

V.F. MIAMI BEACH

Welcome to

MIAMI BEACH

SEP 15 1969

SUMMER 1969

MIAMI BEACH
PUBLIC LIBRARY
Reference Department



Official Publication
MIAMI BEACH
CHAMBER OF
COMMERCE



France has Air France.



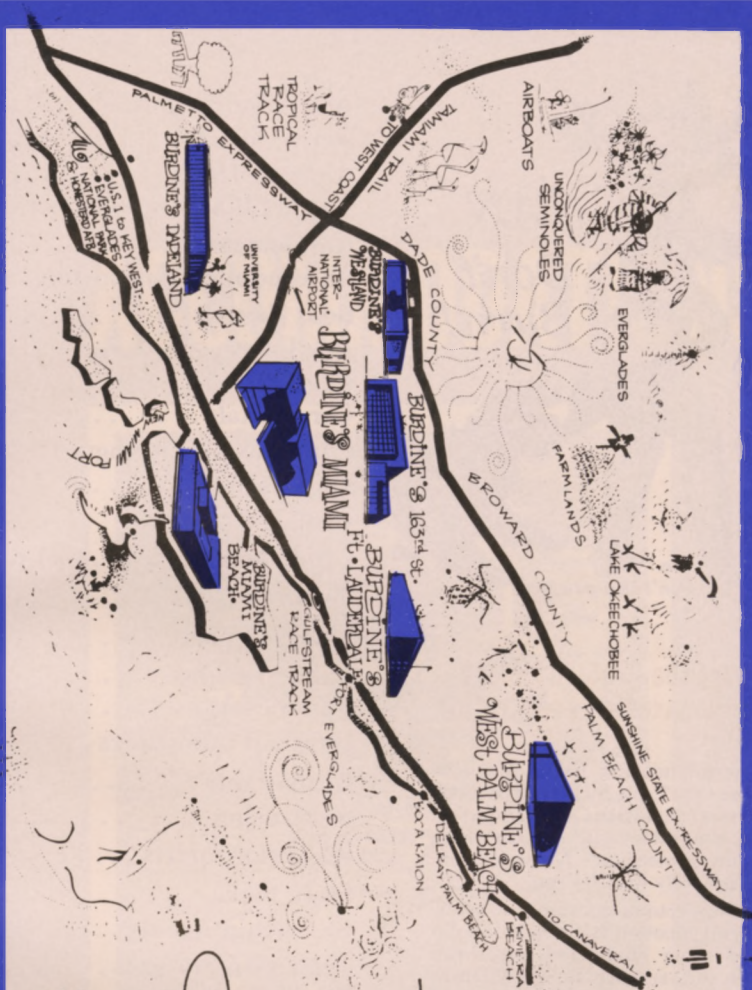
Canada has Air Canada.



And Florida has National.

So when you're going to Florida call us.
National is Florida's own airline.
And we're proud of it.

National Airlines 



this is

BURDINE'S

Sunshine Fashions

7 stores so splendidly yours
on Florida's fabulous gold coast

COPPERTONE

INDEX



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 skin-drying 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 oz. to 1 pint.

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

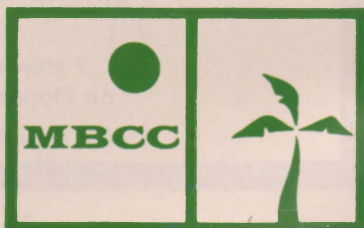


New!

Royal Blend

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

Accommodations	18
Active Sports	14
Airline Offices	14
Airport Limousine Service .	14
Amusements	30
Automobile Transporting .	46
Boat Rentals	16
Bus Lines	14
Calendar of Events	7
Car Rentals	46
Churches & Synagogues . .	10
Dog Racing	14
Golf	46
Guide Map	24 & 25
History	28
Mileage Chart	17
Public Beaches	17
Radio Stations	41
Railroad Companies	14
Restaurants	32
Sightseeing	35
Spectator Sports	14
State Parks	42
Steamship Agents	14
Television Stations	41
Theatres	41
Travel Agencies	14
Weather	29
What To Wear	30



MIAMI BEACH

ACCOMMODATIONS





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 you are our guest, we hope you will find our hotels, motels and many fine restaurants to your liking--our sandy beaches, fishing, entertainment and our unsurpassed climate. Included in this Visitors' Guide is most of the information the average visitor may need while in Miami Beach. However, if you desire to know more, please contact our Chamber Headquarters at 1661 Washington Avenue, Suite 221, Miami Beach, 33140 (538-6731). Our staff will be only too happy to serve you.

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

A handwritten signature in dark ink that reads "Jerry Sussman". The signature is written in a cursive, flowing style.

Jerry Sussman
President,
Miami Beach Chamber of Commerce

CALENDAR OF EVENTS

CONCERTS

MAY

4—Miami Beach Symphony Orchestra, Barnett Breskin, Conductor, Pianist Emanuel Ax, Miami Beach Auditorium, 8:15 p.m.

*8—Opera Guild of Greater Miami, Miami Beach Auditorium.

*9—Youth Symphony, Vincent Lopez, Miami Beach Auditorium.

*10—Opera Guild of Greater Miami, Miami Beach Auditorium.

11—Greater Miami Philharmonic Society, Greater Miami Choral Society, Miami Beach Auditorium, 8:15 p.m.

31 thru June 1—Country Music Concert, Radio Station WGMA, Miami Beach Convention Hall North, 2 shows daily.

JUNE

*21—Concert-Baldwin Promotions, Miami Beach Convention Hall North, Evening.

*28—Concert-Baldwin Promotions, Miami Beach Auditorium, Evening.

29—Pop Concert, Miami Beach Auditorium, Evening.

JULY

6, 13, 20, 27—Pop Concert, Miami Beach Auditorium, Evening.

*17—WGVS Convention Hall South.

*Tentative



South Florida beaches are known the world over for their tropical beauty. Here you can relax and enjoy our biggest assets, the sun and the sea.

While you're here
EXPLORE FLORIDA

It's a playground and playground for fun and profits. Check the opportunities for good living, business, investments and careers. Maybe YOU belong here.
Worth exploring!

