

Harry Dlugach developed Terry's Colonial Place in 1927.
His son, Gilbert Delugach, said:

Col. Terry tried to develop the piece from Evergreen east to McLean, Jackson to Vollintine, and he had platted it, but he didn't finish the improvements. My father, H. Dlugach, bought that from him, and, my brothers and I were in the business at that time, bought all the lots that weren't sold and that was about most of the lots - there were about 130 some odd lots - only about half a dozen that were sold, and we sold lots and built homes on Evergreen and Auburndale and Hawthorne and Idlewild and McLean.⁵⁹

He subsequently developed University Circle just east of the intersection of Jackson and University.

A later development, University Terrace, was located north of Vollintine. When the property was bought from the Briggs family in 1930. Thomas Briggs was actively farming the property and received permission to stay until his crop was in. Though his son, Tom Briggs founder of Welcome Wagon, was busy all over the world, the father chose to stay and farm "because he wanted to."⁶⁰ The portion of the Briggs property which would later be developed as University Cabanas was not included in this Delugach purchase.

Another Dlugach (Delugach) development in VECA was Springdale Garden Subdivision. Some lots were sold to Joe Shankman and to the Margolin brothers. It was here that the three Margolin brothers began their construction company after World War II.⁶¹

Ben P. Dlugach, brother of Harry, also had a real estate and building company and was working in this same area. He began his company after World War I. He built the 61-acre Stonewall Subdivision in 1926. His office was located on Watkins near the Rosemary Theatre. He moved his family to 1536 Vollintine in 1938, and they lived there into the 1950s.⁶²

Southwestern's opening in 1925 was preceded by the planning of a fine subdivision on the 110 acres just east of the Southwestern campus to be known as Hein Park. This property was owned by the Hein, Mette and Gerber families,⁶³ the same families who began the John Gerber Company.

In 1923 Elizabeth Hein conveyed to her brother, W. A. Hein, successful businessman and one of the founders of the Memphis Steam Laundry, the right to subdivide and improve the property to sell.⁶⁴ Hein Park was laid out; streets were cut and given directional names, i.e., Cross Center, North, West. In April 1923 it was announced that "Hein Park Subdivision is ready for lot sales."⁶⁵ William White, real estate agent and former president of Union Planters National Bank, handled the sales.⁶⁶

The Hein home, the first in the subdivision, was built in 1924 at 2254 North Parkway. (See picture) Walk Jones, Sr., was the architect. It was a large, two-story, red brick Georgian home. W. A. Hein lived there with his sisters, Elizabeth and Amelia. A relative, Mrs. Charles Gerber, still resides at 704 East Drive. Elizabeth Hein provided the sum of \$5,000 in her will to be used for ornamenting the entrances of East Drive and West Drive at North Parkway.⁶⁷

A good description of the house was given by Elinor Weathersby McCorkle who moved into the house in 1937 when her grandparents, Mr. and Mrs. A. L. Pritchard, purchased it. "As far as I can remember," Elinor says, "when we walked into the house it was very, very dark."⁶⁸ The walls were slate gray canvas. The woodwork was beautiful but dark, and the shutters were kept closed. The house contained a large living room, dining room, sunporch, six bedrooms, three and a half baths, a double garage and servants quarters. "It was very strongly built; that's what my grandfather like about it," recalls Elinor McCorkle. She remembers that her grandparents paid approximately \$22,500 for the house.

The house sat on a large, very deep lot. When the Pritchards bought the house there was a vacant lot to the east, "which was wonderful to play in . . . it was the neighborhood play yard."⁶⁹ The Pritchards lived in the house almost twenty years. In 1955 they gave the house to Idlewild Presbyterian Church with the understanding that if the church could not afford the house it could be sold. The church concluded that it was not feasible to keep the large house and sold it to the C. C. Langstons. Mrs. Langston now lives on Center Drive. Today the house is occupied and enjoyed by Dr. and Mrs. Rodney Feild and family.⁷⁰

The thirteenth home to be built in Hein Park was the elegant English home designed for Mrs. George Clayton Wallace at 671 West Drive, lot 32 of the subdivision. The architects were J. Frazer Smith and H. M. Burnham. Built of Arkansas sandstone with a half-timber exterior, it has a variegated English red tile roof. It has served as the home of Southwestern's president since the college purchased it in 1956. (See back cover)⁷¹

In the original planning two other Wallace homes were built. Mr. and Mrs. Robert W. Wallace built a handsome two-story brick home next door at 681 West Drive, and just around the corner at 2167 North Drive a home was built for Judge Philip Hugh Wallace. An attractive plot arrangement was made to connect the three homes which were all completed in 1925.⁷²

Some homes have been owned continuously by the present owners. Mrs. Ben Klinke on Charles Place, Mrs. W. R. Blue and Mrs. Dan Hanley on Cypress Drive are original owners. The Hanley home was one of several built by Clarence and Lewis Diehl. The Hanleys paid \$13,500 for it.⁷³ In 1927 Mr. and Mrs. Beverly Boothe built their home on Cross Drive and reared their family there. Their daughter, Mrs. Tom White, is the second generation of her family to live in Hein Park. She and her doctor-musician husband live at 778 Charles Place. Among other second generation families in Hein Park are the Jack Gordons, the David Parkers and the Fred Nicksons. City attorney, Clifford Pierce, and his family live on Center Drive. He has always lived in the neighborhood having grown up on Sheridan.

