Virginia Department of Historic Resources
PIF Resource Information Sheet

This information sheet is designed to provide the Virginia Department of Historic Resources with the necessary data to be able to evaluate the significance of the property for possible listing in the Virginia Landmarks Register and the National Register of Historic Places. This is not a formal nomination, but a necessary step in determining whether or not the property could be considered eligible for listing. Please take the time to fill in as many fields as possible.   A greater number of completed fields will result in a more timely and accurate assessment. Staff assistance is available to answer any questions you have in regards to this form.

General Property Information

For Staff Use Only
DHR ID #:

Property Name(s): "Palm Theatre" and "Guild Theatre"

Property Date(s): 1923; 1955   ☒Circa ☐Pre ☐Post   Open to Public? ☐Yes ☒ Limited ☐No

Property Address: 2402 Mt Vernon Avenue   City: Alexandria   Zip: 22301

County or Ind. City: Ind. City of Alexandria   USGS Quad(s): Alexandria, VA-DC-MD

Physical Character of General Surroundings

Acreage: 0.082   Setting (choose one): ☒Urban ☐Town ☐Village ☐Suburban ☐Rural ☐Transportation Corridor

Site Description Notes/Notable Landscape Features: The building is situated on level ground within a rectangular lot encompassing 3,570 square feet, on the west side of Mount Vernon Avenue in the block between E. Uhler and E. Oxford avenues. The building is separated from two neighboring, unattached commercial buildings by narrow swathes of yard and is set five feet back from its property line. It contributes to the commercial character of Mt. Vernon Avenue, the main thoroughfare of an 1894 subdivision which was incorporated as the Town of Potomac in 1908 and annexed by the City of Alexandria in 1929.

Secondary Resource Description (Briefly describe any other structures (or archaeological sites) that may contribute to the significance of the property:

Ownership Category: ☒Private   ☐Public-Local   ☐Public-State   ☐Public-Federal

Individual Resource Information

What was the historical use of this resource? Examples include: Dwelling, Grist Mill, Bridge, Store, Tobacco Barn, etc…

Mixed-use: recreation/arts and residential

What is the current use? (if other than the historical use)   Yoga studio

Architectural style or elements of styles: Two-part brick commercial with Streamline Moderne storefront

Architect, builder, or original owner: Julian D. Knight, builder; Jerry Berkow Co., architect of storefront

# of stories   2   Condition: ☐Excellent ☐Good ☒Fair ☐Deteriorated ☐Poor ☐Ruins ☐Rebuilt ☒Renovated

Are there any known threats to this property?   None known

Resource Component Information
Please answer the following questions regarding the individual components of the resource. If the component does not exist, answer "n/a." If you feel uncomfortable in answering the question, please leave the space blank. Photographs of the features can also help our staff identify specific feature components. Usually, priority is given to describing features on the primary (front) facade of the structure.

Foundation: Describe the foundation that supports the structure. Examples include piers, continuous brick, poured concrete.
Continuous brick visible

Structure: Describe the primary structural component of the resource. Include primary material used. Examples include log, frame (sawn lumber), and brick. Also include the treatment, such as a particular brick bond or type of framing, if known.
Brick, laid in American (stretcher) course on facade and 7:1 common bond on side elevations

Walls: Describe the exterior wall covering such as beaded weatherboard or asbestos shingles.
Brick (yellow on facade and red on side elevations), partial stucco and permastone with aluminum trim.

Windows: Describe the number, material, and form of the primary windows. This includes the number of panes per sash, what the sashes are made of, and how the sashes operate (are they hinged or do they slide vertically) Have the windows been replaced?
First floor: full-height, multi-light fixed shop windows in metal frames and a partially filled-in ribbon window with two single- and two double casements, 1/1-lights and metal frames; second floor: 5 wood-frame, 6/1-light, double-sash windows

Porch: Briefly describe the primary (front) porch. List the primary material, shape of the porch roof, and other defining details.
N/A

Roof: Describe the roof, listing the shape and the covering material.
Flat

Chimney(s): List the number of chimneys and the materials used. Include the brick bond pattern if possible.
N/A

Architectural Description of Individual Resource: *(Please describe architectural patterns, types, features, additions, remodelings, or other alterations. A sketch of the current floor plan would be appreciated.)*

Built in 1923 by local contractor Julian D. Knight, the Palm Theatre at **2402 Mt. Vernon Avenue** is a two-story, brick-construction, mixed-use building with a large-height commercial space on the first floor and two residential apartments on the second floor. Rectangular in plan with the shorter side fronting Mt. Vernon Avenue, the building encompasses 4,904 square feet.[i] The two-and-a-half-bay wide edifice is visually divided horizontally into two zones by a cornice and material change: the lower level has a stucco finish, while yellow bricks laid in a stretcher course define the upper level. The storefront is outlined by a ribbed aluminum surround partially in-filled with painted permastone and full-height, fixed plate glass shop windows in metal frames, including a box bay window to the north of the main entrance. The main entrance is a metal-frame, single-light glass door with a transom; a single-light metal door creates a secondary entrance to the north of the storefront, recessed behind the box bay window and accessed by two concrete steps. Above the aluminum storefront is a partially-filled ribbon window with a soldier brick sill. The niche contains two metal single casement windows flanking two metal double-casements, each with one-over-one lights. The second story is fenestrated with five wood-frame, double-sash windows with six-over-one lights each, resting atop brick sills. The second story is capped by a wooden cornice with modillions and terminates in a stepped parapet coped with metal which hides the flat roof.[ii]

The building first appears in the March 1931 Sanborn Fire Insurance Map of Alexandria, Virginia[iii] as a rectangular block labeled "Palm Theater." In 1933, then-owner B.J. Vos hired a builder named Giles to erect a one-story brick addition (costing $1,475) in the rear of the theater. [iv] The 1941 Sanborn map illustrates that the building (marked "movies") was extended to its rear property line by a one-story, square space connected to the central auditorium.
More significant alterations were made by the subsequent owner, I. Henry Schwartz,[v] in 1946. At the cost of $8,000, builder F.A. Strother "remove[d] present lobby and entrance steps" to "install concrete ramp"

and a "new front using masonry and Vitrolite glass" as well as to "build marquise [sic]."[vi] The accompanying plans created by Southern Iron Works, Inc. of Alexandria for Jack Fruchtman, Prop., depict a proposed square addition extending from the building's facade ten-feet and four-inches to the curb of Mt. Vernon Avenue, flanked by steps. The specifications detail that the addition comprised steel beams supporting masonry, with concrete walls and floors. The masonry exterior would be decorated with royal-blue colored Vitrolite glass and stainless-steel trim, while a marquee measuring 18-feet by nine-feet and six-inches would cantilever another ten feet over the street. At the same time, emergency exits with stairs were installed in the rear of the auditorium, which was reconfigured and given a new 12-foot screen and concrete platform. Between 1945 and 1950, the assessed value of the building nearly doubled, from $6,875 to $12,325.[vii] The 1958 Sanborn map depicts this new one-story entrance lobby and semi-circular cantilevered marquee. [Figure 1]

