

V. F. - MIAMI BEACH

# MIAMI BEACH

FALL - WINTER

1973 -74



# I was born to fly.

Even before I could walk or talk, my father used to look at me and say, "Sylvia, you're going to go places."

Boy, was he right!

There's all of Florida, New York, New Orleans, Los Angeles, even London.

I'm Sylvia Frey, and I fly for National.

I'm in the air more than most people are in their cars.

And I love it. All of it.

From "Please fasten your seat belts" to "Thank you for flying National."

It's all as fresh to me today as it was my first day on the job.

I remember wondering that day if flying would live up to a little girl's daydreams.


Well, I've stopped wondering. It's even better than I thought. I guess that's

why I smile so much when I'm in the air.

There's just no doubt about it.

I was born to fly.



**I'm Sylvia.  
Fly me.   
Fly National.**

# MIAMI BEACH

Surrounded by the waters of Biscayne Bay and the Atlantic Ocean, Miami Beach has often been described as "the one island that has it all." The world's best known holiday and convention resort lives up to that description every day of the year as it plays host to visitors from every part of the globe. And where once Miami Beach was known only as the winter playground of the rich, today visitors come throughout the year. Many come during the spring, summer and fall to take advantage of low off-season rates that make a vacation at Miami Beach an unbeatable holiday value.

Our visitors enjoy an unequalled choice of fine accommodations in resort hotels, motels and apartments. All are either on the ocean or just a few steps away from the famous beachfront. Children are welcome everywhere and many hotels offer a full program of special activities for youngsters. Rates range from deluxe to modest and everyone on Miami Beach is always ready to answer your request for information. The sun shines all year long at Miami Beach. Temperatures average 68° in winter and 81° during the summer. The surf temperature is always 68° or above. All facilities are air-conditioned and outdoors there are always ocean breezes. And day or night, informality is the keynote. You don't have to dress up to enjoy Miami Beach. There is round-the-clock transportation in Miami Beach. Air-conditioned buses, always available taxis, and the world's largest fleet of rental cars. And if you drive your own car to Miami Beach, you'll find parking wherever you stay and throughout the entire area.

From your Miami Beach vacation headquarters, fun-filled attractions are within easy reach, the Everglades and the Florida Keys. Visits to Vizcaya, Fairchild Tropical Gardens, the Seaquarium, Wax Museum and Monkey Jungle offer an opportunity to enjoy things you'll see nowhere else. Sport fishing in salt or fresh water is at your doorstep. And throughout the year the calendar is filled with events—sports, music, theatre, entertainment, art—for your holiday enjoyment. Wherever you stay on Miami Beach, you'll find it easy to arrange to see and do all these things. Complete information on planning your visit to Miami Beach is always available from all travel agents, airlines, railroads, and bus companies and from individual Miami Beach hotels and motels. All will be happy to reserve the accommodations of your choice.





## PUBLIC BEACHES

Jetty Station  
1st Street  
3rd Street  
6th Street  
8th Street  
10th Street

12th Street  
13th Street  
14th Street Lummus Park  
21st Street  
35th Street  
46th Street

53rd Street  
64th Street  
72nd Street  
74th Street  
79th Street  
81st Street

These public beaches have lifeguards  
on duty and comfort stations.

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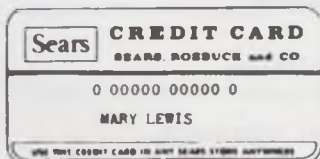
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Tel. 932-0570



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**Dear Miami Beach Visitor!  
Welcome to our city!**

**We at the Miami Beach Chamber of Commerce do hope you will enjoy your stay with us - enjoy it so much that you will return to our sunny shores again and again.**

**And while our guest, we hope you will find our member accommodations, stores and many fine restaurants to your liking-our sandy beaches fishing, entertainment and unsurpassed climate. Included in the Visitors' Guide is most of the information the average visitor may need while in Miami Beach.**

**Again, a hearty welcome to Miami Beach and Come Back Often!**

**Miami Beach Chamber of Commerce**

A woman with dark hair and bangs, wearing a red bikini, is splashing water in the ocean. She has a joyful expression with her mouth wide open. The water is splashing around her, creating many white droplets. The background is the ocean with gentle waves.

**COME ON  
DOWN,  
THE WATER  
IS  
FINE\***

**\*The Surf  
Temperature  
Is Always  
Above 68°.**



**MIAMI BEACH**

# **ACCOMMODATIONS**



**Accommodations  
Definition of Symbols**

AC Accept Children  
 AD Adults Only  
 AP American Plan  
 ARF Adult Recreational Facilities  
 B Babysitters & Crib Available  
 BD Boat Dock Facilities  
 BH Boat Hoist Facilities  
 C Cabanas  
 CS Coffee Shop  
 CAC Completely Air Conditioned  
 CP Children's Pool, on premises  
 D Convertible Den  
 DR Dining Room  
 EFF Efficiencies  
 F Furnished  
 FP Free Parking  
 FWP Fresh Water Pool  
 GF Golf Facilities  
 H Heat  
 HP Heated Pool  
 HS Hotel Service  
 K Kitchenette  
 MAP Modified American Plan  
 OF Ocean Front  
 P Parking  
 PT Package Tours  
 PA Pets Accepted  
 PAC Partly Air Conditioned  
 PPC Planned Program for  
 Children  
 PBT Private Balcony or Terrace  
 STU Studio Apartment  
 SWP Salt Water Pool  
 SR Serviceman's Rates  
 S Solarium  
 SDF Special Diet Facilities  
 TV T.V. Available  
 TRF Teenage Recreation Faci-  
 lities  
 TC Tennis Court on premises  
 TF Toll Free  
 UF Unfurnished  
 W Wheelchair Accommodations  
 WF Water Front  
 DLY Daily  
 WKLY Weekly

MTLY Monthly  
 SSN Season  
 YRLY Yearly  
 LSE Lease one or more years

**Rate Information**

All rates are quoted on a daily basis  
 unless otherwise indicated

DO Double Occupancy (one or  
 more persons per room)  
 EP European Plan  
 PM Per Month  
 PP Per Person  
 ROR Rates on Request  
 SO Single Occupancy

Some area phone numbers have been  
 changed after our book went to press.

**APARTMENTS - HI-RISE**

**MANHATTAN TOWERS**  
 6770 Indian Creek Drive  
 947-8681

**RONEY PLAZA APTS'**  
 (1146) 2301 Collins Ave.  
 531-8811 AD UF STU D PBT  
 HP FWP CAC YRLY LSE WF CS  
 DR

**SEACOAST TOWERS EAST**  
 5151 Collins Avenue  
 865-9961

**SEACOAST TOWERS NORTH**  
 5225 Collins Avenue  
 865-7463

**SEACOAST TOWERS SOUTH**  
 5101 Collins Avenue  
 865-8551

**SEACOAST TOWERS WEST**  
 5600 Collins Avenue  
 865-6776

### SEACOAST TOWERS V

5700 Collins Avenue

866-9651

### SOUTHGATE TOWERS APTS'

900 West Avenue

672-2412

### TRITON TOWER

2899 Collins Avenue

532-2416 UF STU PBT HP FWP

CAC LSE WF

### VICTORIAN PLAZA APT'HOTEL

(249) 6917 Collins Avenue 866-7771

AC CAC F H HP HS K OF PBT

STU TV UF WF DLY MTLY SSN

YRLY LSE

### VENDOME APARTMENT (47)

4301 Collins Avenue 534-8885

AD F SWP CAC MTLY YRLY

LSE OF \$275. - \$320.

### HOTELS

#### ALGIERS HOTEL (258)

2555 Collins Avenue

531-6061

#### ATLANTIC TOWERS HOTEL

(184) 4201 Collins Avenue

534-4751 AC MAP CS DR

CAC FP HS K OF PT PA PPC

PBT TV SSN YRLY ROR

#### BEL-AIRE HOTEL (111)

6515 Collins Avenue 866-6511

AC C CS DR CAC HS MAP OF

PT PBT SWP SR TV MTLY YRLY

ROR \$11.50-\$15.50 PP

#### BELMAR RESORT MOTOR

HOTEL 2625 Collins Avenue

531-6741



### Remember that small hotel at the seashore?

The place you liked so much because they treated you as an honored guest (not just someone to be quickly filed away and forgotten). The place where the atmosphere was more than that of an exclusive private club than a hotel.

Unhurried. Unflurried. Nice.

Relive a memory or two. Because that's the way it still is, at the Flamingo Club. A small, elegant private hotel for people who prefer it that way.

*The Flamingo  
Club*

Managing Director Neal Lang

5875 Collins Avenue, Miami Beach, Phone: 865-8645



**BRAZIL HOTEL (60)**

6525 Collins Avenue  
866-9731 AC CAC K OF PT PA  
PBT SWP SR TV W MTLY SSN  
ROR \$9.-\$14. PP

**CADILLAC HOTEL (277)**

3925 Collins Avenue 532-4541  
AC AP CS DR CAC HS K MAP  
OF PT PA PPC SWP SR TV MTLY  
SSN YRLY ROR \$15.-\$22. PP

**CARILLON HOTEL (606)**

6801 Collins Avenue 865-7561  
AC C CS DR CAC CP HS MAP OF  
PT PPC PBT SWP SR S SDF TV  
TRF W ROR

**CATALINA HOTEL**

1732 Collins Avenue 538-4316  
AC CAC HS K SR TV MTLY  
SSN YRLY ROR \$7.-\$14. PP

**CLEVELANDER HOTEL (71)**

1020 Ocean Drive  
531-3485 AC CAC FP FWP HS K  
OF PA SR TV ROR

**DELANO HOTEL (215)**

1685 Collins Avenue  
538-7881 AC C CAC DR HS K  
MAP OF PT PBT SWP SR TV MTLY  
SSN YRLY \$16.-\$23.PP

**DI LIDO HOTEL (351)**

155 Lincoln Road 538-0811  
AC C CS DR CAC CP FP HS K  
MAP OF PT PPC PBT SWP SR SDF  
TV TRF W MTLY SSN YRLY  
ROR \$17.50-\$22.50 PP

**DORAL HOTEL (420)**

4833 Collins Avenue  
532-3600 AC AP BD BH C  
CS DR CAC CP HS MAP  
OF PT PPC PBT S TV TF TRF  
TC W ROR \$42.-\$57.

**DORSET HOTEL**

1720 Collins Avenue  
531-6631



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**BOB LUCAS  
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**EDGEWATER HOTEL (70)**  
 1410 Ocean Drive  
 532-2371 AC CAC HS K OF TV  
 MTLY SSN YRLY ROR  
 \$15.-\$20. PP

