

PH0692018

DATA SHEET

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY  
RECEIVED APR 29 1976  
DATE ENTERED JUN 23 1976

# NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

\*\*

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

## 1 NAME

HISTORIC

Paramount Theatre

AND/OR COMMON

Paramount Theatre for the Performing Arts

## 2 LOCATION

STREET & NUMBER

713 Congress Avenue

NOT FOR PUBLICATION

CITY, TOWN

Austin

CONGRESSIONAL DISTRICT

-10-

STATE

Texas

VICINITY OF  
CODE

048

COUNTY

Travis

CODE

453

## 3 CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

**PUBLIC ACQUISITION**

**ACCESSIBLE**

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

## 4 OWNER OF PROPERTY

NAME

M.H. Reed Estate #1 and Margaret B. Reed Estate

STREET & NUMBER

c/o American Bank Trust Department American Bank Tower

CITY, TOWN

Austin

VICINITY OF

Texas

## 5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Travis County Courthouse

STREET & NUMBER

CITY, TOWN

Austin

STATE

Texas

## 6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Historic Sites Inventory

DATE

1970

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

Texas Historical Commission

CITY, TOWN

Austin

STATE

Texas

## 7 DESCRIPTION

### CONDITION

EXCELLENT  
 GOOD  
 FAIR

DETERIORATED  
 RUINS  
 UNEXPOSED

### CHECK ONE

UNALTERED  
 ALTERED

### CHECK ONE

ORIGINAL SITE  
 MOVED DATE \_\_\_\_\_

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

In January, 1915, the Chicago architectural firm of John Ebersson, John Reed Fugard, and George Arnold Knapp completed plans for a new theatre to be built in Austin, Texas. The following month, J.F. Johnson was awarded the construction contract, and a local architect, George Albert Endress, was appointed the supervising architect. The free-standing theatre house was built of brick to a height equivalent of four stories, and encompassing 500,000 cubic feet of space. Seating capacity was close to 1400 persons. Today, the edifice remains structurally sound.

The west facade fronts Congress Avenue, the capitol city's main commercial thoroughfare, and is treated in a Neo-Classic Revival manner. The symmetrical scheme originally set an unattached, central ticket booth close to the pedestrian sidewalk. Recessed beyond the ticket island was the theatre entrance. A second level canopy suspended protectively out over the pedestrian sidewalk. Above, horizontal planes of russet brick are punctuated by a trio of large, windowed openings of tripartite scheme. A band of detailing set in limestone and reminiscent of a classic frieze extends at lintel height, arching above each of the large windowed openings to frame the name of the original owner's father, "Joseph Nalle", the year the Nalle family acquired the property, "1885", and the year the theatre was completed, "1915". To top the west facade a projecting cornice supports a sloping, green-tiled parapet. Exterior alterations have been primarily at the first level. In 1957-58 the ticket booth was removed, the entrance doors were replaced with aluminum ones, the walls were covered with tile, the canopy was enclosed in plaster, and a two-sided marquee was added. The remainder of the west facade is intact.

The entrance-lobby was redesigned in the 1957-58 remodeling to serve as a concession area. It does still contain the delicate classical cornice of plaster along two walls. The inner-lobby fountain has also disappeared, but the flanking opened stairways to the mezzanine remain intact. The management office space, and lounges were placed at this second level and are unchanged. Directly above, lit by the three large windowed openings of the west facade, is a large area serving now as a mechanical room. It originally was the reception room for the entertainers.

The mezzanine also contains the entrances to the single balcony sloping downward at a 30° pitch. The auditorium space itself is dominated by a large proscenium arch spanning the breadth of the stage. Painted

(continued)

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NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
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CONTINUATION SHEET

ITEM NUMBER 7 PAGE 1

above in a medallion, three women in classical dress lounge to the music of a harp. The ancient theme is continued throughout the room with a preponderance of classical references set in relief with a special acoustical plaster. A splendid trio of cantilevering boxseats once tiered down each of the auditorium's side walls. Unfortunately, they were removed in a 1930 renovation, and the two semi-circular enclaves of rich relief work that served as their backdrop were enclosed. Large silk panels do still hang along the walls, and multicolored frescoes continue to grace the ceiling panels.

