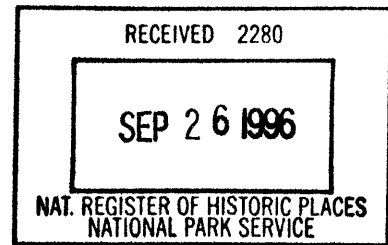


National Register of Historic Places Multiple Property Documentation Form



A. Name of Multiple Property Listing

Historic Resources of Myrtle Beach, South Carolina

B. Associated Historic Contexts

Community Beginnings and Early Resort Ventures, 1880-1917
Early Development as a Coastal Community Resort, 1918-1925
Growth and Prosperity as a Coastal Community Resort, 1926-1954

C. Form Prepared By

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (___ See continuation sheet for additional comments.)

Mary W. Edmunds
Signature and title of certifying official

Date 9/20/96

State or Federal agency and bureau

E. Statement of Historic Contexts

Background--Early History Summary

Myrtle Beach is located in Horry County, South Carolina, on a peninsula known as Waccamaw Neck, bounded to the east by a sixty-mile long, crescent-shaped stretch of the Atlantic coast known as Long Bay (historic reference for the area) and to the west by the Waccamaw River. In Colonial days, the King's Highway from Boston to Frederica, Georgia, passed by the area. Some of the earliest landowners and inhabitants of the Myrtle Beach area were members of the Withers family, a prominent coastal South Carolina family with principal homes in Charleston and Georgetown. An

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account in The Independent Republic Quarterly, Spring 1979, states that a James Withers and his wife Mary Cartwright Withers owned an indigo plantation on a "bluff overlooking a swash" (now known as Withers Swash). This area continued to be occupied by members of the Withers family well into the nineteenth century, and, though little is apparently known of the families' life in Long Bay, evidence for their being there is provided by (1) early plats of land grants at Myrtle Beach (attached as additional information), (2) the establishment in the area of the Withers, S.C., post office on April 30, 1888, (3) Withers Swash, name given to the swash that at one time emptied into the Atlantic between 4th and 5th Avenues South, and (4) the existence of a Withers family member's grave marker in the Withers Cemetery (actually associated with the First Baptist Church), located east of Withers Swash off Collins Street.(1)

Evidence for some sort of community in the area in the late nineteenth century is provided by the establishment of the post office in 1888 and the existence of two church congregations prior to 1880. The First Baptist Church, originally Eden Baptist Church, was founded in 1870 by a group living in the area of the present Air Base site. In 1896 the church was moved one mile closer to Myrtle Beach in an area known as the "Sandridge", and in 1933 a building was erected at 4th Avenue North and Oak Street. Mount Olive A.M.E. was formed in 1879 but did not have a church building until 1910 when a wood frame church was built on Kings Highway, at the site of Myrtle Beach High School (between 6th and 7th Avenues North).(2)

Today, the general area bounded by the swash, U.S. Highway 501, 8th Avenue North, and 7th Avenue South is referred to as the Withers Swash area. A Withers Swash Neighborhood Association has been formed to promote the area and its historic significance. The early history of this area is important to the overall history of Myrtle Beach, but the only known existing resource associated with this period is the Withers Cemetery.

Community Beginnings and Early Resort Ventures, 1880-1917

The beginnings of the Myrtle Beach that exists today date to the late nineteenth century when in 1881 the Burroughs and Collins Company of Conway, South Carolina, purchased much of the land that had once belonged to the Withers families. Names of other property owners from whom the company purchased land included heirs of Joshua Ward, the firm of Gilbert and Potter, and Dusenbury and Sarvis. The company was owned by F. G. Burroughs and B. G. Collins who established an extensive naval stores (turpentine, tar, and resin) operation and later timber. The area was occupied primarily by fisherman, farmers, and lumbermen. F. G. Burroughs died in 1897 and his share of the business passed to his three sons: Frank A., A. M., and Don M. Burroughs. Developing the area as a beach resort had been F. G. Burroughs dream, and he had hoped to see the railroad extended from Conway to Myrtle Beach to open up the area to vacationers as well as provide shipping for his timber and naval stores. By 1900 Burroughs' dream was becoming a reality.(3)

