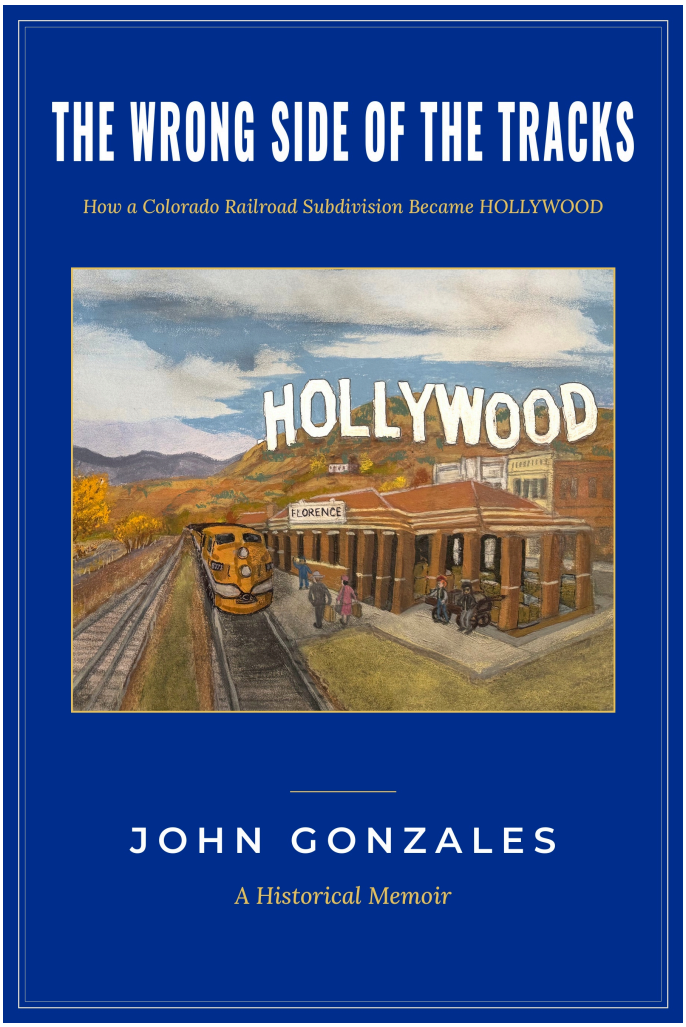
PRESS & MEDIA KIT

THE WRONG SIDE OF THE TRACKS

How a Colorado Railroad Subdivision Became HOLLYWOOD



JOHN GONZALES

Raised by Hollywood.
Forged in the shadow of the tracks that divided a town.

FROM BOOM TO BARRIO

This is the story of a **HOLLYWOOD** *you never knew existed...*

Not the one of fame, fortune, and movie stars. It was the one on the wrong side of the tracks. It was a neighborhood where a different kind of American story was unfolding.

At the turn of the 20th century, Florence, Colorado, was a town fueled by ambition and the promise of prosperity. Oil, coal, and processing of precious minerals attracted investors from around the world, transforming a once-untamed stretch of land into a thriving industrial community.

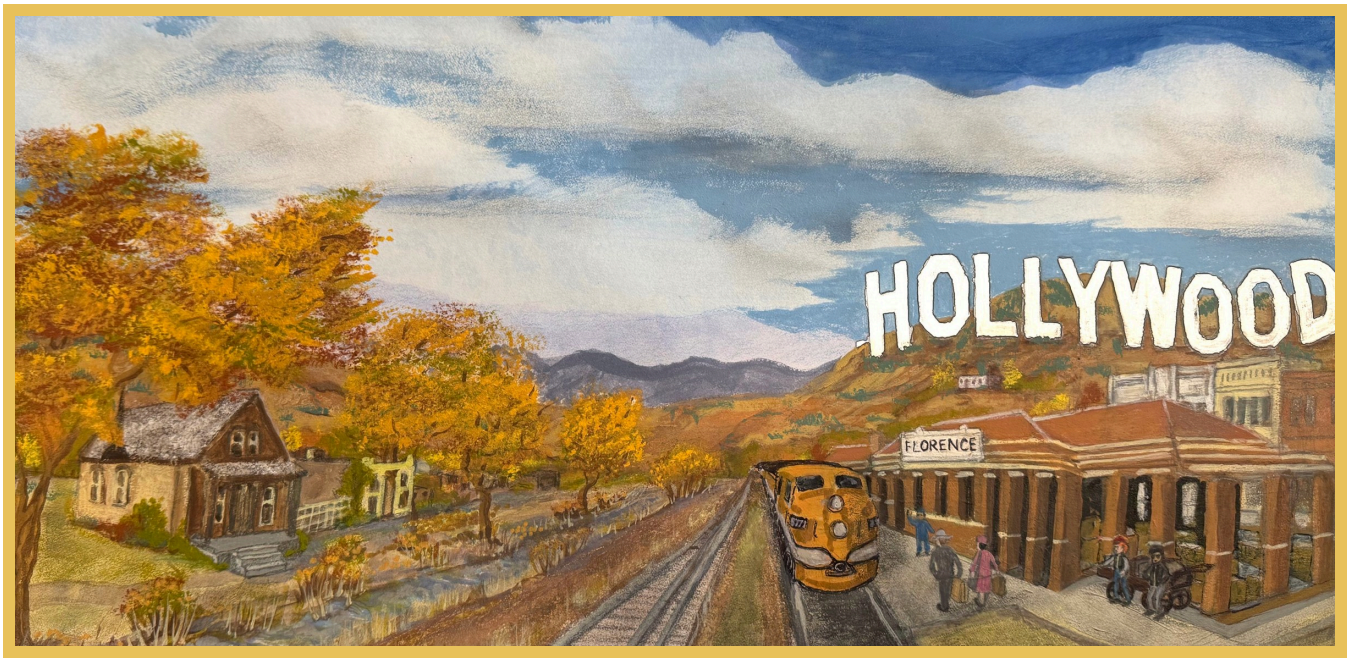
But prosperity was fleeting. Economic turmoil, labor strikes, dwindling resources and company mismanagement brought the boom to an end. As industry faded, Latino families made this forgotten corner of Florence their home, building a close-knit community rooted in hard work, pride, and resilience.