FLORIDA POWER & LIGHT CO.
HELPING BUILD FLORIDA

AUGUST

3, 10, 17, 24, 31—Pop Concert, Miami Beach Auditorium, Evening.

BOXING

MAY

- *6—Miami Beach Convention Hall North, 8:40 p.m.
- *13, 27—Miami Beach Auditorium, 8:40 p.m.
- *20—Miami Beach Convention Hall South, 8:40 p.m.

JUNE

- *3, 10—Miami Beach Auditorium, 8:40 p.m.
- *17, 24—Miami Beach Convention Hall North, 8:40 p.m.

JULY

- *1, 8, 22, 29—Miami Beach Auditorium, 8:40 p.m.
- *15—Miami Beach Convention Hall South, 8:40 p.m.

AUGUST

- *5, 12, 19, 26—Miami Beach Auditorium, 8:40 p.m.

WRESTLING

MAY

- *7—Miami Beach Convention Hall North, 8:40 p.m.
- *14, 28—Miami Beach Auditorium, 8:40 p.m.
- *21—Miami Beach Convention Hall South, 8:40 p.m.

JUNE

- *4—Miami Beach Auditorium, 8:40 p.m.
- *18, 25—Miami Beach Convention Hall North, 8:40 p.m.

JULY

*Tentative

Vacation Magic ... NEW As Always!

Dave Levinson, Lou Kenin
Owner-Management
Morton Kirsch
General Manager

Write for color brochure and rates: see your travel agent, or call our office
New York: 564-2512
Chicago: 782-4298
Los Angeles: 461-3541 San Francisco 392-7277

hotel **Algiers**
350 feet On the Ocean
25th to 26th Sts., MIAMI BEACH, FLORIDA

*2, 9, 23, 30—Miami Beach Auditorium, 8:40 p.m.

*16—Miami Beach Convention Hall South, 8:40 p.m.

AUGUST

*6, 13, 20, 27—Miami Beach Auditorium, 8:40 p.m.

SPECIAL EVENTS

MAY

*3—National Attractions, Miami Beach Auditorium.

21—Miss U.S.A. Pageant Semi-Finals Miami Beach Auditorium, 8 p.m.

24—Miss U.S.A. Pageant Finals, Miami Beach Auditorium, 10 p.m.

JUNE

*13—Variety Show, Miami Beach Auditorium.

JULY

13, 20—Orchid Show, Miami Beach Convention Hall North.

16—Miss Universe Pageant Semi-Finals, Miami Beach Auditorium, 8 p.m.

19—Miss Universe Pageant Finals, Miami Beach Auditorium, 10 p.m.

TENNIS

JULY

12-16—Lawn Tennis, Florida State Clay Courts, Flamingo Park.

*Tentative



STARLIGHT ROOF
the world's smartest supper club
presents dinner-dancing with
MAL MALKIN
AND HIS ORCHESTRA
Florida's Premier Orchestra

THE CALO BROTHERS ORCHESTRA
For Music with a Latin Beat

ODORAL ON-THE-OCEAN
48th & Collins • Res: 532-3600



Churches & Synagogues

in Miami Beach

BAPTIST (S.B.C.)

MIAMI BEACH FIRST BAPTIST—
2816 Sheridan Street

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

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 Ave. (Orthodox)
BETH ISRAEL—
770 - 40th Street (Orthodox)
BETH JACOB—
311 Washington Ave. (Orthodox)
BETH TFILAH—
935 Euclid Ave. (Orthodox)
JACOB C. COHEN COMMUNITY—
1532 Washington Avenue (Or-
thodox)
CUBAN HEBREW
CONGREGATION—
1242 Washington Ave. (Ortho-
dox)
KNESETH ISRAEL—
1415 Euclid Avenue (Orthodox)
OHEV SHALOM—
7055 Bonita Drive
SHEPARDIC 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. (Conserva-
tive)
TEMPLE MENORAH—
620 - 75th St. (Conservative)
TEMPLE NER TAMID—
7902 Carlyle Avenue (Conserva-
tive)

LUTHERAN

SUNNY ISLES LUTHERAN—
200 - 178th Street

METHODIST

ST. JOHNS ON THE LAKE—
4760 Pine Tree Drive

PRESBYTERIAN

MIAMI BEACH FIRST
PRESBYTERIAN—
7141 Indian Creek Drive

MIAMI BEACH'S BEST BUY!

Where else can you get all this?

FREE GOLF ★ FREE CHAISES AND MATS ★ FREE YACHT CRUISE

FREE MEALS (MAP) ★ For Children under 18 when sharing room with parents

Come To The Cabaret

A world of fun from around the world ... sparkling comedy ... gay songs and dances ... famous stars! Something going on every day ... every night ... for your most entertaining vacation ever!



HAWAIIAN LUAU

A festive event, with the true flavor of Hawaii! A get-together, with cocktails, in traditional island style, with all the trimmings!

BROADWAY REVUE

Flashing feet, top tunes, crazy comedy in a revue to end all revues! You're on Broadway ... in Paris London ... all the pleasure capitals of the world!



fiesta ITALIANO

O sole mio! A show as gay as a night in Naples, romantic as a gondola in Venice. Plus the savory goodness of a special Italian menu for a great dinner!

Peppy Fields HOUSE PARTY

Peppy adds zest to her live radio interview show with surprise guests! It's no surprise to find Jackie Gleason, Milton Berle, George Jessel trading jokes with Peppy!



Dine-a-rama Dine at all 8 Shower of Stars Hotels at NO EXTRA COST!

Lucerne



OCEANFRONT AT 41st ST.
MIAMI BEACH

Rates per Person, Double Occupancy
 \$7.50 May 1 to July 1 24 of
 \$8.50 July 1 to Sept. 1 178 rooms
 \$7.50 Sept. 1 to Nov. 1

FULL COURSE BREAKFAST AND
 7-COURSE DELUXE DINNER, add \$5;
 FREE MEALS FOR CHILDREN UNDER 18
 WHEN SHARING ROOM WITH PARENTS.



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



One of the beautiful trained birds that put on a complete show at the Parrot Jungle.

