

WI-582
Boulevard Theater
Salisbury
Private

1946-47

The opening of the Boulevard Theater in Salisbury was announced with significant enthusiasm on June 27, 1947 in an article printed in *The Salisbury Times*. Billed as the largest theater on the Shore, the facility boasted new postwar technologies in its design and construction unlike the older theaters throughout the region. The newspaper commented that:

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.

The article went on to describe the glass bricks used in the construction of the two box offices as well as the large futuristic mural that dominated the lounge. At the opening night's performance a special film produced by Maryland Governor William Preston Lane was featured. The Boulevard is the last surviving theater in Salisbury's historic business district, and it was the longest in operation. It closed recently in 2000.

Recently, the Boulevard was gifted to the Salisbury/Wicomico Arts Council, which hopes to convert the facility to a performing arts center.

Maryland Historical Trust Maryland Inventory of Historic Properties Form

Inventory No. WI-582

1. Name of Property (indicate preferred name)

historic Boulevard Theater
other Hoyt's Cinema

2. Location

street and number 317 East Main Street not for publication
city, town Salisbury vicinity _____
county Wicomico

3. Owner of Property (give names and mailing addresses of all owners)

name Wicomico County/Salisbury Arts Council
street and number _____ telephone _____
city, town Salisbury state MD zip code 21801

4. Location of Legal Description

courthouse, registry of deeds, etc. Wicomico County Clerk of Court liber 977 folio 315
city, town Salisbury tax map 107 tax parcel 833 tax ID number 5-025818

5. Primary Location of Additional Data

- Contributing Resource in National Register District
 Contributing Resource in Local Historic District
 Determined Eligible for the National Register/Maryland Register
 Determined Ineligible for the National Register/Maryland Register
 Recorded by HABS/HAER
 Historic Structure Report or Research Report at MHT
 Other: _____

6. Classification

| Category | Ownership | Current Function | | Resource Count | |
|---|---|--|---|--|-------------------------------------|
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input type="checkbox"/> agriculture | <input type="checkbox"/> landscape | Contributing | Noncontributing |
| <input checked="" type="checkbox"/> building(s) | <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> commerce/trade | <input type="checkbox"/> recreation/culture | <u>1</u> | <input type="checkbox"/> buildings |
| <input type="checkbox"/> structure | <input type="checkbox"/> both | <input type="checkbox"/> defense | <input type="checkbox"/> religion | <input type="checkbox"/> | <input type="checkbox"/> sites |
| <input type="checkbox"/> site | | <input type="checkbox"/> domestic | <input type="checkbox"/> social | <input type="checkbox"/> | <input type="checkbox"/> structures |
| <input type="checkbox"/> object | | <input type="checkbox"/> education | <input type="checkbox"/> transportation | <input type="checkbox"/> | <input type="checkbox"/> objects |
| | | <input type="checkbox"/> funerary | <input type="checkbox"/> work in progress | <u>1</u> | <input type="checkbox"/> Total |
| | | <input type="checkbox"/> government | <input type="checkbox"/> unknown | | |
| | | <input type="checkbox"/> health care | <input type="checkbox"/> vacant/not in use | | |
| | | <input type="checkbox"/> industry | <input type="checkbox"/> other: | | |
| | | | | Number of Contributing Resources previously listed in the Inventory | |
| | | | | _____ | |

7. Description

Inventory No. WI-582

Condition

excellent deteriorated
 good ruins
 fair altered

Prepare both a one paragraph summary and a comprehensive description of the resource and its various elements as it exists today.

The Boulevard Theater, also known as Hoyt's Cinema, is located at 317 East Main Street in the center of the downtown business district of Salisbury, Wicomico County, Maryland. The single-story, stuccoed front brick theater faces south.

Built in 1946-47, the single-story brick theater consists of a large single-story center block with parapet walls, which is flanked by three-bay side wings with stepped parapets in descending height from the center block. The center block has a metal and glass marquee fixed atop multiple metal and glass doors. Ticket booths to each side of the entrances are incorporated in curved glass block walls that connect the recessed entrance doors to the outer plane of the theater walls. Fixed atop the main marquee is a vertical sign of metal and neon labeled "Movies 6." The wall surface above the marquee is covered with a smooth stucco with a linear border. The top of the main block has a slightly stepped parapet. To each side of the main block are three-bay wings marked by an asymmetrical series of entrances and secondary marquee cases. A metal awning that stretches the full front of the side wings is supported by metal anchors set into the wall. The wall surfaces above the awning are treated with the same stuccoed surface as the main block with a repeating linear design. The top of the wall is finished with a stepped parapet in descending height from the main block.