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Development of the beach began in a modest way in 1900-1901. Up to this time, Myrtle Beach had been known as New Town and Conway as Old Town, and in 1900 the area was renamed Myrtle Beach for the myrtle shrubs that grew profusely along the coast. The Conway and Seashore Railroad, later the Conway Coast and Western (a 14-mile tram road), was constructed from Conway to Myrtle Beach and connected with the Atlantic Coast Line Railroad (which later purchased the line) in Conway. As Burroughs envisioned, the rail line provided improved access to the beach for vacationers and the resort began to grow. Ocean front lots (apparently shown on an 1899 plat of the beach) were sold for as little as \$25.00, and it has been said that anyone building a house costing at least \$500.00 was promised a free lot. The Sea Side Inn, Pavilion, and Bath House were built in 1901. The inn was located between 8th and 9th Avenues North near Kings Highway and faced the ocean. A long boardwalk led from the inn to the oceanfront and the Pavilion; the depot was connected to the rear of the inn by a boardwalk. A plank boardwalk was also constructed running parallel to the beach. Burroughs and Collins opened a general store on 9th Avenue between Kings Highway and Oak Street and the first Myrtle Beach post office was located in the rear of the store, replacing the Withers Post Office to the south. A notice in the May 23, 1901, issue of the Horry Herald noted, "The season at Myrtle Beach will open in a short time now, and the Sea Side Inn will be open to the public (for the first time), with Mr. F. A. Burroughs as proprietor and Mr. C. H. Snider as manager."(4)

Burroughs and Collins was the driving force in all these developments. The inn, pavilion, general store, depot, and railroad were all built by the company. The company lumber mill at Pine Island, about four miles inland, provided lumber for beach construction. According to Edward Burroughs' 1971 article in The Independent Republic Quarterly, the company had by 1906 accumulated over 100,000 acres of land including ten miles of beach front property, from the location of the Ocean Forest Hotel south to around 1st Avenue South. Burroughs also speculated that from 1900 until the start of World War I, somewhere between fifteen to twenty beachfront cottages were built.(5)

Two principal communities apparently existed at this time--in the Withers Swash area and an area called the Sandridge, a farming community situated between 17th Avenue South and 3rd Avenue North. The Sandridge had reportedly been occupied as early as the 1880s by the Todd family, who amassed several hundred acres south of the land acquired by Burroughs and Collins. Other family names associated with the area were Owens, Stalvey, King, Anderson, Simmons, Dubois, and Adams. Members of this community frequented the Myrtle Beach Farms store and also the Cooper Store at Socastee.(6)

Various published recollections by long-time Myrtle Beach residents and local historians mention worker housing, constructed by Burroughs and Collins for their employees, that was present at the time. Several churches are also noted as being present in the early twentieth century--including Mt. Olive A.M.E., Eden Baptist Church (in the Sandridge), and Sandy Grove Missionary Baptist; Mt. Olive and Sandy Springs served African-American congregations. African-American residents of the area most likely worked for the company or as farmers or fisherman. The first services of the Myrtle

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Beach Methodist Church were held in 1915 in the Myrtle Beach Farms Company store; according to a 1965 Sun News article, the service was attended by "all seven families" residing at the beach.(7)

Several important events took place prior to the start of World War I. In 1912 the Myrtle Beach Farms Company was organized by F. A. and D. M. Burroughs of Burroughs and Collins, their associate, James E. Bryan, Sr., and Simeon B. Chapin of New York and Chicago. Original holdings totaled 65,000 acres and the principal businesses were farming, lumber, and real estate development. Around the same time, the tram road was taken over by Atlantic Coastline Railroad and developed into a standard railroad track, and in 1914 a sand road was built from Conway to Myrtle Beach via Socastee (now known as the Old Conway Highway, S.C. Hwy. 15).(8)

No historic resources are known to exist from this period.

Early Development as a Coastal Community Resort, 1918-1925

During this period, Myrtle Beach continued to grow as a vacation spot and as a home to some 200 residents by 1926. A second hotel was built, the Lafayette Manor, and a 50-room annex was added to the Seaside Inn. The Myrtle Beach Yacht Club and an associated pier (the first at Myrtle Beach) were built in the vicinity of 14th Avenue in the early 1920s; at the time the Yacht Club was the northernmost structure on the beach. James Bryan built the Myrtle Beach Pavilion in 1923 on the site of the present Pavilion Amusement Park. A 1920 photograph included in The Illustrated History of Horry County shows a double row of cottages to either side of then Ocean Drive located north of the Pavilion for several blocks. The cottages appear to be typically one-story frame built on piers with pyramidal or hipped roofs and wraparound porches. Farther north, ocean front development was sparse. In an account in The Independent Republic Quarterly, Mary Emily Platt Jackson recalls that when her parents built a house at 2702 Ocean Drive in 1925 there were only two cottages located north of theirs for a number of years.(9)

