

## **The Palms Theater**

The Palms Theater opened in 1950, one of the theaters and drive-ins owned by the Cole Theater Chain. It was located at US 90 and Ulrich. The neon sign with P-A-L-M-S spelled vertically had a spherical fixture reaching up into the sky another story with red rings that lit in sequence up and down. It could be seen from a long distance. The theater also had a double sided neon marquee. The interior of the theater was painted with murals suggestive of South Sea islands and, of course, palm trees—which were all along Highway 90.

The theater had both first floor and balcony seating. Before desegregation, there was an exterior stairway to the balcony. Red velvet curtains opened and shut for each movie showing. The movie screen was perforated so the theater staff could watch the audience during the movies. The ceiling was curved and painted to resemble a blue sky with clouds.

For many years, Mr. D.P. Morton managed the theater; his wife Winnie, was the box office attendant. There was a fine concession stand offering sodas, candy and popcorn. Mr. Morton hired many high school students to work at the theater part-time. The Mortons retired in 1979.

The Palms closed in 1986 and was torn down. Many high school sweethearts who went to the movies at the Palms went on to get married and still live in Sugar Land.

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