**FAIRFAX HOTEL (87)**  
 1776 Collins Avenue  
 538-3837 AC C CAC FP  
 HS K SR TV MTLY SSN YRLY  
 ROR \$4.-\$13.PP

**GEORGIAN HOTEL (103) 1621**  
 Collins Avenue 531-6451  
 AC CAC FP HS OF TV MTLY  
 SSN YRLY ROR  
**GRAND PLAZA HOTEL**  
 3025 Indian Creek Drive  
 531-7334

**HADDON HALL HOTEL (116)**  
 1500 Collins Avenue  
 531-1251 AC CAC FP HS FP  
 FWP MTLY SSN YRLY ROR  
 \$6.-\$12. PP

**HOLIDAY INN (350)**  
 2201 Collins Avenue  
 534-1511 AC AP CS DR CAC FP  
 MAP PT PA TV W SSN ROR  
 \$30.-\$38. SO

**HOLIDAY INN**  
 87th & Collins Avenue  
 866-5731

**LUCERNE HOTEL (178)**  
 41 st & Collins Avenue  
 532-2541 AC AP C CS DR CAC HS K  
 OF PT PA PBT SWP S TV MTLY SSN  
 YRLY ROR \$12.50-\$20.50 PP

**MONTE CARLO HOTEL (191)**  
 6551 Collins Avenue  
 866-8721 AC C DR CAC FP HS  
 K MAP OF PT PA SWP SR S SDF  
 TV ROR \$17.-\$22. PP

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Be there when pleasure hits the beach . . . the action revolves around the beautiful new salt-water swimming pools, patios, private beach promenade and sun decks. At sunset, move into the cocktail lounge for nightly entertainment. Each room faces the waterfront, with TV, AM FM radio, delightfully air-conditioned. Free parking. Oceanside dining, game rooms. Efficiencies and light housekeeping accommodations available

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 OCEAN FRONT MIAMI BEACH Florida 33140  
 at 25th STREET



**MONTMARTRE HOTEL (300)**  
4775 Collins Avenue  
532-1731 AC AP C CS DR CAC  
CP FP GF HS K MAP OF PT PA  
PPC PBT SWP SR S SDF TV TRF  
W MTLY SSN YRLY ROR  
NATIONAL HOTEL

1677 Collins Avenue  
532-2311

**NETHERLAND HOTEL (100)**  
1330 Ocean Drive  
534-4791 AC CS CAC FP HS K OF  
PA PPC SWP SR S TV TRF MTLY SSN  
YRLY ROR \$4.-\$12.50 PP

**PLAYBOY PLAZA HOTEL (465)**  
5445 Collins Avenue  
865-1500 AC AP C CS DR CAC  
CP HS MAP OF PT PBT S TV TRF  
ROR \$14.50-\$24. PP

**PRIMROSE HOTEL (68)**  
1120 Collins Avenue 531-5518  
AC HS K PAC PBT TV MTLY SSN  
ROR \$18.-\$25. PP

**RICHMOND HOTEL**  
1757 Collins Avenue  
538-2331

**SANS SOUCI HOTEL (252)**  
3101 Collins Avenue  
538-6861 AC AP C DR CAC HS OF  
PT PA PPC PBT SWP S TV ROR  
SEVILLE HOTEL (279)

2901 Collins Avenue 532-2511  
AC C CS DR CAC CP HS MAP OF PT  
PA PPC PBT SR S SDF TV TRF  
W ROR \$13.-\$27.50 PP

**SHELBORNE HOTEL (255)**  
1801 Collins Avenue 531-1271  
AC AP C CS DR CAC HS  
K MAP OF PT PA PPC PBT SWP  
TV MTLY SSN YRLY  
\$18.50-\$22.50 PP

**SOVEREIGN HOTEL (111)**  
4385 Collins Avenue  
531-5371 AC C CS CAC HS K OF  
PA TF TV MTLY SSN ROR  
\$25.-\$31. DO

**SURFSIDE PLAZA HOTEL (120)**  
2457 Collins Avenue 531-0801  
AC C CS CAC FP HS K MAP OF  
PT PA PPC SWP SR TV TRF MTLY  
SSN YRLY ROR \$6.50-\$15.50 PP

#### HOTEL - APARTMENTS

**ALL SEASONS HOTEL**  
3621 Collins Avenue  
531-5821

**ARLEN MIMOSO**  
4747 Collins Avenue  
532-6411

**COPLEY PLAZA**  
3900 Collins Avenue  
538-1846

**CORAL APTS.**  
7445 Harding Ave.  
866-0754

**CROYDON ARMS APT.HOTEL**  
(94) 3720 Collins Ave.  
531-5723 CAC EFF F H HS  
K STU SWP DLY WKLY MTLY SSN  
YRLY LSE \$20. - \$35. PP

**FORTE TOWER**  
1000 West Avenue  
672-3301

**GARDEN OF ALLAH HOTEL**  
& APTS. 6484 Indian Creek  
Dr. 865-9881

**KING RICHARD HOTEL APTS.**  
4125 Collins Avenue  
534-8223

**LOMBARDY HOTEL**  
6305 Collins Avenue  
866-7761

**OCEAN TERRACE APT. HOTEL**  
7410 Ocean Terrace  
866-7371

**RENDALE APT. HOTEL**  
3120 Collins Avenue  
531-6604

**SAGAMORE HOTEL**  
1671 Collins Avenue  
538-7211



SEASONS APT. HOTEL  
5001-S & 5005 - N Collins  
Avenue 864-1511

HOTEL - MOTEL - APARTMENT

DUANE HOTEL MOTEL & APT.  
315 - 321 83d Street  
864-0997

GOLDEN SANDS HOTEL (102)  
6901 Collins Avenue  
866-8734 AC B C CS CAC EFF  
F FP GF HS K OF PT PA STU  
SWP SR SDF TV TRF W WF  
DLY WKLY MTLY SSN YRLY  
LSE \$8.-\$33. PP

LOMBARDY INN  
6300 Collins Avenue  
866-5424

ST. MORITZ HOTEL & MOTEL  
1565 Collins Avenue  
538-3711

KOSHER HOTELS

CARIBBEAN HOTEL(157)  
3737 Collins Avenue  
531-0061 AC B CS CAC FP FWP  
H HS MAP OF PPC SDF TV  
DLY \$25.-\$28. PP

KENMORE HOTEL  
1050 Washington Avenue  
531-6621

MARSEILLES HOTEL (113)  
1741 Collins Avenue  
538-5711 AC B C CAC P FWP  
H HS K MAP OF PT SDF TF TV  
DLY SSN YRLY LSE \$10.-\$23.50 PP

ROYAL PALM HOTEL (124)  
1545 Collins Avenue  
531-7381

SEA GULL HOTEL  
21st Street on the Ocean  
538-6631  
AC B C CAC F FP H HS AP OF  
PBT SDF DLY WKLY MTLY SSN  
\$18. to \$ 27. DO PP

SHARON HOTEL (103)  
Oceanfront at 20th Street  
534-2141 AC B C CS CAC F FP  
H HS MAP OF PT PPC SWP SDF  
TV DLY WKLY MTLY SSN  
\$18.-\$24. PP

MOTELS

ALBERT PICK HOTELLA  
9601 E. Bay Harbor Dr.  
866-7328

BEACH MOTEL  
8601 Harding Avenue  
866-1180

HOLIDAY INN, NO. BAY VILLAGE  
1819 79th Street Causeway  
865-1511

HOWARD JOHNSON'S MOTOR  
LODGE (137) 4000 Alton Rd.  
532-4411 AC CS DR CAC CP  
FP HS PA PBT TV ROR  
\$22.-\$35. PP

MOULIN ROUGE RESORT  
MOTEL (105)  
280 - 41st Street

532-3451 AC AP BD C CS DR  
CAC CP FP HS K MAP WF PT PA  
PPC PBT SR S SDF TV TRF MTLY  
SSN YRLY ROR \$28.-\$40.

PARADISE INN MOTEL (96)  
8520 Harding Avenue  
865-6216 AC CAC CP FP HS  
K PT TV PA FWP H SSN YRLY ROR  
ROWE INN

6600 Collins Avenue  
866-1617

TWELVE CAESARS RESORT  
MOTEL (172)

9449 Collins Avenue  
865-3551 AC AP CS DR CAC FP  
HS K MAP OF PT PA PPC PBT  
SWP SR TF TV TRF ROR  
\$15.-\$20. PP

VENETIAN ISLE MOTEL  
20 Venetian Causeway  
538-7261



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18 Holes.

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



## MOTEL APARTMENTS

### ABBOTT ARMS APTS. & MOTEL

(25) 7830 Abbott Avenue  
864-0404 AC CAC EFF F FP  
FWP H HS K PBT TV UF DLY  
MTLY SSN YRLY LSE ROR  
NEW SURF 88 MOTEL  
& APT. 8857 Collins Ave.  
866-2741

### OASIS MOTEL & APTS.

(54) 6580 Indian Creek Dr.  
865-9875 AC B CAC EFF F FP  
FWP H HS K WF PA PBT STU SWP  
TV TRF DLY WKLY MTLY SSN  
\$5.-\$8. PP

### PATIO PARADISE APT. & MOTEL

(11) 7320 Byron Avenue  
865-9288 CAC EFF F FP H HS K  
PBT TC TV DLY WKLY MTLY  
\$8.-\$15.

### SEABAY MOTEL (30)

6880 Abbott Avenue  
866-3821 CAC EFF F FP H HS K  
STU TV MTLY SSN \$17.-\$25. PP  
TEMPLETON ARMS MOTEL

& APT. (22) 9457 Collins  
Avenue 866-3829 AC PAC EFF  
F FP H HS K OF PBT STU TV DLY  
WKLY MTLY SSN YRLY LSE  
\$12.-\$31. PP

## MOTELS

### COUNTY ACCOMMODATIONS

#### AZTEC MOTEL (429)

15901 Collins Ave. 947-1481  
AC BD BH C CS DR CAC CP FP  
HS K MAP OF PT PA PPC PBT  
SWP SR TV TRF DLY MTLY SSN  
\$11.-\$21. PP DO

#### BLUE GRASS MOTEL (80)

18325 Collins Avenue  
947-3414 AC CS CAC FP GF K  
OF PBT S TV ROR \$15.-\$33.  
PP

### BLUE MIST MOTEL(70)

Oceanfront at 191st St.  
947-4434 AC CS CAC FP K OF  
FWP TV ROR \$5.-\$12. PP DO  
BLUE SEAS MOTEL 17315  
Collins Ave. 945-3551  
COLONIAL INN (300)  
18101 Collins Avenue  
932-1212 AC CS DR CAC  
CP FP GF HS K MAP OF PPC PBT  
SWP TV TRF ROR \$26.-\$45. PP  
DESERT INN (210) 17201 Collins  
Avenue 947-0621 AC AP CS DR  
CAC CP FP GF HS K OF PT PA  
PPC PBT SWP SR SDF TF TV  
TRF DLY MTLY SSN ROR  
\$6.-\$19. PP DO

### FOUNTAINHEAD MOTEL

(44) 16001 Collins Avenue  
947-2684 AC CAC CP FP K OF  
PA SWP DLY MTLY  
\$5.-\$12.50 PP

### HAWAIIAN ISLE MOTEL (210)

17601 Collins Avenue 932-2121  
AC CS DR CAC CP FP GF K  
MAP OF PPC TV TRF  
\$11.-\$20. PP

### SAHARA MOTEL (144)

Oceanfront at 183d Street  
931-8335 AC CS DR CAC CP  
FP K MAP OF PT PPC SWP SR  
TV TRF DLY MTLY SSN  
ROR \$16.-\$36. PP

### SUEZ RESORT MOTEL

(194)

18215 Collins Avenue  
932-0661 AC AP CS  
DR CAC CP FP K OF PT TV ROR  
\$11.-\$38. PP

### WAIKIKI MOTEL (339)

18801 Collins Avenue  
931-8600 AC CS CAC CP FP HS  
K OF PT PA PPC PBT SWP SR TV  
TRF DLY WKLY MTLY SSN YRLY  
ROR

# From a Fantasyland To an Indian Village.

## You Choose, We'll Deliver.



We're American Sightseeing Tours, and we've got all inclusive package tours to Florida's most popular attractions including fabulous Walt Disney World and Tiger's Original Miccosukee Indian Village just to name two.



