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A TRIBUTE — TO THE PIONEER

We learn from earliest history that, among many races, there have been pioneers . . . brave adventurers who courageously blazed trails and prepared the way for others to follow. These men, inspired by vision and an urge to overcome every obstacle in the path of their progress, have been our true leaders and builders.

Farther back than history records we learn of the Norsemen who braved the dangers of unknown oceans when the earth was believed to be flat. Among our early records we learn that Christ commanded His disciples to "go into all the world" and carry the story of a new religion. This religion proved so powerful that it became the strongest influence in causing its followers to seek new lands wherein they could enjoy freedom of worship.

Later pioneers, in search of adventure or untilled fields, led the way into founding new nations. So has it been all through history that the first to endure the hardships and make the way easier for others to follow were not always the one who received due credit and material rewards for their unselvish sacrifices.

America would never have been discovered, nor would Florida have been formed out of the lush, tropical wilderness, had it not been for our hardy forebears. Among the early history of the state we learn that the first to enter the region were the Norsemen of the North.

The James O. Jones Company of New Orleans has completed a splendid compendium of Southern personalities, entitled "The Book of the South." The volume contains more than 500 pages, smartly illustrated. The intimate stories of hundreds of leaders in the South were compiled by the Southern Editorial Association, with Hal Leyshon, brilliant young editor of The Miami Daily News, as editor-in-chief. Mr. Leyshon and his colleagues have done a masterful job and the book is a distinct contribution to knowledge in the South.

BOOK OF THE SOUTH

The James O. Jones Company of New Orleans has completed a splendid compendium of Southern personalities, entitled "The Book of the South." The volume contains more than 500 pages, smartly illustrated. The intimate stories of hundreds of leaders in the South were compiled by the Southern Editorial Association, with Hal Leyshon, brilliant young editor of The Miami Daily News, as editor-in-chief. Mr. Leyshon and his colleagues have done a masterful job and the book is a distinct contribution to knowledge in the South.

Beach Churches

In the rush, bustle and hurrah of life at Miami Beach, the religious side has not been neglected. Founder Carl G. Fisher, in the early stages of the city's development, donated land sites for two churches. Other donations have constructed edifices since, so that, today, Miami Beach boasts of the finest churches in Florida.

Beach Schools

Miami Beach schools have kept pace with the rapid growth of this miracle city, with a high school and elementary institutions that rank among the best in the state. Florida's sixty-seven counties boast over 2,000 schools, with more than 14,000 teachers. The progress of Miami Beach is exemplified in having schools of top rank.

Monsignor Barry

Among leaders in Miami Beach cultural life, the redoubtable Monsignor William Barry of St. Patrick's Parish and the Barry school is outstanding. Father Barry has devoted many arduous years to the development of his parish and school. These institutions always will stand as a monument to his Christian aggressiveness. Father Barry is one of the greatest assets of Miami Beach.

The Fisher Memorial

So that the memory of Carl Graham Fisher will never be forgotten and that future generations shall be cognizant of his great leadership in developing Miami Beach from a mangrove swamp into America's greatest resort city, the Fisher Memorial Association has been organized. Plans are being evolved by the committee for a perpetual memorial to this great man, who was not only a sportsman and business executive, but a profound friend of this city.

Junior College Movement

Florida's department of education should make a serious study of the Junior College movement, as started in New Hampshire. There is a steady growth of the idea of junior colleges in cities of secondary size in many states. The proposal offers two years of education beyond the level of the secondary school and aims to meet the higher educational needs of communities in which they are located; general education for those who are not planning to attend a university and specialized preparation for particular occupation, with appropriate courses of college grade for adults.

Splendid Action

The National Audubon Society, 1000 Fifth Avenue, New York, is sponsoring a national campaign for adult leaders, the object of which is to provide teachers, youth leaders and other interested adults with field experience and practical program suggestions for developing general interest in birds, mammals, insects, plants and other wild life. Campers at the resort, established at Medomak, Maine, will enjoy two weeks out of doors participating in informal field classes, and certificates describing the work covered will be awarded those who successfully complete the program. This is splendid action.

Splendid Brochure

Dr. Frank N. Freeman, Dean of the School of Education, University of California, has contributed materially to the progress of educa-
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**A. L. HISS Editor and the organization with which they are affiliated do not necessarily endorse all the statements or opinions offered in this magazine or all claims made in advertisements.**

**Progressive Thought**

Every Florida school teacher should read an editorial in the February issue of Woman's Home Companion which suggests Spanish as a primary foreign language for American schools in the practical interests of economic and cultural hemisphere solidarity. The editorial is a contribution of progressive thought.

**Fact Finding**

Fundamental economic issues in national defense are discussed by Harold G. Moulton in a booklet just published by the Brookings Institution, Washington, D. C., copies of which may be secured from the Maurice and Laura Falk Foundation, Farmers Bank building, Pittsburgh, Pa. For those interested in fact finding arguments, the booklet is distinctly worth while.

**Safety By Compulsion**

Massachusetts has taken the leadership in highway safety by passage of a compulsory automobile liability insurance act, and other states are falling in line with measures patterned after this bill, known as the Hampton Act. The American Association of Casualty and Surety Underwriters, New York, is actively engaged in sponsoring such legislation in all states. The association will gladly supply information regarding such acts to members of the Florida Legislature.

**Milton Weiss**

Milton Weiss, brilliant young lawyer, who received his high school education in Miami Beach schools, has been elected as a member of the Dade County Board of Public Instruction. He is the youngest person ever chosen for this office and, as a member, he will exert splendid vigor in assisting in the advancement of Dade County education.

**Tourists and Conventions**

One of the prime needs of Miami Beach is a well-established, well-financed Tourist and Convention Bureau to promote summer business, in addition to the great influx of winter-season visitors. A movement is afoot to establish such a bureau and it should be joined by all hotels for an active campaign. One of the purposes of the organization should be the construction of a Miami Beach convention hall with sufficient seating capacity to handle a major meeting. The National Education Association's annual convention could be brought to Miami Beach if such an institution were available. It is the hope of The Florida Teacher that progressive hotel managers and business firms will join in this forward movement.

**Suggested Improvement**

A cement wall, at least 60 feet wide, fronting the length of Lumus Park—and probably floodlighted at night—would afford a well-illuminated, beautiful promenade which would attract thousands of additional persons to Miami Beach. The City Council is welcome to this suggestion.

**Thomas J. Pancoast**

Today's first citizen of Miami Beach undoubtedly is Thomas J. Pancoast, stalwart pioneer who has enjoyed the pleasure of seeing a mangrove swamp developed into the metropolis which stands on these shores today. The accomplishments of Thomas Pancoast are a monument to his union of vision with enterprise. He has been an unrelenting progressive, always laboring for a greater city. His charming wife and his splendid sons have joined him in the traditional Pancoast zeal in contributing to the betterment of the city. We warmly salute the Pancoast family.

**Everglades National Park**

National parks are good businesses to have around—especially in states that attract millions of tourists. During 1940, 16,741,655 men, women and children visited the national parks in these United States.

For many years past, there have been columns and columns of publicity regarding the Everglades National Park, to be established in South Florida. It is the hope of The Florida Teacher that Governor Spessard Holland will be more active in promoting the establishment of this park than was his predecessor. It is our hope that Mr. Holland will not make a political football of this park, but will have the aid of competent men who will secure action to complete Everglades National. We need real men who are worthy of good salaries for doing the worthwhile job.
The Miracle of Miami Beach

by J. N. Lummus

A Pioneer Developer and First Mayor of Miami Beach

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Owing to circumstances over which we have no control, we are unable to reproduce all of the photographs contained in the book of the original story, “The Miracle of Miami Beach,” and for that reason the following article is a condensation of the original manuscript, with appropriate illustrations.—The Editor.

For over one thousand years, since the early Norsemen, the vision, persistence, perseverance and money of man have been the important factors in the discovery, conquest and development of America.

It is no different today than when Christopher Columbus used an egg to get funds from Queen Isabella, to discover other lands. He had vision, persistence and perseverance . . . but the Queen had the money.

It is no different today than in 1567, when Don Pedro Menendez de Aviles, built a Spanish Mission on what is now Miami Beach, to Christianize the Indians, with vision and money....

It is no different today than in 1870 when Henry B. Lum and son, Charles H. Lum, landed on the ocean side of what is now Miami Beach, and seeing a few coconut trees growing by the water’s edge decided that here was a home with a future and a fortune. The Lums had vision, persistence, perseverance and some money, so they returned to Red Bank, New Jersey, and interested a few friends in their venture.

When Henry B. Lum and his son, Charles H. Lum, returned to their Red Bank, New Jersey home, following their visit to Miami Beach in 1870, their tales of coconuts actually growing along the water’s edge, fell upon fertile field. Coconuts and “copra” were in great demand those days, and the Lums and their friends could visualize enormous profits in a “coconut growing” enterprise in this area.

The Lums purchased a large tract of beach land from the State of Florida for twenty-five cents per acre and Henry B. Lum homesteaded one hundred and sixty acres from the United States Government. Twelve years later, to be exact, in 1882, the Lums returned, after having interested Ezra Osborn and Elnathan T. Field of Red Bank in their venture.

Osborn and Field made the trip from New Jersey to Miami Beach and were so well “sold” on the idea that they purchased a strip of land about sixty-five miles in length along the ocean extending from the Lummus holdings north to Jupiter. It is no different today than in 1912, when my brother, J. E. Lummus, our associates and myself purchased the Lum holdings and decided that the future of Miami Beach did not lie in growing coconuts, but would eventually be a real “Paradise Under the Sun” for the sun seekers of the North. We had vision, persistence, perseverance and some money, but more of this will be told later...

Judging from the prospects of coconut growing along the peninsula of Miami Beach, as explained by Osborn and Field to friends in New Jersey, the wealth to be gained was almost likened to the rubbing of an “Aladdin’s Lamp”. In fact, it was estimated by the potential coconut planters that each nut planted would be gained was almost likened to the rubbing of an “Aladdin’s Lamp”. In fact, it was estimated by the potential coconut planters that each nut planted would become a tree and each tree upon reaching maturity would produce at least one good nut each week. So Osborn and Field, while in New Jersey, employed twenty-five men from a life-saving station, and acquired from the Government several ancient life boats which they reconditioned.

They bought some mules, wagons, tents, a portable house, tools and provisions, and sailed on a Mallory Line boat for Key West, where they chartered a small schooner to transport their goods to Miami Beach.

When the schooner arrived off the coast of Miami Beach, it was found that the water was too shallow to permit the boat to dock, so the mules were shoved overboard, the men swimming with them to land. Lifeboats were then launched and provisions, workmen, tools, etc., were rowed to shore. Leaving the prospective coconut planters to carry out their work of preparing the land in readiness for the planting, the schooner sailed to the island of Trinidad where a cargo of nuts was purchased.

Part of the site selected for the initial coconut grove is now known as Lummus Park, the popular bathing and recreation beach made possible by the author of this book.

Having had no previous experience in clearing South Florida mangrove swamp lands, Osborn and Field soon realized they had undertaken a real job. To penetrate the underbrush for only a few feet on the ocean front was impossible without the use of a machete, and they were harassed by millions of mosquitoes, sand flies, rattlesnakes, moccasins, coral snakes, rabbits, coons, and other denizens of the swamp.

Assembling their portable house on the ocean edge, the coconut planters looked around for some entrance into the swamp and soon found an old Indian trail which had been in use by the Tekesta tribe long before the Seminoles were here, and by the Spanish Menendez when he built his mission in 1567. They used this trail, after widening it, as a highway for their mules.

They had accomplished very little in preparing the land for coconut planting when the schooner arrived with one hundred thousand nuts,—only to find that the landing was unsatisfactory. For a short time the sea was calm and the coconuts were rafted ashore in burlap bags, but a “squall” set up and this method could not be used, so the nuts were dumped overboard to let the wind and tide carry them landward. This meant that thousands of nuts drifted by the ocean current, far north of Miami Beach. Only thirty-eight thousand of this cargo was allotted to Miami Beach, and the trouble of planting seemed insurmountable.

It was impossible to plant them in rows, because of the undergrowth of the swamp, so they were planted willy-nilly in small holes with the tip of the nuts showing, which is the usual method, but without any conformity as to direction.

By spring, the nuts were finally planted, a few being planted on Cape Florida, and again the schooner arrived with another cargo, which came from Nicaragua. They were floated ashore, and were planted along the Indian Trail on Miami Beach.

By fall, the job was finished, so the camp was moved to the Hillbore House of Refuge above Boca Raton, where a third schooner load, brought from Cuba, was planted along the shore in that section. This procedure was repeated during the next two years and until a total of three hundred and thirty-four thousand coconuts had been planted along the Atlantic Ocean.

The cost of buying the nuts, clearing the swamp and planting had been far greater than anticipated, so that at the end of the third year, the finances of the company had been virtually exhausted, so Field returned to New Jersey to seek aid.

To all “back home,” Field told of the vast possibilities of coconut growing, and what he, Osborn and Lum had already done on the Florida peninsula. Particularly did he tell of the venture to a friend, John S. Collins, a prominent citizen of New Jersey, with the result that Collins advanced Field five thousand dollars to carry the scheme as far as possible to a successful conclusion.

In the meantime, the Lums had interested Henry Robinson, of New York
City, in their part of the venture to the extent that they supplied the work and he, the finances.

However, all was not rosy for the coconut “wizards.” Nature has a peculiar way all her own. It takes at least seven years for a coconut palm to bear nuts. This fact seemed to have been overlooked by the planters, unless they expected to wait “seven lean years” until they could begin to harvest for “seven fat years.”

Neither did they take into consideration that rabbits thrive on young coconut fronds, and coons are crazy about digging up the parent nut before it takes root . . . but they soon found out. They decided to give the denizens of the swamp some real appetizing food, so they sent north and bought apples and corn which they dosed with strychnine and scattered throughout the swamp in an attempt to hold the rodents in check, but “Brer Rabbit” and his friends must have waxed fat on this type of diet for it did not have the desired effect.

After the final planting at Hillsboro, the portable house was brought back to Miami Beach and became the home of Captain Carney, supervisor of the planting, and several other members of the party who wished to remain on the Beach. The Carney property was located where the White House Hotel now stands at the north end of Lummus Park.

In 1886, Charles H. Lum, feeling the call of Miami Beach, built a two-story house with a roofed porch, and brought his bride there to live. This house was located on the present site of the Tides Hotel, fronting Lummus Park. According to the records, Henry B. Lum, of Red Bank, New Jersey, father of Charles H. Lum, from whom our land was purchased, was the first white man to settle on our present Miami Beach. This deed is recorded in book 24 of deeds, page 305, records of Dade County, Florida.

Lum, from whom our land was purchased, was the first white man to settle on our lands. Collins, after considerable investigation, decided upon the avocado, costing about seventy dollars to three hundred dollars per acre. Later Collins purchased a sixteen ton thirty-five horse power tractor, built to his own design with special knife-bladed wheels. When it arrived, it speeded up the work to a marked degree, and the cost was reduced to less than thirty dollars per acre.

Finally, a suitable tract of land located west of Indian Creek at about the intersection of Pine Tree Drive and 40th Street, was cleared, and Collins began to plant avocados. Field demurred, but during the summers of 1907 and 1908, a total of two thousand, nine hundred and forty-five trees were planted, regardless of Field. Again Collins was up against the problem of protecting the young trees, and when Field came to see how things were going and realized the avocado venture was proving a failure, he sold out to Collins. Therefore, in 1909, Collins became sole owner of sixteen hundred and seventy acres of land, running four and one-half miles north on the Atlantic and fronting Biscayne Bay on the west.

Thomas J. Pancoast, son-in-law of Collins, paid a visit to the property, primarily to see for himself where all the family money was going, and if his father-in-law was not being fooled. However, when he arrived at the Miami Beach farm in 1911, he was surprised at the progress which had been made and the quality of the produce being raised, and instead of remaining a skeptic, he became an enthusiast.

Pancoast inspected the fertile acres of father-in-law Collins, and found the Red Blis potatoes, planted by Collins, were most prolific and delightful to eat—and imagine new Irish potatoes being harvested in the winter! He also saw acres of Cavendish bananas, other tropical fruits and garden vegetables growing with mangos and avocados on the plantation.

When Collins mentioned the construction of a bridge connecting with the fast growing village of Miami across the bay, this was almost the “straw which broke the camel’s back.”

But even at seventy-one years of age, Collins stood firmly, the result being that Pancoast brought his wife to Miami Beach, and he and his father-in-law and brothers-in-law, Lester and Arthur Collins, went to work in earnest on the bridge venture.

The most likely route was surveyed and a franchise applied for, but was refused because of the opposition of the Biscayne Navigation Company, which operated boats from Miami to Miami Beach, landing at Biscayne Street on the Lummus development.

Finally after a unique race, the charter was granted, and work was started on the bridge. This bridge was to be built of wood, but engineers in charge realized that to sink piling in the bay would soon mean that the wood eating teredo would eat the piling below the water’s edge, necessitating replacements very often. To offset this danger, the pilings were sunk in sheet iron casings, and concrete poured into the casing around the wood.

While still half way across the Bay, the contracting company failed, and the Collins crowd was faced with an almost insurmountable problem. With exhausted credit and virtually no cash, they hardly knew which way to turn.

The coming of Carl Graham Fisher to Miami Beach, while considered an accident, should be accredited to the vision of John H. Levi, a marine engineer, who represented a firm of boat builders from whom Fisher had purchased several yachts.

Carl G. Fisher, one of the most dynamic characters of the early days of automobile pioneering, was born on a farm in Indiana. At an early age, he showed much interest in athletics, especially in bicycling, and leaving the old homestead, he landed in Indianapolis, where he became a pal of Barney Oldfield.

He finally purchased the share of Osborn, but Field was reluctant to sell, so Collins became his partner. Then came the question as to what they should plant on the lands. Collins, after considerable investigation, decided upon the avocado, but Field wanted to plant grapefruit.

The task of clearing the land was the greatest obstacle. A crew of negroes was hired to clear the mangrove swamp, but it was slow and expensive work, costing about seventy dollars to three hundred dollars per acre. Later Collins purchased a sixteen ton thirty-five horse power tractor, built to his own design with special knife-bladed wheels. When it arrived, it speeded up the work to a marked degree, and the cost was reduced to less than thirty dollars per acre.

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These two “barnstormed” the country, attending country fairs where they raced for the benefit of the public and the small purse they got for the exhibition.

At that time, the few automobiles in existence used oil lamps for lighting and by a co-incidence, Fisher and a friend, James A. Allison, of about the same age, met a man who claimed to have patented a metal cylinder to hold carbide gas under pressure, and which could be used for automobile headlights.

Fisher and Allison bought a half interest in the patent for a few hundred dollars and incorporated the company under the name of the Prest-O-Lite Company of America. They built a small plant to make carbide gas, with which to fill the cylinders under pressure. Their product was so well received by the automobile industry that they were forced to build a dozen factories at strategic points throughout the state, and money flowed in like water.

After a few years, Fisher and Allison were millionaires and they sold their holdings in the Prest-O-Lite Company to the Union Carbide Company, Fisher taking a vacation by yachting, hunting and fishing.

On one of these leisurely yachting trips, John H. Levi, the marine engineer, delivered a new yacht to Fisher, at Cairo, Illinois, where Fisher had invited several friends to meet him for a voyage down the Mississippi, around the Florida Peninsula and up the Atlantic Coast. He invited Levi also.

A series of minor accidents on the way down the “Father of Waters,” including some navigation troubles, caused Fisher to terminate the cruise at Mobile, Alabama, and ship the boat by rail to Jacksonville. At the last minute, it was found that a bridge en route was too low to permit the yacht to pass, so Fisher arranged with Levi to continue the voyage via water.

Being a stranger to Florida waters and the many difficulties to be encountered in those days by shallows and reefs, Levi and party finally arrived at Miami to rest and relax. Levi liked the place so well that he wired Fisher to join him in Miami instead of Jacksonville.

Fisher came to Miami and enjoyed a real vacation. Although having retired and with fortune in the banks, he was not the type of man to sit idly and let a real opportunity slip by. The narrow strip of land called “the Peninsula,” (now Miami Beach) intrigued him.

On several fishing trips to the Gulf Stream he had noticed some activity on the ocean front, which was being done by the Lummus interests, and also a half finished wooden bridge headed toward Miami Beach from the mainland at 15th Street. Upon making inquiry as to the owner of the unfinished bridge, he was informed that it was John S. Collins.

When Collins started the bridge and needed funds, as President of the Southern Bank & Trust Company, I loaned him ten thousand dollars and my brother, J. E. Lummus, President of the Bank of Bay Biscayne, loaned him fifteen thousand dollars in order to make the bridge a reality. But the difficulties encountered proved that more funds were necessary and here is where Fisher became a real Santa Claus for Collins. He loaned Collins fifty thousand dollars on the bridge bonds and received, also, two hundred acres of land, a strip between eighteen hundred feet wide from the ocean to the bay. The bridge was finally completed and became known as the world’s longest wooden bridge, which was later torn down and the right of way sold by Collins to the Venetian Causeway people who built islands along the road.

As I have said before, it is vision, perseverance, and money of man that has discovered, conquered and developed America. All the aforesaid mentioned men were in that class, and so was I, my brother J. E. Lummus, and those men who risked their money and future with us in developing Miami Beach.

Coming to Miami from Bronson, Levy County, Florida, in 1895, before the Flager Railroad was completed into the city, I saw that there was a great future here. I remained in Miami until after the first train of the Florida East Coast Railway pulled its way into the village over wobbly tracks, and observed the delegation from Key West, who came up by boat to see its arrival. When they saw the train, many of them ran for the hammocks and it was no wonder, because the old wood burning engine, with its big bell top, was spouting smoke and the whistle and bell were going full tilt, and those Key Westers, who had never seen a steam engine thought the Devil was coming to town.

In 1897, one year after the Florida East Coast entered Miami, I returned to the Atlantic Coast Line Railroad as Chief Train Dispatcher, of which job I have always been proud. I stayed with the railroad for another seven years and in 1904 returned to Miami to make my future home. My brother J. E. Lummus, had the necessary contract with the Florida East Coast on the extension of the road to Key West, with supply houses at each camp on the various islands.

I took the job of making a boat trip each week to the islands to check the supplies and pay the money. This lasted until 1908, when we sold the commissary business.

My experience on the keys gave me the vision about building a city fronting on the ocean, so in May 1912, I formed a company with my brother, J. E. Lummus, and associates, and purchased the holdings of Charles H. Lum and Edmund Wilson, of Red Bank, New Jersey, approximating five hundred acres of swamp lands which are now a part of Miami Beach. In October 1912, we purchased eighty adjoining acres from Jennie H. Richardson, of Detroit, Michigan.

We paid Lum and Wilson eighty thousand dollars, thirty thousand dollars in cash and the balance a few months later. John C. Gramling, Miami attorney, and Avery C. Smith, who owned a small wooden bath house south of Biscayne Street, represented the sellers. I have forgotten the amount we paid Mrs. Richardson for her eighty acres, but it was all swamp, mangrove and palmetto, and some of this land was under water at high tide.

The three companies to start the development of Miami Beach were The Ocean Beach Realty Company, otherwise known as the Lummus Development, The Miami Beach Improvement Company, otherwise known as the Collins Development, and The Alton Beach Realty Company which was known as the Fisher Development.

The Ocean Beach Realty Company, or Lummus Development, was the first to start developing a subdivision and filing its plat with Dade County. Collins was second and Fisher third. None of this territory was incorporated as a town or city at that time.

The Lummus crowd filed their first plat in Book No. 2 of Plats, Page 38, Records of Dade County, Florida, July 9, 1912, and we had sold over forty thousand dollars worth of lots before Collins filed his first plat on December 11, 1912, in Book No. 2 of Plats, Page 47. Fisher’s first plat was filed on January 15, 1914, Book No. 2, Page 77.

The Ocean Beach Realty Company had a cash capital of fifty thousand dollars, but we operated on borrowed money at eight per cent interest, and the money was loaned more on account of my brother and myself than upon the security the company could give. Some of our associates who were of the get-rich-quick type wanted to sell and get out, so my brother and I bought the stock of the promoters and I resigned as President of the Southern Bank & Trust Company in 1913, and sold my bank stock, realizing the big job ahead. I took active charge of our beach development after buying out the “promoters.” From this time on we owned practically all of the Ocean Beach Realty stock. My brother remained as President of the Bank of Bay Biscayne and Southern Bank & Trust Company.

Clearing land at Ocean Drive and Twelfth Street in 1913.

Fisher said to me: “I see that you are clearing a great deal of land on the Peninsula. What are you going to do?” I told him that we were going to build a city fronting on the ocean. He wanted to know the amount of land which we owned and I told him: “Well,” said Fisher, “Why don’t you do it all at one time?”

Early in 1913, Carl G. Fisher came into my office and introduced himself. Although he had been living in Miami, on Brickell Avenue (facing the bay) I told him we had a very good reason and that was the lack of funds. This conversation must have started something, for within six weeks after my brother and I met Fisher, we had arranged to borrow one hundred and fifty thousand dollars.
from him at eight per cent interest. But we also gave him one hundred and five acres of land off the north end of our property as a bonus for the loan. We had paid one hundred and fifty dollars per acre for the land we gave Fisher. This deal, and this alone, started the big development on Miami Beach. It could not have been done otherwise. After this was arranged, Fisher then loaned Collins the money to complete the Bridge.

Fisher, later, used to jokingly say to his friends in my presence, "Get Lummus to give you some land and see if it does not break you to put it into shape." . . . . but he was always with us and with the Collins crowd on anything that pointed towards making Miami Beach what we hoped it would be . . . . and what it is today.

On the same day that we borrowed the one hundred fifty thousand dollars from Fisher, we gave him a mortgage on all swamp lands lying west of Washington Avenue, as recorded in Mortgage Book No. 39, Page 85, Records of Dade County, Florida. We kept lands East of Washington Avenue free and clear in order that we could give a clear title.

Now that we had the one hundred and fifty thousand dollars borrowed from Fisher, we proceeded to carry out our development of a "City By the Ocean." We bought the passenger boat "Biscayne" and two others of similar size and from Fisher, we proceeded to carry out our development of a "City By the Ocean." We gave a number, someone drew something. The leader said this was a "come-on," but we were satisfied. Later, Dammers staged auction sales for Fisher and Collins.

As this work was going on, we were bothered with rattlesnakes, hundreds of coons, thousands of rats and millions of mosquitoes. The rattlesnakes were dangerous, the coons a nuisance and the rats and mosquitoes were pests. Jim and Frank Hardee, who had charge of the clearing, disposed of the rattlesnakes. My son, Thomas J. Lummus, with an old black dog named "Joe" (which I owned) took care of the coons, some of which we tried to train into pets, but they were such thieves . . . . they even tried to hide my shoes. The rats and mosquitoes we could not handle until I sent out an S.O.S. for cats—any kind of cats. It was not long before it looked as if everybody in Dade County had a cat. I turned the cats loose on the beach and within a short time, the cats had eaten all the rats. I don't know what became of the cats.

After the boats had brought the crowd to Miami Beach, we considered it good advertising. The noise of the planes in flying kept the Miami populace looking toward Miami Beach.

To see "Doc" Dammers in action after the boats had brought the crowd to Miami Beach was worth the money. He would size up the people, and after giving them a real sales-talk on the future possibilities of this "Ocean Heaven for the Sun Seekers," he would reach for the hat and draw out a number. As each passenger on every boat had a number, someone drew something.

The Lummus Company bought chinaware by the carload and gave it away at these auction sales, and the publicity spread to other sections of the country, resulting in a record crowd whenever we held a sale. We did not get the prices we actually wanted for the lots, but we were satisfied. Later, Dammers staged auction sales for Fisher and Collins.

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But, . . . . we still had the sand flies and mosquitoes, so I took the matter up with our representative in Washington. Fisher and I offered to pay the Government men to come here and teach us what to do about mosquitoes. The Government sent the men who had cleared the Panama Canal of mosquitoes, with no expense to us except conveyance for these men and the assistants whom we sent with them. Thus we had the benefit of their knowledge.

As we understood it, re-chaining or dredging in the bottom of the Bay to fill in swamp lands was something new in Florida, so Frank B. Shutt, attorney representing Carl Fisher and I representing the Lummus Company went to Tallahassee to obtain a permit from the State of Florida. Parkammell was Governor at that time and he had to consult with the Attorney General and other members of the Internal Improvement Board, before we could get what we wanted.
After much consultation and consideration, we finally secured the permit and they all wished us success in our new development.

But we were not through by any manner of means. After obtaining the State's approval, we had to get the approval of the Federal Government. Crater D. Bowen, attorney, representing the Fisher interests, and I, representing the Lummus Company, made a trip to Washington to secure a government permit for the dredge work. Our engineers had prepared the plans and all necessary data, and the original Clark Construction Company of Baltimore, Maryland, was the best bidder.

According to the plans, we had to move six million cubic yards of bay bottom on to the land. When I speak of "We," I mean Carl Fisher and the Lummus Company let the contract together and the work was done at a cost of ten cents per cubic yard, or in other words six hundred thousand dollars for the dredging.

Our (the Lummus Company's) part was three hundred and fifteen thousand dollars and Fisher's was two hundred and eighty-five thousand dollars. One of the most interesting features of the Government permit was that it was Federal Permit No. 1, for work of this kind in the State of Florida.

