

# Historic

# HALLANDALE

by WILLIAM R. ADAMS

The City of Hallandale is located in Broward County, on the southeastern coast of the Florida peninsula. Dade County bounds Hallandale on the city's south, the City of Hollywood on its north, and the Atlantic Ocean on its east. The Intracoastal Waterway divides the city's mainland section from the peninsular barrier island upon which a part of the city lies. Incorporated in 1927, Hallandale did not truly

become an urban entity until the late twentieth century, remaining essentially a rural community from the time of its founding in the early 1900s until the decade of the sixties, when the population more than doubled to nearly 24,000 residents. The city contained over 40,000 residents in 1992.<sup>1</sup>

Before southeastern Florida became a retirement haven in the post-World War II

era and urban growth exploded, much of the land within Hallandale's corporate limits had been reserved for agriculture. Eastern parts of Hallandale now offer a vista common to the southeastern Florida coast, high-rise condominiums lining the waterfront and commercial establishments defining its major thoroughfares. The section of the city which lies west of the railroad tracks, once given to farms, is now occupied mainly by single family residential lots, intersected by commercial streets such as Hallandale Boulevard and interspersed with schools, apartments, pockets of commercial or industrial buildings, and several government complexes.

Unlike most communities in south Florida, Hallandale did not experience an era of exuberant growth in the 1920s, but retained its agricultural character for at least another decade or more. Farms once occupied most of the present corporate limits, and the growing, packing, and shipping of tomatoes provided the community's economic base. Relatively large agricultural tracts restricted the possibilities for urban development. The buildings found in Hallandale during the historic period, which begins with the community's founding and ends in 1945, consisted mostly of residences, a few small-scale commercial structures, and a number of packinghouses where tomatoes were prepared for shipment to northern markets.

## Physical Setting

Before its modern development began,

Even in a region as characterized by change as Broward County, few communities have seen as dramatic a transformation as Hallandale. Established as a Swedish farming colony by the Florida East Coast Railway interests, Hallandale soon lost its strictly Scandinavian identity, but retained its rural character until after World War II. Even the great Florida land boom of the 1920s had a minor impact on the physical development of this agricultural community. By the 1930s, however, depression and soil exhaustion ushered in a period of permanent agricultural decline. The establishment of tourist attractions, most notably racetracks and gambling clubs, brought a degree of excitement and a new economic environment, but did not substantially alter the size or physical development of the town.

It remained for the post-World War II population explosion to transform Hallandale into a sizeable city, with a large retirement population, sprawling commercial area, and a dense concentration of beachfront highrise structures. Few traces of the historic farming community remain.

The story of "Historic Hallandale" is told here by Dr. William R. Adams, president of Historic Property Associates, a historic preservation consulting firm based in St. Augustine. Dr. Adams holds a Ph.D. in history from Florida State University. This article is excerpted from "Historic Properties Survey of Hallandale, Florida," a report prepared by Historic Property Associates for the City of Hallandale.



Map showing the present boundaries of the City of Hallandale.

at the turn of the century, southeastern Florida consisted of a wilderness dominated by pine trees and palmetto scrub. The vegetation that once covered what is now the mainland part of the city was, in the early years of the twentieth century, removed when the land was prepared for modern agricultural use. A ridge of oolite limestone runs along the coastline, forming the only high ground found in the area that reaches from the Atlantic Ocean to the Everglades in the southern part of the peninsula. Solid rock two feet below the land's surface undergirds the soil of much of the lower eastern coast. Only a few miles inland the coastal ridge gives way to the Everglades, a slow moving, freshwater swamp thirty miles wide and one hundred miles long that stretches across the lower part of the peninsula. Reclamation, or drainage, of the swamp in the early part of the twentieth century extended habitable land along the coast westward at an environmental cost that only in recent years has begun to reveal itself. Climatically the area is subtropical.

#### Arrival of the Florida East Coast Railway (1894-1919)

Arrival of Henry Flagler's Florida East Coast Railway (FEC) in the area in the last decade of the nineteenth century irrevoca-

bly altered the course of development and history in east and south Florida. A former partner of John D. Rockefeller in the Standard Oil Company, Flagler retired to St. Augustine in the 1880s, where he plunged into the railroad and hotel business. Originally he intended to make the Ancient City the point of destination for his railroad and convert that small city into the "Newport of the South." Soon, however, Flagler began extending his railway southward along the coast, creating as it proceeded towns and settlements that eventually became the cities that now line Florida's eastern seaboard. Extending southward from Daytona Beach in 1892, the FEC reached what is presently Fort Lauderdale in early 1896. Two months later, the line reached across the New River on its way to Miami, where a pioneer landholder, Julia Tuttle, and others had offered Flagler vast tracts of land if he would bring his railroad into the settlement. Completion of the railroad, linking the populous cities of the central and northeastern coast of the United States to south Florida, opened the most significant chapter in the region's history, a period which a century later continues to unfold.<sup>2</sup>

Henry Flagler did not consider the area presently occupied by Broward County a particularly significant location when he extended his line into south Florida. He

was much more interested in Palm Beach and Miami, where he constructed large hotels for winter visitors. Nevertheless, his railroad also brought in farmers and settlers, some of them lured southward by the glowing descriptions of inexpensive homesteads and building lots which Flagler's land companies published, and by the promise of cheap and fertile agricultural acreage. The initial wave of settlers in the mid-1890s came from northern and central Florida and southern Georgia, many of them victims of the "Big Freeze" of 1894-1895, which had destroyed the north Florida citrus industry and ravaged vegetable farms throughout the southeast. In south Florida they indeed found available land for clearing farms upon which they could raise winter vegetables, such as tomatoes, beans and peppers, as well as citrus fruits, to satisfy the hungry demand of northern urban markets. Flagler's railroad for the first time brought those markets within reach of south Florida's agricultural fields. The cities which today line the FEC tracks in Palm Beach, Broward, and Dade counties almost universally began as agricultural communities at the turn of the century.<sup>3</sup>

#### Land Reclamation

Land reclamation, the name given a

state-sponsored program to drain the wetlands, also played a critical part in the development of south Florida. The idea had floated about since the mid-nineteenth century, after the Congress in 1850 enacted a law awarding the states wetland areas. Florida received ten million acres under the act and shortly thereafter created administrative machinery to implement sale of the land. In 1882, Hamilton Disston, a wealthy Philadelphia sawmaker who spent his vacations in Florida, purchased four million acres at twenty-five cents an acre and began draining swampland. Farming communities sprouted on the "reclaimed" land, which supported growth of a variety of fruits and vegetables. Disston ran into financial difficulty, but proved the technical feasibility of the idea. A decade later, in 1904, Governor William S. Jennings announced that "his first and chief duty in handling (these lands) was to have them drained and reclaimed."<sup>4</sup>

Jennings' successor, Napoleon Bonaparte Broward, sponsored land reclamation as a progressive reform measure during his term as governor (1905-1909). He believed that the Everglades contained the richest soil in the world and that by converting the swamp into farmland, Florida might become the world's breadbasket. The state legislature gave his program strong support, and under state auspices in 1906 work began. Although technological and financial problems bedeviled the state's reclamation program, the work continued until the mid-1920s. In the meantime, Everglades reclamation dramatically changed the face of southeast Florida, producing west of the Intracoastal Waterway cultivatable land from muck or swampland. The ultimate usefulness of the program remains questionable, however; the soil in the eastern portions of the county became drier and less productive, while the reclaimed land to the west remained subject to the vagaries of rainfall and water supply. Flooding became a recurrent problem.<sup>5</sup>

#### Initial Settlement

Hallandale began as an agricultural settlement. In return for constructing a rail line through the previously unsettled region, the state awarded Flagler's company large tracts of public lands beside the railroad (and in some cases distant from it), which Flagler thereupon sold in order to finance his project. Flagler promoted and executed sale of the lands through his own land companies and through local agents. His principal land agent was James E. Ingraham, who maintained his residence in St. Augustine while directing land sales throughout east Florida.<sup>6</sup>



Photo above shows the Halland family in Stanton, Iowa, c. 1890. Reverend Bengt Magnus Halland is seated third from right; his son Luther is standing at center. Below is a handbill in Swedish advertising an 1897 excursion from New York City. Both pictures courtesy of Hallandale Chamber of Commerce.

## BILLIG :. LANDEKURSION

— TILL —

### ...HALLAND...

Dade County,

FLORIDA.

Afgrä från New York City på en af Öfversta Linien eleganta ångbåt.

Tisdagen den 30 Mars 1897, kl. 3 e. m.

IAGEN bär förnämnda denna ypperliga tillfälle att för jämförelsevis ringa omkostnader få besöka sydöstra Florida, kändt för Citroner, Apelsiner, Kokosnötter, Öflor, Vikor, Pine Äpplen och andra halftropiska frukter, såväl som alla andra vintergrönor, och med stor nötningskost för odlaren.



## HALLAND

är namnet på den svenska kolonien i sydöstra delen af Florida, der odlaren är hotryggad för den tidiga och sena frosten, som i de nordligare delarna af staten, så ofta göras. Frukterna äro af högsta kvalitet och det en större sträcka af det ypperligaste land för odlare af olika sorters frukter ännu finns till salu för billiga priser och på lätta betalningsvillkor.

