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A HEART AT HALLOWEEN

By HAMPTON DUNN

Did you ever look for a street in Tampa named "Yetive"?

Good thing you didn't—because there never was such an address.

But the mapmaker who produced City maps in the 1930s and those who followed after him for many years insisted there was, indeed, a Yetive Street. And they pointed out on the maps that Yetive was in West Tampa right there between Myrtle and Esther Streets, and just off Columbus Drive—and not far from Gladys, Emily, Francis, Aileen, Kathleen, Janette, Hilda, and a host of other girls’ names.

Therein lies a mystery and a love story:

Once upon a time there lived in Tampa a popular young belle whose first name was Yetive. And there were many swains seeking the favor of this lady.

This was back in the mid-1930s when young people celebrated Halloween by playing pranks on their friends and neighbors. One
such All Hallow Even, several of Yetive's boyfriends were out playing tricks.

Even in those days, boys would be boys. They selected an obscure, short street named Munro for their fun. The guys simply repainted (very professionally, mind you) the name of that street to "Yetive Street."

A few days later, the City public works people came through remapping the area. And so for that year and for the period on into the 1960s, the Tampa City Map clearly portrayed Yetive Street, and showed no Munro Street!

Of course, the Polk's Tampa City Directory picked up on the mistake. The 1951 edition, for instance, listed in the section of streets and addresses: "YETIVE-From W. Euclid av north to Warren av, 2 west of N Boulevard." It was in bold, black type, too!

Decades later, like in 1990, Yetive had grown up, married, had children and grandchildren-and a husband with a long memory. He's a fun-loving fellow, too. His name is Lester Olsen, a Tampa businessman. On his wife's birthday this year, Les wanted to surprise Yetive. He called on the AAA Motor Club for a map of Tampa around the 1940s or 50s. The Club obliged, and Olsen blew up the section of a 1958 map which was still carrying "Yetive Street," and presented it to the belle whose name it bore.

Strangely, after all these years, Mr. Olsen doesn't seem to know which boys were involved in that Halloween prank!