Realizing that in any real estate development, sidewalks are a necessity, Mr. Bowen and I, after having secured in Washington the essential permits for pumping the bottom of the bay to fill in the mangrove swamp, decided to visit Atlantic City, to look over that city's famous boardwalk.

After returning to Miami Beach, we immediately went to work on the construction of sidewalks, but did not build them as wide as in Atlantic City. Our sidewalks were only ten feet in width, and the first one was laid along Biscayne Street to the ocean, thence along Ocean Drive to Fifth Street. North of Fifth Street, we built a walk ten feet wide of concrete. All of these walks were completed long before Miami Beach was incorporated, and the streets south of Fifth Street were paved by the Lummus Company. This company built many additional sidewalks.

Up to this time, development of Miami Beach had consisted of clearing the swamp, dredging the Bay bottom, pumping in the material to fill in the land and constructing the bulkheads. The sale of lots on land already high and dry had also been started. With the completion of the Collins Bridge, it was necessary to have a road built to South Beach, connecting it with these developments.

In 1913, after meeting Fisher and arranging to borrow the money, and after the dredge contract was let in July, 1913, my brother, J. E. Lummus, and I arranged to have the county commissioners visit the development with us. In the party was John S. Collins, Carl G. Fisher and J. A. McDonald.

On a barge, I sent a wagon drawn by a couple of mules, to meet the party of men when they arrived from the Miami side and to bring them to the Beach, but with the exception of Mr. McDonald, they all walked.

When the Commissioners looked over what the Collins crowd, the Fisher interests, and the Lummus Company were doing and planned to do, they agreed to accept a deed to the land where Collins Avenue is now located, and the road along Collins Canal to the Bay to connect with Collins Bridge.

Dade County was to pay one-third of the cost of building these roads, the Lummus Company one-third, and Fisher one-third. It took ten men one week to cut a right-of-way from where Mr. Collins was then having the canal dug to South Beach. I started cutting the right-of-way at South Beach and Fisher met me with his cutting at Fourteenth Lane, or midway on the Carney tract. This was the first road suitable for automobiles, built on Miami Beach, and it was completed in 1913.

There is an old saying that "All is not gold that glitters"—well, who would have thought when looking over the mass of mangrove swamp, underbrush, tall grass and vines, that it would be necessary to re-plant with grass the entire beach, or peninsula after we had filled in the land? But it so happened.

After the dredge work was done, we looked over a wide area of sand and muck and thought that after the silt settled, all we would have to do would be to survey our properties, and sell more lots to build a city by the ocean. This was not the case.

The filled-in land became dry, and the gentle breezes were no longer zephyrs. The winds actually blew up sand storms, so we had to plant grass and vines, that it would be necessary to re-plant with grass the entire beach, or peninsula after we had filled in the land?

We decided upon Bermuda grass, and believe me, it was a real job. I employed school children on Saturdays, giving them free rides and paying them ten cents per hour. The children had fun out of it, and many of them would run over to the ocean for a brief dip and return to plant more grass seed. Believe it or not, those little children really did good work, and as children usually do, made play out of it.

Early in 1914, Miami Beach had sidewalks, several streets, beautiful ocean and bay frontage, a canal, and a wooden bridge, connecting it with Miami. However, the main thing lacking was the need of more houses. The Lummus Company had auctioned off lots and sold other lots. Fisher and Collins had auctioned off lots and sold more lots, but the mere fact of owning a lot did not mean that the purchaser intended to build a house.

So I decided to stimulate the home building program, by inserting a full page advertisement in each of the Miami newspapers. I offered to give away...

This expansive airview shows Miami Beach, in present day progress, looking north from the Government cut. In the foreground is the reservations of the U. S. Engineering department, with the Miami Beach Kennel Club dog track shown in the right foreground.
twenty-five lots on Collins Avenue — a lot to ANYONE who would build a home. I specified the type of house and the lowest cost. Some of my friends said, "Lummus, what if you don’t get any answers?" I replied, "Just wait."

Within twenty-four hours, I had received telegrams and applications from various sources, not only in Miami, but from other cities. In fact, a total of seventy-five applications for free lots, upon which the applicant agreed to build a home according to my specifications, were received. Instead of giving away twenty-five lots, I gave away thirty-five, and that was the beginning of the building development on Miami Beach.

Of course, my specifications of a house were not anything like what they are today. They were really typical beach houses, inexpensive yet modern at that time; some of them of the bungalow type while others were two stories. Many of these first houses erected on Miami Beach are still standing, having passed through the hurricanes and the boom days.

To many of you reading this true story of "THE MIRACLE OF MIAMI BEACH", and those of you who have never lived in this section, as well as many of you who have and do live here, the methods of financing the development of a mangrove swamp into what it is today, the most important winter playground in the world, may seem a bit fantastic.

You have read how both the Lummus Company and the Collins crowd found a financial angel in Carl G. Fisher, which permitted both companies to carry on to a certain point. However, there were others from whom the Lummus Company also borrowed money and actually "paid through the nose" by giving a bonus. But if the money had not been available the development of Miami Beach would have been retarded many years.

In 1914, when the World War started, the Lummus Company owed over four hundred and sixty thousand dollars, and we were paying eight per cent interest for the money. Miami was looked upon as merely a small and undeveloped town, and the jumping off place of the Everglades to the south. As far as Miami Beach was concerned, it was just a place where Miamians could enjoy a swim in the ocean. (This was, of course, before Miami Beach was incorporated.)

Until the World War, the sale of lots by the Lummus Company had been very good, and houses were being erected on many lots which had been sold and given away. We owed Carl G. Fisher one hundred and fifty thousand dollars and Mr. Edwin B. Lent also one hundred and fifty thousand. Mr. Lent, a former resident of Peekskill, New York, was a firm believer in the future of Miami Beach, after its incorporation, but as the town continued to grow into a city, we decided to change our charter accordingly. In 1917, we sent Judge Mitchell D. Price to Tallahassee, to get an Act passed by the Legislature, changing the name of the Town of Miami Beach to the City of Miami Beach. I was elected mayor in 1915, and served through 1918.

It is rather amusing now, and in looking back to those happy days, I remember that as the Town of Miami Beach had no money, my brother, J. E. Lummus, and I paid the costs of incorporation, and also the cost of getting the Charter for the City of Miami Beach. After having served the young city as Mayor for three terms, I was elected a member of the Council in 1918, but resigned and made a trip out West.

Early in 1915, it was decided by Fisher, Collins, and myself, that the settlement should be incorporated into a town. As eighty percent of the population in the area was living on the Lummus development, I suggested to Fisher and Collins that the town should be named "Miami Beach." So, on March 26, 1915, a mass meeting was held in the office of the Ocean Beach Realty Com-
pany, which was the Lummus Company, and it was agreed that the town should be incorporated.

Realizing that a recreational park and bathing beach of sufficient area, extending along the ocean, was absolutely essential the ocean Beach Realty Company offered to sell and deed to the Town of Miami Beach for park purposes only, a tract of twenty acres and forty-one hundred and twenty feet in length above the high water mark of the Atlantic Ocean, for the infinitesimal figure of ten dollars per front foot. The land was worth at that time more than one hundred dollars per front foot.

Today, the greatest asset Miami Beach has and ever will have is Lummus Park. It cannot be taken away from the public. It can't be used for hotels or apartment houses — and belongs to the public for recreation and bathing . . .

John H. Levi, present mayor of Miami Beach, formerly of Charleston, W. Virginia, needs no introduction.

Upon my resignation and departure from the Beach in 1917 Mr. Levi took my place as vice-president of The Ocean View Company, of which he had been secretary-treasurer. He has held the position of vice-president or president ever since. In addition, he was and is still a director of the First National Bank of Miami Beach. Mr. Levi has been actively connected with the management of Lummus Park. It cannot be taken away from the public. It can't be used for hotels or apartment houses — and belongs to the public for recreation and bathing . . .

Today, there are three causeways connecting Miami Beach with Miami: the County Causeway, for which the Lummus interests are responsible, is now under supervision of the State Highway Department; the Venetian Causeway, and the 70th Street causeway.

I was the first man to suggest that Dade County build a road or causeway across Biscayne Bay from Miami to Miami Beach but as the major part of the population was on the Miami side, the suggestion met with strong opposition at the start.

The Ocean Beach Realty Company owned the land on the beach side for a landing, and I got an option on the land for a landing on the Miami side. Then my engineer, Roy Wilson, drew plans and the county secured the services of Isham Randolph of Chicago to approve them and get the Government in Washington to approve them.

Sam A. Belcher was Chairman of the Dade County Commissioners at the time and worked faithfully with us on the plans, and the commissioners called an election to vote six hundred thousand dollars in bonds to build the causeway. This was in 1916 and the population was small. Somebody had to spend some money to put the election over and convince the voters that a causeway to Miami Beach would be of benefit to every person in Dade County, as well as to the visitors coming here to enjoy the ocean beaches.

Carl Fisher sent me two thousand dollars and our company spent four thousand dollars to acquaint the voters of the necessity of access to the ocean and the election went over two to one. Fisher wrote me saying: "J. N., I don’t think you can do it," but I was the active campaign manager and believed in what I was talking about.

In accordance with our agreement to the County Commission, the Lummus Company gave Dade County ten of our long bay-front lots for the landing on the Miami Beach end of the causeway. This piece of ground had a frontage of 500 feet on Alton Road, and 500 feet on Biscayne Bay with riparian rights. These were Lots 43 to 52 inclusive in Block No. 111.

The property was conveyed to the Southern Bank & Trust Company as Trustee and the following was the consideration for the deed which was filed for record October 18, 1916, recorded in Deed Book 157, at Page 348.

The trustee herein named is hereby given full power and lawful authority to convey the title to the above described property to Dade County, Florida, at any time within five years from the date hereof upon said county having completed the construction of a causeway, with bridges connecting same, between the Town of Miami Beach and the City of Miami, said causeway to be built in accordance with plans and specifications already passed upon and approved, subject to any amendments or alterations that may be deemed necessary by the engineers in charge of said work, or that may be required by the United States government. In the event said causeway is not commenced within two years and is not completed within five years from the date hereof, then, in such event, the Southern Bank and Trust Company shall reconvey the property above designated to the Ocean Beach Realty Company.

Today, there are three causeways connecting Miami Beach with Miami: the County Causeway, for which the Lummus interests are responsible, is now under supervision of the State Highway Department; the Venetian Causeway, and the 70th Street causeway.

This sectional airview shows a group of new hotels in the Twentieth Street area, just South of the famed Roney-Plaza, shown in the upper right foreground.
We need another causeway at 36th Street on the Miami side; let Miami Beach decide on which street to land over there. This is urgently needed to take care of the traffic between the Hi-leah and Tropical Parks (race track), Biscayne Fronton Jai-alai, and the dog tracks.

The city of Miami owns a string of islands south of, and parallel to, the 13th Street causeway and ship channel up to Lummus Inland which is located in Miami Beach.

The engineers could, if they were given a chance, work out a plan there to take care of the passenger boat business and yachts for the next one hundred years. The freight traffic should be left where it is.

These islands could be landscaped and made into outstanding beauty spots of Dade County. The city owns these islands for this very purpose, and they cannot be used for anything else. A causeway should be run from 5th Street in Miami in order to meet all contingencies.

The causeway to Virginia Key, for which we have just voted two million dollars in bonds, is a very good move and will go a long way toward relieving the congestion in ocean bathing; it will also aid in the parking problem, and will give Miami and Dade County, as a whole, more access to the ocean.

Miami and Miami Beach have the tourist business and the housing accommodations to take care of it, but we must make provisions to store more automobiles, even if we have to do as the Du Pont building did—run them up a few stories.

S. A. BELCHER

Mr. Belcher was one of the first men to build a home on Miami Beach. As chairman of the Dade County Commissioners he was instrumental in putting over the bond issue, in order to build the first county causeway at 13th Street Miami and 5th Street Miami Beach. He came to Miami in 1897; taking out a homestead he developed small orange groves and sold them. Organizing the Art Stone Construction Co., he made the first concrete blocks in Dade County. He and his associates, S. M. Tatum and E. Ford Wells built houses of these blocks in 1914 at Miami Beach. The houses are still standing. He organized the Belcher Asphalt Paving Co., in 1915 and was the first to introduce the oiling of roads, which was the proper treatment for our roadways as they were built of white coral rock, which was not only hard on the eyes, but was easily blown about by the sea breezes. The original company was changed to the Belcher Oil Co., in 1927.

Throughout his entire business career much of Mr. Belcher's time was devoted to developing good roads throughout Dade County. He was truly a great pioneer and leaves many monuments in commemoration of his deeds.

No story of "THE MIRACLE OF MIAMI BEACH" would be complete without that of N. B. T. Roney and the part he played in the early development of Miami Beach.

The writer is familiar with every step of Mr. Roney's progress and will try to give the high spots of this almost unbelievable history without burdening the reader with too many details. Incidentally, Mr. Roney's first purchase of real estate on the Beach was from me, and, later, many more deals were made either from or through myself.

In 1918 Mr. Roney saw the possibilities of Miami Beach and wasted no time in transferring his interests from Camden, N. J., and Miami across Biscayne Bay.

He first bought the interests of J. E. Lummus, my brother, and myself in the Ocean View Company and began his operations on the Beach. His first Miami Beach building was begun in 1921, the site being the N. W. corner of Fifth Street and Collins Avenue, which was formerly part of the Burroughs' estate.

This building still stands as a silent monument to his modest beginning and rapid rise to take his rightful place alongside those great pioneers of yesterday.

His next building project was one that became the home of the Miami Beach Bank & Trust Company, of which he was one of the founders and a large stockholder. During this period he constructed a number of small buildings for shops and stores in this vicinity, along Collins, between Fifth and Eleventh Streets. He paid a total of $102,000 for four blocks in this territory.

Mr. Roney had become one of the largest individual operators on Miami Beach. In 1921 he continued his selections along Collins Avenue, acquiring choice corners from 3rd to 23rd Streets.

Then came the "Spanish Village" in 1923. This grew out of the purchase of ten blocks on Espanola Way. Mr. Robert Taylor, who was the architect on all of Mr. Roney's properties, designed a group of six hotels (all corner locations), eight apartments, and four other buildings, to make up this section. Over six millions were spent in making the village the show place on the Beach at that time. The Spanish style was carried throughout, with patios, balconies, casement windows, musical fiestas, gay costumes, bright shawl, and everything in complete accord with old Spanish customs.

In 1925 the Roney Plaza became a reality and its unique and magnificent architecture completely overshadowed the Spanish Village or anything else of that day. The Plaza immediately caught the fancy of the best patronage through the publicity which was obtained by its being the first hotel in this country to have "cabanas." Fashion shows and bathing beauties found this novel setting ideal for pictures and soon the northern papers were filled with them. The Roman Pool and several blocks west of the Plaza were acquired at this time.

Then, for several years thereafter, Mr. Roney was inactive in the construction business, but, today, his latest architectural creations, including the Cromwell Hotel, Town House, and Shore Club, receive favorable attention among the many new structures of this rapidly growing beach resort. Mr. Roney is still an active personality and may be counted upon to continue his creative ability in adding to the show places on Miami Beach as long as there remains a demand for new sites.

On August 11, 1919, more than four years after the Town of Miami Beach was incorporated and more than two years after it was made the City of Miami Beach, the Miami Beach Bay Shore Company was formed by Carl G. Fisher, Thomas J. Pancoast, Irving A. Collins and others. This deed is recorded in Deed Book 2 at page 472, records of Dade County, Florida, and on August 19th, 1919 this company took over a lot of Collins Swamp north of Collins Canal. This deed is recorded in Deed Book 201 at page 130, and on March 26th, 1920, the same company took over some more of Collins Swamp. This deed is recorded in Deed Book 209 at page 245, and in 1923 the same company took over more and kept up the timber disposal, dredging, filling and bulk-heading similar to the work done by Lummus and Fisher in 1914-15. This work was kept up by that
From the time that the Miami Beach Improvement Company was formed on June 5th, 1912, Mr. Pancoast was the secretary-treasurer; he was also associated with the Miami Beach Bay Shore Company, which was organized by its president, Carl G. Fisher. This company continued the development of the bayside of the Beach and built some of the finest hotels.

Mr. Pancoast is not only recognized as one of the outstanding leaders in the development of Miami Beach but this body holds, the following titles: president of the Miami Beach Chamber of Commerce, vice-president and director of the First National Bank of Miami Beach, and president of the Miami Beach Golf Club. This gives one a good idea of the high esteem in which he is held by thousands of residents of the Beach.

Irvin Collins came here from Moorestown, N. J. and was the son of John S. Collins.

Mr. Collins became vice-president of the Miami Beach Improvement Company from its inception on June 5th, 1912. He was also vice-president of the Miami Beach Bay Shore Development Company, of which Carl G. Fisher was the president. This company not only did all of the development work north of 23rd Street, or Collins Canal, on the bayside, but also the one which built the Nautilus, King Cole, and Boulevard Hotels, the La Gerce and Bayside Golf courses, the Beach Boat Slips Corporation, and the Terminal Piers. Mr. Collins was a director of the First National Bank of Miami Beach and served as a member of the board.

In 1921, the Beach had only five hotels in operation and twelve apartment houses. The community has passed through a boom, a hurricane and a depression. This great development has occurred within the short period of twenty-eight years, and the community has been able to vision the incredible progress of Miami Beach.

Lincoln Road, in the process of clearing, looked like this. It was a mosquito-infested swamp. Compared to current-day pictures, you are able to vision the incredible progress of Miami Beach.

The Dude County Budget Commission for five years, prior to his death on May 22, 1938.

No community, however small, can expect the growth that is hoped for by its founders without certain fundamental requisites, such as a Chamber of Commerce or some similar organization. The first meeting was held under a Beach umbrella at the corner of Fifth Street and Alton Road. On July 13th, 1912, about forty residents of Miami Beach met at Hardie’s Casino and decided to organize a Chamber of Commerce. Later, meetings were held alternately between Hardie’s Casino and Smith’s Casino.

J. Arthur Pancoast was named President of the newly organized body. In December 1921, F. R. Hummaga, a director and a Miami Beach business man, proposed a unique scheme by which the Chamber could obtain a permanent home. He advocated raising the fund by $10.00 subscriptions bearing eight per cent interest to be paid back as soon as possible. The necessary amount of $3,200.00 was quickly raised, and today the Chamber of Commerce occupies its own home at the entrance of the County Causeway.

Although I had gone west in 1910, I naturally had kept in close contact with my home town, reading of the things that were happening in real estate circles and the further development of Miami Beach. The 1920 census gave Miami Beach a total population of 644, but five years later, the town had a population of over 15,000. These were permanent residents and the winter population was more than thirty thousand. Its assessed value had increased from $274,000 to $5,540,112 in five years.

In 1921, the Beach had only five hotels in operation and twelve apartment houses. Today Miami Beach has two hundred and seventy-six hotels and eight hundred and seventy-nine apartment houses, and three thousand residences. The assessed valuation of Miami Beach in 1940 is $66,690,535, and the 1940 census gives the city a population of 27,340, with a winter influx of 200,000 visitors. This great development has occurred within the short period of twenty-eight years, and the community has passed through a boom, a hurricane and a depression. But it had something which other cities did not have; brave pioneers; optimist developers with money; sunshine and ultra violet rays; ocean water with extra iodine contents and summertime three hundred and sixty-five days of the year.

For several years, of course, I had been only an onlooker at the growth of Miami Beach, but it was in part ‘My Baby.’ I was interested, so in 1923, when things began to ‘sprooze up’ in South Florida real estate, and particularly in 1924, I said to myself: ‘Lammus, your dream has come true!’ And so it had. I knew then that I would live to see Miami Beach the city it is today.

In 1924, the price of lots on Miami Beach greatly increased and considerable building was going on. Among the major structures were the Fleetwood Hotel, Fisher’s King Cole Hotel, and N. B. T. Roney’s Roney-Plaza Hotel. The Fleetwood installed a radio station called WMBF—WONDERFUL MIAMI BEACH, FLORIDA. This idea was conceived by Jesse Jay, son of Webb Jay, inventor of vacuum tanks for automobiles. The next broadcasting station was WIOD—WONDERTOPLSE ISLE CO. It is on Collins Island, opposite the Nautilus Hotel. Today, WIOD is a part of the Miami Daily News Syndicate, and WMBF is today WQAM, operated by the Miami Broadcasting Company.

In September 1926, while the “beau” was at its peak, something happened to the weather. A small hurricane started somewhere in the Southeast, and gathering intensity, converged upon the Bahamas and the Miami area. Without the advantage of radio broadcast of such things, then, as we have today, the hurricane caught us unawares. To give you an idea as to its intensity, I quote the special one-page edition of the Miami Daily News, printed the day after the storm:

Hurricane hits Miami. Tidal Wave Sweeps Bay Shore Drive, wrecking boats. Fear felt for Miami Beach, pounded by heavy sea.

Miami was laid waste Saturday by a raging hurricane attended by a gale of more than one hundred and thirty miles per hour.

Miami Beach was isolated from the mainland and no word has been received as to the effect of the storm there. It is feared that a master tidal wave has been swept across the entire island city.

Newspaper men called from Miami Beach at three a.m., with a story of pounding surf, broken communication and distressed boats. It was the first information to reach Miami—all boats on Miami water front except one. ADVENTURE II, was sunk. The NOHAB, former yacht of Ex-Kaiser Wilhelm, was lost.

Well, from the hurricanes in 1926, through 1930, the growth of the cities of Greater Miami area, including Miami, Miami Beach, and Coral Gables, was on a firmer basis. Gamblers in real estate had taken their “licking” and quit, and property values in all communities were back on a substantial basis. The inflation was a thing of the past. Then came the depression, during which time, building as well as lot selling, was at a standstill. Vacant property could hardly be given away. Bankruptment was widespread.

Miami Beach was the first community to react after the depression began to decline. New money started to come in again. New people with ideals and dreams of the future in the “Paradise Under The Sun”, arrived to build homes, hotels, and apartment houses. Their confidence and their money attracted attention until there did not seem sufficient room on Miami Beach for all, so others spread to Miami, Miami Shores, Hialeah, Miami Springs, Coral Gables, North Miami, and North Miami Beach, Surfside and other localities, resulting today in the Greater Miami area. It is now the largest in population of any community in the state, and is still growing by leaps and bounds.

Although I have not been actively identified with the real estate development of this section for many years, I still will prophesy that the Greater Miami area by 1950 will show a permanent population of five hundred thousand. This will be quite an increase from July 1896 to 1950, covering a period of fifty-four years.
The Story of
GRAMVILLE FISHER

"I am a part of all that I have met; Yet all experience is an arch wherethro' Groats that untravelled world, whose margin fades Forever and forever when I move."

Wanderer, wrestler, cartoonist, sailor, hypnotist, world traveler, poet, actor, director, aviator, architect, sculptor, minister and artist... such has been the amazing career of Granville Fisher, well known local man, who, for the past nine years, in conjunction with Alfred Barton, has planned and designed the world famous sets for Gala nights at the Surf Club.

Blue eyed, with a frank and open countenance, an ingratiating smile and an infectious laugh, Mr. Fisher, who is also one of Miami's well known sculptors and portrait painters, has a life story as colorful as anything from the pages of the most imaginative fiction.

Seated one afternoon in his attractive Coconut Grove home in the Moodings, in company with his charming young wife, we learned from Mr. Fisher something of the colorful prologue to the present story of the successful Surf Club artist.

Born in Nashville, Tennessee, he ran away from home at the age of fifteen, thus writing the first chapter in his Horatio Alger-like biography. The "beggar" of the young boy Fisher took him to the West, where he spent several years living on sheep and cattle ranches, mastering the fine art of broncho busting, working the wheat harvests from Texas to Nebraska, riding the rails—arriving finally in Mexico, where he spent months absorbing every bit of local color and native background that he could.

In the course of events, Granville Fisher returned to his Tennessee home; there he proceeded (in the manner of prodigal sons) to become a model student, finishing his three remaining years of high school in less than two years. It is interesting to note that one of his fellow students in that school was Hale McKeen, whom Miamians will remember as being the director and guiding spirit of the popular "Theatre of the Fifteen" in Coral Gables last winter.

Granville Fisher had always sketched and drawn, and while still in high school, he secured a job as a cartoonist with a nationally known magazine. His artistic career was to be interrupted, however, as sometime along the line, he began to evoke his first real interest in the theatre. From then on, for the next several years, the drama—in all its forms—was to become the absorbing passion of Fisher's life. It was he who organized the Community Players of Nashville, and the famous Community Theatre of Louisville, which had its first meeting in his studio. He played professional stock, also, with the Brown and National theatres in Louisville... some of his fellow players there being Donald Cook, Muriel Kirkland, Lester Vail, and Nancy Welford.

Somewhere between his high school days and his career in the theatre, Fisher developed two utterly diverse interests. The first of these was wrestling; just how he took this pursuit, may be judged by the fact that before he was twenty, he had wrestled three world champions—Joe Stecker, "Strangler" Lewis, and Stanislaus Zissico.

The second of these youthful interests of Mr. Fisher's, was the study of Hypnotism, a science in which he has an enormous belief, and which he feels has had a profound influence on his life. He is convinced that through its medium, many cures have been effected, and in fact, advanced his theories on this subject, in detail, some years ago, when he lectured on Hypnosis at the University of Miami.

Meanwhile, during the course of years, Fisher had been studying architecture, and therefore, when he was his first visit to South Florida during the prosperous days of the early twenties, he became interested in the general building and development projects of that period. Coral Gables, in particular, aroused his interest, and he designed many Gables homes of that period.

When the bottom dropped out of things in 1926, little interest was evinced by anyone in architecture, and it was sometime along this time that Mr. Fisher joined the Merchant Marine, "just for the heck of it," shipping out of Miami on the S. S. "Francis Weems".

This voyage made a great impression on Granville Fisher; during the course of it they ran into a hurricane, and he had opportunity to study still another phase of Nature. He began to ponder the age old problem of Man in his struggle with the elements... the problem took hold of him, and when he returned to Miami, Fisher had already decided to study for the Ministry. He entered the Southern Baptist Theological Seminary in Louisville, taking his degrees in 1931. After his ordination, he occupied the pulpits of several of the South's largest churches including the Riverside Presbyterian Church and Main Street Baptist Church in Jacksonville, the Congregational, the Riverside Baptist and Little River Baptist Churches of Miami. Mr. Fisher left the Ministry some years ago, "I did not feel," he said, "that my spiritual qualifications measured up to the demands of the Ministry. Rather than not give my very best to it, I diverged my interests to other channels."

It was during these years, that Fisher played and directed in the old Civic Theatre: he, Norman Mackay, Joe Cotton (now of Broadway fame) and Howard Southgate (now a Hollywood director, were inseparable companions).

In 1937, Mr. Fisher assumed the post of supervising director of the Federal Theatre in Miami, having been asked to take that position by the National Board of Directors. He is still closely identified with the theatre in the minds of most Miamians, having last winter, been a member of the Advisory Board of the Miami Players, and still later appeared with the Temple Players in several of their offerings. He is, at time of writing, directing the Miami Junior League play, "Tilts."

After he left the Ministry, Mr. Fisher returned to his first love—art—now, in addition to his work at the Surf Club, he does many portraits, and also a great deal of mural work. Interested in sculpture, he has done several busts, most notable among which is his one of General Lodesen-Grevenck.

In the way of sculpture, however, Mr. Fisher is not the only talented member of the family—his wife having done some lovely things along these lines. We asked whether or not Mr. Fisher had been the guiding hand in the development of this talent? "Yes", said Mrs. Fisher. "No", said Mr. Fisher!

Last winter, Fisher designed the sets for the "Gulliver's Travels" Premire Ball at the Roney Plaza, and later did the prize winning floats in the Christmas Pageant of yachts at the Beach.

It is interesting to speculate on the future career of Granville Fisher; of one thing to be assured, however, is that whatever Fate holds in store for him... it's a pretty safe wager that it won't be dull!
Lincoln Road ~

"The World's Most Beautiful Shopping Center"

By GUY WORTHINGTON ELLIS
Secretary, Lincoln Road Association

AS TOLD TO JANE EGBERT

Sparking like ribbon bejeweled and with exotic beauty—LINCOLN ROAD wends its glamorous way through Miami Beach.

Extending from the shore of the Atlantic ocean westward to Biscayne Bay, with rows of coconut palms and carpets of green grass, this thoroughfare of ultra-modern establishments is indeed "the most beautiful retail shopping centre in the world."

Within a period of about twenty years, from what was once but mangrove-covered acreage, Lincoln Road has become the nation's leading style centre. This was accomplished only through careful forethought and intelligent planning. Each season finds the country's leaders of style in ladies wearing apparel showing their finest creations and exclusive designs on Lincoln Road for the first time. This is also true of ladies shoes and millinery. Lincoln Road also boasts some of the finest stores selling men's wearing apparel, jewelry stores, antique shops, art treasure and gift shops showing a most attractive line of merchandise from the four corners of the earth.

Carl Fisher's dream of what he wanted Miami Beach to be was not an idle one. He not only believed that he could make Miami Beach one of the most beautiful resort communities, but with marked aggressiveness set out to accomplish this purpose. The result accomplished speaks eloquently of the wisdom of his vision and of the intelligent effort he made to bring it all about.
He believed that Miami Beach was destined to be the mecca for people of wealth from all over this country and Europe as well, and to safeguard the interests of those who might want to come here and build beautiful homes certain restrictions were placed upon the residential property. Realizing at this time that when the residential section of Miami Beach was well built up there would be a real place for a quality merchandising center, he planned for the future of Lincoln Road.