In 1952, the Palm Theatre was converted from a movie house to an amateur live theater, called the Guild, which was slated to have a permanent company numbering between six and 12 in-house actors and would seat approximately 290 patrons.[viii] At that time, the interior was significantly reconfigured and altered again by contractor Arnold Colbeth: three fire exits were installed along the left side of the building; the wooden stage was lowered one inch to 30-inches height and expanded to measure 19-feet deep by 26-feet wide; three rows of seating were removed from the front and one row removed on the left side center to create an aisle to the middle fire exit; and two existing curved partitions flanking the stage were replaced by straight partitions.[ix]

After only two years of operation as a live theater, Schwartz sold the Guild to Harry W. Payne,[x] who converted the 30-year-old theater into a retail space (retaining the apartments above), necessitating additional alterations to the interior and exterior. In 1955, at the cost of $925, Payne hired contractor Z.B. Groves to install new structural beams and columns in the former projection room, as per the plans prepared by George Fortune, Civil Engineer.[xi] A more extensive renovation of the facade was undertaken by contractor L.W. Gibbs at the cost of $1,200, at which time the lobby addition and marquee were dismantled and the facade received the present Streamline Moderne storefront, designed by Jerry Berkow Co.[xii] [Figure 2]

In 1956, Payne sold the newly-renovated commercial property to Jerome Turk,[xiii] who operated a menswear store there for the next decade. It was during Turk's occupancy that a one-story addition (addressed 2400B Mt. Vernon Avenue) was added south of the original block, completed in 1962.[xiv] After acquiring the property in 1978, the Palm Joint Venture company invested $18,000 in renovating the two upstairs apartments.[xv] Subsequent owner Gale Nellans installed a ceiling in a first-floor office and reroofed the building with a built-up in 1984.[xvi] Since acquiring the building in 1999, Yoga in Daily Life Inc. has used the first floor as a studio space.[xvii]
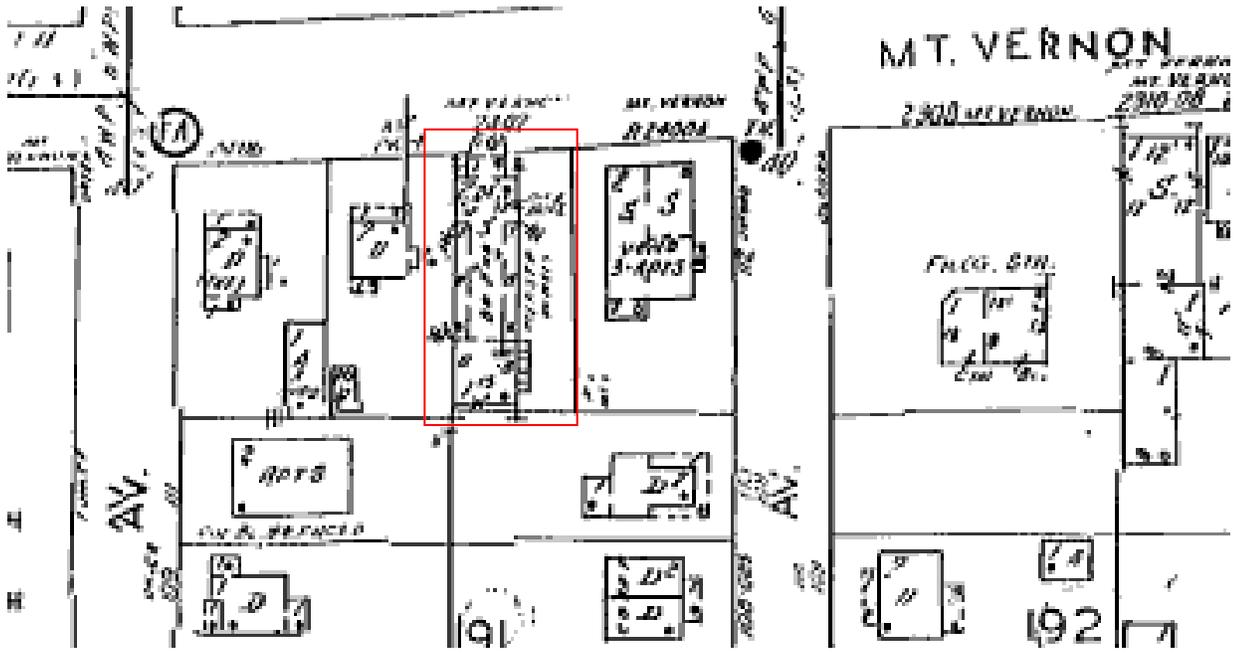
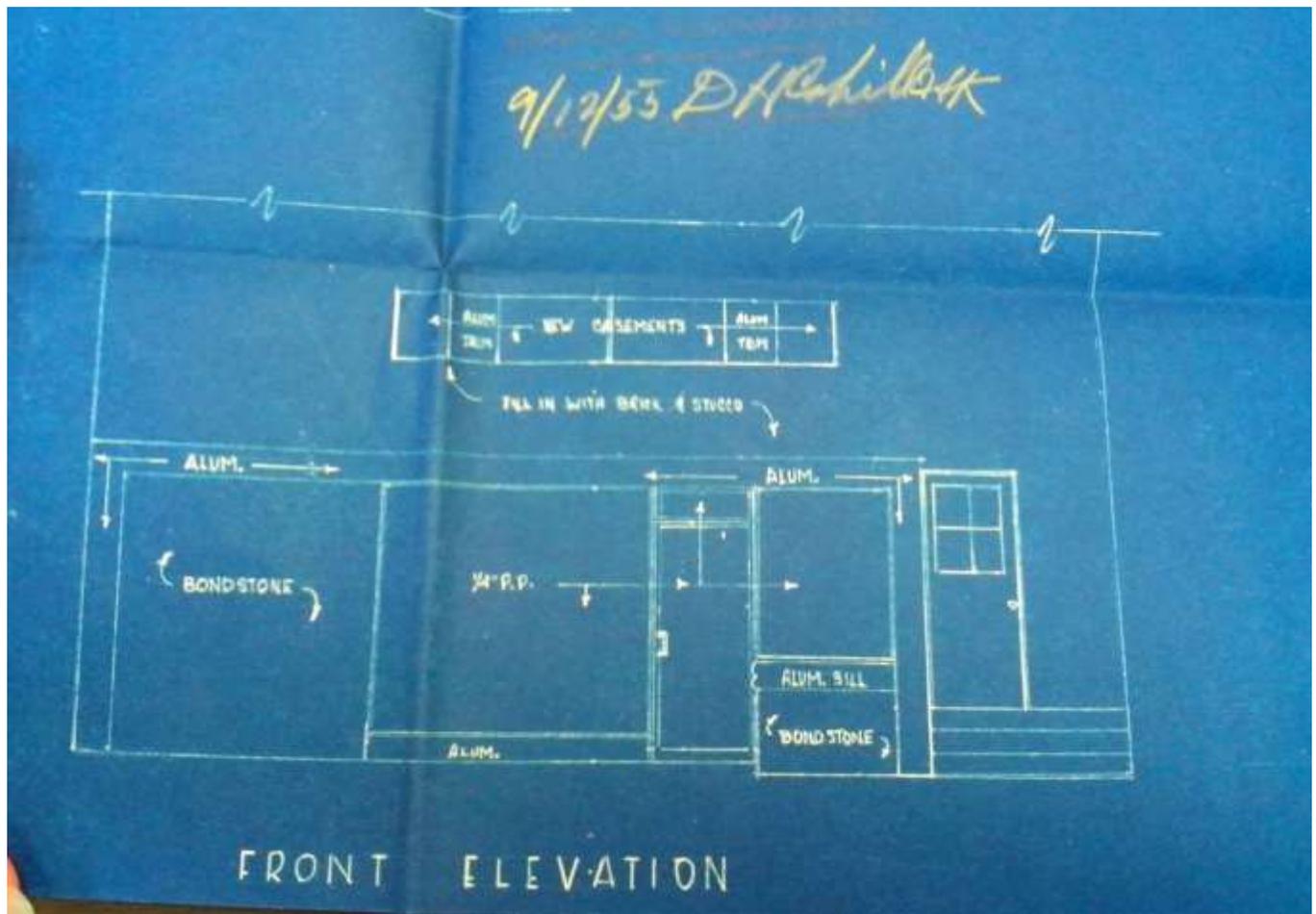Figure 1: 1958 Sanborn Fire Insurance Map of Alexandria, Virginia, Sheet 41.

