

Facts about Fort Lauderdale and Broward County

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The man seeking a home, a permanent abiding place, a winter home, or location for business naturally is curious as to the conditions in any community he may be considering. Lauderdale and Broward County invite the critical investigation of such men. Our confidence in our community makes us positive that closer scrutiny will cause many fine men and women to decide on this county as a location for a home. The Herald will attempt to set forth the advantages of Lauderdale and Broward County in a series of ten advertisements of which this is the first number.

COLEE HAMMOCK

"Colee Hammock, Mary Brickell's sub-division of part of the North Half of Section 11, Township 50, South, Range 42, East" is a prosaic-sounding title for a pretentious sub-division to a splendid town in these days when even an ordinary pineland sand sub-division miles from nowhere is called "Vista Something or Other," and "By the Sea" is tacked onto the handle of anything from the Everglades to the Dixie Highway, and "Bay-side Park" may be miles from a bay or park, present or prospective.

But there is some authentic history and a wealth of legend and a touch of sentiment connected with the title, and Colee Hammock, Mary Brickell's Sub-Division, it is destined to remain.

Situated between Fort Lauderdale and the beach with the Boulevard to the Beach running directly through it, with the beautiful, deep and curving New River and historic Tarpon Bend forming the southern boundary, it is in the direct line of most rapid growth for residences of the better class.

Held by the Brickells for years while the original town and many sub-divisions were being developed, it has been the subject of thousands of inquiries by prospective homeseekers and investors, but only occasionally would the Brickells allow some favored friend to acquire a lot in the sub-division. This summer Baxter and Clancy purchased two blocks, which they are developing, and the remainder of the unsold lots, numbering about 450, were purchased by Messrs. M.A. Hortt and R.E. Dye, who are clear-

ing the lots, paving the streets full width, putting in sidewalks and water mains, lining the streets with palms, and putting it on the market complete and beautiful.

The Hammock will remain largely as Nature created it, and it is hard to improve upon Nature at this place. The large, towering oaks covered with Spanish moss and brightened with the brilliant and curious air plants bring exclamations of delight from all visitors. And Tarpon Bend, with its hundreds of rolling, sporting tarpon, makes a point of interest where sightseers love to congregate. And the canal front offers an inspiring view of the river, which widens rapidly at this point, and Lake Mabel and New River Sound and the Coast Guard Station in the distance.

Colee Hammock contains some of the highest elevations in the county, and it is one of the few places where a basement house can be successfully used.

Colee Hammock adds another bright gem to the many attractive and beautiful sub-divisions which the realtors will have to show the visitors this winter.

IDLEWYLD — LAUDERDALE'S LOCATION DELUXE

Two years ago Idlewyld was a vague, unnamed idea. It was a swamp and a dream.

It was a swamp of mud covered with a hopeless, tangled growth of buttonwood and mangrove — a jungle and a blot on the face of nature.

It was a dream; a beautiful, daring and magnificent dream of the time when energy and money and vision of man would combine to create from this vast jungle a place of wondrous beauty.

Dreams do come true. Today Idlewyld is a reality. Down where deep and beautiful New River widens to meet the bay it is a trim, new sub-division, with curving shorelines of white coral rock sea wall, with canal and lake entirely its own, and already dotted with palms and pines and flowers and beautiful homes.

The start toward the realization of this dream was made in January, 1920, when M.A. Hortt and R.E. Dye purchased these waste tracts of land from the various

owners, and in February the organization which was to undertake the biggest development in Broward County was formed.

The stockholders are Thos. N. Stillwell, Wm. H. Morsches, R.D. Kaufman, and Ernest N. Hill, all of Anderson, Ind., and M.A. Hortt and R.E. Dye, of this city.

The actual work of reclamation was started February 7, 1920, when a force of men with axes were put to work in mud and muck, leveling the dense growth of mangrove and buttonwood, and worked for weeks while wise doubting-Thomases shook their heads and audibly wondered what kind of a real estate bluff was being staged now.

In May dredges with "clam shell" and "orange peel" buckets began to take big bites in the mud and pile it up in levees around the edge of the tract to form a bulkhead behind which hundreds of thousands of cubic yards of dirt and mud were to be pumped to make the fill of solid land which in a few months was to be ready for the builder and the investor.

Thousands of cubic yards of rock were brought down on big barges from the Everglade canals, and a beautiful rustic sea wall of white coral rock was built around the entire bay and river front.