The 34 foot by 34 foot stage still utilizes its 58 foot grid and old "hemp" system with 50 line capacity. An early, asbestos stage curtain, still vividly enhanced with a pastoral scene by Tobin of St. Louis, continues to unveil each live performance. The pipe organ was dismantled for donation to a local church in the same 1930 renovation plan that removed the box seats. That date was also the occasion for replacing the wooden theatre seats, revamping the electrical lighting system, and removing the ceiling fans in favor of air conditioning.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input checked="" type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

1915

BUILDER/ARCHITECT John Ebersson, John R. Fugard,  
& George A. Knapp

STATEMENT OF SIGNIFICANCE

As one of Austin's several "opera houses" of the early twentieth century, the Paramount Theatre played a crucial role in the development of the theatre arts in the state's capitol city. Though modified, it remains largely intact, and today stands as Austin's strongest endeavor to reestablish a performing arts center. Over the years it has been prized for its fine acoustics and richness of decor. And it is one of the city's finest examples of the Neo-Classic Revival in commercial architecture.

Completed at a cost of nearly \$150,000, Austin entrepreneur Ernest Nalle dedicated his new theatre to his father and former mayor of the city, Joseph Nalle. On October 11, 1915, eight months after construction bids were taken, the majestic theatre formally opened its doors. Conceived by the noted theatre designer John Ebersson, it was built to accommodate various forms of live entertainment, such as vaudeville, musicals, and legitimate theatre, as well as motion pictures.

The name was changed to the Paramount Theatre and remodeled in 1930, about the same time the theatre was acquired by the immensely successful showman Karl Hoblitzelle. The successful daily dichotomy of live and animated entertainment did not change, however, nor did the quality of entertainment diminish. Over the first forty years as an Austin theatre, performances were given by Helen Hayes, Katherine Hepburn, Orson Wells, Sara Bernhardt, the Barrymores, John Phillip Sousa, Anna Pavlova, George M. Cohan, the Metropolitan Opera, and Mikail Mordkin and His Russian Dance Troupe. But as motion pictures increased in popularity, the live performances gradually decreased. By 1960, the Paramount presented motion pictures almost exclusively.

Then in 1975, the lease was acquired from Interstate Theatres by Paramount Theatre for the Performing Arts, Inc., a group intent on reestablishing a

(continued)

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performing arts center in Austin. The new management has since brought to the Paramount stage Dave Brubeck, the Houston Grand Opera, the National Dance Company of Mexico, Peter Nero, the Michael Sokoloff Dance Ensemble, and the production of two musical comedies, "Carnival" and "West Side Story". In addition, classic films of the 1930's and 1940's are exhibited regularly.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

1. John Bernadoni, Historical Monograph Austin Statesman, February 9, 1915.
2. Travis County Collection, Austin Public Library, Karl Hoblitzelle Theatre Arts Collection, The University of Texas at Austin Library.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 1/4 acre  
 UTM REFERENCES

A 

1	4	6	2	1	0	6	0	3	3	4	9	0	8	0
ZONE		EASTING				NORTHING								

B 

ZONE		EASTING				NORTHING			

C 

ZONE		EASTING				NORTHING			

D 

ZONE		EASTING				NORTHING			

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE Joe R. Williams, Project Director  
Joe Opperman, Research Assistant

ORGANIZATION Texas Historical Commission DATE April 26, 1976  
 STREET & NUMBER P.O. Box 12276 TELEPHONE (512) 475-3094  
 CITY OR TOWN Austin STATE Texas 78711

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL  STATE  LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE [Signature] DATE 4-27-76

TITLE State Historic Preservation Officer

FOR NPS USE ONLY	
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER	
<u>[Signature]</u> DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION	DATE <u>6/23/76</u>
ATTEST: <u>[Signature]</u>	DATE <u>6-23-76</u>
KEEPER OF THE NATIONAL REGISTER	