The Withers Swash area experienced some significant growth during this period. The first Myrtle Beach Grade School was built ca.1918 at the foot of 3rd Avenue North between Oak Street and the Old Conway Highway. Also located in the vicinity were Macklen's Store and the Ambrose store. Several boarding or guest houses were also constructed in the area. The heart of the town is described by Jackson as being 8th Avenue and Oak Street.(10)

Growth and Prosperity as a Coastal Community Resort, 1926-1954

The late 1920s was a period of significant growth in Myrtle Beach's history, sparked primarily by the vision of John T. Woodside. In March of 1926 John T. Woodside Textiles of Greenville, S.C., purchased 65,000 acres from Myrtle Beach Farms Company for \$850,000 (Woodside operated under the names Myrtle Beach Estates/Myrtle Beach Sales Company/Myrtle Beach Investment Company). Myrtle Beach Farms retained ownership of the Pavilion and surrounding property. Soon

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after Woodside bought out Myrtle Beach Farms, lights were improved and streets were paved. New streets were also begun under the supervision of Stanley H. Wright, C.E., of North Carolina and T. M. Jordan, C.E., of Myrtle Beach. Woodside also had the area bounded by Withers Swash, the railroad, and the ocean surveyed and subdivided by Stanley Wright; this area was called the Hotel Section.(11)

Woodside envisioned a grand beach resort and as part of this vision built the Ocean Forest Country Club and Golf Course (now the Pine Lakes Country Club and Golf Course), completed in 1928, and the Ocean Forest Hotel, completed in 1930 and demolished in 1974. A 1927 plat of the "Golf Course Section" shows his original plan for the layout of the area, located between what are now 53rd and 61st Avenues North. Woodside also had constructed a concrete-paved, two-lane road lined with street lights which ran from the downtown area out to the hotel; local residents dubbed it the "Great White Way." It is the present alignment of Kings Highway. Woodside planned an even grander development to the north called Arcady but it was never realized. Woodside lost his fortune and subsequently his Myrtle Beach property in the stock market crash of 1929. His Myrtle Beach holdings remained in the hands of his bankers, Iselin and Company of New York, for several years. The hotel and country club were purchased by independent investors, but the remainder of the property was finally repossessed by Myrtle Beach Farms Company in the early 1930s. According to Lucille Burroughs, 40,000 acres of this repossessed land, located between Kings Highway and the Intracoastal Waterway, was sold to P. A. Meade of Charleston in order to pay back taxes.(12)

Evidence for the reemergence of Myrtle Beach Farms as a significant player in real estate development is provided by a set of maps and plats, prepared for Myrtle Beach Farms in the 1930s, that trace the opening of sections to the north. The first of these is a 1933 map of Myrtle Beach prepared for Myrtle Beach Farms compiling information from previous surveys and combining it with additions and changes--it included all that area referred to as the Hotel Section, bounded to the north by 9th Avenue, and extended from 9th Avenue north to 40th, including all the land situated between the ocean and Kings Highway. All of the blocks in the mapped area are subdivided with the exception of those located between Withers Drive and Kings Highway from 9th to 40th. Notes on the map indicate that the Myrtle Heights Section, representing the area from 31st Avenue to 40th Avenue, had been opened earlier that year. In 1935 the Oak Park section--an area bounded by the Kings Highway and the ocean from 40th to 47th--was surveyed and opened. Finally, in 1939 The Dunes section--and area bounded by the Kings Highway and the ocean from 47th to the beginning of the Golf Course Section, beyond 53rd--was surveyed and opened. The Dunes appears to be the last section opened by Myrtle Beach Farms prior to World War II. The Golf Course Section to the north of The Dunes was originally surveyed by the Woodside Brothers in the late 1920s but not significantly developed until after World War II by the Ocean Forest Development Company. The Myrtle Heights, Oak Park, Dunes, and Golf Course sections were primarily reserved for residential development. The Dunes Golf Course was built in 1949 on land donated by Myrtle Beach Farms Company.(13)

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South of the holdings of Myrtle Beach Farms was an area known as Spivey Beach. In the mid- to late-1920s, D. A. Spivey of the Horry Land Improvement Company began buying land in this area, which extended approximately from 1st Avenue South to 17th Avenue South and included the blocks between the ocean and Oak Street Extension. Spivey Beach did not really begin to develop, however, until the 1940s and 1950s.(14)

