

the 100TH
ANNIVERSARY
Morris
THE NEVERENDING ENCORE

STORY OF THE MORRIS

FROM WRECKING BALL TO NEVERENDING ENCORE

When the most modern theatre in the country opened in 1922, it was here in South Bend. A staggering million dollars was spent to build it. And, it was anything but a simple box with a stage.

This place, known as The Palace when it opened, was designed from the ground up to make every theatergoer feel like royalty. The eclectic mix of architectural styles made a statement that the Arts are for everyone. And this community embraced the sentiment in a big way.

Vaudeville acts played every ten minutes to packed crowds. Silent films were accompanied by music from the orchestra pit below. And Hollywood royalty like Will Rogers, George Burns and Gracie Allen, a young Frank Sinatra, Debbie Reynolds and others flocked to the stage.

Today, if you're here between shows, you can hear the echoes of local children and adults who filled this happy place time-after-time for symphonies, plays and world premieres like Knute Rockne All-American. The buzz was electric.



Louis Armstrong, 1953



Frank Sinatra, 1947




THE ARTS ARE FOREVER AND FOR EVERYONE

So, it's hard to believe that something like television could put a dent in the magic of this place. But it did. By 1959, The Palace was scheduled to be torn down.

That's when a local Arts enthusiast saved a century of memories for generations to come by purchasing the theatre and then giving it to the City of South Bend. Her name was Ella M. Morris. And she understood the original sentiment of the theatre. The Arts are forever. And they're for everyone – especially in this town.

Over the last 100 years one thing has always been true – the Morris has been a beloved part of South Bend, and it has been saved time and time again by committed citizens. This campaign will call once more for the dedication of South Bend residents to instill a new future for this local jewel in it's celebratory 100th year.



Today, The Morris
Performing Arts Center is
this region's crown jewel.
**And with the Neverending
Encore, we're determined
to ensure it's still here a
hundred years from today.**

*For more information about the Morris 100 Campaign,
please contact Annie Smith at annie@southbendin.gov or visit us at www.morris100.org*