

The author of this article lives and works on unceded territory of the Multnomah, Kathlamet, Clackamas, bands of Chinook, Tualatin Kalapuya, Molalla and many other Tribes who made their homes along the Columbia River.

## Structures: Lombard Theater

Jan de Leeuw

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[Intersection at N Lombard St. and N Albina Ave., circa 1954 : A2005-005.1198.2](#)

Here is a photo, taken around 1954, from the City Archives of the intersection of N Lombard Street and N Albina Avenue, looking west down Lombard toward Interstate. The I-5 isn't there yet. If we zoom in on the picture we see on the southwest corner Allen's Columbia Pharmacy, Walsh's bakery, the Hot-N-Tot Tavern, Buzzy's, a cycle shop, and the Lombard Theater. In the distance we see the Fred Meyer store that opened in 1953. On the north side we see a gas station, with gas for between 25 and 30 cents a gallon. It seems like an Arco station, and a sign seems to say "Gas Free Every Monday". Further west on the north side of Lombard we see a

cafe and what looks like a record store, with maybe a sign advertising Wanda Jackson (who started her career around 1955 and had her first top 40 hit in 1960). Beyond that a tire store and maybe an antique mall.

In order to zoom in, download the photo and look at it in a suitable viewer application -- don't zoom using your web browser, because that will not give you enough pixels. You should be able to see that the Lombard Theater is showing Jane Wyman in "Magnificent Obsession", a glorious 1954 Douglas Sirk movie, and John Wayne in "Tall in the Saddle", a fairly standard 1944 western. I am hoping some of our long-term residents can fill me in about these other businesses. For now, I am just looking at the Lombard Theater.

It was first mentioned in the Oregonian in November 1943, as the New Lombard Theater. So maybe it was new at that time.



The next mention is in November 1953, at the opening of the new Fred Meyer Shopping Center on Interstate and Lombard. Free theater parties for children at the Lombard Theater on behalf of Fred Meyer. No tickets needed. FREE comic books, gum, candy, balloons.

# Interstate Opening Celebration

## SATURDAY IS KIDS DAY

At Fred Meyer Interstate Grand Opening A World of Fun and Excitement All Day

★ **FREE Theatre Parties at Lombard Theatre**  
1st Show 9 A. M. 2nd Show 10:30 A. M. A Thrilling Western with Cartoons, etc.  
For Kids Only—Just Come—You Need No Ticket

★ **City Wide Doll Contest and Parade Starts at 1:30 P. M.**  
Sponsored by Recreation Division Bureau of Parks All Kids 4 to 16 May Enter Contest FREE  
65 Wonderful Prizes—Get Your Entry Blanks Now at Fred Meyer Drug Sections

★ **City Wide Mutt Bench Show and Parade Starts at 3 P. M.**  
A Grand Field Day for Kids and their Mutt, with scores of wonderful Prizes. Just show up with your dog at 2:30 P. M.

## And For All Day Saturday

9 A. M. till 7 P. M.

★ Ride our 100-foot Flying Ferris Wheel and our

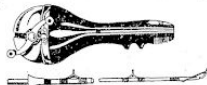
★ 50-horse giant "Merry-Go-Round"

Remember IT'S ALL FREE



**Airex  
Vagabond  
Spinning  
Reel**

You can have perfect casting results the first time with this wonderful spinning reel. **\$17.50**



**Whirlaway Rod and Reel**

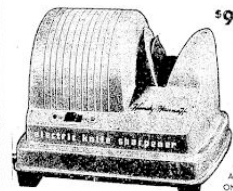
Rod and reel built into one unit for perfect casting and easy handling. **\$19.95**  
The Rod and Reel will be demonstrated fully at Opening

## Test Your Skill

There will be prizes given for the best casting done at the Interstate Opening along with all the other wonderful surprises that we have in store for you at the Opening.

NEW . . . DE LUXE

**Handy-Hanna**  
ELECTRIC KNIFE SHARPENER



**\$9.95**

EASILY OPERATED — NO ADJUSTMENTS

Merely draw knife through slot a few times to renew factory sharp cutting edge.  
Sharpens any blade from finest hollow-ground carving knife to the smallest paring knife.  
Beautiful, ivory finish.

Buy on the Fred Meyer

**Thrifty Pay Plan or  
Christmas Lay-Away Plan**

The Newest Addition to  
the Coffee Maker Family



**Presto  
Coffee Maker**

America's Most Beautiful  
Coffee Maker . . . Perfect  
Coffee—Tastes as Fast

Some of the Exclusive Convenient Features: A. Flavor Control—You can automatically select the type of coffee you like best. B. Thermostat Control—Coffee brewing is done faster. C. Heat Resistant Base—Will not scratch, burn or mar your polished table surface.

Buy on the Thrifty Pay Plan or Lay-Away Plan



**Presto Automatic  
"Vapor-Steam" Iron**

"Presto" steam iron uses ordinary tap water. Save up to \$20 a year on your pressing bill. Presses without press cloths, iron with-out sprinkling. Wonderful as a dry iron too. You'll do ALL your ironing with a Presto . . . and everything irons better.



