



# WEBFOOTER EXTRA

February 2014

## HISTORIC HOLLYWOOD



### WEBFOOTERS POST CARD CLUB

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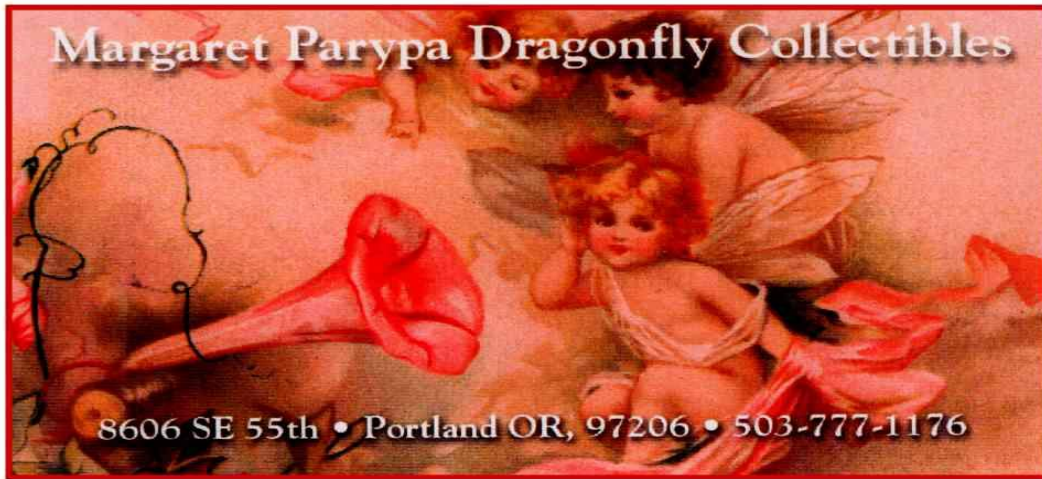


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Portland Railway Company streetcar near 16th & Thurman streets circa 1915.



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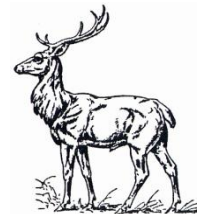
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# HOLLYWOOD



The Hollywood Neighborhood in northeast Portland was named after the ornate Hollywood Theater which was built by Walter Tebbetts. Tebbetts would go on to own, manage or build twelve moving picture theaters in Portland, including the Empire, the New Grand, the Alhambra, the Montavilla, the State, the Highway, the Laurelhurst, the Lombard, the Crest, the Roseway and the Hollywood.

The Hollywood District was originally part of the Rose City Park subdivision which was platted in 1907. The original Rose City Park subdivision was part of a land claim of Joseph Backenstos, which was assigned to his widow by President Andrew Johnson in 1866. Early maps, around 1890, refer to this area as the Crook Tract. Hollywood is adjacent to the Laurelhurst and Grant Park Neighborhoods.

The Hollywood Theater opened on July 17, 1926 with the silent movie, "*More Pay-Less Work*". Prior to 1926, this area was known as "*Hollyrood*", Oregon after the Scottish Holyrood.



The Hollywood Theater as it looked on October 31, 1926. The Theater had opened a few months earlier. Associated Gas can be seen in front of the Theater. This view is looking east on Broadway at 39th and Sandy Blvd. Freemans's Hardware can be seen on the right.



Once upon a time, Sandy Boulevard in the Hollywood Neighborhood was the most popular automobile cruising destination in Oregon. The signature 7-Up Tower in the upper right, was originally a milk bottle at the Steigerwald Dairy Company.





With their grand opening on May 19, 20 and 21, 1926, Steigerwald Dairy Company, dedicated a new plant topped by a huge milk bottle at 37th & Northeast Sandy Boulevard. Steigerwald Dairy Company boasted the first and largest automatic conveyor bottling plant in the Northwest. With the new plant, Steigerwald's could wash the glass milk bottles, fill, and cap them at a rate of 2,500 per hour.



The huge milk bottle measured 27 feet in diameter, and at 75 feet tall it was the tallest structure in Northeast Portland. A spiral staircase inside the huge replica was used to take a Christmas tree to the top each year. Lighted with red and green electric bulbs, the tree could be seen for miles. Alvin Steigerwald's motto was "*Bold on Quality - Never on Price.*" In 1936, the dairy was sold and the original milk bottle was covered with lath and plaster, taking on a new shape. For a short time, it became two Pabco Paint cans. By the 1940s, Pabco Paint gave way to the art deco 7-Up sign which remained there until 2002 when the sign was modified to advertise Budweiser Beer. In 2013, the sign was modified again to advertise Director's Mortgage Company.