Many Memphians have happy memories of Hein Park and their growing up there. In the words of Judge Harry Wellford, whose family lived on West Drive:

It was a very settled neighborhood . . . Relatively few people moved. They lived there for years. I could name you dozens of families who lived in Hein Park in the same house for 20 to 25 years.⁷⁴

Mr. Hein planned Hein Park to assure a good socioeconomic spread. He didn't think all the same level of people should live in the area, "and that's why it was built like it is," said Dr. Bill Weber.⁷⁵ There were very large expensive homes amid streets with smaller homes. Lot sizes vary greatly too.⁷⁶

In recent days Hein Park has been in the midst of a drama over the closing of West Drive. Though this has had some negative effects, it has not eliminated the general attitude that residents have about their neighborhood. To most, Hein Park, affectionately called "The Park" by some residents, is a special place.⁷⁷

At the same time Hein Park developed, a prominent real estate family, the Edward LeMasters, acquired a large tract of land on Jackson Avenue from Brinkley Snowden. It contained approximately 15.5 acres and extended east from McLean to the L & N Railroad with approximately 650 foot frontage. The property was divided into six lots. Mr. LeMaster kept one for himself and his wife and gave the others to his five children. However, only four English cottage houses were built; they were designed by George Mahan. One of the daughters, Mrs. Caffey Robertson, still resides at 1885 Jackson Avenue. The other property and homes have been sold. The LeMaster company built several houses on Crump Avenue for speculation. This family was a positive factor in the development of Jackson and aided in locating Southwestern in the area.⁷⁸

W. H. Foster and William Wirt Stevenson through Foster and Stevenson Realty Company developed Colonial Garden

Subdivision in 1926. (See page 155) The deep sections of lawn between the street and sidewalk, which beautify streets like Kensington, Barksdale, and Sheridan, were a distinguishing factor in this subdivision.

W. W. Stevenson was forced to retire in 1929 at age forty-eight due to illness. W. H. Foster continued the company.⁷⁹ It was said of him:

When William Henry Foster, real estate man, built a house, he built a good one. Few of them ever came back on him, and even during the depression "Foster-built" homes didn't have any trouble finding buyers. He chose rather the building of a few houses at a time, where he could give them his strict personal supervision than to develop subdivisions with dozens of houses going at a time.⁸⁰

The subdivision's houses are still structurally sound. Joe Sohm, real estate economist, lives in one of these homes at 872 Sheridan. He said, "It appears to me from the floor structure and the joist structure and in most respects the plaster on the wall, all seem to be tight and in good order."⁸¹ A person who knows how to do plastering on lathing would be very much in demand in this neighborhood, Sohm adds.

Mrs. C. K. Radford lives at 899 South Barksdale, which is the home her parents bought in 1927 from Foster and Stevenson. When they moved in "it was practically a wilderness."⁸² The first houses were the LeMaster houses up on Jackson. There were only about six houses on her street. "We had a fantastic street," Mrs. Radford recalls; there were forty-eight children on her one block. Her three daughters, Mrs. Whitney Ozier, Mrs. W. F. Andrews and Mrs. Jim Laney, grew up there. All attended Vollentine, Snowden, Central, and Southwestern. When the girls were at Central "we used to have a taxi cab that came every morning and picked up about eight of them. They all congregated here on the front porch and they rode to school in a taxi instead of having a carpool. It was dirt cheap; we split it between us. They walked home or took the bus."⁸³

The street has remained very stable. She and her neighbors "have been here so long we're not going to move regardless."⁸⁴ Mrs. Radford spoke highly of the two black families who have moved onto the street.⁸⁵ In the 1930s Foster developed North Barksdale Terrace on the west side of Barksdale north of Vollintine.

Many developers plunged into subdivision planning in the 1920s but had to retrench during the 1930s when Memphis, like the nation, was deep into the depression "and building slowed down." The banks allowed people to move in without making a down payment. "All they had to do was pay the notes," said John Collins, who lives at 1880 Lyndale.⁸⁶

During the depression home building by the private sector was nearly discontinued. The federal government initiated several building projects which benefitted the VECA neighborhood. Included in this were an addition to Vollintine School and the extension of Watkins from Vollintine to Chelsea. This was a W. P. A. program which cost an estimated \$48,869. This extension was especially needed, because the article reported:

At present there is no street running south from Chelsea between Lewis and Evergreen Streets, a distance of about a mile.⁸⁷

According to the article, the new street was to be fifty feet wide, and there was to be a sixty-foot long bridge over Cypress Creek. This was one of the earliest relief projects in the city. It connected Watkins, which had stopped at Vollintine, with Payne Road, which had stopped at Chelsea. Only wide and empty bottoms were between the streets in the mid 1930s.⁸⁸

The depression caught some real estate firms with unfinished subdivisions. One of these was Palmer Brothers whose Palmer Hills Subdivision was planned north of Hein Park on Trezevant west of Springdale in 1929-1930. Robert E. Palmer graded the property with mule slips and built four houses. Before more could be completed, the depression hit and building came to a halt. Palmer Brothers