## Daily Program

Tear this out and use as guide to the many special events during the Grand Opening Week of the new Fred Meyer Interstate Shopping Center.  
N. Interstate Ave. at N. Lombard

### Thurs., Nov. 19

9 A.M. Store Opens  
9 A.M. to 11 A.M. Free breakfasts to all customers. Hot cakes, coffee, orange juice and bacon. Aunt Jimmie in person.  
2 P.M. Opening hour for Interstate Merchandising Exposition. Admission FREE.  
2 P.M. to 9 P.M. 10,000 Hot Scenes baked and given FREE.  
3 P.M. Opening hour for giant Ferris Wheel and Merry-Go-Round with FREE rides for all children, 2 P.M. to 7 P.M.  
8 P.M. Drawing for 1251 major prizes. Drawing tickets FREE. Nothing to buy.  
9 P.M. Merchandise Show closes for the day.  
10 P.M. Stores close for the day

### Saturday, Nov. 21 (Kids' Day)

9 A.M. Shopping Center opens.  
9 A.M. Opening of giant Ferris Wheel and Merry-Go-Round. FREE rides for children 9 A.M. to 7 P.M. continuously.  
9 A.M. First FREE theatre party for children at Lombard theatre. No tickets needed. FREE comic books, gum, candy, balloons.  
10 A.M. Opening of Interstate Merchandising Exposition. Admission FREE. Continuation from 10 A.M. to 8 P.M.  
10 A.M. to 8 P.M. 10,000 Hot Scenes baked and given away FREE.  
10:30 A.M. Second FREE theatre party for children at Lombard Theatre.  
12:30 P.M. Entries received for City-Wide Doll Contest and Parade for all children 6 to 15.  
1 P.M. Doll Contest Judging.  
2 P.M. Doll Parade on Lombard street.  
2:30 P.M. Mutt Show for dogs and kids on N. Montana between Stafford and Sullivan streets.  
3 P.M. Mutt Parade.  
8 P.M. Final Drawing for 25 Major Prizes in Merchandising Exposition. Held. Drawing tickets FREE. Nothing to buy.  
8:15 P.M. Final Drawing for \$410 Mink Stole.  
8:20 P.M. Drawing for Free Puppy.  
8:30 P.M. Closing of Merchandising Exposition.  
10 P.M. Store closing for the day.

### Friday, Nov. 20

9 A.M. Store opens.  
9 A.M. to 11 A.M. FREE breakfast for all. Hot cakes, coffee, orange juice and bacon. Aunt Jimmie in person.  
2 P.M. Opening time for Interstate Merchandising Show. Admission FREE.  
2 P.M. to 9 P.M. 10,000 Hot Scenes baked and given FREE.  
3 P.M. Opening time for giant Ferris Wheel and Merry-Go-Round. FREE rides for children continuously till 7 P.M.  
8 P.M. Drawing for 1251 major prizes. Tickets FREE. Nothing to buy.  
9 P.M. Closing time for the Merchandise Show.  
10 P.M. Closing time for the Shopping Center.

## Over \$500.00 in Stupendous Savings! YOU'RE LUCKY EVERY TIME

### Valuable Coupon in Every Package

You Get One of the Following FREE

\$29.75 Value Stainless Steel Cutlery Kitchen Set  
\$7.95 Value Stuffed French Poodle  
\$5.00 Value Life-Size Doll  
39¢ Vernell Butterfingers  
19¢ My-T-Fine Canned Corn  
18¢ My-T-Fine Canned Peas

Or you get one of the following at this Ridiculously Low Price

49¢ My-T-Fine Peanut Brittle 29¢  
\$2.00 Bottle De Raymond Perfume 49¢  
\$1.20 Value Watch's Coconut Candy bars 24 bars 29¢

These Valuable Coupons in Packages of Every Kitchen Fresh

**Pecan  
Pixies**

7 1/2 oz. **59¢** box

2 for \$1.15

A Triple-Trust from Fred Meyer Condensed . . . Flung Fresh Pecans in a delicious full cream Caramel, Chocolate Dipped. You'll Love Them.

No Limit  
Interstate Candy Dept. Only

## Have Your Shoes Repaired ... While You Shop or Wait at these Fred Meyer Stores!

- Burlingame-S. W. Barbur Blvd. at Bertha
- Rose City-N. E. 70th and Sandy
- Hawthorne-S. E. 39th and Hawthorne
- Walnut Park-N. E. Union and Killingsworth
- New Interstate-N. Interstate at Lombard

Sit in convenient chairs while having your shoes repaired, or speedy service if you leave them.