Choose from four convenient Disney World tours ranging from same-day, overnight or extended three-day, two-night mini vacations and including other top Florida sights.

If nature is your thing, visit the original Tiger's Miccosukee Indian Village in the Florida Everglades. Tour includes live alligator wrestling show and exciting Air Boat ride through the Glades.

American also offers exciting land tours to the world-famous Kennedy Space Center, jumping off place for man's journey to the moon, as well as an assortment of area-wide tours featuring South Florida's most popular attractions.

For additional information and reservations contact your Hotel Superintendent of Services or call 633-0281.



**AMERICAN SIGHTSEEING TOURS, INC.**

1000 N.W. LeJeune Road  
Miami, Florida 33126

## RETIREMENT HOTELS

**BOULEVARD RETIREMENT HOTEL** (220) 775 Dade Blv.  
538-8321 AP FP F H ARF MTLY  
YRLY ROR SSN

\$130.-\$485. PP

**DELMONICO HOTEL**

6393 Collins Avenue

865-5786

**HELENE RESIDENCE HOTEL**

1030 15th Street

672-0534

**PRESIDENT MADISON**

**HOTEL** (206) 3801 Collins

Ave. 531-0741 AP CAC F H HS

OF SDF TV ARF MTLY YRLY ROR

### SPA - HOTEL

**LIDO SPA HOTEL** (106)

40 Island Avenue

538-4621 AC BD CS CAC FP

FWP AP PPC PT SWP S SDF

TV TRF WF DLY WKLY MTLY

SSN \$23.-\$61. PP

## AIRLINE OFFICES

**AIR CANADA** 1636 Collins Avenue  
6988 Collins Avenue. 371-9026.

**BRANIFF INTERNATIONAL AIRWAYS** 115 S. E. 3 Ave. 358-9400  
358-5606

**DELTA AIRLINES, INC.** 1632 Collins Avenue, 230 71 St. 373-0441

**EASTERN AIRLINES**, 1616 Collins Ave. 4360 Collins Ave. 251 71 St. 873-3000.

**NATIONAL AIRLINES** 1626 Collins Ave. 7101 Collins Ave. 874-5000

**NORTHWEST ORIENT AIRLINES**, 1626 Collins Ave. 240 71 St. 633-3361

**PAN AMERICAN AIRWAYS** 1632 Collins Ave. 637-6444

**SOUTHERN AIRWAYS, INC.** 25 S.E. 2 Avenue. 379-7501

**UNITED AIRLINES, INC.** 1636 Collins Ave. 531-0471

## AIRPORT LIMOUSINE

**RED TOP SEDAN SERV.** 633-7521  
Airport Limousine Service rates range from approximately \$3. depending on location of destination.

## ART GALLERIES

**DECORATOR'S CHOICE ART GALLERY** 754 Arthur Godfrey Rd. 531-1759.

**GODFREY GALLERY** 444 Arthur Godfrey Rd., 532-9900

## AUTO RENTAL

**AA AARON, INC.** 2925 NW 36 St. 633-1713

**AVIS RENT A CAR** Miami International Airport 871-3800

**BUDGET RENT A CAR** 6747 Collins Ave., 865-4446.

**CAPITAL RENT A CAR** 1780 NW 42 Ct., 871-2490

**JORDAN MARSH RENT A CAR** 1501 Bisc. Blvd., 371-1547

**NATIONAL CAR RENTAL SYSTEM** 17760 Collins Ave., 945-0825.

**OLINS MIAMI RENT A CAR** 1640 NW 42 Ave., 871-3710

**PERSHING AUTO LEASING** 1545 Alton Rd., 532-5421.

## AUTO TRANSPORTING

Listed below are firms who ship cars throughout the United States. These firms are members of the Miami Beach Chamber of Commerce and are licensed with the Interstate Commerce Commission with an ICC permit.

**DRIVEAWAY SERVICE**, 6747 Collins Ave., Miami Bch., 861-4441



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**HUNDERBIRD**  
 OCEANFRONT RESORT MOTEL



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**Stars of Song, Comedy & Dance in our Famous POW-WOW ROOM!**

Nightly Dancing and Entertainment / 2 Heated Pools

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Free Parking for 400 Cars

Indoor & Outdoor Bars

*The World's Most Luxurious*

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 OUR BEAUTIFUL NEW CRYSTAL COCKTAIL LOUNGE**

Children's TV and Cinerama Theatre. Finest Equipped Solarium  
 and Health Spa Facilities with Swedish Massage and Steam Room.  
 Supervised Children's Play Room and Nursery. Running Ice  
 Water, huge Picture Windows in each room.

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**NEW! FREE RCA COLOR TV IN EVERY ROOM!**

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 wire for Brochure,  
 Rates and Reservations

**FREE  
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 1-800-327-4725**

**BANKING - FACILITIES  
COMMERCIAL BANKS**

Barnett Bank of Miami Beach N. A.  
420 Lincoln Rd. Mall 538-7831  
Bank of Miami Beach, 930 Washing-  
ton Avenue, 534-1577.

The First State Bank of Miami, 8017  
N. E. 2 Avenue 751-5611

Jefferson National Bank of Miami  
Beach, 301 Arthur Godfrey Road,  
532-6451

Miami Beach First National Bank,  
1111 Lincoln Rd. Mall 672-1200

Pan American Bank of Miami Beach,  
2397 Collins Avenue 538-5421

**SAVINGS & LOAN ASSOCIATIONS**

Chase Federal Savings & Loan Assoc.  
538-7411 1100 Lincoln Road Mall  
425 Arthur Godfrey Rd., 7474 Col-  
lins Ave., 9564 Harding Avenue.

Dade Federal Savings & Loan Assoc.  
of Miami, 377-1671 101 E. Flagler St.  
First Federal Savings, 577-6100, 1st  
Street, S.E. 3d Avenue.

Financial Federal Savings & Loan,  
Assoc, 538-5511, 401 Lincoln Rd.  
Mall, 301 - 71st Street.

Washington Federal Savings & Loan  
Assoc. of Miami Beach, 538-8452,  
1701 Meridian Avenue.

**BOAT RENTALS**

"MISS FLORIDA" (Convention Fac-  
ilities), 1275 - 79th St. Causeway  
759-2583

NATIONAL BOAT RENTALS, INC.  
2380 Collins Avenue, 534-4307

**CAMPGROUNDS**

MIAMI KAMPGROUNDS, INC.,  
20675 S.W. 162 Ave., Perrine, Fla.  
233-5300



**BAPTIST (S.B.C.)**

MIAMI BEACH FIRST BAPTIST  
-2816 Sheridan Avenue

**CATHOLIC**

ST. FRANCIS DE SALES - 600  
Lenox Avenue

ST. JOSEPH'S - 8670 Byron Ave.

ST. MARY MAGDALEN - 17775  
North Bay Road

ST. PATRICK'S - 3701 Alton Rd.

ST. MATTHEW'S 542 Blue Heron  
Dr., Golden Isles - Hallandale

**CHRISTIAN SCIENCE**

FIRST CHURCH OF CHRIST  
SCIENTIST - 300 - 40th Street

**CONGREGATIONAL**

CHURCH-BY-THE-SEA - 501  
96th Street

MIAMI BEACH COMMUNITY  
1620 Drexel Avenue

**EPISCOPAL**

ALL SOULS EPISCOPAL - 4025  
Pine Tree Drive

**HEBREW CHRISTIAN  
FELLOWSHIP**

HOUSE OF THE PRINCE OF  
PEACE - 414 - 16th Street

**HEBREW**

AGUDATH ISRAEL - 7801 Carlyle  
Avenue (Orthodox)

DAILY ROOM RATES	
Per Person - 2 in a room	
Sept. 3 - Nov. 1	\$5*
Nov. 1 - Dec. 18	\$5 <sup>50</sup> *
Dec. 18 - Jan. 4	\$14*
Jan. 4 - Feb. 1	\$11*
Feb. 1 - Mar. 8	\$14*
*39 Of 429 Rooms	



INFORMAL - CASUAL

**AZTEC**

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OVER 4 FULL BLOCKS ON THE OCEAN  
AT 159th STREET, MIAMI BEACH

**MORE FUN... MORE SUN!!**

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FREE:

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TO OUR RESERVATION OFFICE IN MIAMI BEACH. OPEN DAILY, EVENINGS,  
SUNDAYS - 24 HOURS DAILY - OR SEE YOUR TRAVEL AGENT



informal  
luxury!

**SINGAPORE**

RESORT  
MOTEL



OVER A FULL BLOCK on the OCEAN at 96th ST., MIAMI BEACH

DAILY ROOM RATES

Per Person - 2 in a room

Sept. 3 - Nov. 1	\$5.50 *
Nov. 1 - Dec. 18	\$7.50 *
Dec. 18 - Jan. 4	\$19.00 *
Jan. 4 - Jan. 15	\$15.00 *
Jan. 15 - Feb. 1	\$19.00 *

\*24 of 240 Rooms

FOR INSTANT INFORMATION, FREE COLOR BROCHURE,  
LOW RATES and FLORIDA TURNPIKE GUIDE

DIAL DIRECT FREE: **1-800-327-4911**

OR CALL COLLECT: (305) 865-9931

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SUNDAYS - 24 HOURS DAILY - OR SEE YOUR TRAVEL AGENT

**FUN IN THE SUN IN  
FASHIONABLE BAL HARBOUR**

Superb luxury in an informal atmosphere ★ 2 heated swimming pools ★ Private sand beach ★ Spacious sun-decks and patios ★ Dancing and entertainment with a new and different floor show nightly ★ Excellent dining with Dine-Around Plan ★ Supervised Children's Activities ★ Air Cond. ★ Free Golf, Parking, Chaise Lounges ★ Color TV in Most Rooms.

