

FORT LAUDERDALE 50 YEARS AGO

*Photos from the
Jack Egan collection*

The Sweet Building, seen here looking west from Las Olas Boulevard, was Fort Lauderdale's only "skyscraper" when this 1935 photograph was taken. At the time it contained the First Federal Savings and Loan Association, the Brayton-Cole Drug Store and offices of some of the city's most prominent doctors, lawyers and realtors.

NINE STORIES TALL!



THE OLD DOWNTOWN



"The Toggery," a men's clothing shop, occupied the northwest corner of Wall Street and South Andrews Avenue in 1937. To its left, on Wall Street, was the Weidling Building, built in 1916 by Carl P. Weidling.

WHERE MEN GATHERED, INSIDE . . .



. . . AND OUT

The Deck (above), on the corner of South Andrews Avenue and North River Drive, was Fort Lauderdale's most popular bar in 1937. Fred and Eve Beck had just purchased the establishment from Parker Crooks and had installed a new counter. The scene to the right shows the exterior of the Deck, as well as the Broward Hotel (left), the Governor's Club Hotel (center), and the Pioneer Department Store (right).



LUXURY FOR TOURISTS



Above is the Champ Carr (now Riverside) Hotel at 700 Las Olas Boulevard, nearing completion in 1936. Below is the hotel's shining 700 Club bar.

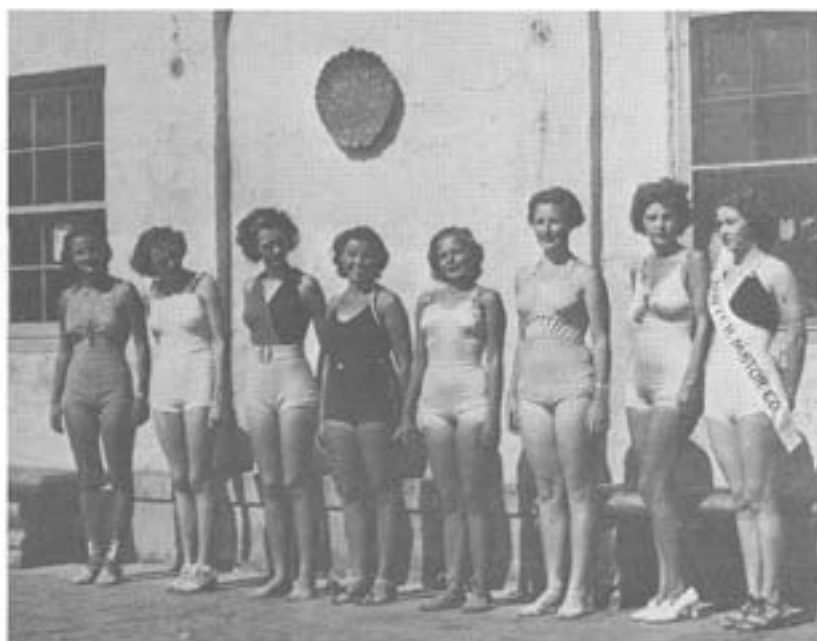


PRIDE OF BROWARD



Swimming champion Katherine Rawls was one of Broward County's best-known residents in the mid-1930s. This photo was taken at the Las Olas Beach Casino in 1936, the year she competed in the Olympic games in Berlin.

BATHING BEAUTIES . . .



This group of Fort Lauderdale High School girls, taken at the casino in 1937, includes Mary Jane Thomas (fifth from left), and Nancy Setliff (sixth from left). Can our readers identify any of the others?

. . . AND SWIMMING CHAMPS



This group of college swimmers and coaches gathered at the casino pool on December 27, 1936, for the Second Annual Aquatic Forum. Note the sign on the pool wall at far right.

SCHOOL DAYS



The end of another school day at Fort Lauderdale High School. This view is from the corner of S.E. 2nd Street and S.E. 3rd Avenue, looking northeast.

THE HOME TEAM



Fort Lauderdale High School's 1937 "Flying L" football team. Front row: Earl "Tuffy" Sapp, Frank Fernandez, Louis Becker; second row: Tracy Tripp, Wayne Schmidt, Fred Zloch; third row: Cecil T. Farrington, Herschel Anderson, Claude Adams, Fred Sapp, Philip Cheaney; fourth row: Wilfred Crabtree, un-

identified, Don Tener, "Bill" Holland, Wayne McClure, Foy Fleming; back row: George Naumann, Doug Leavitt, unidentified, Coach Ken Ezell, Coach Arthur E. "Red" Sweeney, Bill McNeff, Robert Eller.

MODERN COMFORTS AND CONVENIENCES



Beddoest Mattress exhibit at the 1936 Broward County Fair. To the right is Mr. Cobb, owner of the company, which had its shop at 217 N.W. 4th Avenue in Fort Lauderdale. Photos of black businesses from this period are rare.



Fifty years ago downtown streets were lined with small retail establishments, like Graham Elliott's Norge Appliance Store at 314 South Andrews Avenue, seen here at Christmas time, 1936.

HONORING A FALLEN FLYER

WHAT A CATCH



Large tuna and small fisherman at the municipal docks on New River, just northeast of the Andrews Avenue bridge, 1937.



Broward County's first pilot, Merle L. Fogg, lost his life in an airplane crash in West Palm Beach in 1928. In 1936, Fogg's family dedicated this plaque in his honor at Merle Fogg Airport, on the site of the present Fort Lauderdale-Hollywood International Airport. From left to right are: City Judge Edward Helmburger, Fogg's best friend August Burghard, Albert Erkins and Fogg's parents, Alberta and Leslie Fogg.

A NATURAL WONDER



One of Broward County's natural wonders — Commodore A.H. Brook's famous "Two Million Dollar Tree" at Wyldwood Nursery on the north side of the Dania Cut-off Canal, east of U.S. Highway 1. In this 1936 photo, Brook stands next to the tree's "alligator root."

VENICE OF AMERICA



Scenes of tropical beauty, like this view of the Intracoastal Waterway, lured tourists to Fort Lauderdale, even in the Depression years.

ANCHORS AWEIGH!



A contingent of Coast Guardsmen marches up Andrews Avenue past the Maryland Hotel as part of the 1937 Fourth of July parade. Other landmarks visible in this photo include the Sweet Building (upper left) and Brown's Good Food Restaurant (right).

NEW BEACH RESORT



The Lauderdale Beach Hotel, owned by James S. Knight of Chicago, was the first "modern" hotel on Fort Lauderdale Beach. This architectural rendering was prepared in 1936, one year before the hotel opened for guests.