YOU'LL LOVE VACATIONING SEA ISLE STYLE

A "SHOWER OF STARS" HOTEL

- Dancing & Entertainment nightly
- Early & late shows every night
- FREE parking
- TV in all rooms
- FREE chaise lounges
- FREE yacht cruise
- Shopping Arcade & Post Office
- Luxurious Accommodations
- SPECIAL FAMILY RATES

SEA ISLE
Hotel • Pool • Cabana Club



Winner of Gourmet Society Culinary Merit Award

European Plan, per pers., dbl. occ.

- May 1 to July 1 \$8.00
- July 1 to Sept. 1 \$9.00
- Sept. 1 to Nov. 1 \$8.00

Arthur Banl, Gen. Mgr. 100 of
250 rooms

Completely Air Cond., Credit Cards Accepted

OCEANFRONT at 30th STREET
MIAMI BEACH • Phone JE 8-7841



ENJOY AN INFORMAL

Atlantis HOTEL HOLIDAY

A friendly atmosphere, where hospitality is always in the air! Gracious service, a round of fun activities! Carnival nights! Early and late shows nightly! Beach barbecues! Beautiful pool, cabanas, sun deck! FREE parking on premises—motel style! Close to fabulous shops on Lincoln Road, night clubs, theatres! Excellent cuisine! Completely air conditioned! SPECIAL FAMILY BUDGET RATES! TV and Radio in all rooms!

75 of 150 rooms
Joseph J. Lindenfeld
Manager

OCEANFRONT at 27th ST., MIAMI BEACH • Phone 531-0381

European Plan per pers. dbl. occ

- May 1-July 1 \$6.00
- July 1-Sept. 1 \$7.00
- Sept. 1-Nov. 1 \$6.00

her MAJESTY MOTEL



6620 INDIAN CREEK DR., MIAMI BEACH, FLA. 33141

865-3731

Dear Prospective Guest,

The best way to be sure of enjoying your vacation in Miami Beach is to be certain of the quality of your hotel or motel. May I take a moment of your time to tell you about HER MAJESTY MOTEL? We are not a big impersonal operation where guests are just room numbers. I am there every day to see to your comfort and enjoyment. We are small enough to get to know you and find out your needs and wishes.

Our location is the very best! We are right in the heart of Miami Beach across the street from the famous Deauville and Carillon hotels, near churches, Lincoln Rd. and Convention Hall, only a block away from restaurants, sandy beach, shopping and bus stop so that you don't really need a car. If you do come by car we have free self parking...no doorman to tip. We are right on Bisqayne Bay and you will while away many a pleasant hour lounging at our pool watching the boats cruise by all day long. At HER MAJESTY you will have two extra hours of sunshine every day more than the big crowded oceanfront hotels whose very size and height cut off the sun early in the afternoon. The sun never leaves our west facing pool until it sets.

You can relax here...wear casual clothes day and night. Our atmosphere is informal, uncrowded and uncommercial. There is no regimentation, no tumult, no outstretched hands to annoy you...handle your own luggage if you wish. We have just completely refurbished HER MAJESTY from top to bottom with brand new beautiful, modern furniture, new wall to wall carpet, Sealy beds with FIRM mattresses, new drapes and lamps. Our rooms are just as nice and just as large as the rooms in the big oceanfront hotels yet the difference in price is so great that you can save dollars every day and stay much longer to enjoy HER MAJESTY MOTEL and Miami Beach.

Children hate to leave us...and no wonder! With a big pool to splash around in, scuba diving, sailing and water ski lessons available, they have the time of their lives! Honeymooners love HER MAJESTY...enjoy peace and privacy here. You will be delighted with our spacious kitchenette apartments and luxurious bedroom apartments, with two bathrooms, all set up for complete housekeeping including freezer top refrigerators. There are no extra charges of any kind. For your convenience we are on Diners Club, American Express and Carte Blanche...one more indication of the likelihood that you will be pleased with our facilities.

Most of our business is repeat business...the same people coming back year after year. I know that your coming back again and sending your friends depends on your having a good time. Repeat business doesn't just happen...It has to be earned. I would welcome the opportunity to earn yours. I have a good deal for you at HER MAJESTY because your business means a good deal to me.

Bienvenue Aux Canadiens
Ici Nous Parlons Francais!

A. Sheffman,
OWNER MANAGER

Room Rates	Motel Rooms	Kitchenette Apts.	Suites (2 Baths)
Per Day Per Person	Dbl. Occ.	Dbl. Occ.	4 Persons
*Apr. 22-Dec. 15	\$4 - \$6 - \$8	\$5 - \$7 - \$9	\$4 - \$6 - \$8
Dec. 16 - Jan. 15	\$7 - \$9 - \$11	\$8 - \$10 - \$12	\$6 - \$8 - \$10
Jan. 16 - Mar. 21	\$9 - \$12 - \$14	\$12 - \$14 - \$16	\$9 - \$12 - \$14
Mar. 22-Apr. 21	\$7 - \$9 - \$11	\$8 - \$10 - \$12	\$6 - \$8 - \$10

*July & August Add \$1 Per Day Per Person



LARGE POOL • FREE TV IN EVERY ROOM • DAILY MAID SERVICE • 24 HR. SWITCHBOARD • SIGHTSEEING BUS AT OUR DOOR • BABY SITTERS AVAILABLE • EVERY ROOM AIR CONDITIONED • FREE CHAISE LOUNGES • BOAT DOCK AND FISHING • SHUFFLEBOARD • NIGHT SWIMMING • WATER SKI INSTRUCTIONS • SAILING INSTRUCTIONS • SCUBA DIVING INSTRUCTIONS • FREE SELF PARKING • FREE ICE • COIN LAUNDRY ON PREMISES • ELEVATOR • DELIGHTFUL WIDE WATERFRONT • WATERFRONT SUITES WITH PRIVATE BALCONIES • COLOR TV • KITCHENETTES AND APARTMENTS • DOCTOR ON CALL 24 HOURS

A. Sheffman

AIRLINE OFFICES

AIR CANADA, 1636 Collins Avenue, and 6988 Collins Avenue; Reservations & Information 371-9026
AIR FRANCE, 310 S.E. First Street; Reservations & Information 379-6444
BRANIFF INTERNATIONAL AIRWAYS, 115 S.E. Third Avenue; Reservations & Information 379-0871
DELTA AIRLINES, INC., 1632 Collins Avenue; 230 - 71st Street; Reservations & Information 373-0441
EASTERN AIRLINES, INC., 1616 Collins Avenue; 251 - 71st Street; Reservations & Information 634-3511
EL AL ISRAEL AIRLINES, 1602 Washington Avenue; Reservations & Information 532-5441

