

# I'm Cheryl. Flyme.

I've got a lot going for you.

Like convenient daily nonstops between places like California and Miami, and New York and Miami.

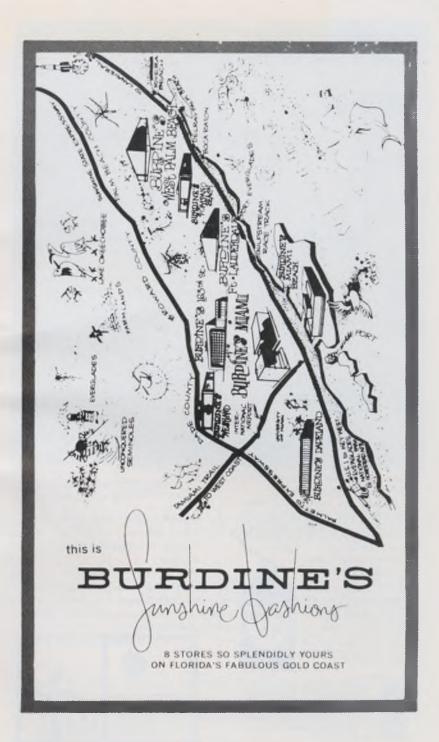
I've got great planes like the 747 and, starting this winter, the spanking new DC-10 (the only DC-10 between New York and Florida). Which means you get the most modern equipment in the sky today.

But most important, I'm not just another pretty face. I'm a whole fresh attitude towards air travel. A bright look on the outside, a personal way of thinking on the inside.

Fly me.



Fly Cheryl. Fly National.



### COPPERTONE



#### Get the Fastest Suntan with MAXIMUM PROTECTION

There's nothing like a Coppertone tan. Tests by skin specialists showed that with Coppertone you get the fastest suntan with maximum protection! A deep, rich, completely natural tan.

Coppertone contains no skindrying alcohol. It's rich in lanolin and other emollients that keep skin soft, smooth. So use Miami's own Coppertone—Florida's and America's best seller.

A quality product of Plough, Inc.

Popular Coppertone Lotion comes in handy plastic tubes or plastic squeeze bottles: 2 ez. to 1 pint.

ALSO Coppertone Oil, Spray, Cream. Children and all with super-sensitive skins need Shade by Coppertone.

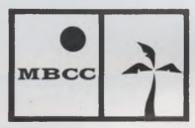


The world's most luxurious suntan body lotion with 7 beauty benefita. Tan like a sun goddess with fabulous Royal Blend!

COPPERTONE

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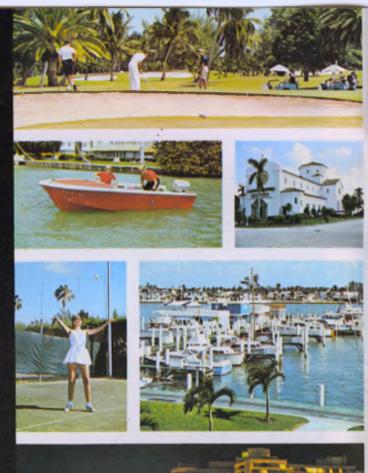
Dear Miami Beach Visitor! Welcome to our city!

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 Miami Beach Chamber of Commerce
PUBLIC LIBRARY
Reference Department





Winter Sports in Miami Beach...



#### TAKE YOUR CHOICE OF THESE 2 CHOICE HOTELS EITHER ONE



1720 COLLINS AVE MIEMI BIACH

\*10 of 89 ROOMS

Tel. 531-6631

FROM ONLY

\*daily per pers.-dbl. occ. \$ 3.50 to Dec. 17

\$7.00 Dec.18-Jan.17

Mar. 20-Apr. 19 \$9.00 Jan. 18-Mar, 19

BOTH OFFER CONVENIENT

LINCOLN ROAD MALL LOCATION PLUS Ocean view / Private beach

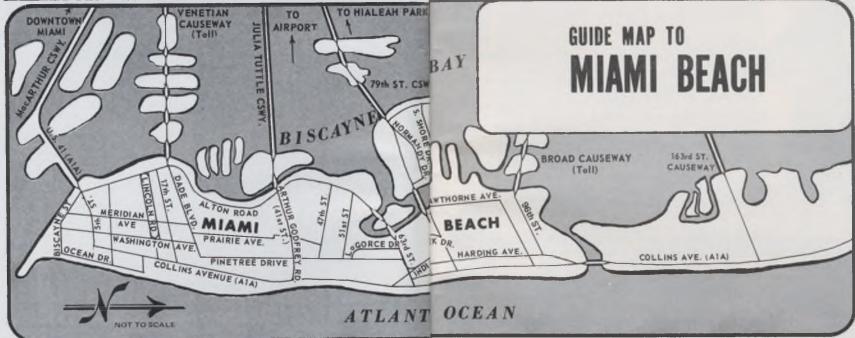
Air Conditioned rooms available Pool / Central location / Special monthly and season rates



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\*8 of 64 ROOMS Tel. 538-4316





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Dining Room
Shuffleboard, Bingo, etc.

Our Plan Featured in Reader's Digest

Member Miami Dade County Miami Beach Chamber of Commerce

50 Rms, \$135 a month 60 Rms. \$145 a month per person, dbl. occ. 85 Rms. \$165 to \$200 a month, single occ. Annual Basis

"COMPANIONSHIP" IS THE BOULEVARD MOTTO

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City

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On the Ocean just North of Lincoln Road Mall

- Every room with TV. Radio and Magnificent Panoramic View
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- 100% Air Conditioned and Heated
- Dining Room Cocktail. Lounge
- Gala Entertainment Program
- Free Parking
- New, Beautiful Lanaistyle Oceanfront Kitchenettes

MIAMI BEACH CHAMBER OF COMMERCE - PAGE B

MIAMI BEACH CHAMBER OF COMMERCE - PAGE 9

#### MILEAGE CHART

Atlanta											679	
Baltimore											1159	
Birmingham			,	,							. 787	
Boston											1563	
Buffalo												
Charleston				,							. 623	
Charlotte											750	
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San Francisco												
St. Louis												
Toronto												
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#### CAUSEWAYS IN MIAMI

GEN. DOUGLAS MacARTHUR CAUSEWAY — from N.E. 15th 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.

NORTH BAY 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.

#### 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, under any pretext, from the apartment, motel or hotel where you have made reservations or plan to stay.

Miami Beach Chamber of Commerce Miami Beach Apartment Assn.

HAWAIIAN ISLE Ocean at 176 St., Minmi Bench, Fin

STATE

71P



ADDRESS

DATE OF VACATION.

CITY

1-800-327-5275

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of the fleet" invites you
to cruise with us.

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4 DAY CRUISES to Key West and Nassau

7 DAYS-5 PORTS fores or low = \$225° Freeport. Port-Au-Prince. Kingston. Montego Bay and Port Antonio.

7 DAYS-4 PORTS 6001 01 100 11 \$225° Cap Haitien, San Juan. St. Thomas and Nassau.

All cruises deport at 4:30 PM Saturdays.

14 DAYS-10 PORTS ----\$450\* St. Thomas. Antiqua. Martinique. St. Lucia (Castries & Vieux Fort). Barbados, Grenada. Caracas Ila Guairal. Curacao and San Juan.

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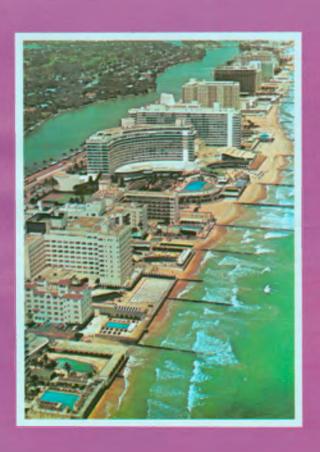
This lovely lady is enjoying the beach and the sun. However it is very dangerous to stay in the sun for long periods of time when you first arrive on Miami Beach. Many a visitor has had her vacation ruined by a painful sunburn. Stay in the sun for only a few minutes at a time when you first arrive and use a sun tan lotion.



# FROM LIBRARY

MIAMI BEACH

## **ACCOMMODATIONS**





#### Accommodations DEFINITION OF SYMBOLS

#### HOTELS & MOTELS

AC — Accepts Children (Available Cribs & Babysitters)

AP — American Plan

BD — Boat Dockage Facilities

BH — Boat Hoist

C — Cabanas

CS — Coffee Shop

CAC - Completely Air Conditioned

CP -- Children's Pool

FP - Free Parking

FWP - Fresh Water Pool

GF - Golfing Facilites

HP - Heated Pool

K - Kitchenette

MAP - Modified American Plan

OF - Ocean Front

PT - Package Tours

PA - Pets Accepted

PPC - Planned Program for Children

S - Solariums

SD — Special Diet Facilities

SR - Servicemen's Rates

SWP - Salt Water Pool

TV - Television Available

TRF — Teenage Recreation Facilities

TC - Tennis Courts

W — Wheelchair Accommodations

() — No. of rooms.