The north side of the main block is an unstuccoed eight-course common bond wall with double door entrances at each end. In addition to the metal double doors are metal downspouts that drain water from the sloping roof behind the parapet walls. A single-flue brick furnace stack rises above the parapet wall.

The interior has retained some of its 1940s Art Deco inspired décor. Cat-tails executed in a stylized Art Deco design highlight some of the wall surfaces.

8. Significance

Inventory No. WI-582

| Period | Areas of Significance | Check and justify below | | |
|---|--|--|---|---|
| <input type="checkbox"/> 1600-1699 | <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> health/medicine | <input type="checkbox"/> performing arts |
| <input type="checkbox"/> 1700-1799 | <input type="checkbox"/> archeology | <input type="checkbox"/> education | <input type="checkbox"/> industry | <input type="checkbox"/> philosophy |
| <input type="checkbox"/> 1800-1899 | <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> engineering | <input type="checkbox"/> invention | <input type="checkbox"/> poitics/government |
| <input checked="" type="checkbox"/> 1900-1999 | <input type="checkbox"/> art | <input checked="" type="checkbox"/> entertainment/ recreation | <input type="checkbox"/> landscape architecture | religion |
| <input type="checkbox"/> 2000- | <input type="checkbox"/> commerce | <input type="checkbox"/> ethnic heritage | <input type="checkbox"/> law | <input type="checkbox"/> science |
| | <input type="checkbox"/> communications | <input type="checkbox"/> exploration/ settlement | <input type="checkbox"/> literature | <input type="checkbox"/> social history |
| | <input type="checkbox"/> community planning | | <input type="checkbox"/> maritime history | <input type="checkbox"/> transportation |
| | <input type="checkbox"/> conservation | | <input type="checkbox"/> military | <input type="checkbox"/> other: |

Specific dates

Architect/Builder

Construction dates 1947

Evaluation for:

National Register

Maryland Register

not evaluated

Prepare a one-paragraph summary statement of significance addressing applicable criteria, followed by a narrative discussion of the history of the resource and its context. (For compliance projects, complete evaluation on a DOE Form – see manual.)

The opening of the Boulevard Theater in Salisbury was announced with significant enthusiasm on June 27, 1947 in an article printed in *The Salisbury Times*. Billed as the largest theater on the Shore, the facility boasted new postwar technologies in its design and construction unlike the older theaters throughout the region. The newspaper stated:

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.¹

The article went on to describe the glass brick used in the construction of the two box offices as well as a large futuristic mural that dominated the lounge. At the opening night's performance, a special film produced by Maryland Governor William Preston Lane was featured. The Boulevard is the last surviving theater in downtown, and it was the longest in operation. It closed in 2000. Recently the Boulevard was given to the Salisbury/Wicomico Arts Council, which hopes to convert the facility into a performing arts center.

¹ The Salisbury Times, 27 June 1947.

Maryland Historical Trust
Maryland Inventory of
Historic Properties Form

Inventory No. WI-582

Name
Continuation Sheet

Number 8 Page 1

Boulevard Theater
East Main Street
Salisbury, Wicomico County, Maryland
Chain of title

Map 107, Parcel 833

977/315 Nathaniel R. Wooten, Rebecca W. Phippin, Trustees and
Margaret and Richard Insley and Ralph Furman Richardson

to

7/1/1982 Capitol Industries, Inc.
\$120,000 10,009 square feet

1. deed dated 6/5/1936, 196/246, by and between the Salisbury Realty Company and R. Furman Richardson and Nathaniel R. Wooten

196/246 The Salisbury Realty Company

to

6/5/1936 R. Furman Richardson and Nathaniel R. Wooten
3 lots or parcels on the northerly side of and binding upon
East Main Street

EAT 70/72 Henry B. Freeny
Grace E. Freeny

to

4/14/1910 Salisbury Realty Company

Maryland Historical Trust
Maryland Inventory of
Historic Properties Form

Inventory No. *WI-582*

Name
Continuation Sheet

Number 8 Page 2

The Salisbury Times, June 27, 1947

The Boulevard, the Eastern shore's largest theater, will be open for public inspection Sunday and Monday afternoon before the formal opening show Monday night.

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.

Across the balcony from the nursery booth is a party booth for private theater parties.