ÄTROTTHANDLINGARNE i Teles, som också och lemnas af millionären Henry M. Flagler, New York City.

Klimatet är det allra bästa. Vintergräset och sommarens är 80 till 90 gr. F.; om vintern 50 till 70 gr. F.

De skötseliga hafvets odlarna gilla klimatet allid behagligt. Inga svårigheter förkunnas här; odlarna allid eröfva i tillräckligt stora utbyten förder följande året framåt.

#### Naturliga Hjelpkällor.

Skogarna, flöden, åderna och hafvet förse landets bebyggelse med mat och dryck i öfrigt. S. d. För besökarna finnes riklig föda både sommar och vinter. Boring och lätts arbete på odlarna för såväl frukter som grönsaker. Under årets lopp förkunnas 240 dagar med klar himmel.

#### Marknader.

Sådana finna utmed hela Floridas kusten uti de större och mindre hamn, som ofta äro öfverfyllda af rika och välberedda varor till försäljning. I de större städerna. Derasom gifvas nästan kommunikationer per ångbåt och järnväg till New York, Philadelphia och Boston.

#### The Halland Land Co.

inbjuder till denna exkursion den 30 Mars och förtägnad, och därigenom själv kan öfvertygas om de fördelar, som här verkligen erbjudas.

REFERENSER: Affärsmännen C. W. Lundquist, 300 Atlantic Ave.; O. G. Engström, 418 Atlantic Ave.; missionärer J. H. H. Mark, 170 St. Marks Ave.; herr John T. Smith, 281 14th St.; Prof. Philip Dowell, 141 Decatur St.; Pastor E. Jacobson, 420 Parule St.; Brooklyn, N. Y.; Pastor R. M. Halland, Stanton, Iowa; Mr. Ture Johansson, Pl. Landendale, Dade Co., Fla.; Kandidat O. Renner, 2 Water St., New York, N. Y.

Deltagare i Exkursionen sammas i LUTHERSKA EMIGRANT-BENNET, No 5 Water Street, New York City.

För korter och cirkulär resande i öfret och vidare upplysningar angående exkursionen den 30 Mars, tillskrif gossat.

**THE HALLAND LAND CO.,**  
5 WATER STREET, NEW YORK, N. Y.

According to oral testimony from Hallandale pioneer Carl Ericsson, Ingraham himself was responsible for the initial sale of land and settlement in the Hallandale region. By Ericsson's version, Ingraham encouraged a Swedish minister's son, Luther Halland, to promote a Swedish settlement in south Florida, one that would be comparable to a Danish settlement just south of Fort Lauderdale. Ethnic settlements were not unusual at the time. The east coast of Florida is sprinkled with towns and cities originally populated by settlers of a particular nationality. Halland accepted the suggestion and undertook to promote a settlement in the area that is now Hallandale.<sup>7</sup>

It was not a minister's son, but the minister himself, the Rev. Bengt Magnus Halland of Burlington, Iowa, who promoted the community. Halland had successfully organized "colonies" for Swedish immigrants along rail lines in the Midwest. The original contact with Halland was undoubtedly made not by Ingraham, but by Olof Zetterlund. Born Olof Johnson, on December 17, 1858, in Sweden, Zetterlund, who

took the name of a stepfather, arrived in the United States about 1880, settling in New York. By the mid-1890s he had become involved in real estate promotion, apparently successfully, since he subsequently was able to purchase sizeable tracts of land in south Florida. If Ingraham invited either of those two to encourage settlement in south Florida, logic suggests Zetterlund, who as a New York land agent would have been an obvious contact for real estate promotion. Zetterlund often traveled to the Midwest, where Halland lived, probably met him there and stimulated Halland's interest in south Florida. At all events, by 1897 the pair had embarked upon efforts to persuade Swedish immigrants to move to south Florida. A surviving handbill from the time (1897), printed in Swedish and distributed aboard a Clyde Line steamer out of New York, advertised the sale of large tracts of land for growing fruits at inexpensive cost. The flyer also traded upon the fears aroused by the recent great freeze, proclaiming the Hallandale area safe from the frosts that had ruined the fruit crops in northern

Florida.<sup>8</sup>

The origin of the name given the community appears self-evident, though some sources have misattributed it to the country of Holland. On June 2, 1897, the United States Post Office authorized establishment of a branch at the fledgling settlement, then officially unnamed, although, as we shall note, it was already called "Halland." The Post Office gave it the name of its principle promoter, the Rev. Halland, but may have added the suffix "dale" to Halland's name to prevent confusion with a town by the name of Holland on the west coast of Florida. Halland was named postmaster, but in fact Charles Ericsson first actively served in that position, which he held until 1907.<sup>9</sup>

Correspondence between Ingraham, George F. Miles, president of the Florida Coast Line Canal and Transportation Company, and A.P. Sawyer, president of the Boston and Florida Atlantic Company, land developers, reveals that as early as September 1896 the name Halland had been attached to the community. Miles, whose St. Augustine-based company had been engaged to construct roads and canals in the proposed south Florida settlements, also apparently participated in real estate sales and promotion. By September 1896 two "reservations" of lands for "Scandinavian colonies" had been created south of the New River. Ingraham visited the "colonies" at Linton, Boynton, Modelo (Dania), and Halland in October 1896 and reported them well established, with people "coming in daily."<sup>10</sup>

As of November 24, 1896, no land sales had occurred at the Halland colony, because the FEC was awaiting completion of the land survey and construction of a drainage system. A town site in Section 27 had been selected, however, centered at the present intersection of Hallandale Beach Boulevard and the Dixie Highway. In January 1897, Ingraham was still awaiting applications for land purchases from the "Halland people," a reference either to prospects for that colony or to buyers actually associated with Halland, although no reference to Halland himself appears in the correspondence found in the A.P. Sawyer papers.<sup>11</sup>

In February 1897, Zetterlund was attempting to promote land sales. An excursion by rail from Brooklyn, New York had been arranged. The first purchasers of lots and acreage in Halland included Nellie Gieges, of whom more shall be told, F. Jacobson, a minister from Brooklyn, and the Swedish Evangelist Lutheran Bethlehem Church in Brooklyn. In August 1897 Ingraham sent Miles contracts for sales to seven individuals. Two months later Ingraham reported that 600 acres had

# Florida Coast Line Canal and Transportation Co.

ST. AUGUSTINE, FLA.

September 24th, 1896.

Wallace Moses, Esq.,

West Palm Beach, Fla.

Dear Sir:-

Your favor of the 21st instant received.

We shall be glad to let Captain Dymick have the land he requires at the price named. If you will let us have an accurate description of this land we shall have the deed made out for him. I note what you say in your letter of the 11th instant regarding the reservation suggested to Mr. Sawyer, and shall see that none of the land described is sold from this office. I quite agree with you that the improvements you contemplate making should considerably increase the value of the surrounding land. I shall be glad to hear of any sales made from your office, and to co-operate with you in any plans you may make for disposing of the lands of the Boston and Florida or Canal Companies.

We have made two reservations south of New River for Scandinavian Colonies. I shall send you a map showing the lands of the B. & F. Company included in these reservations. All lands within the red pencil lines are included.

Yours very truly,

*George F. Miles*

*A.P. Sawyer*

Letter dated 1896 from George F. Miles of the Florida Coast Line Canal and Transportation Company, describing the reserving of "Scandinavian colonies" (from the A. P. Sawyer Papers, Florida State Archives).





Carl "Charles" Ericsson, prominent Hallandale pioneer and early postmaster (courtesy of the *Miami Herald*).

been sold at Halland in ten-acre lots. One hundred tickets had been issued for an excursion from Jamestown, Ohio to Halland.<sup>12</sup>

In the summer of 1897, J.A. Bostrom of Ormond Beach traveled to Sweden at the employment of the FEC to encourage immigration to Modelo, Halland, and White City, another proposed "Scandinavian colony," located in what is now St. Lucie County at a site south of Fort Pierce. Bostrom's efforts succeeded "beyond expectation," wrote Ingraham, despite the strenuous opposition of Swedish authorities, who apparently objected to the attempts of Americans to promote emigration of Swedish citizens.<sup>13</sup>

Halland, of whom we find scant contemporary documentation, reportedly did not remain long in the community named for him and which he helped to found. He established a trading store, which may have remained in business for more than a decade, but Halland himself left the community sometime in 1898. By that time a number of settlers had arrived and begun to farm. The first of them probably included Alvern Andrean, Charles Ericsson, and the Gieges family. Andrean, born in Sweden, emigrated to the United States in 1893 at the age of twenty-six. An 1898 newspaper account of agriculture in Hallandale reported that Andrean, a truck farmer, had five acres planted in tomatoes, already the crop of choice for commercial farm production in the Hallandale vicin-

ity. Andrean's death in 1912 was recorded in the *Miami Metropolis*.<sup>14</sup>

Carl "Charles" Ericsson, born in Sweden in 1864, emigrated to the United States in 1885 and settled in the Sanford, Florida vicinity, where he cultivated citrus. The Great Freeze of 1894-95 destroyed his grove and drove him from the state. He returned in 1898 to settle in Hallandale, establishing a homestead at a site near the present-day Hallandale Post Office. Ericsson farmed ten acres on the Hallandale Beach Road and an additional twenty acres on Pembroke Road. He also served as postmaster from 1898 to 1907. One of Ericsson's sons, E. Victor, occupied a familiar place in local government and business affairs for many decades.<sup>15</sup>