**APARTMENTS** 

AO — Adults Only F — Furnished

UF - Unfurnished

HS - Hotel Service

EFF - Efficiencies

STU - Studios

1B — 1-Bedroom 2B — 2-Bedroom

D — Convertible Den

PBT - Private Balcony or Terrace

HP - Heated Pool

FWP - Fresh Water Pool

SWP - Salt Water Pool

GA - Garden Apartment

ACH - Air Conditioned with Heat

DLY - Daily

WKLY - Weekly

MTLY - Monthly

SSN - Season

YRLY - Yearly

LSE - Lease on 1 or more years

WF - Waterfront

() - No. of Apartments

PLEASE NOTE: It is suggested that you write directly to the accommodations of your choice for further information regarding rates and reservation policies.

#### HOTELS

ALGIERS (258) 2555 Collins Avenue 531-6061. AC AP C CS CAC CP FWP MAP OF PT PPC SR S SD TV TRF TC W

ATLANTIC TOWERS (184) 4201 Collins Avenue 534-4751. AC AP CS CAC GF K MAP OF PT PA PPC SWP SR TV

ATLANTIS (154) 2655 Collins Avenue 531-0381 AC C CS CAC FP K MAP OF PT PPC SWP SR TV TRF

BANCROFT (160) 1501 Collins Avenue 531-5751. AC C CAC FP K OF PA SWP SR S TV

BEL-AIRE (112) 6515 Collins Avenue 866-6511. AC C CS CAC K MAP OF PT PA PPC SWP SR TV

BELMAR (130) 2625 Collins Avenue 531-6471. AC CS CAC CP FP MAP OF PT PPC SWP SR TV TRF W

BLUE WATERS (220) 74th & the Ocean 866-6231 AC AP CS CAC FP FWP K MAP OF PT PA SWP SR TV

CADILLAC (277) 3925 Collins Avenue 532-4541 AC AP C CS CAC K MAP OF PT PA PPC SWP SR SD TV TRF W

CARILLON (606) 6801 Collins Avenue 865-7561 AC C CS CAC CP MAP OF PT PPC SWP SR S SD TV TRF W

CARLTON (65) 1433 Collins Avenue 538-5741 AC CAC FP K PA SWP SR TV

CARRIAGE HOUSE (100) 5401 Collins Avenue 865-4100 AC BD C CS CAC FWP GF K OF SWP S TV TRF TC

CATALINA (64) 1732 Collins Avenue 538-4316 AC CAC SR TV

CLEVELANDER (71) 1020 Ocean Drive 531-3485 AC CAC FP FWP HP K OF PA TV

COPLEY PLAZA (92) 3900 Collins Avenue 538-1846 AC K PT SWP SR TV

CORNELL (58) 3420 Collins Avenue 538-0316 AP CS CAC K OF PT SR TV

DEAUVILLE (550) 6701 Collins Avenue 865-8511 AC BD C CS CAC CP GF MAP OF PT PPC SWP S SD TV TRF TC W

DELANO (207) 1685 Collins Avenue 538-7881 AC C CS CAC K MAP OF PT PPC (SCHOOL VACATION PERIOD) SWP SR SD TV TRF (SCHOOL VACATION PERIOD) W

DI LIDO (350) 155 Lincoln Road 538-0811 AC CS CAC CP FP HP K MAP OF PT PPC (Xmas & Eastern) SWP SR (When Space Available) SD TV TRF (Xmas & Easter)

DORAL HOTEL ON THE OCEAN (420) 4833 Collins Avenue 532-3600 AC

BD C CS CAC CP FWP GF MAP OF S SR TV

DORCHESTER (104) 1850 Collins Avenue 531-5745 AC CAC FP (Parking facilities) FWP K PT SR TV

DORSET (89) 1720 Collins Avenue 531-6631 AC C CAC (50%) SR TV

EDGEWATER BEACH (70) 1410 Ocean Drive 532-2371 AC CAC CP FP FWP K OF PA PPC TV

FAIRFAX (84) 1776 Collins Avenue 538-3837 AC C CAC FP K SWP (Not on Premises) SR S TV

GEORGIAN (103) 1621 Collins Avenue 531-6451 AC CS CAC FP FWP OF PT TV

GOLDEN SANDS (102) 6901 Collins Avenue 866-8734 AC C CS CAC FP K OF PT PA SWP SR TV

GRAND PLAZA (60) 3025 Indian Creek Drive 531-7334 AC BD C CAC (75%) FWP PT S SR SWP TV TRF

GREYSTONE 1920 Collins Avenue 531-5511

HOLIDAY INN (357) 2201 Collins Avenue 534-1511 AC AP CS CAC CP FP FWP MAP OF PA TV

HOLIDAY INNS OF AMERICA (221) 8701 Collins Avenue 866-5731 AC CAC FP FWP K OF PA TV TRF

LINCOLN CENTER 1637 Euclid Ave. at Lincoln Road 531-6781 AC CAC (Partially) S SR TV W

LOMBARDY (115) 6305 Collins Avenue 866-7761 AC C CS CAC FP FWP K OF SWP SR TV W

LUCERNE (178) 4101 Collins Avenue 532-2541 AC CS CAC K MAP OF PA PPC (Vacation periods only) SWP SR S TV W

MONTE CARLO (350) 6551 Collins Avenue 866-8721 AC AP C CS CAC FP FWP K MAP OF PT PA (Small) PPC SR S SD TV TRF

MONTMARTRE (300) 4775 Collins Avenue 532-1731 AC C CS CAC CP FP HP K MAP OF PT PA PPC SWP SR SD TV TRF

NATIONAL (138) 1677 Collins Avenue 532-2311 AC CS CAC FP FWP OF PT PA PPC SR S TV TRF

NETHERLAND (100) 1330 Ocean Drive 534-4791 AC CAC FP FWP HP K OF PT PA PPC S TV TRF

NEW BRAZIL (60) 6525 Collins Avenue 866-9731 AC CAC FP K OF PT PA PPC SWP SR TV W

OCEAN GRANDE (72) 100 — 37th Street 532-1721 AC CAC FP FWP HP K OF TV OCEAN 71 HOTEL & CABANA CLUB (100) 6985 Collins Avenue 866-6821 AC C CS CAC FP K OF PT PA SWP SR TV

OCEAN SURF (49) 7436 Ocean Terrace 866-1648 AC OF PA SR TV

PATRICIAN (105) 3621 Collins Avenue 531-5821 AC CS CAC FWP OF PT TV

PELICAN (47) 826 Ocean Drive 538-4337 ACK OF SR

PLAYBOY PLAZA (465) 5445 Collins Avenue 865-1500 AC C CS CAC CP FWP HP MAP OF PT S TV TRF W

POINCIANA (100) 1555 Collins Avenue 531-0011 AC C CAC FP K OF PA SWP SR TV TRF

PROMENADE (123) 2477 Collins Avenue 538-5721 AC AP C CS CAC FP MAP OF PT SR SD SWP TV TRF

RICHMOND (106) 1757 Collins Avenue 538-2331 AC C CS CAC FP K OF PT PA PPC SWP SR S TV TRF

ST. MORITZ (134) 1565 Collins Avenue 538-3711 AC C CS CAP FP K MAP (Season only) OF PT SWP SD TV

SAGAMORE (125) 1671 Collins Avenue 538-7211 AC C CS CAC CP FWP OF PT PPC SWP SR S TV TRF W

SANS SOUCI (252) 3101 Collins Avenue 538-6861 AC AP C CS CAC GF OF PT PA PPC SWP TV

SEA ISLE (250) 3001 Collins Avenue 538-7841 AC (Except February) C CS CAC FP MAP OF PT SWP SR S TV

SEVILLE (280) 2901 Collins Avenue 532-2511 AC AP C CS CAC CP FWP MAP OF PT PA S SD TV TRF W

SHELBORNE (254) 1801 Collins Avenue 531-1271 AC C CS CAC GF K MAP OF PT PA PPC SWP SR S SD TV

SHORE CLUB (226) 1901 Collins Avenue 538-7811 AC AP C CAC K OF PT SWP SR S TV W

SOVEREIGN (115) 4385 Collins Avenue 531-5371 AC AP C CAC FWP GF MAP OF PA PT SD SR TV

SURFCOMBER (194) 1717 Collins Avenue 538-7511 AC C CS CAC K MAP OF PT PPC (Holidays & Summer) SWP SD TV TRF (Holidays & Summer) W

SURFSIDE PLAZA (124) 2457 Collins Avenue 531-0801 AC BD C CS CAC FP K OF PT PA SWP SR TV

TRAYMORE (123) 2445 Collins Avenue 531-0331 AC AP BD C CAC FP K MAP OF PA SWP SR TV

VERSAILLES (275) 3425 Collins Avenue 531-6092 AC AP C CS CAC MAP OF PT PA PPC SWP SR S SD TRF

#### HOTELS - COUNTY

GOLDEN STRAND (196) 17901 Collins Avenue 947-5661 AC C CS CAC CP FP GF (Putting Green) HP K OF PT PASWP SR S TV W