In laying out the first piece of property he ever had in Miami Beach Mr. Fisher made a road one hundred feet wide through the center of the tract running from the ocean to the bay. He believed that someday it would become a beautiful business thoroughfare.

A number of the early investors, believing that he was right, made every effort to attract to Lincoln Road the finest stores of the north. The result was the establishment on Lincoln Road of a number of large and very reputable northern stores and these formed the nucleus of what Lincoln Road is today.

In 1921 the First National Bank building was erected on Lincoln Road at Alton. Later the seven-story office and store building at Jefferson Avenue. August Geiger, well-known architect, was one of the first private individuals to erect a business building on Lincoln Road. This is known as 'The Maison Des Beaux Arts', located at Meridian Avenue. Many other attractive structures built during the years grace the street.

In 1925 Lincoln Road was widened to its present width—forty-nine feet from curb to curb, with additional space for sidewalks, grass plots and landscaping,—making it a street of real beauty.

Investors in Lincoln Road property were called to join hands with the original developers in an effort to uphold the standards already set, and to this end, February 8, 1926, formed what is known as the Lincoln Road Association—composed of the owners of Lincoln Road property.

This Association was responsible, with the assistance of the City authorities, for the procurement of Zoning Restrictions which would protect the high-class merchants and forbid the introduction of the less desirable forms of retail business which might lower the standards of the street. Much was accomplished along these lines as Lincoln Road began to build up and its character and position assured.

The merchants on Lincoln Road also formed their own association, known as The Lincoln Road Merchants Association. Arrangements have been made by which the two Associations work together for the constant improvement of this attractive shopping center.

The exotic beauty of Lincoln Road has been given much attention. The grass plots in the sidewalks, the flowering shrubs, the flower plots and rows of tall majestic coconut palms enhance its beauty. The elimination of all projecting signs, the control of awnings, canopies and light displays are all designed to maintain the quiet dignity and beauty of the street to be consistent with the quality of the merchandise to be sold in its stores.

The fame of Lincoln Road has already extended far beyond Miami Beach,—as it is known throughout the country here and abroad for its

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beautiful appearance, its marvelous merchandise and attractive stores.

It has become the nation's style center. Each year an increasing number of Northern publications send their representatives to Lincoln Road the early part of the season to write up the new fashions being shown,—styles which are the inspirations of the country's best designers. During the winter months, created and shown for the first time, are styles in wearing apparel which will be shown in Northern stores the following Spring.

Undoubtedly one of the main reasons why Lincoln Road has the excellent reputation it now enjoys is because in no other city are there so many beautiful stores of distinction concentrated in so small a territory.

The Lincoln Road of today is an example of the result of a collective control and intelligent direction on the part of its owners and effective cooperation from its high-class merchants.

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Sally-Phyllis Fashions

There is a distinct air of smartness in this shop on Lincoln Road, where custom made and ready to wear clothes are displayed against the dusty rose decorations of the store interior.

Miss Sally, for years dress designer and buyer both in Canada and the United States, has brought her style creations to Lincoln Road. Ably assisted by Miss Phyllis she presents a glamorous collections of models in dresses and sportswear, which have been designed in perfect combination for chicness and practicability.

Well chosen styles in bags, sweaters, millinery and novelty jewelry are offered in wide selection for costume accessories.

As new as the 1941 season Sally-Phyllis Fashions strike a bright note in the latest style trends.

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Fairyland

Fine apparel for the well dressed child is the keynote at Fairyland. Childrens' wear for boys and girls from infancy to sixteen is selected from no "run of the mill", but rather from the finest of domestic and imported goods.

From Belgium and Switzerland are the hand-embroidered and hand finished garments,—all so very sheer. From France the swiss and organdy creations provide perky silhouettes for the little girl. From England are the woolen coats, varieties of knitwear and sweaters,—some of unbelievable fineness, hand-made and daintily embroidered.

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Rose Brier Shoppe

"The Children's Department Store"

A complete stock of distinctive Kiddie's Wear "From Tots to Teens."

A shop that is always brimming over with everything lovely and new.

Rose Brier's policy of "Exclusive but not Expensive" makes it the popular Kiddies Shop.

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FINEST SALON OF
CHILDREN'S SHOES
EXPERT FITTING
GUARANTEED

511 LINCOLN ROAD
Phone 3-6988
Present war conditions have made this merchandise extremely hard to obtain.
The beautiful selection and complete stock of these importations at Fairyland is indeed a mecca for the discriminating shopper of children's wear.

A Modern Host
John M. Duff, Jr. presides over The Cromwell Hotel at twentieth street and the ocean. His genial manner and efficient management make him one of the popular hotel men among "mine hosts" of Miami Beach.
Mr. Duff, a native of Philadelphia and son of the late pioneer hat manufacturer, retired as head of an automobile agency in Philadelphia in 1933. In that year he came to Miami to supervise construction and manage the LeRoy Villas and Hotel, which he operated for some time.
Since he came to Miami Beach Mr. Duff has been active in civic work, the Miami Beach Chamber of Commerce, the American Legion, and is now the vice-president of the Miami Beach Hotel Association.

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Sole Agents in Florida for
RENEE THORNTON
(Duchess Carafa d'Anoria)
Preparations, Inc.
COSMETICS — PERFUMES
CHARLES MILLWARD
HAND TURNED WOODWARE OF RARE WOODS
Rare items from World's Fair
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DENMARK
ENGLAND
LUXEMBOURG
SWEDEN
CZECHO-SLOVAKIA

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IRAN
DENMARK
ENGLAND
LUXEMBOURG
SWEDEN
CZECHO-SLOVAKIA

It Costs Less to Shop at ANN's
Mr. Duff became manager of the Cromwell Hotel in 1939. Directly on the ocean with one-tenth mile of private beach, this hotel offers its guests wide enjoyment of solariums, a beautiful tiled swimming pool, and two outdoor dance floors—set in a grove of 100 year old palm trees.

A series of 40 cabanas, amid a picturesquely-landscaped tropical garden, are part of, and help to make up the well-known "Shore Club", where every guest of the hotel automatically becomes a member, entitled to all the privileges of the club.

Under the Duff management and with the advantages offered by The Cromwell this modern hotel has enjoyed increasing popularity.

A New Shoe Salon

The first Red Cross Shoe Salon was established in New York City by the Jacobs Brothers about 25 years ago. Since that time many branches have been established throughout the United States. Florida's only exclusive Red Cross Shoe Salon, managed by Mr. Joe Surance, is now established on Lincoln Road. This shop is furnished in the modernistic manner with fluorescent lighting and wall decorations of pinkish rose, with carpet to match. Ample seating space and full length mirrors have been provided for customers.

A fine selection of hose, costume jewelry and bags may be purchased in this new shoe salon.

Here is offered a complete selection of the nationally advertised Red Cross Shoe, which has been designed for comfort—combining youth and beauty.

The Pelletiers

The new Mercantile Bank building, erected on the former site of one of our oldest hotels (the Lincoln, built in 1917), is receiving its share of well known tenants. One of the first to move in is Dr. George A. Pelletier perhaps our best known and most popular Pediatrist-Chiropractic.

Although the doctor has been in Miami only five years, Mrs. Pelletier's family—the Christopher D. Yborra's—is one of our oldest pioneers, coming here over fifty years ago.

Mr. Yborra says that in those days the Florida East Coast Railroad went only as far as St. Augustine. Stern-wheelers plied between Daytona and Jacksonville, but the inland waterways were treacherous and hard to navigate. Large pineapple groves flourished between Stuart and Fort Pierce. In Miami, the Brickell family owned most of the real estate, as well as the "fleet" of rowboats which were used to ferry to and from Cape Florida.

As the railroad advanced, Mr. Flagler kept building hotels to house the visitors, until finally the Royal Palm Hotel was built as the Florida East Coast came into Miami. Until that time, if you wanted to come to little-known Miami, you came by yacht.

Mrs. Pelletier herself, came down in 1919, and in 1924 established her own decorating business, specializing in the decoration of yachts. Many of our most familiar boats have had her supervision. The "Sequoia"—now a Government ship—was the last commission Mrs. Pelletier undertook before returning to New York in 1930.

Dr. Pelletier, after fourteen years of practice in Flushing, N. Y., came down to Miami with his wife, and built up an enviable practice here. Always an outstanding athlete—at Worcester Academy and Syracuse University (where he held various records in the broad and high jumps), the doctor still finds time for his athletic hobbies—golf, tennis, and fishing. Nor have his civic affiliations and professional associations been neglected, for he is a member of the Miami Beach Chamber of Commerce and of the State and National Associations of
Podiatrists. During the World War, he served with the Trench Mortar Battery Unit, and in Flushing, devoted a great deal of his free time to the American Legion work.

Right now, Dr. and Mrs. Pelletier and their adorable seventeen months old son, are kept busy with the decorating of their new home on Bay Road and their suite of new offices, which by the way, are the most completely equipped of their kind—having even the latest whirlpools.

Musician Turns Business Woman

One of the recently established shops during the 1940-41 season is the Gladys Byrnes Shop on Lincoln Road.

Here may be found dresses, hats and hose for the discriminating woman, together with a special featuring of slacks, play suits and accessories.

The selection of slacks, designed for style and action, and many other attractive displays reflect the artistic temperament of Miss Byrnes. A concert pianist and professional musician Miss Byrnes has given many concerts throughout Canada and the United States.

With her brown eyes, auburn hair and friendly attitude Miss Byrnes may be recognized at her shop as the versatile musician now concentrating on an already successful career in the business field.

Hortense

An artist who places the greatest emphasis on the need of specially designed apparel,—Hortense has created a distinct atmosphere of "clothes consciousness" in her shop at Alton Road.

Here milady's wearing apparel is entirely custom made. Hortense personally supervises the adaptation of clothes to each individual. Designs are first submitted with the intent purpose of ascertaining the need and use of clothes to be selected. The complexion, height, figure and social life of the individual are taken into consideration to accent the particular personality.

Evening dresses, street dresses and sportswear are all designed with the same care. In fishing and golf clothes comfort is the keynote—for which Hortense has created "free action" sleeve. Strictly tailored suits and coats are fashioned from English woolens imported from Nassau.

With her vivacious and charming manner and intense interest in her profession, it is easy to understand this designer's 10 years of...
continued success in Miami Beach.—where for 7 years she has been in business for herself.

Cherry’s

Mr. L. A. Cherry is the guiding personality who directs the policies and activities of Cherry’s on Collins Avenue. For the past three seasons he has owned apparel shops on Collins Avenue and Lincoln Road,—having originated from Philadelphia, Pa., where he was associated with Mr. De May, creator of fashions.

He has brought to Miami Beach all the wealth of experience from 20 years business in Asbury Park, New Jersey. He has created a shop which is attractive and stocked with the latest fashions,—specializing in spectator sports, beach wear, street and afternoon gowns, casual and sport coats.

Hand Embroidered Fashions

For over ten years in Miami Beach the Idamae Le Vine Shop now on Lincoln Road has functioned successfully with an air of artistry and competence.

With Idamae Le Vine herself in charge, the most charming hand embroidered fashions are designed for the individual,—with hand embroidery so exact in detail as to resemble a painting of the same subject.

After original sketches are drawn, whether for cruise wear, dresses, suits or ensembles, the next study is of lines and correct figure. Here the ultimate object of the Idamae Le Vine creations is to make them seem “alive”,—with lines to give grace and life to informal and formal wear.

There is a friendly personal atmosphere is this show room and busy work shop.

In addition to the individually designed dresses and suits, matching bags are made to complete ensembles, and chic custom hats by Ria, assume an air both intriguing and different.

With its scope of design and color combinations and the personal supervision given to individual detail this shop continues to enjoy the patronage of an appreciative clientele.

A Childrens Paradise

The best way to enjoy The Toy Box on Lincoln Road with its countless items of attraction to children (and adults as well) is to visit it with leisure enough to browse among its interesting displays.

It becomes at once a childrens’ paradise where dolls . . . toys . . . books . . . reign supreme.

The variety of dolls and accessories which greet the visitor’s eye make this a real “doll style centre.” Especially complete is the doll house furniture,—items in miniature, to furnish every room of a modernly equipped “dolly home.”

There are beautifully illustrated books for children at The Toy Box, some purely educational, others for entertainment.

The toys, however perhaps evoke the children’s keenest interest. Of almost every type and description especially featured are the famous Holgate Toys. This group is educational,—their slogan being “Train as You Entertain.”

Bags for children and knife and flash light sets, together with many other novelties, have been particularly designed for childrens’ use and delight.

The Toy Box has a branch store in Ocean City, New Jersey, but has been on Lincoln Road for 12 years in the same location, carrying loads of suggestions for tiny tots pleasure and education.

Speaking of Something New!

Our up to the minute creations in ladies beach wear will simply take your breath away . . . .

“Exquisite” and “lovely” are fitting superlatives in describing our Infants’ and Children’s Wear . . . Remember! A Gift from Salem’s Means More . . .
Anne Wrigley

One of the most brilliant personalities who has adopted Miami Beach as a home is Anne Wrigley, foremost decorator of the greater Miami area. Mrs. Wrigley is recognized as a creator of interiors which are both original and exclusive in their charm.

Since 1927 when Mrs. Wrigley established a Miami Beach Studio, her achievements as a designer of smart interiors would make a list too long to record, but notable in the group of houses completely appointed by Mrs. Wrigley are homes of A. T. Eldredge, Charles Corby, Oscar Webber, Robert Gifford, John D. Simmons, and John G. McRay.

Mrs. Wrigley's generous spirit recently prompted her to one of the finest gestures reported in connection with British War Relief charity. When Alfred I. Barton and Leslie Buswell were searching for a suitable place to establish headquarters for the Miami Beach section of the British War Relief Society, she willingly offered half of her beautiful studio, located at 925 West 41st Street, Miami Beach. The space was accepted and has been declared the best workroom the society has in the United States.

The Augusta Shop

One of the newcomers to Miami Beach is the shop on Lincoln Road known as 'Augusta,' carrying ready-to-wear resort fashions. A wide selection of daytime, afternoon and evening dresses is shown, and all types and kinds of coats and suits with or without fur trim. Beach wear and sportswear, too, in the latest styles are offered.

Resort shoppers find this shop a source of delight in both the wide range of sizes (from junior Miss to larger women) and in the well chosen variety of up-to-the-minute fashions.

Shopping Problems Solved

A visit to Salesmen, Importers will easily solve shopping problems. Their creations in ladies beach wear are new and different, and one may make selections from most attractive displays.

The beach ensembles and accessories, . . . robes . . . slack suits . . . and play suits shown will delight the most fastidious shopper. Play clothes for "sun or sand," . . . sport dresses . . . and jackets, . . . and playing suits shown will delight the most fastidious shopper. Play clothes for "sun or sand," . . . sport dresses . . . and jackets, . . . and play suits shown will delight the most fastidious shopper. Play clothes for "sun or sand," . . . sport dresses . . . and jackets, . . . and play suits shown will delight the most fastidious shopper.

There is also a lovely selection of infants and children's wear,—daintily complete outfits for little folks.

The latest of fashion creations and smart styles assure the popularity of this fashionable Lincoln Road Shop.

Cook's Casino

Cook's Casino at Fifth Street and Washington Avenue,—"where the Causeway meets the Ocean, is one of Miami Beach's oldest and most popular bathing pavilions. It was established in 1925 by John A. Cook who lived in Miami Beach at that time.

The original, a small structure, was demolished by the 1926 hurricane. The next season, however, the casino was rebuilt and enlarged.

It has enjoyed great popularity as an ocean front rendezvous, and is conducted by Walter and John A. Cook, Jr.—the two sons of the original founder.

"Fashions for Little Ladies"

One of the newest shops on Lincoln Road is The Junior Deb Shop . . . modern and cheerful. Here are displayed fashions for little folks from one year through junior sizes. Dresses, Skirts, Jackets, Sweaters, Suits,—everything to outfit the well-dressed little girl . . . as well as "mother and daughter" combinations designed alike in style and color.

Beach wear and playclothes too, are featured,—with cute gay hats and bags to match.

The latest styles makes this a real "fashion centre" for the younger set.

Helen Mac

Newly established on Lincoln Road Helen Mac offers exclusive gifts of distinction in de luxe assortments of tropical products.

Tree-ripened citrus fruits of the choicest selection are carefully and attractively packed and boxed for shipment. Gift fruit baskets for any occasion are made to order featuring pleasing presentations. Some are arranged in unusual baskets, or in hampers—while others are presented in solid maple salad bowls, complete with fork and spoon . . . a most novel gift. Beautiful gifts in solid maple . . . trays . . . nut bowls . . . ice cube tubs and novelties for children as well as grown-ups are displayed in attractive setting in this modern, distinctive shop.

A special line of marmalades, conserves, jellies, honey, and preserves—together with branded peaches and pears, form a truly grand array of Helen Mac's tropical products.

From so tempting an assortment no gift will find a heartier welcome than a Helen Mac selection at 525 Lincoln Road. Phone 3-1989.

THE GEORGIAN

THE GEORGIAN — a new and distinguished colonial type hotel keynoting smart comfort amid gracious atmosphere. Large enough to afford every modern convenience, yet not so large as to lose that personal contact between the guest and a management eager to please. Everyone familiar with gay Miami Beach knows there is no finer address than "Directly on the ocean at Lincoln Road." Our guests find themselves right in the center of a gayly moving resort world.

For your convenience a private beach, swimming pool and cabana club are offered each cabana equipped with private dressing room and shower . . . coffee shop and a secluded patio where you may enjoy hours of quite relaxation 'neath beautiful palms. Florida's finest bathing is at our door and guests may bathe directly from their room.

T H E  G E O R G I A N

ON THE OCEAN AT LINCOLN ROAD

A Distinguished New Hotel Directly on the Ocean

GREETINGS

from

A FRIEND

When shopping on Lincoln Road,—Davison, Inc., in the new Albion Hotel block affords a most attractive display of ladies' and children's beach and sport wear. This is one of two stores operated by Davison, Inc.—the other located in Beverly, Massachusetts, and catering to the better trade in that northern resort.

Mr. Davison, genial and dynamic acting head of the store, is ably assisted by a group of well trained salespeople from shops of New York City and Boston. And in order to supply their clientele with the very latest in fashions they make several trips to metropolitan centers throughout the season for stock in the trend of advance styles.

The newest fashions . . . prices in line with quality sold . . . wide variety . . . and attractive display . . . all combine to make Davison, Inc., one of the most attractive marts for beach and sport wear on Lincoln Road.

BEVERLY, MASS.

D AV I S O N, I nc.,
EXCLUSIVE BEACH AND SPORTSWEAR
FOR LADIES AND CHILDREN

315 Lincoln Road, Albion Hotel Bldg.,
MIAMI BEACH
**THE NEW Red Cross Shoe Salon**

**NOW OPEN**

Your feet will feel young enough when you slip them into a pair of perfectly fitting perfectly lovely RED Cross Shoes.

- All the season’s smartest fashion notes in a complete selection of STYLES and SIZES
- Every pair at the nationally advertised and standard price—$6.50.
- Sizes 4 to 11 Widths AAAA to EEE

445 LINCOLN ROAD
MIAMI BEACH

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**AND.... Extra Money For”...**

When you find you’re in need of “extra cash”... when emergencies arise that demand additional funds, the friendly officials of the Miami Industrial Bank want you to feel welcome to come in and “talk it over.” Remember, the Miami Industrial has a special teacher’s loan plan, at regular bank interest rates, with repayment terms designed particularly for the teacher. Our friendly officials will be glad to explain the details of the Teacher’s Loan Plan to you. Come in and talk it over!

We pay the highest interest of any bank in Miami on your savings.

**OFFICERS**

R. DeWitt King  
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**HICKSON, INC.**

With a record of 29 years in the fruit shipping business in the metropolitan Miami area the firm of Hickson has achieved distinct recognition.

Excellence in quality selection, attractive display and reliability in shipping have awarded this firm with the recognition of being the largest shippers of gift fruit boxes in America. During the holiday season sixteen and one-third solid carloads of fruits and gifts were shipped North within a period of 8 days.

Hickson, Inc. at 445 Lincoln Road, Miami Beach has maintained the same location for 5 years,—with other Hickson Stores at East Flagler Street, Miami and West Palm Beach. In their own packing plant at 176 S. W. 3rd Street, Miami, customers may drive in and see their own selection of fruits packed for shipment.

Here the volume is so large that an express office is maintained in their own plant.

Wide variety in displays for shipment is afforded in combinations of fruits, marmalades and attractively boxed glazed fruits and nuts.

A shipment by Hickson well represents “Florida’s finest”.

**THE HOUSE OF ART**

Truly named... a real “treasure house”... this interesting shop houses some of the rarest and most interesting works of art. Located at 821 Lincoln Road, The House of Art represents one of the oldest firms of its kind in this area, starting business in Miami in 1926—and being 16 years in business in Miami Beach.

Here is featured the finest collection of semi-precious stones, ivory curios and art objects. Among the wealth of art objects is a rare collection of rose quartz, smoked crystal, and jade—ranging from spinach jade to apple green.

One piece of particular mention is the largest rose quartz elephant in existence,—a real museum piece.

Another outstanding work of art in rose quartz is a pair of complete scenes, exquisitely clear—depicting the Chinese Goddess of Mercy, the sacred cow climbing the mountain side and the age-old cherry tree and birds. Each scene is about 10x10 inches in size with an elaborately carved teak wood stand.

A group of Limnage vases on copper—both large and small—bought from the collection of a famous estate are reflective of the glamour of French scenes long gone. Ivory birds, painted, and with life-like animation are grouped in one cabinet.

Yet another contains a wealth of ivory plaques with their intricacy of workmanship. Fascinating in detail and depicting an historical scene is one particular pair of plaques, where, carved in ivory, are 32 figures appearing in a space no larger than 2½x8 inches. An interesting display of costume jewelry and a large selection of beautiful bags are also displayed in this shop.

Countless other art pieces of beauty and rare design and chosen with the discrimination of a real connoisseur are found in The House of Art... Making this a veritable treasure trove of distinctive art objects—rich in the glamour of romance.

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**It has been a great privilege as the architect of the New Lincoln-Washington Building to perpetuate a worthy structure and a landmark of Miami Beach, Florida.**

**ALBERT ANIS.**

---

**Built in 1917**
A Distinctive Hotel 

.......

For Discriminating Persons

HEALTH - PLEASURE - RELAXATION

150 rooms moderate cost

Macfadden Deauville, with the world's largest circular swimming pool, big private beach, unexcelled cabanas, and its world famous health department is the most ideal vacation spot in this glorious sunshine state for teachers, educators and school executives. Its atmosphere is restful and wholesome. For vacation rates write to Warren C. Freeman, Manager.

A DISTINCTIVE CLUB . . .

For those of discriminating tastes, the Macfadden Deauville Cabana Club, with its wide and roomy 500-foot private beach and the world's largest circular salt water swimming pool offers the ultimate in ocean front recreation enjoyment and comfort. Prevailing moderately priced season or yearly rates furnished upon request. Address inquiries directly to Macfadden Deauville Cabana Club or call 6-2521.

HEALTH BUILDING . . .

For those who prize their most valuable possession—good health—Macfadden Deauville offers a complete body-building program, dietetic advice, daily physical culture exercises, solaria, supervised hikes, hydrotherapy, physiotherapy, electrotherapy and massage at prices within reach of all.

macfadden-deauville hotel

"OVERLOOKING THE SEA"

6701 COLLINS AVE. MIAMI BEACH
The phenomenal progress of Miami Beach during the past decade is reflected in the city's building permit figures, its sound financial condition and in the manner it has been governed through the good and bad years.

Since 1930 approximately $80,000,000 has been invested in Miami Beach for new construction alone, and it is estimated that an equal amount has been spent for land, furnishings and landscaping, bringing the total investment to approximately $160,000,000 for the 10-year period.

The first five years of the past decade, 1930 to 1935, saw little progress in Miami Beach, as far as new construction was concerned, yet the city maintained its enviable financial condition, continued its public improvements and met all obligations without a default in principal or interest.

Since 1935 approximately $67,000,000 worth of new buildings have been constructed and a like amount has been spent for land, furnishings and landscaping. In that period the city has kept pace with private construction by improving its streets, installing a new sewer system, building a new golf course, two new fire stations, a new police station, installing additional water mains, a water storage tank and providing every other improvement made necessary by the rapid expansion of the entire city.

Miami Beach, a city entirely dependent upon the number of visitors which visit the city each year, has weathered many catastrophies during its short 25 years of existence, and in that time managed to keep clear of many entanglements experienced by other cities, and has always enjoyed a reputation of attracting huge investors to its shores.

Shortly after recovering from a disastrous hurricane in the late 1920's Miami Beach was enjoying a slight building "boom" when the stock market crash of 1929 descended upon the country, causing a sharp decline in travel, especially to Miami Beach which at that time was more or less known as a "millionaire's playground."

An example of progress during the first and second half of the 1930-1940 decade is shown by building permits. From 1930 to 1935, there were but 36 new hotels constructed in Miami Beach, but in the following year, 1936, permits were issued for 38 hotels, and in the next four years an additional 127 more hotels were built, bringing the 5-year total to 165, a record probably never equalled in any other city in the entire world.

While this great hotel building program was going on other types of structures such as apartment houses, homes and building places were being erected and the entire geographical face of Miami Beach was being transformed from a former mangrove swamp into a beautiful city of modernistic buildings, wider streets, parks and other attractive facilities needed for the advancement of the entire community.

Since 1935 Miami Beach has been well near the top among all the larger cities of the United States in the amount of building permits issued each year. For example, Miami Beach was exceeded by only 10 cities in the United States in 1935; 12 in 1936; 14 in 1937; 26 in 1938; 18 in 1939, and 13 in 1940.

Compared to population with other cities of the nation Miami Beach can rightfully claim the distinction of being "America's fastest growing city."

With this vast amount of new construction going on in Miami Beach it might be reasonably assumed that another real estate boom was in progress, but this is not the case and at no time during the heavy building program has there been any semblance of a boom.

Pioneer real estate developers and builders have often been quoted as saying that approximately three fourth of the property being sold is for cash and that about the same percentage of all the new buildings are unmortgaged. This proves conclusively that Miami Beach properties are being built, owned and operated by investors rather than speculators.

One of the most interesting facts about the sound financial condition of Miami Beach is that in all of the 25 years since the city was incorporated there was less than $30,000 in outstanding taxes at the end of the last fiscal year, October 31, 1940.

BEACH PUBLICITY STORY

By Pete Crossland

Through the efforts of the city in establishing its own publicity department many years ago the name of Miami Beach has become so well known throughout the United States that practically every event and every Miami Beach happening is now considered "news."

MIAMI BEACH

Leadership . . .

The TOWN HOUSE with its swimming pool, private bathing beach — cabanas — superior service — will make your Miami visit a memorable one.

The . . .

TOWN HOUSE
MILTON B. KILLE, Manager

"In Fashionable Collins Avenue at 20th Street"
Leading newspapers and magazines all over the country depend upon the Miami Beach publicity department, known as the Miami Beach News Service, for much of their news stories and pictures, and in many instances send their own reporters, editors and photographers direct to the publicity department offices when in need of help on special assignments.

The Miami Beach News Service was established in 1925 by Steve Hannagan, nationally known publicity and public relations counsel. At that time the department was operated from the Chamber of Commerce office, but in 1927 it was taken over by the city and all operations since that time have been conducted at the City Hall building.

Joe Copps, director of the Miami Beach Service, has been with the Steve Hannagan organization since 1925 and has been in charge of the Beach office since Hannagan moved his main office to New York in 1932.

At present there are 13 members on the publicity staff, headed by Copps.

Stuart Cameron, former sports editor of the United Press, is chief assistant to Copps. Cameron has been connected with the Beach publicity office for the past three winter seasons. Last summer he was with the publicity department at the New York World’s Fair.

Pete Crossland, picture editor and summer director, has been with the publicity department six years. Before that he operated a weekly newspaper in Miami Beach, and was city editor of the Old Evansville (Indiana) Journal before coming here 16 years ago.

Stan Balza, with 10 years of varied newspaper experience in New York and Washington, holds down the sports desk, is radio editor and feature writer in the Hannagan-Copps organization at Miami Beach. He is a member of bar of the District of Columbia and worked out of Steve Hannagan’s New York office prior to coming here.

Jimmy Rend, who works with news reel men in staging the various “stunts and gags” which are shown throughout the country depicting Miami Beach bathing girls in action pictures, comes direct from New York where he worked for several years in the same line for Paramount News.

Cynthia Powell, society and fashion editor, has been with the Beach publicity staff for two years. She was formerly with the Miami Herald, did publicity work for the Roney Plaza Hotel, and for several years did publicity work for the Shoreham hotel in Washington, D.C. Society news and fashion pictures being prepared by her department this year reached many of the nation’s largest newspapers and magazines.

Miss Powell’s assistants include Emily Vance, May Lundgren and Kitty Reddick. Miss Vance has had wide experience in the newspaper field and was connected with the Surf Club at Miami Beach prior to joining the Hannagan organization.

