Credit for initiating development of the city of Hollywood belongs to Joseph W. Young, a real estate developer from the west coast (born in Gig Harbor, Washington in 1882 and relocated to Long Beach, California in 1903). He left California for Arizona following floods in 1915. By 1917 he was residing in Indianapolis with his family. He first visited the area that became Hollywood-by-the-Sea, Florida, in 1920. He was known as J.W. to those who worked with him and those who came to reside permanently or seasonally in this newly developing community.

Two major north-south transportation corridors existed that made access to this portion of southeast Florida possible. The Florida East Coast Rail Road developed by Henry Flagler reached Miami by 1896 and to Key West in 1912. Dixie Highway developed by Carl Fisher of Indianapolis and considered to be the founder of Miami Beach, which connected Fort Lauderdale and Miami was finished and available for travel in 1915. J.W. used these routes to access the area south of what is now called Dania Beach and north of what is now considered Hallandale Beach.

For those of you who may not be familiar with this area of southeast Florida, which as of 1915 was in Broward County, the two travel corridors are parallel to each other immediately west of 21st Avenue in Hollywood. Setting the context in terms of location is important to this article as the neighborhood now known as Parkside is situated immediately to the east of these north-south routes.

Following his 1920 visit and purchase of undeveloped land in the area, Young returned to Indianapolis and established the Hollywood Land and Water Company. He developed the conceptual plan for the city that became Hollywood with assistance from an engineering draftsman, George Schmidt, and later with the architectural firm of Rubush and Hunter, also of Indianapolis. Young along with Rubush and Hunter encouraged certain architectural styles that included: Craftsman Bungalow, Mission and Adobe.

Marla Sherman Dumas is a long-time resident of Hollywood. She is a planning consultant and has served as a Broward County Historical Commissioner since 2007.
Persons familiar with Hollywood, but not necessarily knowledgeable about how the City developed, may not realize that Parkside is a part of the original neighborhood where development was initiated when J.W. Young began his real estate venture in 1922. Some locals are aware of this community. Though residents and visitors to Hollywood may drive along U.S. 1 (Federal Highway/18th Avenue) or 21st Avenue or use the less traveled 19th Avenue or 20th Avenue when heading north or south, few have taken the time to ride down the numerous streets named for presidents, admirals, and in one case each a general and a captain that are arguably the heart of this area.

Between 1922 and 1926, Hollywood began to grow and reached a population of about 20,000 consisting of both seasonal and full-time residents. The city of Hollywood was incorporated in November 1925. Unfortunately, less than one year later, on September 17, 1926, a devastating hurricane hit Hollywood and the surrounding areas. The winds were in excess of 100 miles per hour; there were tornadoes, storm surge and flooding. At that time, people did not know much about these types of storms, and were completely unprepared as precise early warning systems were not in place. Many buildings were destroyed, scores of people were injured and others perished.

J.W. Young was not in Hollywood when the hurricane hit, but returned and promised to rebuild. However, the depression was just around the corner and hard times hit the real estate industry. Following the storm the population of Hollywood fell to about 2,500 people. The South Florida real estate market did not recover for quite some time and Young eventually began to work in developing properties in the Adirondack Mountains of New York, as Hollywood-in-the-Hills, a summer resort to complement his South Florida community. He did, however, return to Hollywood and his home at 1055 Hollywood Boulevard where he died in February 1934 following a bout with influenza.

Significant development in the area now known as Parkside was curtailed following the 1926 hurricane and further negatively influenced by Florida’s economic downturn and the depression that characterized the 1930s. Though we can identify some new buildings that were completed during this period, the demand due to a dwindling population of seasonal and year round residents dramatically impacted the pace of new development.

World War II brought a lot of military personnel into the Hollywood area. In August 1942 the U.S. Navy took over the Riverside Military Academy (formerly the Hollywood Hills Inn) for its Naval Air Gunnery Training School and in December 1942 the Hollywood Beach Hotel became the Officer Indoctrination and Training School. The U.S. Navy took possession of Fogg Field (currently Hollywood-Fort Lauderdale International Airport). These military activities brought many young men into the area from all over the United States.