Figure 2: Front elevation "New Store Front, 2402 Mt Vernon Ave., Jerry Berkow Co." In alteration/repair permit #12298 from 12 September 1955. City of Alexandria Archives and Records Center.

Significance Statement: Briefly note any significant events, personages, and/or families associated with the property. (Detailed family genealogies are not necessary.) Please list all sources of information. It is not necessary to attach lengthy articles or genealogies to this form. Normally, only information contained on this form will be posted for consideration by the State Review Board.

The site of the Palm Theatre is a rectangular parcel originally platted as the northern 50-feet of Lots 1062-1063-1064-1065 in the first Del Ray subdivision, a streetcar suburb created in 1894 by Charles E. Wood and William Harmon, developers from Ohio. In 1908, this community was incorporated as the Town of Potomac within the Jefferson Magisterial District in Alexandria County (renamed Arlington County in 1920), until it was annexed by the City of Alexandria in 1929.[xviii] The historic building lies within the boundaries of and is considered a contributing resource to the Town of Potomac Historic District, listed in the National Register of Historic Places in 1992.

The Palm Theatre was one of the earliest purpose-built movie houses in the area. In 1923, Carl M. Williams received sewer permit #216 for a movie house with two apartments above.[xix] Williams and his partner, Byron S. Sutherland, "opened the Palm with *The Prisoner of Zenda* and a two-reel comedy on September 22, 1923."[xx] According to the 20 October 1923 issue of *Exhibitor's Trade Review*, the 336-seat motion picture theater was built by Julian D. Knight.[xxi] In the 1934 Hill's Directory for the City of Alexandria, Knight was listed as a building contractor with an office at 319 S. Royal Street and a home address (with his wife, Bertha) at 527 S. Fairfax Street.[xxii]

Benjamin J. Vos, born in Michigan circa 1886 to emigrants from Holland,[xxiii] owned the Vos Service Station at 916 Mt. Vernon Avenue (on the southwest corner of Oxford and Mt Vernon), as well as another service station at the corner of Russell and Glebe roads. Vos and his wife, Marion, purchased the Palm Theatre (addressed 1010 Mt. Vernon Avenue until 1939) in 1926.[xxiv] Del Ray residents John and Mary Sullivan recalled when the admission price was a nickel, and the theater presented silent films with live piano accompaniment.[xxv]

In the 1930s and 1940s, Del Ray residents flocked to the theater on Saturday afternoons for weekly serials (primarily Westerns), which were popular with neighborhood children.[xxvi] Tickets cost a dime, and longtime Del Ray resident Norman Hatch recalled that the Palm "was owned by... a film editor over at the Naval Photographic Center. He lived upstairs. His wife was the ticket taker."[xxvii] Maria "Pat" McArtor remembered how small the theater was, with "about ten seats on either side," while Robert "Bob" Fischman reminisced about how "it was the oddest thing. They had one bathroom in that theater. And it was up in the projector room. For men and women. Isn't that ridiculous? I mean, it was the oddest thing. Here, you go to the bathroom, and you're going through the, where they've got the reels going!"[xxviii]

Between 1933 and 1946, the movie theater was managed by Louis Bernheimer,[xxix] who owned a motion picture circuit in the Washington, D.C. region, which included (among many) the second-run Vernon Theater at 3707 Mt. Vernon Avenue. Built in 1940 by John J. Zink,[1] the Vernon was a modern building that cost the Vernon Amusement Company over $100,000 to construct, inclusive of the land purchase.[xxx] The Streamline Moderne facade with large, cantilevered marquee pulled passersby into the air-conditioned auditorium that sat 866 moviegoers -- two-and-a-half times the capacity of the Palm Theatre. [Figure 3] This competition, perhaps, spurred I. Henry Schwartz and Jerome Klein's renovations of the Palm after purchasing it in 1945: "It was acquired by the Potomac Amusement Co. which redecorated it and installed a new marquee, seats, booth equipment, and air-conditioning in the summer of 1946."[xxxi] Beginning in 1946, Jack Fruchtman was the proprietor of the movie theater. After the Palm was converted into the Guild Theatre Motion Pictures by S&S Amusements, Ray Gingell managed the establishment between 1952-1954.[xxxii]

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[1] Baltimore architect John Jacob Zink designed a number of Streamline Moderne movie houses, including the Newton Theatre at 360112th Street NE, Washington, D.C., which was owned and operated by the Louis Bernheimer Theater Company.