A widow of Swedish birth, Nellie Gieges, according to J.E. Ingraham the first person to actually purchase land in the Halland settlement, moved to Hallandale from New York with two sons and a daughter in 1897. She initially managed a frame rooming house which the land company had constructed as temporary quarters for settlers. The Gieges Building, constructed in 1925 on the site, the northwest corner of Hallandale Beach Boulevard and Dixie Highway, is now a community landmark. Although the Gieges children were less than twenty years of age at the time, the family also began farming and eventually became one of the largest growers in the area, establishing its own packing house.<sup>16</sup>

F.E. Rogero, a native of St. Augustine, Florida and descendant of the settlers who accompanied the ill-fated 1767 expedition

that colonized New Smyrna, moved to Hallandale before the turn of the century, at age forty-six much older than most new settlers. Owner of a family name familiar in St. Augustine, Rogero, like other farmers in the area, began producing tomatoes. He eventually set up a local saw mill. The Rogero family house, a two-story frame vernacular building, remained standing along the Dixie Highway until the 1970s, when it fell into disrepair and was demolished.<sup>17</sup>

J.W. Moffitt migrated to Hallandale from Philadelphia in 1900 at the age of twenty-seven. A native of Ireland, educated in Scotland, Moffitt had previously worked for the American Stores Company before the lure of profits in the truck farm industry drew him to south Florida. He continued to maintain a residence in Philadelphia while engaged in his Hallandale business. A son of Moffitt's, J.W. Moffitt, Jr., was born there in 1910 and brought to Florida at the age of one month. Moffitt, Sr. became a prominent figure in town politics and business. He operated a packing house and managed production of tomatoes from different fields throughout the area. In May 1927 Moffitt carried to Tallahassee the local appeal for state legislative approval of the town's incorporation, and he subsequently served on the first town council. He established during that same decade a real estate firm which continues in business in the last years of the century, and, among other business interests, acquired a steam laundry, which operated under the Moffitt name. The residence which



The J. W. Moffitt home, constructed in 1906, is one of Hallandale's oldest structures (courtesy of Hallandale Historical Society).

STATE Florida DEPARTMENT OF COMMERCE AND LABOR-BUREAU  
COUNTY Dade THIRTEENTH CENSUS OF THE UNITED STATES  
TOWNSHIP OR OTHER DIVISION OF COUNTY Hallandale Flaw Precinct #3 NAME OF INCORPORATED PLACE  
NAME OF INSTITUTION

ENUMERATED BY

LOCATIONS	NAME	RELATION	PERSONAL DESCRIPTION	BIRTH			BAPTISM		
				Year	Month	Day	Year	Month	Day
1681	Lizgas Jeller	Head	5 W 42 M	3	3		Sweden	Sweden	Sweden
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1786	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1787	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1788	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1789	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1790	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1791	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1792	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1793	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1794	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1795	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1796	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1797	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1798	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1799	John	Son	W 24 M 1				Sweden	Sweden	Sweden
1800	John	Son	W 24 M 1				Sweden	Sweden	Sweden



Hallandale's F.E.C. Railway station, as it appeared in the 1920s (courtesy of Florida Photographic Collection, Florida State Archives).

Moffitt constructed in 1906 along what is now the Dixie Highway, one block north of City Hall, remains extant in the 1990s, one of the city's landmark buildings.<sup>16</sup>

#### Hallandale at the Turn of the Century

The difficulty in establishing at this date the tract boundaries for the 1900 census prohibits a determination of the precise number of people residing in Hallandale at the turn of the century. One census analysis suggests that about twelve families had set up homesteads in the vicinity. Seven of the families were Swedish, two English, and three black. The small number of residents in the area, dispersed throughout some six to eight square miles of territory west of the Intracoastal Waterway, hardly qualifies as a community. The post office and Halland's trading post undoubtedly constituted the only identifiable non-residential or farm institutions in Hallandale, and the post office was located in Charles Ericsson's home.<sup>17</sup>

Many residents in a broad area surrounding the post office in Hallandale probably listed it as an address, further confounding efforts to identify early residents within what are now the recognized city limits. In the 1898-1902 period, numerous people declaring a Hallandale address filed claims for land in Township 51 South, Range 41 East, immediately west of the township within which

Hallandale is situated. Their names, contained in a state land agent's report, included N.C. Pike, J.E. Mosley, C.W. Brown, N.A. Carlson, A. Andrain (sic), A.L. Bryan, Oscar Anderson, N.C. Bryan, W.Q. Bryan, J.R. Charlton, C.M. Howell, J.H. Johnson, John T. Wofford, J.W. Wofford, Edwin Anderson, John Anderson, Charles Erickson (sic), and George E. Galloway. To gain possession of the land under state law, the claimant had to establish residence on the parcel, limited to 160 acres or less, or improve it. Residents of Hallandale listed in the 1910 census whose claims to western lands were eventually validated included H.F. Ingalls, the wife of C.E. Ingalls, N.C. Bryan, J.H. Johnson, and J.T. and J.W. Wofford.<sup>18</sup>

A reporter for the *Miami Metropolis* made a visit throughout the agricultural region north of Miami in late 1898 to inspect the farms. In a resulting article, he described twenty-one farms on "Halland Prairie," listing the owner, the number of acres under cultivation, and the crops produced on the farm. The largest farms were ascribed to Charles Anderson, forty-four acres, and William Norton, twenty acres, all in tomatoes. The farm of Mosely and Hillyard had in production ten acres in peppers, one in eggplant, one in beans, four in potatoes, and four in cucumbers and squash. Recognizable names in the report included S. Sjostrom and J.T. Wofford, who eventually became packing

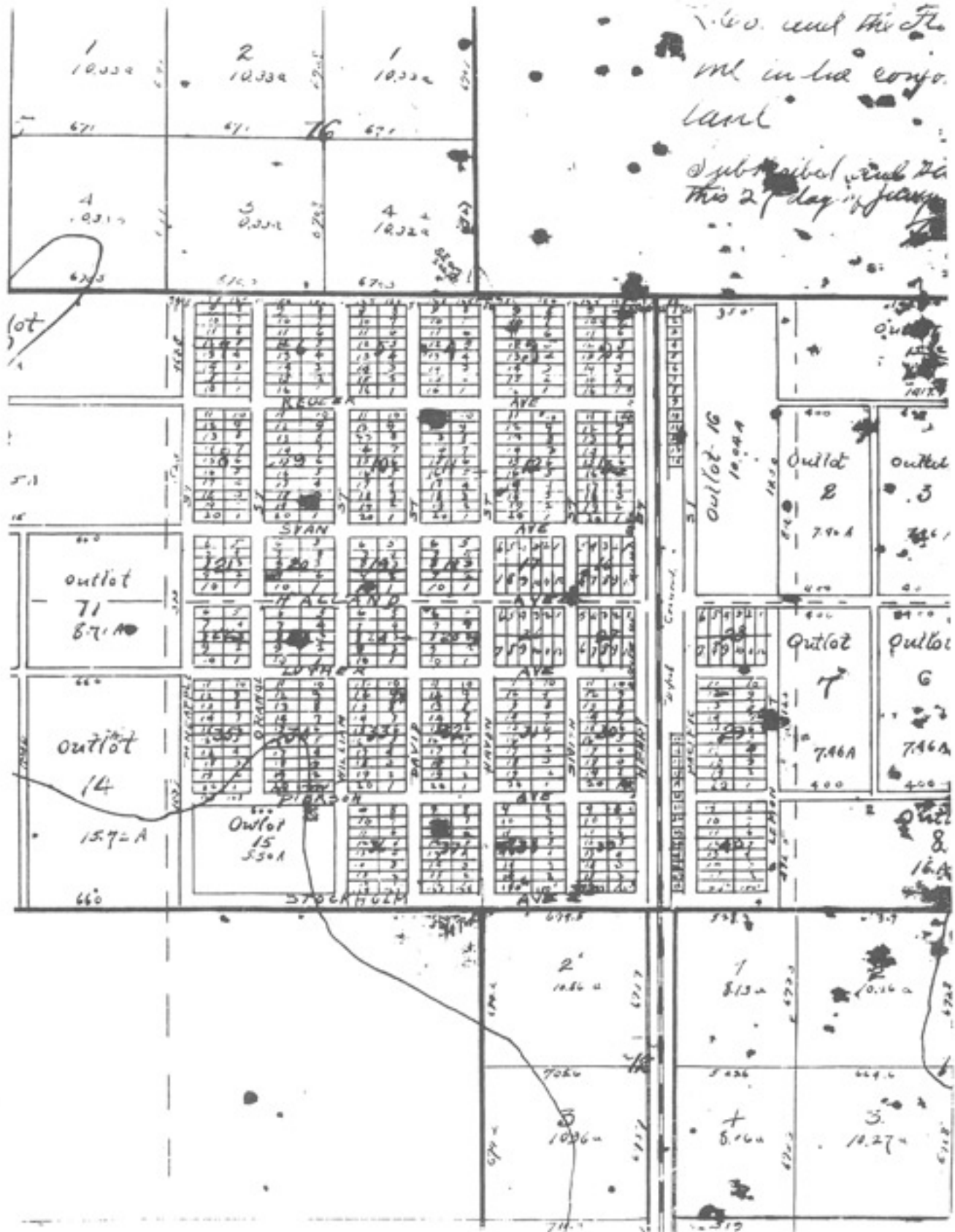
house operators, and the Gieges brothers. Charles Anderson, from Alabama, twenty-seven years old in 1898 and married to a woman born in Sweden, was listed in the 1910 census as renting the land he farmed.<sup>19</sup>