On June 30, the big, oil-burning suction dredge "Tuscawilla" laid its lines of pipe and began pumping a ten-inch stream of mud, water and sand "over the top," working twenty-four hours a day pumping the mud from the bottom of New River, deepening the bay, making it an excellent place for boating and fishing and a snug protected harbor for pleasure yachts and boats of all kinds, and at the same time converting a useless waste of swamp into what will eventually be one of the most beautiful spots in all Florida.

Wide streets and avenues from 50 to 75 feet have been laid out and paved and bordered with nearly a thousand coconut trees, alternating with hibiscus, to give it a dash of color.

Idlewyld is bounded on the north by Las Olas Boulevard, which runs from Fort Lauderdale to the beach. To the north

of the Boulevard is a canal, which will be widened and deepened, making a safe and convenient anchoring place for yachts. To the east of Idlewyld is New River Sound, which is a part of the Inland Waterway from Boston to Key West, and just across the sound, Las Olas Beach. It was this spot, using the sound and Idlewyld as a background, that D.W. Griffith, noted motion picture producer, chose as the location of his scenic triumph, "The Idol Dancer," and where he took many of the scenes for "The Love Flower." Mr. Griffith, after searching the world for beauty spots, said, "Your New River, with its frequent mirror effects, is the most beautiful I have ever seen, and I have seen some rivers." The mirror effects of the New River are a constant delight. Canoeing over its quiet surface of a still morning, the silver mirror reflects with perfect outline and even added color the stately palms, the beautiful homes, the flying waterfowl and the bright disc of the sun, and looking down in the bright emerald green waters, the rock sea wall seems to rise from its depths with the fish swimming up its face as though climbing until they dart away before the shadow of your canoe.

To the south is the deep and mysterious New River, and in the distance, Lake Mabel, its broad and glittering surface dotted with tiny magical little islands like a handful of jewels thrown broadcast. Lake Mabel is the home of the Manatee or Sea Cow, a great curiosity, which is now practically extinct in all other waters of the world, but which are here in large numbers and are given almost sacred protection by all anglers and sportsmen.

On the west of Idlewyld a 50-foot canal has been constructed, connecting New River with a little lake, one of nature's own beauty spots, which comes up to Las Olas Boulevard, thus surrounding the entire sub-division with navigable water, and not a lot in the entire sub-division more than 1,200 feet from boating and fishing. Electric lights have been extended from Fort Lauderdale, sidewalks and curbs are being built, and no expense is being spared to make it truly "Lauderdale's Location Deluxe."

From a slight elevation from any point in the sub-division, the waters of the Atlantic are in plain sight, and the big ocean liners plying down the coast make a picture of rare beauty. And the glory of an ocean sunrise, when the big orb gilds the floating clouds with a fringe of gold and crimson and sends across the waters and sky an ever-changing kaleidoscope of colors — of gold and rose and lilac and purple and blue, and you stand awe-stricken and speechless — for who can describe a delight. It was John Wanamaker, the Philadelphia mer-

chant prince and world traveler, who said, "Nowhere, except possibly Italy, can be seen such gorgeous sunrises and sunsets and balmy air of June in January."

Idlewyld offers everything desirable to the lover of nature and outdoors life. Good fishing, good boating, convenient to beach and climate unsurpassed anywhere at any time of year. The sub-division is carefully protected by building restrictions which permit the building only of high-class homes of architectural beauty and estates of the finest character.

RIO VISTA

"A Sub-Division Complete" is a rather hackneyed term, used often with a total disregard of the most powerful essential — the truth. How pleasing it is, then, to locate a development close to the heart of a city which embodies all the advantages which the fullest meaning of the word "complete" conveys. Such a sub-division is Rio Vista, immediately adjoining Fort Lauderdale, to the south on the Dixie Highway. Everything there was provided before the erection of the first residences began. Personal supervision by the owners assisted greatly the proper carrying out of plans and assured the best service from the contractors.

The entire Rio Vista tract comprises 400 acres, which property extends from the shores of Lake Mabel, a state-wide known fishing spot, to the Dixie Highway, the main artery of communication in southeastern Florida. The north boundary of the property is New River, which according to the government charts is the deepest river for its length in the United States. Some portions of this river along the Rio Vista property are over ninety feet deep, and owing to this extreme depth some of the largest of the game fish, many over six feet in length, frequent its clear waters.