1939 aerial photographs taken by the United States Department of Agriculture and a 1940 United States Geological Survey Map provide excellent documentation of the extent of development present at the time. The area south of Withers Swash, including Spivey Beach, was undeveloped. The Hotel Section area from Withers Swash to 9th Avenue was extensively developed (50%-100% of most blocks developed) between the ocean and Chester Street and moderately developed (25%-50%) between Chester Street and the Old Conway Highway. The ocean front was almost 100% developed north of the Hotel Section (9th Avenue) to around 45th Avenue. The second row from 9th to approximately 29th or 30th was also almost 100% developed. North of 30th, there was almost no second-row development with the exception of a cluster centered around 38th Avenue from 37th to 41st. Most of the avenues north of 9th had not been built. The ocean front and second row development appears to be almost exclusively residential in scale. Boarding houses and guest houses were common south of 31st along Ocean Boulevard and in the downtown and Hotel Section.(15)

In addition to real estate development, certain other events had impacts on the resort development of Myrtle Beach. In 1929 the Old Conway Highway from Socastee to Myrtle Beach, including Broadway, East Broadway, and Ninth Avenue, was paved with rock and asphalt. Ocean Drive from 9th Avenue to Ocean Plaza (approximately 14th Avenue) was also hard-surfaced. In 1935 Major St. Julien L. Springs had the 2nd Avenue Pier built--the second pier at Myrtle Beach and, at the time, said to be the longest on the east coast. The pier contributed greatly to Myrtle Beach's tourist appeal as fishing was a major attraction. The old drawbridge, still visible, across the Intracoastal Waterway at U. S. 501 was built for train and car traffic in the late 1930s. In the early 1940s, the entrance to Withers Swash was stabilized, an operation engineered by N. C. Hughes.(16)

The residential community continued to grow and prosper during this period as well. The Chapin Company, a department store, was organized in 1928. In 1929 a combination grade and high school was built on the block bounded by 5th and 6th Avenues, Oak Street, and Kings Highway. An African-American school was also erected in the late 1920s. A number of churches were established--the First Presbyterian Church was established and erected its first building in 1928 on land donated by the Woodside Brothers; Catholic services were first held in the early 1930s at the Ocean Forest Hotel, and St. Andrews Catholic Church was built in 1939 on land donated by Myrtle Beach Farms; the first Episcopal services were held in early 1930s, and Trinity Episcopal Church was built in 1939. The first newspaper was printed on June 1, 1935; it was produced by C. L. Phillips and Clarence Macklen out of a warehouse behind Macklen's grocery store near 3rd Avenue and the Old Conway Highway. On April 11, 1936, the Intracoastal Waterway was dedicated; its

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construction had provided employment for many Myrtle Beach residents. Myrtle Beach began receiving regular telephone service in 1936 with the establishment of the Seacoast Telephone System; its first office was located in the Lafayette Manor and a year later moved to an office on Chester Street between 9th and 10th Avenues. Service grew from 25 telephones in 1936 to 90 in 1941. Myrtle Beach was incorporated in 1938 and immediately afterwards a water and sewer project was begun. The Myrtle Beach Air Force Base was established in 1942.(17)

The 1940s was a decade of remarkable development for Myrtle Beach, a period during which the permanent population rose from about 1000 to over 7500 and the seasonal, primarily summer population rose to an annual average of from 45,000 to 75,000 inhabitants. A 1947 advertisement of the Myrtle Beach Chamber of Commerce, for example, touted "8 Miles of 'AMERICA'S FINEST STRAND'" and "11 modern year-around Hotels, 12 up-to-date Motor Courts and 161 Guest Houses" for visitors, "to take care of their every need in an atmosphere of true Southern hospitality and a mild invigorating year-around climate."(18)

1949 was a particularly significant year for Myrtle Beach--US Highway 501 was opened, the Dunes Golf Course was built, the Chapin Library was established with funds from the Chapin Foundation, and, most importantly, the Pavilion Amusement Park was opened at its present location on Ocean Boulevard between 8th and 9th Avenues North to replace the original pavilion, which had burned in 1944.(19)

A.R. Munn, calling Myrtle Beach "The Place to Play and Stay," pointed out in the summer of 1950 that it was the largest East Coast beach between Virginia Beach and Jacksonville and that while the 1940s had seen Myrtle Beach break out "in a rash of expanding," the 1950s would see the resort grow "even faster," citing

the new fireproof pavilion and recreation building on the ocean front, a handsome new library, a new city hall, fire station, telephone company, two magnificent new schools and three beautiful churches,

and mentioning work in progress such as a new hospital and the Dunes Golf and Beach Club, along with Myrtle Beach's growing reputation as a major convention center on the East Coast, hosting over one hundred conventions a summer.(20)

Long associated with the Pavilion Amusement Park are the Carousel, brought to Myrtle Beach in 1950, and the German Band Organ, brought to the Pavilion in 1954.