KLM ROYAL DUTCH AIRLINES, 308 N.E. First Street; Reservations & Information 633-1511

NATIONAL AIRLINES, INC., 1626 Collins Avenue; 240 - 71st Street; Reservations & Information 633-3311

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

NORTHWEST ORIENT AIRLINES, 1626 Collins Avenue; 240 - 71st Street; Reservations & Information 633-3361

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

TRANS WORLD AIRLINES, INC., 228 - 71st Street; Reservations & Information 377-4661

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

VIASA-VENEZUELAN INTERNATIONAL AIRWAY, 160 S.E. Third Avenue; Reservations & Information 371-1684

AIRPORT LIMOUSINE

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

Airport Limousine Service rates range from \$2.00 to \$3.00 depending on location of destination.

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

BUS LINES

GREYHOUND LINES, 1622 Collins Avenue, 538-0381

RAILROAD COMPANIES

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

STEAMSHIP AGENTS

ALBURY & COMPANY, MacArthur Causeway; Information 531-3466

ARISON SHIPPING COMPANY, 820 Biscayne Boulevard, Reservations & Information 377-4751

ATLANTIC CRUISE LINE INC., 520 Biscayne Boulevard; Reservations & Information 374-4144

CONTINENTAL CRUISE LINES, 332 Biscayne Boulevard; Reservations & Information 379-2801

EASTERN STEAMSHIP CORP., Pier 3, Reservations & Information 373-7501

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.

ALL AROUND TRAVEL SERVICE, INC., 1638 Collins Avenue, 523-3336

AMERICAN EXPRESS CO., 1006 Lincoln Road Mall, 538-7641

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

FOUR STAR TOURS, 2505 Collins Ave., 532-6477

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

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

STAR TRAVEL INC., 226 - 71st Street, 865-0357

STEVENS TRAVEL SERVICE, 7316 Collins Avenue, 865-0521

WYLLY'S TRAVEL HEADQUARTERS, 2795 Collins Avenue, 538-0751

SPORTS

DOG RACING

FLAGLER KENNEL CLUB, 450 N.W. 37th Avenue, Miami, Open May 5 thru September 2.

Note: Post time is 8:15 p.m. nightly except Sundays.

LIFTER'S *Fabulous* **NEW** COMPLETELY AIR CONDITIONED

WAIKIKI

Oceanfront
RESORT
MOTEL

FREE TV IN ALL ROOMS!
SELF PARKING!



**MOST
ATTRACTIVE
RATES ON
MIAMI
BEACH**

**LUXURIOUS
VACATIONING**



Member of
Diners' Club

All Outside Rooms & Apts.
Completely Air Cond. & Heated
Luxuriously Furnished
Private Bath & Telephone
Beautyrest Mattresses
Spacious Walk-in Closets
Electric Kitchens
Ample Free Parking
Low Rates throughout the Year
Write or Phone
Wilson 7-3451
for Reservations

Kitchenettes available

- 3 Swimming Pools
- 450 Feet of Private Beach
- Dining on the Marine Terrace
- Dancing, Movies, Bingo
- Beach Parties
- Aloha Cocktail Lounge
- Pineapple Bowl Coffee Shop
- Shuffleboard Courts
- Night Swimming
- Kiddie Pool

**Enjoy Complete Hotel Luxury plus Casual,
Informal Motel Living. Children Welcome.**

ON THE OCEAN, 18801 COLLINS AVE., MIAMI BEACH, FLA

FREE COLOR BROCHURE

Please Air Mail Your
Rates and Reservation Form

Name.....
Address.....
City..... State..... Zip Code.....

BOXING & WRESTLING

Professional Boxing and Wrestling held regularly at the Miami Beach Auditorium or Miami Beach Convention Hall, 1700 Washington Avenue.

FOOTBALL, PROFESSIONAL

MIAMI DOLPHINS, Florida's entry in the American Football League, professional games held at Orange Bowl, 1500 N.W. 3rd Street. For ticket reservations 642-4611.

PRE-SEASON GAMES:

August 9 - Chicago Bears
August 16 - Philadelphia Eagles
August 30 - Baltimore Colts
(Kickoff is at 8 P.M.)

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, 865-3841

SHUFFLEBOARD

FLAMINGO PARK — 13th St. & Meridian Avenue. 6 Courts. Deposit.
FRIENDSHIP CORNER NO. 2 — Washington Avenue & 2nd Street. Deposit fees only.
NORTH SHORE PARK — 72nd Street & 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 Street & Meridian Avenue (16 courts). Hourly fee.
NORMANDY ISLE PARK — 1765 - 71st Street. (1 Court). No fee.
NORTH SHORE PARK — 72nd Street & Byron Avenue. (8 Courts). Hourly fee.
POLO PARK — 42nd Street & Meridian Avenue. (2 Courts). No fee.
HOLLYWOOD LAKES COUNTRY CLUB — 14800 Hollywood Blvd., 9 miles west of State Road 7 (U.S.441) 4 Championship Tennis Courts.



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

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.
PLAYMATE YACHT — Charter Fishing Boat, Chamber of Commerce Docks, 5th Street & Alton Road, 2 trips daily at 8 a.m. and 1 p.m.; \$12.75 per person, including rods, reels, and bait. 538-7586.

BOAT RENTALS

HYDROGLAS INDUSTRIES, INC.
7395 West 19th Court
Hialeah
822-4471
FLAMINGO YACHT BASIN, 1900 - 79th Street Causeway, 865-5711
LANGERS OUTBOARD SERVICE, 520 West Avenue, 532-2227
NATIONAL MARINE BOATS, INC.,
2380 Collins Avenue, 534-4307

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
New York	1357
Oklahoma City	1509

Omaha	1713
Philadelphia	1258
Pittsburgh	1296
Raleigh	854
San Francisco	3120
St. Louis	1260
Toronto	1562
Washington, D. C.	1121

PUBLIC BEACHES

Jetty Station	
Pier Station	
3rd Street	
6th Street	
8th Street	
10th Street	
12th Street	
13th Street	
14th Street	Lummus Park
21st Street	72nd Street
35th Street	74th Street
46th Street	79th Street
53rd Street	81st Street
63rd Street	

These public beaches have lifeguards on duty and comfort stations.