Up to the present time fifteen acres of the property is fully developed, including electric lights, city water, sewerage systems. A two-block parkway, seventy feet wide, lends a quiet elegance to the developed section of the property. The center of this boulevard is planted with ornamental shrubs and flowers. Cluster lights that will be placed at intervals will make this center section of Rio Vista a brilliant spot at night, the light reflecting in the mirror-like surface of the New River, which at this point runs parallel to this avenue. The chief and most interesting idea in connection with this splendid development is that of uniformity in planning the entire layout. The same character plants, the same trees, the same width streets and walks is the most admirable way of demonstrating this excellent idea. The first impression the visitor receives when viewing the property is one of pleasant orderliness

which was achieved by uniformity of every physical feature. This idea motivated from the beginning Clarence J. Hector, principal owner of the property. He wished for perfect unity in each bit of detail, he wished for perfection in every feature installed, he hoped that in the years to come, when Rio Vista will be one of the most desirable of the residential sections, he could point with pride to the effects of the foresight and care with which he worked hand in hand throughout the entire period of development. Many admirers of the present Rio Vista say that his hopes are not in vain.

The property visibly shows the personal care devoted to it. This "personal touch" is evident on every side. For instance, the planting of the shrubs and eucalyptus trees. The shrubs are planted in the center of the streets so that their outer edges are higher than on the inside. This cup effect is carried out in the trees, where the smaller ones are in the front and the older trees in the immediate background. The effect this way created is most unique and striking. The streets and sidewalks are uniform in width and length and of the same material. At present, 8,000 feet of streets have been laid out, and double the length of sidewalks.

All public utility wires and piping is carried in the rear of the lots, such as electric power and light poles and telephone wires and water mains. For this purpose two and a half feet of each lot is reserved. One of the restrictions of the property is that houses cannot be built on any lot closer than thirty feet from the front line. This will eventually prove to be one of the most beneficial restrictions, as it will allow a fine grassy lawn to be cultivated in front of each residence. The cost restriction on each building is \$3,500. To further protect the general appearance of the property, lots are sold in pairs only, so that no crowding will be occasioned by building too close to the neighboring lot.

Those who have been living in their new homes on the property for some time are Mr. and Mrs. E. N. Sperry of Bridgeport, Conn., whose home and grounds were completed first; Anna DuBois Robie, of New York, and Clarence J. Hector of the General Properties Corporation, developers of Rio Vista.

The Sperry house is located on New River, having a private driveway to the house from the main boulevard. They have named their home "The Stepping Stone," as large slabs of odd-shaped stones are located on the edge of the river, forming a sort of landing in front of the house. At the top of these stone steps is an ornamental arch suggestive of a Chinese pagoda design. The low comfortable appearance of this arch is much

enhanced by this archway. Before leaving for the north last summer, Mr. Sperry had the lawn planted with grass seed and upon his return found a most perfect lawn upon his property. The growth of grass there has been little less than marvelous. Everyone viewing the transformation effected in such a short time feel that the soil must be far more receptive in this part of Fort Lauderdale than in any other. The exceptionally tall pine trees in back of the house give the entire place a certain setting of exquisite beauty.

The house occupied by Anna DuBois Robie is of stucco construction and is an example of the country house architecture. It is modern in every appointment, and is "placed" on the lot with due regard for the advantages of a view toward winding New River. The home of Clarence J. Hector is a two-story house of unusual design of a soft brown exterior color tone.

King's Creek [Tarpon Canal], the eastern boundary of the present development, will shortly be dredged and a turning basin constructed for large power boats. This will allow docking space for the homeowners.

A concrete sea wall lines the entire river side of the property. It is 1,500 feet in length and shaped so as to give pleasing shore lines to the property. All of this section is on high ground, which was proved very conclusively by the absence of water from the property when the first development began. During a recent heavy rainstorm the water was mostly carried off to the river, and the next day not a sign of the downpour was visible.

A legend concerning the section where most of the development is effected tells of a cache where Spaniards hundreds of years ago buried a trunkful of gold and silver pieces. One highly thought of resident of Fort Lauderdale believes this tale so strongly that he is planning to employ a gang of men to dig for the buried treasure, the location of which he claims to be sure of. Remains of a Spanish house is still on the property, this being part of a stone fireplace. During various stages of the property's development, workmen located large oyster shell mounds which are said to have been placed there by the Spaniards when they occupied a portion of this area. The silver and gold pieces, however, are still to be located. But for every purchaser of lots in the Rio Vista Sub-Division, there is silver and gold in the pleasant satisfaction of having purchased property which is truthfully called "The Sub-Division Complete."