Property Paramount Theatre

State Texas

Working Number 4.29.76.3241

Travis  
Ref. # 76002072

**TECHNICAL**

Photos 5  
Maps 1

**CONTROL**

OK PL  
5.3.76

**HISTORIAN**

Accept  
W. R. Luce  
5/21/76

**ARCHITECTURAL HISTORIAN**

Accept  
M. J. Tully  
5-17-76

**ARCHEOLOGIST**

**OTHER**

**HAER**

Inventory \_\_\_\_\_  
Review \_\_\_\_\_

**REVIEW UNIT CHIEF**

Accept  
Cole  
5.21.76

**BRANCH CHIEF**

**KEEPER**

Handwritten signature  
6.23.76

National Register Write-up \_\_\_\_\_

Send-back \_\_\_\_\_

Entered JUN 23 1976

Federal Register Entry 8-3-76

Re-submit \_\_\_\_\_

INT:2106-74





Paramount Theatre  
Austin, Texas  
Travis County  
Unknown 1915  
Texas Historical Commission  
West Facade # 1 of 5

APR 29 1976

JUN 23 1976 DCE



Photo-  
JORDAN-ELLISON  
-Austin-

M-10

Paramount Theatre  
Austin, Texas  
Travis County  
Travis County Collection of  
Austin Public Library 1920  
Texas Historical Commission  
Interior, View towards Stage  
# 2 of 5

JUN 23 1976 DCG

APR 29 1976



PARAMOUNT

LORETTA YOUNG GARY COOPER  
ALONG CAME JONES

20

PARC  
MATH

Paramount Theatre  
Austin, Texas  
Travis County  
Travis County Collection at  
Austin Public Library 1945  
Texas Historical Commission  
West Facade # 3 of 5