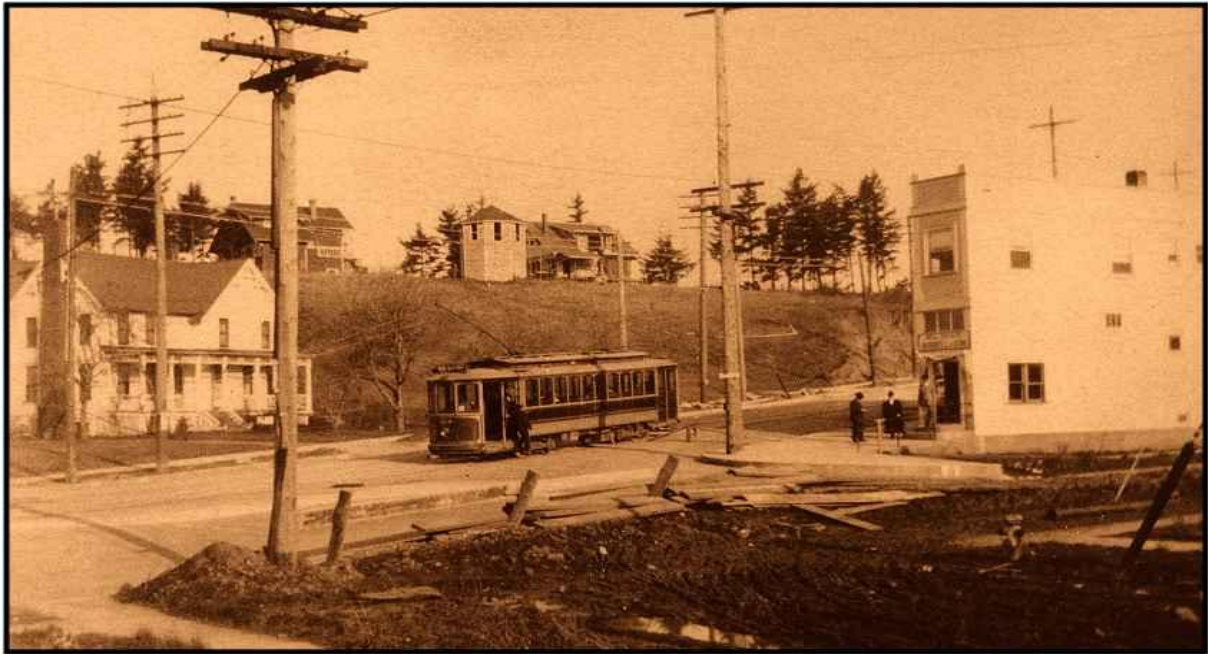
SANDY BOULEVARD AT EAST 31ST STREET, PORTLAND, OREGON

Portland Broom Company was located at 31st and Sandy in the 1920's.



This view of Portland's Hollywood District looking east on Sandy Boulevard is from about 1945. On the left, you can see a Standard Gas Station and the Christian Science Reading Room in the Ranken Building by the Sherwin Williams Paint Store. On the right is Carmen's Restaurant and Stan Block's Sunset Gasoline Service and Music Mart in front of the Hollywood Theatre.





Early view of a Rose City car at 52nd & Sandy. In 1907, real estate developers Hartman & Thompson laid out an extensive project in the Rose City Park Addition along Sandy Road and they received a franchise to operate a streetcar along Sandy.

Portland Railway Light & Power Company agreed to build and operate the Rose City Park line. In May 1907, less than three months after the franchise was granted, the new Rose City line opened. Originally, the line branched off of the East Ankeny Line at 28th & Sandy. Two years later, the line was extended west on Sandy to Sixteenth.



Car 582 at the end of the Rose City line at 82nd & Sandy where it connected with Parkrose Car 136. Streetcar service to Hollywood ended in 1936 when electric buses began operating on Sandy. Buses running on overhead electricity would remain until 1963.





In 1931 Fred Meyer opened up a store in the Hollywood Neighborhood along Sandy Boulevard at 42nd. In addition to groceries, general merchandise and a pharmacy, the new store offered off street parking and a gas station. This was the second location, the Rose City Fred Meyer, near 70th and Sandy.

Paulsen's Pharmacy has continued to operate out of its original 1918 location at 4246 NE Sandy Blvd. Famous for operating a 1920's style soda fountain, Paulsen's offers old fashioned customer service along with the latest products.

Sandy Boulevard has seen its share of restaurants representing nearly every major ethnicity come and go. Hollywood's most popular restaurant was Yaw's Top Notch which opened in 1926 and it was famous for its burgers, gravy fries and berry tarts. The restaurant closed in 1982 after 56 years of serving quality food.

After the repeal of prohibition in 1933, Pal's Shanty opened in 1937 at 47th and Sandy Boulevard. The restaurant has had several owners over the years, but it is still famous for its fresh clams.

*34<sup>th</sup> Annual*  
**ANTIQUÉ PAPER SHOW & SALE**



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