HIMMARSHEE PARK

Where in the maze of feverish Florida sub-division development can a "prospect" be shown a newly opened section

which has a private boat basin as a part of each lot? If any other such place is now open to the buying public, it would take an extremely powerful microscope to find. This most exclusive feature is incorporated in the many "visible advantages" of Himmarshee Park, Fort Lauderdale's perfect sub-division.

Himmarshee Park is located on the most picturesque section of New River close to Tarpon Bend, which spot is well known to Isaac Waltons from the north who angle with most satisfactory results for one of the gamiest fish in southern waters. The river frontage is six hundred feet in length, artistically built of natural rock which is sufficiently high to take care of the most extreme rise in the tide. Near the eastern end of the park is the entrance to the boat canal, which is sixty feet wide at this point and eight feet deep. This allows entrance to power boats of considerable size and also adds greatly to the tropical setting as its quiet, shiny surface reflects strongly the palm fringed shore and clouds. The large inner basin located near the center of the property is the most perfect natural mirroring surface imaginable. When the sunset hour is approaching, each brilliant bit of sky color is reflected in it greatly intensified and far stronger than the colors visible in the sky. This very fortunate location of this clear, deep pool of water is one of the chief assets of Himmarshee Park. That alone is a distinct departure from the humdrum sameness of sub-division layouts.

Last Olas Boulevard, which is the two-mile macadam road from Fort Lauderdale to Las Olas Beach on the Atlantic Ocean, is the northern boundary of Himmarshee Park. This wide boulevard connects directly with the Dixie Highway, and the park property is located only a half mile from this main artery of travel. The streets in the park in turn are all connected with the beach road, making the entire development easily accessible from all points. They are sixteen feet wide with eight inches of rock base and oiled in the same manner as the principal highways.

One hundred coconut palms were set out on the property when the grading was completed, and they are now showing to great advantage. There were so many fine trees on the development when operations were begun that the work of planting new shade and other trees was very much simplified. When the grass and other shrubs have had time to mature, the scene presented will be hard to duplicate for charm and beauty.

Pure city water from Fort Lauderdale is now being piped in and will supply the park with an abundance of clear, good-tasting drinking water, which is

the pride of the community. Electric power and light wires are already installed, so that no waiting will be necessary.

Out of the thirty-five lots offered for sale one year ago, twenty-two have already been sold. The purchasers are mostly planning the erection of their permanent homes on the property, only a small number having purchased for the purpose of reselling at a later date. Among the number who have considered Himmarshee Park as the finest residential section near Fort Lauderdale and who have plans for the construction of their homes there within the next few months are: R.E. Hills of Chicago and this city; J.M. St. John of New York City, who is now touring in Europe with Mrs. St. John; D.T. Hart of the local wholesale supply house; J.T. Schroeder, D.Z. Howell, M.B. Colton, and C.F. Schlemmer of Cincinnati, Ohio.

Messrs. Weidling & McCune, of this city, have started the construction of a residence on their lot near the river, this being one of the first houses to be constructed at the park. It is two stories high, and a portion of the lower story will be used as a garage. The design of the house is extremely pleasing, with long porches and overhanging eaves. It is estimated that the cost of this residence will exceed five thousand dollars. The restriction for residence buildings includes the clause that no structure shall be built at the park which will cost less than the amount mentioned above.

All the lots on the property have had new markers [installed] last week, which greatly improves the orderly appearance of the sub-division. With the exception of further grading and smoothing, Himmarshee Park is entirely completed and ready for the construction of the residences planned for.

This sub-division project was developed jointly by W.C. Kyle, president of the Fort Lauderdale State Bank, and C.J. Joiner, cashier. The capital involved since the work was started aggregates \$50,000, and it is expected that about \$5,000 additional will be required before the sub-division is complete in every detail.

Himmarshee Park is destined to become the show place of Fort Lauderdale because of its unique arrangement of boat basins and large sheets of water with splendid mirroring surfaces. Its fortunate location between Las Olas Boulevard and the famous New River will doubly enhance the desirability of this carefully laid out sub-division where even the most handsome home of a millionaire would not appear out of place. Beauty, it is true, at Himmarshee Park was planted by the hand of man, but nature could surely not improve upon it very much.