HOLIDAY INNS INC. (54) 17451 Collins Avenue 947-3436 AC CS CAC FP FWP K OF PA TV

HOLIDAY INNS OF AMERICA (89) 19505 Collins Avenue 947-7551 AC CS CAC CP FWP K OF PA TV W

#### HOTELS - KOSHER

CARIBBEAN (157) 3737 Collins Avenue 531-0061 AC AP CS CAC FP FWP HP MAP OF SD TV

KENMORE (60) 1050 Washington Avenue 531-6621 AP FP SD

MARSEILLES (113) 1741 Collins Avenue 538-5711 AC C CS CAC FP K MAP OF PT PA (If carried in Arms) SWP SR SD TV

ROYAL PALM (123) 1545 Collins Avenue 531-7381 AC C CS CAC FP K MAP OF SWP SR S (Ladies) SD TV

SEA GULL (145) 100 — 21st Street 538-6631 AC C CAC FP FWP HP K MAP OF PT PPC (Vacation periods only) SR SD TV TRF (Vacation periods only) W

SHARON (103) 110 — 20th Street 534-2141 AC CAC FP OF MAP PA PT SD SWP TV TRF

#### HOTELS - RETIREMENT KOSHER

BLACKSTONE (250) 800 Washington Avenue 538-1811 AP FP SWP

#### HOTELS - RETIREMENT

BOULEVARD (220) 775 Dade Boulevard 538-8321 AP FP SWP

DELMONICO (153) 6393 Collins Avenue 865-5786

HELENE RESIDENCE (70) 1030 15th Street 672-0534 AC CAC (Partially) FP TV

#### **NURSING HOME**

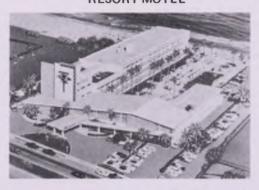
THE HEBREW HOME FOR THE AGED OF MIAMI BEACH 320 Collins Avenue 672-6464

#### HOTEL - SPA

HARBOR ISLAND (175) 7900 Harbor Island 751-7561 AC BD C CS CAC CP FP FWP K MAP PT PPC SWP SR S SD TV TRF TC

LIDO SPA (105) 40 Belle Isle 538-4621 AP BD CAC FP SWP TV





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#### MOTELS

ALBERT PICK (35) 9601 East Bay Harbor Drive 866-7328 AC (Not during Jan 2 to Mar 22) BD CAC CP FP K PT SWP SR (10%). TV W.

ANKARA (90) 2360 Collins Avenue 538-6666 AC BD CS CAC FP FWO OF

(Bayfront) PA PPC TV TRF

CRILLON MOTEL (ALFREDO'S) (43) 9569 Collins Avenue 866-5441 AC CAC FP FWP K OF TV

DUANE (32) 315-321 83rd Street 864-

0997 AC CAC FP FWP K TV

HER MAJESTY (93) 6620 Indian Creek Drive 865-3731 AC BD CAC FP PT PASR SSWP TV

HOWARD JOHNSON'S MOTOR LODGE (137) 4000 Alton Road 532-4411 AC CS CAC CP FWP PT PA TV

MOULIN ROUGE (105) 41st at Indian Creek Drive 532-3451 AC BD CS CAC CP FP FWP K PT PA (Small) PPC SR TV TRF W

OASIS (54) 6580 Indian Creek Drive 865-9875 AC BD CAC FP K PA SWP TV

PARADISE INN (96) 8520 Harding Avenue 865-6216 AC CAC CP FP FWP K PT PASR TV

ROWE CONGRESS INN (100) 6600

Collins Avenue 866-1617 AC CS CAC FP FWP TV

SEA AIR (21) 9040 Collins Avenue 865-7948 AC CAC FP FWP K PA SR TV

SEA BAY (30) 6880 Abbott Avenue 866-3821 CAC FP K TV

SINGAPORE (240) 9601 Collins Avenue 865-9931 AC AP CS CAC CP FP FWP MAP OF PA PT PPC TV TRF

TWELVE CAESARS (172) Collins Avenue 865-3551 AC CS CAC FP HP K MAP OF PT PA PPC SWP SR TV

VENETIAN ISLE (100) 20 Venetian Way 538-7261 AC BD CS CAC CP FP **FWPPATV** 

#### MOTELS - COUNTY

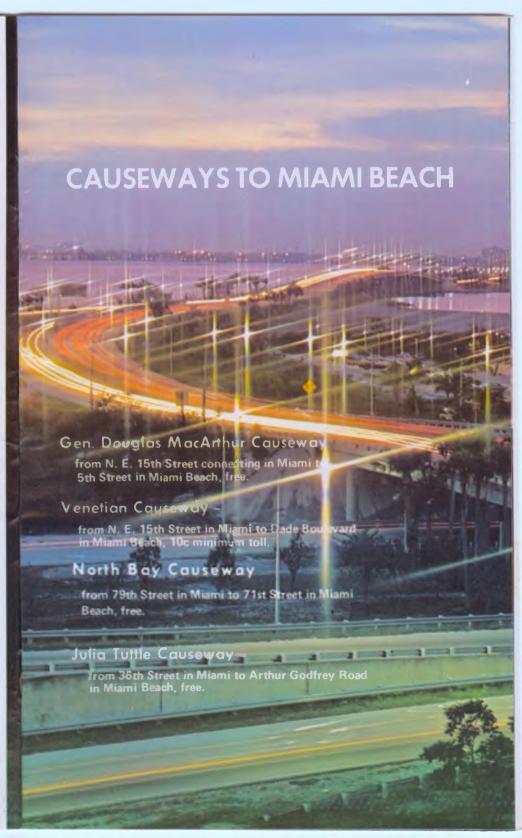
AZTEC (428) 15901 Collins Avenue 947-1481 AC CS CAC CP FP FWP HP K MAP OF PT PA PPC SWP TV TRF

BLUE GRASS (80) 18325 Collins Avenue 947-3414 AC CS CAC FP FWP GF HP K OF S TV

BLUE MIST (70) 19111 Collins Avenue 947-4434 AC CS CAC FP FWP K OF TV

BLUE SEAS (76) 17315 Collins Avenue 945-3551 AC CS CAC FP FWP K OF PT TV





COLONIAL INN (300) 18101 Collins Avenue 947-4571 AC CS CAC CP FP HP K MAP OF PPC SWP TV TRF

CORAL SEAS (52) 16201 Collins Avenue 947-2601 AC CS CAC FP K OF

PASWPSRTVTRF

DESERT INN (210) 17201 Collins Avenue 947-0621 AC AP CS CAC CP FP GF HP K OF PT PA (Certain times) PPC SWP SD TV TRF

DRIFTWOOD (116) 17121 Collins Avenue 947-4441 AC CS CAC CP FP K

OF PT PPC SWP TV TRF

FOUNTAINHEAD (44) 16001 Collins Avenue 947-2684 AC CAC CP FP K OF PA SWP TV

HAWAIIAN INN (190) 17545 Collins Avenue 947-2661 AC AP CS CAC CP FP FWP HP K MAP OF PT PPC TV TRF

HAWAIIAN ISLE (210) 17601 Collins Avenue 949-2511 AC AP CS CAC CP FP FWP HP K MAP OF PT PPC TV TRF

PAN AMERICAN (143) 17875 Collins Avenue 947-3421 AC CAC FP GF OF SWP TV W

SAHARA (144) 18335 Collins Avenue 947-6551 AC AP CS CAC CP FP K MAP OF PT PPC TV TRF W

ZEA BREEZE (60) 16151 Collins Avenue 947-3591 AC CS CAC CP FP OF PT SWP TV

SUEZ (142) 18215 Collins Avenue 947-0661 AC AP CS CAC CP FP HP K OF PT PPC SWP TV TRF

SUN CITY (106) 17375 Collins Avenue 947-6511 AC CS CAC FP FWP K OF PT PA PPC SWP SR TV

THUNDERBIRD (167) 18401 Collins Avenue 945-3481 AC BD CAC CP FP MAP OF PTS SWP TV TRF W

WAIKIKI (339) 18801 Collins Avenue 947-3451 AC CS CAC CP FP FWP HP K OF PT PPC SWP TV

WHISPERING PALMS (62) 18901 Collins Avenue 947-2613 AC CS CAC FP FWP K OF PA TV

WINDWARD (79) 16051 Collins Avenue 947-5674 AC CAC CP FP MAP OF PT SR SWP TV TRF

#### MOTEL — APARTMENTS

BLAIR VILLAS (54) 400 — 81st Street 866-6556 F EFF STU 1B 2B FWP ACH DLY WILY MTLY SSN PA (Small) NEW SURF 88 (53) 8857 Collins

Avenue 866-2741 F HS EFF 1B 2B PBT FWP ACH DLY WKLY MTLY SSN WF

NORTH SHORE VILLAS (65) 6924 Indian Creek Drive 866-3936 F HS EFF 1B 2B PBT FWP ACH (No heat) DLY WKLY MTLY SSN YRLY WF (Bayfront)