The second real estate boom in Hollywood happened following World War II, when returning serviceman who had been stationed for some of their military time in South Florida or had heard about the Sunshine State from military buddies decided to make this area their home. Parkside benefited greatly by the renewed interest in home building and many of the finest examples of mid-century modern architecture in Hollywood are located in this community.

The area known as Parkside is generally bounded by downtown Hollywood on the north, US 1 on the east, Pembroke Road on the south, and 21st Avenue on the west. This neighborhood is only three blocks wide from east to west and sixteen blocks long from north to south. The name Parkside recognizes that this neighborhood is bordered on the west by Poinciana Park on 21st Avenue extending from Plunkett Street almost to Pembroke Road, and on the north by the recently completed Arts Park, formerly known as Young Circle.

According to the 2005 book by Joan Mickelson, A Guide to Historic Hollywood, A Tour Through Place and Time, “The first area to be laid out with sidewalks and rock-covered streets was between Dixie Highway and about Eighteenth Avenue, and Washington Street to Johnson Street……” The northernmost portion of Parkside falls generally within the southern portion of this area. Of important note, the surveyor referenced in this book, A. C. Tony Mickelson, a key employee recruited by J. W. Young, is the author’s father.
Also of significance, is that Virginia Elliot TenEick’s childhood home is located at 1855-57 Monroe Street in the heart of Parkside. Her parents were Clyde and Amy Elliot, early pioneers of Hollywood. Much to the dismay of many members of the community, this property is currently for sale and may be slated for demolition, in order to accommodate redevelopment of this site.

Mrs. TenEick authored a book in 1966 entitled A History of Hollywood Florida. It was the first book written that attempted to document the beginning of development by J.W. Young that resulted in the creation of the city of Hollywood and continues the story through the post World War II period. This book was reprinted in 1989, thanks to Pat Smith, a member of a Hollywood pioneer family and founding member of Hollywood Historical Society.

The Whitehall, one of J.W. Young’s early hotel buildings, on which construction started in August 1924, was originally conceived as a dormitory to house employees of the Hollywood Beach Hotel. However, when opened in 1925, it was occupied by paying guests. This two-story building with over fifty rooms still exists at 2036 Van Buren Street.

The Hollywood Historical Society was very pleased to feature Parkside in the 2007 Home Tour held on Sunday, December 2, 2007. This tour featured six buildings and two very lovely gardens. One of the structures was an eighteen-unit, three-story apartment building, Casa El Jeanne, that was constructed in 1924; and there were three houses also built in the 1920s and two homes built following World War II, the second boom period for the City of Hollywood. The 1920s homes on the tour consisted of the following architectural styles: Mediterranean Revival, Mission Style, and Vernacular Bungalow. Both post World War II homes on the tour were excellent examples of mid-century modern architecture, a style that is currently becoming recognized as a significant design category.

Included in the center of the 2007 Parkside brochure was a walking tour of the major streets in the area, prepared by Joan Mickelson, which identified places of interest in the neighborhood, significant persons who resided in the area and events in history that took place there. Following the Home Tour, she and Patricia M. Smith prepared an even more detailed walking tour for the area which further differentiated between buildings that are extant and those that have been demolished over time. With their permission, this information is provided as an appendix to this article.

As a result of the Home Tour, excitement about this neighborhood in Hollywood was generated and has intensified. The Parkside Civic Association has taken an active role in looking into the possibility of local designation of at least a portion of the neighborhood as an historic district. Designation as a local district usually requires that a majority of structures are fifty years or older, that people of significance to history resided or engaged in activities in the area, and that there are a collection of buildings that demonstrate architectural styles and building construction representative of the era.