Miss Lundgren, society reporter, was formerly with Lord and Thomas and the Tower Magazine in New York, and more recently was employed by the Gradon Bevis Advertising Agency in Miami.

Miss Reddick, who assists on both society and fashion, is from French Lick Springs, Indiana. She has a background of travel, and has wide experience on society news and fashions.

Three photographers make up the photographic staff of the Beach office. James Hamilton, with 20 years background, joined the organization five years ago. He was with the Miami Herald several years and before that was a news reel cameraman, working out of Atlanta.

Johnny Sarno comes from the photographic staff of the New York Journal American. He is a brother of the famous Tony Sarno, society photographer for International News Service.

Ollie C. Fitz, veteran of the photographic staff, has done all of the finishing work for Hannagan and Copps at Miami Beach for the past 12 winter seasons. He hails from upper New York State where he worked for International News Photos.

Jennie Sweeting, office secretary, has been a sort of “general manager” around the office for 12 years.

CARL G. FISHER—AS I KNEW HIM
By Steve Hannagan

Carl G. Fisher was the greatest showman in America—but he didn’t want anyone to know about it.

When running his little bicycle shop in Indianapolis, selling the first automobiles on the market, conducting the business of the remarkable Prestolite plant in Indiana, developing Miami Beach, he always displayed a rare flair for promotion and not only avoided but dreaded personal publicity.

He was scrupulously honest in his endeavors and whether it was bicycles, automobiles, gas tanks or real estate, he always peddled honest values.

He conceived this gigantic track in 1909 and when short races on a macadam
track were not too successful in the first two years of the operation of this track designed to be the great out-of-door laboratory of the automobile industry, in late 1910 he suggested and accomplished the brickling of the two-and-a-half mile oval and proposed and inaugurated in 1911 the longest automobile race in the world—500 miles to gold and glory.

The Speedway at its inception, was not an easy track to drive. Fisher purposely designed it that way—with four quarter turns connected with two long straightaways and two short straightaways. It could have been a bowl which would have produced high speeds and records but Fisher wanted the boys to have a test even back in 1909. And the boys still have the same test today with the European drivers who came over last year proclaiming the Speedway, years later, still the most difficult and interesting automobile race course in the world. Such was Fisher's foresight.

Fisher always insisted that the 500-mile race be more than just entertainment and he established a system, still in vogue, where the automotive engineers of America, along with officials of the American Automobile Association and officials of the Speedway, meet each year or so and draw up new racing rules which require mechanical preparation for the race which definitely contribute knowledge to the automobile industry.

Fisher's introduction of the 1,000 piece band, composed of small bands from Indianapolis and nearby cities to start the automobile race remains one of the outstanding examples of showmanship in sports even today.

When Fisher came to Miami Beach he had made his fortune and had announced his retirement. But he was a young man, slightly over 40, and he could have no more settled down to play than could Bill Knudson stop thinking of production lines.

He visualized a play land here in the sun and immediately started his active brain in the direction of producing it. Besides being a dreamer, a showman, a building dreamer and an optimist, Fisher was also one who would always take a chance to back his far-sighted judgement.

He dreamed Miami Beach to its every hotel, business section and school house which today makes it the outstanding resort city of the world. As he walked about in the mud which his huge pumping machines were pumping in from Biscayne Bay and literally making Miami Beach from mangrove swamps, he pointed out the business and hotel section that were to be in years hence, and today his dream has more than come true.

He kept a tight check upon his property to see that it only got into the proper hands, he designed the cost of houses that were to go in certain sections, he even demanded that his office supervise the type of architecture that would be used. His foresight and his strict regulations are today responsible for the most modern and best built city in America.

Fisher interested the best people of America in his development hard by the Atlantic Ocean at Miami Beach in the early days. He laid the seed which have made Lincoln Road the most fashionable shopping street in the world. He built the best of hotels and persuaded his wealthy friends to raise palatial palaces in the sun on the ocean as well as the bay front.

BEECH OFFICIALS

Personal records at Miami Beach city hall indicate that the large "city family" manages to get along with their "bosses" rather nicely, because on a faded page in the record book is a notation showing that City Clerk C. W. Tomlinson and Fire Chief J. S. Stephenson began their duties in 1920, just a little over 20 years ago.

Ray Miller, tax assessor, is another 20-year man, having begun with the city in April of 1921.

C. A. Renshaw, city manager, will have completed 15 years in September of this year, and his secretary, Miss Elizabeth Dougherty, has served in this position for 13 years.

H. H. Horn, superintendent of the city water department, has been engaged in his present occupation 18 years, and his assistant, J. D. Roth, joined up in 1924, 17 years ago.

J. J. Farrey, city building inspector, is another 17-year man, and his chief assistant, Ed Hancock, has served for 12 years. M. N. Lipp, city engineer, has been employed 14 years, as well as Erle Wiers, life guard captain; Art Gleason, manager of the municipal golf course; Dave Cleary, chief accountant, and J. B. Lemon, director of recreation.

J. Harvey Brandford, city attorney, with the exception of one two-year term, has acted in his present capacity for 13 years, and Police Chief H. V. Vocol has been in that department for 12 years.

CITY OFFICIALS

The voters and taxpayers of Miami Beach evidently are fairly well satisfied in the manner their elected officials have been running the city, because in most cases the councilmen asking for re-election without another term without a great deal of difficulty.

Mayor John H. Levi is the city's oldest employee, if he can be termed an employee. He was first elected to the city council in 1918, and has served on that body ever since. In 1920 he was re-elected for a four year term, and every four
years since that time has been re-elected. (Incidentally, Mayor Levi has never publicly asked a citizen to vote for him.)

Harry Hice is the second oldest councilman, in point of service. He has been continuously re-elected ever since 1924, rounding out 17 years on that body in June this year.

Baron de Hirsch Meyer entered Beach politics in 1930 by being elected to the council for a two-year term. In 1932 he received a four-year term, and again in 1937 he was re-elected for another four years.

Robert W. Rabson was first elected in 1932, re-elected in 1934, and 1937, and in 1939 he received a four-year term which does not expire until 1943.

Val C. Cleary, in his first campaign for city councilman in 1934 was given a four-year term, and again in 1939 he was re-elected for four years more. Prior to his entrance into the councilmanic field, however, Mr. Cleary served as mayor from 1930 to 1932, and he was city tax assessor from 1922 to 1926.

Mitchell Wolfson and Herbert A. Frink are the other members of the seven-man council. They were both elected for two-year terms in 1939, and with Levi, Meyer and Hice must run again in June this year provided they choose to serve further.

**THE HOTEL FOR CHILDREN**

**Kindergarten Training — Tutoring — Boarding by Day, Week or Month**

**Trained Dieticians and Nurse**

**Private Cabana at Exclusive Pool and Cabana Club**

**Extensive Playground**

If your child needs this climate — if you're going away, send your child to our "Corner" for comfort and play.

MR. and MRS. HAROLD TAMARIN

MR. MORTIMER GARBER
In December 1940 the University of Miami reached a highly significant milestone in its brief but vigorous life. Its formal admission to membership in the Southern Association of Colleges and Secondary Schools brings to it national recognition as a fully accredited institution and places the degrees of its graduates on a parity with those of much older and much more completely equipped universities. This recognition of Miami as a standard university, even though without endowment and adequate plant, is a glowing tribute to its able management, sound scholarship, stability, and rapidly expanding service to the community and nation.

As the University is clothed with its new honors, it is fitting to record that it was established by a group of public-spirited citizens in 1926; it is governed by a Board of Trustees of twenty-one public-spirited citizens; it is manned by a hard-working faculty and administrative staff; and it is attracting nearly sixteen hundred students, not only from the Miami area but from almost every state in the union. The University is in no sense a private enterprise. There is no stock and there are no stockholders. Its property is held in trust by the trustees for the benefit of the public. Its sole purpose is the promotion of human welfare.

Today the press, civic organizations, and leaders in countless fields salute the University of Miami for its high achievements in spite of unparalleled financial handicaps. Today its acute limitations are those imposed by the lack of funds for plant, equipment, new departments, faculty, and student aid. Challenging opportunities are here and ahead. Literally hundreds of students are seeking training in fields in which the University has not had the funds and facilities to give instruction. The demand is immediate and urgent for courses in home economics, engineering, architecture, and graduate work.

The University is fully alive to these and other potentialities, eager to speed the day of their realization.

Perhaps nowhere in America is there such an opportunity for fruitful return on the university dollar. To those about to write or re-write their wills, the University of Miami offers unparalleled opportunity to weave their lives into the lives of the youth of today and of tomorrow. From the local business men, from those who come on occasional visits for health or pleasure, the University of Miami now asks boldly and earnestly for adequate funds with which to do its work in 1941 and thereafter. It has entirely proved its worth.

MIA MI BEACH WOMAN'S CLUB

In 1926 a group of civic minded women, under the leadership of Mrs. Clayton Sedgwick Cooper, formed the Miami Beach Woman's Club—for the purpose of promoting friendship between the visitors and the residents. From that original group of some 325 members has grown one of the most progressive and outstanding Clubs of Dade County.

In 1927 a Book Shower was held at the Pancoast Hotel—this was the origin of the Miami Beach Public Library—now financed by the City but still one of the Club's pet projects and under its supervision.

From the beginning they have cooperated in every way with the City—in fact have been a Chamber of Commerce all their own—and it is fitting that in 1928 Mrs. Thomas Pancoast was elected President and is still serving in that same capacity. Their annual Art Exhibits are a "must" on the visitors and residents lists. Their Club house at 2401 Pine Tree Drive is one of the city's most attractive and homelike places. Their part in the tree planting and plant distribution has had much to do with the beautification of Miami Beach.

Among their Welfare activities are: Children's Home Society, Red Cross, Mississippi Flood Victims, Infantile Paralysis Drives and most all worthy local charities. Since 1928 a University Scholarship has been given a graduate student of the Ida M. Fisher High School.

The Miami Beach Woman's Club, through its welfare work, its aid in the forming of the University of Miami, proves that Greater Miami is as one whole—each part, Miami, Miami Beach, Coral Gables, all working together for the betterment of Dade County, where "to be" is "to Live."

Clothes that ...

Make FASHION NEWS

Our New 1941 Collection ...

"Round-the-clock" Resort Fashions—all with that youthful gayety and simplicity which have made ELEANOR'S a by-word among America's Best Dressed Women.

Prices within reach of all.

Eleanor's

HOUSE OF FASHION

Huntington Building
174 S. E. 1st St., MIAMI
An enviable record of progress has been made by a young man, who, almost penniless, came to Miami Beach in 1924 and started in the landscape business with a ramshackle Ford truck. He is Joseph Tesei and holds a contract to do all landscape hauling for the city of Miami Beach.

Mr. Tesei today is the proud owner of 22 trucks, with his own garage, and he employs 25 men to carry on his landscape business. It is men like Joseph Tesei who are the foundation of this country.

The University of Miami
Coral Gables, Florida

announces its membership in the
Southern Association of Colleges and Secondary Schools
and the membership of its School of Music in the National Association of Schools of Music

Write or phone the Registrar for information regarding the Regular or Adult Education classes, and the Winter Institute of Literature. Phone 4-0801.

Registration Second Division
Regular Division, February 3-4
Adult Division, February 8
As far back as 1928, Rev. Dr. Luther O. Bricker, saw the great potential value of Miami Beach property and made a trip from Atlanta, Georgia, for the express purpose of purchasing several parcels. He later added to his original purchases and in 1933, bought what is now regarded as one of the most distinctive homesites of the greater Miami area, located on Pine Tree Drive.

Dr. Bricker, an intensely interesting person, has aided materially in the growth, development and progress of Miami Beach. A graduate of the Union Theological Seminary in New York City, he is universally noted as an author of theological works and as a lecturer. Probably the most famous of Dr. Bricker’s works is one of his newest, popularly known as “The Altar”. One of the outstanding achievements in the life of the Doctor was the building of Peachtree Church, in Atlanta, Georgia, known throughout the United States as a beautiful gothic cathedral of prime importance. Dr. Bricker still acts as senior minister of this church and was able, through shrewd business management, to clear the debt on it in a comparatively short period. Dr. Bricker, brilliant and learned though he is, may be found daily in his beautiful study, bringing himself abreast of current problems. He sympathizes wholeheartedly with civilians who suffer from the affects of the war and has helped many morally and financially. He has little time, to spend in private clubs, but maintains membership in the Surf and Indian Creek Clubs, Miami Beach.

Mrs. Murrell attended the International Labor Conference in Havana as representative of the World Woman’s Party of Geneva, Switzerland. During the past several years she has been writing a legal page, “Law If You Like It”, for The Florida Teacher Magazine.

Born in Laramie, Wyoming, Mrs. Murrell’s travels have carried her to every nook and corner of the world. She has thrice circled the globe and made many trips throughout America and leading foreign cities. She was educated at Chevy Chase Junior College, Washington; Sorbonne, Paris, France; University of Wyoming and the University of Miami, where she was awarded her law degree in 1934. She practices in state and Federal courts. Mrs. Murrell’s home is at 1500 Brickell Avenue, one of the oldest and most exclusive residential sections of Miami. There she finds time to be a charming hostess to her numerous friends in social and professional circles.
If you should ask Pearl Safford what she has done in the musical world of Miami, she would answer "Why, really nothing". Yet there is hardly another who has done more—in establishing the musical clubs of Florida.

Possessor of the degree of Bachelor of Music, Mrs. Safford founded the Miami College of Music and Oratory. For eight years she directed this, but patriotically gave it up to do war work in Washington, during the last war.

When you read the "first" positions which she has held in the Florida Federation of Music Clubs, you will see why her name is such a factor in that organization. Founder of the Junior Miami Music Club (the oldest Federated Junior Club in the state), she was their first State Chairman and is always anxious and willing to assist other clubs in getting their Junior groups started. She was the first President of the Florida Federation of Music Clubs and has since served as Vice President, Historian and Legislation Chairman. She was the compiler of the first scrap book and was the first Settlement Chairman, also the first State Chairman of Music Contests. Mrs. Safford now holds the title of Honorary Past President of the Florida Music Clubs and is also the music editor of the Florida Teacher.

In the literary field, Mrs. Safford was co-founder, with Mrs. Ruth Hoxie, of the Miami Branch of the National League of American Pen Women and is now an honorary member of it. She is International Vice President of the Poetry Society of Great Britain and America, Inc., chairman of membership of the Song Writing Group, Poetry Society, Inc., as well as being a life member of the Bookfellows of Chicago.

Mrs. Safford, an unassuming, extremely considerate person, ranks as one of our real leaders in the furtherment of musical interests in Florida and any who are fortunate enough to know her have benefited from her sterling character.

MR. CHARLES S. MEYERS

Among the leading business and professional men of Miami, none is proving more worthy of recognition than Charles S. Myers, who came here 15 years ago. He has represented the Royal Typewriter Company since 1927, becoming exclusive sales agent five years ago and since then has held a preferred position for Royal in this area, as well as for the Monarch Address and Fridon Calculating machines, which he sponsors.

Mr. Meyers has in his employ expert workmen who have spent years in the repairing and rebuilding of these well known typewriters, adding and calculating machines . . . and so is able to render efficient service at all times. The repair department maintained by his company insures prompt attention for all machines, either purchased or rented. Even the smallest detail receives immediate personal attention.

Mr. Meyers is a member of the Junior Chamber of Commerce and is actively interested in all civic programs. He has built a reputation for for his courtesy and ability and business concerns in Miami are learning of the valuable service he is offering.

GEORGE A. BROCKWAY, A MAN OF DEEDS

In 1863, during the Civil War and just about the time the Battle of Shiloh was being bitterly fought, there was born in Homer, New York, George A. Brockway, a name later to be indelibly impressed on the business world.

In 1880 he became associated with his father, William N. Brockway, in the manufacture of high-grade, horse drawn pleasure carriages and at his father's death in 1889, he continued the business. The Company known as William N. Brockway, Inc. manufactured as high as 4,500 vehicles per year. In the following years as horses were replaced by motors, Mr. Brockway organized in 1912 the Brockway Motor Truck Co., of Cortland, New York, which soon took its place among the leading truck manufacturers. With the advent of this Country into the World War, 1000 Liberty trucks were manufactured by the Company and shipped abroad to be used by the A. E. F. Mr. Brockway headed this successful organization from 1912 to 1929 when he retired, feeling that his ambition was fully realized and satisfied that the Company could go on indefinitely making durable and dependable products. He became Chairman of the Board which position he still holds.

Mr. Brockway is President of the Cortland City Water Board, President of the Board of Trustees of the Cortland Children's Home, Vice-President and Director of the First National Bank of Cortland, New York; Vice-President and Director of the Homer National Bank, Homer, N. Y., having been President of the Bank for fifteen years, also President of the Board of Trustees of the Cortland County Home for Aged Women, Homer, New York. Mr. Brockway was one of the founders of the Cortland County Hospital, and still is Vice-Pres. and Trustee.

He is an active member of the Surf Club, Miami Beach, Boca Raton Club, Lotus Club of New York, Century Club, Syracuse, N. Y., Masonic Club and Cortland Country Club, Cortland, N. Y. Civic and charitable organizations have benefited from the personal interest and material aid received from Mr. Brockway and especially those of his own county, Cortland. In 1927 he incorporated the Brockway Foundation of Homer, N. Y., his birthplace. The income from this Foundation is handled by a Board of Trustees and used for the benefit of needy and worthy people of his home town.

Although Mr. George A. Brockway is devotedly a native of Cortland, New York, he proudly says that he has visited Miami Beach many winters since 1899 and is equally proud of the fact that he is a Miami Beach property owner, residing at 2054 North Bay Road.

MRS. J. C. BROWN

Mrs. J. C. Brown, who has been connected with the school system of Dade County and is now head of the Foreign Language Department of the Miami Beach Junior-Senior High School, needs no introduction to the residents of Greater Miami. Her accomplishments in education and the literary world have made her one of the most highly respected personalities on the Beach. There she is teaching the French language. She is a member of the Board of Directors of the Florida Teacher monthly.
In addition to her regular duties Mrs. Brown has graciously directed language study in the Pan-American League’s Language Study Institute which, for several years past, has provided night classes in conversational Spanish for adult students without cost to the pupil. She personally conducts a beginner’s class in Spanish on Saturday evenings and this work is also free of costs to the student.

Each year Mrs. Brown takes several different groups of Spanish students to Cuba and has broadcast frequently over radio stations in Havana. Her broadcasts here, over a period of two years, was a series of “English Lessons for Spanish Listeners.” This successful method of teaching English, with explanations entirely in the Spanish language, was broadcast to all of our neighbors to the south over short-wave station W4-XB. Mrs. Brown is enthusiastically interested in the furtherance of our relations with Spanish speaking countries through the medium of languages.

Mrs. Brown’s early education included courses at the University of Washington, in Seattle, and the Florida State College for Women. Since then she has studied at Sorbonne University, in Paris, and also attended two summer schools at Universidad Nacional de Mexico in Mexico City. Mrs. Brown confesses that her chief hobby is her life’s work in the study and teaching of Latin, French, Spanish, German, and Italian languages. But she is also interested in literature and music and still hopes to learn to play her own pipe organ some day.

Mrs. Brown has been recognized for her dedication and contributions to education. She is a member of the Board of Regents of the University of Miami and has been their Dean of Music since founding.

Mrs. Brown is a member and regular attendant of the Miami First Christian Church.

Bertha Foster

Even if you are not interested in music, you will know the name of Bertha Foster, Dean of the School of Music of the University of Miami. Born in Indiana, Miss Foster has lived in many places—from California to Miami, “the best of all.” After graduating from the College of Music in Cincinnati, Miss Foster made her first trip abroad—to Paris and London. It was in Paris that she first became interested in the musical education of the blind. Later, in Jacksonville, she founded her own school of music for these students.

A personality brimful of enthusiasm, a mind keen as a whip, a talented musician and a grand friend—that is Bertha Foster.

Lawrence Priddy

Lawrence Priddy, a native of Virginia, made his home in Montclair, N. J. until his retirement in 1940, when he selected Miami Beach as his permanent residence. Here he owns one of the most attractive homes on Prairie Avenue—2350.

After his graduation from Virginia Polytechnic Institute, Mr. Priddy was responsible for the erection of two buildings there—one of them for the Y. M. C. A., an organization in which he actively participated before engaging in the life insurance business. In this, his wife, the former Jane Laubscher, proved to be a real partner and aided him in reaching the top in his profession.

Mr. Priddy started with the New York Life Insurance Company.
and remained with them throughout his successful business career. Among his wealthy and important clients have been two former United States' Presidents. Before Mr. Priddy’s retirement, he sold from one to five million dollars business for twenty-two consecutive years. With the Brokers in Wall Street—with all his clients—Mr. Priddy has always been able to establish a feeling of real friendly service. People have felt that they could implicitly follow his advice, and none have been sorry for doing so.

As Chairman of the Business Practice Committee, of which he was Chairman for nineteen consecutive years, he untringly sought to raise the standard of salesmanship in his own business. He was instrumental in having the practice of rebating made unlawful and to have salesmen checked for any infringement.

As President of the National Association of Life Underwriters and the Life Underwriters Association of New York, he effected many important revisions in the profession.

Honorary membership in the Phi Kappa Phi fraternity was conferred upon him by his Alma Mater for his success and for loyalty to the institution.

Mr. Priddy, a great traveller, and a worthwhile friend, has always been interested in cultural subjects and is proud to be a Patron of the American Museum of Natural History, Metropolitan Museum of Art, and the National Geographic Society.

Mr. S. H. Tobin

A true sun lover who, in Florida, recaptured his health, is S. H. Tobin, pioneer real estate broker in this area.

Advised by medical men in 1914 in his home town of Providence, Rhode Island, that it would be necessary for him to go south during the strenuous New England winters, Mr. Tobin went south. In those days Aiken, South Carolina, was considered the far South. Spending three winters in that resort town our New Englander heard rumors of tropical South Florida. The following winter was spent in Jackson-ville, Florida, where he heard considerable talk about the future of a small community known as Miami. The following year, 1916, Mr. Tobin came to Miami, and, after a short stay, decided to move his family and take up permanent residence in the magic city.

In 1915 the real estate firm of Tobin and Tobin was founded. Charles S. Tobin, the son of S. H. Tobin, joined the firm in 1921, establishing an insurance department to handle all forms of insurance coverage. During the twenty-four years of activity the firms which were first established at what is now N. E. First Avenue and Fourth Street, were moved to the Seybold building, and, later, to Miami Beach. The Beach office was established in 1933 and, following the policies established at the firm’s inception, this office has engaged in real estate brokerage business only. It has had no part in sub-division developments. During the period of 1923-28 branch offices were maintained at Daytona Beach and Sebring, Florida. Mr. Tobin, a true convert to the healing qualities of Florida sunshine feels the state of Florida is assured so long as the Gulf Stream flows off the coast of South Florida and the prevailing tropical breezes blow and that Dade County’s progress must be ever forward.

We have created a garden in which we have emphasized our play and recreational activities. The greatest asset arises in our climate and very little has been done to educate the people of the north that here one can regain health and the life span be lengthened under living conditions to be found nowhere else in the world.

To Mr. S. H. Tobin goes the credit of having completed, as the pioneer broker, the first ninety-nine year lease in Dade County. Today over fifty per cent of our new hotel structures are built on land under the ninety-nine year lease form of ownership.

Mr. Walter E. V. Schulke

When one can retire from active business at the early age of thirty and devote one’s time to social and charitable interests, the community in which such a person lives and the people who come in contact with him definitely benefit from the association. Such certainly is the case of Walter E. V. Schulke, who lives at 6030 North Bay Road, Miami Beach.

Mr. Schulke combines a keen mind and abundant energy for participation in his various activities. He always has an open mind and a willing ear for anything which may benefit humanity in general, and his community in particular. Specifically, for instance, he actively participates in the work of the Miami Salvation Army, Dade County Council of Boy Scouts, Miami Beach Committee of 100 (of which he is a Governor) and St. Francis Hospital. He has taken an important part in Pan-American work and is an active member of the Pan-American League, taking a leading role in the International Magna Charts Day Celebration Association. Other of his interests include Miami Aviation Bails and the Miami-Havana races and cruises. Mr. Schulke is an active member of the Indian Creek, Surf, and Rod and Reel Clubs, and also of Sigma Chi Fraternity and the University Club of St. Paul and Everglades Club of Palm Beach.

Mr. Schulke is the son of Adolph G. V. Schulke, who migrated from his native Prussia in 1875. He first stopped in Canada where he met and married Mary Graeme Irwin, Walter’s mother, who is of direct Scotch and English lineage, and who was living in Toronto at the time. His father’s meeting with James J. Hill, the great railway magnate of the day, was largely responsible for the family moving to Minnesota. The railroad was opening that territory and—believing in its future—the Schulkes were among the first settlers of New Ulm, Minnesota. Here, Walter was born.

After graduating from the public schools, Mr. Schulke completed a four year course at the University of Wisconsin. He began his business career in 1923 as Assistant-Manager of the Langon, North Dakota, store of Schulke and Sons, and later became Vice-President and Director in the home office at New Ulm. In 1927 he took over the wholesale promotional management of the Twin City Motor Co., at St. Paul, Minneapolis, and was President and Treasurer of the company until its liquidation in 1932. Since then, Mr. Schulke’s only active business has been the management of his farms in Minnesota and New Hampshire, and his investments.

Mr. Schulke was married to Elizabeth Livingston Phelps-Kalman, of St. Paul, and has three children—Paula Livingston, Graeme Phelps, and Roxana Willard.

Mr. Walter E. V. Schulke

John W. Quinn

Soft-spoken, modest, quiet and unassuming, it is difficult to imagine that the charming and youthful-looking John W. Quinn, D. C. is not only a thoroughly versed doctor of Chiropractic, but is in addition one of America’s acknowledged experts in manipulative, or as it is sometimes called “bloodless surgery.”

Fourteen years ago Doctor Quinn left England where he completed his early education and came to America attending the Lincoln
Dr. John W. Quinn

College at Indianapolis, Indiana, and upon receiving his degree there graduated from the Palmer School of Chiropractic in Davenport, Iowa. He became a citizen of the United States and engaged in the practice of chiropractic in the east.

Manipulative surgery was attracting a great deal of attention and because the study of this new science interested him, Doctor Quinn gave up his practice and took post graduate courses and indulged in research work in dissection, pathology and X-ray.

For three years following this he toured the United States as instructor in manipulative surgery and technician,—lecturing to those who wished advanced knowledge in this science. For the past two years his offices have been established at 1000 Lincoln Road, Miami Beach, where Doctor Quinn's large practice is constantly augmented by cases referred to him by other doctors.

In spite of his extensive duties professionally, he still finds time for his hobbies. A former amateur champion boxer, the doctor has loads of trophies, cups and medals and is an ardent fisherman. He is a most enthusiastic member of Miami Beach's famous Rod and Reel Club.

Quietly authoritative, Doctor Quinn attributes many of his successes to his close attention to the patient's abdomen. He said "nourishment for the entire body is manufactured in this mixing-bowl of nature,—hence should there be any difficulty or interference with these natural processes, it follows that the entire body will be affected in varying degrees. The relieving of nervous pressure from the spine, the readjustment of organs in the human body which have gone out of alignment without the use of a knife, and the restoring to health those who are nervous and upset to the point of becoming neurotics are gifts of chiropractic, which I am humbly proud to be able to offer."

J. P. Simmons

Mr. J. P. Simmons does not consider himself a pioneer but he was among the first to establish permanent residence in Miami Beach at 2318 Prairie Avenue. His family, including his wife, formerly Miss Rachel June Elliott, of DeLand, and three children, June Elizabeth, Margaret Elliott, and J. P. Simmons, Jr., is prominent in church, social, and civic activities in Miami and Miami Beach. They have been residents in this area since 1921.

Mr. Simmons is a graduate of Stetson University, as is also his wife, and is a member of the law firm of Shutts, Bowen, Simmons, Prevatt, and Julian. This able firm took part in the early development of modern Miami Beach in representing the interests of Carl G. Fisher and John S. Collins as well as the Miami Ocean View Company, all of whom were largely responsible for the growth of the south end of the Beach. Mr. Simmons personally represented the company which built the Venetian Causeway and developed the islands in that area. He went to Tallahassee when it was necessary to purchase the bay bottom in order to complete the bridge and islands. Since that time Mr. Simmons has won the reputation of being one of the outstanding attorneys in real estate.

Mr. Simmons is a native of Richmond, Kentucky, but has been a resident of Florida since 1910 and has not left except for his service in the World War as First Lieutenant of Artillery in the 81st Division. He is a member of the Dade County Bar Association and the American Bar Association. He is also Vice-president and director of the Miami Industrial Bank and his firm represents the First National Bank of Miami. Among his other business connections are President of Jupiter Sound Corporation; Secretary of Mekin Corporation; Vice-president of Corporation Company of Miami; Secretary of Bruce Realty, Farge Realty, and Roal Properties, Inc. He is on the Board of Governors of the Miami Beach Chamber of Commerce, and is a member of the famous Committee of One Hundred of M. B., Biscayne Yacht Club and Colony Clubs; his fraternal connections are Delta Sigma Phi fraternity, American Legion and Military Order of the World War. Shriner and Masonic Lodge of Miami.