PATIO PARADISE (11) 7320 Byron Avenue 866-9263 AO F HS EFF 1B 2B PBT GA ACH DLY WKLY MTLY SSN PA

SEABROOK (50) 9401 Collins Avenue 866-5446 F HS EFF 1B 2B PBT HP FWP ACH DLY WKLY MTLY SSN WF PA

SUN COAST 420 78th Street 866-9141

#### **APARTMENTS**

ARCHWAY OCEANIC VILLAS
(60) 6780 Collins Avenue 866-2775 & 8660144 F HS EFF 1B 2B PBT FWP ACH
DLY PA

EL MIRASOL 148 — 27th Street 531-3376

TWELVE HUNDRED OCEAN DRIVE (32) 1200 Ocean Drive 531-5175 AC CAC FP OF

#### APARTMENT - HOTEL

THE ARLEN MIMOSA (68) 4747 Collins Avenue 532-6411 AC BD C CS CAC CP FWP K OF S

CORAL (28) 7445 Harding Avenue 866-0754 AO (Children as Tourists only) F HS (Weekly) 1B PBT GA ACH WKLY MTLY SSN YRLY LSE

CROYDON ARMS (94) 3720 Collins Avenue 531-5723 F HS EFF STU 1B PBT (Some) SWP ACH DLY WKLY MTLY SSN YRLY LSE

GARDEN OF ALLAH (102) 6484 Indian Creek Drive 865-9881 AO F HS EFF STU PBT SWP ACH DLY WKLY MTLY SSN WF

GENEVA (31) 1520 Collins Avenue 538-2692 CAC

THE KING RICHARD (38) 4125 Collins Avenue 534-8223 F HS EFF STU 1B 2B FWP ACH DLY SSN WF

OCEAN PAVILION 5601 Collins Avenue 865-6511

OCEAN TERRACE (39) 7410 Ocean Terrace 866-7371 F HS EFF STU 1B ACH DLY WKLY MTLY SSN YRLY LSE WF

RENDALE (100) 3120 Collins Avenue 531-6604 F HS (Converted Hotel Rooms) 1B FWP ACH WKLY MTLY SSN YRLY LSE PA

SUNSET (37) 4025 Indian Creek Drive 531-0446 AC CAC FP SR S TV

#### **APARTMENTS** — HI RISE

CRYSTAL HOUSE 5055 Collins Avenue 865-5776

FORTE TOWERS (1275) 1000 West Avenue 672-7815 F UF EFF STU 1B 2B PBT HP SWP FWP ACH DLY WKLY SSN YRLY LSE WF

MORTON TOWERS (1300) 1500 Bay Road 672-4461 F UF EFF STU 1B 2B PBT SWP ACH YRLY LSE WF (Bayfront)

RONEY PLAZA 2301 Collins Avenue 531-8811

SEACOAST TOWERS NORTH 5225 Collins Avenue 865-7463 F 1B 2B D PBT HP SWP ACH LSE WF PA

SEACOAST TOWERS SOUTH 5101 Collins Avenue 865-8551 F 1B 2B D PBT HP SWP ACH LSE WF PA

SEACOAST TOWERS EAST 5151 Collins Avenue 865-9961 F 1B 2B D PBT HP SWP ACH LSE WF PA

SEACOAST TOWERS WEST 5600 Collins Avenue 865-6776 F 1B 2B D PBT HP SWP ACH LSE WF PA

SEACOAST TOWERS V 5700 Collins Avenue 866-9651 F 1B 2B D PBT HP SWP ACH LSE WF PA

SOUTHGATE TOWERS 910 West Avenue 672-2412

VICTORIAN PLAZA (250) 6917 Collins Avenue 866-7771 F UF HS EFF STU 1B 2B PBT FWP ACH DLY WKLY MTLY SSN YRLY LSE WF

#### CONDOMINIUM

MAISON GRANDE 6039 Collins Avenue 865-6431



# The History of Miami Beach

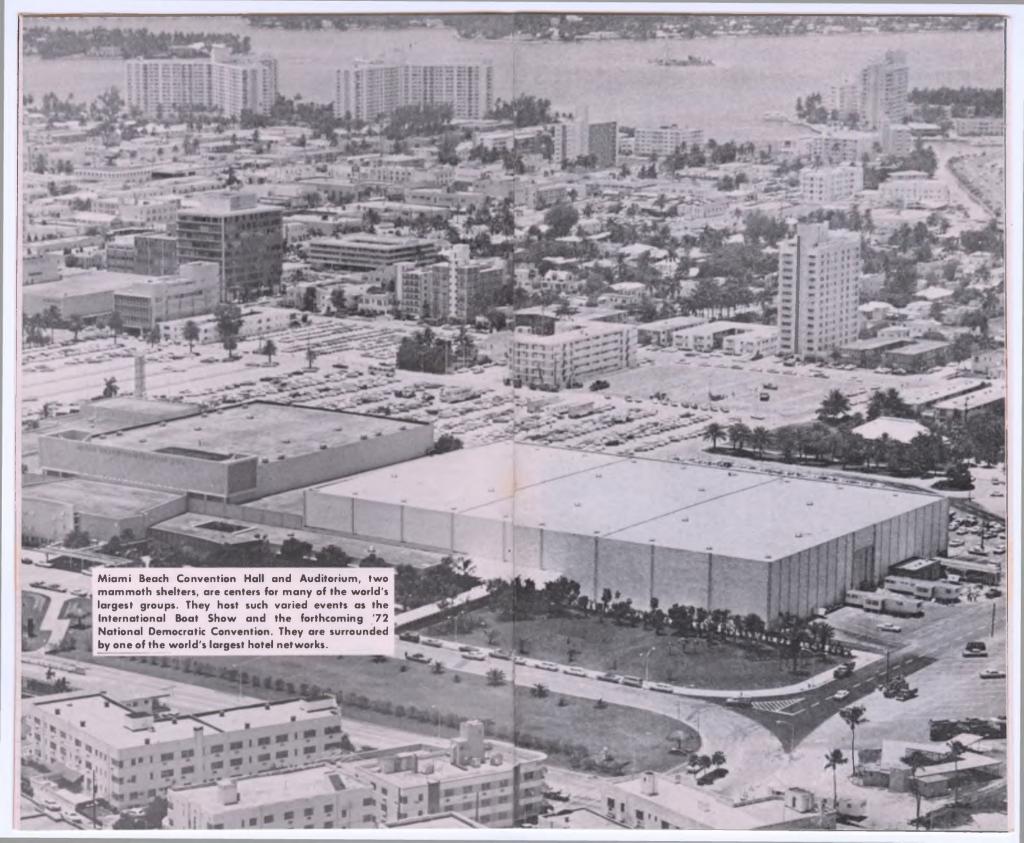
Population figures probably describe the success story of Miami Beach better than anything else. The first census, 1920, counted 644 residents. In 1930, there were 6,494; 1940, 28,012; 1950, 46,282; 1960, 61,435; today's estimate, 87,072.

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 Bsicayne 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.







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VACATION DATES		MBCC

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AA AARON, INC. 1451 W. Flagler Street, Miami 373-0326.

AVIS RENT A CAR, Miami International Airport, 634-8941.

CAPITAL RENT A CAR INC., 1780 N.W. 42 Court, Miami, 634-4547.

HERTZ CORPORATION, 6826 Collins Avenue, Miami Beach, 865-9993.

NATIONAL CAR RENTALS, INC.

– MORSE AUTO RENTALS DIVISION, 17760 Collins Avenue, North
Miami Beach, 945-0825

OLINS MIAMI RENT A CAR, INC., 1640 N.W. 42nd Avenue, Miami, 633-9781. PERSHING AUTO LEASING, INC., 1545 Alton Road, Miami Beach, 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 I.C.C. permit.

AAA CON AUTO TRANSPORT, 10 N.E. 3rd Avenue, Miami, 371-4766.

DEPENDABLE CAR TRAVEL SERVICE, INC., 237-23rd Street, Miami Beach. 538-0616.

DRIVEAWAY SERVICE, 6747 Collins Avenue, Miami Beach, 861-4441. TELEVISION STATIONS

> WTVJ, Channel 4, CBS. WCKT, Channel 7, NBC. WPLG, Channel 10, ABC. SFT, Channel 8. SFT, Channel 9. Closed Circuit.

ON YOUR DIAL

WGBS, 710 WIOD, 610 WKAT, 93.1 WMBM, 1490. WQAM, 560.

#### **THEATRES**

BYRON-CARLYLE TWIN
THEATRE - 500 - 71st. Street, 866-9623.
CAMEO THEATRE - 1445
Washington Avenue, 531-0003.

CARIB THEATRE — 230 Lincoln Road, 538-0662.

COCONUT GROVE PLAYHOUSE — 3500 Main Highway, Coconut Grove, 445-2581.

NORMANDY THEATRE — 7401 Collins Avenue, 866-4244.

SHERIDAN THEATRE — 410 Arthur Godfrey Road, 531-4451.

SURF THEATRE - 7420 Collins Avenue, 866-1700.