MORE TO SEE THAN ANY OTHER ATTRACTION!

Continuous shows daily 9 am to 5 pm



Hugo the Killer Whale



Ride the Monorail



Home of "Flipper"



See rare fishes (World's largest collection)



WOMETCO MIAMI

SEAQUARIUM®

10 Min. South of Downtown Miami on Rickenbacker Causeway
Children under 6 free — 6 to 14 half price

Accommodations

DEFINITION OF SYMBOLS

AC	Accepts Children (Available Cribs & Babysitters)	MAP	Modified American Plan
AP	American Plan	OF	Ocean Front
BD	Boat Dockage	PT	Package Tours
BH	Boat Hoist	PA	Pets Accepted
C	Cabanas	PPC	Planned Program for Children
CS	Coffee Shop	S	Solariums
CAC	Completely Air Conditioned	SD	Special Diet Facilities
CP	Children's Pool	SR	Servicemen's Rates
FP	Free Parking	SWP	Salt Water Pool
FWP	Fresh Water Pool	TV	Television Available
GF	Golfing Facilities	TRF	Teenage Recreation Facilities
HP	Heated Pool	W	Wheelchair Accommodations
		()	No. of Rooms

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

HOTELS

ALDEN HOTEL (70)
2925 Indian Creek Drive
531-0077
CAC SWP TV

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

ALLISON (152)
6261 Collins Avenue
866-8881
AC C CS CAC FP MAP OF PT PA SR
S TV

ANDREA (108)
6365 Collins Avenue
865-9821
AC C CAC FP OF PT S SWP TV

ATLANTIS (152)
Oceanfront at 27th Street
531-0381
AC C CS CAC FP MAP OF PT PPC
SR SD SWP

BANCROFT (160)
1501 Collins Avenue
531-5751
AC CAC CP FP OF PA PT S SR SWP
TV TRF

BARCELONA (478)
4343 Collins Avenue
532-3311
AC BD C CS CAC FP GF MAP OF PA
PT PPC S SD SR SWP TV TRF

BEACH TOWER (72)
6061 Collins Avenue
865-5771
AC C CS CAC FP GF HP OF PA PPC
SWP TV TRF W

BEL AIRE (112)
6515 Collins Avenue
866-6511
AC C CS CAC FP MAP OF PT SR SD
SWP TV

BELMAR (130)
2613 Collins Avenue
531-6741
AC C CS CAC CP FP OF PT PPC SR
SWP TV TRF

BERKELEY SHORE (65)
1610 Collins Avenue
531-5731
AC CAC FP S SR TV

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

BOLIVAR (49)
740 Ocean Drive
538-8716
CAC OF SR TV W

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

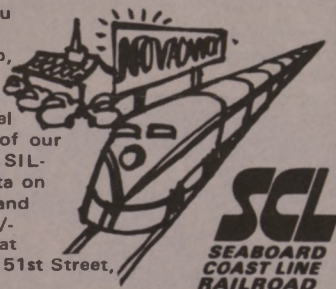
CARILLON (620)
6801 Collins Avenue
865-7561
AC C CS CAC CP GF MAP OF PT
PPC SR S SD SWP TV TRF W

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

CLAREMONT (70)
1700 Collins Avenue
538-4661
AC CAC C PT S SR SWP TV

WHEN YOU STOP TO SLEEP IN A MOTEL YOU DON'T WAKE UP 600 MILES CLOSER TO YOUR VACATION.

Just because you're sleepy doesn't mean you have to stop. Not on Seaboard Coast Line Railroad. While you're getting a good night's sleep, our wide-awake crew is speeding you to your destination. Close your eyes and the next thing you know you'll be at your destination. Travel between the Northeast and Florida on one of our streamliners: SILVER METEOR, CHAMPION, SILVER STAR. Between Washington and Atlanta on the SILVER COMET. Or between Florida and Chicago and Midwest on the CITY OF MIAMI/SOUTH WIND. Call your travel agent or us at (212) 245-7380. Or write to us at 12 West 51st Street, New York, N.Y. 10020.



CLEVELANDER (73)1020 Ocean Drive
531-3485

AC FP FWP OF PA SR TV

DEAUVILLE (600)6701 Collins Avenue
865-8511AC C CS CAC CP GF MAP OF PT
PPC S SWP TV TRF**DI LIDO (330)**Oceanfront at Lincoln Road
538-0811AC CS CAC CP FP MAP OF PT SR
SD SWP TRF**DORAL HOTEL ON THE OCEAN (420)**4833 Collins Avenue
532-3600AC BD C CS CAC CP FWP GF HP
MAP OF S SR TV**DORSET (89)**1720 Collins Avenue
531-6631

AC CAC (75%) SR TV

EDGEWATER BEACH (70)1410 Ocean Drive
532-2371

AC CAC FP FWP OF PT S SR TV TRF

EMBASSY (100)2940 Collins Avenue
538-2731

AC C CAC FP FWP SR TV

FAIRFAX (87)1776 Collins Avenue
538-3837

AC CAC FP PT

FONTAINEBLEAU (1000)4441 Collins Avenue
538-8811AC AP BD BH C CS CAC GF MAP OF
PA PPC S SD SWP (INDOOR & OUT-
DOOR) TV TRF W**GOLDEN SANDS (102)**6901 Collins Avenue
866-8734AC C CS CAC FP HP OF S SR SWP
TV TRF**GRAND PLAZA (60)**3025 Indian Creek Drive
531-7334AC BD CAC (75%) FWP HP PT S SR
SWP TV TRF**GREENBRIER (60)**3101 Indian Creek Drive
531-0051

AC BD CAC CP PT S SR SWP TV

GREYSTONE1920 Collins Avenue
531-5511**HARRISON (50)**411 Washington Avenue
534-4696**HOLIDAY INN OF AMERICA (223)**8701 Collins Avenue
866-5731

AC CAC FP FWP HP OF PA TV TRF

HOLIDAY INN (357)2201 Collins Avenue
534-1511AC CS CAC FP FWP GF OF (OCEAN
VIEW) PA TV W**INDIAN CREEK MOTOR INN (50)**6060 Indian Creek Drive
865-9361