Hurricane Hazel, which struck the East Coast on October 15, 1954, was a major turning point in the modern development of Myrtle Beach. Though the hurricane caused extensive property damage in Myrtle Beach--losses estimated the next summer at from three to five million dollars--repairs and new construction began immediately, and by July 1955 Myrtle Beach was called "The Riviera of the

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South" and described as "riding on the crest of an off-season \$2,000,000 building wave." "Myrtle Beach, looking back on a dynamic action-packed young history," an article in The South Carolina Magazine claimed, "is now breaking out into its greatest period of development." Many of those small cottages and boarding houses that had typified the city's early oceanfront development north to the Myrtle Heights section had been destroyed by the hurricane and were now being replaced by the small, 20-40 room motel operations that typified Myrtle Beach for the next two decades. One observer commented in 1956, summing up the city's development since the end of World War II: "A number of hotels including the towering Ocean Forest at the water's edge; motor courts so luxurious that some are scarcely surpassed in the Southeast; excellent golf courses, a surfside state park, new schools, new churches, a library, and good restaurants at least one of which is as fine as anything of the kind in the Lowcountry--it is small wonder that Myrtle Beach has doubled in size in ten years." Since Hurricane Hazel, Myrtle Beach has continued to experience four decades of unprecedented growth and change fueled by its increasing popularity as a vacation destination.(21)

The majority of historic resources remaining in Myrtle Beach date from the period 1926-1954 and include a variety of property types: (1) residential properties including boarding/guest houses, vacation and summer homes, and permanent residences; (2) family-owned, small-scale motels and hotels; (3) districts associated with the 1920s, 1930s and 1940s developments by Woodside Brothers and Myrtle Beach Farms Company; (4) resources contributing to Myrtle Beach's significance in the area of recreation/entertainment such as the Pavilion and Ocean Forest Country Club, and (5) public-use properties such as the Ocean Forest Country Club and the Atlantic Coast Line Railroad Station.

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Notes

- (1) C. B. Berry, "Withers Families," The Independent Republic Quarterly (Spring 1979): 27-30.
- (2) Myrtle Beach News (Myrtle Beach, S.C.), 2 June 1955; and Sun News (Myrtle Beach, S.C.), 1965 Historical-Progress Edition.
- (3) Edward E. Burroughs, "The Beginnings of Myrtle Beach," The Independent Republic Quarterly 5 (1971): 17; Lucille Burroughs Godfrey, "Excerpts from the Burroughs Family," The Independent Republic Quarterly 4 (July 1970): 6; and Terri Hucks, "Myrtle Beach History," Horry County Museum, Myrtle Beach, S.C. (Typewritten chronology.)
- (4) Rod Gragg, Illustrated History of Horry County (Myrtle Beach, S.C.: Burroughs and Chapin Co., Inc., 1994), pp. 61-62; Burroughs, p. 17; Hucks; Prepared by Catherine H. Lewis, "A Brief Chronology of Horry County History," The Horry County Museum, Myrtle Beach, S.C. (Typewritten.); Blanche Floyd, "The Grand Strand's Early Years," Sandlapper, Summer 1993, pp. 52-54; and Henry Trezevant Willcox, "Growing Up with Myrtle Beach, South Carolina," in Musings of a Hermit, ed. Clarke A. Willcox (Murrell's Inlet, S.C.: Clarke A. Willcox, 1967), pp. 133, 135.
- (5) Burroughs, p. 17.
- (6) Esther Nance Gray, "The Best of Many Worlds," The Independent Republic Quarterly 18 (Summer 1984): 11-12.
- (7) Godfrey, p. 6; Floyd, pp. 52-54; Etrulia P. Dozier, "Blacks as Participants in the Growth of Myrtle Beach," The Independent Republic Quarterly 18 (Summer 1984): 15-16; and Sun News (Myrtle Beach, S.C.), 1965 Historical-Progress Edition.
- (8) Burroughs, p. 17; Gragg, pp. 61-62; and Willcox, p. 133.
- (9) Gragg, pp. 61-62; Mary Emily Platt Jackson, "Recollections of Myrtle Beach," The Independent Republic Quarterly, 18 (Summer 1984): 4-5; and Willcox, pp. 132, 135-136.
- (10) Gragg, pp. 63, 68-69; Jackson, pp. 4-5; Gray, pp. 11-13; and Myrtle Beach News (Myrtle Beach, S.C.), 2 June 1955.
- (11) Willcox, pp. 133-135; and Stanley H. Wright, "Map of the Hotel Section," Myrtle Beach, S.C., prepared for Myrtle Beach Sales Company, 1926.