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#### WEATHER CHART

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

	1969 Average Daily Max.	1969 Average Daily Min.	1969 Average Monthy Temp.	Total Rainfall (inches)	Normal Monthly Temp.	Normal Total Rainfall	Norma Ocean Temp 3 P.M.
	74.4	60.7	67.6	6.66	66.9	2.03	71.1
January	74.4		67.6				
February	74.3	56.1	65.2	2.02	67.9	1.87	70.2
March	75.2	60.4	67.8	1.98	70.5	2.27	75.7
April	82.8	71.8	77.3	4.63	74.2	3.88	79.2
May	85.1	74.0	79.6	8.02	77.6	6.44	82.5
June	88.3	76.3	82.3	11.42	80.8	7.37	85.4
July	90.7	77.4	84.1	8.48	81.8	6.75	86.7
August	89.8	77.2	83.5	4.31	82.3	6.97	89.1
September	87.9	77.0	82.5	8.24	81.3	9.47	86.3
October	85.5	75.1	80.3	13.57	77.8	8.21	78.0
November	77.9	62.8	70.4	1.01	72.4	2.83	78.9
December	74.5	57.3	65.9	1.15	68.1	1.67	
Averages	82.2	68.8	75.5		75.1		80.2
Total				71.49		59.76	

Relative Humidity Average

1:00 A.M. - 78%

1:00 P.M. - 60% 7:00 A.M. - 81%

7:00 P.M. - 68%

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#### SPECTATOR SPORTS

#### FOOTBALL PROFESSIONAL

MIAMI DOLPHINS, Florida's entry in the American Football League, Professional games held at the Orange Bowl, 1500 N.W. 3rd Street, Miami. For ticket reservations phone 358-2444 or write Miami Dolphins Ticket Office, Box 308, Riverside Station, Miami, Florida 33135.

DOWI, 1000 11.11.	ord Street, Mighin. I or	i ioi ida botoo.	
October 3 October 17 November 7 November 14 November 29 December 11 December 19	New York Jets New England Buffalo Pittsburgh Chicago Baltimore Green Bay	1:00 p.m. 1:00 p.m. 1:00 p.m. 1:00 p.m. 9:00 p.m. •4:00 p.m. 1:00 p.m.	- Subject to change.

#### FOOTBALL COLLEGIATE

UNIVERSITY OF MIAMI HURRICANES, football games held at the Orange Bowl, 1500 N.W. 3rd Street,

Miami. For ticket reservations phone 284-2655 or write University of Miami Athletic Ticket Office, P.O. Box 8082, Coral Gables, Florida 33124.

September 18	Florida State	1:50 p.m.
October 1	Baylor	8:15 p.m.
October 9	Notre Dame	8:00 p.m.
October 15	Navy	8:15 p.m.
October 29	Army (Homecoming)	8:15 p.m.
November 5	North Carolina State	8:15 p.m.
November 27	Florida	8:00 p.m.
December 4	Syracuse	8:00 p.m.

#### BASKETBALL

MIAMI FLORIDIANS, Florida's entry in the American Basketball Association, professional basketball games at Miami Beach Convention Hall, 1700 Washington Avenue and Miami Dade Junior College North, 11380 N.W. 27th Avenue, Miami. For advance tickets write to Miami Floridians, 1674 Meridian Avenue or phone 531-8191.

		admor conege	Jan. 2	CH	7:00 p.m.
North, 11380	N.W. 27th A	venue, Miami.	Jan. 4	CH	8:00 p.m.
Oct. 20	СН	8:00 p.m.	Jan. 15	MDJC	8:00 p.m.
Oct. 21	CH	8:00 p.m.	Jan. 23	CH	7:00 p.m.
Oct. 28	CH	8:00 p.m.	Jan. 25	CH	8:00 p.m.
Nov. 3	CH	8:00 p.m.	Jan. 27	CH	8:00 p.m.
Nov. 6	CH	8:00 p.m.	Feb. 6	MDJC	7:00 p.m.
Nov. 13	CH	8:00 p.m.	Feb. 10	CH	8:00 p.m.
Nov. 164	CH	8:00 p.m.	Feb. 11	CH	8:00 p.m.
Nov. 24	CH	8:00 p.m.	Feb. 24	MDJC	8:00 p.m.
Nov. 28	CH	7:00 p.m.	Mar. 3	CH	8:00 p.m.
Dec,2	CH	8:00 p.m.	Mar. 4	CH	8:00 p.m.
Dec. 7	CH	8:00 p.m.	Mar. 7	CH	8:00 p.m.
Dec. 16	CH	8:00 p.m.	Mar. 18	CH	8:00 p.m.
Dec. 18	CH	8:00 p.m.	Mar. 21	СН	8:00 p.m.
Dec. 27	СН	8:00 p.m.	Mar. 23	СН	8:00 p.m.
Dec. 29	СН	8:00 p.m.	Mar. 28	СН	8:00 p.m.
Dec. 30	CH	8:00 p.m.	Mar. 29	СН	8:00 p.m.

MIAMI BEACH CHAMBER OF COMMERCE - PAGE 28

#### ACTIVE SPORTS FISHING

HAULOVER FISHING PIER — 105th Street & Collins Avenue 947-6767. Admission: Adults \$1.10; children under 16, 60¢; spectators, 40¢. Bait, tackle and snack bar available.

MUNICIPAL PIER — On the Atlantic Ocean at 1st Street.

NEW "POPEYE" — Charter Fishing Boat, Haulover Park, 108th Street & Collins Avenue, 945-3801. Three trips daily: 9 a.m. - 12:30 p.m., 1:45 p.m. - 5:30 p.m.; 8 p.m. - 12 a.m. \$6.00 per person including rod, reel and bait. Also all day trip 9 a.m. to 5:30 p.m. \$9.00 per person including rod, reel and bait.

PLAYMATE YACHT — Charter Fishing Boat, Chamber of Commerce Docks, 5th Street & Alton Road, 672-1383, 2 trips daily at 8 a.m. and 1 p.m. \$15.00 per person, including rod, reel and bait.

#### PING PONG

Outdoor tables and equipment is available at all municipal playgrounds.

#### POOLS (Municipal)

FLAMINGO PARK — 13th St. & Michigan Avenue, 534-7511.

NORMANDY ISLE PARK — 1765 -71st Street. 866-4333. — Closed during winter months

#### SHUFFLEBOARD

FAIRWAY PARK — 200 Fairway Drive. Deposit fees only.

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

FRIENDSHIP CORNER NO. 2 — Washington Avenue & 2nd Street. Deposit fees only.

FIENDSHIP CORNER NO. 2 — Washington Avenue & 2nd Street. Deposit fees only.

FRIENDSHIP CORNER NO. 3 — 13th St. & Jefferson Avenue in Flamingo Park. Deposit fees only.

NORMANDY ISLE - 1765 - 71st. St.

Deposit fees only.

NORTH SHORE PARK — 72nd St. & Byron Avenue. 3 courts with awning-covered seats and scoreboards. Shade trees. Deposit fees only.

#### **TENNIS**

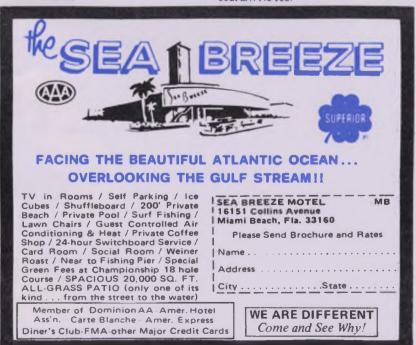
FAIRWAY PARK — 200 Fairway Drive. (2 Courts). No fee.

FLAMINGO PARK — 13th St. & Meridian Avenue (16 courts) Hourly fee.

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

NORTH SHORE PARK — 72nd St. & Byron Avenue. (8 courts). Hourly fee.

POLO PARK — 805 24th Street (2 courts). No fee.



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PAR 3 GOLF 2795 Prairie Avenue. 534-7511, Ext. 578 Open to the public.



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Daily Per Person, 2 in a Room

Sept.1-Nov.1	\$4 <sup>50</sup> *
Nov. 1-Dec.18	\$5*
Dec.18-Jan. 2	\$13°
Jan. 2-Feb.1	\$10°
Feb. 1- Mar.6	\$13*



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Nov. 1 - Dec. 18	\$ 6.50°
Dec. 18 - Jan. 2	\$17.50*
Jan 2 - Jan 16	\$13.50°
Jan. 16 - Mar. 12	\$17.50*

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#### **AMUSEMENTS**

#### 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 10:00 a.m., 12 Noon, 2:00 p.m. and 4:00 p.m. Guided boat tours, dining terrace and gift shop. Admission charge—Children Free. Phone: 813—293-2111

#### FAIRCHILD TROPICAL GARDENS

Founded by Colonel and Mrs. R.H. Montgomery, named for Dr. David Fairchild, plant explorer. The largest tropical botanical garden in the U.S., located on Old Cutler Road. South Miami. By sightseeing bus or by bus to South Miami and taxi from there to the gardens. \$1.00 admission fee to grounds which are open all year around. Garden closed Mondays. Phone 667-1651.