The new storefront designed by Jerry Berkow Co. for owner Harry W. Payne is an example of the Streamline Moderne style popular in the 1940s and utilized on many area movie theaters, especially those operated by the Louis Bernheimer Theater Company. Stemming from industrial design, and made popular by such mid-century designers as Raymond Loewy and Norman Bel Geddes, the Streamline Moderne was both a reaction against and a complement to the Art Deco style: while its application pared down the superfluous decorative elements that gave Art Deco its name, the style appropriated modern materials and geometric forms similar to its predecessor style. "Originally developed for vehicles and aircraft," in Virginia, the style was "primarily used for commercial architecture," such as "movie theaters, Greyhound bus stations and diners." Stylistic traits include an "emphasis on smooth rounded forms and surfaces" as well as corner windows, rounded corners, ribbon windows, and steel and chrome details on a white or pastel exterior finish.[xxxiii] The application of a Streamline Moderne storefront updated the older building, keeping it relevant and competitive by attracting street-level notice.

Not only was the Palm Theatre building one of the earliest movie houses in Alexandria, but it was the first commercial building fronting Mt. Vernon Avenue on the block between E. Oxford and E. Uhler avenues, at the northern extreme of the original Del Ray subdivision plat. The 1921 Sanborn Fire Insurance Map shows the square lot on the northwest corner of Oxford and Mt. Vernon as empty and all the neighboring buildings as dwellings. [Figure 4] This early building date speaks to the Town of Potomac's first commercial boom, before it was annexed by the City of Alexandria. By 1921, the original Del Ray subdivision contained 168 buildings (excluding auxiliary buildings) which were mostly residences, with a few commercial buildings scattered throughout the community. Between 1923 and 1925, a mini building-boom occurred, evidenced by the issuing of 136 building permits in that two-year span. Contemporary businesses included the Bank of Del Ray, grocery stores, gas stations, and the Palm Theatre, which showed benefit movies to raise funds for the Del Ray Engine and Motor Company #1 to procure a new fire engine.[xxxiv] "By 1924, the town had more than thirty stores: ten groceries, about five dry goods stores, three car garages, two barber shops, and four real estate and insurance companies, plus repair shops, cleaners and clothing shops, and even a movie theatre."[xxxv]

The majority of these businesses were situated along Mt. Vernon Avenue, the town's residential boulevard transformed into a commercial thoroughfare. After the Palm was readapted from a theater into a retail space, it continued exerting its presence in the streetscape -- not only through its modern exterior renovations, but through its occupancy. Jerome Turk opened a menswear store in the building which operated from 1957 until 1967, and was succeeded by the Alumni Tuxedo Rental Shop (1968-1971). Turk built the adjacent one-story structure to the south in 1962, which was occupied by restaurants continuously from 1968 onward, including Mac's Place. Like many businesses in Del Ray, the building fell into disrepair in the 1970s and was vacant for most of that decade. In 1980, it functioned as a church, the Temple of Jesus Christ, then as a photography studio in 1984, followed by manufacturing offices in 1985 and 1986. Since 2000, the building has been occupied by Yoga in Daily Life, which continues to maintain the Streamline Moderne storefront in fair condition and to contribute, through its presence, to the commercial vitality of Mt. Vernon Avenue.

Thus, the building is significant on the local and state levels as characteristic of Streamline Moderne style (criterion C); its association with local personages of significance (criterion B); and its role in the development of Del Ray as an urban enclave (criterion A) concurrent with Northern Virginia's growing regional importance in the interwar years and the country's transformation from a predominantly rural to an urban character. It retains integrity in its setting, location, design, materials, and feeling.

Reed Theatre
Seating Capacity 1100

Vernon Theatre
Seating Capacity 980

THEATRES

Alexandria boasts of 9 motion picture theatres with a combined seating capacity of 7,000.

They include the Reed Theatre, Virginia Theatre, Vernon Theatre, Centre Theatre, Ingomar Theatre, Richmond Theatre, Palm Theatre and two theatres for colored, the Carver and the Capital.

Other facilities for concerts and stage shows include the auditoriums of the George Washington High School and Recreation Centre. A public auditorium is now on the planning board.