Walter Wilson

Born in Salisbury, Maryland, Mr. Wilson made his first visit to Miami in June of 1925, and became a permanent resident by Labor Day of that year—so impressed was he by the tropical atmosphere. A graduate of Wesleyan University, and of the New York Law School, Mr. Wilson spent the first fifteen years of his business career as Assistant General Manager of the Hoboken Land & Improvement Company. For four years he was the Eastern Representative of the U. S. Foil Co. (manufacturers of tin, lead and composition foils) with an office in New York.

Upon his arrival in Miami, Mr. Wilson entered the Real Estate
Mr. Wilson's home at 5347 La Gorce Drive is one of the beach's most attractive—although with his varied civic activities, it is a wonder that he is able to find time to enjoy it. He is Chairman of the Miami Beach Chapter of the American Red Cross, President of the Y. M. C. A., Chairman of the Dade County Visiting Board. He is a Director of the Miami Beach Chamber of Commerce, the Miami Beach Board of Realtors, the Chase Federal Savings and Loan Association (also Vice-president), the Lincoln Road Association (past President), the South Floridians Children's Home, the South Florida Crippled Children's Society, and the South Florida Crippled Children's Hospital, (in both of which he is also Secretary and Treasurer). Mr. Wilson is Junior Warden of Trinity Episcopal Church, and is a member of the Committee of One Hundred.

Charles S. Symonds

Man forever seeks the Ideal. A vague, elusive quality, it activates his supreme efforts to achieve. It is the sole object of an actual state of mind, by which Man creates, out of the vast store of resourcefulness and initiative that are his peculiar inheritances. Architecture, the wedded harmony of science and art, is Man's most powerful creation. It is, at once an inexorable and sensitive authority, conceived by Man to better himself. It commands, alike, his social, economic and moral destinies. It has the power of law and more. Law says Man must or take the consequences. Architecture says Man must because the forces of natural phenomena necessitate control, and further as an art, it appeals to the sensibilities of Man—to his mental and moral consciousness. Architecture is not a static quality. It is not a matter of masonry, steel, and concrete. It is inherently a vibrant, sensitive, and activating force. It has all the attributes with which its human creator is endowed. It can be ugly and beautiful, sad and gay, cruel and humane, indolent and dynamic. Architecture is Order. Today, America seeks order and unity in its national society. It seeks what has been termed the "good life", the unobstructed flow of commerce, parity of economics, equality of opportunity, and a high standard of living commensurate with a productive society. To attain perfection of this state, planning is necessary. Planning does not imply socialistic regimentation. Operating within fixed limits, it provides channels for the ordered progress of society and its comprehensive activities. It is embraced by the contemporary concept of Democracy, which admits the necessity of economic regulation by government, but fosters the maintenance of civil liberties, private enterprise, the equality of man, and which conceives of government as being no more than an administrative agency composed of people, controlled by the people, and created for the people.

How can Architecture contribute to the perfection of such a society?

America must first be awakened to full cognizance of this marvelous Force it commands. By its judicious application I believe that society can reap tremendous benefits. I believe that a Federal system of planning should be incorporated into our democratic form of government, or the agency of control, Consumer or the agency of productive absorption, Commerce or the clearing house for the distribution of productive goods, Industry and Agriculture, or the agencies of production. These spheres are necessarily interrelated, and this state of interrelation as it exists today is badly complicated and discarded. Here is the cause of maldistribution, poverty, discrimination, disease, social unrest, and demoralization.

Planning is the essence of Architecture. Order is the result of a successful application of architectural principles. It is not logical to conclude, therefore, that if these evils of civilization have been lessened, and in some instances, eliminated in certain planned communities, that these same principles of planning can be applied nationally with the same successful results?

The problem is not a small one. It is the most comprehensive in the world today, for it involves all of the intricate and highly complex activities of a modern society.

Thor S. White

The story of Thor S. White, talented and rising young artist, is the story of one of Dade County's youngest pioneers. It is a story of success comparable to Miami's own colorful history. When one attempts to look back upon Mr. White's career, a number of pictures present themselves to the mind . . . the boy, Thor, living with his family on their plantation in South Miami, shooting bear and deer in what is now the town proper . . . the youth, who took up professional housing . . . the young man winning first prize in the Decorators Club's Annual Exhibit, and painting his "SKYSCRAPER SCAFFS" high above New York in his Radiolar City Studio . . . or, perhaps, again, we see the artist, fed up with the artificity of city life, enlisting in the Merchant Marine, and shipping off to sea . . . we follow his versatile career, but always, we like to remember that Thor White is Miami's own product, and we Miamians are proud of our history, and of those men and women who helped to give her a place in the Sun.

Reared in Miami, Thor White has many stories to tell of his early boyhood days here . . . days when he went to school in South Miami (then Larkins) in the school house which is now the boys' shed of the present school . . . days when they hunted in the jungle which lay between Larkins and Coconut Grove, a jungle where wild cat, bear, and deer roamed unmolested. He tells of excursions to Coco Plum Beach, on which trips a whole crowd would start out in wagons draped with mosquito netting, taking the darkies along to cook chickens, and prepare the food for the picnic. Later the White family moved into Miami where they lived on Riverside Drive at what is now 12th and Flagler Street. There was a swamp there then where the Flagler Repair place now is.

Still later the Whites moved to Akron, Ohio, and shortly after this Thor entered the Cleveland School of Design; from there he went to New York, where he attended the National School of Design, and the Beaux Arts Institute. About this time he won a Scholarship for private instruction with Naum Los; after studying with Los, Mr. White decided to go into mural

Charlese S. Symonds

The basis of approach in the solution of these problems would involve the elements of community planning, the Physical, or the natural conditions of the site; the Economic, or land values, distribution of industries, transportation and taxation; The Social or housing and recreation. Specifically the solution would be limited to the five essential spheres of society comprising a community. These are Government, or the agency of control, Consumer or the agency of productive absorption, Commerce or the clearing house for the distribution of productive goods, Industry and Agriculture, or the agencies of production. These spheres are necessarily interrelated, and this state of interrelation as it exists today is badly complicated and discarded. Here is the cause of maldistribution, poverty, discrimination, disease, social unrest, and demoralization.

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work. He assisted the famous Victor White (no relative) on the mirrors and mosaics for the Starlight Roof of the Waldorf Astoria, and the following year won first prize in the Annual Exhibit of the Decorator’s Club.

During his career in New York, Mr. White maintained a studio on the sixty second floor of Radio City, where in 1936, he started work on his famous “Skyscraper Scapes”, brilliant scenes of New York as he observed that flora and fauna, which fairly seem to breathe the spirit of the tropics. The minute he returned, he said he knew that this was the place for him, and took a studio (the one he now occupies) in Coconut Grove.

The minute he returned, he said he knew that the place for which he had always been looking ... the place he knew was the one for him to paint in. His work is the testimony of this ... so local artist has better captured the very spirit of South Florida native life than has Thor White. In the three years that he has been back, he has done a noted assortment of murals for hotels, bars, and private dwellings in Miami and Miami Beach ... in all of these he has represented some form of South Florida flora and fauna, which fairly seem to breathe the spirit of the tropics.

Mr. White is second Vice president of the Blue Dome Fellowship, and last year was chosen by the American Artists and Professional League to represent Miami during National Art Week.

At time of writing, he is hard at work on two Miami Beach hotel murals ... the mural for the lobby of the Shelbourne, which is to depict the “Festival of Venus at Cyprus”, and the other, the mural for the tap room of the Raleigh, which gaily and charmingly portrays scenes from “As You Like It”, with the background of the Forest of Arden.

Modest and unassuming, Mr. White has little to say on the subject of his own accomplishments ... “More than anything else,” he said, “I like to try and recapture in my work, some form of native life, and no place offers me more in this way than Miami ... so, here I am!”

Harry Watts

EXECUTIVE director, Harry W. Watts of the Miami Housing Authority, is well fitted to fill this important post by education and his work in the engineering and development field. Before he resigned as a member of the Miami Housing Authority in 1938 to become the executive director, he had served several years with the Federal Housing Administration and the Public Works Administration which built Liberty Square. These connections gave him added equipment for the responsible task of administering several millions of dollars for the Miami Housing Authority which was expended in building three USHA aided projects, Edison Courts and two additions to Liberty Square, the last addition being opened Aug. 15th. With a Bachelor of Science Degree in Mechanical Engineering and with a pronounced interest in sociology he is fitted for both the building and development of housing projects and for the solving of social problems incident to his position as general manager of both of the local housing developments. Born in Illinois and reared in Louisville, Ky., Mr. Watts has lived in Dade County for a quarter of a century, and has the pioneer’s pride in the growth and development of this section of which he has been a part. His first years were spent in the south end of the County, memories of which he still cherishes. A life-long Democrat, Mr. Watts served the Dade County Democratic Committee as secretary for two years and as chairman for two years from 1928 to 1932 when he was a candidate for the State Senate. He is a member of the Board of Directors of Woodlawn Park Cemetery Company and a member of Sigma Nu Fraternity.

While most of his work has been in the field of engineering and development, he has been active in the growth and development of Dade County, and it is largely through his ability and foresight that Miami has shared so splendidly in the Public Housing program.

John C. Frazure

When executive ability and business experience are reviewed as outstanding qualities, the name of John C. Frazure is among the most prominent of real estate men in Miami Beach.

A native Floridian, Mr. Frazure has resided in Miami since 1905. This was the year when only one building was to be seen on Miami Beach—the old coast guard House of Refuge at 71st and the ocean. The following year Smith's Casino was built.

Mr. Frazure’s first business association was with the D. P. Davis Realty Company in Miami in December 1918, after service during the World War in the U. S. Navy.

In 1928, Mr. Frazure became an associate of Mr. Harry S. Bastian in Miami Beach at his present address on Lincoln Road. Since that time he has conducted a real estate business continuously from this address. It is interesting to note that Mr. Frazure and associates enjoy the distinction of being the only firm in Miami Beach to conduct business from the same location since starting.

For five years, Mr. Frazure served in the best interests of Miami Beach as Director and Vice President of the Miami Beach Realty Board. In 1938, he became its president. During the past twelve years this progressive realtor has handled some of the largest transactions in Miami Beach, particularly Lincoln Road property and the better class waterfront homes.

With an eye toward the future, Mr. Frazure predicts that, because of its present trend in building and expansion, Miami Beach will be built up solidly by 1950. Because of this city’s close proximity to the majority of the population of the United States, its wide spread transportation facilities, its first-class accommodations and ideal climate, it is Mr. Frazure’s opinion that Miami Beach will continue to take an even greater place among the most desirable cities of our Nation.

Thor S. White

Mr. White has been a long time resident of Miami during National Art Week.
MAUDE KIMBALL MASSENGALE

Maude Kimball Massengale, described by WQAM's announcer as "Dade County's best known society editor", has more friends, perhaps, than any other woman in Miami Beach. That's why the society pages she edits in the Miami Beach Daily Tropics are filled with numerous exclusive stories, appearing under her by-line before they reach any other newspaper.

Her column, "Social Sundial", records the gaieties of beach society, appearing as a daily feature of the Daily Tropics. Her bright, whimsical column "Peachtree on the Beach," appearing weekly in the Atlanta Constitution, widely publicizes Miami Beach as a winter resort and chronicles the happenings of interest to Atlanta and other society capitals.

Magazine writing and radio broadcasting have also claimed the time of this busy and popular journalist. Her radio program entitled "Society on the Air", was her first broadcasting venture. Later she conducted the program, "The Teacher Hour", sponsored by The Florida Teacher Magazine.

Mrs. Massengale is a member of the League of American Penwomen. Her poetic works include the favorites: "Love Song" and "Proud Possession". She belongs to Psi Psi Psi sorority, composed of mothers of Tri-Delta sorority girl.

Perhaps no mother was ever prouder of her daughters than Mrs. Massengale. Allyn, now Mrs. Benjamin Anthony of Greenville, S. C., attended Osgontz School, Vernon, who is Mrs. Raymond Edwards of Miami Beach, attended Duke and P. S. C. W. Mrs. Edwards is also a splendid newspaper woman. Both girls are members of the Junior League.

Mrs. Massengale's journalistic work started when she organized a Parent-Teacher page for the Miami Daily News three days after arriving here from Atlanta, and within a year she was made head of the woman's department. This position she held for twelve years.

Endowed with a keen sense of humor, an alert awareness of life, and deep interest in other people's problems, she is one of the most interesting of personalities. And, with her big blue eyes, curly hair and peppy manners, is certainly one of the most attractive.

Reared in Atlanta, Mrs. Massengale regards that as "home", but her ambitions and work are centered in Miami Beach and Miami. She has traveled widely and has friends in most states of the Union. They affectionately call her "Billie" or "Maidie" but the best known by-line in Society journalism in Florida is—Maude Kimball Massengale.

A FRIEND OF THE TEACHER

Florida's educational program is certain of expansion in the next four years. Spessard L. Holland, new chief executive of the sunshine state, is certainly a friend of the state's educational system. That is not an idle thought. He has proved his friendship during his years in the state legislature where he either sponsored or supported every progressive educational measure introduced during his tenure of office. He made promises during his campaign that he would center his at-tention on the state educational department, that he would personally see that the teachers, educators and seats of learning would receive adequate assistance, financially and morally. This he intends to do because he is a man of his word. The teachers and educators of Florida should rejoice in having such an outstanding statesman as Spessard L. Holland in the governor's chair. Teacher Magazine joins them in wishing our No. 1 citizen the best of good fortune for a successful administration.

CHARLES H. SMALL.

FREDERICK J. WARD

Since leaving his native Newark, New Jersey, to establish law offices in Miami, Frederick J. Ward has developed a fine practice in his chosen profession. His early education was gained in St. Mary's and St. Benedict's parochial preparatory schools in Newark. He received his law course at Fordham University in New York City.

Following his graduation from Fordham, Mr. Ward returned to his home city and started practicing in civil courts, specializing in equity matters. He moved to Miami from Newark in 1925, and was admitted to the bar in Florida. After practicing here almost ten years, he moved back to Newark and last year again deserted the city of his birth to open law offices at 1000 Lincoln Road, Miami Beach, where he is specializing in real estate legal matters.

Mr. Ward was wed to Miss Mary Margaret Schreiber in Newark and they have three attractive children, Mary Jane, Jacqueline and Frederick, Jr. All are members of the Catholic church, with Mr. and Mrs. Ward both active in civic and charitable work.

Gladys Krebaum

Many men have been successful in the building supply business in the Miami area, but we know of only one lady who has been able to carry on in the face of adversity and emerge successfully and that one is Gladys Krebaum.

Miss Krebaum has headed the Krebaum Building Material Company since 1933. She inaugurated the business herself and although conditions often appeared rough, she continued to fight on. Miss Krebaum's work in the building supply business, has been equally distributed throughout the Greater Miami area. She supplied materials for many outstanding hotels, residences, and stores in the area, not to mention unique apartment houses, in Coral Gables and Southwest Miami.

The Krebaum Building Material Company supplied some of the materials for Kress' Store on Flagler Street as well as the beautiful Walgreen store on Flagler Street and Second Avenue, Miami. Materials for the Rendale and Netherlands Hotels, Miami Beach were likewise furnished by the Krebaum Building Material Company. Miss Krebaum has gained the confidence of her clients and the general public, because of her determination to be fair and just in all transactions. Miss Krebaum was born in Illinois, has been in Miami since 1923 and resides in Coral Gables.
Mrs. Florence N. Blakely

Take liberal portions of courage, ability and honesty, and mix them with an intelligent, charming personality and you have the formula for the successful civic and business leader—Mrs. Florence N. Blakely.

Mrs. Blakely, a Registered Nurse, early perceived a need in Dade County for what she now admits is her pet hobby, namely the Greater Miami Nurses Registry, which she founded a few years ago. It is a non-profit organization, chartered by the State of Florida, with membership open to all Florida State Registered Nurses, undergraduate—practical or trained child's nurses.

"The purpose of the Registry is to further the efficient care of the sick, to uphold the dignity of the nursing profession and to foster cordial relations among the nurses." Mrs. Blakely feels that her first duty is to the Dade County resident nurses, and she makes this one of the main objects of the Registry. All nurses sent out are thoroughly investigated—for Mrs. Blakely likes to fit the nurse to the individual case, the patient, and his immediate surroundings.

Although Mrs. Blakely spends the better part of the day at her office, she is still able to find time for her many worth while civic and political affiliations. The Historians of Dade County, of which she is founder and President, has accomplished many things of note. They were pioneers in the "Get out the vote" campaign; and have cooperated whole-heartedly in the Safety campaigns for school children, and they make worthwhile charity cases—especially of children—a major project.

In 1938 Mrs. Blakely was appointed Chairman of the Women's Division of the National Infantile Paralysis Foundation Campaign and strongly urged the building of a hospital for crippled children here. As a Lieutenant on the Governor's staff, she made the trip to New York's World Fair with the official party, to participate in the celebrating of Governors and Florida Days.

Last May, Mrs. Blakely was appointed a delegate from the 4th Congressional District and while at the Democratic Convention, was elected Honorary State Vice Chairman of the National Convention—an honor not only for Mrs. Blakely but for South Florida as well.

Because of her unselfish service in behalf of the citizenship and the problems which confront a growing metropolitan community, she was appointed a member of the Florida State Board of Examiners of Nurses. She is extremely conscientious in this position and devotes a great deal of time and study to it.

As can be judged, Mrs. Blakely has that rare gift of being able to do a dozen things at once AND of doing them all well. She has given unceasingly of her time, energy and money to the causes in which she is interested. Somewhere she still finds time to be a gracious hostess, presiding over and entertaining in the beautiful home which she and her husband, Judge Norman Blakely own in Miami.

Winnie Moore

When visiting celebrities still continue to frequent a certain spot year after year something of interest and glamour must be there to attract them. Such a place in Miami Beach is "Winnie's Waffle Shop" where for seven years people from the theatrical world and all walks of life have congregated to share the fun and congeniality of this interesting place.

A former show girl, Miss Winnie Moore left her profession in the East and started as a waitress in Miami Beach in 1931. Later she established her first "Winnie Waffle Shop" on 23rd Street, which has remained unchanged except for its growing popularity. It's evidenced by the great number of autographed pictures which literally line the walls from ceiling to floor.

A second "Winnie Waffle Shop" now located on 1445 Washington Avenue near the Cameo Theatre is also a favorite rendezvous, being conducted with an interesting and unusual combination of vivaciousness and competent supervision. Blonde—cheerful—personable—everybody knows Winnie and her famous waffles.

Hattie H. Carpenter

The year of 1900 does not seem long ago but, when one stops to realize that Miami only recently celebrated its fiftieth birthday, that date of arrival to take up residence here puts Miss Hattie H. Carpenter and her family in the pioneer class. She was born in Columbus, Ohio, daughter of Stephen Van Rensselaer and Naomi J. Carpenter. After her father's death, her mother brought the family, consisting of five daughters and one son, to Miami and built a home on S. Bayshore Drive. The home is now at 59 S. E. 6th Street, Miami.

Miss Carpenter's early education was received in the public schools of Columbus, and she studied at the Ohio State University. Teaching in public schools was her first vocation and she holds a life state certificate for high school teaching in Florida. She was principal of Miami High School for five years, resigning this position in order to take up full time work as a newspaperwoman. Miss Carpenter was in charge of the editorial page on the afternoon paper, then The Metropolis, for twelve years until it was sold and changed to the Miami Daily News. Since then Miss Carpenter has been writing fiction and articles for papers, journals, and national magazines under various pen names. She was also publisher of the Florida School Exponent for a number of years.

In closing this brief sketch, since Miss Carpenter will not talk about herself, it is befitting to further establish her as pioneer both in residence and education it is of great interest to learn that she was the first women principal in a village of a few thousands and the only one in an undeveloped state. She laughs at the memory of the school board refusing to consider her idea of putting the high school on the banks of the river at 12th Avenue because it was too far out in the country.

Miss Carpenter has always been active in charity work and devoted much of her time and writing in impressing the importance of early education. She was a member of the Woman's Club for twelve years and has been a keen participant in politics. She is still mentally active and her many friends find her very delightful and entertaining in conversation.
Mrs. Thomas T. Stevens

Mrs. Thomas T. Stevens has a natural liking and aptitude for working in organizations, inherited perhaps from her mother who was a prominent club woman. She began her club career as a young girl in Atlanta. She was Vice-president of the General Division of the United Daughters of the Confederacy in her early 20's. Later she was President of the Atlanta Federation of Women’s Clubs; one of the founders of the Uncle Remus Memorial Association; member of the Executive Board of the Atlanta Chapter, Daughters of the American Revolution; President of the Atlanta Chapter U. D. C.; and is now a trustee of the Talullah Falls Industrial School, with headquarters in Atlanta.

An indefatigable worker in the cause of education, Mrs. Stevens admits being “education-obsessed,” believing that if a child is given a spiritual and social background, supplied with the equipment to carve out his own destiny, nothing more can be done for him. He must make of his own life what he can and will.

Her interest in education brought her to club work in Miami. In 1924 she came here to live primarily for her husband’s health. She had been an occasional visitor to Miami for many years. She took a vacation from club work when she came, lasting almost four years, until the Dade County Federation of Women’s Clubs asked her help in a scholarship project—the one thing she could not refuse; this was in 1928. She has been active in club and civic affairs ever since; President of Dade County Federation in 1930-32; Vice-president and later President of the Miami Woman’s Club in 1933-34. She resigned to return to Atlanta at the request of the State Welfare Board to assist with the Georgia organization of the first New Deal project to create jobs for women. After five months, she returned to Miami when the set-up was completed. She was Vice-president of Section Eleven, Florida Federation of Women’s Clubs and served from 1935 to 1937. She is a member of the Dade County Planning Council appointed by the Governor, and the Dade County Zoning Board, and is beginning her third term as Dade County Congressional Committee woman from the 4th District.

Mrs. Stevens believes women of the highest type should enter politics as a duty to their community. She is proud of her memberships in three major patriotic organizations: The Everglades Chapter of the Daughters of the American Revolution; Harvey Seeds Unit, American Legion Auxiliary; and the Atlanta and Southern Cross Chapters of United Daughters of the Confederacy. She also served as a member from Florida of the National Advisory Committee on women’s participation in the New York World’s Fair.

Mrs. Stevens is interested in every phase of activity for community betterment, and serves in the ranks as diligently as she does as a leader. She is a natural and convincing speaker on subjects in which she is interested, and she has unlimited poise and an unhurried manner in all that she does.

Louis Karlebach

Arriving in Miami Beach prior to the swift boom momentum, Louis Karlebach, accompanied by his good wife, saw ahead the phenomenal opportunity to apply his experienced knowledge of merchandising the finer meats and foodstuffs, and thereby take up his post of honest money-making in a spot which he foresaw was sure to become magic.

Grimly they pioneered, these inseparable two, Louis and Rose, Business steadily grew from promising into boom proportions. Not one, but three Master Meat Markets were flourishing, when came the black-out of 1926. Like all of the rest, the business of Louis Karlebach was completely wiped out. But the Beach remained, and here was one believer who knew it was merely a matter of time, of new money, new pioneering. Looking back, he is not so sure he could have kept the faith, but for the sustaining courage and tireless shoulder-to-shoulder cooperation of his faithful wife. Slowly they started over, steeling themselves to hardship, grateful for each forward step, sure in their hearts that they could come back—with Miami Beach.

Today his New York Meat Market at 619 Washington Avenue is the oldest market at the Beach. None could question the principles and standards which have held the faith of its patrons through the years. Many food stores, less standardized, less sincere, have flourished and passed from the picture.

Louis Karlebach’s market was the first to introduce to Miami Beach and to Southern Florida, the real Hothouse baby lamb, famous Beach Nut Bacon, that finest Jones sausage, the new popular cube steak, and the meaning of a real filet mignon. Only strictly fresh-killed poultry, the finest and freshest of dairy products, local and shipped fruits and vegetables are offered for the public’s complete assurance. “Nothing short of the best—is safe, or fair, in food merchandising,” is the conviction upon which this pioneer built for a sound future.

Louis Karlebach is public-minded, public-spirited, in his varied affiliations. He is a Brother Elk, a 32nd degree Mason and a Shriner, of Miami, and a Life Member of the Blue Lodge, New York.
ARGUMENTS of yours won't get you anywhere . . . Convince yourself, my dear bag, that it's your age that annoys you . . . For many years, your one joy here has been to give a headache to all of us in this community."

At this moment, Mother Earth herself found it necessary to intervene. "It is enough! Enough of such arguments," she exclaimed. "I am the Mother of all that exists. You, all of you, are my children and your words are without reason. I too have my sorrows, but you do not hear me complain of them. I carry in my body the weight of you all, in my veins, water that you may drink, and in my breasts the roots that give you life. But you miscomprehend life and freedom. As you grow into independence, you—all of you—refuse advice and wisdom. Furthermore, you complain unceasingly, of the one thing for which you are born—service. I grow tired listening to your empty thoughts, and this time, I must do something about it."

Then—Mother Earth, after a few moments of deep thought, said: "All of you, my children, must come to a family reunion where I can listen undisturbed to the joys and sorrows of each of you. After doing so, if necessary and if possible, I will improve your lives."

The proposed Botanical Reunion took place in the early part of the month of May on a day when a winged song hung aloft in the skies. Delegates and representatives from every living green thing were there. The fruit trees chose the Apple for their delegate. The trees of rich wood and general utility, the Pine. The creeping whips of the earth, the Ivy, and the vegetables, the lowly Cabbage, thinking thus, to particularly impress their misfortune upon the Assembly. The flowers, unhesitatingly sent a full-laden Rose. . . Alone, and far removed from the others, the Poison Oak took its place and awaited its turn to speak.

Upon their arrival, Mother Earth silently looked at her children for a while, admiring first the beauty of one and admiring the ugliness of another. "Gracious me!" she conceded, after a thorough inspection. "I never before realized how fully the evolution of life has refined some of my children and completely corrupted others!"

Almost an hour elapsed before the Reunion was called to order. The purpose of the day was set—first and foremost, to unite all, and in the joys and the trials of each of you here today," Mother Earth assured them in a tone of quiet compassion. "Let's see if we can come to some agreement whereby we end all such arguments which should not exist among our family.

The Pine tree spoke first. Clearing its throat several times, it addressed the Assembly thus: "Mother Earth, I represent all the fruit trees, we, your devoted children. Our life is long, but once our offspring are in their prime, they are pulled forcibly from our body to be eaten." At this a shocked groan ran through the delegates present. The Apple tree waited until it died, then interrupted others!"

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Among the delegates present were the Poison Oak, the Rose, the Cabbage, and the Apple. The Pine, with its towering height, was the most conspicuous of all. It stood alone, its branches spread wide, as if to claim the center of attention. The other trees, in contrast, were humble and unassuming.

The Apple tree spoke next. It had always been admired for its beauty, yet it knew that it could not last without the help of the other trees. "My dear friends," it said, "we are all dependent on each other. Let's find a way to work together for the betterment of all."

The Rosebush, who had always been jealous of the Apple tree, spoke up next. "We all have different roles to play," she said. "Let's respect each other and find a way to coexist peacefully."

The Pine tree spoke last. "Let's not forget the importance of balance," it said. "Each of us has a unique contribution to make, and we must learn to appreciate and accept each other's differences."

The assembly was moved by the words of the delegates, and they agreed to work towards a harmonious existence. The day ended with a sense of hope and possibility, and the trees returned to their lives, each with a new perspective and a greater sense of unity. The Reunion had been a success.
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WILLIAM CAREY COFFIN

William Carey Coffin was born in Pittsburgh, Pennsylvania, on September 7, 1865, just at the time when the Civil War was beginning to flame into the final blast of the melting pot of this great nation. His father, also William Carey, was a direct descendant in the generation of Tristam Coffin who settled in Newbury, Massachusetts, in 1642. This man of family was not a proverbial 'Pilgrim Father,' but was a Royalist in old England, and, when he foresaw that Cromwell was destined to win, he migrated to North American shores, rather than be ruled by the 'Roundheads'.

The mother of Dr. Coffin was Jane McCormick Osborne, of Scotch-Irish Covenanter clan, who landed in Pennsylvania during George Washington's administration.

Graduated from the University of Pittsburgh with a degree of civil engineer. Later, this institution conferred upon him the honorary title of Doctor of Science for his notable work in the designing and building of blast furnaces, steel plants, and oil refineries. He has the distinction of being the first graduate under Doctor Carhart in 1883. In the same year he began his notable career as Chief Engineer of the Fort Pitt Boiler Works.

Dr. Coffin remained with this company only two years. He then started a series of changes in firms which finally took him to the chair of Vice-presidency of the Blaw Knox Company in 1915 until 1923 and to many important countries all over the globe. His next position was Chief Engineer of Riter and Conley Company which was followed by the position of Vice-president of this company. In 1908 he joined with the John and Laughlin Steel Company as their contracting engineer and remained with them until he accepted the Vice-presidency of his last connection with the Blaw Knox Company. Then he came to Miami Beach in 1923 and, until his retirement in 1927, he had his own office as an engineer and architect on the Beach.

One of his latest works before coming to Miami Beach and retirement was the designing and constructing of eight blast furnaces at one time and in a new territory, Gary, Indiana, for the Illinois Steel Company. This was the largest group construction in the world at that time. Another one of his late constructions was the first large oil refinery in the Beaumont, Texas, oil field, famous for the discovery of a new source of petroleum. This field is familiarly known as "Spindle-Top."