Currently, the following historic districts exist in Hollywood: The Downtown National Register District along Hollywood Boulevard (from the Arts Park to 21st Avenue); Harrison Street and Tyler Street Local Historic Districts (from 10th Avenue to 17th Avenue); the Lakes Area Multiple Resource Historic District (from Johnson Street on the north, to Washington Street on the south, and from the Intracoastal Waterway on the east to 17th Avenue on the west); and the Hollywood Beach Local Historic District (from the Broadwalk on the east to Surf Road on the west, and from Jefferson Street on the south to Sherman Street on the north). Additionally, there are at least twenty-one (21) individually designated historic sites throughout the city of Hollywood.

In the nearly two years since the Home Tour, there have been some very significant restorations completed of historic buildings in the area. Just recently, restoration activities at the Casa El Jeanne at 2000 Jefferson Street were implemented. Additionally, the city of Hollywood, through its Community Redevelopment Agency, finished the installation of a street lighting project along Monroe Street from 21st Avenue to Federal Highway in June 2009. Historic style lampposts and acorn shaped fixtures such as those that were used in the early part of the 20th century were selected to be used for this endeavor. It is hoped that a continuation of this street lighting program will be possible to further enhance the character of this neighborhood.

As this neighborhood is located adjacent to the Downtown Historic District and in close proximity to
the historic districts in the Lakes neighborhood, and as the area where J.W. Young started his real estate venture in southeast Florida and also contains many fine examples of mid-century modern architecture, clearly this area is worthy of historic designation within the city of Hollywood.

A study in Florida was jointly conducted by the Center for Governmental Responsibility, University of Florida Levin College of Law and the Center for Urban Policy Research, Rutgers University. The study, completed in September 2002, entitled Economic Impacts of Historic Preservation in Florida, demonstrates that historic preservation efforts have positive economic development benefits to the communities that actively support these efforts. With this information in mind, expansion of the historic districts to include Parkside will benefit all of Hollywood.

APPENDIX
HISTORY IN PARKSIDE 1920 – 1940
Hollywood’s original Central Section

By Joan Mickelson, Ph.D. and Patricia M. Smith, Hollywood Historical Society. Mickelson is writing a biography of J.W. Young.

In the square mile of land that was his first purchase for his dream city in 1920, Joseph W. Young called it the Central section and named the east-west running streets for the U. S. Presidents, beginning at the south border of that first purchase, which is Washington Street today. As a result, Hollywood children could name off the presidents in order up through Calvin Coolidge. In keeping with his vision of a City Beautiful, Young zoned the area for particular architectural styles of his choosing and had his architects, Rubush & Hunter, design a variety of homes in the California Mission, Adobe, Moorish and Craftsman bungalow styles. The first 15 homes (not all identified) were built by contractor Harry Bastian in accordance with these plans, in 1921-1922.

The building of homes in this area and settling in of new residents was front page news in the Hollywood Reporter from 1922 to 1925. Properties mentioned in 1922 included the George E. Rodens from Toronto on Madison and 19th Avenue, the Dickeys’ bungalow on Jackson, the Frank Conrads from Pennsylvania on Madison, a “pretty adobe bungalow” on Jackson owned by “Miss Marr,” C. W. Sammons from Ohio in a Spanish bungalow on Monroe, a home on Jackson for Mr. and Mrs. Paul R. John and son Paul from Indianapolis, Mr. and Mrs. O. E. Behymer’s “unique Spanish type home on Jackson,” Miss Lillian Allen and her mother—also from Indianapolis—a home on Madison, and Mr. and Mrs. Charles Habig from Indianapolis completing a home on Monroe.

Mentioned in 1923 were Frank Thompson from Connecticut (Madison Street, two Spanish bungalows, nine more planned), R. M Ducharme from New York, 17 lots, George Young from Indiana (no relation to Hollywood’s founder), Spanish bungalows on Van Buren Street, Louis Mood from New York state, bungalows on Adams and Jefferson, O. M. McCombs from Indiana, 6-room bungalow on Madison near 20th Avenue, J. E. Bell from Ohio, six-room bungalow on Washington and 18th, and George E. Floyd from Miami, a novel Spanish bungalow on Jackson between 18th and 19th Avenues. Other sources of information about Hollywood’s first settlers include early city directories, and oral history transcripts from pioneers. Not all of these sites can be identified today as homes were not numbered for the first few years in Hollywood.