#### LION COUNTRY SAFARI

Located along U.S. Highway 98, 6 miles west of Royal Palm Beach. Where you drive your car through 640 acres of simulated African veldt to view lions, elephants, giraffes, antelopes, zebras, chimpanzees and white rhino all roaming free. Open year round 9 a.m. to 5 p.m. Admission charged. Phone 944-0530.

#### MIAMI WAX MUSEUM

At Biscayne Blvd. (U.S. 1) and N.E. 139th Street, 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 a.m. to 9:30 p.m. daily. Sundays 12:30 p.m. to 9:30 p.m. Admission charged. Phone 945-3641.

#### MONKEY JUNGLE

22 miles south of Miami on U.S. 1. Open daily year around 9:30 a.m. to 5:30 p.m. Hundreds of monkeys run wild while visitors watch from enclosures. This jungle houses the most complete collection in the world of monkeys, apes, and baboons; ranging from tiny marmosets to big gorillas. Admission charged. Phone 235-1611.

#### MUSEUM OF SCIENCE

Miami's only free museum of Science located at 3280 South Miami Avenue Miami. Open Monday thru Saturday 9-5 daily. Sunday 12:30-10 p.m. and Monday & Friday evenings 7:30 thru 10 p.m. No admission charged. Features exhibits on birds, prehistoric life, rocks and minerals, sea life, aquarium, Miami Mineralogical and workshop. Space Transit Planetarium features different shows every few months. Open Monday thru Friday, 1, 2:30 and 8:30; Saturday 11, 1, 2:30, 4 and 8:30; Sunday 1, 2:30, 4 and 5. Sunday at 5 and 8:30 in Spanish and Wednesday matinees at 4 in Spanish. Admission charged. Phone 854-4242.

#### **PARROT JUNGLE**

Located at 11000 South Red Road (57th Avenue, Miami). Many varieties of parrots and other rare tropical birds displayed in lush natural jungle. Entertainment by performing Macaws, Parrots and Cockatoos in the new 500 seat amphitheatre. Over 100 parading flamingos. Open year round 9:30 a.m. to 5 p.m. Admission charged. Phone 661-3636.

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I-95 Follow signs to Key Biscayne on Rickenbacker Causeway. New Killer Whale stadium, home of Hugo and Lolita, the only Killer Whales on Eastern Coast. T.V. and movie star Flipper has home here. Over 10,000 living tropical fish in exotic marine life exhibits — from performing porpoises to piranhas. Scenic Monorail and Hydrofoil boat rides. Continuous variety shows from 9 a.m. to 5 p.m. Group rates available.

#### VIZCAYA

Located at 3251 South Miami Avenue, Miami. Vizcaya, Dade County Museum, authentic European palace and formal gardens containing furnishings and genuine works of art, all brought here by the late James Deering. Open year around 10 a.m. to 5 p.m. Admission charged. Phone 854-3530.

#### 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.

GRAYLINE BOAT CRUISES — Haulover Park Marina, 108th Street and Collins Avenue, 949-6172, features sight-seeing 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.

ISLAND QUEEN — Miami Yacht Basin, Pier 5<sup>1</sup>/<sub>4</sub>, Miami, Phone 379-5119. Features close view of fabulous James Deering Estate, Millionaires' Row, Waterfront Estates, Residential Islands, Florida Keys, Miami, Miami Beach, Porpoise Feeding Grounds, Bird Sanctuary, and home of President Richard M. Nixon.

JUNGLE QUEEN Bahia Mar Yacht Basin Route A1A, Ft. Lauderdale, 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, including a hilarious Vaudeville Revue and sing along.

NIKKO "GOLD COAST CRUISES"

— 10800 Collins Avenue, 945-5461; sightseeing boat cruises to Ft, Lauderdale and the Everglades, Millionaires' Row, Seaquarium, and Villa Vizcaya. Also special combination cruises and day and evening charters.

#### **BUS TOURS**

AMERICAN SIGHTSEEING TOURS, 1000 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. Weekend tour to Cape Kennedy and Cypress Gardens. Twice daily Greater Miami City Tour. Complete bus charter service, group transfers, limousine and rent-a-car service.

GREYHOUND TRAVEL BUREAU, 1622 Collins Avenue, 538-0381. Bus sightseeing tours to Key West, Cypress Gardens, Disneyworld, Cape Kennedy, Independent & Escorted Package Tours.

#### AMUSEMENTS COMMUNITY CENTER

OCEANFRONT AUDITORIUM.
10th Street and Ocean Drive. 534-7511,
Ext. 591. Evening programs start at 8:00
p.m. Programs offered: Lectures or
Travel and Educational Films, Social
Dancing, Concerts, Round Dancing,
Teen Dances (Membership cards
required).

21st STREET COMMUNITY CENTER, 2100 Washington Avenue, 534-7511. Ext. 577. Evening programs start at 8:00 p.m. Programs offered: Vaudeville, Folk Dancing and Social Dancing. Dancing.

PIER PARK BANDSHELL, On the Ocean at First Street, 534-7511 Ext. 560, Evening programs start at 8:00 p.m. Programs offered: Folk Dancing, Round and Square Dancing, Concerts. Travel and Educational Films.

NORTH SHORE COMMUNITY CENTER, 73rd Street and Collins Avenue 864-3261. Evening programs start at 8:00 p.m. Programs offered: Social Dancing, Folk and Square Dancing, and Vaudeville.

AMUSEMENTS — CHILDREN. Play Corners are in residential neighborhoods and are for very small children. They are equipped with seesaws, swings, sandboxes, benches and climbing apparatus, and are located at (1) La Gorce Drive at 64th Street (2) Fisher Park Alton Road at 51st Street.

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Miami Beach night clubs offer the best in entertainment, dining and dancing. Luxurious all expense night club tours are offered by LEBLANGS TOURS, 865-0341.

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GREYHOUND LINES — 1622 Collins Avenue, 538-0381.

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SEABOARD COAST LINE RAILROAD — 1604 Washington Avenue, 531-1396.

#### **BOAT RENTALS**

FLAMINGO YACHT BASIN — 1900 - 79th Street Causeway, 865-5711.

NATIONAL MARINE BOATS, INC. — 2380 Collins Avenue 534-4307.

#### CYCLE RENTALS

GO-GO RENT-A-CYCLE — 313 - 23rd Street, Miami Beach, 534-5362.

#### STEAMSHIP AGENTS

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

BAHAMA CRUISE LINE, INC. (M/V Freeport) Pier No. 2, Dodge Island Seaport. Reservations & Information 358-1811.

COMMODORE CRUISE LINE, LTD. (M/S Boheme) 1015 Port Boulevard. Reservations & Information 373-5502.

COSTA LINE, INC. (T/S Flavia, T/S Federico, T/S Carla C) 520 Biscayne Boulevard. Reservations & Information 374-4144.

EASTERN STEAMSHIP CO., (S/S New Bahama Star, S/S Ariadne) Pier No. 2. Reservations & Information 373-7501.

NORWEIGAN CARIBBEAN LINES, (M/S Starwood, M/S Sunward, M/S Skyward, M/S Southward) 820 Biscayne Boulevard. Reservations & Information 377-4751.

ROYAL CARIBBEAN LINES (M/S Song of Norway, M/S Nordic Prince) 853 Biscayne Boulevard. Reservations & Information 379-4731.

#### **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 boatlaunching ramp. This park preserves a historic lighthouse.

PENNEKAMP JOHN 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 headquarters site is an overnight picnic area, paved campground, parking, boat dock, ramp and hoists. playground equipment, and refreshment building. Glass bottom boats take visitors to the reef.



#### COMMITMENT TO SERVE MAN AND PRESERVE NATURE

We consider our job to be two-fold: to serve the community while protecting the environment and its natural beauty.

PLOMICH FOWER & LIGHT COMPANY



Hialeah's magnificent bronze statue of Calument Farm's Citation, placed in the center of a Lily Pond in the paddock, is a unique tribute to Hialeah's most outstanding thoroughbred to ever race at the famous park. Hialeah's winter meet starts January 17 and runs through March 3.

#### 2 UNPREDICTABLE KILLER WHALES









#### IN THE SAME TANK!

A Seaquarium First for the East Coast!
Children under 6 Free 6-14 Half Price
Variety Shows Daily 9AM-5PM
Home of Flipper 2 Killer Whales

FABULOUS WOMETCO MIAMI

# SEAQUARIUM

1-95 South Towards Key Biscayne on Rickenbacker Causeway

#### PERSONAL SERVICES BEAUTY SALONS

DOLORES BEAUTY SALON, 207 20th Street, 531-0996.

MADO COIFFURES, 1904 Collins Ave., 534-5544.

H.P. MATHIEU BEAUTY SALON, 2310 Collins Avenue, 538-7331.

MISTER RICHARD SANZ BEAUTY SALON, Carriage House, 5401 Collins Ave., 866-4646.

PEGGY'S BEAUTY SALON, INC., 1637 Washington Avenue, 538-1665.

#### **DEPARTMENT STORES**

BURDINE'S, 1675 Meridian Avenue, 538-8441.

JORDAN MARSH, MIAMI, 1501 Biscayne Blvd., 377-1911.