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(12) Gragg, pp. 63, 68-69; Godfrey, pp. 9-10; Myrtle Beach News (Myrtle Beach, S.C.), 12 September 1952; Interview with Jack Thompson, Myrtle Beach, S.C., 5 April 1995; and Wright, Map of the Hotel Section.

(13) N. C. Hughes, Jr., "Map of Myrtle Beach," Myrtle Beach, S.C., prepared for Myrtle Beach Farms Co., November 1933; A. J. Baker, "Map of Oak Park," Myrtle Beach, S.C., prepared for Myrtle Beach Farms Co., May 1935; N. C. Hughes, Jr., "Map of The Dunes," Myrtle Beach, S.C., Prepared for Myrtle Beach Farms Co., February 1939; Robert L. Bellamy, "Map of Myrtle Beach, S.C., A Compiled Map," Myrtle Beach, S.C., November 1955; and Burroughs, p. 18.

(14) Belle Miller Spivey Hood, "Spivey's Beach," The Independent Republic Quarterly 18 (Summer 1984): 9-10.

(15) Sun News (Myrtle Beach, S.C.), 7 May 1994; United States Department of the Interior Geological Survey Map, Myrtle Beach Area, 1940; and United States Department of Agriculture, Aerial Survey Photograph, 1939.

(16) Hood, pp. 9-10; Collection of personal accounts, newspaper columns, photographs, and letters discussing Major St. Julien L. Springs and the 2nd Avenue Pier (sent by his daughter, Judy Springs Haile, to the Myrtle Beach Planning Department, Winter 1995); Sun News (Myrtle Beach, S.C.), 7 August 1983; and Myrtle Beach News (Myrtle Beach, S.C.), 12 September 1952.

(17) Gray, pp. 11-13; Myrtle Beach News (Myrtle Beach, S.C.), 2 June 1955; and Tempe Hughes Oehler, "A Potpourri of Early Myrtle Beach Memories," The Independent Republic Quarterly 18 (Summer 1984): 6-8.

(18) The South Carolina Magazine 10:1 (January 1947); Louise Jones DuBose, "Horry County," The South Carolina Magazine 12:5 (May 1949), 31.

(19) Burroughs, p. 18; and Willcox, p. 136.

(20) A.R. Munn, "Myrtle Beach: 'The Place to Play and Stay,'" The South Carolina Magazine 13:7 (July 1950), 14-15.

(21) Gragg, pp. 94-95; "Vacationland U.S.A. . . . Surf and Sand S.C. Beaches," The South Carolina Magazine 20:7 (July 1955), 4, 22, 23; Herbert Ravenel Sass, The Story of the South Carolina Lowcountry, 3 vols. (West Columbia, S.C.:J.F. Hyer Publishing Company, 1956), Volume I:261.

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The following is part of the legend of the N. C. Hughes, Jr., "Map of Myrtle Beach," Myrtle Beach, S.C., prepared for Myrtle Beach Farms Co., November 1933. (Horry County Courthouse, Plat Book 2, Page 82):

This map supersedes all previous maps and is a composite map made from additional surveys and from:

- 1 - The Map of the Hotel Section by Stanley H. Wright..., July 1926, with certain revisions and additions - noted below.*
- 2 - The Map of the Ocean Front north of the Hotel Section by S. D. Cox..., Nov. 1923, with certain revisions - noted below.*
- 3 - A second map of the Ocean Front further northeast, showing a portion of the 1923 Map, by S. D. Cox, August 1925, with certain revisions... - noted below.*
- 4 - A third Map by S. D. Cox, August 1931, showing quite a revision on the northeast end of his second Map, being the area bounded by 27th Avenue, The Kings Highway, 31st Avenue, The Atlantic Ocean..., superseding J. H. Wright's portion of this section.*
- 5 - A Map of Myrtle Heights representing an additional layout to the northeast of 31st Avenue up to 40th Avenue by survey and Map of N. C. Hughes..., August 1933.*

"Revisions of and additions to the original Hotel Section Map.