APR 29 1976

APR 9 1955

JUN 23 1976 DCE

WIAI

1883 JOSEPH NALLE 1915

PARAMOUNT PARAMOUNT

TEXAS UNION  
2ND ANNUAL  
JAZZ FESTIVAL  
8 PM

TEXAS UNION  
2ND ANNUAL  
JAZZ FESTIVAL  
8 PM

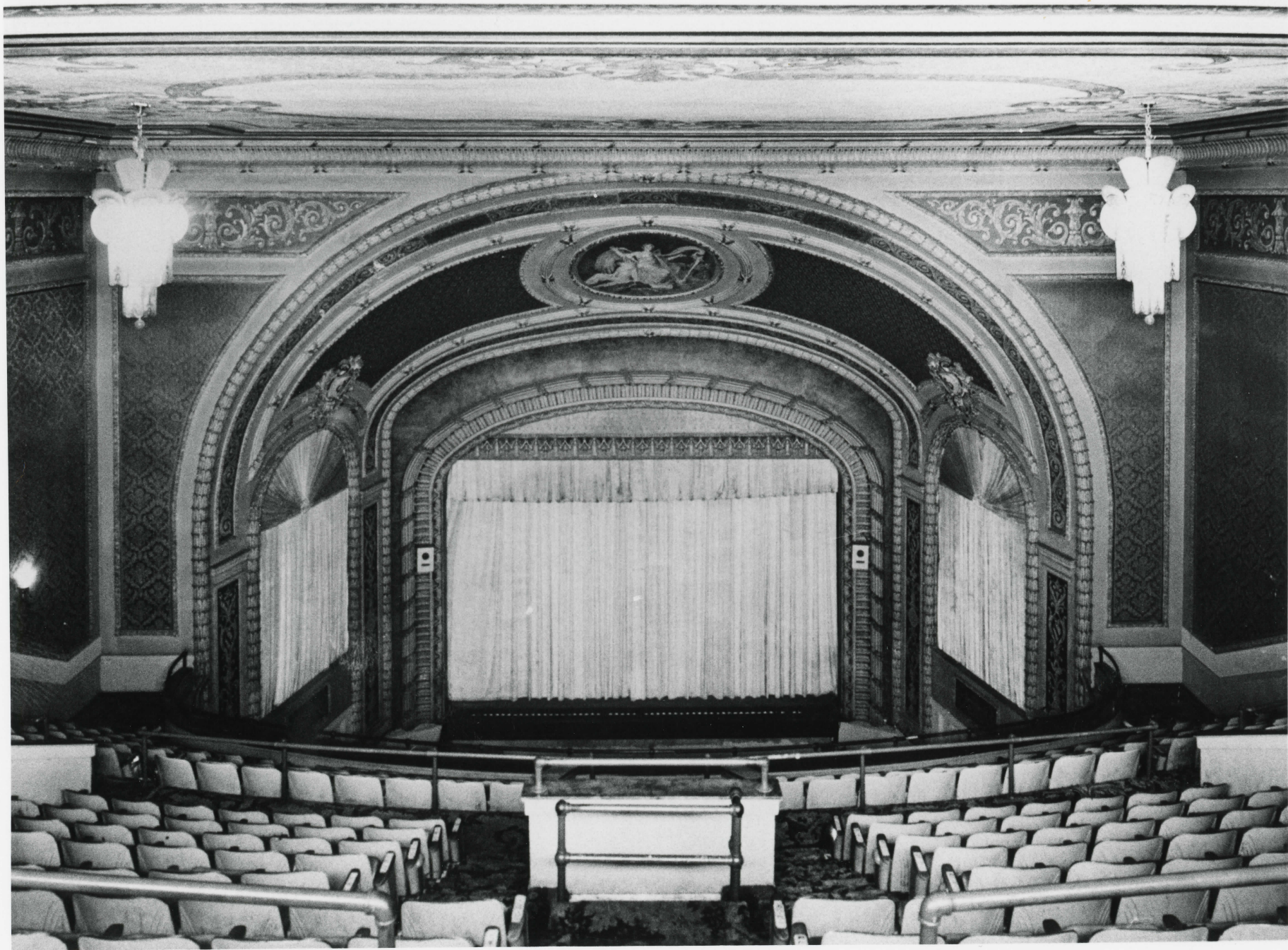
PARAMOUNT



Paramount Theatre  
Austin, Texas  
Travis County  
Texas Historical Commission  
April 14, 1976  
Texas Historical Commission  
West Facade # 4 *ahs*