The identity of the black families who inhabited the area is unclear. Equally uncertain is whether any of them farmed as a freeholder of land or as a sharecropper or whether all worked as field hands for white farmers in the area. The three were soon joined by many others, and by 1902 a sizeable enough community of blacks lived in the area to warrant an observation in the *Miami Metropolis* that as a group they held church services and prayer meetings on a weekly schedule. Some early black settlers were Bahamians, who made their way to Hallandale through Miami. One early identifiable black settler in Hallandale who became a familiar figure in the community was Peter Timmons, a native of Live Oak, Florida, who migrated southward in 1905. Timmons initially gained employment as a sharecropper, renting acreage from landowners whom he paid with a portion of the harvest. He acquired a team of plow mules and contracted for field work with farmers. By the 1920s, Timmons had branched out in the contract business, purchasing a truck and arranging work forces for construction projects throughout the area, even as far south as Miami Beach.<sup>20</sup>

By 1910, more than a third of Hallandale's residents were black, ninety of the 240 people counted in the precinct as the community in the census of that year. About one-fifth of their number had immigrated from the West Indies, probably the Bahamas, the remainder from north Florida, Georgia, and the Carolinas. Blacks migrated to Hallandale for the same reason as whites, seeking improved economic opportunity in the truck farming industry, with which they had great familiarity. Blacks had also another reason at the time to leave their communities in the north part of Florida and other southern states. The failure of Reconstruction had degenerated by the 1890s to a time of active and often violent attempts to disenfranchise the black voter and to strip from blacks the rights of citizenship they had assumed to have won in the post-Civil War period. Hallandale, like the rest of south Florida, may have appealed to them as an unpopulated region without the harsh traditions of discrimination found in long established communities.<sup>21</sup>

In the very early years of the century, barely half a decade from the time the first settlers had arrived in the area, Hallandale had become a recognized center for the production of truck farm produce, particularly tomatoes. Agricultural tracts ranged





Original plat of Hallandale, prepared by pioneer Fort Lauderdale surveyor William C. Valentine and filed in 1898.  
Note the Swedish names originally given to the streets.





The 1910 Hallandale school building still stands, but has undergone extensive changes since this 1970s photo was taken.

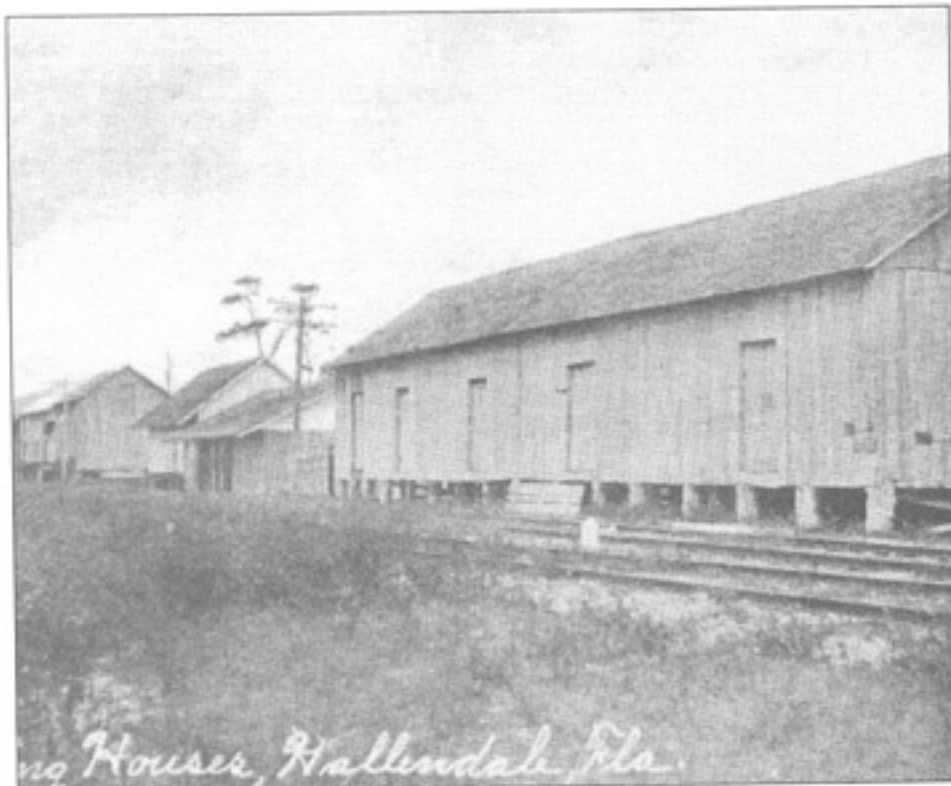
in size from five to twenty acres. The two largest planters in 1902, Tatem Wofford and McLean & Ransom, shipped on average 350 crates daily and three carload lots on a weekly basis. Produce was shipped to markets throughout the eastern seaboard. Rail communications permitted export even to midwestern cities, such as Chicago. The largest contractor for hauling and shipping, T.H. Barlow of Orlando, employed twenty men at the task in Hallandale. A grower himself, Barlow also operated a packing house. Having tested the business waters, many farmers planned to settle permanently in Hallandale. Residential and commercial construction was sufficiently extensive by 1902 to warrant establishment of a local saw mill.<sup>24</sup>

#### Emergence of the Community, 1900-1920

In March 1898, the Boston and Florida Atlantic Land Company and the Flagler interests filed with Dade County the first plat creating a subdivision within the present limits of Hallandale. The survey platted small lots in an area that reached from Northwest Third Street to Southwest Third Street and from the railroad westward to Sixth Avenue. Approximately three square miles of additional land, east and south of the small lots, was blocked off in ten-acre tracts. Purchase of a ten-acre tract included a free lot within the "town," a

feature of which Nellie Gieges took advantage. The community at the century's beginning consisted of the rooming house, a trading store, several packing houses, located on the west side of the railroad tracks, and scattered farm houses. The original railroad depot, probably constructed in 1896, remains standing, though it was cut into two sections, moved one block from its original location, and converted to residential use, sometime before 1942. The two residential apartment units that once formed the FEC's Hallandale depot are located at 102-108 Southwest First Street.<sup>25</sup>

The railroad had introduced reliable communication and brought with it the telegraph. In 1902 the first telephone was installed in Hallandale, at a store operated by J. B. Wofford. Plans for construction of a road linking the community with localities to the south were discussed, as automotive transportation began to assume realistic proportions. In 1902 Dade County undertook construction of a twelve-foot-wide rock-surfaced road that ran from Miami to West Palm Beach, completing the work in 1906. A similar road to Dania was completed in 1910. In 1915 the Dixie Highway reached Hallandale. Such developments ended the area's isolation, encouraging immigration of residents to the area and creating a need for community institutions and a commercial



Packinghouses lining the F.E.C. Railway tracks in Hallandale, c. 1910s (courtesy of Hallandale Historical Society).



Hallandale's impressive 1916 school building was destroyed by fire in the 1920s (courtesy of Hallandale Historical Society).

infrastructure to serve the growing population.<sup>26</sup>

The first schoolhouse, completed in 1904 and located at the northwest corner of Hallandale Beach Boulevard and Second Avenue, accommodated ten elementary students in its initial year of classes. A hurricane in 1910 destroyed that building. Residents petitioned the Dade County School Board for a new building. When the board pleaded lack of funds to construct one, the residents assumed both the responsibility and the cost of building a school. The building they constructed remained in use for six years before the Board of Education constructed a two-story schoolhouse on the site of the present City Hall. The 1910 building served as a parish house for the Bethlehem Lutheran Church until 1966, when the church donated it to the residents of Hallandale. It is presently located within the city's engineering compound at 650 Northwest Second Street.<sup>27</sup>

Secondary school students had to travel to either Dania or Fort Lauderdale for high school classes. Initially they traveled by train, before bus service was introduced in the 1920s. Black children, forced to attend segregated schools, fared worse. The Methodist Church provided space and instruction for black children until 1916, when the Dade County Board of Education constructed the first elementary school for blacks in Hallandale. The building, named the B.F. James Elementary School, was located at Northwest Second Avenue and Ninth Street. Distance prohibited black children seeking a high school education

from commuting to the nearest available schools in Melbourne and Miami. Until the 1930s, when busing for secondary students to a black high school in Fort Lauderdale was initially offered, they were forced to transfer to another community on a permanent or semi-permanent basis.<sup>28</sup>

The 1910 census counted 240 people in the Hallandale precinct, residing in seventy-one households. Only ten members of the community listed Sweden as their place of birth, suggesting that the Scandinavian origins of the community had become subsumed by settlers from various parts of the United States. Florida and Georgia contributed the greatest number of residents to the community, others came from a scattering of states throughout principally the southeastern part of the country. The census reveals an almost exclusive economic dependence upon the truck farm industry. Few occupations other than truck farming or employment in a packing house appear. Four storekeepers, four carpenters, a railroad agent, a mechanic, and two laundry workers were recorded, but none associated with another business or industry.<sup>29</sup>