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MASTER CHARGE  
BANKAMERICARD  
AMERICAN EXPRESS

DINERS' CLUB  
CARTE BLANCHE  
ARCO, MOBIL

AMERICAN TORCH CLUB  
CONOCO, UNION 76  
SUNOCO, TWA



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ENTERTAINMENT PROGRAMS

AZTEC & SINGAPORE MOTELS MBCC  
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Miami Beach, Fla. 33154  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_ Zip \_\_\_\_\_  
Date of Vacation \_\_\_\_\_



BETH ISRAEL - 770 - 40th St.  
(Orthodox)

BETH JACOB - 311 Washington  
Ave. (Orthodox)

BETH TFILAH - 935 Euclid Ave.  
(Orthodox)

JACOB COHEN COMMUNITY -  
1532 Washington Ave. (Orthodox)

CUBAN HEBREW CONGREGA-  
TION - 1242 Washington Ave. (Or-  
thodox)

KNESETH ISRAEL - 1415 Euclid  
Ave. (Orthodox)

OHEV SHALOM - 7055 Bonita Dr.  
SEPHARDIC JEWISH CENTER -  
645 Collins Ave. (Orthodox)

TEMPLE BETH RAPHAEL - 1545  
Jefferson Ave.

TEMPLE BETH SHOLOM - 4144  
Chase Ave. (Reform)

TEMPLE EMANU-EL - 1701 Wash-  
ington Ave. (Conservative)

TEMPLE MENORAH - 620 - 75th  
Street (Conservative)

TEMPLE NER TAMID- 7902 Carlyle  
Ave. (Conservative)

#### LUTHERAN

SUNNY ISLES LUTHERAN - 200  
178th Street

#### METHODIST

ST.JOHNS ON THE LAKE - 4760  
Pine Tree Drive

#### PRESBYTERIAN

MIAMI BEACH FIRST PRESBY-  
TERIAN - 7141 Indian Creek Drive

#### COMMUNITY CENTERS

OCEANFRONT AUDITORIUM,  
10th St, & Ocean Dr., 673-7610,  
Evening programs start at 8PM. Pro-  
grams offered: Lectures or Travel,  
& Educational Films. Social dancing  
Concerts. Round Dancing. \$.25 Ad-  
mission.

21st STREET COMMUNITY CEN-  
TER, 2100 Washington Ave., 673-7610  
Evening programs start at 8PM. Pro-  
grams offered: Vaudeville, Folk Danc-  
ing, Social Dancing, & Round. \$.25  
Admission unless otherwise indicated.

PIER PARK BANDSHELL, On the  
Ocean at First Street, 673-7610. Eve-  
ning programs start at 8PM. Programs  
offered: Folk, Round & Square Danc-  
ing, Concerts, Travel & Educational  
Films. \$.25 Admission. unless other-  
wise indicated.

NORTH SHORE COMMUNITY  
CENTER. 73d St. & Collins Ave.  
864-3261. Evening programs start at  
8PM. Programs offered: Social danc-  
ing, Folk & Square dancing, and Vau-  
deville, \$.25 Admission unless other-  
wise indicated.

SOUTH SHORE COMMUNITY  
CENTER, 833 6th Street, 673-7610  
Ext. 488

AMUSEMENTS — CHILDREN,  
Play corners are in residential neigh-  
borhoods and are for very small chil-  
dren. They are equipped with see-  
saws, swings, sandboxes, benches &  
climbing apparatus, and are located at  
(1) La Gorce Dr. at 64th St. (2) Fisher  
Park, Alton Rd. at 51st St. 673-7610  
Ext. 567

#### DEPARTMENT STORES

BURDINE'S-MIAMI BEACH 1675  
Meridian Ave., 835-5151

JORDAN MARSH-MIAMI 1501 Bis-  
cayne Blvd., 377-1911

SAKS FIFTH AVENUE, 701 Lincoln  
Road Mall, 538-0711

SEARS ROEBUCK & CO' 1300 Bis-  
cayne Blvd., 379-5411

### MILEAGE CHART

Atlanta	679
Baltimore	1159
Birmingham	787
Boston	1563
Buffalo	1457
Charleston	623
Charlotte	750
Chicago	1386
Cincinnati	1162
Cleveland	1325
Columbus	1227
Detroit	1406
Houston	1242
Indianapolis	1203
Jacksonville	354
Key West	162
Los Angeles	2776
Memphis	1033
Montreal	1711
Naples	110
New York	1357
Oklahoma City	1509
Omaha	1713
Orlando	237
Philadelphia	1258
Pittsburgh	1296
Raleigh	854
San Francisco	3120
St. Louis	1260
Tampa	250
Toronto	1562
Washington, D.C.	1121

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Daily Per Person  
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INCLUDES COMPLETE BREAKFAST  
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	Weekly	Daily
VEGA 2 DR.	\$49	\$11
VEGA 3 DR.	\$52	\$12
VEGA WAGON	\$59	\$14
NOVA	\$62	\$15
CAMARO	\$72	\$17
CHEVELLE CLASSIC	\$72	\$17
MONTE CARLO	\$80	\$18
IMPALA	\$80	\$18

## GREYHOUND RENT-A-CAR

Airport Area: 2875 N.W. LeJeune Road Opp. Miami Int. Airport — 871-3320

### MIAMI BEACH LOCATIONS

1620 Collins Avenue — 532-8257 • 4360 Collins Avenue — 538-5868  
6348 Collins Avenue — 866-4463 • 16250 Biscayne Blvd. — 945-2976  
18030 Collins Avenue — 932-1478

Offices in all major Florida cities, Atlanta, Ga. and New Orleans, La.

**MIAMI DOLPHINS  
1973 SCHEDULE**

REGULAR SEASON		MIAMI	TV
DATE	OPPONENT	TIME	
Sun., Sept. 16	San Francisco	1 PM	-
Sun., Sept. 23	At Oakland	4 PM	7
Sun., Sept. 30	New England	1 PM	-
Sun., Oct. 7	At N.Y. Jets	1 PM	7
Mon., Oct. 15	At Cleveland	9 PM	10
Sun., Oct. 21	Buffalo	1 PM	-
Sun., Oct. 28	At New England	1 PM	7
Sun., Nov. 4	New York Jets	1 PM	-
Sun., Nov. 11	Baltimore	1 PM	-
Sun., Nov. 18	At Buffalo	1 PM	7
Thurs., Nov. 22	At Dallas	3:30 PM	7
Mon., Dec. 3	Pittsburgh	9 PM	-
Sun., Dec. 9	At Baltimore	2 PM	7
Sat., Dec. 15	Detroit	1 PM	-

All games will be carried on radio station WIOD 610 AM

**EMPLOYMENT AGENCIES  
(Temporary Help)**

**KELLY GIRL SERVICE 374-6111**  
100 No. Biscayne Blvd.  
**MANPOWER/SALESPower, INC.**  
373-7618, 25 S. E. 2 Avenue

**ENTERTAINMENT**

**GOLD COAST V.I.P. Services, 1302**  
N. W. 188 Terrace, 621-0576  
**JERRY MARSHALL MUSICAL EN-**  
**TERPRISES, INC. 14875 N.E. 20 Ave**  
944-2807.

**FISHING BOATS & PIERS**

**MUNICIPAL PIER - On the**  
Atlantic Ocean at 1st St. 673-7610

**HAULOVER FISHING PIER -**  
105th St & Collins Ave., 947-6767  
Admission: Adults \$1.50, children  
under 16, \$.90, spectators \$.55, Bait  
tackle and snack bar available.

**NEW "POPEYE" - Charter**  
Fishing Boat, Haulover Park, 108th  
St. & Collins Ave., 945-3801. Three  
trips daily: 9 AM - 12:30PM, 1:45PM  
-5:30PM, 8 PM - 12 AM. \$7. per  
person including rod, reel & bait. Also  
all day trip 9A M to 5:30 PM. \$11.  
per person including rod, reel, & bait.

**PLAYMATE YACHT - Charter**  
Fishing Boat, Chamber of Commerce  
Docks, 5th St. & Alton Rd. 672-1383  
2 trips daily at 8 AM & 1 PM \$17.50  
per person, including rod, reel & bait.  
For Full Boat Charter for half a day  
\$105.00

**FISHING**

In the waters around Miami and  
Miami Beach, more than 600 varieties  
of salt and fresh water fish may be  
found in abundance. You can leave  
your hotel, motel or apartment and  
walk or ride a short distance to angl-  
ing that will bring unforgettable thrills  
You can fish from boats, sea walls,  
piers, beaches, bridges, jetties, cause-  
ways, in bays, canals, oceans and



rivers . . . for tarpon, snook, bonefish, sea trout, snapper or redfish. Large mouth black bass and bream and panfish abound in fresh lakes and streams found in our city.

Bridge fishing . . . You can fish comfortably and safely from the Mac Arthur, Rickenbacker, North Bay (79 St.) and Sunny Isles causeways. A total of 2,800 feet of catwalks, spaced every 20 yards and equipped with 8 foot hardwood benches, are provided along Rickenbacker Causeway.

Deep Sea Fishing . . . Charter boats are available for hire, complete with Captain and mate, equipment and bait. Cost-sharing for trips can be arranged thru your hotel or motel. Also you can go bottom fishing or drift fishing from larger boats at a nominal charge per person, day or night. Bait and rods are supplied. Arrangements can be made at most county marinas too. All along the miles of waterfront, from Florida City to the northernmost point in Greater Miami, there are hundreds of places to find the fishing craft, bait, rigging

etc. to answer your needs. You will also find that experts at the majority of these places will be only too happy to show you how to rig for the different types of fish.

Fresh water fishing . . . There are many places in this area . . . where good bass fishing may be found . . . also pan fish, catfish, rough fish, bream, stumpknockers and warmmouth perch. Fishing spots range from the manmade canals to small lakes deep in the Everglades. If you prefer to fish by boat, you can rent skiffs or rowboats in camps along many of these canals . . . along the Tamiami Trail, and along U.S. 1 near Homestead. A license is required for fresh water fishing-issued from the Office of County Judge, Dade County Courthouse, downtown Miami . . . or you can obtain one for an extra nominal fee from many tackle stores.

Pier fishing . . . from the piers, kingfish, bonita, mackerel, and bluefish can be caught, principally in fall and winter months . . . and night angling in the summer will bring in snapper snook and tarpon.