Virginia Theatre
Seating Capacity 1200

Figure 3: This page from a Bicentennial booklet published in 1949, promoting the City of Alexandria and entitled *200 Years of Progress*, lists the Palm as one of nine area motion picture theaters. Note the photograph of the Streamline Moderne Vernon Theatre, center left. Accessed 5 May 2014 at
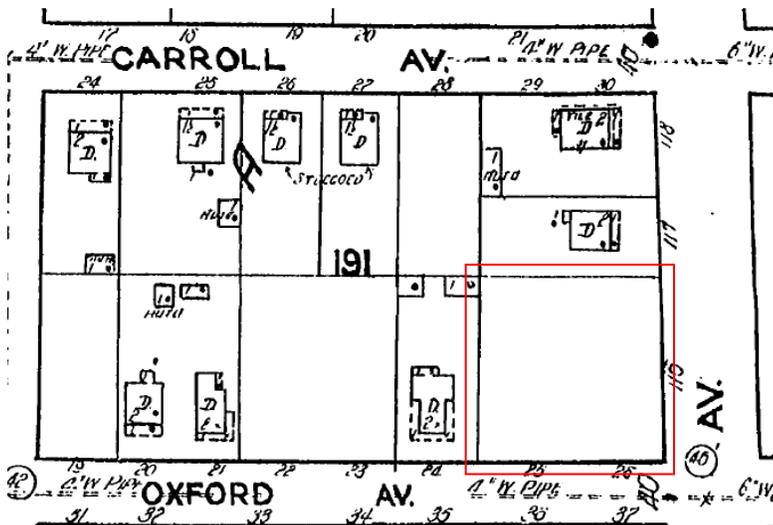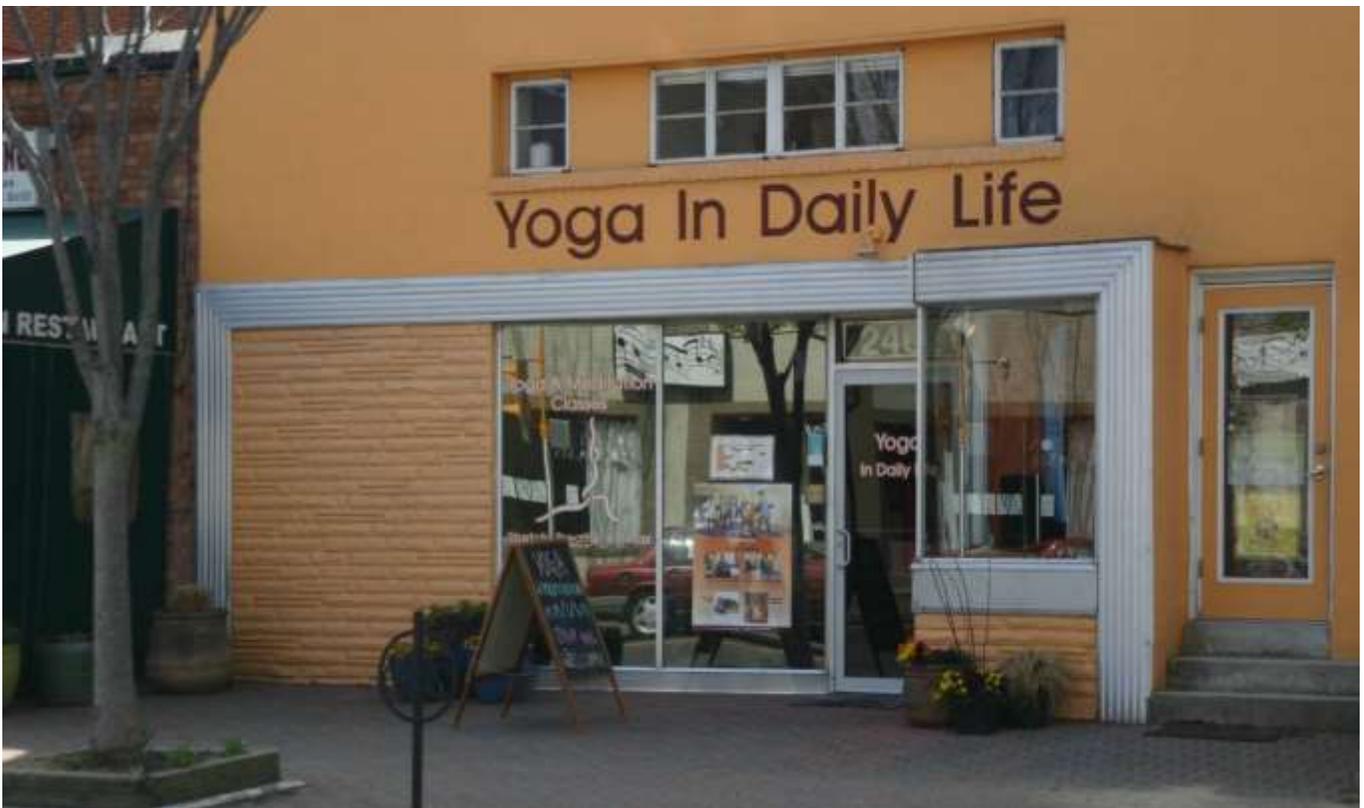https://www.alexandriava.gov/uploadedFiles/oha/info/BicentennialBooklet1949.pdf