The community contained some seventy-five buildings in 1914. Nearly all of them consisted of residences or buildings associated with the truck farm industry. Non-residential or farming buildings included three churches, a school, one general store, and two grocery stores. The buildings and the population were located on 2,500 acres of marl land, which residents at the time divided into two sections: the

"Front" or "East Prairie," consisting of the land between the rail line and the Intracoastal Waterway, and the "West Prairie," the remaining part west of the railroad. About 1,400 acres of land was under cultivation in the two sections.<sup>30</sup>

The packing houses extended along the rail line. As many as fourteen such buildings lined the west side of the tracks. The North American Fruit Company owned three of the houses; other packing house operators, as listed in the *Miami Metropolis*, included J.B. Wofert (Wofford?) & Company, H.A. Barnett, Wigby, Geiges Bros., W.H. Strickland, C. Curci, Ed Johnson, Wilkins & Yeagle, Tatem Wofford, E. Somers, E. Engers, and L. Schomburger & Burks. On the East Prairie, the North American Fruit Company, probably the largest grower in the community, had 300 acres in tomatoes. L.H.O. Sjoström, an early settler, managed the company's activities in Hallandale. The major growers on the East Prairie included J.B. Moffitt, who had 100 acres in tomatoes; Howard Wilkins, ten acres; and E.V. Palmquist, twenty-one acres. The farms on the West Prairie were evidently smaller in scale, consisting of plots no greater than twenty acres in size, though Anderson planted fifty acres in tomatoes in 1914. Two of the packing houses remain standing, though both have been highly altered and one of them moved. The Schoenberger Packing House, constructed in 1912, stands at 112 Southeast Third Street, although that address may not have been its original location. The building has been intensively renovated in conversion to residential use, but probably retains its original configuration. A second extant packing house, found in the 100 block of Northeast First Avenue, lost virtually all of its original appearance amid the alterations it has experienced.<sup>31</sup>

Growing, packing, and shipping tomatoes was a large industry in Hallandale by World War I. By 1914, over 400,000 crates were annually shipped from the area. During World War I, agricultural prices, in relation to other goods, escalated to the highest levels in the nation's history. In the first year of the European war, Hallandale farmers received \$2.25 per crate for tomatoes, perhaps as much as a dollar per crate more than they had received in 1908. Around that time they also increased their production and shipping of other crops, including cucumbers, beans, and grapefruit. The Geiges brothers were considered the largest growers of grapefruit in the area. Their groves were located in the far western part of the area, reaching to what is now Pembroke Park, about two and one half miles west of the rail line. Like most farmers, they probably enjoyed a healthy economic return during the war

# The Hallandale Herald

Vol. 1 No. 1

HALLANDALE, FLORIDA, APRIL 12, 1921

Price 5 cents

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ESTABLISHED NINE YEARS

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Everything for Everybody

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Feed for Horses, Mules, Cows,  
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**GEO. W. HEDRICK, Prop.**

Opposite Depot

HALLANDALE, FLA.

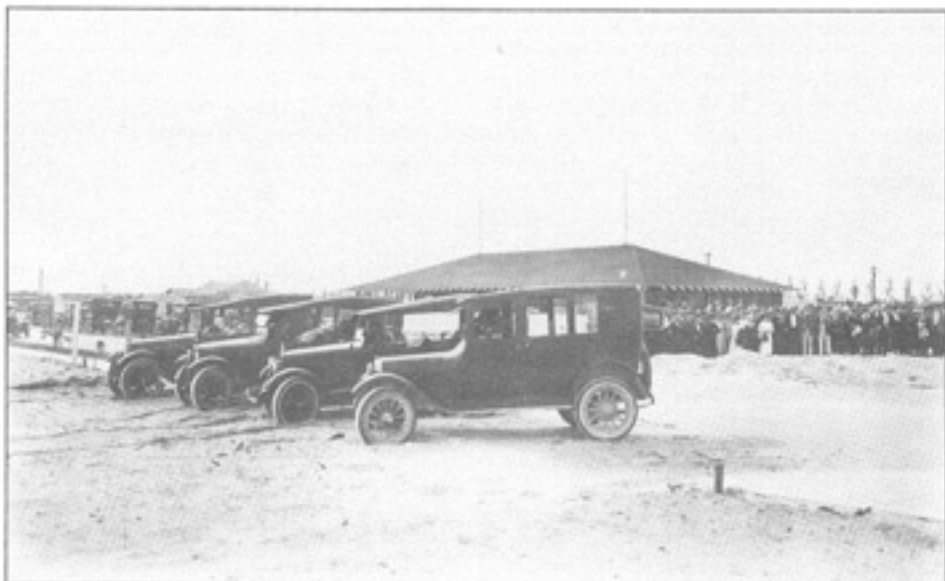
years on their economic investment in the land and crops. The experience undoubtedly colored their outlook on the value of the land as the war ended and a new era began.<sup>32</sup>

Hallandale had grown in population during the first two decades of the century, but it remained an agricultural community in 1918, devoted almost exclusively to the growing and shipping of farm produce, chiefly tomatoes. The town's largest building, the high school, constructed in 1916 on the site of the present-day City Hall, was an imposing two-story structure, cast in an Italian Renaissance design. The residences, for the most part, were occupied by people who owned or managed the vegetable plots or who tilled the fields and picked the crops. The principle concentration of commercial buildings was found along the rail line, consisting of the packing and shipping houses and a depot. John Hart's general store faced the depot from the east side of the tracks. Other commercial buildings were few in number, only the small grocery and meat shops and dry goods stores necessary to provide the essential goods for everyday living in the community. Much of that was to change dramatically in the next decade.<sup>33</sup>

#### The Great Florida Land Boom (1918-1926)

The first half of the 1920s decade witnessed an era of unprecedented development and economic expansion in Florida. It is difficult to exaggerate the proportions of the real estate frenzy that gripped the state or of the physical growth that resulted. Between 1920 and 1930, the state's population rose from 968,470 to 1,468,211. To accommodate the speculative demand for a piece of Florida real estate, developers hastily acquired hitherto unplatted tracts of land, subdivided them, and began offering the lots for sale in markets throughout the United States. Although the land boom had its genesis in south Florida, particularly Miami, no part of the state escaped its effects. In virtually every city and town, new subdivisions were platted and lots sold and resold in short order, the price escalating with each sale. Buyers descended on south Florida in droves. Twenty thousand people were estimated to be arriving in Florida daily in December, 1924, as the boom reached its height. That fall, the state legislature issued an open invitation to wealthy investors with approval of a constitutional amendment prohibiting either an income tax or an inheritance tax. The resulting capital influx further inflated an already overblown real estate bubble.<sup>34</sup>

Transportation networks were expanded, making travel easier both to and



Crowds gather at J. W. Young's sales pavilion in boomtime Hollywood, which temporarily absorbed Hallandale (courtesy of Florida Photographic Collection, Florida State Archives).

within the state. By 1927, approximately 6,000 miles of railroad track had been constructed. The State Road Department had paved 1,600 miles of roadway by 1928. Many communities sponsored road construction programs in conjunction with the state government. The automobile, introduced early in the century, became an instrument of common use after World War I and began to exert fundamental changes in the social and physical fabric of the country. It soon supplanted the railroad as the vehicle of choice for traveling to south Florida. Typically, only relatively affluent travelers had used the railroad as a common means of traveling to and from the state. Automobile access to Florida became possible in the 1920s with construction of highways linking the states, and middle-class tourists began to treat Florida as a summertime destination. Construction of U.S. Highway 1 in Florida began in 1920. Largely completed by 1927, U.S. 1 incorporated much of the earlier Dixie Highway into its design.<sup>35</sup>

Change came to Hallandale after the war, although not precisely in the ways experienced in other south Florida communities. Seven plats filed before 1918 within the boundaries of the present-day community are recorded in the Broward County records. In the subsequent eight years, at least thirty-three plats were filed. Despite the apparently ambitious designs to populate Hallandale with residential houses, comparatively little actual development occurred. Vegetable growers may have hesitated to break up the relatively large agricultural tracts they had successfully cultivated in the preceding two

decades. Moreover, the success of many farms probably priced the land comprising them out of the residential development market. Vacant, unused, and cheaper land was available elsewhere, and at the start of the Boom, Hallandale's agricultural landowners were not aware of the problems their industry was to experience in the coming decade.<sup>36</sup>

Land for the taking was available immediately north of Hallandale. In 1920, a real estate promoter from Indianapolis, Joseph Young, selected a one-square mile tract of land just above the recognized limits of Hallandale to create a new city. Like many other promoters at the time, Young seized upon America's newly aroused fascination with Florida as a land of beaches, perpetual sunshine, and opportunity. He called his projected development Hollywood-By-the-Sea, after the California city he had once inhabited. Operations began in early 1921 with a survey and layout of the proposed city. Young set up a real estate headquarters in Miami. He pioneered in the techniques of land sales promotions used throughout the Great Boom: free transportation and meals offered to prospective buyers, accompanied by bands, orchestras, and Chautauqua speakers. The selling of Florida real estate became an entertainment event.<sup>37</sup>