# Moulin Rouge

WATERFRONT  
MOTEL & SPA



**SPECIALIZING IN SEASONAL RATES**  
(Dec. 1 to April 1)  
STARTING AT  
\$2,400 Per Season  
YEARLY LEASES  
AVAILABLE  
KITCHENETTE  
APTS.

**Reasonable Rates**  
2 1/2 blocks from  
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Minutes from  
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- YACHTING
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- TWO POOLS
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- CHILDREN'S RUMPUS ROOM
- COFFEE SHOP & RESTAURANT



**CREDIT CARDS ACCEPTED**  
**FREE INDOOR SELF PARKING**

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## FLORISTS

**FLOWERS BY BLOSSOM SHOP,**  
1616 Washington Ave., 532-3231

**MARCEL'S FONTAINBLEAU  
FLOWER SHOP,** 4441 Collins Ave.  
532-2328

**MARTHA'S FLOWER SHOP,** 3921  
Alton Rd, 538-5523.

## FRUIT SHIPPERS

**FRIENDSHIP HOUSE, INC.** 700  
Lincoln Rd. Mall, 531-3626.

## GIFTS

**NESSA GAULOIS,** 723 Lincoln  
Road Mall, 532-7344

## GROCERY STORES

**EPICURE MARKET, INC.,** 1656  
Alton Road 672-1861

**FOOD FAIR STORES,** 1845 Alton  
Rd., 7410 Collins Ave., 700 Arthur  
Godfrey Rd., 696-0620.

**PUBLIX SUPER MARKETS, INC.,**  
1045 Dade Blvd., 534-4621, 6876  
Collins Ave., 865-8561.

**THRIFTY SUPER MARKET,** 527  
Washington Ave., 531-3353.

## GUIDE & ESCORT SERVICE

**RENT A BIRD OF MIAMI, INC.**  
1774 Opeechee Dr., 856-5372

## HOSPITALS

**MIAMI HEART INSTITUTE INC.**  
672-1113, 4701 No. Meridian Ave.

**MOUNT SINAI MEDICAL CEN-  
TER,** 532-3611, 4300 Alton Road.

**ST. FRANCIS HOSPITAL,** 250  
W. 63d St., 866-7741.

**SOUTH SHORE HOSPITAL &  
MEDICAL CENTER,** 630 Alton Rd.  
672-2100.

## RESIDENTS INFORMATION

Completely surrounded by water, Miami Beach has a splendid year round climate. Its clean air comes in on the trade winds that blow almost constantly from the southeast. As a result, the city's atmosphere is one of the cleanest to be found anywhere. There is no smoke or soot, and it is almost free from pollen, which makes Miami Beach a haven for hay fever sufferers. The average temperature in 1970 was 75.8 degrees.

Food prices are comparable in Miami Beach to those in other cities. There is an ample supply of chain and local stores conveniently located throughout the city.

Miami Beach public schools are part of the Dade County School System and are supplemented by 5 Parochial Schools. In Dade County, there are 5 colleges, a junior college, & a military school.

The outstanding Miami Beach recreational facilities include 4 community centers, 4 friendship corners, 2 tennis centers, 2 swimming pools, 1 chess center, 3 recreation centers, 10 play grounds, 2 teen centers, 2 18 hole and 1 Par 3 golf course, and many city wide events.

## GRATUITIES

First-time, or often frequent visitors to Miami Beach are unaware of what is considered in this tourist-oriented city "normal procedure" on tipping or other gratuities for services received. The figures and percentages quoted here should be used as a general guideline only. They are not "musts" but are entirely at the discretion of our visitors. Generally, in a business establishment where food and/or beverages are sold, if the service is adequate to good, the customer usually considers 15% - 20% of the total check. Any amount in excess of that in return for exceptional service is appreciated. Certainly no employee who has been rude to, purposely delayed serving or in any way offended a customer is entitled to the "normal" tip. Car runners - the young men who deliver your car to the hotel, motel or restaurant door, are usually rewarded with \$.25 - \$.50 tip over and above the parking charge. In hotels and motels, departing guests usually leave a daily gratuity of \$1. per person in a

room for the maid. As a matter of information, you should be aware most employees of service establishments depend almost entirely on their tips for their living.

#### JEWELERS

DAVID R. BALOGH, INC., 447  
Arthur Godfrey Rd., 531-0087.

HARRY W. WINSTON, INC., 718  
Fifth Ave., N. Y. (212) 245-2000

#### JEWELERS—WHOLESALE

MARTIN KING FLORIDA DIAMOND BROKERS, 407 Lincoln Rd. Mall, 534-4750.

#### MEN'S FURNISHINGS & CLOTHING

BARON'S SLACK BAR, 445 Lincoln Rd. Mall, 531-7836.

LANSON'S, 325 Lincoln Road, 531-7849.

#### MESSENGER SERVICE

ARCHER MESSENGER SERVICE  
OF FLORIDA, INC. - 10802 N.E.  
6th Ave., 757-8500 & 757-0303.

#### PHARMACIES

HOTEL PHARMACY, 1201 Lincoln Road, 672-8047.

#### PHOTO & ART SUPPLIES

ABERBACH'S PHOTO & ART SUPPLIES, 441 Arthur Godfrey Road 532-5446.

#### RADIO STATIONS

WGBS, 710	WMBM, 1490
WIOD, 610	WMYQ, 96.3
WKAT, 93.1	WQAM, 560

#### SHOES

THOM McAN - MIAMI BEACH  
1261 Washington Ave., 532-9325.

## BURDINE'S



Do drop into one of our nine stores... we've everything you need for sunshine living and giving.

And why not!

We've been blooming on the Gold Coast since 1898 and now we're South Florida's most complete family of stores.

downtown miami • dadeland • westland • miami beach • 163rd street  
ft. lauderdale • pompano beach • west palm beach • hollywood  
orlando, opening Fall '73



## WARNING!

### WHEN YOU ARRIVE IN MIAMI BEACH

As in all tourist areas of the world some public porters, taxicab drivers, hotel information guides may attempt to mislead you by stating that the hotel or apartment house of your choice is filled - or make some other misrepresentation.

We urge you not to allow anyone to direct you, a to direct you, under any pretext, from the apartment, motel or hotel where you have made reservations or plan to stay.

### WHAT TO WEAR

Follow the 3 C's. Be Cool. Casual Comfortable. You'll be in good company.

Spectator sportswear clothing is the almost universal attire in Metropolitan Miami. Swim suits, casual beach wear, slacks, shorts - also sun glasses should be on your list. Bring normal summer sportswear for golf, tennis, riding, boating. Spectator sports dresses are suitable for races. Jackets are in order for the men.

After sundown - for dining and dancing - women wear casual street clothes, cocktail dresses and evening gowns - in about even proportions. Men wear regular suits, dark dinner jackets or summer dinner jackets of light hues.

### FREE GUEST REGISTRATION

After arrival in Miami Beach, telephone the Chamber, 538-6731, tell the Information Department your name, local address, telephone number and your home city and State. Then, if your friends want to locate you all they have to do is call and find you.

### GETTING AROUND

Miami Beach is an island 7.2 square miles; it lies just 3 miles across Biscayne Bay from the mainland of the City of Miami. It is connected by six causeways from north to south at 163 Street, 125th Street, 79th Street, 36th

Street, 15th Street & 13th Street. Getting around in Miami by automobile is not difficult but mileage consuming. The street numbering system begins at Miami Avenue & Flagler Street and is divided into quadrants from that point; for example, northeast, northwest, southeast, southwest. Streets, run east and west as do terraces. The avenues and places run north and south, but there are exceptions to these rules in the outlying areas, so use a map for such places as Hialeah. The system holds up to 215th St. on the north, 360th St., on the south and 217th Ave. on the west. Flagler Street divides the north and south and Miami Avenue east and west.

**THE Miami Beach Chamber of Commerce does not handle listings of real estate or business properties for lease or sale. For such information, we suggest you contact any of the below listed real estate brokers or salesmen, all of whom are members of the Miami Beach Chamber of Commerce and are in a position to competently advise you.**

### REALTORS

**BAHAMA REALTY CORP. 18170 Collins Ave., 33160, 949-9122**

**BODERMAN & SILVERMAN, 630G Lincoln Rd., 33139, 531-7550.**

**CYPEN CO., INC., 825 Arthur Godfrey Rd., 33140, 534-4671.**

**LEO EISENSTEIN, 407 Lincoln Road Mall, 538-8665.**

**FENTON & MUSKAT, 529 Arthur Godfrey Rd., 33140, 538-0631.**

**FIRST REALTY INVESTMENT CORP., 801 Arthur Godfrey Rd., 33140, 531-8661**

**SAMUEL J. HALPERIN, 420 Lincoln Rd., 33139, 534-4771.**

**KEYES COMPANY, 1023 Lincoln Rd., 33139, 531-5803.**

GEORGE LANE, 913 Normandy Dr., 33141, 866-5966.

SAM NEVEL REALTOR & ASSOC. 8526 Bird Rd., 226-6911

NAT RATNER, 1688 Meridian Ave., 33139, 538-5664.

HAROLD J. SEGAL, 1688 Meridian Ave., 33139, 538-8643.

GENE SNYDER & CO., 229 Sunny Isles Blvd., 33160, 947-3566.

TARADASH PROPERTIES., 913 N. W. 29th Avenue.

PAUL C. WIMBISH, 456 Arthur Godfrey Rd., 33140, 531-7627.

REAL ESTATE APPRAISERS  
S.Z. BENNETT APPRAISAL CO.

1407 Ainsley Bldg., Miami, 33132 371-1639.

ZUCKERMAN-VERNON CORP.  
538-5611. 541 Linc. Road Mall.

REAL ESTATE DEVELOPERS

GENERAL DEVELOPMENT CORP.  
244 Bisc. Blvd., 358-0881.



RESTAURANTS—AMERICAN

EMBERS RESTAURANT, 245-22 Street, 538-4345.

FLAME STEAK HOUSE, 216 Lincoln Road, 532-3392.

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Amer. Express —Diner's Club —FMA  
—Master Charge —BankAmericard.

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THE FORGE INC., 432 Arthur Godfrey Rd., 538-8533.

JUNIOR'S RESTAURANT, 2947 Collins Ave., 534-4705.

PUB RESTAURANT, 16701 Collins Avenue, 949-7433.

REUBEN'S RESTAURANT, 1661 Meridian, 531-2340.

RONEY PUB, INC., 2301 Collins Avenue, 532-3353.

SAMBO'S RESTAURANT, 2701 Collins Avenue, 534-6400.

SAMBO'S RESTAURANT, 6900 Collins Avenue, 866-0110.

#### RESTAURANT—CHINESE

THE PAGODA NORTH, 1850-79th St., Causeway, 866-7337.

#### RESTAURANTS—ITALIAN

AGOSTINOS, 6970 Collins Ave. 866-6147.