Figure 4: Sanborn Fire Insurance Map of Alexandria, Virginia, August 1921, Sheet 31.
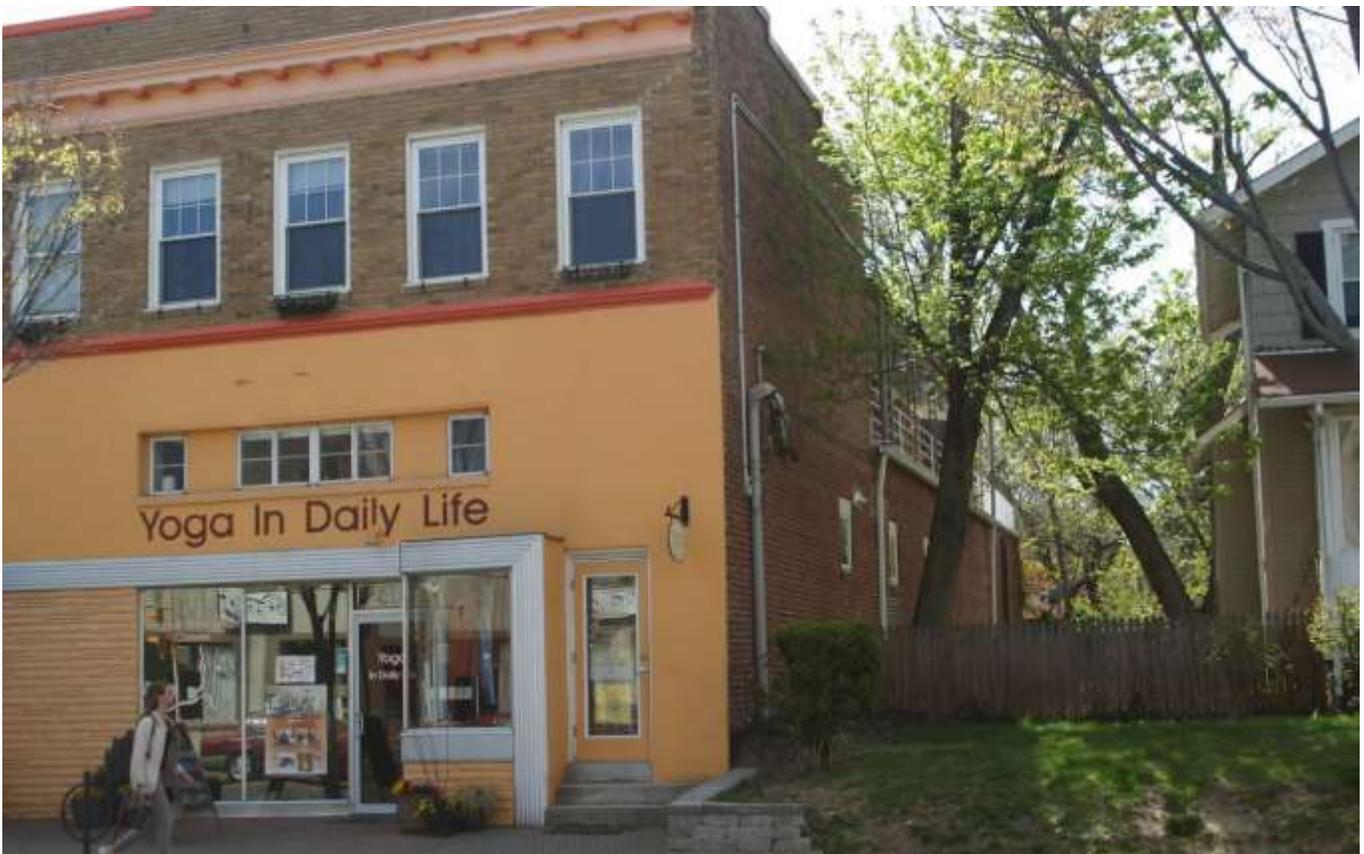
1. 2402 Mt. Vernon Avenue. Facade (east) elevation, straight angle, 263^0 W. Photograph by Gwen White, 4/20/14.
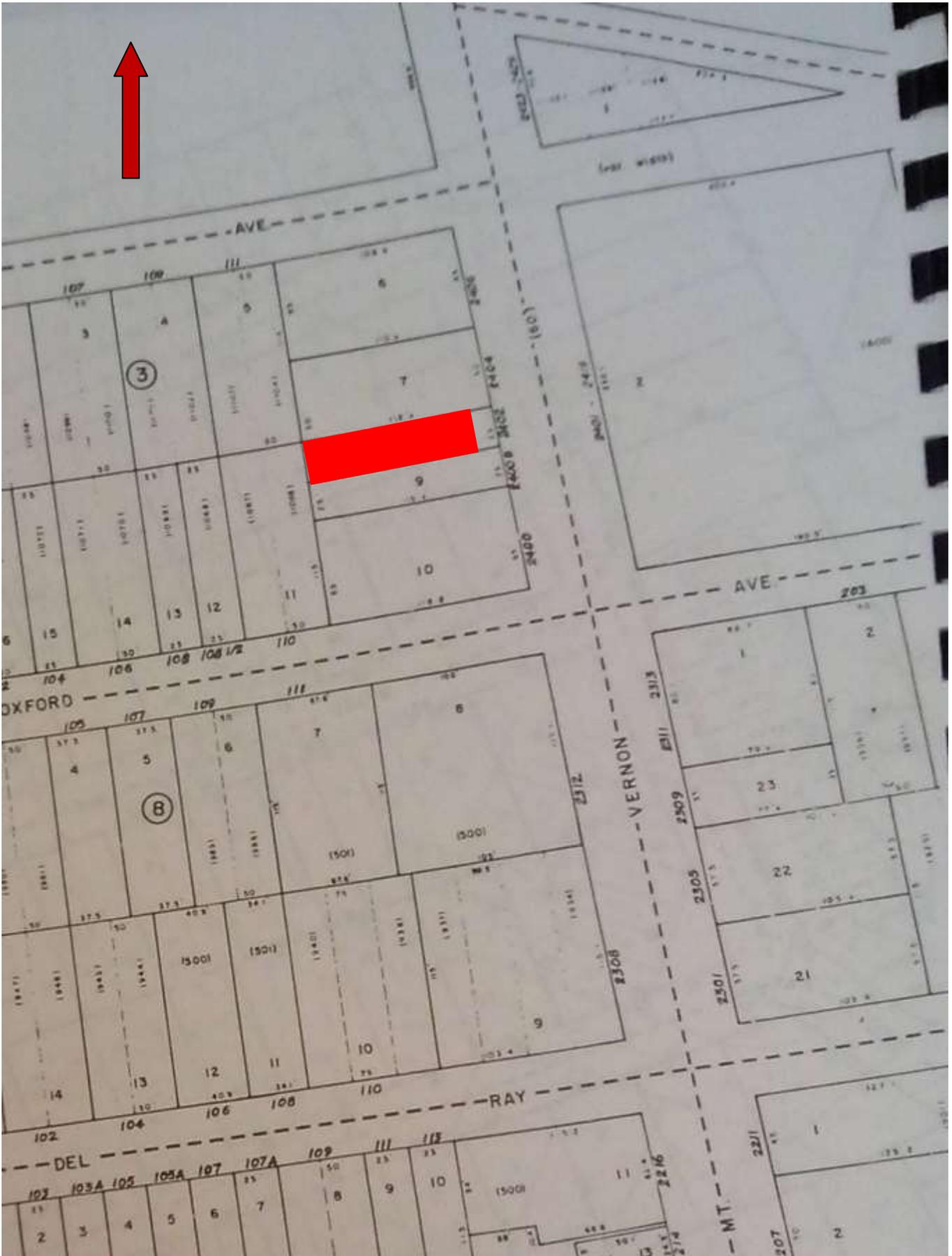