APR 29 1976

JUN 23 1976 *DOG*

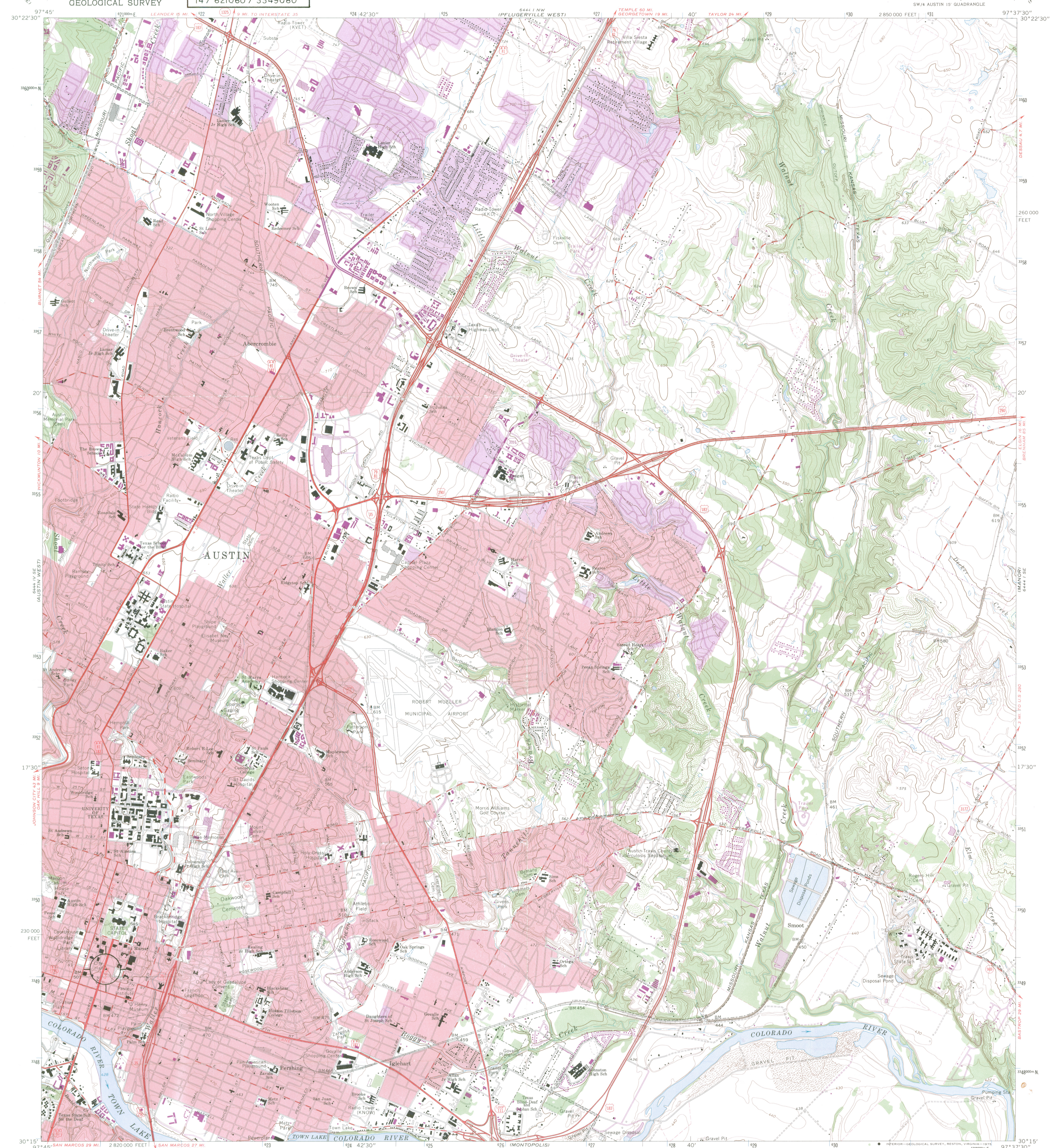




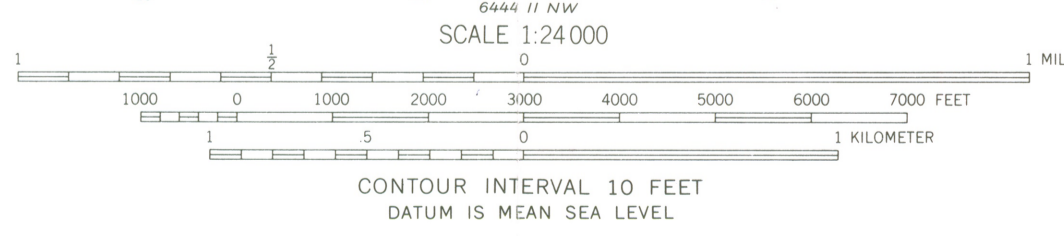
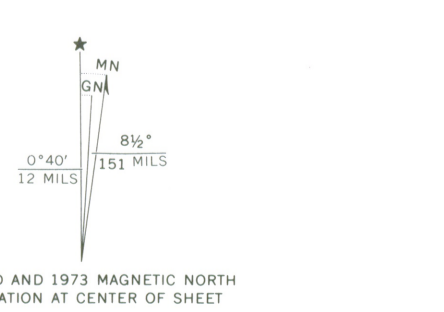
Paramount Theatre  
Austin, Texas  
Travis County  
John Bernadoni March, 1976  
Texas Historical Commission  
Interior, View towards stage  
from balcony # 5 *als*

JUN 23 1976 *DoE*

APR 29 1976



Maped, edited, and published by the Geological Survey  
Control by USGS and USC&GS  
Topography by photogrammetric methods from aerial photographs taken 1952. Field checked 1954. Revised from aerial photographs taken 1966. Field checked 1966  
Polyconic projection. 1927 North American datum, 10,000-foot grid based on Texas coordinate system, central zone  
1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue  
Red tint indicates areas in which only landmark buildings are shown  
Fine red dashed lines indicate selected fence lines  
Revisions shown in purple compiled from aerial photographs taken 1973. This information not field checked  
Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

Primary highway, hard surface	Light duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

3097-242

AUSTIN EAST, TEX.  
SW/4 AUSTIN 15' QUADRANGLE  
N3015—W9737.5/7.5  
1966  
PHOTOREVISED 1973  
AMS 6444 I SW—SERIES V882

JUN 23 1976

ENTRIES IN THE NATIONAL REGISTER

STATE      TEXAS

Date Entered      JUN 23 1976

Name

Location

**Paramount Theatre**

**Austin  
Travis County**

Also Notified

Hon. John G. Tower  
Hon. Lloyd M. Bentsen  
Hon. J. J. (Jake) Pickle  
  
Regional Director, Southwest  
Region

State Historic Preservation Officer  
Mr. Truett Latimer  
Executive Director  
Texas Historical Commission  
P.O. Box 12276, Capitol Station  
Austin, Texas 78711