### Opening Specials

**Men's Rubber Heels**  
First grade rubber heels  
Regular 55¢ pair

**Ladies' Top Lifts**  
Your choice, rubber or leather. Regular 50¢

Prices Good Thru Saturday  
Completely equipped for fast, quality service

**Egner Shoe Repair**

## Special Value Flashlight Batteries

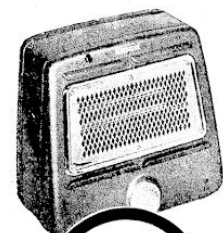


Regular 2 for 25¢

**5¢** ea.  
Limit 4

Here's your chance to get those flashlight batteries you've been going to get, and you now can get them at a big saving. Don't let yourself get caught without a working flashlight in your house and in your car. You never know when you will really need it.

## Heats Your Room Faster the New Automatic



Fan-Forced  
**Arvin  
Heater**  
**\$29.95**

Ideal for bathrooms, dens, nurseries, guest rooms, game rooms, sun rooms, trailers, etc. Also for hair and clothes drying.

- Heater responds automatically to predetermined setting.
- No clogging necessary. Combines fan-forced and radiant heat.
- Listed by Underwriters' Laboratories, Inc. and guaranteed for one year.

Buy Now, Use  
the Fred Meyer  
Thrifty Pay Plan or  
the Lay-Away Plan

## \$10,000 in Prizes Given Away FREE

at Fred Meyer  
Interstate Opening Celebration

Nov. 17 thru 21st

FREE drawing each night at 8 o'clock. . . . Tickets FREE. . . . You need not be present to WIN. Your selection of prizes, Washing Machines, Dryers, Console Sewing Machines, Sewel G. E. Vacuum Cleaners, Electric Blenders and loads of other wonderful prizes will be given away. (25) Prizes each night.

### Grand Prize

**\$410.00 Mink Stole** (10 Full Skins)  
• Washing Machine • Dryer  
• Console Sewing Machine  
• G. E. Vacuum Cleaner  
• Electric Blender  
• And many other prizes



We have already seen that in the fifties and sixties, the Lombard Theater was a fairly regular movie theater, with relative standard and recent Hollywood fare. In April, 1965, for example, they were showing *Mutiny on the Bounty* (1962) and *Rio Conchos* (1964).

<b>Fire Sweeps Film Screen</b>	
Fire and smoke swept across the silver screen at the Lombard Theater Saturday afternoon and caused an estimated loss of \$2,500.	was confined mainly to the stage and screen; and that its cause was under investigation.
The movie house at 842 N. Lombard St. had been scheduled to open in a couple of hours for a showing of the films "Mutiny on the Bounty" and "Rio Conchos."	A fireman from Engine No. 8, James Gibson, 34, of 5102 N. Fessenden St., was injured when he collided with a moving car in front of the theater. Gibson was taken to Good Samaritan Hospital for treatment of possible back injuries.
District 3 Battalion Chief Jack A. Jones said the blaze	His condition was described as satisfactory.

In the early seventies the Lombard Theater was actually showing interesting films. They played *Woodstock* (1970), with live music. They showed the Joan Baez/David Harris documentary *Carry it On* (1970). IMDB says

*CARRY IT ON features folksinger Joan Baez and husband David Harris, a leader of the draft resistance movement, during the powerful political currents of the late 1960s. The film follows Baez on a musical tour of protest, including Woodstock, features live recordings of 13 major songs, and gives a behind-the-scenes view of Baez.*

In the same year there was a Kurosawa film festival, featuring *Rashomon* and *Throne of Blood*. A French film festival, presented by Jacques Demy himself. But then, something happened.

In 1972 the world saw the premiere of *Deep Throat* and *Behind the Green Door*. Hardcore porn came to theaters where it had not been before. The Oregonian of April 20, 1972 says it all.

**LOMBARD**  
847 N. LOMBARD TEL 289-0861

OPEN DAILY FROM  
12 NOON TO 12 MIDNIGHT

## **OPEN UNDER NEW MANAGEMENT AND POLICY!**

### **ADULT ENTERTAINMENT**

The Lombard Theatre now features the best adult entertainment available in the Portland area. Tasteful hardcore adult programs, professionally produced and shown nowhere else in Portland.

### **WIDESCREEN 35 MM**

The Lombard is the only theatre in the Pacific Northwest licensed to show 35mm hardcore adult films.

### **FULL COLOR - COMPLETE SOUND**

OPEN NOON TO MIDNIGHT DAILY

YOU MUST BE 18 - NOON-5PM \$3/5PM-MIDNIGHT \$4

## **THE LOMBARD THEATRE**

7 minutes from downtown Portland or Vancouver. From Portland, take I-5 freeway north and exit on Lombard "East-bound". Theatre one block from freeway. Free lighted parking.

There is no more mention of the Lombard theater after 1974. It still mentioned in some real estate advertisements for apartments on Russell Street, one block north of the Lombard Theater.



As this (undated) photo by Gary Graver shows, the theater was not doing well.



And as the current Google street maps shows, the building is sort of restored, but it has completely lost its former role as a rare cultural center of the Piedmont Neighborhood.