- 1 - The Block occupied by the Seaside Inn, The Strand Hotel, and the Bathhouse shows a street system installed September 1933.*
- 2 - Block 31-A shows a subdivision by survey of S. D. Cox Engineer, October 1931.*
- 3 - Block 32 shows the completed subdivision of the section between the alley and the A.C.L. Ry.*
- 4 - Block 35 is occupied in its entirety by The Myrtle Beach High School.*
- 5 - Block 50-A - the original Myrtle Beach School lot - shows a subdivision, made by S. D. Cox, Engr., February 18th 1925.*
- 6 - An addition is shown on the west side of the western boundary lines of Blocks Nos. 58, 60 and 50-A up to Withers Swash, with its subdivisions by survey of S. D. Cox. Engr., February 18th 1929.*

"Note: The 100 ft. width of Broadway is reduced to 75 feet from the west side of 4th Avenue to the Highway 38 bridge across Withers Swash. The width of Broadway between 5th Avenue and West End was revised on the east side January 24, 1928.

"Revisions of and additions to S. D. Cox's Maps Nos. 2 and 3.

- 1 - Lots Nos. 185 and 202 have been absorbed by 100 ft. streets.*
- 2 - Lots Nos. 200 and 201 are extra lots previously unaccounted for.*
- 3 - Lots 206 to 216, inclusive, have been laid out filling in space previously uncharted....*
- 4 - On S. D. Cox's 1925 Map Ocean Front Lots Nos. 243 to 261, inclusive, have been revised, the 100 ft. street cut out and the present layout is as shown on his August 1931 Map designated as the Kings Highway Section No. 4."*

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F. Associated Property Types

I. Name of Property Type: Properties Associated with Myrtle Beach's Historic Period of Growth and Prosperity, 1917-1954

II. Description

Includes properties built during Myrtle Beach's principal period of historic development that relate to one or more of three developmental sub-themes characterizing this period. These themes are as follows.

Theme 1: Community Planning and Development--properties associated with the planned development that occurred during this period, particularly as directed by Myrtle Beach Farms Company and Woodside Brothers, such as districts reflecting the original layouts of various sections of Myrtle Beach.

Theme 2: Coastal Community Resort/Vacation Destination--properties associated with the growth of Myrtle Beach as a coastal community resort/vacation destination; properties which grew out of this particular historic context such as the boarding/guest houses, vacation and summer homes, motels/hotels, country club, and those associated with the pavilion/amusement parks.

Theme 3: Residential Community--properties associated with the residential community/everyday life present in Myrtle Beach--schools, churches, commercial downtown structures, and commercial industrial buildings such as the railroad station.

III. Significance

These properties are significant for their association to Myrtle Beach's principal period of historic development from 1917 to 1954. Many are also significant as representative examples of once common architectural types found in Myrtle Beach or as unusual architectural, artistic, or engineering examples. These properties should be listed under Criteria A for their associative areas of significance and/or under Criterion C for their architectural areas of significance.

IV. Registration Requirements

In order to qualify for listing, resources must possess an association with one or more of the developmental themes described above and/or possess significance under Criterion C as a representative example of a once common building type or as a unique or unusual example. Properties must be intact examples of one of the identified subtypes listed below and must have integrity of location, design, workmanship, feeling, and association. If primary significance is under Criterion C as an unusual architectural, artistic, or engineering example, integrity of location may be

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waived. Integrity of setting and materials has been waived as an absolute requirement and instead are left to interpretation on a resource by resource basis.

Subtype - Residential Properties (boarding/guest houses, permanent residences, vacation and summer homes)

Eligible under:

Criterion A - for association with developmental sub-themes 2 and/or 3 (see II. Description)

Criterion C - as a representative or unusual architectural example

Subtype - Motels/Hotels (small scale, often family-owned)

Eligible under:

Criterion A - for association with developmental sub-theme 2 (see II. Description)

Criterion C - as a representative or unusual architectural example

Subtype - Districts (residential, mixed residential, and commercial)

Eligible under:

Criterion A - for association with developmental sub-themes 1, 2, and/or 3 (see II. Description)

Criterion C - for containing representative and/or unusual architectural examples

Subtype - Recreation/Entertainment (amusement park resources, country clubs, and golf courses)

Eligible under:

Criterion A - for association with developmental sub-theme 2, (see II. Description)

Criterion C - as a significant architectural, artistic, and/or engineering example

Subtype - Public-Use Buildings (Atlantic Coast Line Railroad Station, Ocean Forest Country Club, commercial properties; church buildings, and civic buildings)

Eligible under:

Criterion A - for association with developmental sub-themes 1, 2, and/or 3 (see II. Description)

Criterion C - as representative and/or unusual architectural examples

G. Geographical Data

City limits of Myrtle Beach, South Carolina, as they existed in 1954.