PR

MOTT:djb

7/2/76

Advisory Council on  
Historic Preservation  
1522 K Street N.W.  
Washington, D.C. 20005

May 1, 1978

*Travis Co.*  
Austin Co., TEXAS

Mr. John E. Hansel  
Special Assistant for the Environment  
Economic Development Administration  
U.S. Department of Commerce  
Washington, D.C. 20230

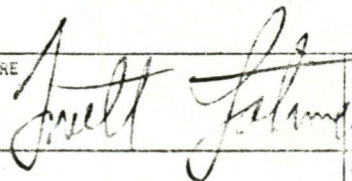
Dear Mr. Hansel:

On April 21, 1978, the Council received the plans and project description for the Paramont Theatre for the Performing Arts, Austin, Texas (EDA#08-11-01927), and has also received adequate documentation that the State Historic Preservation Officer has reviewed and approved said documentation.

In accordance with Section 800.4(d) of the Council's "Procedures for the Protection of Historic and Cultural Properties" (36 CFR Part 800), EDA may proceed with the undertaking.

Thank you for your continued cooperation.

Myra F. Harrison  
Assistant Director  
Office of Review  
and Compliance

<b>FEDERAL ASSISTANCE</b>		<b>2. APPLICANT'S APPLICATION</b>		<b>a. NUMBER</b> 00413-00		<b>3. STATE APPLICATION IDENTIFIER</b>		<b>a. NUMBER</b> 7-03-13014	
<b>1. TYPE OF ACTION</b> <input type="checkbox"/> PREAPPLICATION <input checked="" type="checkbox"/> APPLICATION <small>(Mark appropriate box)</small> <input type="checkbox"/> NOTIFICATION OF INTENT (Opt.) <input type="checkbox"/> REPORT OF FEDERAL ACTION		b. DATE Year month day 19 77 05 16		b. DATE Year month day 19 77 05 16		b. DATE Year month day 19 77 3 21			
<b>4. LEGAL APPLICANT/RECIPIENT</b>						<b>5. FEDERAL EMPLOYER IDENTIFICATION NO.</b>			
a. Applicant Name : State Historic Preservation Officer b. Organization Unit : Texas Historical Commission c. Street/P.O. Box : P. O. Box 12276 d. City : Austin e. County : Travis f. State : Texas g. ZIP Code: 78711 h. Contact Person (Name & telephone No.) : Truett Latimer (512)475-3094						74-6016195  <b>6. PRO-GRAM</b> (From Federal Catalog) a. NUMBER : 150904 b. TITLE : Historic Preservation			
<b>7. TITLE AND DESCRIPTION OF APPLICANT'S PROJECT</b>						<b>8. TYPE OF APPLICANT/RECIPIENT</b>			
Paramount Theatre; Austin, Travis County, Tx.; Development Project-Phase I. Work includes: removal of modern marquee & canopy, repair of tiled parapet, cleaning & repointing of terra cotta, cleaning & repainting of metal cornice repair & repainting of windows, rewiring of canopy fixtures, & reroofing. Contined use as a performing arts center. Source of matching money: funds of the Paramount Theatre for the Performing Arts, donations Travis County						A-State B-Interstate C-Substate D-County E-City F-School District G-Special Purpose District H-Community Action Agency I-Higher Educational Institution J-Indian Tribe K-Other (Specify): Enter appropriate letter <input checked="" type="checkbox"/> A			
<b>9. TYPE OF ASSISTANCE</b>						<b>10. AREA OF PROJECT IMPACT</b>			
A-Basic Grant B-Supplemental Grant C-Loan D-Insurance E-Other Enter appropriate letter(s) <input checked="" type="checkbox"/> A						(Names of cities, counties, States, etc.) TEXAS 11. ESTIMATED NUMBER OF PERSONS BENEFITING 12,000,000			
<b>13. PROPOSED FUNDING</b>						<b>14. CONGRESSIONAL DISTRICTS OF:</b>			
a. FEDERAL \$ 20,000 .00 b. APPLICANT 24,770 .00 c. STATE .00 d. LOCAL .00 e. OTHER .00 f. TOTAL \$ 44,770 .00						a. APPLICANT : statewide b. PROJECT : 10 16. PROJECT START DATE Year month day : 19 see #34 17. PROJECT DURATION : 36 Months 19. ESTIMATED DATE TO BE SUBMITTED TO FEDERAL AGENCY : 19 77 5 20			
<b>20. FEDERAL AGENCY TO RECEIVE REQUEST</b>						<b>21. REMARKS ADDED</b>			
(Name, City, State, ZIP code) OAHF, National Park Service, Washington, D.C. 20240						<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
<b>22. THE APPLICANT CERTIFIES THAT</b>		a. To the best of my knowledge and belief, data in this preapplication/application are true and correct, the document has been duly authorized by the governing body of the applicant and the applicant will comply with the attached assurances if the assistance is approved.		b. If required by OMB Circular A-95 this application was submitted, pursuant to instructions therein, to appropriate clearinghouses and all responses are attached:		None response Responses attached			
		(1) Capital Area Planning Council							
		(2)							
		(3)							
<b>23. CERTIFYING REPRESENTATIVE</b>		a. TYPED NAME AND TITLE Truett Latimer, State Historic Preservation Officer		b. SIGNATURE 		c. DATE SIGNED Year month day 19 77 5 16			
<b>24. AGENCY NAME</b>						<b>25. APPLICATION RECEIVED</b>			
Department of the Interior						Year month day 19 77 06 03			
<b>26. ORGANIZATIONAL UNIT</b>						<b>27. ADMINISTRATIVE OFFICE</b>			
National Park Service						Grants Administration Div.			
<b>29. ADDRESS</b>						<b>30. FEDERAL GRANT IDENTIFICATION</b>			
18th & C Streets NW, Washington, D.C. 20240						48-77-00413-00			
<b>31. ACTION TAKEN</b>		<b>32. FUNDING</b>		<b>33. ACTION DATE</b>		<b>34. STARTING DATE</b>		<b>35. ENDING DATE</b>	
<input checked="" type="checkbox"/> a. AWARDED <input type="checkbox"/> b. REJECTED <input type="checkbox"/> c. RETURNED FOR AMENDMENT <input type="checkbox"/> d. DEFERRED <input type="checkbox"/> e. WITHDRAWN		a. FEDERAL \$ 20,000 .00 b. APPLICANT 24,770 .00 c. STATE .00 d. LOCAL .00 e. OTHER .00 f. TOTAL \$ 44,770 .00		Year month day 19 77 07 29		Year month day 19 77 07 29		Year month day 19 80 07 28	
<b>38. FEDERAL AGENCY A-95 ACTION</b>						<b>37. REMARKS ADDED</b>			
a. In taking above action, any comments received from clearinghouses were considered. If agency response is due under provisions of Part 1, OMB Circular A-95, it has been or is being made.						b. FEDERAL AGENCY A-95 OFFICIAL (Name and telephone no.) same as #35			