AC BD CS FP PT PA SR TV W

LINCOLN CENTER (66)1637 Euclid Avenue at Lincoln Road
531-6781

AC CAC (PARTIALLY) S SR TV W

LOMBARDY (115)6305 Collins Avenue
866-7761AC C CS CAC FP GF OF PT PPC SWP
TV TRF W**LUCERNE (200)**4101 Collins Avenue
532-2541AC CS CAC MAP OF PT PA (SMALL)
PPC SR S SD SWP TV TRF**MAJESTIC (57)**660 Ocean Drive
534-2995

CAC FP OF PT TV

MILJEAN (40)1817 Collins Avenue
531-5321

CAC PT

NATIONAL (138)1677 Collins Avenue
532-2311AC CS CAC FP FWP OF PT PA PPC
SR S TV TRF**NETHERLAND (100)**1330 Ocean Drive
534-4791AC CS CAC FP FWP MAP OF SR S
TV TRF**NORMANDY PLAZA (65)**6979 Collins Avenue
866-2701

CAC (PARTIALLY) FP OF PA SR TV

OCEAN SURF (49)7436 Ocean Terrace
866-1648AC CAC (PARTIALLY) OF PT PA S
SR TV W**OCEAN WAY (40)**7430 Ocean Terrace
866-4595

AC CAC FP OF PT SR TV

PENGUIN (47)1418 Ocean Drive
538-4541

AC CAC (50%) OF PA S SR TV

POINCIANA (100)1555 Collins Avenue
531-0011

AC C CAC FP OF PT SR SWP TV

PROMENADE (123)2477 Collins Avenue
538-5721AC AP C CS CAC FP MAP OF PT SR
SD SWP TV TRF**RENDALE (101)**3120 Collins Avenue
531-6604

AC CAC FP FWP S TV

RICHMOND (107)1757 Collins Avenue
538-2331AC C CS CAC FP OF PA S SR SWP
TV**ST. MORITZ (131)**1565 Collins Avenue
538-3711

AC C CS CAC FP OF PT SR SWP TV

SAGAMORE (87)1671 Collins Avenue
538-7211AC CAC FWP GF OF PA PT S SR
SWP TV TRF**SANS SOUCI (252)**3101 Collins Avenue
538-6861AC AP C CS CAC GF OF PT PA PPC
SWP TV**SEA GULL (150)**100 - 21st Street
538-6631AC C CS CAC FP HP MAP OF PT PA
PPC S SD SR SWP TV TRF**SEA ISLE (251)**3001 Collins Avenue
538-7841AC AP C CS CAC FP MAP OF PT PPC
(SUMMER) SR S SWP TV**SEVILLE (280)**2901 Collins Avenue
532-2511AC AP C CS CAC CP FWP MAP OF
PT PA S SD TV TRF W**SHORE CLUB (226)**1901 Collins Avenue
538-7811AC C CS CAC FP MAP OF PT SR SWP
TV TRF**SHOREHAM (195)**525 Ocean Drive
531-7481AC CAC CP FP FWP OF PA SR TV
TRF**SORRENTO (144)**4391 Collins Avenue
538-5421AC AP BD C CS CAC CP GF MAP OF
PT PA PPC SR S SD SWP TV TRF**SOVEREIGN (115)**4385 Collins Avenue
531-5371AC AP C CAC FWP GF MAP OF PA
PT SD SR TV

Excellent location.
2 blocks from auditorium
and convention hall
1 block north of
Lincoln Road Mall.

all rooms and lobby air conditioned
complete daily hotel service
private pool and beach facilities
color TV in lobby
all rooms with refrigerators

EUROPEAN PLAN PER PERS., DBLE. OCC.
MAY 1ST TO DECEMBER 15TH

\$250 - \$300 (50 ROOMS)

PULLMANETTES \$350 (20 ROOMS)

Claremont

operated
under
original
ownership-mgt.



COLLINS AVENUE CORNER 17th ST.
MIAMI BEACH, FLORIDA 33139
PHONE 538-4661

SURFCOMBER (199)
1717 Collins Avenue
538-7511
AC C CS CAC HP MAP OF SR SWP
TV TRF W

SURFSIDE PLAZA (120)
2457 Collins Avenue
531-0801
AC AP BD C CS CAC FP MAP OF PT
SR SWP TV W

TIFFANY (65)
801 Collins Avenue
531-5796
AC PA S TV

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

VERSAILLES (274)
3425 Collins Avenue
531-6092
AC AP C CS CAC OF PT PPC S SWP
TV TRF

HOTELS-COUNTY

ACCOMMODATIONS

SHERATON BEACH (530)
19400 Collins
947-4411
AC BD C CS CAC CP FP FWP GF
HP OF PT PA PPC SR TV TRF W

GOLDEN STRAND (196)
17901 Collins Avenue
947-5661
AC C CAC CP FP GF HP OF PA PT
S SR SWP TV W

HOTELS KOSHER

CARIBBEAN (155)
3737 Collins Avenue
531-0061
AC CS CAC CP FP FWP MAP OF PA
PPC SD SR TV TRF

ROYAL PALM (125)
1545 Collins Avenue
531-7381
AC CAC FP FWP OF SR TV

MARSEILLES (173)
1741 Collins Avenue
538-5711
AC AP C CS CAC FP MAP OF PT PA
SD SR SWP TV

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

STERLING (150)
6767 Collins Avenue
866-8831
AC AP C CAC OF PPC S SD SWP TV
TRF W

HOTELS-RETIREMENT KOSHER

BLACKSTONE (250)
800 Washington Avenue
538-1811
TV W

HOTELS-RETIREMENT

JEWISH CONVALESCENT HOME
320 Collins Avenue
532-6491

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

DELMONICO (153)
6393 Collins Avenue
865-5786
AP CAC SD SWP TV

HOTEL-SPA

HARBOR ISLAND (110)
7900 Harbor Island
751-7561
AP CAC BD FP SD S SWP TV

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

MOTELS

ALBERT PICK (32)
9601 East Bay Harbor Drive
866-7328
AC BD CAC FP SR SWP TV

EBERHARDT'S CONCOURSE (20)
1016 - 71st Street
866-6718 and 866-1278
AC CAC FP TV

GARDEN OF ALLAH (102)
6484 Indian Creek Drive
865-9881
AC CS CAC CP FP PT S TV TRF W