The following are historic sites in today’s Parkside that have been identified. [Addresses in brackets and italics indicate that the original house is no longer extant.]

Dixie Highway. This road was the brainchild of Carl Fisher of Indianapolis. Fisher had begun developing Miami Beach and as an auto enthusiast—he and partners built the Indianapolis Speedway in 1909—Fisher saw the auto

First Methodist Church, 1924.
(Broward County Historical Commission, Mr. and Mrs. Joseph MacKay collection)
as the future. In 1915 he built the Dixie Highway, paralleling Henry Flagler’s Florida East Coast Rail Way tracks in Hollywood, to bring visitors by car from Chicago and Indianapolis south to the Miami area. The first car passed through the wilderness that would become Hollywood in July 1915, and Fisher himself drove through in October 1916. Joseph W. Young arrived on the Dixie Highway in 1920 to buy the land that would become Hollywood, and Hollywood’s earliest settlers came along the Dixie Highway by car and bus as it was the main and only north-south road in the early 1920s. Sidewalks and ornamental light posts with underground wiring were installed by 1923 between Johnson and Washington Streets. For a time this road was also known as the “West Dixie.”

21st Avenue, called 1st Avenue from 1921 to 1925 because it was the first avenue to be graded and rock-surfaced when the city began. The avenues were renumbered when Hollywood became a city in 1925.

U.S. 1. 18th Avenue was called 4th Avenue until 1926. It did not become U. S. 1 until 1930-31. After that it was known as “the Federal” to locals.

Van Buren Street was named for President Martin Van Buren.

1804 Van Buren. First Methodist Church. Built on land donated to the church by J. W. Young, designed by architects Rubush & Hunter, and built at a cost of $30,000 in 1924, it was the first church built in Hollywood. William Jennings Bryan spoke at the cornerstone laying ceremony. Severely damaged in the 1926 hurricane it was partially torn down and rebuilt.

[1847 Van Buren. Home of Leo W. and Mara Stetson in 1929. Stetson, who arrived in 1927, was owner-publisher of the Hollywood News which he bought from J. W. Young in 1929. In the 1930s he published the Hollywood Herald and the Dania Herald and served on the city’s first Planning and Zoning Board in December 1941. He was Kiwanis president in 1944 when that group sponsored the teen center, the Rec. Mara Stetson served on the very effective Bond Drive committee in World War II.]

[19th Avenue and Van Buren. The first Catholic Church of the Little Flower stood here, a frame construction that was moved in 1926 from its original site at Van Buren Street and 20th Avenue.]


[1921 Van Buren. Home of Clarence and Lily Moody after 1926. Florida native Clarence Moody is one of the major figures in Virginia TenEick’s history of Hollywood. Hired by Young in 1923, Moody established Hollywood’s first electric, water and telephone companies and organized the Hollywood Fire Department, then served on the city commission and was Mayor, 1928-29. Previously, during World War I, Moody served in the US Navy on the battleship Arizona, the same historic ship that was sunk in Pearl Harbor during World War II, where it now lies. His wife, Lily Osment Moody, born in Cuba, was probably the first Cuban to settle in Hollywood.]

[1923-29 Van Buren. D. C. and Florence Nevin chose a California-craftsman bungalow style in 1922, from designs by Rubush & Hunter. Nevin was one of Young’s persuasive lecturers in the early 1920s. He was the first president of the Hollywood Chamber of Commerce (1924), and vice president of the first bank in Hollywood, the Hollywood State Bank, founded in 1924.]