SECTION I - APPLICANT/RECIPIENT DATA

SECTION II - CERTIFICATION

SECTION III - FEDERAL AGENCY ACTION

# NR Data Sheet

DATE: 5-17-76  
Reviewer INITIALS: MJL

NR DOE JUN 23 1976

NAME AS IT APPEARS IN FEDERAL REGISTER: Paramount Theatre

OTHER NAMES: Paramount Theatre for the Performing Arts Sec.

### LOCATION:

STREET & NUMBER 713 Congress Avenue

CITY, TOWN Austin

STATE TX

CONGRESSIONAL DISTRICT 10th

VICINITY OF

COUNTY Travis code 453

OWNER OF PROPERTY: (Circle) PRIVATE STATE LOCAL GOV'T MUNICIPAL COUNTY OTHER

ADMINISTRATOR (underline) FEDERAL (AGENCY NAME):

NPS REGION: (CIRCLE) N. ATLANTIC MID ATLANTIC SOUTHEAST MIDWEST

SOUTHWEST ROCKY MOUNTAIN WEST PACIFIC NORTHWEST

### FEATURES:

INTERIOR:  Substantially intact-1  
- unknown - 4  
- not applicable - 7  
EXTERIOR:  Substantially intact-2  
- unknown - 5  
- not applicable - 8  
ENVIRONS:  Substantially intact-3  
- unknown - 6  
 Not applicable-9