In addition to Dr. Coffin's outstanding achievements as a structural engineer in this, the greatest of all industrial nations, his ability and the confidence of his associates is proven by the following big jobs of which he was the head in other parts of the world: he designed and built the steel frame power houses in Dublin, Ireland; Glasgow, Scotland; Bristol, England for Great Britain; he designed the water works towers for one hundred cities in the United States, Merida, Yucatan, Tsin-Tsin, China, and Shanghai, China; he designed, advocated, and finally introduced the 55,000 barrel oil tank which eventually became the national standard oil tank; he also made several extensive trips to Europe to study and report on gas engines, welding by both oxy-acetylene and blue gas hammer, and received credit for the introduction of the latter method of welding into the United States, in 1913 he was made chairman of the "Business Conditions Committee of the National Structural Fabricators Society" and filed a report, "Monograph on Governmental Regulation of Co-operation in Trade," which was sent by the society to every Congressman and left a strong impression on the congressional action in the formation of the Federal Trade Commission. Its adoption at that time would have established fair trades practices and fair trades as early as 1913.

He is a life member of the Chamber of Commerce of Pittsburgh. He is a member of Council, National Civil Service Reform Association; Director and Delegate of National Structural Steel Fabricators Society; the American Society of Civil Engineers; the American Institute of Mining and Metallurgical Engineers; the American Society of Mechanical Engineers; the American Iron and Steel Institute, Engineers Society of Pennsylvania; and the American Association for Advancement of Science.

This famous engineer relates that his most valuable experiences in life were due to his membership on the Council of the National Civil Service Reform Association from 1908 until 1918. Dr. Charles Elliot of Harvard University was Chairman, and among the presidents were Hon. Charles Fairchild, Ambassador to Great Britain when the Alabama claims and the final boundaries of Alaska were settled. Another was Hon. Charles Bonaparte of Baltimore, who was Attorney-General in Theodore Roosevelt's cabinet.

The University of Miami is fortunate in Dr. Coffin's selection of this section for his home of retirement. He succeeded Dr. Fairchild as Chairman of the Board of Trustees seven years ago, and has taken a very active part in the rapid growth of this fine school. He is the donor of trophies for extra-curriculum work of members of fraternities and sororities.

His activities at Miami Beach include active membership of the Committee of One Hundred and founder-member of the Bath Club. He is also an active Mason of thirty-two degrees standing. Dr. Coffin's residence on the Beach is at 3391 Flamingo Drive.

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Miami Beach Has Own Daily Newspaper

When Horace Greeley said, "Go west, young man," it was very apt, for that injunction to the youth of the land was offered when the regions to the west offered much promise to those with initiative and courage.

But in 1925, the famous Greeley suggestion was outdated, for America had discovered a new frontier—southern Florida, and if Greeley had lived in that year of magic improbabilities, doubtless he would have pointed southward. Even without a Greeley to guide him, a western journalist, a young Kansan named John Montgomery, saw things were happening here, and he came and established The Coral Gables Riviera.

Now he is publisher and editor of The Miami Beach Daily Tropics, Miami Beach's one and only daily newspaper.

Back in 1929, when the Miami Beach population was only 6,800, Mr. Montgomery established The Miami Beach Tropics, as a slick-paper society weekly.

But in 1940, the census disclosed Miami Beach had 28,012 year-round residents, and, realizing that a daily newspaper in such a fast-growing city was inevitable, The Tropics enlarged its plant facilities its staff, contracted for the International News Service, and entered the afternoon daily field.

The Coral Gables Riviera is still owned by Mr. Montgomery, under management of James B. Moore, but The Daily Tropics is his first love and it is at the Tropics office where this young dynamo makes his headquarters, giving personal supervision to all departments.

In less than two months of daily operation, The Daily Tropics has made rapid week-by-week gains, both in circulation and in advertising. More than 40 first-class hotels purchase copies for all their guests each day, however, principal outlets consist of carrier routes, newsboys and newstands. A final sporting extra after 5:30 p.m. reaches the Miami Beach streets usually 20 to 25 minutes ahead of any other sports edition.

C. Marlin Lundry is managing editor and Parks Rusk is advertising manager.

Under its masthead, The Daily Tropics publishes each day this statement:

"Owned, edited and published in Miami Beach, a city with an assessed valuation of $70,000,000 and real and personal property of a full sale value of $150,000,000 with 279 hotels, 693 apartment houses and 3,352 private residences—housing accommodations for three-quarters of million visitors during a six-months season—the nation’s fastest growing city (1940 census)..."

Marie Tello Phillips

Perhaps one of the most sought after celebrities in Miami is Marie Tello Phillips (Mrs. Charles J. Yaegle). Born in Toronto, Canada, Miss Phillips spent her childhood in Louisville, Ky., where her father was a member of the Bar. She received her B. A. Degree from Ursuline College in Nottingham, Ohio, and later taught in the public schools in Cleveland. She also acted as Assistant Principal of the North Doan school until her marriage to the later Watson P. Phillips.

Miss Phillips' family history is one of the most colorful imaginable—dating back to Christopher Columbus, and including such well-known people as Gov. A. C. Scales, Rear-Admiral Scales, and Admiral Bartholomew de Perestrello.

Perhaps it was from her father, Manly P. Tello, an able writer, editor and publisher, that Miss Phillips inherited her literary ability. Among her best known novels are "There's A Divinity", "Bound in Shallows", and "Stella Marvin"; of her poems—"Mary of Scotland", "Honeysuckle and the Rose", "Ten Thousand Candles", and "A Voice from the Stars". Her book of essays—"More Truth Than Poetry" is regarded as one of the best produced by modern writers.

How Miss Phillips finds time to write and to be as active in the various clubs she belongs to, is a wonder. The honors bestowed upon her are almost unbelievable: Poet Laureate of the Bookfellows Library Guild and the Poetry Society of Pittsburgh; holder of the Diamond Torch, tenth Degree, of Sigma Tau Delta (the English Professional Society for literary distinction). The National League of Pen Women (of which she was the founder and the first President of the Pittsburgh and Miami branches) has also bestowed several awards—as has the Society of Arts and Letters.
Modern Trend In School Architecture

By AUGUST GEIGER

Present day school design is very different today from what it was in the so called "good old days" in Dade County. Today we have associations to study the various problems incurred in designing schools so that they will be as nearly perfect as possible with respect to safety, perfect lighting, proper ventilation, and limiting the capacity of rooms to a number of pupils which the teacher can most efficiently handle. In fact school design has now developed into a highly specialized profession and most states including Florida now have Codes which go into great detail specifying how our schools are to be built, and in this way there is a certain uniformity in recently built schools.

But in the "good old days" there were no such Codes, Associations or Commissions for studying school problems and the architects who designed the early schools generally followed their own ideas of what a school should be like and thus there was little uniformity in the design of these schools. Most of the older schools were built in a more or less rectangular shape with center halls with rooms opening out of these inside halls. Doors from classrooms generally opened inward because many teachers thought this made it easier to control the pupils but forgetting the great danger in case of fire. For the same reason the classrooms of the earlier schools generally had only one door while today two doors are required which must open outward. While at present all newly built classrooms must be equipped with hardware which cannot be locked against anyone inside of a room trying to open the doors, any kind of hardware was allowed in the olden buildings. Many of the floors of the halls were of wood and the rooms faced in all directions. There was no regulation as to the size of the windows, the ceiling heights or any of the other matters which are at present considered so important in a properly designed classroom.

The first schools were of wooden construction. The first school built here along modern lines was the Neva King Cooper School at Homestead which was built about 1912, and was considered quite a model school. Later, Mr. Fisher, who was then Superintendent, decided that it was desirable to set up standards for school design based on the best practice of the time and employed Mr. Ray Hamon who made a study of the latest practice of the time and standardized the construction of school buildings in the County.

Since that time the rapid improvements which have been made in school design and construction can be seen by comparing the various schools which have been built during the last fifteen years. It is a far cry from schools like the old Central School (where the post office is now located) or the original Orange Glade School with their inside halls, plaster ceilings, etc. to such buildings as the Miami Beach Senior High School or the new Miami Beach Elementary schools. These have their rooms all facing east or south so as to get proper ventilation, all classrooms opening onto fireproof corridors, and with all classrooms equipped with acoustical ceilings. In addition there are now clinics and cafeterias and the various rooms are also equipped with public address systems, inter-communicating telephones, fire alarm systems, etc. which are operated from the Principal's office in the Miami Beach schools previously mentioned. All the other improvements which are considered essential in the modern system of education, have been incorporated in the designs.

Sometimes we hear criticisms of the locations of some of the schools due to their being located along busy streets with heavy traffic. However, in many cases these conditions have developed since the schools were built. Take the case of the Orange Glade School as an instance. When this school was built it was out in the country surrounded by pine woods and orange groves, a typical country school and it is a question whether the wildest optimists of the time could have visualized this school in the center of the busy business section which has grown up here.
Development of the Home...

By J. Edwin Petersen

From time immemorial it has been man's desire to create a home; and as time advanced, and modern improvements were devised and invented, the development of this home went through many changes.

Our first notice of the family home was back in the pre-historic days when man built his home in caves on the hill sides, and under projecting rock ledges. Today, in many places all over the world, the very same home that was used thousands of years ago is still being used. For instance, in the State of New Mexico, we still find Indians living in the sides of the cliffs. Then, along the Loire River Valley just outside the City of Tours, we find a whole community of cliff dwellers. It is very interesting to drive along the road and see these peculiar little dwellings spotting the abrupt hill sides,—some with glass windows and framed doorways, and others with nothing but a piece of cloth hanging over the openings; then the funny looking chimneys corbled out and zig-zagging up the perpendicular side of the cliff.

The next step was the development of a home built of materials such as rock, timbers and mud, which were thrown together in a haphazard fashion, but proved to be nothing more than shelters. As civilization progressed, and as man became more conscious of his artistic instincts, his desire for a more refined mode of living brought forth the idea of a multi-room home. We find some very good examples of these early dwellings in the excavations at Pompeii, Italy. Of course, the multi-roomed house was used in many other parts of the world, and perhaps long before the building of the City of Pompeii, but little or no records are left for us to study. Therefore, this City with its well preserved ruins offers us a good record of the mode of living of ancient times. These homes consisted of a large colonnaded court, the idea of a multi-room home. We find some very good examples of the dwellings which were rooms for dining and preparing of foods, the semi-outdoor, where the general entertaining and living was done. This space also acted as a connecting link between the other rooms of the dwellings which were rooms for dining and preparing of foods, and small cubicles which were used as chambers.

The next point of interest in regard to the home was the decoration of the interiors, and the profound simplicity and bareness of the exteriors. Man's first instincts were toward the beautification of himself. Along with the realization of a more formulated mode of living, man's thoughts were for creating a setting to exemplify the beautification of himself; therefore, the use of decoration and color was brought forth in the homes. All great periods of the history of Art have coincided, with rare exceptions, with the fashions and prosperity of the nations and the home developed very rapidly, and to a high degree of efficiency in the more prosperous countries.

It is perhaps with interest that we consider the lack of development of the homes in countries which have been unable to develop, due to ignorance, or oppression by church and government. In the rural sections of Mexico we find homes similar to the type which were throughout Europe in its very early days. The home consisted of a barricative fence surrounding an area of approximately one hundred feet on each side, with a little thatched roof hut in one corner for sleeping, and in the opposite corner a similar thatched roof hut for cooking and eating. This is perhaps the method by which these people have lived for hundreds of years, with little or no improvements. In speaking of this little thatched or barricative fence, another point of great importance in the development of the home is brought out, that being the desire and need of protection. This little Mexican dwelling must be protected against the wild animals of the surrounding country, and as our earliest forms of dwelling were likewise. The next step was to build a home which would withstand the attacks or invasions of tribes and bandits. That gives us one of the explanations as to why the home was decorated on the interior and little thought for beautification of the exterior of the home, as well as its surroundings. Many examples of ancient walled cities may be found today, such as Paris, Provlin, Rome, Luca, etc.

With many changes and adjustments familiar to their individual lands and countries, the home was developed to fit the needs and requirements of these individual peoples. The American people being of creative ability and highly imaginative, have not been able to settle on any one style, but have developed a mode of living which is typically American. Today, although our homes are of many styles and designs, the old idea of home still prevails; but, with our modern mode of living, a more efficient arrangement of rooms and equipment has been devised to fit the need.
In a neighboring town of the City of Indianapolis a man lay ill in a small room of a little hospital. One day he remarked that he was going to build a hospital where the patients could have the comforts of home, and a view that would interest them when they looked out of the window. In 1925, Mr. James Allison of Indianapolis and Miami Beach built a fifty bed hospital in Miami Beach and named it "Allison Hospital." In 1927, Mr. Allison requested that an Order of Sisters conduct his hospital; and learning of the good work accomplished by the Sisters of St. Francis of Allegany, New York, he invited the Sisters to inspect the institution. After making the necessary negotiations, the Sisters assumed charge of the Hospital in 1927. A year later, Mr. Allison passed to his eternal reward, and in 1929, the Hospital was purchased from his estate, and became known as the St. Francis Hospital. This Hospital, approved by the American College of Surgeons, is a complete modern hospital, equipped to administer to medical and surgical patients. Located on Allison Island, in subtropical splendor, it affords comforts unequalled in hospital accommodations. The Staff, composed of approximately sixty-five physicians, members of the American College of Physicians and the American College of Surgeons, has three divisions, namely: the Active, the Visiting and the Courtesy Staff.

In 1936, in order to care for the growing population of Miami Beach, an east wing was added, which increased the original accommodations from fifty to one hundred patients. Although a comparatively short time has elapsed since the capacity of the hospital was doubled, by the addition of the east wing, the need for more beds was so apparent during the past season that another wing has been added to the west side of the Hospital. The possible necessity of another addition was recognized when the east wing was planned and consideration was made for architectural symmetry of the hospital buildings so that the new addition completely balances the plan. The original building faces south and the wings extending north from the east and west ends of this building complete an inverted "U" formation.

The popularity of the various clinics made it mandatory to assign more space to this branch of the hospital's service; therefore practically the whole first floor is being utilized by the emergency ward and the clinics. The second floor of the building is divided into wards to accommodate men, women and children who prefer this kind of hospitalization. The third floor is composed entirely of private rooms, and these are in great demand during the winter months. The entire fourth floor of the new wing is devoted to surgery. This department is completely air-conditioned, and is the last word in modern surgical equipment.

The Sisters of St. Francis who operate and manage the St. Francis Hospital are members of the community founded in Allegany, New York, in 1865. Copying the example of the St. Francis of Assisi, the Sisters of the community renounce all personal claim to worldly riches and renown; following the rule of St. Francis, these Sisters dedicate their lives to the service of God in the benefit of mankind.

To this end the Sisters of St. Francis have been doing Hospital work in the northern states for many years, but it was not until 1927 that this work brought them as far south as Florida. Since that time, they have unceasingly bent their efforts to the care of the sick. The improvement of the facilities to combat disease and sickness here at Miami Beach has been their major aim. Since the Sisters assumed full control of Allison Hospital and re-named it St. Francis Hospital, under the patronage of the Patron Saint of their Order, the City of Miami Beach has grown rapidly. Additions to the Hospital as well as new equipment have been necessary to maintain a fitting standard of hospital facilities for such a growing city. Such expansion is in perfect accord with the ideals and practices of the Sisters of Saint Francis. The management and most of the administrative positions, which in other institutions are held by high salaried executives, are at St. Francis Hospital filled by the Sisters. This permits a large portion of the income, which usually is absorbed by an executive payroll, to be turned back to the hospital maintenance in a true "non-profit" sense.

The very nature of the Religious Life which the Sisters have chosen to follow includes a great amount of charity work. In the spirit of true charity these cases are not given prominence, but they are cared for with the same attention and consideration as all other cases. They go unnoticed by those who but casually observe the work of the Sisters conducting St. Francis Hospital, but such cases are not infrequent, and the expense entailed in caring for them amounts to a large sum.

In the past there have been times when the capacity of the Hospital has been taxed to its utmost by an unexpected number of people requiring hospitalization. However, at no time has the stress been so great that anyone in need of care was turned away. With the addition of a west wing, which makes the hospital's total capacity one hundred seventy-five, another step has been taken toward keeping the hospital facilities up to the need of this growing city. This most recent addition manifests the definite desire of the Sisters at St. Francis to furnish the best possible hospital service for the people of this vicinity.

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Miami Beach Public Schools Show Definite Program
For Child Development and Community Usefulness

By MRS. J. C. BROWN, Head of Foreign Language Department of the Miami Beach Junior-Senior High School

"Your child's school is your ally. Every day it does something for your child. A sound schooling is the richest legacy you can leave him."

The casual tourist or the permanent citizen who places his child in the public schools of Miami Beach can do so with the full assurance that no stone will be left unturned to give that child the best schooling obtainable. A full program characterized by long range planning to cover courses from the kindergarten through the twelfth grade is a feature of the several schools making up the Miami Beach Public School System, and graduates of the school are more and more attesting its value through acquitting themselves creditably in their chosen fields.

Visiting specialists in the field of education have frequently commented on the variety of problems confronting the Beach schools which draw pupils from all states of the union and from many foreign countries to meet here in a real "melting pot" of pupil personnel. In addition to a large permanent population depending on the public schools, each year sees an increasing number of visitors to the city. Beach education for these students coming from all types of schools, with every conceivable degree of background and preparation, the school's unending task is to pick up the loose ends of the pupils educational pattern, link them with our own curricular and extra-curricular design, and, without lowering our own high academic standards, return the tourist pupil to his home school without handicap resulting from this change. The Miami Beach public school enrollment more than doubled and fifty percent as the "season" moves toward its "peak." Fortunately, more and more of our visitors are realizing the advantages of remaining here until the close of the school term in the early part of June.

The Miami Beach Public Schools function as a unit under a supervising principal. The original nucleus of that system was a portion of what is now the Miami Beach Central Elementary School. In 1920 that school opened with an auditorium and six classrooms, covering grades one through eight. In 1925-1926 the 9th grade was added, and in 1926 work was begun on the Ida M. Fisher High School building. Some five years ago that structure was taken over exclusively for junior high work as our PWA building program was nearing completion. This federal project included a new senior high school, a new high school gymnasium, an elementary school on South Beach, one on North Beach, and many improvements and additions to the existing Central Beach Elementary School. The Miami Beach Senior High School opened for classes in September of 1936, and in most welcome relief to the almost intolerable, over-crowded conditions prevailing the year before. But so spectacular has been the growth of the population of the city that already extensive plans are underway for enlargements and improvements to meet future needs.

The Beach public schools have been exceptionally fortunate in the quality of leadership in the members of its Board of Trustees. The present personnel of that Board is as follows: Messrs. Van C. Kussrow, chairman; Hugh Larrick and Robert Taylor. Capable men as supervising principals has been another of our strokes of good fortune. Dr. C. C. Cameron first held this post, beginning in 1926. From 1930 to 1936 Mr. James T. Wilson served in this capacity, and when he was elected County Superintendent of Public Instruction for Dade County the present Supervising Principal, Sidney H. Ellison, took the post. Financially the Beach public school system has been in the soundest condition. Through the wise planning and good business judgment of men at the head of this vast enterprise, the system has gone steadily forward, through "fat" years and "lean." Supported by a 10-mill levy in its own district (the school district and the city limits coincide) the Beach has not had to depend on outside funds in order to keep its schools in unimpaired operation. During those most difficult years when school all over the country were closing for lack of funds, the Beach public schools went forward with the slogan of "Full steam ahead." Teachers' salaries have never been held up, and every opportunity and encouragement has been given to faculty members for professional improvement. No teacher in the Beach schools holds less than an A. B. degree. Many hold an M. A. and have long years of teaching experience to their credit. A single salary schedule prevailing in all grades has made each teacher realize the importance of his job in contributing to the progress of the system as a whole. The faculty members have come from outstanding institutions from all sections of the country.

The Miami Beach public schools are thoroughly accredited and have hardly any accredited and have hardly any recognized. An unusually large percentage of students from our high school go to colleges and universities and graduates are admitted to the most conservative institutions on par with graduates from any other high school. By means of standardized and other tests given at regular intervals, the Miami Beach public school pupils have been shown to have a high grade of accomplishment in all the regular academic fields.

But it is not simply to prepare students for college that the Beach schools operate. Mr. Ellison, the supervising principal, has some well-defined notions as to what twelve years in a public school should do for a boy or girl. He knows that any school that has failed which does not—in those twelve years—equip a boy or girl with enough of "what it takes" to face life and to cope, with some reasonable degree of success, with its varied problems, even in a world apparently threatened with chaos. He believes the school must help the boy and girl find some degree of security in his or her niche in the economic and social scheme of things in which his or her life is to be cast, and to find some considerable amount of personal satisfaction in the role he or she will play in the world, and the shelter the school has afforded. For the carrying out of such a program, Supervising Principal Ellison has realized that complete cooperation of students, faculty, school administrators and school patrons must be a "sine qua non" in the process. An interesting and worth-while product of such a program has been the building of an unusually fine and harmonious relationship between the local public and the Beach schools. For the City of Miami Beach finances and the school plant houses a program of student health check-up that is probably without an equal in any other city. A clinic, staffed by competent nurses, makes daily and minute check-up on all in-coming students, with adequate follow-up work and the maintenance of a complete card case-history of each pupil. Each of the schools in the system has a well-equipped cafeteria, operated by the PTA, giving meals-at-cost to pupils and teachers. An adequate system of bus operation handles the student transportation problem. A Custodians' Club, made up of various buildings of the big plant functioning smoothly and the grounds well cared for and beautified. The beauty of the high school patios has been a source of much admiration among the countless visitors who see them each year. All buildings in the various schools are equipped with two-way radio systems, electric bell and clock apparatus, and are planned to give the maximum benefits for lighting, ventilation and safety. Mr. Ellison is ably assisted by the heads of the three elementary schools. Miss Katie Dean is principal of the Miami Beach Central Elementary School. Among the improvements listed at that school during the present year are an enlarged library, a full-time librarian and the purchase of some excellent visual education equipment. Similar equipment has been secured for the North Beach Elementary School where Miss Mabel Tucker directs the activities of several hundred pupils. Rinalden Saunders is at the head of the South Beach Elementary School where an outstanding program in character education has been worked out by the faculty. Through many phases of daily routine and activity pupils are taught the value of such qualities as humility, respect, reverence and responsibility. For the upper grades there are two large buildings, the Ida M. Fisher Junior High and the Miami Beach Senior High schools, connected by a series of corridors and heating units. These buildings occupy the greater part of two city squares and are located in the center of the city of Miami Beach, about three blocks from the ocean and a few blocks from Biscayne Bay. Like the other structures, these are built of a style fitting to the sub-tropics, embody the latest and most approved structural features and are equipped for the

Salute

Proudly, we salute the Pioneers of Miami Beach and also the present-day leaders of this glorious city:
maximum in comfort, beauty and achievement. Across the street from the senior high is still another large modern building, the gymnasium. On the same grounds with junior and senior high are the “annex”, housing the Home Economics and the Manual Arts departments. The most recent structure on the grounds is a spacious air-conditioned, sound-proof band rehearsal hall, said to be one of the few of its kind in the country and the only one in the state. The public schools of the Beach have the full use of all of the varied facilities offered by the City of Miami Beach in its 33-acre sports and recreation center, Flamingo Park, about two blocks from the high school.

Doing effective work in the high school is a group of well-trained faculty members serving as counselors for students to avoid the hit-and-miss tragedies of poor planning in the matter of subject selection and courses, particularly in grades 10, 11 and 12.

In a large number of homeroom and extra curricular activities, pupils in the Miami Beach Public Schools are learning to “stand on their own feet”, to think clearly and express themselves effectively, to practice the actual operation of democratic government and to become acquainted with adult leaders in the world outside the school room. Developing students in self-reliance and in a sense of responsibility by giving them an opportunity for participation in life situations is another “must” in Supervising Principal Ellison’s educational creed. Teachers, students and parents cooperate gladly in his wise leadership in recognizing that “What the School is today, Democracy will be tomorrow!”

The Miami Beach Public School System is pledged and dedicated to a program planned for the normal, healthy and happy growth and development of the whole child, to help him find his place in the world and in his usefulness to that world and to the day in which he lives. It subscribes wholeheartedly to that admirable tenet set forth by the National Education Association:

“Let us set the child in our midst as our greatest wealth and our most challenging responsibility. Let us exalt him above industry, above business, above politics, above all the petty and selfish things that weaken and destroy a people. Let us know that the race moves forward thru its children, and, by the grace of Almighty God, setting our faces toward the morning, dedicate ourselves anew to the welfare of CHILDHOOD!”

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By ALFRED STONE, Past President.

The Miami Beach Hotel Association, organized at a meeting held at the Hotel Alamo, Miami Beach, on November 10, 1936, with an attendance of some fifty Miami Beach Hotel owners, has since grown into a powerful governing body of closely-knit hotel managers and directors.

Under the guiding hand of community and civic leaders associated with the hotel business, the organization has become a driving wedge, safeguarding every principle on which this $100,000,000 business has been founded. The first president, J. S. Saeger, and his original seven directors, N. Bernkoph, John Duft, Irving Evans, Al Jacobs, Harry Sirkin, Alfred Stone, and Bruno Weil, have been materially added to and strengthened from time to time. It is interesting to note that, of the eight original directors, six are still holding office.

One of the many forms of legislation, conceived and executed by the association, was the fight originated against the payment of "Turkey money" to taxicab drivers. This form of malicious diverting of guests from hotels of their own choice had become a major problem and in November 1937 an ordinance was passed in Miami and Miami Beach prohibiting the soliciting and diverting by taxicab drivers of guests from their chosen hotel. In this connection, the Miami Beach Hotel Association has been able to secure the co-operation of the Florida State Hotel Association in submitting a bill destined to eliminate distribution of circulars on highways. Other worthy bills, submitted by the Hotel Association, include the "Blue Sky" law which combats the unauthorized solicitation of funds for various questionable projects.

Plans are now under way for the construction of a convention hall and the plans have been presented to the Miami Beach City Council through William T. Law, its capable and energetic secretary.

The Miami Beach Hotel Association, representing, as it does, the largest business in Greater Miami, is now prepared to welcome the greatest influx of visitors in the history of this world's resort.

The roster of present officers and directors includes, in addition to the active secretary, Wm. T. Law, Fred Rosner, Pres., John Duft, Harry Sirkin, Edwin Mead, V-presidents, Norman Pancoast, Chairman of the Board, Directors Jack Beber, Abraham Halperin, Stuart Moore, Archie Greenberg, E. L. O'Leary, Irving Evans, Mrs. Jennie Grossinger, J. Sugarman, Saul Resnick, and Neal Kars; Alfred Stone is Treasurer and Arthur Adler is honorary secretary.

HOFFMAN'S CAFETERIA

Mr. Samuel Ritter and Mr. Julius Hader operated the largest cafe in Brooklyn, N. Y., for seventeen years. They also had ballrooms for catering and service restaurants. They sold the cafe and property for $350,000 along with their homes. Then they and their families settled here. While they were looking for a hotel to buy, which was their intention upon coming here, they decided what this town needed was a good restaurant, and thus the opening of—

HOFFMAN'S CAFETERIA
The Contribution of the Dade County Federation of Women's Clubs to the Civic and Cultural Life of Dade County

By Mrs. Sidney L. Weintraub, President

Claire Weintraub

The Dade County Federation of Women's Clubs has always been an integral part of the life of our communities, of our state and nation. Its membership includes, to date, fifty-six women's organizations. The object of the Dade County Federation of Women's Clubs is to bring into closer cooperation the various women's clubs of Dade County, to the end that they may become mutually helpful and through united effort become a factor in all humanitarian, educational, social and civic work. The Dade County Federation is non-political and non-sectarian.

The most outstanding project in the County Federation is its scholarship work. There are two scholarship funds, the general revolving fund and the Memorial Fund. The Memorial scholarship is awarded to a student of highest attainments in honor of the memory of a past president of the Dade County Federation, Vera M. Simmons. Seventeen scholarships have been awarded this year. Young men as well as young women are eligible for these scholarships which are made possible through the excellent contributions of the individual clubs in the County Federation and through the funds raised by the "Annual Fiesta of Stars" held in the Royal Palm Club. Through the courtesy of Mr. Arthur Childers the Royal Palm Club contributes its complete show for the afternoon's entertainment. The entire proceeds are used for scholarships.

The Health program of the Dade County Federation is extensive. This organization was instrumental in establishing a county health unit. Resolutions were adopted providing for petitioning the City of Miami to add two white and two colored nurses to the City Health Department and petitioning the city and county commissions to cooperate in establishing a tuberculosis sanatorium. A resolution was also adopted to promote a uniform health card for domestics and provide a place where these health cards may be obtained. A telephone brigade will be appointed to contact every housewife by telephone urging her cooperation in seeing that her servant has a health card. Resolutions were also adopted endorsing the principles of the pre-natal and pre-marital laws and the law requiring the use of silver nitrate in newborn infants' eyes.

The library department of the County Federation this last year has contributed fifty works to the library of the University of Miami.

The Dade County Federation of Women's Clubs has always taken an active part in the welfare of the colored race and of the Indians of our county. A special Inter-racial Committee has been appointed and problems pertaining to the negro have been discussed and active work done in the colored communities. As to the welfare of the Indians, effort has been made to know the Indian better, to become better acquainted with the conditions and problems of the Seminole.