CASA SANTINO, 10999 Bisc. Blvd., 895-1440.

PICCIOLO AMERICAN ITALIAN RESTAURANT, 136 Collins Avenue 673-1267 & 672-2221.

#### RESTAURANT—JEWISH AMERICAN

FAMOUS RESTAURANT, 669 Washington Ave., 531-3987.

WOLFIE'S RESTAURANT, 2038 Collins Ave., 538-6626.

#### RESTAURANT—SEAFOOD

TONY'S FISH MARKET RESTAURANT, 1900-79th St. Causeway 865-8688.

#### STEAMSHIP AGENTS

ALBURY & COMPANY, Mac-Arthur Causeway. Info., 673-2323.

BAHAMA CRUISE LINE, INC. M/V Freeport. Pier No. 6 Dodge Island Seaport. Reservations & Info, 358-1811.

COSTA LINE, INC. T/S Flavia, T/S Federico, T/S Carla C., 100 No. Bisc. Blvd. Reservations & Information 374-4144.

EASTERN STEAMSHIP CO.,S/S Bahama Star, Emerald Seas, Piers 3 & 4. Reservations & Info. 373-7501.

NORWEGIAN CARIBBEAN LINES M/S Starward, M/S Skyward, M/S Southward. 100 No. Bisc. Blvd. Reservations & Information 358-6680

ROYAL CARIBBEAN LINES M/S Song of Norway, M/S Nordic Prince & Sun Viking. 903 So. America Way Reservations & Info. 379-4731.

#### STOCK AND BOND BROKERS

DuPONT, GLORE FORGAN & CO. 1610 Washington Ave. 532-6311

HARRIS, UPHAM & CO., INC. 1085 Kane Concourse, 865-0511.

H. HENTZ & COMPANY, 631-71 Street, 864-2201.

MERRILL LYNCH, PIERCE, FENNER & SMITH, 407 Linc. Rd. Mall, 532-8311.

J. MILTON NEWTON, INC., 633 N.E. 167th St, 651-8810.

SHIELDS & COMPANY, 7300 Collins Ave., 865-0522.

#### TAXI CABS

CENTRAL TAXI CAB SERVICE, 1613 Alton Rd., 532-5555.

Taxicab rates are \$.60 for the first 1/6 mile and \$.10 for each additional 1/6 mile.

#### TELEVISION STATIONS

WTVJ, Channel 4, CBS

WCKT, Channel 7, NBC

WPLG, Channel 10, ABC

TRANS - WORLD COMMUNICATIONS OF FLORIDA (Closed Circuit)



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## THEATRES

**BYRON-CARLYLE TWIN THEATRE, 500 71st St., 866-9623.**

**CAMEO THEATRE, 1445 Washington Ave., 531-0003.**

**CARIB THEATRE, 230 Lincoln Rd. 538-0662.**

**NORMANDY THEATRE, 7401 Collins Ave., 866-4244.**

**SURF THEATRE, 7420 Collins Ave. 866-1700.**

## TRAVEL AGENCIES

For side trips to the Caribbean, package tours, and all general travel information and tickets, the below-named Travel Agencies, all members of the Miami Beach Chamber of Commerce, are at your service.

**AMBASSADOR TRAVEL, INC., 1672 Meridian Ct., 538-6517.**

**FARR TOURS & TRAVEL SERVICE, 2323 Collins Ave., 531-5328.**

**FARR TOURS & TRAVEL SERVICE, 6705 Collins Ave., 865-7444.**

**FOUR STAR TOURS, 2373 Collins Avenue, 532-6477.**

**FEDERATED INTERNATIONAL TRAVEL, INC., 6985 Collins Ave., 865-4726.**

**CHUCK HALL & ASSOCIATES, INC., 975 Arthur Godfrey Road 531-1195.**

**GEORGE KRONENGOLD TRAVEL SERVICE, 540 Arthur Godfrey Rd., 531-0455**

**WYLLY'S TRAVEL HEADQUARTERS, 2795 Collins Ave., 538-0751.**

## VARIETY STORES

**F.W. WOOLWORTH CO., 410 Lincoln Road Mall. 531-8173.**

**SHOP-RITE DISCOUNT & SUPERMARKETS, INC., 524 Arthur Godfrey Road.**

## STATE PARKS

**CAPE FLORIDA STATE PARK,** off U.S. 1 across the Rickenbacker Causeway to the Southern tip of Key Biscayne, a 500 acre tropical island. The park is a lush jungle of tall Australian pines and graceful coconut palms through which hiking trails have been cut. For swimmers and sunseekers, the park offers more than a mile of Atlantic Ocean Beach. Picnic tables, barbecue grills, and dressing room facilities have been provided, and there is a boat-launching ramp. This park preserves a historic lighthouse.

**JOHN PENNEKAMP CORAL REEF STATE PARK,** on U.S. 1 at Key Largo, 50,384 acres. This incredibly beautiful underseas park is part of the only living coral reef in the northern hemisphere. More than 40 species of coral, numerous tropical fish and a bountiful supply of game fish may be found here. Skin and scuba divers thrill to the sights of this beautiful underwater fairyland. At the Key Largo head-quarters site is an overnight camp ground, picnic area, paved parking, boat dock, ramp and hoists, playground equipment, and refreshment building. Glass bottom boats take visitors to the reef.

## MUSEUM OF SCIENCE

Miami's only free museum of science located at 3280 South Miami Avenue, Miami. Open Monday through Saturday 9 - 5 daily. Sunday 12:30 - 10 PM and Monday & Friday evenings 7:30 through 10 PM. No admission charged. Features exhibits on birds, prehistoric life, rocks and minerals, sea life, aquarium. Miami Mineralogical and workshop. Space Transit Planetarium features different show every few months. Open Monday through Friday, 1, 2:30, 4 and 8:30; Saturday 11, 1, 2:30, 4 and 8:30; Sunday 1, 2:30, and 4. Spanish narration Sunday at 5 and 8:30, and Wednesday at 4. Admission charged. The Southern Cross Observatory atop the Museum of Science is open to the public Friday, Saturday Sunday, and Monday nights 7:30 to 10 PM and Sunday afternoon 2 PM to 5 PM. Admission free. Phone—854-4242.

### SHUFFLEBOARD

FAIRWAY PARK — 200 Fairway Drive. Deposit fees only.

FLAMINGO PARK — 13th St. & Meridian Ave. 6 Courts. Deposit.

FRIENDSHIP CORNER NO. 2 — Washington Ave. & 2d St. Deposit fees only.

FRIENDSHIP CORNER NO. 3 — 13th St. & Jefferson Ave. in Flamingo Park. Deposit fees only. 6 courts with awning-covered seats and scoreboards. Shade trees.

NORMANDY ISLE — 1765-71 St. Deposit fees only.

NORTH SHORE PARK — 72d St. & Byron Ave., 6 courts with awning-covered seats and scoreboards. Shade trees. Deposit fees only

### TENNIS

FAIRWAY PARK — 200 Fairway Dr., 2 Courts. No fee.

FLAMINGO PARK — 13th St. & Meridian Ave. 16 Courts. Hourly fee.

NORMANDY ISLE PARK — 1765 71st St. 1 Court. No fee.

NORTH SHORE PARK — 72d St. & Byron Ave. 12 Courts. Hourly fee.

POLO PARK — 805-24th St. 2 Courts. No fee.

### WIGS

RUTH REGINA, INC., 7437 Collins Ave., 866-1226.

### WOMEN'S APPAREL

KABERAF MODES, INC., 315 Lincoln Road, 531-5112.

KURLANDERS, 811 Lincoln Rd. Mall, 531-6341.

LANE BRYANT, INC., 1001 Lincoln Road Mall, 538-8411.

LERNER SHOPS, 306 Lincoln Road, 531-6330.

THREE SISTERS, 418 Lincoln Road Mall, 531-5737.

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Dec. 18 - Jan. 4: \$13.50 | Mar. 24-Apr. 21: \$12.00

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**Gen. Douglas MacArthur Causeway**  
from N.E. 13th Street connecting in Miami  
to 5th Street in Miami Beach, free

**Venetian Causeway**  
from N.E. 15th Street in Miami to Dade  
Boulevard in Miami Beach, .10¢ minimum  
toll

**John F. Kennedy Causeway**  
from 79th Street in Miami to 71st Street  
in Miami Beach, free.

**Julia Tuttle Causeway**  
from 36th Street in Miami to Arthur  
Godfrey Road in Miami Beach, free.



## JAI ALAI

DANIA JAI ALAI FRONTON  
301 East Dania Beach Blvd. Res.  
Miami 945-4345 Res. Dania 923-1511  
MIAMI JAI ALAI FRONTON  
3500 N.W. 37 Ave. 633-9661 Dec-  
ember 20th - April 30th

## DOG RACING

BISCAYNE KENNEL CLUB 320  
NW 115 St. Miami 754-3484 Nov. 4th  
MIAMI BEACH KENNEL CLUB  
1 South Collins Ave. 673-0348

## HORSE RACING

CALDER RACE COURSE INC.  
21001 NW 27 Ave. 625-1311 Nov-  
ember 17 - January 16.

GULFSTREAM PARK RACING  
ASSN., INC. U.S. Highway 1, Hall-  
andale 944-1214 Jan. 17 March 4.

HIALEAH RACE COURSE, INC.  
Hialeah Park 887-4341

TROPICAL PARK, INC. to be run  
at Calder Race Course 21001 NW  
27 Ave. 625-1311 November 12.

## WEATHER CHART

Listed below are weather statistics as compiled by the United States Weather Bureau

	Average Daily Max.	Average Daily Min.	Average Monthly Temp.	Total Rainfall (inches)	Normal Monthly Temp.	Normal Total Rainfall	Normal Ocean Temp 3 P.M.
January	72.3	55.3	63.8	2.64	66.9	2.03	71.1
February	72.0	57.4	64.7	1.77	67.9	1.87	70.2
March	77.7	65.9	71.8	2.61	70.5	2.27	75.7
April	85.0	72.9	79.0	0.95	74.2	3.88	79.2
May	84.7	73.5	79.1	10.98	77.6	6.44	82.5
June	87.8	76.1	82.0	5.53	80.8	7.37	85.4
July	88.2	77.2	82.7	4.48	81.8	6.75	86.7
August	89.5	78.5	84.0	3.60	82.3	6.97	89.1
September	87.2	77.1	82.2	8.89	81.3	9.47	86.3
October	84.9	74.1	79.5	3.01	77.8	8.21	78.0
November	77.8	61.3	69.6	0.09	72.4	2.83	78.9
December	78.6	63.1	70.9	0.17	68.1	1.67	—
Averages:	82.1	69.4	75.8		75.1		80.2
Total:				44.72		59.76	

**Relative Humidity Average**

1:00 A.M. — 79%    1:00 P.M. — 61%    7:00 A.M. — 83%    7:00 P.M. — 69%

### SIGHTSEEING ATTRACTIONS

#### CYPRESS GARDENS

Located in Winter Haven, Florida approximately 215 miles north of Miami Beach on Route U.S. 27. Four ski shows daily, 10 AM, 12 Noon, 2 PM, and 4 PM. Guided boat tours, dining terrace, and gift shop. Admission charge, children free. Phone: 813-293-2111.

