

MINNESOTA HISTORIC PROPERTIES INVENTORY FORM

80002157

HISTORIC NAME:	Palace Theater	COUNTY:	Rock JAN 8 1980
CURRENT NAME:	Palace Theater	CITY/TWP.:	Luverne
LEGAL DESC.:	Lots 18, 19, and E 15' of Lot 20, Block 9, Warren and Kniss Addition	ADDRESS:	SE corner Main Street and Freeman Avenue

CLASSIFICATION:	CONDITION:	SIGNIFICANCE:	THEME/S:
Building <u>X</u>	Excellent _____	Local <u>X</u>	Primary <u>Architecture</u>
Structure _____	Good <u>X</u>	State _____	Secondary <u>Entertainment</u>
Object _____	Fair _____	National _____	Others _____
District _____	Deteriorated _____		

OPEN TO THE PUBLIC:	Yes <u>X</u> No _____ Restricted _____	PRESENT USE:
VISIBLE FROM THE ROAD:	Yes <u>X</u> No _____	Movie theater, apartments, store, cafe
OCCUPIED:	Yes <u>X</u> No _____	

DATE CONSTRUCTED:	1915	ORIGINAL USE:	playhouse, theater, stores
ORIGINAL OWNER:	Herman Jochims	ARCHITECT/BUILDER:	W.E.E. Greene

OWNER'S NAME AND ADDRESS:	James Herreid Box 196 Northfield, MN	ACREAGE:	Less than one acre <u>X</u>
LOCAL CONTACT/ORG.:		UTM REFERENCE:	14 / 725060 / 4837030
FORM PREPARED BY:	Thomas Harvey		Luverne, Minn.; 1:24,000
DATE:	November 1978		

**DESCRIPTION:**

The Palace Theater is a two-story brick structure located on the corner of Main Street and Freeman Avenue in Luverne. The Classical Revival facade is composed of three bays. Quoined pilasters articulate the bays on both storeys. On the first story the theater entrance is in the central bay; the side bays house commercial establishments. Of note on the second story are the three porthole windows in the central bay. The building has a wide cornice and false attic story.

The "main attraction" at the Palace Theater is the interior decor. In the theater area, little has changed since 1915. Focal points are the original painted wall panels, stage curtains, and seats executed in the muted colors and flowing lines of the Art Nouveau style. Additional features include original light fixtures and a pipe organ installed in 1926.

The theater area has a balcony. Dressing rooms are in the basement. A ballroom originally occupied the front area of the second floor but has since been divided into apartment units.

**SIGNIFICANCE:**

The significance of the Palace Theater lies in the integrity of its Art Nouveau interior furnishings and its Classical Revival style. The building reflects a part of the role of entertainment in towns. It is one of the few downtown movie houses in the region that regularly schedule films. There is an active local effort to preserve the building and to maintain its function as a theater.

Herman Jochims had local architect W.E.E. Greene design the building in 1915. Construction costs were \$50,000. The theater originally had stock theater companies, hence the basement dressing rooms. In 1928, the first Vitaphone was installed so that moviegoers could enjoy talking pictures. In 1928, at the urging of Mr. Jochims, the Luverne city council made an interesting decision on local entertainment. To protect the Palace Theater from outside competition, the council passed an ordinance prohibiting Chatauquas.