The scope of the work of the Dade County Federation of Women's Clubs is wide and varied. The members of the Dade County Federation are united in effort and purpose and because they are united, they constitute a tremendous civic force. The urgency of living and working for our great nation, our state and our community inspires us onward on our march of achievement.
Each year the number of angler enthusiasts in Florida increases. Old and young, rich and poor, alike, answer the lure to display their Waltonian skill. Miami Beach has become the mecca for game fishermen. It is ideally located near that "fisherman's paradise" the Gulf Stream. That great ocean river flows from the Florida Straits to within 3 miles of the Miami Beach shore.

Over 600 varieties of the finny tribe are found in Gulf Stream waters. This great attraction sends fishing fleets sailing out of Government cut each day bound for marine game. There are several groups of fishing craft in Miami Beach waters. But at the east end of the County causeway is docked one of the finest fleets in the world. Modern craft, many equipped with ship-to-shore radio telephones, can be chartered with excellent guides—captains who are experienced and noted for their skill in luring "the big ones."

The most sought after salt water game fish are marlin, sailfish, blue marlin, tuna, kingfish, barracuda, and species of the shark family as well as the smaller dolphin and wahoo.

Many record catches have been weighed in by these Miami Beach captains. Each year many classes in the Metropolitan Miami Fishing Tournament are won by fishermen who have been guided by members of this nationally famous group of skippers.

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The Value of the Church to the Community

By JAMES V. JOHNSON, Westminster Presbyterian Church

How many people stop to consider the value of the Church to the Community? For the Church is not an obtrusive feature of our Civic Life. It goes quietly about its business; there is no blare and garishness about it or its program. It does not bedazzle the eye at night with colored Neon Signs, nor does it scream at you when you pass.

In Miami its buildings are for the most part of modest architecture, and its leadership is men and women of modesty, sincerity and earnestness. As we consider the place of the Church in the Community, two questions at once assail us: First, What is the program of the Church, and Second—Suppose there were no churches in Miami at all?

First then, What is the program of the Church? If the Bible is true, men and women stand vastly in need of knowing God, and about God, and getting in step with His plans for His world. The Bible is true, therefore this necessity exists. The Church will introduce you to God; it will tell you about God, and of His plans for the redemption of men and women who have broken His commandments, and who live lives of sinfulness. The Church will teach you how to live in peace with your fellow men; it encourages honesty and industry in social, business and domestic relationships. It will show you how to live and how to die, how to overcome sin, and how to face temptation without falling a victim to it. It makes better and law-abiding citizens of those of us who attend it, and it prepares a man to meet his God.

Second: Suppose the Churches were bodily lifted out of Miami, and taken completely away? The Churches are the greatest force we know for righteousness in the land. We do not look to our secular Boards and Commissions to lead us in moral things. Some think they are not qualified so to do anyway: the Church alone offers that leadership. Were it withdrawn, there would be no moral leadership in the community. The Churches are an ally of the Police, in that they are a veritable restraint upon lawlessness and crime. Take the Church away, and there would be no organized force working for the inclusion of law abiding principles in the city. The schools are handicapped in teaching morality. Morality is a by-product of our school system, whereas it is the prime function of the Church to teach it. Without the Church, the morals of the community would be at a low ebb, indeed.

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Distinctive for its High Scholastic Standards, Cultural Home Environment, and Careful Health Supervision . . . .

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Morris Brothers Department Store
February 1, 1941 was the fifth birthday of Morris Brothers. Those who have followed its growth will recall kaleidoscopic changes—a modern five and ten cent store grow into a beautiful drug and merchandising store and finally evolve into a modern streamlined complete department store, carrying the last word in style to supply the demands of this great vacation land.

Morris Brothers has been operating successfully from its inception, because it kept pace with the rapid growth of Miami Beach and with the exacting demands of the Miami Beach public. It has operated on the principle that it must not only serve the public with its needs but must also be an integral part of the life and growth of the community and share in its social and welfare problems. It is an all year round institution, right in the heart of Miami Beach, near the City Hall and Main Post Office.

To make this institution and shopping center complete, its owners have themselves developed the neighboring property. On the same block, they built one of the most beautiful theatres in the South, the Cinema Casino, which exhibits the latest and finest pictures. Also on this block is the famous STRAND PRIME RIB restaurant. One of the most progressive shoe chains in the South, Butler Shoes, have just completed their salon in this mid-town shopping center. On this same block is a smart dress shop, a millinery shop and men's shoe store. There are plans for completing this block this coming year with one of the finest chain stores in the country.

With this development, Morris Brothers, the largest department store on Miami Beach, will be part of the most complete shopping center of this city where every possible need of the shopper can be satisfied.

Morris Brothers looks ahead with faith in this wonderful city, resolved to serve and grow with it.

La Favorite Barber Shop
Mr. Kari Dodtenhoff, one of the two genial owners of La Favorite Barber Shop on Alton Road near Lincoln, has indeed seen the miraculous growth of Miami Beach.

Having been a resident of Miami for 27 years Mr. Dodtenhoff can remember “way back” when there were very few houses in Miami Beach, and when even Lincoln Road was yet but Carl Fisher's dream. Twelve years ago Mr. Dodtenhoff started in business in Miami Beach with Mr. Harry Eckhardt, a graduate barber, with several diplomas to his credit. With their latest type of hair growing machines and real scientific barber serve their shop “La Favorite” as it is known, became a real rendezvous for Beach personalities. Carl Fisher, Uncle Ed Thomas, Mr. Winton and George Ade have all been the clients, and likewise the friends of Karl and Harry.

TURZEL'S
DTDOW might well be added to the name of Turzel, for these two young partners have designed several gowns for the Duchess of Windsor.

It is interesting to note how Miss Turley and Mrs. Butler work. First an intensive study is made of the clients' personality, her measurements are carefully taken and, in most instances, several photographs are made. With this knowledge, they are able to eliminate these tiresome fittings.

These partners work as one, in complete harmony and that, perhaps, is the secret of their harmonious designs. Miss Turley, a graduate of the Chicago Academy of Fine Arts, where she showed exceptional ability, came here from Chicago. Mrs. Butler from Atlanta and Bostwick, Georgia. Mrs. Butler has done various Fashion Academy work, has been head designer in one of the leading French Shops and also has had her own salon in Georgia.

Forseeing the difficulty that the war would cause in the importation of materials from abroad, these partners laid in a beautiful stock of English tweeds and woolens—French crepes and rare laces, so that, in this shop, you will have no difficulty in finding just the fabric you desire.

TURZEL'S, by the way, is the only completely custom made gown shop in Greater Miami. All the models are created for the particular individual. It is a place where the combination of color—style—and wearability of fine fabrics is a true Art—conscientiously practiced.

These two energetic creators predict that Miami will shortly be recognized as the advance style center of the world, and we, in turn, predict that Turzels will take the foremost place in the creating of these styles.

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WRITE for new pictorial booklet, giving full details.

Pancoast and Miami Beach will be sent on request.

Norman Pancoast	Arthur Pancoast
President	Manager

WRITE for new pictorial booklet, giving full details.
The Hollywood-British School of the Theatre

The Hollywood-British School of the Theatre is the first and only school of its kind in the United States. It was founded by Lady Louis Mountbatten, the Duchess of Hamilton, and Carmen Balfour, who name dignifies the identity of Margaret Gibbons MacGill, who is the wife of the famous Irish poet, novelist and dramatist, who was also at one time in the Chapter Library, Windsor Castle. In Great Britain, France, Spain, Russia, India, and even in far-off Iceland, the name of MacGill is revered as one of the greatest sociological novelists of all time. Her name is included in the list compiled by Webster’s Dictionary of the 3,000 greatest living men. Mrs. MacGill is also herself a novelist with seventeen novels to her credit. They are of the popular variety and include such titles as “Hollywood Madness,” “Painted Butterflies,” “The Ukelele Girl,” etc. All have been made into motion pictures. The MacGills have three children of whom two are twin girls.

The Hollywood-British School of the Theatre was founded for the benefit of the many young screen aspirants from England who come all the year round seeking work in the motion picture industry. They are always unsure of the many pitfalls that lie in wait for the stranger to Hollywood who is also a foreigner, and invariably are made the prey of the many unscrupulous “sharks” and bogus schools that abound in that film capital. Eventually they are sent home by the Immigration authorities as “undesirable aliens” when they become chargeable to the public. It was when she was in the office of the British Consul in Los Angeles that Mrs. MacGill conceived the idea of opening a school where the young aspirants could not only be taught for a reasonable, fixed sum but were given a chance to be interested in those whose work consists of scouting for and booking talent. Mrs. MacGill was well qualified for such an undertaking. Her education had included the full Course of the famous Royal Academy of Dramatic Art in London from which she graduated with honours that enabled her to become a dramatic reciter and lecturer all over the world. In Roumania she was the favorite reader of the late Queen Marie, in Sweden the Crown Prince bought out a whole lecture tour so that his children could be taught to speak English in exactly the same way as Mrs. MacGill speaks it. The Hollywood-British School of the Theatre, which was opened on June 1st, 1937, has made an overwhelming success. Naturally, a British school, run by an English novelist, with such an object and such famous sponsors, could not fail to attract a great amount of attention in Hollywood, especially when the intention was declared to teach by means of the Bible. However, after the first show, major companies like Warner Bros. and Twentieth Century Fox were asking to be kept informed of their activities that they might be sure to have the performances covered. Some outstanding students have been Victor Maurick, who went straight from the School theatre to the stage of the Los Angeles Biltmore, where he played the lead in “Sejanus,” and adaptation of a Ben Jonson play. Returning thence to London, he writes later to say that as a result of his American stage success, he has not been out of work for a single week in a year. Clyde Wilson, the child actor who has played with Mickey Rooney, Carol Lombard, and many other famous stars, and who has been in eight pictures this year, is a proof that school specializes in developing clever children. Within three years, the School has moved from the downtown theatre, which housed its early efforts, to a beautifully appointed theatre of its own, in the best part of the exclusive Beverly Boulevard. As well as the finest training ground for an approach to stage, motion pictures or radio, the school is regarded as akin to a select finishing school for those whose future activities will require beauty of speech, poise, and absolute control.

Perhaps the greatest compliment that the school has yet received has come from Mr. George A. Hirliman, who, as a motion picture producer in Florida, wished to develop local talent for his pictures, has engaged the school to open a branch on his studio lot, so that, as the talent, by reason of training, becomes available for use, it may be called to his attention. "I am only too glad to add my name to the list of sponsors of the Hollywood-British School," and it is my sincere hope that you may be able to develop me some talent which will eventually attain stardom" were the words which accompanied Mr. Hirliman’s ready consent to act as one of the school’s sponsors. "I am only too glad to add my name to the list of sponsors of the Hollywood-British School," and it is my sincere hope that you may be able to develop me some talent which will eventually attain stardom" were the words which accompanied Mr. Hirliman’s ready consent to act as one of the school’s sponsors.

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ESTHER HARNED

One of the most interesting and instructive mornings I have had in a long while, was when I interviewed Mrs. Esther Harned, a fairly newcomer to our midst, in her home in Coral Gables. Mrs. Harned does speech correction work and told me of the work being done in other countries.

In Germany, the correction of speech has been a science for 60 years, in Denmark for 42, in Italy about 30, and in the United States—only since 1919.

Stammering, Mrs. Harned says, is caused by environment; is as serious as being crippled, and should be treated as such. The emotions and the mentality are both involved, causing inferiority complexes, and—in the case of adolescent boys—often will lead to suicide. To treat it properly, children should be removed from their homes and schools, and placed in a special school where their speech defects can be concentrated on.

In Denmark, for instance, the Government corrects every speech defect, and has two schools—one in Copenhagen and one in Aarhus. Dr. Svend Smith, in the Copenhagen school, has evolved his own method which he claims brings 100 percent results in two months time. He takes adolescent boys from thirteen to twenty years of age in groups of ten. For the first two weeks a boy is not allowed to speak; the second two weeks he works on breathing and exercises; at the end of the month he is allowed to read aloud, and Dr. Smith claims he never falters. He keeps the children in his school for two months and being a psychologist (as are all good speech correction teachers) he shows them the cause behind the stammering and teaches the normal reactions to the things which had previously annoyed them. He adjusts them mentally as well as physically.

Mrs. Harned spent several weeks in the state schools studying the technique and methods carefully and watching the amazing progress of the children. Those who have “graduated” keep in constant communication with the factors and none have “gone back”.

In Germany during the last war, Dr. Caslia, working under the government, corrected the speech defects of the soldiers, using a method so advanced (that of applying electric current) that we here today don’t even know its details. Dr. Caslia found that war caused the soldiers’ stammering, and that even after correction and when the men were home on furlough, the arrival of the pink slip ordering them back to active service, would cause a relapse. However, in the schools and private classes, stammering can be brought to a state of permanent latency. The patient can be taught how to help himself, so that, should he be under any severe emotional strain which causes a tendency to a relapse, he can bring himself back to normalcy.

In Italy, at Milan, the Municipal School had over 500 children for speech correction. In England, there are many schools for training, best known perhaps, being the Training School for Teachers at the West End Hospital. At the Institute held there, Mrs. Harned and a teacher from New York were the only Americans. Twenty-seven different countries were represented and all got along as one happy family.

In New York, Columbia University and the New School of Social Research have lately acquired many of the famous German Professors—refugees now. In Hamburg, Germany, the head of the Phonicital Department (who is Italian) bemoans the fact that so many of his colleagues have gone, leaving him only his own trained students for helpers. We Americans, have gained the services of many of these great men, and can look forward to a steady advancement along the lines of speech correction.

I asked Mrs. Harned what started her in this work. It was her youngest child (she has four children—one in the University, two in High School, and one in Elementary—all of whom have accompanied her on her journeys abroad)
Edison Courts
Miami may well be proud of its new local housing project—Edison Court—and its own local architects, Harold D. Steward and Associates, who designed this project. Under the direction of Harold D. Steward, chief architect, Edison Courts developed into a widely recognized model housing project of modern construction and beauty. Situated on a site slightly under 25 acres, Edison Courts has a total number of 89 buildings, comprising 345 apartments ranging from two and a half to 5 and a half rooms each. The units are one and two story structures and combinations thereof—and vary in size from two apartments to nine apartments each.

The Administration Building was planned for general public use and enjoyment. Beside housing the offices of the Miami Housing Authority, it has an auditorium, nursery, kitchen repair shop, toilets and store room.

The most modern features known to hurricane proof construction were incorporated in Mr. Steward's design of this Edison Court housing project. These features include concrete block stucco walls, gypsum roof on steel trusses, tile roofs, steel casement windows and metal pipe porch posts. For permanent interiors floors are of suspended concrete slab design, covered by asphalt tile,—with concrete block interior partitions, gypsum plaster walls with Keene cement plaster in baths and kitchens and gypsum lath on ceilings throughout. Among the features of convenience are solar hot water heaters, electric ranges and refrigerators. Paved streets line the houses with concrete sidewalks at the front and rear. Parking areas are provided for the tenants cars, and play areas provide many happy hours for the children.

This group of housing units designed by Mr. Steward standing white and gleaming in the Miami sun, is a credit to the metropolitan area and has evoked the admiration of local residents and visitors alike.
Established in 1926, the Coburn Country Day School is located right on Biscayne Bay, with an inspiring view of Miami, Allison Island, Indian Creek and the great Atlantic. Here the children have their own fleet of small and safe sailcraft and the School maintains membership in the International Snips Association as well as the National Association (Junior Division), for their pleasure. Horseshoe riding, baseball, football, archery and dramatics are but a few of the other student activities.

School starts at 8:20 and ends at 12:45, with the children returning after lunch for their extra-curriculum work. Classes are kept small in order that each pupil may have as much individual attention as possible—yet the group spirit among the children is strong.

A wide variety of subjects is offered, compatible with the better elementary and college preparatory schools throughout the country. Foreign languages, mechanical and architectural drawing, journalism and dress design are among the elective subjects. Through an arrangement with the School of Music of the University of Miami, private lessons may be taken at the school.

Parents coming to Miami for short vacations, may enroll their children for just the duration of their stay and the pupils will be aided in following the assignments from their home schools. In this way, it is not necessary for a child to lose any work while on a vacation with his parents.

In order to maintain the highest possible standards of education, the school has always associated to itself a faculty of very superior order. Graduates from the leading American Universities are members of their teaching staff. A college preparatory course is offered and many of the students have entered college on certificate and diploma from this school.

The main building, of modernistic design, was planned with a view to maximum utility and contains, beside the office, a science laboratory, auditorium with stage and twelve large, light and airy classrooms. The roof has been designed for use as outdoor classrooms and special activities.

The Coburns have rightly named this school the COUNTRY Day School. With its splendid location, its careful supervision of health, and its excellent faculty, it is an ideal place for your child to receive her or his education.
If You Are Interested in Antiques

One of the most famous TURNER-WEDGEWOOD collections is right here in Miami! Started by Mr. and Mrs. W. Oakley Raymond (from two old family pieces) this collection, through the years, has grown to over 30. Diligently, this well known Miami couple have searched from California to Massachusetts for these additional pieces. Another collection well worth viewing is the one of EARLY AMERICAN FLASKS. A blue George Washington and two De Witt Clintons—as well as others of rare shapes and patterns—are in this collection of over 50.

Just run up to 7766 Biscayne Boulevard (next to the Boulevard V. J. Hoecherl)

V. J. Hoecherl

Over a period of time we have heard some funny tales about pioneering in Florida, but one of the most unbelievable ones is of a man who started from Chicago for Miami—but was slightly detoured en route.

The year was 1924—and V. J. Hoecherl, Journeyman Painter of Chicago—the man. On November 6th of that year, Mr. Hoecherl arrived in Jacksonville to find himself in the wake of two solid weeks of rain which had inundated the entire state. Determined to reach Miami (his avowed destination) in spite of "high water," Hoecherl got as far as St. Augustine, but found that floods and washouts made further progress toward Miami impossible. There followed a restive waiting period of two weeks in St. Augustine, but wishful thinking did little to cause the high water to abate. Finally, Mr. Hoecherl decided that if he had to cross any water, he'd made the crossing a good one—so while waiting for Florida roads (vintage of 1924) to become passable again, he decided to cross the Atlantic Ocean (which he did), and took a two month's vacation in Europe. Upon his return to the United States, he again headed for Miami, and even after two months, found that some highways still had six inches of water over them. This time, however, he got to Miami, and—believe it or not, he has been here ever since—the oft repeated story of the "visitor" who gets "sand in his shoes" and stays on, and on, and on . . . !!

In 1925, Mr. Hoecherl started in business for himself in Miami—as a painting and decorating contractor. Contrary to so many business stories of these boom days, Hoecherl did not find immediate dazzling prosperity. His company did, however, use this period to get its roots deep into Florida's business soil, with the result that its progress has been steady, its volume substantial, and its reputation increasingly enviable. Today—he operates all over Florida.

Very affable, extremely courteous, and surprisingly young looking (for one who has accomplished so much), Mr. Hoecherl says that Miami has him so enmeshed that he can't even resent the fact he's been too busy to get away from the city on a vacation for over three years.

Among his decorating and painting jobs, Mr. Hoecherl mentions the Huntington Building, the Broward County Court House, the Hotel Roosevelt, and quite a few private homes in Palm Beach, including that of Joseph M. Schenck (the movie magnate).

Last summer he did considerable work for the Government at the Key West Naval Training Station, and is now working on white and negro housing projects in that city.

In the spring of 1925, Mr. Hoecherl married Alma Totten, of Miami. They have one daughter, June Olive. He is a member of the Rod and Reel Club, B. P. O. E., K. of C., Executive Association of Miami, Optimist Club of Miami Shores, and the Junior Chamber of Commerce.

Mr. Hoecherl is owner of the V. J. Hoecherl Co., painting and decorating contractors. He is a member of the Painting and Decorating Contractors of America, and is President of the Local Chapter in Dade County. In 1938-39, Mr. Hoecherl was also President of the Florida State Association of Painting and Decorating Contractors, and is currently a Director of that Association.

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this area will be handled to your entire satisfaction by a company that has been in business since

the year 1915.

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MIAMI — MIAMI BEACH — FORT LAUDERDALE
STANLEY TOURS

The Stanley De Luxe Tours are the joint efforts of Mr. Stanley Yasner, familiarly known as “Mr. Stanley”, and Mr. Bernard Chauncey, known as “Ben”.

Mr. Yasner is a native of Brooklyn, and, at one time, studied at the Brooklyn Law School, but left his career when he became a pilot and aerial photographer in the U. S. Air Corps. He left the service and came to Miami Beach in 1932, and worked for Mr. Chauncey, who was conducting sightseeing tours and taxi service.

Mr. Chauncey had been a student at Harvard University and returned later to receive his degree in medicine. He decided not to practice and was engaged in the brokerage business on State street, Boston’s financial center.

In 1926 Mr. Chauncey came to Miami Beach and engaged in the tour business and these two ambitious men were friendly competitors until 1940 when they decided to become partners and expand their service. Now their equipment includes one of the largest and latest model sightseeing bus, ten seven-passenger cars, and eight cabs. Every driver is carefully selected for ability and courtesy and is expertly trained in order to insure the highest type of service for their patrons.

The Tours include all point of interest in the Greater Miami section, requiring four hours, and providing delightful entertainment. The Tours are run twice daily and leave from two convenient offices on the Beach.

ALL STATES CARD CLUB, INC.

The All States Card Club, Inc., was organized in 1924 to promote friendliness not only among visitors but also among permanent residents.

During its sixteen years it has continuously contributed to all worthy charities as well as contributing to those of the Dade County Federation of Women’s Clubs. It maintains its own scholarship fund and has financed a talented blind musician through four years at Gainesville and two years at the Boston Conservatory of Music. Hundreds of baskets of food are supplied annually to Miami’s needy families. In the hurricane years the club officers distributed truck loads of staple supplies directly to victims in counties north of Miami. Hospitalization and operations have also been arranged for patients who were unable to pay.

Weekly meetings are on Mondays at 2 p.m. at the Civic Center, where members and friends may enjoy an afternoon of card playing, or just visiting. The monthly bridge luncheons have attracted as many as 387 guests at one time. Meetings and memberships are open to both visitors and residents, and every state in the Union and a number of foreign countries are represented in the membership of the Club.

This year’s President is Mrs. Nelle Gramesetter, 151 N. W. 31st Street. The Contact Chairman, Mrs. H. J. Leibfield, 2541 S. W. 16th Terrace, telephone 4-1048.

DEDICATION OF BARRY COLLEGE

An invitation which this publication just received is of momentous interest to many of our subscribers and thousands of Catholics throughout the state. The Board of Trustees and the faculty of Barry College, Miami, cordially invite us to attend the dedication of this fine institution by His Excellency, The Most Reverend Amleto Giovanni Cicognani, D.D.J.U.D., who is the Apostolic Delegate to the United States.

Meetings and memberships are open to both visitors and residents, and every state in the Union and a number of foreign countries are represented in the membership of the Club.

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Royal Salon of Beauty

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The Royal Salon is in a colonial type building, located in the new section of Biscayne Boulevard, at 71st Street, and is easily accessible an dhas ample parking facilities and freedom from traffic. One of the nicest surprises awaiting visitors to this charming and attractive salon is price list which is very reasonable.

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One of the first favorable and striking impressions a newcomer to Miami and the Beach receives is the unusually attractive and effective use of cement garden furniture on the lawns of the beautiful residences, estates, hotels, and apartment buildings. A large part of this ornamental display of cement and pottery decorations is due to the knowledge and workmanship of George Greer.

Mr. Greer probably does not class himself as an artist and yet he and his associates create, design, and manufacture this artistic cement furniture for gardens and lawns in their own plant at 4110 N. W. 2nd Avenue, in Miami. Mr. Greer established this unique business nine years ago and, from a modest beginning, he has developed one of the best and largest plants of its kind in the world. Here he and his capable assistants do all of their work and it is quite interesting to watch them at their work. First the molds must be made from the designs and from these molds the cement furniture is made. He started his business with only twenty molds and now the last count was two hundred and fifty-four which gives one a fair idea as to his popularity in this area. His creations include benches of all types, tables, sun dials, glazing globes, bird baths, flower boxes, urns, flamingoes, cranes, ducks, and other appropriate designs. Mr. Greer has specialized in beautiful Grecian, Roman, and Spanish urns for which he has established an enviable reputation. His novelties have also won the approbation of the artistically inclined purchasers. In addition to the manufacture of their own products out of cement Mr. Greer also sells the best and most beautiful pottery in the country. They represent Haeger’s Pottery, of Dundee, Indiana, which is recognized as an outstanding leader in this field. There is nothing in fine quality and artistic design which this famous and popular pottery maker cannot create. Wherever you may see an unusually attractive piece of pottery on a building or lawn the chances are that it is a creation by Haeger and placed in a proper and lovely setting by Mr. Greer and his assistants.

Mr. Greer also carries a line of Monmouth pottery as well as the Haeger line. So, between these two well known and popular manufacturers of pottery it is almost impossible for the most exacting landscape artist or the most discriminating purchaser to be unable to select exactly the proper piece for any setting. They are also assured that each piece will be given expert and careful employment if done by the Greer organization.

Mr. Greer is very unassuming in his part of this business’ great success but he loves to talk about his work. You are cordially invited to visit his plant at any time and see for yourself just how this type of creative work is done.

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MIAMI BEACH, FLORIDA
Mrs. R. L. Milliken
By Helen Jones

One of the most interesting women it has been my pleasure to meet in Miami—is Mrs. Milliken, better known to the old Pioneers as the "Little Colonel". To hear her tell the story of her first visit to Miami, with her husband in 1919, and of her subsequent activities—is to visualize, not only the physical but also the cultural growth of Miami Beach.

Their first visit was made in the days when one had to take a little ferry across from the mainland. So impressed was Mrs. Milliken both by the beauty and the future possibilities of this Island, that she urged her husband to buy some waterfront property. His reply was—"You're too old to play with sand now". However, in 1920 when they returned from their home in Chicago, Mrs. Milliken immediately started buying property. SHE BUILT THE FIRST APARTMENT HOUSE on Miami Beach, at 8th and Collins.

Mrs. Milliken's interest in civic affairs goes back to the days when the Chamber of Commerce held forth under an umbrella, at the corner of 5th and Washington Avenues. Aside from Mrs. Thomas Pancoast, the wife of the president, Mrs. Milliken was the first woman member of the Chamber of Commerce. She was a charter member of the Miami Beach Woman's Club, having given, unstintingly, of her time and money, towards the completion of their present spacious quarters. The Community Church and The Players as well as many other organizations, have relied on her for her foresighted advice and splendid cooperation. She is greatly interested in music and attends the many worthwhile musical institutions, have relied on her for her foresighted advice and splendid cooperation. She is greatly interested in music and attends the many worthwhile musical and cultural events of the respective states are: The conversion of a national sharply divided on the principle of universal education to one solidly in support of that principle; the molding and crystallizing of popular opinion in favor of public support of education; establishment of teacher welfare programs including adequate salaries, tenure in employment, retirement systems, group insurance, high standards of professional ethics, desirable certification and leave of absence laws; and improved professional standards through dissemination of knowledge relating to improved methods and means of education, philosophies of education, reports of progress, and numerous other pertinent and significant facts of interest to education.

The potential strength of the National Educational Association consists of more than a million persons employed in educational service in the United States.

ARCHITECTS
Who Have Made Dreams Come True.

The story of Henry Hohauser, progressive Miami Beach architect, is a record of multiple achievement.

Born in New York City, Mr. Hohauser attended his public schools, graduating in Architecture from Pratt Institute in 1915 . . . from there he went to New York University where he took extension courses for a year. From 1916-1917, he was employed as a Junior Draftsman and a position he abandoned to enlist in the United States Army, where he served for over two years . . . seeing service for eleven months in France and England as Top Sergeant with the Ambulance Corps.

On returning from the war, he was, in turn Draftsman, Senior Draftsman, and Chief Draftsman with a New England firm which specialized in institutional buildings. Leaving this firm in 1925, Mr. Hohauser went to New York where he entered into business for himself, designing and supervising the construction of numerous buildings.

Ten years later . . . in 1935 . . . Henry Hohauser came to Miami Beach, where he inaugurated the modern in design . . . of some of the outstanding examples of his achievements in this direction are, among hotels, the Dorsay-Vanderbilt, the Collins Park, the Governor and the Park Central Essex House as well as numerous others.

Associated with Mr. Hohauser in his firm are Mr. Frederick A. Gibbs, Mr. Sidney Lehter, and Miss Kathryn McCready.

In the past five years, this firm has designed, in all, forty three hotels, seventy two residences, ninety five apartment houses, forty five alterations and additions, and twenty seven miscellaneous and institutional buildings.

Among the many hotels of distinction on Miami Beach, which the firm of Henry Hohauser has designed are . . . the Liberty Arms, the Sheraton, the Cordova, the Graystone and the Greenview.

Notable among the attractive apartment houses which he has designed are the Castle, the Cameo, the Weisman Studio Apartments and the Parc Vendome.

Such outstanding and well known public buildings as the Beth Jacob Synagogue, Walgreen’s Drugstore, the Carrousel and the Mammys, Pappys, Roadside Rest are also numbered among the achievements of the firm of Hohauser.