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

SEARS ROEBUCK & CO., 1300 Biscayne Blvd., 379-5411.

#### **FRUIT SHIPPERS**

FRIENDSHIP HOUSE, INC., 5420 N. Miami Avenue, 754-1424.

JOHN OWEN'S GULFSTREAM GOURMET, 18220 Collins Avenue, 945-7871.

#### MEN'S FURNISHINGS & CLOTHING

MR. ADAM, 6813 Collins Avenue, 866-1714.

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

EDDY HARTH OF MIAMI BEACH, 727 Lincol Road Mall, 531-5875

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

#### **PHARMACIES**

CLARK-SNYDER PHARMACY, 976 Arthur Godfrey Road, 534-2978.

FEDCO, 1605 Washington Avenue, 531-8945.

HOTEL PHARMACY, 1201 Lincoln Road, 672-8047.

JARVIS PHARMACY, 401 Arthur Godfrey Road, 534-2174.

LIGGETT-REXALL DRUG STORE, 400 Lincoln Road Mall, 531-5791. SHELDON'S DRUGS, 2903 Collins Ave., 531-0459.

#### SHOES - MENS

THOM McAN — MIAMI BEACH, 1261 Washington Avenue, 532-9325.

#### SHOES — WOMENS

I. MILLER BEAUTIFUL SHOES GUILD HOUSE, 801 Lincoln Road Mall. 534-4542.

#### **VARIETY STORES**

GREEN'S DISCOUNT STORES, 622 Lincoln Road Mall, 532-8921

SHOP-RITE, 524 Arthur Godfrey Road.

SOSSIN SYSTEMS, 860 Washington Ave., 672-1612.

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

F.W. WOOLWORTH CO., 7430 Collins Avenue, 865-0986

#### WIGS

RUTH REGINA, INC., 7436 Collins Avenue, 866-1226.

#### WOMEN'S APPAREL

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

KURLANDERS, 811 Lincoln Road Mall, 531-6341.

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

LERNER SHOPS, 306 Lincoln Road, 531-6330.

LILLIE RUBIN, INC., 1037 Lincoln Road Mall, 538-5561.

MADEMOISELLE, Inc., 211 Lincoln Road, 532-5313.

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

#### What To Wear

"Follow the three 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."

#### **AIRLINE OFFICES**

AIR CANADA — 1636 Collins Avenue: 6988 Collins Avenue; Reservations & Information 371-9026.

BRANIFF INTERNATIONAL AIR-WAYS — 115 S.E. Third Avenue, Reservations & Information — 635-2511.

BRITISH OVERSEAS AIRWAYS

- 100 Biscayne Blvd.. Reservations & Information 377-2011.

DELTA AIRLINES, INC. — 1632 Collins Avenue: 230 — 71st Street; Reservations & Information 373-0441.

EASTERN AIRLINES, 1616 Collins Ave. 4360 Collins Avenue, 251-71 St., Reservations & Information 634-3511.

NATIONAL AIRLINES, 1626 Collins Avenue, 7101 Collins Avenue, Reservations & Information, 633-3311.

NORTHEAST AIRLINES — 218 Lincoln Road; 228-71st Street; Reservations & Information — 379-4361.

NORTHWEST ORIENT AIRLINES

— 1626 Collins Avenue; 240-71st St., Reservations & Information — 633-3361.

PAN AMERICAN AIRWAYS — 1632 Collins Avenue; Reservations & Information 637-6444.

SOUTHERN AIRWAYS, INC. 25 S.E. 2nd Avenue, Reservations & Information 379-7501.

TRANS WORLD AIRLINES, INC.

— 228-71st Street: Reservations & Information 371-7471.

UNITED AIRLINES, INC. — 1636 Collins Avenue; Reservations & Information 377-3461.

VIASA-VENEZUELAN INTERNA-TIONAL AIRWAYS — 123 Lincoln Road; Reservations & Information 371-1684.

#### AIRPORT LIMOUSINE

RED TOP SEDAN SERVICE, 4360 Collins Avenue 531-8611.

Airport Limousine Service rates range from \$2.50 to \$3.50 depending on location of destination.

Taxicab rates are 50¢ for the first 1/3 mile and 10¢ for each additional 1/5 mile.

#### 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 Merdian Court, 538-6517.

EXECUTIVE TRAVEL SERVICE, 407 Lincoln Road, 531-3318.

FARR TOURS & TRAVEL SERVICE — 424 Lincoln Road Mall, 531-5327, 6705 Collins Avenue, 865-7444

FOUR STAR TOURS — 2505 Collins Avenue, 532-6477.

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

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

STAR TRAVEL INC. — 226-71st. St., 865-0357.

STEVENS TOURS INC. - 7316 Collins Avenue, 865-0521

WYLLY'S TRAVEL HEAD-QUARTERS — 2795 Collins Avenue, 538-0751.

ZENITH TOURS INC. — 6261 Collins Avenue. 865-4534

VERTEX TRAVEL, INC. — 1000 Lincoln Road Mall, 532-3475



20 of 87 ROOMS PER PERSON DBL. OCC.

SEPT 1- DEC 15 \$3.50 DEC 15- JAN 15 \$8.00 JAN 15- MAR 22 \$12.00 100% AIR CONDITIONED

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IN MIAMI BEACH

BAPTIST (S.B.C.)

MIAMI BEACH FIRST BAPTIST

— 2816 Sheridan Avenue.

#### CATHOLIC

ST. FRANCIS DE SALES — 600 Lenox Avenue.

ST. JOSEPH'S — 8670 Byron Avenue.

ST. MARY MAGDALEN — 17775 North Bay Road.

ST. PATRICK'S — 3701 Alton Road.

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)

BETH ISRAEL — 770 - 40th Street (Orthodox)

BETH JACOB — 311 Washington Ave. (Orthodox).

BETH TFILAH — 935 Euclid Avenue (Orthodox).

JACOB COHEN COMMUNITY - 1532 Washington Ave. (Orthodox).

CUBAN HEBREW CONGRETA-TION — 1242 Washington Ave. (Orthodox).

KNESETH ISRAEL — 1415 Euclid Ave. (Orthodox).

OHEV SHALOM — 7055 Bonita Drive.

SEPHARDIC JEWISH CENTER — 645 Collins Avenue (Orthodox).

TEMPLE BETH RAPHAEL — 1545 Jefferson Avenue.

TEMPLE BETH SHOLOM — 4144 Chase Avenue (Reform).

TEMPLE EMANU-EL - 1701 Washington Ave. (Conservative).

TEMPLE MENORAH  $-620 \cdot 75 th$  Street Conservative.

TEMPLE NER TAMID — 7902 Carlyle Avenue (Conservative).

#### LUTHERAN

SUNNY ISLES LUTHERAN -200 178th Street.

#### **METHODIST**

ST. JOHNS ON THE LAKE — 4760 Pine Tree Drive.

#### PRESBYTERIAN

 $\begin{array}{ccc} \textbf{MIAMI} & \textbf{BEACH} & \textbf{FIRST} \\ \textbf{PRESBYTERIAN} & - \textbf{7141 Indian Creek} \\ \textbf{Drive}. \end{array}$ 



#### FREE GUEST REGISTRATION SERVICE

After arrival in Miami Beach, phone 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.



#### SPARKLING CLEANLINESS

This maintains what always is one of the first impressions a stranger receives in Miami Beach — the sparkling cleanliness of the city. Smoke, smog and dust are pleasingly absent, as also are most of the pollens that cause hay fever. Many people come here in summer to escape the latter.

#### 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 angling that will bring unforgettable thrills! You can fish from boats, sea walls, piers, beaches, bridges, jettoes, causeways; in bays, canals, ocean 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 MacArthur, Rickenbacker, North Bay (79th 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 normal 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 northermost 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 to happy to show you how to rig for the different types of

Fresh water fishing . . . There are many places in this area where good bass fishing may be found . . . also panfish, catfish, rough fish, bream, stumpknockers and warmouth perch. Fishing spots range from the manmade canals to small lakes deep in the Everglades. If you perfer 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 fishingissued 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.



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A "SHOWER OF STARS" HOTEL

Dancing & entertainment nitely Early & late shows every night FREE parking TV in all rooms FREE chaise lounges FREE vacht cruise Shopping Arcade & Post Office Luxurious Accommodations SPECIAL FAMILY RATES

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> March 8 - April 5 - \$15.00 April 5 - May 1 - \$9.00 May 1 - July 1 - \$8.00 July 1 - Sept. 1 - \$9.00

Arthur Bant, Gen. Mgr. 250 rooms

Completely Air Cond., Credit Cards Accepted

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A scene in the Rain Forest of the Monkey Jungle. where monkeys run free and the people are caged.



High jumping, game playing porpoises thrill young and old at Miami Seequarium, the world's largest tropical marine aquarium.



# RESORT MOTEL



100% Air Conditioned Wide Beach Swimming Pool Free TV in rooms Coffee Shop & Lounge OPEN ALL YEAR

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PHONE: 947-6511



Enjoy Dog racing year round in Greater Miami. Check listing for track locations and post times.