Young's business organization, the Hollywood Land and Water Company, purchased 4,723 acres on the mainland for development and acquired an additional 563 acres of beachfront property soon after. Work started with clearing of the land, and in late 1922, construction of the first three buildings, a garage, administration



building, and hotel, began, all of them company properties. Private individuals soon began to purchase property near the company complex as a location for commercial buildings. By September 1923, some 2,500 acres were under development, most of it in residential property. Young's ambitious plans included development of a world seaport at Lake Mabel. Tour buses brought in visitors from as far away as Atlanta. An estimated 100,000 people visited the prospective city in 1922. Many bought land, and by 1925, the population of Hollywood had, by one count, escalated to some 30,000 inhabitants. If accurate, that number made it the largest city in Broward County.<sup>38</sup>

Hallandale was neither unheeded or unaffected by the mushrooming development north of it. Attempts were made to import the Boom southward. Young himself purchased forty-five acres of land from Charles Ericsson. J.W. Moffitt established a real estate brokerage firm. Other landowners subdivided tracts they owned and encouraged small-scale residential development. Some development in the tradition of the Boom did occur in Hallandale, but it remained relatively small in measure. The Atlantic Shores company, in concert with the Moffitt real estate interests, planned a development immediately east of the Federal Highway, several blocks north of Hallandale Beach Boulevard. A handful of Mediterranean Revival style houses that were consequently built and sold at the time remain standing in that area, Hallandale's most concentrated architectural legacy of the Great Boom.<sup>39</sup>

Building styles reflecting a Spanish or Mediterranean architectural flavor became widely popular in Florida during the Great Boom. The reasons vary. Developers consciously sought to capitalize on the state's Spanish heritage. The physical features common to architecture from the Mediterranean Basin proved adaptable to Florida's climate and environment. Finally, several recent national architectural expositions had aroused interest in the tradition of Spain and early Spanish Colonial America. Throughout Hallandale are a number of buildings, principally residences, that reveal use of a Mediterranean theme in their construction. Two commercial examples of the style include the Gieges Building (now considerably altered), located at the northwest corner of Dixie Highway and Hallandale Beach Boulevard; and the Schwartz Building, 420 South Dixie Highway, also constructed in 1925.

In addition to the small residences in the Atlantic Shores subdivision, other Mediterranean Revival houses may be found scattered throughout the city. An elegant two-story residential example is

located at 34 Southwest Eighth Street, constructed in 1926 by John Thompson, a winter resident from Chicago, who then chose at once to sell the property. The most significant residence from the period may be the Curci House, at 324 Southwest Second Avenue. The building was designed in the style of an Italian Renaissance villa, revealed by the Romanesque arches along the front facade that suggest an Italian loggia and the balustrade atop a full story balcony. Frank A. Curci, an important figure in Hallandale, arrived in 1905 with his wife and three children. Seven more children were eventually born to the union of Frank and Rosa Curci. A native of France, the son of a prosperous merchant, Curci moved to Hallandale from Key West, where he had operated a grocery store. He purchased ten acres of land, began growing tomatoes, and soon constructed a packing house. Curci prospered and took an active part in community affairs. The Curci residence, immediately west of City Hall, one of the city's important legacies of the 1920s, is a local landmark.<sup>40</sup>

Hallandale's commercial sector expanded considerably during the 1920s, as service businesses developed to accommodate the town's growing population as well as the burgeoning community of Hollywood north of it. Real estate firms dominated the list of commercial establishments. As many as four of them were situated in Hallandale. Several combined dry goods and grocery stores with Hallandale addresses placed advertisements in the Greater Hollywood City

Directory, along with two drug stores, which also offered a variety of other goods. The town contained a builder's supply, a meat and grocery store, an automotive garage, a steam laundry, and three churches. There were surely other commercial establishments that did not advertise in the directory and churches which the directory did not list, specifically those in what had evolved as the black community.<sup>41</sup>

The decade of the 1920s witnessed a change in the economic composition of the black community of Hallandale. Before 1920, blacks had migrated to the area to establish farms of their own, to rent fields for tillage as sharecroppers, or to hire their services as farmworkers. They were consequently dispersed geographically throughout the community, since their farm work did not permit concentration of activity or of households. Jim Johnson tilled fields in the remote southwestern part of Hallandale, one of the few farmers in that area in the early part of the century.<sup>42</sup>

In the 1920s blacks began to enter the community in search of non-agricultural work. The growing prosperity of the community enabled some white residents to employ domestic help. Construction activity in surrounding communities and in Hallandale itself opened opportunity for employment of blacks as laborers or trades workers. The lumber industry offered jobs for blacks. Peter Timmons, as we noted, assembled crews to work in clearing land for roads and development from Hollywood to Miami Beach. Such circumstance meant that blacks had to occupy house-



**The Frank and Rose Curci house, Hallandale's preeminent 1920s Mediterranean-style building, was constructed in 1924.**

# HALLANDALE IS MADE SECTION OF HOLLYWOOD

Newly Annexed Territory  
Lies Directly South of  
Young's City

HOLLYWOOD, Fla., Jan. 16.—The city commissioners of Hollywood have voted approval of the annexation of Hallandale, an unincorporated community of about 2,500 residents, occupying an area of five square miles, and lying directly south of Hollywood proper. Thus Hollywood-by-the-Sea, founded only a little more than four years ago by J. W. Young, now becomes a city of approximately 20,000 inhabitants, and covering an area of about 83 square miles.

This is the second addition made to Hollywood within a little more than a week. January 6 the citizens of Danla, to the north of Hollywood, voted for annexation of their city to Hollywood and this merger became effective immediately.

The annexation of Hallandale today followed the presentation of a petition signed by residents and property owners of that community asking that "for the best interests of both Hollywood and Hallandale" the latter be taken into the Hollywood city limits. Today was the first meeting of the Hollywood commissioners since the signing of the petition. Hollywood's founder, J. W. Young, who now is mayor of the city, presided.

The consolidation of Hallandale will become effective three weeks from today, City Manager George D. Porter announced after the meeting. That much time is required to publish legal notices informing the public of the annexation.

The population of Hollywood proper by a census just completed by the Hollywood Junior Chamber of Commerce, was shown to be about 13,500. The addition of Danla's 4,000 and Hallandale's 2,500 makes it a city of 20,000.

The Hollywood city commissioners also passed an ordinance creating a municipal fire department for the city. Heretofore all fire apparatus and fire prevention work has been handled by a private fire company established by the Hollywood companies. R. N. Hershey, who was fire chief of this company, was appointed chief of the city fire department at today's meeting.

holds which were not associated with farmsteads they tilled or were employed at. Hallandale, despite its ethnic origins, was a southern town and accordingly segregated. Blacks were therefore increasingly forced to establish residences and living quarters in a concentrated part of the town and to develop a commercial infrastructure of their own. Within the northwest quadrant of the town, the blocks reaching west from the Dixie Highway to Northwest Seventh Street consequently became the black section. The city cemetery was considered the outskirts of what was called "Colored Town" from the 1920s to modern times.<sup>43</sup>

One small area in the northwest quadrant became referred to as "Peppertown." A Miami minister, the Rev. Maddox, attempted in 1926 to create a development in the neighborhood between Third Avenue and Fourth Avenue near Foster Road, which he called "Maddox Quarters." No filed plat of the area appears in the Broward County records, although residents continued to refer to that area as Peppertown until the 1940s. The Town Minutes from 1928 contain mention of the area by that name. Many blacks constructed residences in the northwest quadrant in the 1920s and 1930s. A common means of financing construction of their homes was to obtain a mortgage from the lumber company that supplied the building materials. One resident recalls her parents paying a lumber company a monthly mortgage fee of \$9.00.<sup>44</sup>

Life within Colored Town often reflected the subsistence economic levels of many of its inhabitants, but it also exhibited a vibrant side. Residential housing was invariably vernacular, the houses built of pine wood, with a living room, bedrooms, and a kitchen contained within either a square or rectangular floor plan. Few boasted indoor plumbing in the 1920s, like the dwellings of poor to moderate income families elsewhere at the time. Many residents employed a barter economy for goods and services. Farmers traded fresh vegetables for seafood or dry goods. Black-owned businesses that developed in Colored Town and persisted into the 1940s included John Cooper's Market, Marlene Gates's Sundry and Drugs, Peter Timmons's Grocery, Olga Cooper's Beauty Salon, the Blue Moon Restaurant, a barber shop, gas stations, and a rooming house. A movie theater provided entertainment. In the 1950s the Palms Night Club and Bar became linked to the "Chitlin Circuit," which brought to the city some of the nation's finest black entertainers, including Jackie Wilson, James Brown, the Drifters, and Sam Cooke, among others.<sup>45</sup>

The agricultural component of the local

economy declined throughout the 1920s, in relative and absolute terms, inducing physical change throughout the community. The rewarding prices which farmers had received for their vegetables during the World War I era fell dramatically after the conflict, as agriculture entered a lengthy period of depressed prices. The production and shipment of tomatoes dropped precipitously. Experimentation with the marketing of other vegetable crops also declined. Low prices undoubtedly provided the principal reason for that event, but other factors were also at work. The soil may have begun to exhaust itself, a victim of the concentration upon one crop for over two decades. Reclamation of swampland had begun to work its toll, manifesting itself in reduced natural moisture capabilities of the soil. Other parts of southeastern Florida, less intensively cultivated, probably offered more productive land. By the end of the decade, agricultural production in the Hallandale area hardly sustained more than a few packing houses.<sup>46</sup>