The ceiling of the auditorium is acoustic tile with concealed lighting channels in the secondary ceiling around the walls. Four colors of lights in the channels cast predetermined reflections and color over the theater, the light pattern being controlled by a motor driven switch system. Stage lighting is controlled by the same system.

The walls are draped in subdued spun glass cloth, indirectly lighted. Wall wings bring the walls in toward the stage in illuminated, curved sections. Aisle carpeting is a plain design in dawn grey.

Entrance to the Boulevard is unusual in that there are two box offices, in glass brick, at either side of the lobby, separated by a wide panel of plate glass doors. Large mirrors add to the lobby's size.

The mezzanine lounge is reached by wide, open staircases in natural wood at each side of the lobby. Here also the lighting is concealed, being accentuated by illuminated glass brick.

A bright, futuristic mural is the center point of the lounge decoration. Drinking fountains and rest rooms are located off the lounge and access to the balcony is by a wide center stairway.

The theater will hold open house from 2 to 4. p.m. Sunday afternoon and at the same hours Monday.

At the opening night performance Monday, and through next week, a special sound film of Governor Preston Lane will be shown. The film was made in honor of the Boulevard opening.

9. Major Bibliographical References

Inventory No. WI-582

The Salisbury Times, 27 June 1947.

Wicomico County Land Records, various volumes, Wicomico County Courthouse.

10. Geographical Data

Acreage of surveyed property 3.360 square feet
Acreage of historical setting 3.360 square feet
Quadrangle name _____

Quadrangle scale: 1:24,000

Verbal boundary description and justification

The metes and bounds of this property are coincidental with the current boundary of the lot.

11. Form Prepared by

| | | | |
|-----------------|---|-----------|----------------|
| name/title | Paul B. Touart, Architectural Historian | | |
| organization | Private Consultant | date | 3/28/2001 |
| street & number | P. O. Box 5 | telephone | 410-651-1094 |
| city or town | Westover | state | Maryland 21871 |

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
DHCD/DHCP
100 Community Place
Crownsville, MD 21032-2023
410-514-7600

HELD IN URGLARIES

Questioned In ar Robberies

June 27—A 42-year-old man is being held in jail in connection with burglary here Tuesday.

The investigation by Delaware State police is linked to the breaking and entry of a store at State St. and the theft of 50 to 60 cartons from the E. H. market on the same night.

The culprit or culprits of the robbery are being sought by the police.

The filing of a habeas corpus after capture was such a race a police building was given a check a year ago.

ught In Of Woman

June 27—(AP) Police say for the play by Mrs. Jeanette Rev. Ga. was shot in a may field a that a fatal killing.

Police had been brought by the Allen Camden Ave. ext. the power lines would constitute a threat to trees along the boulevard in a beautification project.

The original right-of-way agreement giving the power company the right to use the trees.

longest and was the most unusual yet.

Advocates of the strenuous life have their choice of two contests, a 50-yard free-style swimming race or a jiggerbug contest. The latter won't be held unless at least 10 couples enter.

Zaniest of all is the Maryland fowl chase, though on chickens but fun for the kids. A flock of chickens, each wearing a capsule containing a slip of paper with a prize listed on it, will be turned loose. The child catching the chicken will win the prize.

Flowers and homegrown fruits and vegetables will be judged in another contest. Prizes will also be awarded to model airplane enthusiasts.

The festival will be held at the Fairgrounds on June 28 and 29. The Fair of the State is giving a prize to the artist submitting the most artistic drawing of the American flag and another to the one who best interprets independence Day in plastic clay, cardboard or similar materials.

Members of the Junior Chamber of Commerce who lead the committee are: J. Edgar Purnell, finance officer; J. Edgar Purnell, finance officer; J. Edgar Purnell, finance officer.

James M. Curley, a substitute already vested with his powers as mayor of Boston, began today a six to 18 months term for mail fraud—a punishment he likened to a "death sentence."

Even as the colorful 72-year-old Boston politician was being sped to the federal correctional institution here last night, the Massachusetts legislature enacted emergency legislation to fill his office while he is behind bars.

Rights-Of Way For Power Line Signed

Right-of-way for the extension of a primary power circuit to Franklin via Salisbury Blvd. were signed yesterday and work on the extension will be resumed next week.

objections had been brought by the Allen Camden Ave. ext. the power lines would constitute a threat to trees along the boulevard in a beautification project.

The original right-of-way agreement giving the power company the right to use the trees.