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H. Summary of Identification and Evaluation Methods

The multiple property listing of historic and architectural resources of Myrtle Beach, South Carolina, is based upon a reconnaissance-level survey conducted by staff members of the South Carolina State Historic Preservation Office (SHPO) conducted in the spring of 1994. The nine individual properties and one historic district being nominated as part of this Multiple Property Submission have been photographically documented and locations recorded on U.S.G.S. topographical maps. Research included checking deed and plat records; making inquiries with local survey companies and the city engineering office; reviewing historic map files at the University of South Carolina and the South Carolina Department of Archives and History; reviewing secondary sources; and extensive oral history, including two public meetings.

Without a comprehensive historic and architectural resources survey, it is impossible to determine precisely the full extent of historic resources currently existing in Myrtle Beach. Based on research and oral history, however, it appears that historic resources are limited to those dating from the twentieth century. Based on this conjecture and on the fact that Myrtle Beach's notoriety certainly stems from late-nineteenth and early- to mid-twentieth century developments, three historic contexts have been identified that cover the period from 1880 to 1954: (1) Community Beginnings and Early Resort Ventures, 1880-1917; (2) Early Development as a Coastal Community Resort, 1918-1925; and (3) Growth and Prosperity as a Coastal Community Resort, 1926-1954.

The period of significance for this nomination has been extended to 1954, the year of Hurricane Hazel; this date less than fifty years ago is justified by the emphasis on historical association rather than on architectural types, and because the 1945 date is an arbitrary one of no great significance in Myrtle Beach's history. The year 1954 was chosen because of the tremendous impact of Hurricane Hazel on the built environment of Myrtle Beach and the surrounding Grand Strand, and because rebuilding and new construction after the hurricane ushered in a new era of development for the city.

A single property type (subdivided into five subtypes) has been identified based on association to Myrtle Beach's most recent historical period, 1917 to 1954, encompassed by two of the three historic contexts. As mentioned previously, all of the known historic resources (with the exception of a late-nineteenth/early-twentieth century cemetery) date from this period of growth and development, and, although physical types do exist (such as the boarding/guest houses), the overriding shared characteristic of these resources is their association to the dominant historical theme of Myrtle Beach's twentieth-century growth as a national tourist destination. Three sub-themes have been developed as a way to further characterize resources: (1) community planning and development--properties associated with the planned development that occurred during this period, particularly as directed by Myrtle Beach Farms Company and Woodside Brothers, such as districts reflecting the original layouts of various sections of Myrtle Beach; (2) coastal community

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resort/vacation destination--properties associated with the growth of Myrtle Beach as a coastal community resort/vacation destination, in particular, those associated with the area of significance "entertainment/recreation"; properties which grew out of this particular historic context such as the boarding/guest houses, vacation and summer homes, motels/hotels, country club, and those associated with the pavilion/amusement parks; and (3) residential community--properties associated with the residential community/everyday life present in Myrtle Beach--schools, churches, commercial downtown structures, and commercial industrial buildings such as the railroad station.

Again, without the benefit of a comprehensive survey, it is difficult to determine a level of integrity that should be established as a standard for eligibility. Also, the essence of Myrtle Beach's history is development and change--that is its signature. And yet, despite the facade presented by the place, it retains a plan and a variety of resources that recall its evolution. Characteristic of Myrtle Beach is the juxtaposition of new and old--due in part to the necessary changes wrought by nature in the forms of Hurricanes Hazel in 1954 and Hugo in 1989. The need to respond to these natural events and to guard against them has certainly made its mark on resources. Because of this history, integrity of setting and materials has been waived as an absolute requirement and instead are left to interpretation on a resource by resource basis.

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Additional Documentation

USGS map w/ locations of properties nominated as part of this submission.

United States Department of the Interior
National Park Service

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SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: N/A

Date Listed: 11/7/96

Property Name	County	SOUTH CAROLINA State
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Historic Resources of Myrtle Beach, South Carolina (COVER)
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for *Ma J. M. Way*
Signature of the Keeper

12/4/96
Date of Action

=====
Amended Items in Nomination:

This cover makes a good case for 1954 as an appropriate termination date for the context. Individual nominations for resources constructed or attaining significance within the last fifty years will still have to justify eligibility under Criteria Consideration G, however.

This clarification has been discussed with the South Carolina SHPO.

DISTRIBUTION:
National Register property file