2. 2402 Mt. Vernon Avenue. Facade (east) elevation, detail Streamline Moderne storefront, oblique angle, 196^0 S. Photograph by Gwen White, 4/20/14.
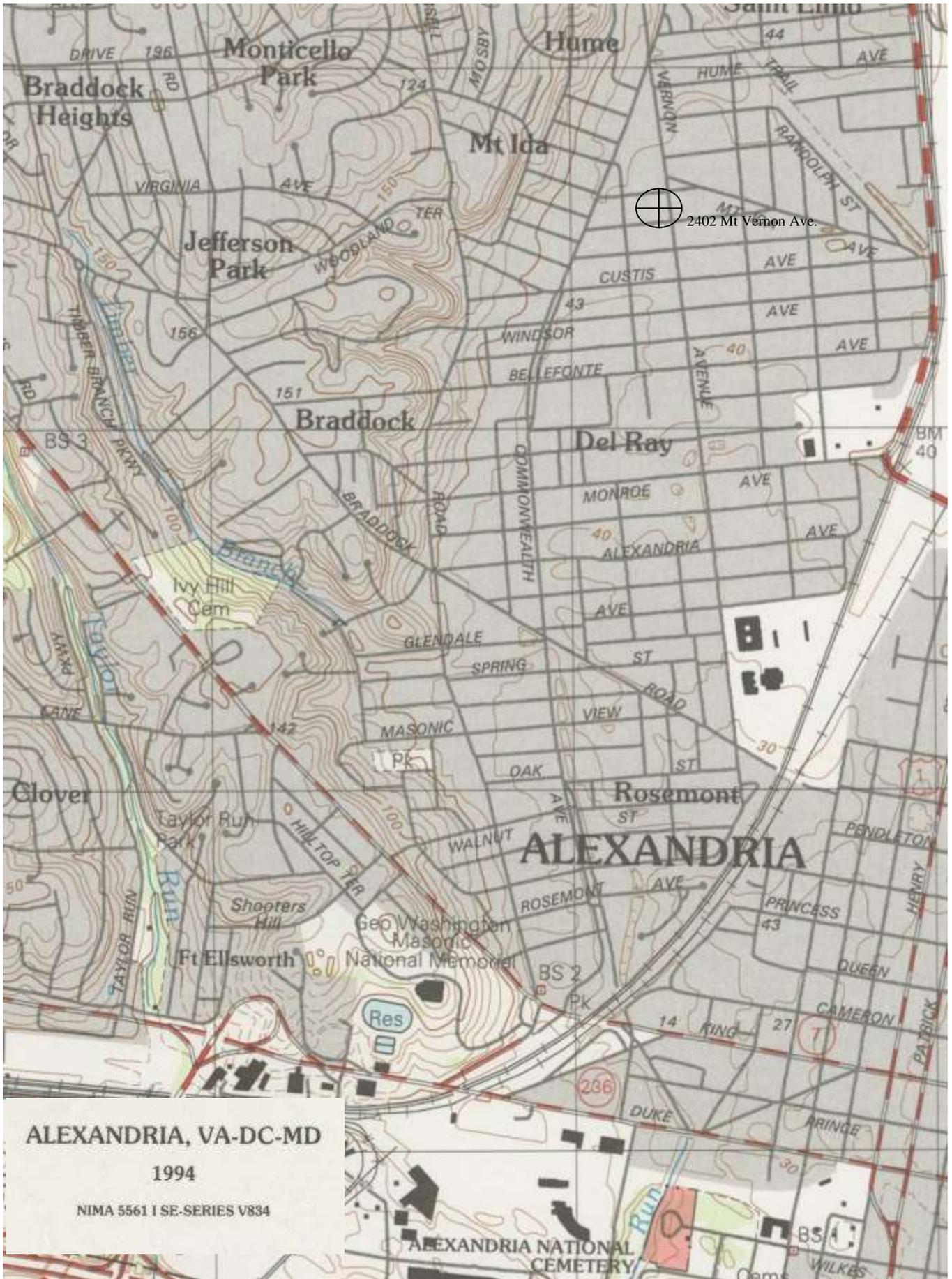
3. 2400B and 2402 Mt. Vernon Avenue. Facade (east) elevation and south elevation, oblique angle, 280^0 W. Photograph by Gwen White, 4/20/14.

4. 2402 Mt. Vernon Avenue. Facade and north (side) elevation, oblique angle, 212^0 SW. Photograph by Gwen White, 4/20/14.

Building outline not to scale.   2014.

2402 Mt Vernon Ave.

Monticello Park
Hume
Saint Elmo
Braddock Heights
DRIVE 196
RD
124
Mt Ida
MOSBY
VERNON
HUME
TRAIL
AVE
44
RANDOLPH ST
VIRGINIA AVE
150
TER
WOODLAND
CUSTIS AVE
MT VERNON
AVE
Jefferson Park
156
43
AVE
151
WINDSOR
BELLEFONTE
AVENUE
40
AVE
Braddock
Del Ray
BS 3
COMMONWEALTH
AVE
BM 40
TIMBER BRANCH PKWY
BRADDOCK
ROAD
MONROE
AVE
Branch
40
ALEXANDRIA
AVE
Ivy Hill Cem
GLENDALE
AVE
Taylor
SPRING
ST
PK
VIEW
ROAD
30
142
MASONIC
PK
OAK
ST
100
Clover
Rosemont
ST
AVE
Taylor Run Park
ALEXANDRIA
PENDLETON
WALNUT
HILLTOP TER
ROSEMONT
AVE
PRINCESS
43
HENRY
50
Shooters Hill
Geo Washington Masonic National Memorial
QUEEN
Ft Ellsworth
BS 2
PK
CAMERON
Res
14 KING 27 7
236
DUKE
PRINCE
30
ALEXANDRIA, VA-DC-MD

1994

NIMA 5561 I SE-SERIES V834

ALEXANDRIA NATIONAL CEMETERY
WILKES
BS
PATRICK

ENDNOTES

i City of Alexandria Real Estate Assessment database, Account #1478400, Parcel Map 034.02.03-08. Alexandria Clerk of Court - Court of Records.

ii Some of the architectural description was aided by Paul Falkenbury, Richard Layman, Mike McGlynn, Bill Prestwood, and Laura Vining "Documentation of Mount Vernon Avenue, The Del Ray Community" Washington/ Alexandria Center, November 1990, page 37. Repository: Special Collections, Barrett Branch, Alexandria Public Library. Also, see Susan Escherich, notes for the National Register of Historic Places nomination for the Town of Potomac Historic District, Virginia Division of Historic Landmarks File No. 100-0136-0638, Mt. Vernon Avenue, Alexandria. Repository: Virginia Department of Historic Resources, Richmond, VA.

iii Sanborn Fire Insurance Map, Alexandria, Virginia, March 1931, Sheet 34

iv Alteration/repair permit #514 from 29 March 1933, for 1010 Mt Vernon Avenue. City of Alexandria Archives and Records Center.

v City of Alexandria Deed Book 217, page 82, 28 May 1945: C.R. and Minnie L. Denton, Grantors, to Jerome and Pearl Klein and I. Henry and Mollie K. Schwartz, Grantees. Alexandria Clerk of Court - Court of Records.

vi Alteration/repair permit #6902 from 2 January 1945 [sic], for 2200 [sic] Mt Vernon Avenue. City of Alexandria Archives and Records Center.

vii Alexandria City Records: Land Book and Tax Assessments index 1920-1950. Repository: Local History/Special Collections Division, Barrett Branch Alexandria Public Library.