#### FAIRCHILD TROPICAL GARDEN

The Fairchild Tropical Garden, located at 10901 Old Cutler Road, is the only major tropical botanical garden on the mainland of the United States. Its 83 acres of display area is located 10 miles south west of downtown Miami. The Garden is open 10 AM to 5 PM daily. Admission is \$1. for adults and children free with parent. Tours on the hour are \$.75 for adults and \$.25 for children, with snack bar and book store available. Phone: 667-1651.

#### MIAMI WAX MUSEUM

At Biscayne Blvd. (U.S. 1) and N.E. 139th St., Miami. Over 40 exciting life-size dioramas recreating events of Florida and U.S. history, from Columbus to the Astronauts. All recreated in life like wax sculptures, fully explained by a continuous recorded tour. Starts anytime from 9:30 AM to 9:30 PM daily. Sundays 11:30 AM to 9:30 PM. Admission charged. Phone 945-3641.

#### MONKEY JUNGLE

Located 14805 S.W. 216 St. Open daily year round 9:30 AM to 5 PM with hourly shows. Observe the primitive society of North America's first wild monkeys from the safety of caged walkways. Explore the Amazonian Rainforest with exotic monkeys and foliage from South American jungles. Bulu, Florida's famous 600 lb. Gorilla. Admission charged. Phone: 235-1611



## SEAQUARIUM

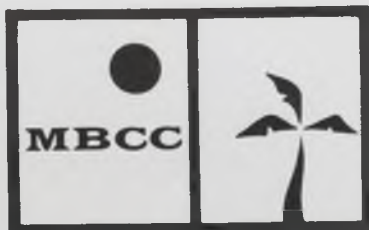
Follow I-95 South to Rickenbacker Causeway exit sign and Key Biscayne. Killer Whale stadium, home of Hugo and Lolita, the only Killer Whales on Eastern Coast. T.V. and movie star Flipper has home here. Thousands of living tropical fish in exotic marine life exhibits-from performing porpoises to piranhas. Scenic Monorail rides. Continuous variety shows from 9 AM to 5 PM. Group rates available. Phone: 361-5703.

## VIZCAYA

Once the home of the late industrialist, James Deering, Vizcaya is an American realization of an Italian Renaissance palace in a subtropical setting. Extensive formal gardens. Period rooms. Decorative arts. Open every day except Christmas 9:30 AM to 5:30 PM. Ticket office open to 4:45 PM, 3251 South Miami Ave., Miami. Admission Phone: 854-3530.

## WALT DISNEY WORLD

Located approximately 20 miles southwest of Orlando on I-4 at U.S. highway 192, about 250 miles from Miami Beach. Open daily from 10 AM to 6PM. For overnight reservations write: Walt Disney World Reservations, P.O.Box 78, Lake Buena Vista, Florida, 32830, or call: 842-8000. The area is served by various types of public transportation. For information, consult your travel agent or major airline, train, or bus schedules. Additional information can be obtained by writing: Walt Disney World, P.O. Box 40, Lake Buena Vista, Florida 32830, or call: 305-828-3333.



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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
DATE OF VACATION \_\_\_\_\_

# Marinas

**CHAMBER OF COMMERCE DOCK:** 1315 5th Street, Miami Beach, East End of MacArthur Causeway, 20 berth; max. footage 40; utilities; charter boats, party, drift-fishing and bottom-fishing boats; excursion boats.

**CRANDON PARK MARINA:** On Key Biscayne, across Rickenbacker Causeway, 125 berths; max. footage 45; utilities; launching ramps and boat hoists; bait and tackle food and drink; fuel, skiff rentals; and charter boats.

**DINNER KEY MARINA:** Dinner Key, Coconut Grove, 166 berths; max. footage 100'; utilities; launching ramp; boat hoists; in and out service; outboard and sailboat rentals; charter boats; party fishing boats; children's fishing pier.

**HAUOVER MARINA:** 10800 Collins Avenue, Miami Beach, 60 berths; max. footage 50'; fuel; utilities; launching ramp; bait and tackle; food and drink; charter boats; party, drift, head and bottom fishing boats; excursion and sightseeing boats.

**MORNINGSIDE PARK:** 850 N.E. 55th Terr., Miami. Launching ramp; food and drinks; municipal swimming pool.

**HOMESTEAD BAYFRONT PARK:** 30 miles south of Miami, 10 miles east of Homestead on the South North Canal Drive, 247-1543. 72 berths; max. footage 40'; utilities; marine railway drydock; launching ramp and hoist; bait and tackle; food and drink; fuel; and skiff rental.

**MATHESON HAMMOCK:** 9610 Old Cutler Road, Coral Gables, 661-4010. 153 berths; max footage 60'; utilities; launching ramp; dry storage on trailers; refreshment center; bait and tackle; fuel.

**MIAMARINA:** Enter 5th St., Downtown Miami Bayfront Park, 63 berth; max. footage 353'; utilities; food and drink; fuel; outboard rentals; charter boats; party, drift and fishing boats; excursion and sightseeing boats.

**PELICAN HARBOR:** 79th St. Causeway, 757-0457. 59 berths, max. footage 30'; utilities; no boat hoists, launching ramps; outboard rentals, no charter; bait and tackle shop; sandwiches and cold drinks; fuel.





## Tanning Without Burning

**What is it that actually makes you burn?**  
The powerful ultra-violet light from the sun is made up of different rays — some of them “burning rays” which are harmful to unprotected skins.

**How do you prevent burning and encourage tanning?**

By applying a good sun-tan preparation that contains a filter to screen out the harmful ultra-violet rays and let the suntanning ones through.

**Can sunning harm the skin?**

Burning is obviously harmful. The secret of safety is to go about your sun-tanning in a methodical way. Always prepare the skin well in advance to meet the sun, so that it does not dry out the natural oils with risk of eyes, nose, shoulders, backs of knees, wrinkles. Pay special attention to lips, tops of thighs and feet. These are the sensitive spots most likely to frizzle if you don't take care. And remember—it's fatal to lie out motionless for hours!

**How long should you sunbathe?**

Suntanning should always be built up gradually. Certainly no more than 15 minutes on the first day, no matter what your skin type. After that, gradually increase the dosage—but only gradually! No matter how much or how often you smother yourself with a sun tan preparation you cannot expect to lie out all day on the first day of your holiday, and not get burnt.

**When are the safest sunbathing times?**

In the early morning and late afternoon  
Never in the noon-day sun.



# Important Phone Numbers

## CITY OF MIAMI BEACH

POLICE 673-7911  
 FIRE DEPARTMENT 673-7111  
 RESCUE SQUAD 673-7111

\* \* \* \* \*

Auditorium 673-7300  
 Beach Patrol 673-7714  
 City Hall 673-7010  
 Civil Defense Captain 673-7356 or 673-7140  
 Convention Bureau 673-7060  
 Mayor's Office 673-7030  
 Public Library 673-7535  
 Tourist Development Authority (Director) 673-7080  
 Tourist Development Authority  
   Administrative Office 673-7456  
   All Other Departments and Information 673-7373

FLORIDA HOTEL & RESTAURANT COMMISSION 374-3155  
 MIAMI BEACH CHAMBER OF COMMERCE 538-6731  
 MIAMI BEACH RESORT HOTEL ASSOCIATION 531-6421  
 SOUTHERN FLORIDA HOTEL & MOTEL ASSOCIATION 538-1655  
 TOURIST DEVELOPMENT AUTHORITY 673-7080  
 SHERIFF'S DEPARTMENT 324-4100

## LAW ENFORCEMENT

Metro Public Safety Department 324-4100  
 Miami City Police 377-7011  
   (En Espanol) 377-7395  
 Florida Highway Patrol 642-4411 (After Nov. 18) 325-3606  
 F.B.I. 573-3333  
 Miami Beach Police 673-7911  
 Hialeah Police 887-7321  
 Coral Gables Police 445-5311  
 North Miami Police 891-8111  
 South Miami Police 667-7571  
 Miami Springs Police 888-9711

## FIRE DEPARTMENTS

Dade County 279-1441  
 Miami 374-3131  
 Miami Beach 673-7111  
 Hialeah 888-7547  
 Coral Gables 446-7685  
 Miami Springs 888-1616

## MARINE EMERGENCY

U.S. Coast Guard 350-5611

## POISON CONTROL CENTERS

Jackson Memorial Hosp. (Ext. 378) 371-9611 (After Dec. 9) 325-6799  
 Mount Sinai Hospital 674-2000

## SIGHTSEEING TOURS BOAT TOURS

**GLASS BOTTOM & SIGHTSEEING BOAT MERMAID**, Miami City Yacht Basin, Fifth Street and Biscayne Bay, Miami, 373-7142. Underwater show and complete sightseeing lecture cruise showing, exclusively, the Gulfstream, oceanside of Miami Beach, marine gardens, the great coral reefs, residential islands and Millionaires Row, Miami and Miami Beach.

**MIAMI GRAYLINE BOAT CRUISES** — Haulover Park Marina, 108th Street and Collins Avenue, 949-6172, features sightseeing cruises to Ft. Lauderdale and the Everglades, Miami Beach and Millionaires Row, Upper Keys, Villa Vizcaya and the Miami Seaquarium. Also features the Biscayne Belle Dinner Cruise.

**JUNGLE QUEEN**, Bahia Mar Yacht Basin, Route A1A, Ft. Lauderdale. For reservations, phone Miami, 947-6597. Features fabulous "Venice of Florida," Millionaire Row, Port Everglades, Seminole Indian Village, Alligator Wrestling. Also features the "All You Can Eat" Bar-B-Q and Shrimp Dinner Cruise (\$6.95 Dinner Cruise; \$3.00 regular tour), including a hilarious Vaudeville Revue and sing along.

**NIKKO "GOLD COAST CRUISES"** — Collins Avenue at 105th Street, 945-5461, Pier No. 1. Sightseeing boat cruises to Ft. Lauderdale and

the Everglades, Millionaires' Row, Seaquarium and Villa Vizcaya. Also special combination cruises and day and overnight charters.

## BUS TOURS

**A-1 BUS LINES, INC.**, 65 N.E. 27th Street, Miami, Florida 33137, (305) 573-0550. First Class Tour to Disney World includes: Round trip air-conditioned bus transportation, free Continental Breakfast, admission to the Magic Kingdom, unlimited use of the Walt Disney World Transportation System (Monorail, Trams, Watercraft), 12 Adventure Ticket Book (8 major attractions plus 4 rides, value \$11.85).