- Interior, exterior, environs not intact-0

CONDITION -  EXCELLENT  GOOD  FAIR  
 DETERIORATED  RUINS  UNEXPOSED  UNEXCAVATED  
 UNALTERED  ALTERED  RECONSTRUCTED  EXCAVATED  
 ORIGINAL SITE  MOVED  UNKNOWN

ACCESS - Yes-restricted Yes-unrestricted No access Unknown

historic district? YES NO

WITHIN NATIONAL REGISTER HISTORIC DISTRICT? YES NO  
IF YES, NAME:

WITHIN NATIONAL HISTORIC LANDMARK? YES NO  
IF YES, NAME:

ADAPTIVE USE: YES NO Saved? YES NO

FUNCTION(S): (use vocabulary words)

then - Theater

now - Theater

### SIGNIFICANCE:

- ARCHEOLOGY-PREHISTORIC
- ARCHEOLOGY-HISTORIC
- AGRICULTURE
- ARCHITECTURE
- ART
- COMMERCE
- COMMUNICATIONS
- CONSERVATION
- ECONOMICS
- EDUCATION
- ENGINEERING
- EXPLORATION
- INDUSTRY
- INVENTION
- LANDSCAPE ARCHITECTURE
- LAW/Gov't/politics
- LITERATURE
- MILITARY
- MUSIC
- PHILOSOPHY
- POLITICS/GOVERNMENT
- RELIGION
- SCIENCE
- SOCIAL/HUMANITARIAN
- TRANSPORTATION
- OTHER (SPECIFY)
- entertainment (Theater)
- health
- recreation
- settlement
- socio/cultural
- urban & commun planning

### Claims

"first" YES NO "oldest" YES NO "only" YES NO

**ARCHITECTURAL STYLE:** Eclectic - Neo-Classical Revival, Beau-Arts etc. elements.

**architect/m.builder:** John Eterson, John Reed

**landscape/garden designer:** Fugard, and George Arnold Krapp

**interior decorator:**

**engineer:**

**artist/artisan:** Tobin of St. Louis  
ad curtain design

**builder/contractor:** J. F. Johnson  
Supervising architect: George Albert Endress

**ETHNIC GROUP:**

**NAMES:**

(label role & appropriate date)

personal Ernest Nalle, entrepreneur, 1<sup>st</sup> owner (1915-30)

Karl Hoblitzelle, successful showman, 2<sup>nd</sup> owner

events Performers included: Helen Hayes, Katherine Hepburn, Orson Wells, Sara Bernhardt, the Barrymores

institutional

**DATES:**

**DATE OF CONSTRUCTION** (Specific date or 1/4 of century): 1915

**DATE(S) OF "MAJOR" ALTERATIONS:** 1957-8: ticket booths removed, 1<sup>st</sup> floor entrance remodeled, marquee added, lobby remodeled (fountain removed, concession added).

**HISTORICALLY SIGNIFICANT DATE(S):** 1930's: renovation (boxseats removed, pipe organ dismantled seats replaced, a/c installed)

**SOURCE:**

(OF NOMINATION)

PRIVATE

STATE

LOCAL GOV'T

MUNICIPAL

COUNTY

OTHER

FEDERAL AGENCY:

**ACREAGE:**

(to nearest tenth of an acre)

.3

**COMMENTS:** (include architectural information here)

Brick (arranged in rusticated bands and decorative diamonds), 2 stories, rectangular; mock pitched tile roof front; flat roof; ground-floor central entrance with Juliet windows, surmounted by marquee; 3 ~~second~~ 2<sup>nd</sup>-story <sup>French</sup> windows, each with elaborate swan's-neck pediment, double doors, and sidelights and surmounted by tripartite windows with low relief fan panels, ~~but with secondary limestone banding above tripartite windows, exaggerated modillions;~~ Classical inkblot motifs; early asbestos stage screen of pastoral scene.

**SIGNIFICANCE:** (maximum two sentences)

Built by entrepreneur Ernest Nalle as one of Austin's early opera houses;

~~Built to accommodate vaudeville, musicals, theater, and motion pictures.~~

Stands as city's reminder of city's entertainment centers and attempts to re-establish a performing arts center.