2035 Van Buren. Whitehall Hotel. Built by J. W. Young from designs by Rubush & Hunter, August 1924, 50 rooms, at a cost of $75,000, intended as a dormitory for Beach Hotel help, but immediately began serving paying visitors. Of the six hotels built by founder J. W. Young before 1926, only the Beach Hotel, the Great Southern Hotel, the former Casa Blanca, and this one remain.

Jackson Street. Named for President Andrew Jackson. This was one of the first streets to be surfaced, in 1922 then developed with homes, many built by contractor Harry K. Bastian from Rubush & Hunter designs commissioned by J. W. Young.


1818 Jackson. Wellinger Apartments, 1924-25. Possibly from a design by Rubush & Hunter. In the late 1920s Virginia Elliott and her first husband, Harold Lathrop, lived here. {She later became Hollywood historian Virginia TenEick.}

1833 Jackson. Home of Ruth L. Burgoon, second grade teacher at Hollywood Central in the 1930s and 1940s. The double Mission-style house itself dates before 1926.
1836 Jackson. Home of Clarence H. and Alice Williams. He served on the city commission in 1939, and was elected mayor of Hollywood in 1941. Later also the home of Florence Lubinski Gassler, R.N., who in 1926 was assigned by the Red Cross to work in the Great Southern Hotel following the hurricane in September, and worked round the clock for three days straight aiding survivors. The house appears on the 1926 Sanborn map.


1856-1860 Jackson. Home of the Frank Burtons in 1922. After they moved, it was rented to J. W. Young’s oldest son, John and wife, Micki, who were living here when daughter Rene Ann was born January 31, 1930.

1857 Jackson. Maryland Apartments. Built about 1924-25, the hotel served as a temporary hospital following the 1926 hurricane.

1873 Jackson. Home of Joseph and Margaret Clark on Jackson “near” 19th in 1924.

Exact locations not identified: a novel Spanish bungalow on Jackson between 18th and 19th avenues built for George E. Floyd from Miami in 1923, and the home of Joseph and Margaret Clark on Jackson “near” 19th in 1924.

1905 Jackson. LaBaw family home. Also the residence of several Catholic priests when the first Church of the Little Flower property abutted theirs.

1908 Jackson. Site of the glamorous Hotel Villa Hermosa built in 1925 by the Whitsons, with dining room, tropical patio and 40 rooms. After the 1926 hurricane they housed 200 refugees and fed 300 daily including the Red Cross and National Guard. Ed and Edythe Whitson worked with J. W. Young in Indianapolis and were his close confidantes as he created Hollywood.

1941 Jackson. Bungalow home of Frank and Orpha Dickey from 1922. They were among the first six families to settle in the new Hollywood. Chief Engineer of Young’s Hollywood Land & Water Company, Dickey was the man responsible for transforming Young’s designs on paper into an actual city, including the draining of the Lakes Section and beginning of Port Everglades, where he was also Chief Engineer. Virginia TenEick says, “Throughout the city can be seen the practical ideas Dickey put into effect, first as company engineer, then city engineer, and finally City Manager (1935 to 1940s).” Orpha Dickey, also a civic leader, was first President of the Woman’s Club in 1922.


1946 Jackson. Home of Dr. Harrison Walker and his wife, Josephine, from 1925. Dr. Walker began as resident physician in the Hollywood Beach Hotel, then established Hollywood’s first hospital, Gulfstream Hospital in the coral rock building at 324 Indiana Street. The former hospital, now plastered over, is now the oldest original structure on the beach.

1947 Jackson. Poinsettia Hotel, built in 1924, was known as the Royal Palm Hotel by the 1930s. At that time managed by D. Steger, who advertised individual garages on premises, rates were $1.50 to 3.50 daily and $8.50 to 12.50 weekly (fairly standard in Hollywood in the 1930s).

2030 Jackson. Cottage-style home of J. G. and Christine Wellons by 1929. Wellons owned two shops on Hollywood Boulevard in the 1930s, Wellons Sandwich Shop at #2051 and Wellons Shoe Shop at #2039 and at the repeal of Prohibition, he opened one of the first cocktail lounges, at #1907.