**AMERICAN SIGHTSEEING TOURS**, 1000 N.W. LeJeune Road, 448-1711. Featuring tours to Walt Disney World, Cypress Gardens, Cape Kennedy. Daily tours include Greater Miami Area, Seaquarium, Parrot Jungle, Lion Country Safari. All race tracks, Jai Alai.

**GRAY LINE SIGHTSEEING TOURS, INC.**, 5901 N.W. 27th Avenue, 634-8961. Bus sightseeing tours to all major attractions: Seaquarium, Parrot Jungle, Monkey Jungle, Villa Vizcaya and Everglades National Park, Disney World and Central Florida. Twice daily Greater Miami City Tour. Complete bus charter service, group transfers, limousine and rent-a-car service.

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# THE HISTORY OF MIAMI BEACH

Population figures probably describe the success story of Miami Beach better than anything else. The first census, 1920, counted 644 residents. In 1930, there were 6,494; 1940, 28,012; 1950, 46,282; 1960, 61,435; today's estimate, 90,000.

But figures are abstract. They are as the girders of a building, supporting the structure, but containing nothing to the original dream, the human effort in construction, the final beauty and utility when completed. So census counts leave the humanities out of the Miami Beach story, and these run the gamut of emotions.

Let's go back to 1868 — exactly 102 years — and see Miami Beach through the eyes of Henry Lum, a New Jersey native, a California 49'er, a man obviously with an itching foot and a dream of wealth, who first saw Miami Beach from the deck of a schooner and observed a few coconut palms growing along the sands. At once Lum envisioned himself as a rich copra planter.

But for a variety of reasons this didn't work out for Lum, or for those who followed him, until much later when John S. Collins, a nurseryman, also from New Jersey, entered the picture with new money and a different idea — to grow fresh vegetables for the northern winter market, along with avocados. He would ship via the new railroad that had just reached Miami across Biscayne Bay. But Collins, too, ran into financial difficulties.

Carl Graham Fisher, Prest-O-Lite millionaire from Indiana, came to the rescue produced money and in return obtained lots to convert to a winter resort for wealthy northern residents. The village of Miami Beach was incorporated and in five years was a city beneath the coconut palms.

**MIAMI BEACH** — There are flowers in bloom throughout the year in Miami Beach but for spring visitors the City has established a spectacular show in its Conservatory.

This all-glass building measures 60 by 95 feet, with a dome 32 feet high. Reproduced is a miniature cloud forest, complete with a waterfall.

Among its trees and plants which number 5,000, are some of the largest collections to be found in continental United States. There are 1,500 plants on display and as blooms fade, they are replaced.

Featured is one of the finest arrays of orchids in the country, some as tiny as a pea, in a variety of colors, including rarities gathered from around the world.

Another important group is the bromeliads, colorful in leaves and long-lasting flowers, in vivid colors. There are both earth and air plants in the family that ranges from the pineapple to Spanish moss. Also among the exotics are a wide variety of ferns and anthuriums and rare varieties of palm trees.

This unique display is free to the public from 10 a.m. to 3:30 p.m. every day except Christmas. On hand are guides to describe the origin of the plants and to answer visitors questions.

Flowers are a way of life in Miami Beach. Colorful plantings abound among municipal golf courses, parks and parkways. The Park Department keeps the City's 836 acres of green open space abloom with more than a half-million plants each year. Then there are permanent growths like hibiscus, which flower every day, spring and summer.

Rivaling Miami Beach for the visitor's attention is nearby Fairchild Tropical Garden, a 83-acre display of the largest collection of palm trees in the Western Hemisphere. A sign at the entrance urges the public to "Walk on the Grass."

Featured is a guided tour in a tram that takes you through a South American tropical rain forest, a palm jungle of Indonesia and arid North Africa. A non-profit development since 1935, it has a nominal admission charge.

A commercial enterprise of beautiful feathers and flowers is the 29-acre Parrot Jungle. Parrots, macaws and cockatoos and a well regimented flock of flamingos, head a group of birds that total some 60 varieties.

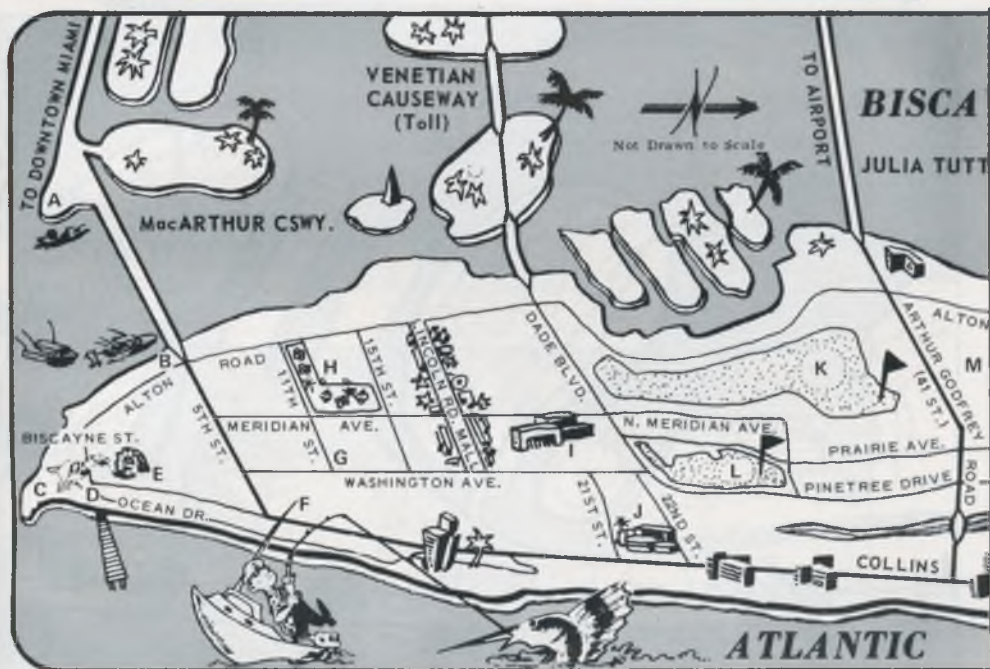
The birds fly freely and approach visitors to be fed and photographed. Some 12 acres are artfully landscaped with many tropical plantings, including the elegant bromeliads and cacti.

The Orchid Jungle is another sight-seeing place which creates the mood of a trek through tropical jungles.

Another point of interest is the Redlands district where sightseers can visit groves of avocado, mango and lime.

— From Miami Beach News Bureau —







IN THE HEART OF MIAMI BEACH

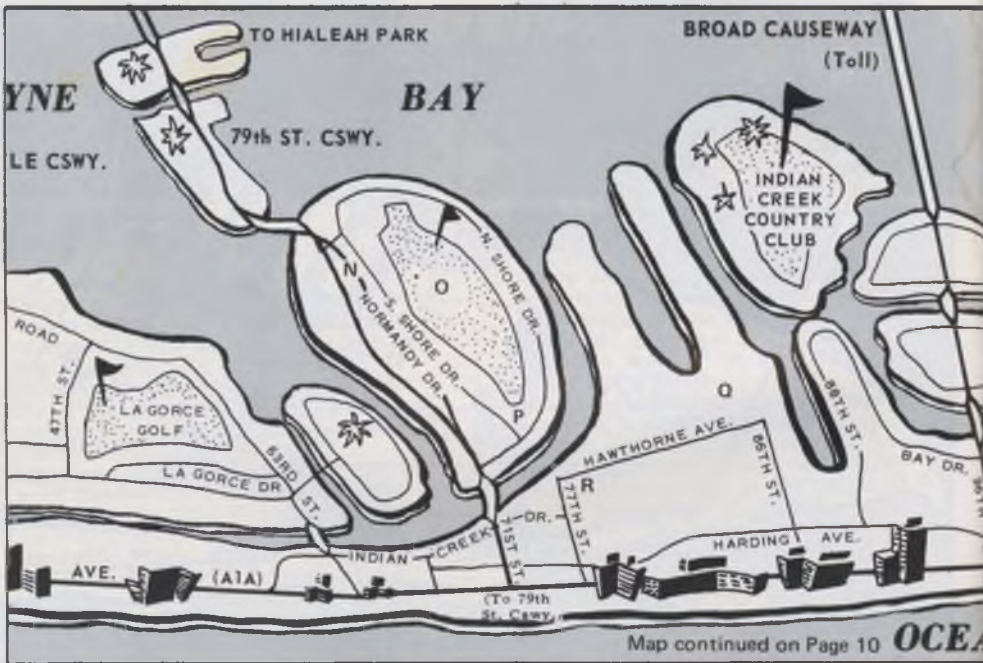
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**KEY TO LOCATIONS**

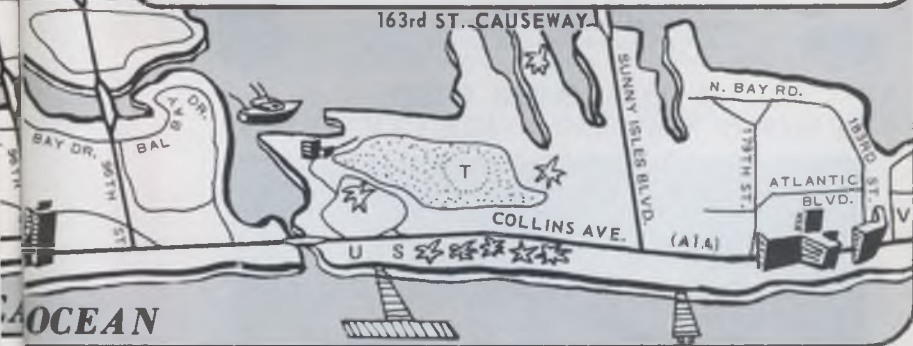
- A - U.S. Coast Guard Station
- B - Chamber of Commerce Docks
- C - South Shore Park
- D - Miami Beach Kennel Club
- E - Pier Park - Bandshell
- F - 10th St. Auditorium
- G - City Hall
- H - Flamingo Park
- I - Miami Beach Auditorium  
Miami Beach Convention Hall  
Miami Beach Community Center  
Garden Center & Conservatory
- J - Bass Art Museum

**GUIDE MAP TO**

**miami beach**



- K - Miami Beach Public Library
- L - Bayshore Municipal Golf Course
- M - Par Three Golf Course
- N - Polo Park
- O - Normandy Isle Park
- P - Normandy Shore Golf
- Q - Fairway Park
- R - Stillwater Park
- S - Tatum Waterway Park
- T - Public Beaches
- U - Haulover Beach Golf
- V - Haulover Beach & Pier
- W - Coastal Bay Golf



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