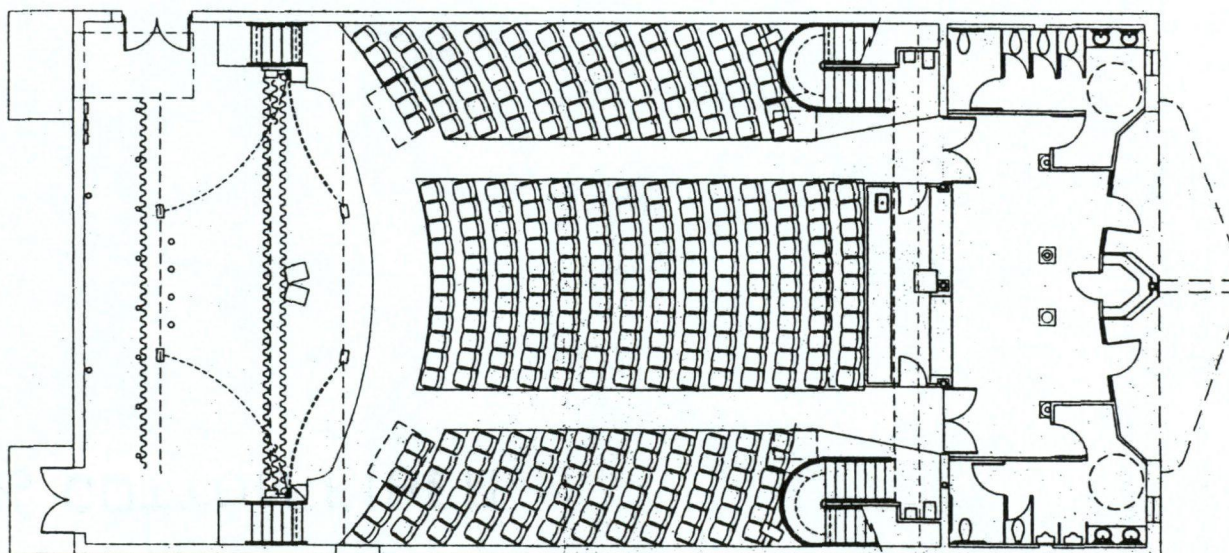
Section MAP Page 20

Cactus Theater  
Lubbock, Lubbock County, Texas

## CURRENT FLOOR PLAN



MEZZANINE



FIRST FLOOR

↑  
NORTH  
NOT TO SCALE



United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section PHOTO Page 21

Cactus Theater  
Lubbock, Lubbock County, Texas

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**PHOTO LOG**

Cactus Theater

1812 Buddy Holly Avenue

Lubbock, Lubbock County, Texas

All photos taken by David Murrah, December 1997, unless otherwise noted

Negatives on file with David Murrah, Lubbock, Texas

Photo 1 of 3      East facade  
Camera facing west  
Photographed by Roderick Reeves, c. 1993

Photo 2 of 3      East facade  
Camera facing west

Photo 3 of 3      North side of ticket booth  
Camera facing south



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Cactus Theater  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: TEXAS, Lubbock

DATE RECEIVED: 4/10/98 DATE OF PENDING LIST: 4/21/98  
DATE OF 16TH DAY: 5/07/98 DATE OF 45TH DAY: 5/25/98  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 98000447

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 5-8-98 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in the  
National Register**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N







CACTUS THEATER  
1812 BUDDY HOLLY AVENUE  
LUBBOCK, LUBBOCK CO., TEXAS  
PHOTOGRAPH 1 of 3



CACTUS THEATRE

DRINK  
*Dr. Pepper*  
GOOD FOR LIFE!

CACTUS

NOW  
STARDUST  
GARY MORRIS  
DEC 18  
APPEARING  
SERENADE

Sept. 4<sup>th</sup> - 7<sup>th</sup>, 1997  
Depot District • Lubbock, Tx.

CACTUS

UPCOMING EVENTS  
DEC 18 20 CACTUS FAMILY CHRISTMAS  
DEC 20 31 NEW YEARS EVE PARTY  
JAN EVERY FRIDAY "FABULOUS 50'S REVUE"