Monroe Street, named for President James Monroe.

1841 Monroe. Home of Blanche and Frank C. Burton, from Indiana to Hollywood in 1923. House 1924-25 shown on the 1926 Sanborn map. Mrs. Burton was a teacher at Hollywood Central in the 1930s and 1940s.

1845 Monroe. 1924-25, appears on the 1926 Sanborn map. May be the home of Thomas McCarrell, 1925, a builder in Young’s era. McCarrell built the Hollywood Theatre (later Ritz Theatre) on Hollywood Boulevard. Their son, Tommy, an engineer for Young, was killed in the 1926 hurricane.

1855 Monroe. First Hollywood home of Clyde and Aimee Elliott and daughter, Virginia, later TenEick, who would write the first history of Hollywood. The 1922 house is considered the first to be built in the heart of historic Hollywood. It was one of the first 15 homes constructed by Harry Bastian to designs made by architects Rubush & Hunter for J.W. Young. When the Elliotts bought it they enlarged it and in 1923 moved in. Clyde Elliott served on the first Hollywood city charter committee and was later vice mayor. Virginia was a long-time reporter for the Miami Herald. Her History of Hollywood 1920 to 1950 is available at the Hollywood Historical Society.

1905 Monroe. 1924-25 cottage, appears on the 1926 Sanborn map.

1945 Monroe. Built for Philip and Minnie Adler in the bungalow style, in 1923 by contractor E. A. Van Atten from Rubush & Hunter designs approved by J.W. Young. The Adlers, from Indiana in 1924, were among the first Jewish settlers in Hollywood. With Phil’s sisters they owned Adler’s ladies wear which opened on Hollywood Boulevard in 1924. The sisters, Hattie and Victoria, were founding members of the First Church of Christ Scientist, in Hollywood.


1955-57 Monroe. Trianon Hotel, built in 1924 for Helen Whatley and her sisters from Chicago. Owner/manager Helen Whatley’s daughter, Marion, called Babe, a nurse, married J.W. Young’s youngest son Billy; they lived at 1500 Adams Street.


Listed in the 1924-25 County directory, before houses were numbered, were also: C. Warren and Wealthy Sammons. In 1922 their home was described as a Spanish bungalow. He was one of the Hollywood Land & Water Company’s top salesmen.

Samuel and Essie Black, with a home on Monroe near 19th. They owned the Hollywood Drug Co., the city’s first drugstore.

William and Ida Robbins home on the corner of Monroe and 20th.

Miss Cora Belle Riley home on east Monroe near 20th.

Madison Street. Named for President James Madison.

1812 or 1818 Madison. Home of June and William Pyne, 1923. He was assistant director of publicity for Young’s companies in the 1920s. June was Hollywood’s first policewoman. They also operated a small restaurant on 20th Avenue, called June Pyne’s, in the 1930s and 1940s.

1832 Madison. Home of C. C. and Sarah Freeman, built 1923. He was on the city charter committee in 1925 and also served as City Manager in the 1920s.

1901 Madison. Considered the first home to be settled in Hollywood. The house was built, like several around it, in 1922 by the Harry K. Bastian Company from a California Mission style design by Rubush & Hunter, approved by J. W. Young. Charles E. Roden, a retired jeweler from Toronto and his wife, Emma, bought the house in March 1922 and moved in. They called the house “Hollywood Villa.” Following the September 1926 hurricane the Rodens’ home became a resource for all Canadians needing relief, through the Toronto Star. This important Hollywood landmark was torn down in 1964.

1933 Madison. Frank and Martha Conrad. Considered the second home to be settled, after the Rodens, in 1922, and like theirs this was built from a design by Rubush & Hunter (approved by J.W. Young) by the Harry K. Bastian Company.

Listed in the 1924-25 County directory, before houses were numbered, were also: C. Warren and Wealthy Sammons. In 1922 their home was described as a Spanish bungalow. He was one of the Hollywood Land & Water Company’s top salesmen.