It is interesting to contemplate the professional future of this Architect, who, although still a young man, has already revolutionized forms of building design, and thus occupies a very definite place among the men who have contributed to the phenomenal growth of Miami Beach.

Henry Hohauser, a man of vision, undoubtedly rates as a Pioneer of today . . . and . . . tomorrow!
The Value of Public Housing to Miami

Mrs. T. T. Stevens
Associate Editor, The Florida Teacher

Public Housing is no longer a theory in Miami, the experiment stage is passed and the community has settled down to the accomplished fact that here as in 140 other cities in the United States, low-rent dwellings for low-income families have been built and are being occupied through the aid of the United States Housing Authority under laws of the State. This new function of government is being accepted by the people just as they have accepted public schools, good roads and other agencies for human betterment as a proper function of government. Miami's enthusiastic acceptance of public housing arises from three main sources; a widely recognized need for homes for low-income families who cannot afford normal and seasonal rents; the successful operation for over three years of a public housing project; and a Housing Authority made up of alert, civic-minded citizens headed by Hugh P. Emerson with George C. Stembler, Harry H. Hector, Arthur W. Kneibler and Peter McCabe. The authority is appointed by the Mayor of the City of Miami and serves without remuneration.

The facts about Miami's need for housing were clearly brought out in the original surveys made for both white and negro projects, which established the need before appropriations for the projects were asked for. The City of Miami through the Housing Authority is attempting to face and help solve the problem of housing low-income families living under sub-standard conditions, in something more than shacks and hovels. The total 1,318 families that were compelled by circumstances beyond their control to live in crowded or sub-standard houses are now well housed at rents they can afford to pay; and therefore, will be better citizens with clearer outlook on life and more capable of performing their duties as citizens and as integral part of our social and economic structure.

Through better housing and good environment offered by the two local housing projects, Edison Courts and Liberty Square, approximately 2,000 children will be given opportunity for better mental and physical health and their stability as future citizens will be promoted. The cost of the City to maintain fire and police protection, health and sanitary services, and all of the other functions of a municipality will be reduced to a minimum insofar as these 1,318 families are concerned. A far reaching benefit will be derived from health conditions that will prevail in the housing projects. Many of the tenants come from areas and homes where disease is most prevalent. In their new environment they will enjoy better health, and in the case of domestic servants their protection from disease will be a protection also for the families and households in which they work. Likewise their children attending public schools will not be carriers of disease as they were likely to have been when living in unsanitary surroundings. As far as the two housing projects already provided can do so, the general appearance of the section in which they are located is improved, and no one will be ashamed to show visitors where some of our low-income people live.

During the past winter season approximately 4,000 visitors from every state in the union and three foreign countries registered at the Demonstration unit as Edison Courts. Visitors were impressed with the beauty of the project with the white group houses of modified Bermudian Colonial architecture and the landscaping of the project with palms, tropical flowers and shrubs. The solar water system which furnishes hot water in abundance throughout the year is a constant source of interest to visitors. This system which uses the sun rays for heating water instead of stoves or furnaces is well known in Miami but little known elsewhere. Edison Courts for white families has 345 dwelling units and was opened with public ceremony by the late Mayor E. G. Sewell on December 15th, 1939. The annual family income for tenants ranges from $722 to $963 and the average monthly rental including water and electricity for cooking, refrigeration and lights is $15.93. Each of the units is modern and equipped with electric range, refrigerator, hot and cold water and window shades. The administration building houses the offices of the Miami Housing Authority and offices of the project. The auditorium is used for community gatherings, concerts and lectures.

The welfare and social program for the project is well under way with mothers' clubs, cooking and sewing classes and self improvement classes conducted by the tenants. Liberty Square for negroes is built on a 63 acre tract and is a three unit project which makes it the largest negro project in the South and sixth largest in America.

INDIVIDUAL TEACHING

The average boy under normal conditions can carry his easy course of study successfully under existing standards, without more personal help from the teacher than crowded schools allow. If this boy loses his mechanical stride with the class through illness, absence or varied interests, or if he must take a year-over-year slip, he may become a chronic failure, he may drop out and be a menace to the section in which they are located, and no one will be ashamed to show visitors where some of our low-income people live.

When a new boy comes to us he takes up his work just where he left it in his former school. He is urged to make all the progress possible, but, as a matter of fact, most of his time and ours for a while is spent in quietly finding the flaws, mistakes, omissions and misapprehensions of his former study as they appear from time to time in his daily work. Weak writing, spelling, English, fractions, decimals, conjunctions, declensions, syntax, factoring, quadratics; all the failures in his scholarship are analyzed as fast as they appear, and the boy is aided in going back to the correct sources of information for himself. Progress halts until the given faults are repaired with much drill and review. The boy may worry over this process for a time, but he shortly awakes to the fact that his work is clearer, more logical and that he handles it more skillfully. No more wonderful human benefit can be conferred upon this boy at this time. Gone are his fears, worries, floundering and misconceptions. Here now is courage, ambition, growing success, and greatest of all a new and positive philosophy of life.

The work is not done for the boy. He must do it for himself, but he is shown how to do it and is drilled not only in the process of finding information for himself but also in assimilating it. There is much drill in analyzing his problem or subject clearly, attacking one difficult item after another and summarizing the whole thing logically and efficiently. The boy soon learns that by these more careful and intensive methods he gains much time that was formerly lost in his former school. He is urged to make all the progress possible, but, as a matter of fact, most of his time and ours for a while is spent in quietly finding the flaws, mistakes, omissions and misapprehensions of his former study as they appear from time to time in his daily work. Weak writing, spelling, English, fractions, decimals, conjunctions, declensions, syntax, factoring, quadratics; all the failures in his scholarship are analyzed as fast as they appear, and the boy is aided in going back to the correct sources of information for himself. Progress halts until the given faults are repaired with much drill and review. The boy may worry over this process for a time, but he shortly awakes to the fact that his work is clearer, more logical and that he handles it more skillfully. No more wonderful human benefit can be conferred upon this boy at this time. Gone are his fears, worries, floundering and misconceptions. Here now is courage, ambition, growing success, and greatest of all a new and positive philosophy of life.

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When a new boy comes to us he takes up his work just where he left it in his former school. He is urged to make all the progress possible, but, as a matter of fact, most of his time and ours for a while is spent in quietly finding the flaws, mistakes, omissions and misapprehensions of his former study as they appear from time to time in his daily work. Weak writing, spelling, English, fractions, decimals, conjunctions, declensions, syntax, factoring, quadratics; all the failures in his scholarship are analyzed as fast as they appear, and the boy is aided in going back to the correct sources of information for himself. Progress halts until the given faults are repaired with much drill and review. The boy may worry over this process for a time, but he shortly awakes to the fact that his work is clearer, more logical and that he handles it more skillfully. No more wonderful human benefit can be conferred upon this boy at this time. Gone are his fears, worries, floundering and misconceptions. Here now is courage, ambition, growing success, and greatest of all a new and positive philosophy of life.

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J. R. Williams, President of Miami Military Academy.
DR. FREDERICK BUTLER

During the past ten years the practice of natural healing has come into its own, as the general public has become aware of its possibilities and the results of its use in the treatment of the sick. Further, many men of vision and intelligence have adopted its precepts and have followed them, with excellent results.

One of the most outstanding and nationally prominent of the Florida Naturopathic and Chiropractic physicians is Dr. Frederick Butler, of 41st Street, Miami Beach.

After years of research covering chemical body balance and muscular distortions of the body, or a combination of both, Dr. Butler is today recognized as a leader in dietetic chemistry and its application. His lectures bring many who look for guidance and aid through diet when all else has failed them. The world today is food conscious and becoming more so with each succeeding year. Food research has definitely proven that many of our common ailments are after effects directly, or indirectly, of injudicious eating. What is one man’s food is another’s poison. Therefore, we, as individuals, require an individual analysis as to our chemical food needs, and we do not get the best results from some generalized food dietary, which cannot and does not undertake to analyze the chemical deficiency present, nor attempt to replace this deficiency by food material rich in that chemical lacking element.

Dr. Butler combines the use of biological chemistry, or body chemistry, with deep abdominal manipulative treatment. In the chemistry the body is fed the lacking chemical elements required to balance bodily activity and function, glandulae, etc. In the manipulative work the lack of circulation and drainage in the body is restored to as nearly normal as possible, where there is abdominal pressure from gravity pressure, adhesion, congestion and excessive fluids and waste material, this pressure is relaxed and greater circulation restored thereby drawing off congestion.

If and when the system is given easily digested food which will leave the stomach in one half hour or a little longer, it stands to reason that there cannot be any great congestion in the stomach, and, as Dr. Butler says, “You are what you eat”, the result of our food shows itself on our bodies either in good health or disease. But we can always turn over a new leaf and learn to use raw celery, and carrot juice as, well as papaya juice.

After these treatments, to keep the circulation of the body in its improved condition, the Dr. usually recommends exercise, such as walking, tennis, horseback riding, in moderation.
Miami Music Teachers Association  
Mrs. E. R. Treverton, President

On December 16th, 1934, at the call of Miss Bertha Foster, the Miami Music Teachers Association was organized, having as its purpose "the raising of the standard of teachers and teaching and keeping abreast of modern methods of teaching." They became affiliated with the Florida State Music Teachers Association in 1935 and now have over 125 members, who meet regularly once a month. They are also members of the National Federation of Music Clubs.

In 1938, this Club was given the honor of being host to the State Convention and is again to have that honor this year. Among the past Presidents are Mrs. Iva Sproule Baker and Mrs. Rose Adams Burgess, both well known in the musical field.

One of the largest projects, which this Club is assisting in sponsoring, is the Musicians Club of America. This is to be located in Dade County and to serve as a Club home of all active American musicians, a quiet retreat for composers and writers and to have provision for the care of needy older members.

Perhaps no other group of teachers contribute more to the mental development of a child than do the music teachers and in this changing civilization of ours, with music the only universal language, a great responsibility rests with the teachers. It is up to them to educate and mold the tastes of the people—"to educate THROUGH music" rather than "educate IN music".

One of the most important ways in which music teachers can influence their pupils is by creating new and stimulating methods of study. For example most teachers have their own Clubs where children are taught self assurance and poise by playing in public. In my own little Miami Beach Two Piano Club the children meet once a month in my home. This group has been a Junior Federated Club (under the Miami Music Club) for 5 years. They plan all the details of every recital even down to the design and colorful execution of the programs. It is an "event" for them, one by which all phases of a recital become familiar to them. It has been their "show" and part of them.

One of our teachers, Mr. John Rosser, recently very aptly stated the mission of music: "To comfort sorrow, to lighten work, to bring peace and relaxation to the troubled mind, solace and serenity the soul, to uplift and make better the life of all mankind, to replace misery, suffering and misunderstanding with joy, happiness and brotherly love." And from Ruskin "All one's life is music, if one touches the notes rightly and in time."

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To wander through the outdoor and indoor studios of the Sellicks, is a pleasure of which all visitors and Miamicans should avail themselves.

The beautiful stone benches and chairs, placed under huge spreading shade trees, invite you to linger and gaze out at the naturally landscaped pools. A frog peeps out from a lily pad; a flamingo haughtily gazes at you; a dog is seated by the edge of a pool, as though watching the goldfish, all so realistic that you have to restrain yourself from whistling to the animals.

Inside is a wealth of all types of plaques, statues, figurines—even ship models and paintings. You can see how the sculptor (a permanent member of the staff) starts with just a block of stone, outlines his subject in charcoal, then starts to cut away the stone. Slowly and painstakingly, the statue takes form and life.

Or you can wander into another section and watch the making of the molds into which glue is poured, allowed to set and the outside mold then opened up and the glue taken away to reveal the lion of whatever the subject has been. These are smoothed off, painted and shellaced, and are ready for ornaments.

At the Hallandale studio—with its nine acres, golf range, bowling alleys and barbecue stand—you can spend an instructive as well as an active day. You will find both Harry and Walter Sellick ideal hosts. Even though they are kept continuously busy with the shipment of orders to all parts of the world, you can feel assured that your particular problems of securing just the right pieces for your home or garden will be given the same thoughtful consideration that the Sellicks would give to their own families.

Harry Sellick, a University of Washington graduate, with the degree of B. S. C. E., (Bachelor of Science, Civil Engineering), started his stone studio here in 1926, through necessity. Previously he had been a contracting plasterer, with over 400 men in his employ, but found that when stone work was wanted for a job, it was not available here. Foreseeing the demand for that type work, he started the Sellick Stone Studio.

Since, he has done most of the reconditioning work for both the City of Miami and Miami Beach. The fountain in Bayfront Park, the Indian Equestrian statue at 41st St., and Alton Road, the fountain at 21st St. and Alton Road, the Flagler Memorial Monument—all have had his attention. The one hundred sets of park benches in Bayfront Park are also his work.

Miami can well be proud of the high standards of quality set by the Sellick Stone Studio. It has been a real pleasure to know the Sellicks and their works.
Wyldwood Tropical Gardens

South Florida has contributed many colorful and interesting personalities to contemporary American history, who, in years to come, will stand out among the pages of such a history when it is compiled.

On these personalities, none will have formed a more integral part of this particular portion of the state than Commodore A. H. Brook of Fort Lauderdale.

His vision and great personal charm, Commodore Brook has contributed much to the civic progress and cultural pursuits of his adopted state. His exotic Wyldwood Tropical Nurseries, located on the Federal Highway near Dania, Florida, are one of the show places of the southland and have contributed materially in bringing hosts of horticulturists and nature lovers to this part of the state.

The landscaping division of the gardens are under the direct supervision of William P. Brook and the grounds of some of the most magnificent and palatial estates in Florida have been designed and landscaped by him.

These beautiful tropical gardens are a MUST STOP on the list of every resident of and visitor to South Florida. If you return north without having visited them you will have missed much of the beauty that is ours.

WILLIAM E. (BILLY) FOSSETT

It is one of the contradictions of the age in which we live that in a period of definite specialization, the Drug Store—as such—is now has assumed the place of the General Store in many communities. It is refreshing, then, to find a druggist retaining true to the oldest pharmaceutical traditions and yet in an up to the minute modern way. William E. (Billy) Fossett is one of these.

In Mr. Fossett's pharmacy, only prescriptions and sick room supplies are sold. On his staff are six registered pharmacists, each a specialist in certain drugs or medicines and possessed of information necessary to answer all inquiries pertaining to any dose, action, use or contra-indication of their particular products.

Further evidence of Mr. Fossett's modernity is found in his encouragement of all pharmacists to develop the research side of the business. Unusual developments in ointment bases, soap solutions and solvents thus have been made, and many of these products are used by local physicians. It is a practice which, if universally adopted, would tend to greatly elevate the profession to unmistakable prominence and respect.

For the wide range of services which Fossett (the man), and Fossett's (the pharmacy), offer to the medical profession, hospitals, laboratories, and the laity, this establishment enjoys a national reputation and patronage. Mr. Fossett believes that his success is due to his unswerving adherence to the highest ideals of his profession—Quality, knowledge and dispatch.

Billy Fossett is a member of the American Pharmaceutical Association, the National Association of Retail Drugists, and of the State and local associations.

Mr. and Mrs. Alpert were among the first permanent residents on the Beach. They own the large house known as "The Castle," and are considered among the outstanding residents in social and civic life, as are their four children, Robert Zane, Ruth Shirley, Mrs. Milton Nussbaum, and Mrs. Arthur Gold.

Mr. Albert holds the distinction of being the first to design and build "Bungalow Courts." He also gets credit for the following architectural creations on the Beach: "The Castle", "Green Gables", the Kenmore, Breakwater, and Plymouth Hotels, as well as many homes and apartment houses.

We wholeheartedly congratulate Dr. John Harvey Kellogg, Editor of the National Magazine, "Good Health" on the seventy-fifth anniversary of the publication. Concealed in the story, is seventy-five years of progress in the return-to-nature movement which began a century ago under the leadership of the late Dr. Sylvester Graham. Dr. Kellogg spends the winter months directing the Miami Springs Battle Creek Institution.

One of the interesting publications received is The Negro History Bulletin and we congratulate the publishers.

In recognition of the work of Carter G. Woodson, managing editor of the Negro History Bulletin, in a program which has been uplifting and beneficial to the Negro race. The program has likewise helped to make better citizens with a clearer understanding of mutual rights.

Mr. and Mrs. Morris Alpert

The above residence at 1400 Lenox Avenue, Miami Beach, is the attractive home of Mr. and Mrs. Morris Alpert. This lovely place is a creation of Anton Skileslewicz, one of the most popular and capable architects on the Beach. It is not so large and impressive on the outside, but the moment one enters the hospitable threshold he is conscious of a real work of art. It is warmly beautiful in all phases of interior architecture and decorations. The writer was particularly impressed with the delicate colors of its cheerful murals and the simple but rich furnishings, chief of which is a grand piano in a charming setting. How much credit should go to Mrs. Alpert could not be learned from her modest approval but she did admit that it was built around the piano for music and hospitality.

Mr. and Mrs. Alpert were among the first permanent residents on the Beach. Mr. Alpert was a glass manufacturer in Springfield, Mass., until his health forced him to retire at the early age of thirty-three. He was already an amateur builder before coming here and his energy found a pleasant outlet in designing, first, his own home and apartment building, and, later, due to the persuasion of friends to be instrumental in continued construction, yet remaining non-professional. Mr. Albert holds the distinction of being the first to design and build "Bungalow Courts," He also gets credit for the following architectural creations on the Beach: "The Castle", "Green Gables", the Kenmore, Breakwater, and Plymouth Hotels, as well as many homes and apartment houses.

Mr. and Mrs. Alpert have made many friends since their arrival and are considered among the outstanding residents in social and civic life, as are their four children, Robert Zane, Ruth Shirley, Mrs. Milton Nussbaum, and Mrs. Arthur Gold.
PERSONALITIES

FREDERIC B. STRESAU

A young man... and progressive. Frederic Stresau has achieved an admirable record in the field of Landscape Architecture.

In Chicago, Illinois, Mr. Stresau spent his early years—and later, from the University of Illinois, received his degree of Bachelor of Fine Arts in Landscape Architecture. He is a member of the Chicago Society of Landscape Architects. Entering actively in his chosen profession from 1934 to 1937 he was landscape designer for The Chicago Park District. In this capacity he supervised general park work... outdoor amphitheatre planning... airport work... playgrounds... and planting designing. He also participated in the Chicago lake front development.

In September 1937 Mr. Stresau came to Miami Beach and became associated with C. D. Wagstaff and Company—landscape and golf course experts. Since that time he has achieved recognition for his numerous successes in landscaping design,—especially for such residences as those of Mr. J. G. Coleman on Bay Road, Mr. James H. Bereman and Mr. H. T. Morgan on La Gorce Island, and Mr. Robert Law Weed on Sunset Island Number One.

Mr. Stresau has also co-operated in the landscaping of various larger projects such as Edison Court and Liberty Square in Miami, both United States Housing Authority developments—Dunbar Village in West Palm Beach—Dixie Court in Fort Lauderdale—and the Miami Beach Housing Development on Belle Isle.

A life-long interest in planting design and a keen desire to achieve in the field of Landscape Architecture are factors which have combined to make Mr. Stresau's work conscientious, creative and distinctive.

MILES GALLOWAY

By Jane Egbert.

The judicious handling of realty transactions together with the men who have participated in them forms an integral part in the growth of any city.

In the expansion and development of the city of Miami Beach, Miles Galloway has been closely identified in the realm of real estate. Born in Atlanta, Georgia, Mr. Galloway was for seven years associated with his brothers in the real estate business in that city. He was also active in the field of Landscape Architecture in this country. This earlier association and knowledge of the various phases of real estate activities, combined with a personality of quiet assurance and dignity, were contributory factors to his success as a real estate broker, in subsequent years. He has been a resident of Florida for sixteen years, having arrived in his adopted state in 1928.

For some years Mr. Galloway operated a realty business under his own name, and later in 1928 was interested in the subdivision project of Coral Gables. Following this he came to Miami Beach where he conducted a general brokerage for many years. Through this he has handled much Lincoln Road property in Miami Beach, and participated in the development of the magnificent Indian Creek area.

It is the opinion of Mr. Galloway that although the growth of Miami Beach has been phenomenal in the last few years—the real expansion of the city is only beginning. The trend will grow northward—a fact soon to be realized by the residents.

Such a man is Miles Galloway.

ROBERT C. HABIG

In November 1920, Robert C. Habig came to Dade County and began an active and constructive career in real estate. In the following year, 1921, and for five years until 1926 he was an able and efficient Assistant Sales Manager of The Hollywood Land and Water Company, developers of the city of Hollywood, Florida.

Mr. Habig's present office is at 603 Lincoln Road. He has been a real estate broker in Miami Beach for seven years, and in that capacity has greatly helped in the development of the city. He has participated in numerous outstanding realty transactions, and has negotiated many big deals, such as the sale of the Burdine building on Lincoln Road, and the present location of Saks Fifth Avenue on Lincoln Road.

Mr. Habig's pleasing personality, combined with his spirit of drive and perseverance has gone far in making him an outstanding real estate broker in a rapidly growing city. This is Miami Beach.

COL. SOL S. GOLDSTROM

Prominent among civic and business leaders of Miami Beach is Col. Sol S. Goldstrom. Coming from Omaha, Nebraska, his first business contact with Miami Beach was the organizing of The Goldstrom Baking Company, opening service there in April 1925.

Aside from business activities Mr. Goldstrom has been a diligent supporter in building and promulgating the public and civic welfare of the city. For six years he was director of the Chamber of Commerce Board, and was also instrumental in organizing the Junior Chamber of Commerce of Miami Beach.

In 1935, with foresight toward better cooperation of the city's business enterprises and the men conducting them, Mr. Goldstrom organized the Miami Beach Business Men's Association, and for six years presided as its President. He has also been active in Jewish welfare, Red Cross work, the Community Chest, and the Miami Beach Welfare Board, having been a member since 1932. Mr. Goldstrom has not only been alert in the pursuit of civic and business improvement—but has also continued an active supporter of several fraternal organizations, such as the B. P. O. E., of Miami Beach, of which he is a member. A member too, of the Shrine, Scottish rite, he has also helped the Masonic home in his city.

The Miami Beach Hotel Association also record him as a member, and among his other interests Mr. Goldstrom at present operates the Hotel Gotham. Mr. Goldstrom is indeed a pioneer of Miami Beach, in civic, business and fraternal organizations—well known among them for the service and helpfulness he renders.

PROGRAM OF NATIONAL CONGRESS OF PARENTS AND TEACHERS

The Board of Managers of the National Congress of Parents and Teachers at its meeting in September adopted for 1940-41 a national legislative program which includes: Abolition of compulsory block booking and blind selling of motion pictures; federal aid for education, federal funds to be spent with minimum federal control and maximum local support; for equalization of educational opportunity among the several states on a basis of need while maximum effort is encouraged by the states; support of federal educational services; election of a school-board by the District of Columbia; opposition to advertising of intoxicating liquor; and opposition to legalizing a national lottery.

SALUTE TO THE FLAG

I pledge allegiance to the Flag of the United States of America and to the Republic for which it stands, one Nation, indivisible, with liberty and justice for all.

NORMANDY PLAZA HOTEL

ON-THE-OCEAN Collins Avenue at 9th Street

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DAILY ROOM TARIF

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Back in 1913, this Buick was the “truck” and “Sunday Pleasure Car” of the Dulbs family. In those days, Mr. Dulbs had his office in a converted garage at 12th Street (now known as W. Flagler and N. W. 1st Avenue). No sidewalks or paved roads were known. Miami was in its infancy, and Miami Beach was just a swamp.

To make the "convertible job" above pictured into a truck, down came the top, out came the back seat and in its place was bolted a huge tin box. On Sundays, the process was reversed and the family proudly toured the town. Now, neat red and black trucks bear the C. J. Dulbs Plumbing Co. sign, and the family has its own car.

It was in 1910 that Mr. Dulbs came here from Cleveland, Ohio, where he had also been in the plumbing business. His inability to find a job working for someone else forced him to start in on his own, and his first work was on a group of five houses, at old Avenue K and 11th Street (now N. W. 1st Street and 5th Avenue). Then came the Rutherford Hotel job. Everyone said he was too young to handle it, but—with the confidence of youth—he went ahead, doing a notably fine piece of work.

In 1832-13, came the Lawyers' Building—the six story “Skyscraper” of Miami. No contracts were needed in those days—people took each other's word . . . . and capital to carry on ventures wasn't so hard to get. In fact, it was J. N. Lummus as head of the Southern Bank and Trust, at the time, who helped Dulbs over the financial hurdle on the Lawyers' Building job.

More and more work came his way—in Coral Gables, Miami, the Beach—the Roman Pool Building for the then owner, Mr. St. John; Wee Tappy Tavern (which only real old timers will remember) and the Roberts Hotel above it—it was some of his earlier jobs. Dulbs also carried on the City maintenance work and the County repair work.

Mr. Dulbs tells tales of hunting in the wilds—where the Miami Biltmore now stands of shooting crocodiles at Flagler and the Miami River; and of the old Bridge Tender, and the Indians who looked upon him as their friend. He was a real pioneer, and can tell the tales of the early days so that you relive them.

His wife and three sons are all with him in the plumbing business at 8 South Collins Avenue. His wife now runs the office for him and can't be stumped or flustered as she deals with plumbers. His three sons all work for him, too, and are proud to be able to say that they are the oldest existing firm of plumbers in Greater Miami.

Irving Collins

"Let the other fellow have the glory, I am satisfied with results" was Irving Collins motto—yet glory belongs to Irving for the stupendous amount of work he did in the management end of the growth of Miami Beach.

"Pete" Chase has often remarked—"While Carl Fisher was the 'maker' of Miami Beach—Irving Collins was the 'saver'". In 1932 and 1933, when things were at their blackest, especially for the Miami Beach Bayshore Company, Collins borrowed on all his Northern investments, his life insurance, his personal credit, to save the Company. Had the Company been forced to liquidate their vast holdings, it would have been to our Real Estate values what a Stock Market collapse would be to the Bond business—land values would have been completely ruined.

All through the depression Fisher, Pancoast and Collins treated their employees so marvelously that it is no wonder, today, you find such complete devotion in their ranks.

Perfumes of Lejeune

Haunting as a lovely memory, tantalizing as a half-forgotten melody, warm and provocative as a summer's night, glamorous as the tropics themselves, Lejeune Perfume, a new and arresting fragrance put out by a local concern, is compelling of attention and more than worthy of the endorsement of perfume loving connoisseurs.

The names of the various fragrances put forth by Lejeune are arresting and connote all the beauty, warmth, and charm of a tropic night.

One of the perfumes, Eutasia, rich, potent, sultry, is reminiscent of moonlight nights and romances which found their beginning under the tropic moon.

Tropique, a very delightful and slightly milder fragrance, suggest days and evenings of tropical gaiety and glamour.

Perhaps the Lejeune perfume destined to become the best known is the popularly priced one called “Stars Over Miami.” It has a satisfying fragrance suitable for daytime use as well as night-time glamour.

Still another is “After Twelve,” a young, gay, scintillating perfume with a fragrance as catchy as its name.

The firm of Lejeune, as we have stated, had its beginning right here in Miami where it is manufactured and distributed. It has, then, a definite appeal for all Miami women—first and foremost, the appeal that alluring perfumes will always have for members of the fairer sex; and secondly, the appeal of being a local product.

To the visitor and tourist here for the season, it will afford an opportunity of taking back home with them at last a real perfume of the tropics—and to the Miami resident, it gives a chance of proudly flaunting a glamorous perfume which they may truthfully say had its inception here in their home town.

The manufacturer of Lejeune has done a fine job of these perfumes; he has skillfully contrived to blend together his ingredients in such a manner that the happy result brings to the mind a vivid picture of Miami magic—of warm sunlight on white beaches, of endless stretches of broad, proud prados, of long golden evenings, of gentle lapping waves, of soft strains of romantic music, dancing feet on palm sheltered terraces, the clear brightness of a tropic moon, and of endless romances beneath a star-filled sky—all the moods of Miami—Miami, lovely and capricious as a beautiful woman—all these moods have been skillfully captured and are reflected in the fragrance of Lejeune—A REAL PERFUME FOR THE TROPICS.

Write to Lejeune, 1845 Biscayne Blvd., Miami, Florida, for latest and complete catalogues.

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Own your own acre tract of rich, fertile soil. Get back to “Mother Earth,” and enjoy a new home, a new life in the country, with all the city conveniences of electricity, telephone and paved roads. Grow what you will; fish when you like, and tie your boat up to your own dock on beautiful Biscayne River.

GROW YOUR OWN FRUIT and VEGETABLES
Grow your own fruit and vegetables. Raise poultry if you like. Whatever you desire to raise, Biscayne Gardens has a variety of tracts with the right kind of soil, from which you may make your own selection. See for yourself the 60,000 pounds of papayas one owner has raised on an acre of land. See the beautiful vegetable gardens at 159th Street. Then you’ll know what this new home, this new life in Beautiful Biscayne Gardens can mean to you.

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YOU OWE IT TO YOURSELF to See Beautiful Biscayne Gardens
You owe it to yourself to see beautiful Biscayne Gardens. Drive out Biscayne Boulevard to 88th Street, continue north through Miami Shores, across Biscayne River bridge and bear left to 154th Street. Our representative at our field office will be glad to show you over the property, with no obligation whatever.

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MIAMI BEACH