It somehow got the name HOLLYWOOD—a name that stood in striking contrast to their humble surroundings, yet reflected the richness of the lives they built.

The Wrong Side of the Tracks is a captivating journey through hardship, hope, and the extraordinary spirit of ordinary families who refused to let their circumstances define them.

THE COVER PAINTING

HOLLYWOOD, PAINTED



Cover art: an original painting by local artist Sandy Dale

BOOM & BUST

Oil, coal, minerals, financiers, strikes and mismanagement reshaped a Colorado town.

A BARRIO NAMED HOLLYWOOD

How Latino families built a community with energy and toughness.

LIVED HISTORY

A first-hand account of the Hollywood heyday, 1950 to 1970.

WITH GRATITUDE

*"A HUGE thank you to the **Florence Pioneer Museum & Research Center**! Without their encouragement and support this book would have never happened and a part of our city lost to history."*

— JOHN GONZALES

ABOUT THE AUTHOR

JOHN GONZALES



JOHN GONZALES · AUTHOR

Raised by Hollywood.
Forged in the shadow of the tracks that divided a town.

Born and raised in Hollywood for his first 18 years, John went on to a 38-year U.S. Air Force career as a Colonel engaged in intelligence, counterintelligence and counterespionage.

Today he serves on the Advisory Committee of the Florence Pioneer Museum & Research Center and lives in Pueblo West with his wife, Mary.

ROOTS	Born and raised in Hollywood, on the wrong side of the tracks in Florence, Colorado
SERVICE	38-year U.S. Air Force career as a Colonel in intelligence, counterintelligence and counterespionage
COMMUNITY	Advisory Committee, Florence Pioneer Museum & Research Center
HOME	Pueblo West, Colorado

QUOTES

"We knew we lived on "the wrong side of the tracks" but that mattered little. Our families were hard working, honest and had good values. This was the world that formed me.

— JOHN GONZALES

"Hollywood formed a certain kind of people, not better or worse but only different. We were not rich, we were not in the upper strata of society, we were simple everyday folks who worked hard and who took care of one another.

— JOHN GONZALES

"There was much that remained even though business floundered and much of it disappeared. And that was its people. They were resilient and many stayed to make it through the downturn as they wanted to continue to make the community a better place for their families notwithstanding its economic problems.

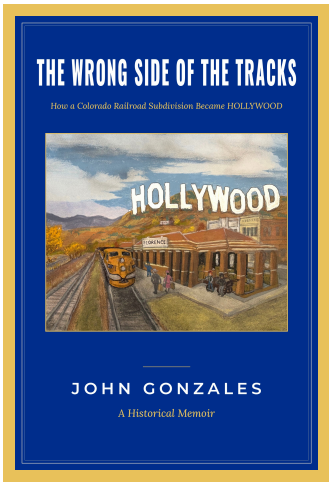
— JOHN GONZALES



Detail of railroad tracks where Hollywood community began

AT A GLANCE

BOOK DETAILS



TITLE	*The Wrong Side of the Tracks*
SUBTITLE	How a Colorado Railroad Subdivision Became HOLLYWOOD
AUTHOR	John Gonzales
GENRE	Historical Memoir
SUBJECT	The Hollywood subdivision of Florence, Colorado, a railroad-divided town; heyday 1950–1970
FORMAT	Paperback
PRICE	$25.00
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ORDER	nine-q.com

FOR HOSTS, EDITORS & PRODUCERS

INTERVIEW QUESTIONS & TALKING POINTS

John is a first-hand witness to the Hollywood neighborhood he writes about. The questions below are a starting point for print, radio, podcast, and video conversations.

01 What made you write *The Wrong Side of the Tracks*, and why now?

02 What was the Hollywood subdivision, and where was it?

03 What did "the wrong side of the tracks" mean when you were growing up? How did the tracks divide the town?

04 What did being "raised by Hollywood" teach you?

05 You write that Hollywood formed a certain kind of people. What kind of people did it form?

06 Which family, neighbor, or character from the book do you think about most?

07 How did you research the book, and what did the Florence Pioneer Museum & Research Center help you uncover?

08 What was the biggest surprise you found in the history?

09 How did local artist Sandy Dale's painting come to be the cover?

10 What do you mean when you say what "remained was its people"?

11 What should younger readers take from this book?

12 What was the hardest part of writing it?

13 Where can people get the book?

TALKING POINTS

- Boom and bust in early-1900s Florence
- Latino families building a close-knit barrio
- Hollywood's heyday, 1950–1970
- Cover painted by talented local artist Sandy Dale

MEDIA CONTACT & ORDERING

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