Samuel and Essie Black, with a home on Monroe near 19th. They owned the Hollywood Drug Co., the city’s first drugstore.

William and Ida Robbins home on the corner of Monroe and 20th.

Miss Cora Belle Riley home on east Monroe near 20th.

Madison Street. Named for President James Madison.

1813 Madison. Home of Marcella and T. D. Ellis from Georgia, from 1927. Dave Ellis, an attorney, was author of Hollywood’s city charter in 1925, and later served as city attorney for Hollywood and for Dania.
numbered, were also homes owned by:
David and Emma Fessler, corner of
Madison and 19th. He was a Manager.
Miss Helen Fessler, stenographer,
corner of Madison and 19th.

**Jefferson Street.** Named for President
Thomas Jefferson.

1818 Jefferson. Home of James and
Mary Mack in 1928. The Mission
style home was built c.1924-25 and
appears on the 1926 Sanborn map.
In 1930 Mack bought the former
Southern Mill & Bungalow builders
supply company on 21st Avenue
(originally begun by Young), and
changed its name to Mack Lumber
Company. He was president of the
Hollywood Chamber of Commerce
1934-35, and a director of the
Hollywood State Bank in the 1930s.

1830 Jefferson. “Villa Artiste. In
the Villa Hermosa System,” two-
bedroom, Moorish-type, concrete
block construction, c. 1926. From an
advertising brochure.

2000 Jefferson. Casa El Jeanne
Apartments, 1924-25.

**Adams Street.** Named for both
Presidents Adams, John and son
John Quincy.

1821 Adams. California Mission
style house, 1924-25, on the 1926
Sanborn map.

1825 Adams. three identical
buildings on this lot appear on the
1926 Sanborn map.

1830-34 Adams. two-story house,
1924-25, on the 1926 Sanborn map.
George Smith home in 1933, who
owned a grocery store on Hollywood
Boulevard beginning in 1925.

1925-27 Adams. Mission style house
with porte cochere, 1924-25, on the
1926 Sanborn map.

1929 Adams. Home of M. T. and Petra
Henjum in 1929.

1939 Adams. 1924-25, on the 1926
Sanborn map. Home of Royal Scott,
an insurance agent, in 1933. City
Commissioner in 1927.

1945 Adams. Home of John and
Eugenia Whelan. Originally from
Minnesota and a Great War veteran,
he was an attorney with an office in
the Morse Arcade on the Boulevard.
She was Hollywood’s Chief Librarian
from 1943 to 1964. The bungalow
appears on the 1926 Sanborn map.

1947 Adams. Home of Louis and
Sarah Sokolow Brown. The house
appears on the 1926 Sanborn map,
but today only the rear building
remains. Louis Brown was born in
Brest, Poland, and came to the U.S.
in 1907, escaping pogroms, moving
to Dania in 1913 where he opened
a store. He married Sarah Sokolow
in 1915, and in about 1924 they
opened Brown’s, a department store
at 2024 Hollywood Boulevard. With
the Phil Adlers, they were probably
the first Jewish families to settle in
Hollywood. An ad in 1934 (during the
Depression) quoted prices for “wash
frocks 95 cents,” men’s dress shirts 95
cents and work shirts 69 cents, while
towels 40”x20” were 22 cents.

Originally the Clara Apartments, built
1924-25. J. W. Young’s widow Jessie
and granddaughter Rene Ann were
living here around 1949 when Rene
Ann married Craig McNair.
The Hollywood streets between Washington and Pembroke Road were part of a land purchase Young made in 1924, after the streets to the north beginning with Washington had been laid out and named so a new set of names was needed. Head surveyor Tony Mickelson, a former Navy man, suggested names of several prominent Navy men and a general. Dewey Street. Named for Admiral George Dewey, commander of the US Fleet at the Battle of Manila Bay in the Philippines, scoring a famous victory for the USA.