HER MAJESTY (93)
6620 Indian Creek Drive
865-3731
AC BD CAC FP PT PA SR S SWP TV
W

HOWARD JOHNSON'S
MOTOR LODGE (137)
4000 Alton Road
532-4411

AC CS CAC CP FP FWP GF HP PA S
SR TV

ISLAND HOUSE (43)
46 Venetian Way
531-6473

AC BD BH CS CAC FP FWP PT PA
SR TV

JACK FROST MOTEL & VILLAS (24)
1901 - 71st Street
866-1351

AC CAC FP FWP GF PA TV TRF

MOULIN ROUGE (105)
41st Street at Indian Creek Drive
532-3451

AC AP BD CS CAC CP FP FWP MAP
PT SR S TV

RIVIERA TERRACE (20)
6890 Abbott Avenue
866-8251

OASIS (54)
6580 Indian Creek Drive
865-9875

AC BD CAC FP PA PT SWP TV TRF

ROWE CONGRESS INN (100)
6600 Collins Avenue
866-1617

AC CS CAC FP FWP HP PT SR TV
TRF

SEA BAY (30)
6880 Abbott Avenue
866-3821

AC (NO CRIBS OR BABYSITTERS)
CAC FP SR TV

SINGAPORE (240)
9601 Collins Avenue
865-9931

AC AP CAC CP FP FWP GF HP MAP
OF PA PT TV TRF W

STARDUST (50)
6730 Biscayne Boulevard
757-2431

CS CAC FP FWP TV

TWELVE CAESARS (172)
9449 Collins Avenue
865-3551

AC CS CAC FP GF MAP OF SR SD
SWP TV TRF

MOTELS-

COUNTY ACCOMMODATIONS

AZTEC (425)
15901 Collins Avenue
947-1481

AC C CS CAC CP FP FWP MAP OF
PT PA PPC SR S SD SWP TV TRF W

ENJOY THE CASUAL & INFORMAL PLEASURES OF
ONE OF THE WORLD'S MOST FAMOUS RESORT MOTEL

The Desert Inn

2 Complete Oceanfront Blocks at 172nd Street/Miami Beach

FUN 'N' SUN
FOR
EVERYONE

3 Pools, 400 ft. Private Beach, Huge Sun Decks, 2 Luxurious Lobbies, Counselor Supervised Kiddie Playland, Coffee Shop, Lounge. All rooms have private bath, shower and large closets. All efficiencies have kitchen facilities with complete dining service.

**GOLF, FISHING
AND TENNIS
PRIVILEGES**

**100% AIR CONDITIONED • FREE SELF PARKING
FREE TV IN EVERY ROOM • ALL CREDIT CARDS O.K.**

\$4.50 Apr. 27-
June 20
\$6.00 June 20-
Sept. 1
\$4.00 Sept. 1-Nov. 1
\$4.50 Nov. 1-
Dec. 18

daily, per person, dbl. occ.

**3 FULL MEALS
DAILY**

\$5.00 per person
Children under 10
yrs. \$3.50

SHOWS, PARTIES

Dancing & Entertainment

EVERY NITE

Phone ahead for
reservations:
Area Code 305

WI 7-0621

SEE LISTING
OPPOSITE PAGE



TAKE YOUR CHOICE OF THESE 2 CHOICE HOTELS



DORSET

1720 COLLINS AVE., MIAMI BEACH

*16 of 89 rooms

Air Conditioned rooms available

Tel. 531-6631

EITHER ONE

FROM ONLY **\$3*** daily per pers. db. occ. thru Dec. 16



100% Air Conditioned

Catalina
RESORT HOTEL

1732 COLLINS AVE., MIAMI BEACH

* 8 of 64 rooms
Tel. 538-4316

BOTH OFFER CONVENIENT LINCOLN ROAD MALL LOCATION —

Ocean view • Private beach • Pool • Central location Special monthly and season rates.



THE

dilido

... where a car is never a necessity

A "Shower of Stars" Hotel

the ONLY Oceanfront Hotel on Famous Lincoln Rd., Miami Beach

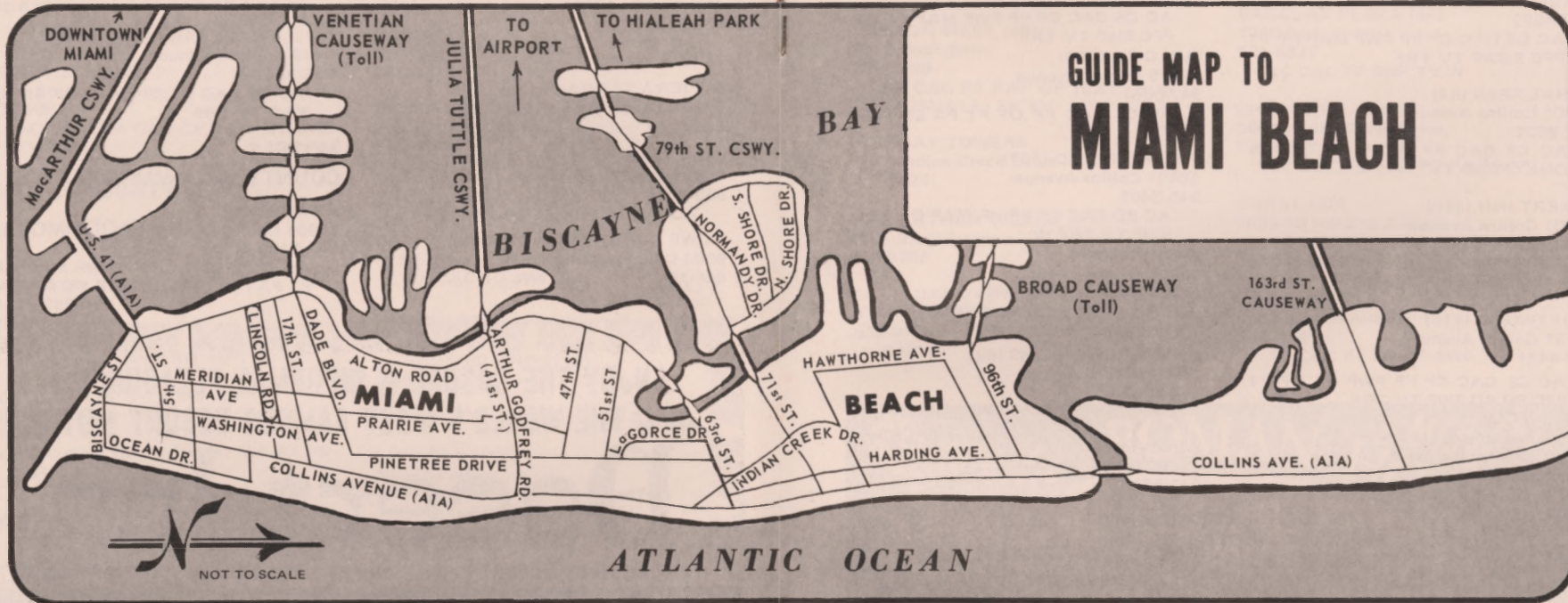
FREE LOUNGES & MATS
FREE PARKING ON PREMISES
FREE TV & RADIO (every room)
FREE COCKTAIL PARTIES
FREE BOAT CRUISES
FREE NIGHTLY ENTERTAINMENT
FREE 4th PERSON IN ROOM