#### SPEED LIMITS

- 1. Unless otherwise posted, 30 miles per hour in any business or residential section.
- 2. 15 miles per hour in an alley.
- School Zone 20 miles per hour during hours posted.

State speed limits are posted.

#### PARKING

You cannot stop, stand or park a vehicle, discharge passengers, etc., except when necessary, to avoid con-flict with other traffic or under di-rection of police officer or traffic control device.

Observe parking restrictions, such as loading zones, taxicab zones and other no parking areas.

#### SIGNALS

Use signal lamps or hand signals when turning or stopping.

#### **TURNS**

U-Turns: Even though signs may not be posted, a "U" turn shall not be made in a business district or at

a signalized intersection, and in any event, the width of roadway must be sufficient to complete a "U" turn in one movement, and further, such turn shall not interfere with other traffic.

Rig' turn can be made on red signal after a full stop and traffic is clear, unless otherwise indicated by posted sign.

#### DRIVERS LICENSE

Be sure that your drivers license is in force at all times.

This city has adopted the provision of model traffic ordinances that are in general use nationwide. As a result, a driver will find our traffic laws and traffic control devices the same as other communities throughout the nation. Thus, observe the basic laws and courtesy that you would apply in your own city.

#### **ACCIDENTS**

Accidents involving personal injury or property damage must be reported immediately to the police depart-

#### THE INFLATION STAY 7 NIGHTS AY ONLY FOR 6\* **FIGHTER**

#### DAILY ROOM RATES PER PERSON

\$5.50 to Dec. 18 \$5.50 Dec. 18 - Feb. 1 \$13.50 Feb. 1 - Mar. 1 30 of 166 rooms

MODIFIED AMERICAN PLAN \$4.50

daily per person to Dec. 18 daily per person after Dec. 18 \$5.50

FAMILY PLAN Free meals children 12 and under in same room with parents on Modified \*Not applicable in Feb

Private Beach Pool Free Chaise Lounges Free Self Parking Exchange Dining Complimentary Night Club Show and

Drink Planned Entertainment

Fresh Water Pool Kiddie Pool Free Poolside Chaise Lounges Free coffee in vour room TV in every room Free Self Parking Self Check-In Service

ALL ROOMS SAME RATE DAILY RATES PER PERSON DOUBLE OCCUPANCY to Dec. 20 Dec. 20 to Jan. 2; Feb. 1 to Mar. 1 \$3.50 Jan 2 to Feb 1; March 1 to April 9 \$9.50 EFFICIENCIES \$7.50 to Dec. 20 Dec. 20 to Jan. 2: Feb. 1 to Mar. 1: \$4.00 Jan. 2 to Feb. 1; March I to April 9 \$11.50 \$9.50

OCEAN AT 42 ST. PHONE: 534-4751 aradise

Harding Ave., 85 to 86 Sts. • Phone: 865-6216 Mail Address P.O. Box 2338, Miami Beach, Fla. 33140

#### 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 163rd Street, 125th Street, 79th Street, 36th Street, 15th Street and 13th Street. Getting around in Miami by automobile is not difficult but mileage consuming. The street numbering system begins at Miami Avenue and Flagler Street and is divided into quadrants from that point; for

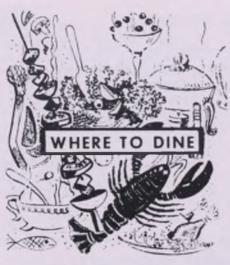
example, northeast, northwest, southeast, southwest. Streets run east and west as do the terraces. The avenues and places run north and south, but there are exceptions to these rules in the outlying areas, so use a map for such places as Hialeah. The system holds up to 215th Street on the north, 360th Street on the south and 217th Avenue on the west. Flagler Street divides the north and south and Miami Avenue east and west.

#### \*\*\*\*\*\*\*\*\*

#### FLORIDA HISTORIC HIGHLIGHTS

- 1500 Coast first mapped by Gaspar Corte-Reale.
- 1545 First white man to land was Escalante De Fontaneda.
- 1657 Menendez established first white settlement.
- 1668 Father Sedano established the first white mission.
- 1743 Mission reestablished on the site of Coconut Grove.
- 1771 Governor Patrick Tonyn brought in first white settlers.
- 1796 First land grant given
- 1835 Fort Dallas built on original Miami site.
- 1836 Dade County named for Major Francis Dade, killed in the Indian War. Cape Florida Lighthouse built . . . still standing.
- 1838 Dr. Henry Perrine established first experimental fruit farm, Later killed by Indians.
- 1856 William Wagner took up first homestead in Miami.
- 1866 Charles M. Lum built first home on Miami Beach.

- 1888 First public school was a driftwood cabin.
- 1895 Miami townsite laid out and Julia Tuttle contracted with Henry M. Flagler to bring first railroad to Miami.
- 1896 Miami incorporated as a city with 343 registered voters. John B. Reilly became first mayor. First train came to Miami and the famous Royal Palm Hotel started. First newspaper was the "Miami Metropolis" now the "Miami News".
- 1907 First ferry was opened between Miami and Miami Beach.
- 1913 First Causeway, the wooden Collins Toll Bridge, was opened June 12th.
- 1917 Miami Beach was incorporated as a city.
- 1921 First broadcasting station, WFAW, was licensed in Miami, operating a 50-watt station.
- 1925 University of Miami was inaugurated.



**RESTAURANTS — AMERICAN** 

AIRPORT ROOF RESTAURANT & SKY LOUNGE Miami International Airport, 7th Floor 633-9611.

BONFIRE RESTAURANT, 1700 79th Street Causeway, 865-3431.

EMBERS RESTAURANT, 245 22nd

Street, 538-4345.
FLAME STEAK HOUSE, 216

Lincoln Road, 532-3392.
THE FORGE INC. 432 Arthur

Godfrey Road, 534-4536. FRANKLIN'S STEAK HOUSE,

1217-71st Street, 866-9423.

JUNIOR'S RESTAURANT, 2947

Collins Avenue, 534-4705.

MANNY'S RESTAURANT, 1670

MANNY'S RESTAURANT, 1670 Meridian Court, 538-3751.

PUB RESTAURANT, 16701 Collins Avenue, 949-7433.

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

ROYAL CASTLE, INC. 780 Arthur Godfrey Road, 538-6403.

HOWARD JOHNSON'S, 4000 Alton Rd. 534-3292.

STEAK & GRAPE, 160 Lincoln Rd. 531-8488.

#### RESTAURANT — CHINESE

THE PAGODA, 211-22nd Street. 538-0342.

#### **RESTAURANTS** — ITALIAN

AGOSTINOS, 6970 Collins Avenue, 866-6147.

ASTI RESTAURANT, 468 Arthur Godfrey Road, 534-2470.

CASA SANTINO, 10999 Biscayne Boulevard, 754-2431.

DINO'S FONTANA DI TREVI RESTAURANT, 912 - 71st Street, 864-9618

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

#### RESTAURANT — JEWISH AMERICAN

FAMOUS RESTAURANT. 669 Washington Avenue, 531-3987.

PUMPERNIK'S 6700 Collins Avenue, 866-0246

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

WOLFIE'S RESTAURANT, 1 Lincoln Road 538-0326.

#### RESTAURANT — MID-EAST LEBANESE

OMAR'S TENT RESTAURANT, 534 Arthur Godfrey Road, 532-8422.

#### RESTAURANT — POLYNESIAN AMERICAN

LUAU RESTAURANT INC., 1755 79th Street Causeway, 865-3735.

#### **RESTAURANT — POLYNESIAN**

SOUTH PACIFIC POLYNESIAN RESTAURANT, 711 North Federal Highway. Hallandale 945-6457.

#### **RESTAURANT — SEAFOOD**

JOE'S STONE CRAB RESTAURANT. 227 Biscayne Street. 673-0365.

TONY'S FISH MARKET RESTAURANT — 1900 79th Street Causeway, 865-8688

#### **RESTAURANT** — SPANISH

PUERTO ANTONIO RESTAURANT 1649 Washington Avenue. 532-6601 & 538-9981.

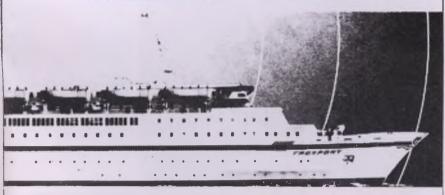
#### CAFETERIA

CONCORD CAFETERIA, 1921 Collins Avenue, 534-4883

#### Free Guest Registration Service

After arrival in Miami Beach, phone 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.

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The M/V Freeport . . . sailing from downtown Miami at 5 P.M. A floating palace of pleasure with superb dining. Low rate for youngsters under 12. Special Group Rates!

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3 DAY - 2 NIGHT **ALL EXPENSE CRUISE** SAILS SUN., TUE, & FRI INCLUDES CABIN
WITH FACILITIES, MEALS,
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3 TO 8 DAY SHIP 'N SHORE VACATION. to FREEPORT & NASSAU, Sails Sun., Tues., Thurs., & Fri.; ship as transportation, hotel accommodations & extras! \*Nassau, slightly higher.

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