LEGION HERE ELECTS ENNIS

Nine World War II Veterans Are Named

Carroll Lee Ennis, former post adjutant, was elected commander of Wiconico Post No. 64, American Legion, last night, to become the first World War II veteran to hold that office.

He succeeds S. Denmead Kolb, World War I veteran who was elected to the post executive committee. Eight other World War II men were swept into office along with Ennis, giving them a majority of the 15 positions.

The list of officers includes: Charles Stockdale, first vice-commander; George E. Porter, second vice-commander; Russell Mayers, adjutant; Rev. Eugene T. Stout, chaplain; William Miller, service officer; J. Edgar Purnell, finance officer.

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Mr. Truman formally pledged that despite the enactment of the Taft-Hartley law over his veto, he will do all in his power to make sure the act "is well and faithfully administered."

"Insofar as management and labor are concerned," he declared, "there is a vital responsibility upon them to comply with the law in a spirit of tolerance and fair play. Neither management nor labor will achieve any long-range benefit by seeking to use the provisions of this act to gain unfair advantage or to sustain arbitrary attitudes."

U. S. Ready To Quit Coal Mines

Pittsburgh, June 27—(AP)—With nearly two-thirds of the nation's miners on strike and a fuel shortage pinching steel mills and railroads, the government prepared for an exit from the soft coal business at midnight tonight.

Actually the U. S. flags at the mines, symbols of government operation, will not be lowered until Monday noon, but tonight the miners begin a 10-day vacation with pay granted in their contract with the naval coal mines administration.

The government took over the mines during another strike—on May 21, 1946, after little or no coal had been dug for 59 days.

The present workout dated only from last Monday when Congress overrode President Truman's veto of the Taft-Hartley labor bill. Within a few hours several thousand miners had left the pits; today the number idle, mainly in protest against the new law, had grown to more than a quarter of a million scattered over 11 states.

The return of the nation's 2,500 mines in 22 states will leave still unsolved the problem of what will happen next July 8 when the miners' vacation ends. No wage contract between the mine owners and the AFL-United Mine Workers has been signed. The miners have always maintained "no contract, no work."

WI-582
majority findings that Soviet satellites were primarily to blame for the continuing Balkan disorders.

Austin at the same time proposed formally that the council approve the commission's recommendations for U. N. machinery to keep a careful watch over the troubled zone where the four Balkan neighbors have common frontiers.

His proposal called for either a neutral commission or commissioner to be sent to the area for a minimum of two years, with instructions to report to the Security Council at least once every three months.

As the council entered this new phase of the Balkan problem, it had two major questions to answer:

► Whether to uphold the findings of the commission, which it created last December to make an on the spot investigation.

► What to do about the situation, which every delegate agreed was a potential source of much future trouble.

Boston Mayor Begins Sentence In Jail

Danbury, Conn., June 27—(AP) James M. Curley, a substitute already vested with his powers as mayor of Boston, began today a six to 18 months term for mail fraud—a punishment he likened to a "death sentence."

Even as the colorful 72-year-old Boston politician was being sped to the federal correctional institution here last night, the Massachusetts legislature enacted emergency legislation to fill his office while he is behind bars.

City Clerk John B. Hynes was seated as Boston's acting mayor during Curley's enforced absence. The legislators rebuffed an attempt to deprive Curley of his salary while jailed, and authorized him to resume his duties as soon as he is released on parole.