Experiencing decline in their traditional means of livelihood and witnessing an explosion of activity in real estate development around them, some landowners and residents began looking toward other avenues of activity. Fascinated by the growth in Hollywood, adjoining the borders of Hallandale, they asked on January 15, 1926 to be annexed into the northern city. The petition for annexation, signed by a majority of property owners in Hallandale, was presented to the Hollywood City Commission less than two months after the latter was chartered. Hollywood approved the petition and absorbed its southern neighbor. The merger of the two communities proved ill-fated. The Great Florida Boom and Hollywood's good fortune had about run their course.<sup>47</sup>

The air began to seep out of the speculative real estate bubble in 1925. Bank deposits fell sharply in that year as national attention was increasingly focused upon the speculative excesses occurring in Florida. Bankers and businessmen throughout the country complained about transfers of money to Florida. Newspapers suggested fraud in land sales. The Internal Revenue Service began demanding payment for profits made in the quick turnover of real estate. In August 1925 the FEC, pleading a need to repair its overburdened tracks, suspended freight shipments to south Florida. Ports and rail terminals north of the embargoed destinations became clogged with building supplies, while in south Florida construction slowed and real estate prices started to drop. Banks then began to fail, more than forty in all during 1926. In the sum-

Article from the January 17, 1926 *Fort Lauderdale Sunday News* describing the annexation of Hallandale into Hollywood.



Ruins of the Hallandale Garage on Dixie Highway after the 1926 hurricane.



Gulfstream Park (left) and the Hollywood Greyhound Track (right) as they appeared in the late 1930s and early 1940s (courtesy of Hallandale Historical Society).



mer of that year, nature added to Florida's misfortunes.<sup>48</sup>

On September 17, 1926 a devastating hurricane, with winds clocked at 128 miles per hour, struck the southeast coast, the eye of the storm passing over the Hollywood-Hallandale area. Residents sought shelter in buildings that might withstand the fierce winds. The Curci residence, built of stone, was one of them. When the storm died on the afternoon of the following day and they emerged from their places of refuge, residents encountered almost total destruction of the community. Loss of life among residents in Hallandale was comparatively small, perhaps no more than ten people. Property damage was heavy. The enduring damage was inflicted upon the region's economy, particularly the real estate market. Potential investors and land buyers, previously alarmed by the unfavorable attention focused on Florida, had now greater reason to be wary of the state.

Young's Hollywood empire, financially at bay, faced collapse. Presented with the costs of reconstruction atop the need to pay off incurred debt, finding few if any buyers, the city itself and Young's company found themselves in desperate straits. The residents of Hallandale quickly reconsidered their decision to join Hollywood. A group of Hallandale landowners appeared before the Hollywood City Commission on November 26, 1926, asking to be removed from the city limits. Their request was approved the following March. A group of delegates from the community, led by J.W. Moffitt, Sr., thereupon presented a request to the state legislature for incorporation of the Town of Hallandale. The legislature approved the charter, which the voters of Hallandale ratified on May 14. The first town council included Moffitt, Charles Ericsson, C.E. Ingalls, Olof Zetterlund, and Henry Gieges. Moffitt was selected as president of the council. The population at the time of incorporation numbered slightly less than 1,000.

### The Depression and Aftermath

The collapse of the real estate boom sent Florida plunging into depression three years in advance of the rest of the country. The stock market crash of 1929 and the ensuing economic decline experienced elsewhere throughout the United States proved merely anticlimactic to Florida. In the 1930s, little population growth occurred in Hallandale, but the city did experience continuing change. The agricultural sector revived slightly after the 1926 crash and a second hurricane in 1928, but then again lapsed and, in the 1940s, exhausted itself.

Perhaps the greatest change to the community came with the introduction of casino gambling in the 1920s and in the 1930s of

parimutuel wagering, featuring a dog track. Hallandale voters in 1934 approved establishment of the track, which opened December 12 on one of the coldest nights in Hallandale history. Still, 12,000 people paid to see the dogs run that night. A large horse race track, Gulfstream, was constructed in the late 1930s and briefly opened in 1939. Unsuccessful at first, it closed for five years until new management provided an infusion of cash which the track required to sustain operations. The principal effect of these events upon the people of Hallandale lie in limited economic opportunity and occasional crowds of visitors.<sup>49</sup>

That was particularly true of the casino gambling era, a strange interlude in the history of Hallandale and Broward County. Like many other social phenomena of the post-World War I period, open gambling apparently resulted from prohibition. The illegal sale of liquor, or "bootlegging," generated huge profits for a growing underworld class. In company with other Americans at the time, the nouveaux riche "gangsters" adopted south Florida as a second or vacation home. Their number included the notorious Al Capone, who at one time ran the Hollywood Country Club, and Meyer Lansky, a resident of Hallandale, who with his brother Jake operated the Colonial Inn, built by the Frank Costello syndicate, next to the Gulfstream Park on Federal Highway. Local lawmen, politicians, and residents tolerated the casinos as a source of jobs and money during difficult economic times. Moreover, gambling, whether in casinos or at the track, was expected to contribute to the development of south Florida's tourist

and entertainment industry. Casino gambling endured, sometimes fitfully, until the 1950s, when Senator Estes Kefauver of Tennessee, a presidential candidate, brought his Senate Crime Investigating Committee to Miami. Kefauver presided over highly publicized open and televised hearings on the issue of crime in south Florida, one of the first instances in the use of television for such purposes. The ensuing public outcry inspired by the hearings forced an end to the illegal activity.<sup>50</sup>

Building did occur during the Depression Era, particularly as the New Deal programs began to take effect. Federal mortgage loan assistance programs enabled some residential housing to occur after 1934. A Federal Savings and Loan Bank was set up in Hollywood that year, encouraging local construction. In the public sector, federal relief programs designed to stimulate employment, particularly the Works Progress Administration (WPA), resulted in construction of governmental related buildings. Municipal government, conducted from the time of incorporation in a white frame building at 124 Northwest Ninth Street, moved in 1941 to new quarters at its present site, 308 South Dixie Highway, replacing a two-story school building that once stood there. A jail was constructed at the same time.<sup>51</sup>

The historic period, considered to end at the close of World War II, does not encompass the truly great transformations which the City of Hallandale has experienced. In a physical sense, the city grew relatively little in the century's first four decades. An aerial photograph of Hallandale made in 1942 reveals a still largely rural commu-



The infamous Colonial Inn, Hallandale's most famous gambling casino, as it appeared at the height of its popularity in the late 1940s (courtesy of Hallandale Historical Society).



nity, containing a few pockets of buildings surrounded by vacant fields, presumably devoted to farming or simply consisting of cleared but undeveloped lands. The two race tracks provide, obviously, the most conspicuous landmarks, both of them set in the midst of agricultural lands. The most concentrated housing appears in the northwest section of the city, confined to the blocks situated west of Sixth Avenue and north of Foster Road. The expanse of land west and southwest of that part of the northwest quadrant remained entirely vacant.

The southwest quadrant, south of Hallandale Beach Boulevard and west of Dixie Highway, which in 1992 offers a spatially organized and almost fully developed pattern of residential settlement, contained only scattered housing. Buildings in that quadrant, moreover, narrowly bordered those two major city thoroughfares. The developed lots generally ran but two blocks south of Hallandale Beach Boulevard and one block west of Dixie Highway. The big expanse of territory within that quadrant that lies west of Southwest Second Avenue and south of Southwest Third Street was entirely vacant, about half of it taken up by tilled fields and half by cleared though undeveloped ground.

The "East Prairie," those lands east of Dixie Highway, presented only scattered blocks of housing, none of them offering a

dense concentration of buildings. In the northeast quadrant, the Atlantic Shores subdivision of 1920s houses, three blocks between Northeast Sixth Street, Northeast Fourth Avenue, Northeast Fourth Street, and Federal Highway, and an adjoining block on the east side of Federal Highway contained a lonely concentration of buildings in the vicinity of the race track. Scattered housing occurred in the blocks between the Dixie Highway and Federal Highway and south of Northeast Third Street. The only apparent remaining packing houses appeared in that quadrant, situated, on the east side of the Dixie Highway, below Northeast Third Street. In this quadrant, as in the other three, Hallandale Beach Boulevard remained largely devoid of commercial development. The lands east of Federal Highway were neatly divided into rectangular plots as far as Northeast Fourteenth Avenue, where even farmland stopped. The Gulfstream track complex dominates the eastern part of the southeast quadrangle. The track was surrounded on three sides by agricultural fields. West of the track and of Federal Highway, scattered houses appeared in random blocks, the densest pockets of buildings at the junctures of Hallandale Beach Boulevard with both the Dixie Highway and Federal Highway.<sup>52</sup>

The post-1950 experience of Hallandale is similar to that of virtually every other major Florida city: increasing numbers of

automobiles and a growing expanse of asphalt, an interstate highway system that cuts through the city, residential sprawl, the gradual erosion of a central core, and strip development along major highways. Perhaps the most striking physical development resulted from construction of a concentrated row of highrise condominiums and apartments along the waterfront, a major change in state housing patterns. The western fields also filled with buildings, mainly residences on relatively large lots, containing a population that was sparse in relation to the densely occupied eastern or beachfront territory.