BUDDY HOLLY FESTIVAL

NOW SHOWING





CACTUS THEATER  
1812 BUDDY HOLLY AVENUE  
LUBBOCK, LUBBOCK CO., TEXAS  
PHOTOGRAPH 2 of 3

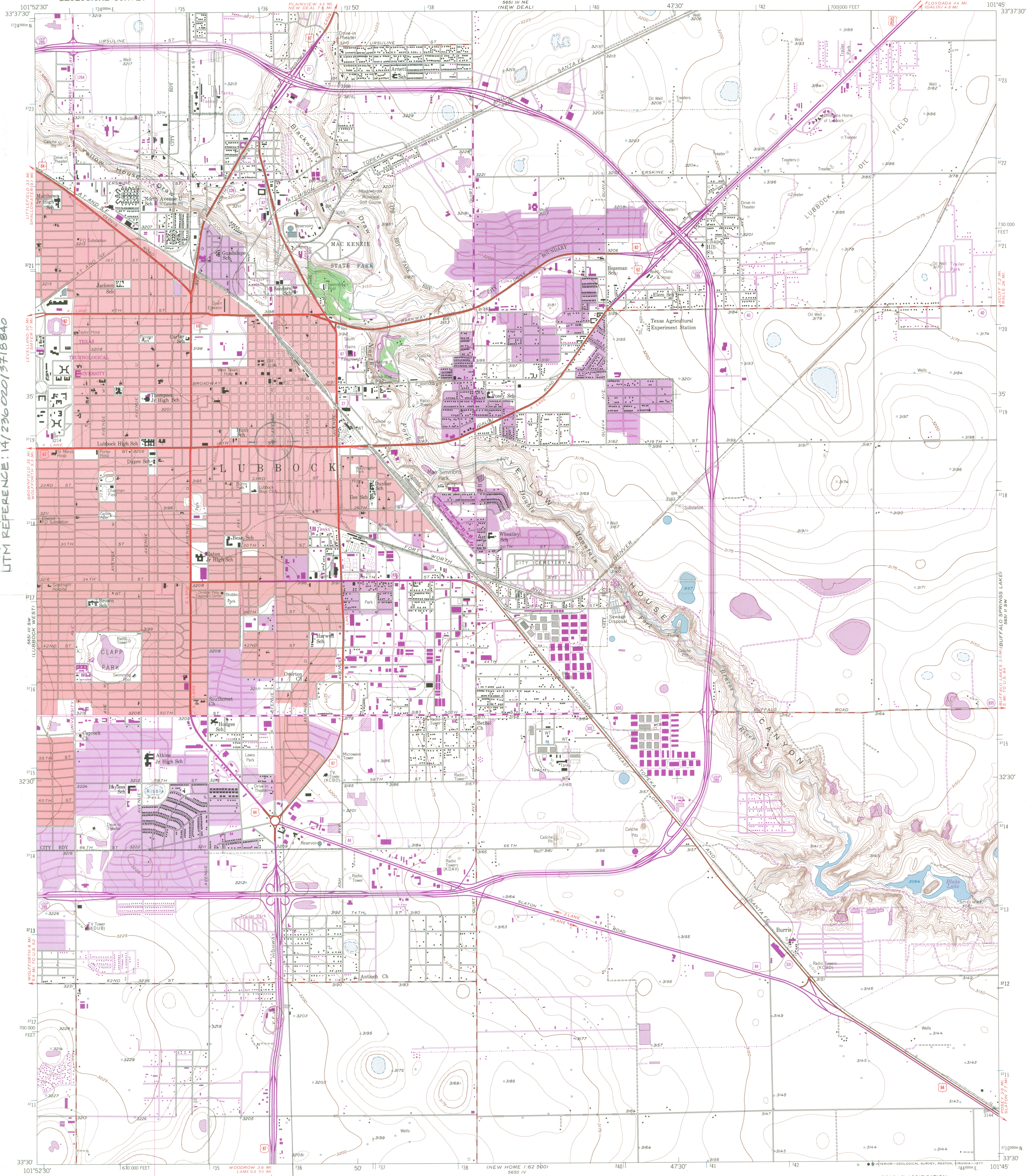






3  
CACTUS THEATER  
1812 BUDDY HOLLY AVENUE  
LUBBOCK, LUBBOCK CO., TEXAS  
PHOTOGRAPH 3 of 3





CACTUS THEATER  
1012 BUDDY HOLLY AVENUE  
LUBBOCK, LUBBOCK CO. TEXAS  
UTM REFERENCE: 14T2602013718840

Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA

Culture and drainage in part compiled from aerial photographs taken 1954. Topography from planetable surveys 1957

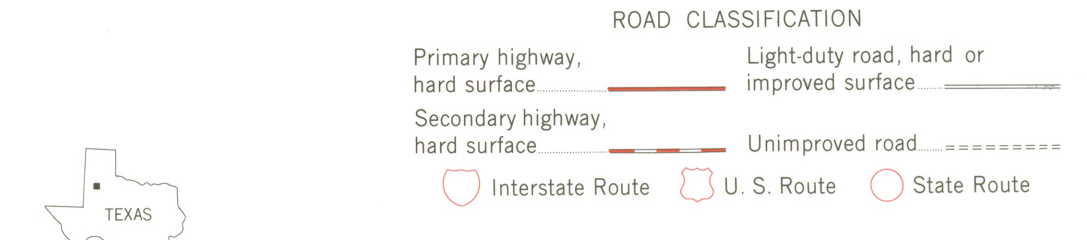
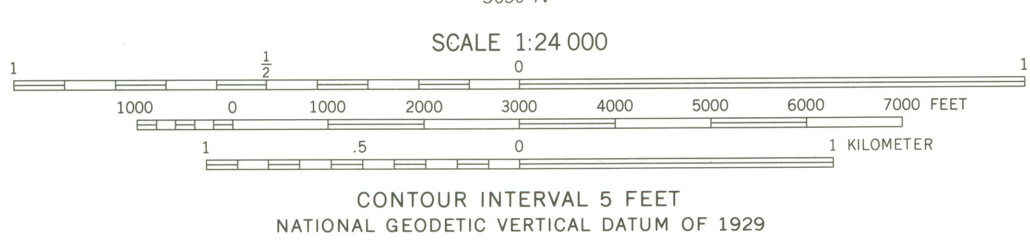
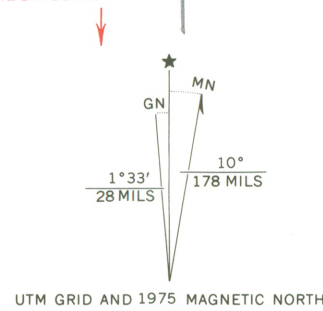
Polyconic projection. 1927 North American datum 10,000-foot grid based on Texas coordinate system, north central zone

1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue

Red tint indicates area in which only landmark buildings are shown

Revisions shown in purple compiled from aerial photographs taken 1970 and 1975. This information not field checked

Purple tint indicates extension of urban areas



LUBBOCK EAST, TEX.

SE 1/4 LUBBOCK 15 QUADRANGLE  
N3330—W10145/7.5

1957  
PHOTOREVISED 1970 AND 1975  
AMS 5651 III SE—SERIES V682

3301-321