viii Certificate of Occupancy #19 (1952) for 2402 Mt Vernon Avenue: owners Schawrtz and Klein apply for an "Amateur Theater." City of Alexandria Archives and Records Center.

ix Alteration/repair permit #10531 from 15 September 1952, for 2402 Mt Vernon Avenue. City of Alexandria Archives and Records Center.

x City of Alexandria Deed Book 389, page 591, 10 September 1954: I. Henry and Mollie K. Schwartz, Grantors, to Harry W. and Louise R. Payne, Grantees. Alexandria Clerk of Court - Court of Records.

xi Alteration/repair permit #12103 from 31 May 1955. City of Alexandria Archives and Records Center.

xii Alteration/repair permit #12298 from 12 September 1955. City of Alexandria Archives and Records Center.

xiii City of Alexandria Deed Book 425, page 602, 10 February 1956: Harry W. and Louise R. Payne, Grantors, to Jerome and Shirley L. Turk, Grantees.

xiv The date of the addition was derived from new construction permit #7459 from 31 July 1961, issued to Jerome Turk for 2400-B Mt. Vernon Avenue, which states a "1 story masonry store" at L[ot]8, B[lock]3, Map 211 was completed 8 May 1962 for $10,000. City of Alexandria Archives and Records Center

xv City of Alexandria Deed Book 909, page 605, 8 August 1978: Jerome and Shirley L. Turk, Grantors, to Daniel K. Macklin, Trustee, Grantee. Also, alteration/repair permit # 34780 from 28 September 1978. City of Alexandria Archives and Records Center.

xvi City of Alexandria Deed Book 1110, page 996, 18 October 1983: Daniel K. Macklin, Trustee, Grantor, to Gale D. and Nancy Nellans, Grantees. Alexandria Clerk of Court - Court of Records. Also, see alteration repair permits #39983 from 18 June 1984, and #40409 from 19 October 1984. City of Alexandria Archives and Records Center.

xvii City of Alexandria Deed Book 1709, page 1755, from 12 July 1999: Peter G. and Justin L. Logsdon, Grantors, to Yoga in Daily Life Inc., Grantee. Alexandria Clerk of Court - Court of Records.

xviii Susan Escherich, "Town of Potomac Historic District," National Register of Historic Places, 1992, page 2.

xix Susan Escherich, notes for the National Register of Historic Places nomination for the Town of Potomac Historic District, Virginia Division of Historic Landmarks File No. 100-0136-0638, Mt. Vernon Avenue, Alexandria. Repository: Virginia Department of Historic Resources, Richmond, VA.

xx Robert K. Headley, Motion Picture Exhibition in Washington, D.C.: An Illustrated History of Parlors, Palaces and Multiplexes in the Metropolitan Area, 1894-1997 (London: McFarland & Company, Inc., 1999) p. 302, Appendix 1.

xxi Ibid.

xxii Hill's Directory for the City of Alexandria, 1934. Repository: Local History/Special Collections Division, Barrett Branch of the Alexandria Public Library.

xxiii Biographical data comes from United States Federal Population census 1940, accessed through Ancestry.com. The information on the filling station comes from Hill's Directory, 1934. Repository: Local History/Special Collections Division, Barrett Branch of the Alexandria Public Library. In 1940, according to the U.S. Census, Vos was a widower residing at 2402A Mt. Vernon Avenue, which correlates to an upstairs apartment in that building.

xxiv Arlington County Deed Book 245, page 89, 26 July 1926: B.J. and Marion Vos, Grantees of 1010 Mt. Vernon Avenue.

xxv Mary Sullivan, "Interview with John and Mary Sullivan," 6 Septemeber 2003. Conducted by Mary Baumann in Alexandria, Virginia, for Alexandria Legacies, the City of Alexandria's Office of Historic Alexandria's Oral History Program, page 19. Accessed 3 May 2014 at https://www.alexandriava.gov/uploadedFiles/historic/info/history/OHAOralHistorySullivan.pdf

xxvi Escherich, "Town of Potomac Historic District," section 8: page 54. See also Robert Fischman, "Interview with Robert and Antoinette Fischman," 1 November 2005. Conducted and transcribed by Barbara Murray in the Fischman's home in Alexandria, Virginia, for Alexandria Legacies, the City of Alexandria's Office of Historic Alexandria's Oral History Program, page 50. Accessed 3 May 2014 at https://www.alexandriava.gov/uploadedFiles/historic/info/history/OHAOralHistoryFischman.pdf

xxvii Norman Hatch, "Interview with Norman Hatch," 20 March 2008. Conducted and transcribed by Dave Mills in Mr. Hatch's Home on Mount Ida Avenue in Alexandria, Virginia for Alexandria Legacies- Del Ray/Potomac Centennial, the City of

Alexandria's Office of Historic Alexandria's Oral History Program, page 6. Accessed 3 May 2014 at https://www.alexandriava.gov/uploadedFiles/historic/info/history/OHAOralHistoryHatch.pdf

xxviii Fischman, page 50; and Maria "Pat" McArtor, "Interview with Maria Patricia "Pat" Downey McArtor," 22 July 2008. Conducted by Barbara Murray and transcribed by Robert L. Cook, for *Alexandria Legacies - Del Ray/Potomac Centennial*, the City of Alexandria's Office of Historic Alexandria's Oral History Program, page 26. Accessed 3 May 2014 at https://www.alexandriava.gov/uploadedFiles/historic/info/history/OHAOralHistoryMcArtor.pdf

xxix Alteration/repair permit #514 from 29 March 1933, for 1010 Mt Vernon Avenue. City of Alexandria Archives and Records Center. Also see Headley, p. 302. Although Bernheimer managed the theater as one in his chain, the Palm was actually manned by Edward Pinkham circa 1936, who was fined $10 for opening the theater on a Sunday. See "2 Theater Men Fined by Judge in Alexandria," *The Washington Post*, (1 November 1936): M12. Accessed 3 May 2014 at http://search.proquest.com/docview/150806977?accountid=14541

xxx Headley, p. 338.

xxxi Headley, p. 302

xxxii Ibid.

xxxiii Melina Bezirdjian and Lena Sweeten McDonald, *New Dominion Virginia Architecture Style* Guide, Virginia Department of Historic Resources (February 2014) p. 24. Accessed 5 May 2014 at http://www.dhr.virginia.gov/NewDominion/NewDominionVAStyleGuide_MBversion.pdf

xxxiv Escherich, section 8: page 51-53.

xxxv Escherich, section 8: page 54.