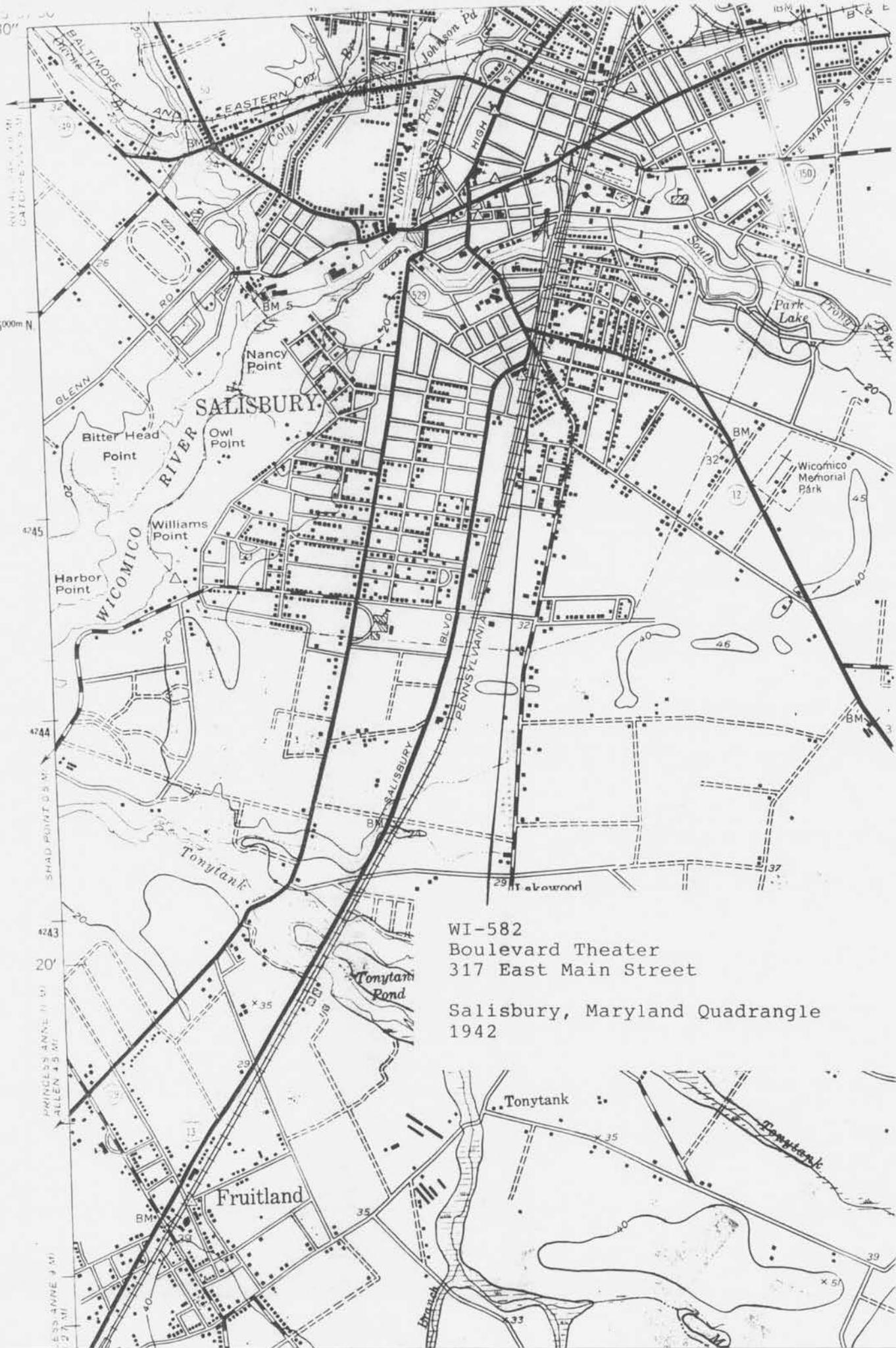
Curley entered the prison at 10 p.m., arriving here from Washington, where Federal Judge James M. Proctor dashed his hopes for continued liberty by rejecting a plea for clemency based on grounds of ill health.

"You are sentencing me to death!" the veteran political boss said when Judge Proctor declined

Foster Takes Over As Head Of Pottery Aboard Freight Boat

sumably He is ex- for semi Clayton the British governm nations interest for help cover the raw mat industria energy. Official the in b line with by Mars verity propo that the covery n self be- pected to Never- gotiation U. S. C must s and of must fo Aid Urg- Lond thorita States nationa conclus Europe ed out frame- The clausio at in British Clayton State s declar- retary creatio at the ters' c today. Rus fel) th econo such a tary c should isting Dipl sugges \$10,00 from tion v Hacta

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20'

PRINCESS ANNE 11 57
ALLEN 45 M

LESS ANNE 3 M
27 M

WI-582
Boulevard Theater
317 East Main Street

Salisbury, Maryland Quadrangle
1942

Fruitland

Tonytank

Tonytank

x 51



WI-582

PROUDMANA THEATRE

Salisbury, Wicomico Co., MD

SOUTH ELEVATION

3/01, PAUL TOWANT, PHOTOGRAPHER
INVC / ASD HISTORICAL TRUST

1 of 3



W1-582

Bowling Green Titled

SALESBURY, Wicomico Co. MD

SOUTH ELEVATION

3/01, Paul Towler, PHOTOGRAPHER

Wg. / MD HISTORICAL TRUST

2023



W1-582

Boulevard Theater

Salisbury, Wicomico Co., Md.

North Elevation

3/01, Paul Touart, Photographer

Wic. / Md. Historical Trust

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