

Beaches, and making good to the citizens along the Hogan Road, as now graded, the purpose for which they gave the right of way."

Montgomery urged that immediate action be taken in order that the proposed highway, the only proposed direct route to Jacksonville Beach, receive preference in the event FERA labor became available for road building purposes.

He then exhibited a map showing that the existing route to the Beaches, Atlantic Boulevard, had 23 curves while a tentatively established and intersecting State Road No. 47, near the St. Johns County line, failed to shorten the distance to the ocean and would tend to draw traffic away from Jacksonville Beach.

Another big event took place in the eventful year of 1934. The bulkhead at Jacksonville Beach was completed and the influx of tourists to the gala celebration further emphasized the need for the opening of Hogan Road. This need was brought out by the men who planned and carried out the celebration: Wade Hoffman, president of the Jacksonville Beach Chamber of Commerce; Virgile Estes, general passenger agent for the Southern Railroad, and Frank P. Beddow of the Jacksonville Journal.

A year later, while speaking before the Southside Club, Montgomery again stressed the need for extending Hogan Road to the ocean. He stated that approximately two million dollars had come to the

Beaches during the season, while the current season was expected to bring into the County over nine million more. He compared the local highway system with that of Los Angeles, where nine thoroughfares connect the city with sea-side homes and resort centers.

That same year, Councilman I. D. Sams moved to contact the State Road Department and County Commission with the view of speeding work on the proposed new road to the Beaches via Hogan, over the former F. E. C. right-of-way and later as Mayor of Jacksonville Beach continued his fight for the Beach Boulevard. This move bore fruit, for the following January members of the Duval County Planning Council passed a resolution urging immediate action so that construction might begin in July of '38. This was sponsored by Ray Greene, County Commissioner, and the resolution presented to the Duval County Commissioners with a request to contact WPA officials asking that the road become a Federal project. This was subsequently done, and the Federal Government announced plans to expend \$500,000 on this work. At a later date the papers announced that the WPA's allocation was for the amount of \$1,073,960, and the sponsoring Duval Board of County Commissioners had pledged \$498,365 for the construction of Hogan Road.

A panoramic sketch of the proposed Hogan Road was exhibited at

Lions Club by the chairman of the special Hogan Road committee of the club, who explained the status of the approved Hogan Road WPA project.

One pertinent point brought out in this resolution was that the area along the right-of-way should be kept free of encumbrances of filling stations, dance halls, refreshment stands, and other forms of concessions. The fight to see that this standard is not now forgotten has been assumed by the Garden Circles in their efforts to beautify this scenic highway and to eliminate all commercial road signs.

Just as the practical dreamers had dreamed it all along, the road way plotted to form an intersection with the Atlantic Boulevard, State Road No. 78, following the center line of the abandoned Florida East Coast railway's Mayport Branch, purchased for the sum of \$8,500.00.

Then came the war years, when every man worthy of the name turned his thoughts and his energy to winning through to peace, and the construction of the Hogan Road came to a standstill until some time after the cessation of hostilities.

Today is December 17, 1949, and the Hogan Road is an accomplished fact. We are midway between the two century marks. We still have among us men of foresight, men of vision; and on this memorial day an old and honored citizen of the Beaches, B. B. McCormick, one of those among us who dreamed

dreams and made them come true, will cut the last bar to this artery of growth and progress, and allow the life-blood of a nation to flow through.

No man among us conceived and executed this scheme alone; but many men have seen the years roll by while they held fast to their visions and overcame the obstacles, giving us today the Beach Boulevard.

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