A community of agricultural origins whose population grew slowly in its first five decades of existence and whose commercial sector did not develop until well after the close of the historic period in 1945, Hallandale contains relatively few potential historic buildings in relation to its 1992 population of some 40,000 inhabitants. The surviving buildings from the historic past consist overwhelmingly of residences. The few non-residential buildings from the period have been altered to one degree or another. So have many of the residences, though some retain their original appearance. They offer the city its only tangible links with its past. Although small in number and scattered in location, the historic buildings deserve attention as the city prepares for even greater changes in the twenty-first century.



Aerial view of Hallandale, looking north, 1958, showing extensive post-World War II construction (courtesy of Hallandale Historical Society).

## Notes

1. This article resulted from a project financed in part from historic preservation grant assistance provided by the Bureau of Historic Preservation, Florida Department of State, assisted by the Florida Historic Preservation Advisory Council. The City of Hallandale also provided assistance and funding to the project. The contents and opinions contained within do not, however, necessarily reflect the views and opinions of the Florida Department of State or the City of Hallandale.
2. Dudley Johnson, "The Railroads of Florida, 1865-1900," Ph.D. dissertation, Florida State University, Tallahassee, 1965, 197-200; Edward Akin, *Flagler: Rockefeller Partner and Florida Baron* (Kent, Ohio, 1988), 145; George Pettengill, "The Story of the Florida Railroads, 1834-1903," *Railway and Locomotive Historical Society*, 86 (July 1952), 105-06; Emaline Paige and Janet Hutchinson, ed. and comp., *History of Martin County* (Hutchinson Island, 1975), 198, 342; Paul George, "Twentieth Century Journey: A History of the City of Oakland Park," (1991), n.p., copy in Broward County Historical Commission archives.
3. Philip Weidling and August Burghard, *Checkered Sunshine* (Gainesville, 1966), 19; Merlin G. Cox and J.E. Dovell, *Florida From Secession to Space Age* (St. Petersburg, 1974), 96-97.
4. Charlton W. Tebeau, *A History of Florida* (Coral Gables, 1980), 346; Samuel Proctor, *Napoleon Bonaparte Broward, Florida's Fighting Democrat* (Gainesville, 1950), 216-17.
5. Myrtle English, "Hallandale — Premier Vegetable Section," *Broward Legacy*, 8 (Winter-Spring 1985), 8.
6. Tebeau, *Florida*, 284; Akin, *Flagler*, 164-65.
7. Bill McGoun, *Hallandale* (Hallandale, 1976), 6; information about Hallandale may be found in a 1970 Stanton, Iowa centennial history. According to oral sources in Hallandale, Ingraham was married to Halland's sister, which supposedly led to his making contact with Halland to develop a settlement scheme. Ingraham was not married to Halland's sister; his wife's maiden name was Maria Elizabeth Baker (interview with Isabella Heard, the granddaughter of James Ingraham, May 23, 1992).
8. McGoun, *Hallandale*, 6; *Hollywood Sun-Tattler*, May 10, 1977.
9. Alford G. Bradbury and E. Story Hallock, "A Chronology of Florida Post Offices," unpublished MS., 1962; English, "Hallandale," 26.
10. George F. Miles to A.P. Sawyer, September 9, 1896, A.P. Sawyer Papers, Florida State Archives (hereafter referred to as Sawyer Papers); Miles to Wallace Moses, September 24, 1896, Sawyer Papers; Ingraham to Miles, October 27, 1896, Sawyer Papers. This author is particularly grateful to Rodney Dillon, Jr. at the Broward County Historical Commission and Dr. Joe Knetsch, historian with the Florida Department of Natural Resources, for providing copies of the correspondence from the Sawyer Papers.
11. Ingraham to Miles, November 24, 1896, and Miles to Sawyer, January 28, 1897, Sawyer Papers.
12. F. Jacobson to Ingraham, February 2, 1897, and Ingraham to Miles, August 2, 1897, Sawyer Papers.
13. Ingraham to Miles, December 14, 1897, Sawyer Papers.
14. "Hallandale, Florida," unpublished MS., Broward County Historical Commission archives; United States Census Office, Thirteenth Census, 1910, *Population Schedules*, Dade County, Florida; "First Families of Broward," copy from Broward County Genealogical Society journal *Imprints* in Broward County Historical Commission archives. Andrean's name also appears as Andren in some documents.
15. "First Families of Broward," 1910 Census; McGoun, *Hallandale*, 8, 17, 70.
16. 1910 Census; "Hallandale, Florida," McGoun, *Hallandale*, 7-8, 18, 109.
17. 1910 Census; *Miami Herald*, January 27, 1974.
18. 1910 Census; Joshua W. Moffitt, Jr. and Joslyn Perkins, interviewed by William R. Adams, January 28, 1992; *Greater Hollywood City Directory*, 1926, copy at the Fort Lauderdale Historical Society; Communication from Betty Jo Moffitt Patterson, May 1992.
19. "Hallandale, Florida." The people residing in the Hallandale area are found in the Lemon City Precinct 3 of Dade County in the 1900 census. That precinct evidently included a sprawling area, judged by the names that appear in it. United States Census Office, Twelfth Census, 1900, *Population Schedules*, Dade County, Florida.
20. Paul S. George and Joe Knetsch, "To Settle the Land," *Broward Legacy*, 13 (Summer/Fall 1990), 27-30; 1910 Census.
21. "Among the Farmers," *Broward Legacy* 9 (Summer/Fall 1986), 34.
22. *Miami Metropolis*, April 18, 1902; McGoun, *Hallandale*, 126-127; Virdretha Timmons Eaton, interview by William R. Adams, January 29, 1992; Communication from Angie Glass, May 1992.
23. 1910 Census.
24. *Miami Metropolis*, April 18, November 7, 14, 1902.
25. Broward County, Office of the Clerk of Courts, Filed Plats, Plat B/13; McGoun, *Hallandale*, 7.
26. *Miami Metropolis*, November 7, 1902.
27. Florida Department of State, Master Site File, File 8Bd192; Although altered and no longer used as a schoolhouse, the building is probably the oldest surviving structure in Broward County originally associated with an education use. Communication with Betty Jo Moffitt Patterson, May 1992.
28. Eaton interview.
29. 1910 Census.
30. English, "Hallandale," 26.
31. *Ibid.*, 26-27.
32. *Ibid.*; *Hallandale Herald*, April 12, 1921. Prices in 1908 ranged from ninety cents to \$1.65 a crate for tomatoes, depending on their grade.
33. *Hallandale Herald*, April 12, 1921.
34. Tebeau, *History of Florida*, 378-392; Sebring, *Highlands American*, March 3, 1925; Florida Department of State, *Florida, An Advancing State, 1907-1927* (Tallahassee, 1928), 104, 266, 317.
35. Gary Mormino, "Roadsides and Broad-sides: A History of Florida Tourism," unpublished MS., University of South Florida, Tampa, 1987, 7-12; Florida Department of State, "Sectional Map of Florida," (Tallahassee, 1925); Baynard Kendrick, *Florida Trails to Turnpikes, 1914-1964* (Gainesville, 1964), end pages, 42, 66; "The Dixie Highway," *Broward Legacy*, 13 (Winter/Spring 1990), 36.
36. Broward County, Clerk of Court Records, Plats on File.

37. The definitive history of the Great Florida Boom remains to be written. See David Nolan, *Fifty Feet in Paradise* (New York, 1984), passim; and Virginia Elliott TenEick, *History of Hollywood* (Hollywood, 1966), xi-xxii. The Chautauqua movement, begun in 1874, became in the next fifty years an effective program of public education, featuring prominent lecturers who traveled from place to place.
38. TenEick, *Hollywood*, 119; Stuart McIver, *Fort Lauderdale and Broward County: An Illustrated History* (Woodland Hills, Calif., 1983), 77; The itinerant character of resident populations in south Florida during the Boom years render any such figures suspect. Young was not above making inflated claims to boast the success of his development.
39. McGoun, *Hallandale*, 17; Broward County Plats, 10/40; Moffitt interview.
40. 1910 Census; *Hallandale Digest*, December 9, 1982; Moffitt interview.
41. *Greater Hollywood City Directory*, 1926-27, copy in Fort Lauderdale Historical Society archives.
42. Eaton interview; Iva Wallace, interview by William R. Adams, January 28, 1992.
43. *Ibid.*; The Minutes of the Town of Hallandale reveal the attempts of the town council to grapple with the issue. See the minutes for April 3, 1928.
44. Eaton interview; Town Minutes.
45. Angie Glass, interview by William R. Adams, January 28, 1992.
46. Moffitt interview.
47. TenEick, *Hollywood*, 251.
48. McIver, *Fort Lauderdale and Broward County*, 89-93.
49. McGoun, *Hallandale*, 25-26; TenEick, *Hollywood*, 251-252.
50. McIver, *Fort Lauderdale and Broward County*, 109-112, 137; *Hollywood Sun-Tattler*, November 8, 1975.
51. Unpublished MS., Broward County Historical Commission archives; Wilma Williams, "Hollywood During the Depression," *Broward Legacy*, 4 (Summer/Fall 1981), 28.
52. U.S. Department of Defense Archives, aerial photograph, 1942.