1853 Dewey. Phyllis Apartments, home of owners Guy and Forest Wachtstetter from the 1930s. He owned a dairy west of Hollywood.

[1940 Dewey. Home of Earl “Pop” Dowdy and wife, Clara, by 1928. Dowdy was in the grocery business, managing the Piggly-Wiggly which took over the Hollywood Land & Water Company’s Administration Building on the Boulevard. During the worst of the Depression he suggested that the City raise morale by opening a softball field and sponsoring a team. Dowdy Field (on the Dixie Highway at Johnson Street) was named for him and opened in the spring of 1934. Coached by Dowdy and Homer David, Hollywood’s team won a state championship.]

2034 Dewey. Jessie Young, widow of Hollywood’s founder, J. W. Young, was living here in May 1953 when she was honored by the Apartment & Hotel Association as a “Pioneer Mother.”

Funston Street. Named for General Frederick Funston, who was Army Chief of Staff at the beginning of World War I.
In 1949 the Elks Club opened a new lodge at this site. The building is now gone and the lodge has moved elsewhere.

1823 Funston. Home of architect Fred Eskridge and wife, Elizabeth, by 1929. He designed the Hollywood Woman’s Club in 1927.

1924 Funston. In the 1920s this Mission-style cottage was the home of Mrs. Leonora Natkins.

1926 Funston. Apparently a pair with 1924. In 1940 this 1920s house was rented to tourists.

2014 Funston. In 1940 this was the home of Dr. Howard Koonce.

Rodman Street. Named by Tony Mickelson for Admiral Hugh Rodman, commander of the first US Pacific fleet, formed in 1919.

[1820 Rodman. Home of Dr. Arthur and Charlotte Kellner, from 1925. Dr. Kellner, a dentist with an office in Central Arcade, served as Hollywood’s Mayor during the Depression, 1935-38. Following the 1926 hurricane he was instrumental in obtaining relief funds for the beleaguered city through the American Red Cross. In 1935 he helped establish Orange Brook Golf Course, and was active in many other areas of public service, winning the Chamber of Commerce Community Service Award. Charlotte Kellner was a talented artist. They also lived at 1921 Rodman Street.]


Plunkett Street. Named for Admiral Charles Plunkett, commander-in-chief of the US Destroyer force in the Atlantic in World War I.

Wiley near 18th. E. A. Van Atten, one of Hollywood’s first contractors (he built the Adler family houses on Monroe Street).


Fletcher Street. Named for Admiral Frank F. Fletcher, commander of the US Atlantic fleet in World War I.

Moffett Street. Named for Admiral William A. Moffett, commander of Battleship Squadron I in Europe in World War I.

Moffett to Washington and Dixie Highway to about U.S. 1. Hollywood Airport or Hollywood Airpark, 1941-1952. A private airfield begun July 7, 1941, on undeveloped land purchased by J. W. Young in 1924 and named MacArthur Field after the attack on Pearl Harbor. Throughout World War II it was one of a small number of private airfields to remain open. In 1945 the new owners renamed it Hollywood Airpark. With the postwar population growth crowding the airport, the owners closed it in July 1952, had the streets put in and developed the property for homes.

1945 Moffett (Pembroke Road). Julius LaRosa’s restaurant in the 1950s. LaRosa was a popular singer and accordion player who performed on the Arthur Godfrey radio show.

The information in this appendix was taken from original source documents from the 1920s and 1930s, from oral history transcripts of Hollywood Pioneers, from city directories of the 1920s to 1940s, and Virginia Elliott TenEick’s History of Hollywood. For example, Young’s magazine, the Hollywood Reporter, documents his interest in the City Beautiful movement, and in California Spanish Mission architecture. (Nowadays this style is generically termed Mediterranean, but J. W. Young lived in southern California in the 1910s when the California Spanish Mission Revival was at its height, and never had an occasion to be influenced by the Mediterranean.)

If you would like more information, or if you have any information to share, please contact the Hollywood Historical Society, 954-923-5590 or hollywoodFLhistory@juno.com.