- 100% Air Conditioned
- Olympic & Children's Pool
- Informal Atmosphere
- Children's Counselors During Vacations
- Pulmanettes Available

\$8 daily per person db. occupancy **\$9**
62 of 330 rooms
May 1 to July 1
July 1 to Sept. 1
Sept. 1 to Nov. 1
Nov. 1 to Dec. 15

See Your Travel Agent or call (305) 538-0811

GUIDE MAP TO
MIAMI BEACH



Retire on **\$105 a month!**
AT THE **BOULEVARD HOTEL**
IN MIAMI BEACH

INCLUDES 3
Delicious
MEALS DAILY
Served by waiters

- Private swimming pool
- Spacious gardens and patio
- Free movies • Air cond. dining room
- Shuffleboard, Bingo etc.

FREE PARKING
Our Plan Featured in Reader's Digest
Member: Miami-Dade County
Miami Beach Chambers of Commerce

50 Rms. \$105 a month
60 Rms. \$112 a month per person, db. occ.
85 Rms. \$140 to \$170 month single occup.
*Annual Basis

"COMPANIONSHIP" IS THE BOULEVARD MOTTO

VACATION RATES AVAILABLE



World's Pioneer Retirement Hotel

BOULEVARD HOTEL
775 DADE BLVD.
MIAMI BEACH, FLA. C.C.
Please send Free Brochure.

Name

Address

City State



IN THE HEART OF MIAMI BEACH

National

HOTEL • POOL • CABANA CLUB

MODERATE RATES

On the Ocean just North of Lincoln Road Mall

- Every room with TV, Radio and Magnificent Panoramic View
- 200 Feet of Private Beach - Pool - Cabana
- 100% Air Conditioned and Heated
- Dining Room - Cocktail Lounge
- Gala Entertainment Program
- Free Parking
- New, Beautiful Lanai-style Oceanfront Kitchenettes

BLUE GRASS (80)
18325 Collins Avenue
947-3414

AC CS CAC FP FWP OF TV

BLUE MIST (70)
19111 Collins Avenue
947-4434

AC CS CAC FP FWP OF PPC TV TRF

BLUE SEAS (79)
17315 Collins Avenue
945-3551

AC AP CS CAC FP FWP MAP OF PT
S SR TV

COLONIAL INN (300)
18101 Collins Avenue
947-4571

AC CS CAC CP FP FWP MAP OF PT
PPC S SWP TV TRF

CORAL SEAS (52)
16201 Collins Avenue
947-2601

AC CS CAC FP OF PT PA (DOGS
ONLY) SWP TV

DESERT INN (210)
17201 Collins Avenue
947-0621

AC AP CS CAC CP FP FWP OF PT
PA PPC SWP TV TRF W

DRIFTWOOD (116)
17121 Collins Avenue
947-4441

AC CS CAC CP FP FWP GF OF PT
PPC SR SD SWP TV TRF

FOUNTAINHEAD (44)
16001 Collins Avenue
947-2684

AC CS CAC FP OF PT PA SR SWP
TV

HAWAIIAN ISLE (210)
17601 Collins Avenue
949-2511

AC AP CS CAC CP FP GF HP MAP
OF PT PPC SWP TV TRF

THE NEWPORT (355)
On the Ocean at 167th Street
949-1300

AC CS CAC CP FP FWP HP OF PT
PPC S TV TRF

PAN AMERICAN (143)
17875 Collins Avenue
947-3421

AC CAC FP GF OF SWP TV W

RED LION INN (103)
17275 Collins Avenue
947-2696

AC CS CAC FP FWP MAP OF PT SR
TV

SAHARA (144)
18335 Collins Avenue
947-6551

AC CS CAC CP FP FWP MAP OF PT
PPC TV TRF

SEA BREEZE (160)
16155 Collins Avenue
947-3591

AC CAC CP FP FWP HP OF PA PT
SR SWP TV TRF W
SHERATON BEACH (530)
19400 Collins Avenue
947-4411

AC BD C CS CAC CP FP FWP GF
HP OF PT PA PPC SR TV TRF W
SUEZ (141)

18215 Collins Avenue
947-0661

AC CS CAC CP FP FWP MAP OF PT
PPC SWP TV TRF

SUN CITY (106)
17375 Collins Avenue
947-0661

AC CS CAC FP OF PT PA SR SWP
TV

THUNDERBIRD (167)
18401 Collins Avenue
945-3481

AC BD CAC CP FP HP MAP OF PT S
SWP TV TRF W

WAIKIKI (339)
18801 Collins Avenue
947-3451

AC CS CAC CP FP FWP HP OF PT
PPC SR SWP TV TRF

WHISPERING PALMS (62)
18901 Collins Avenue
947-2613

AC CS CAC CP FP FWP MAP OF PA
TV

WINDWARD (79)
16051 Collins Avenue
947-5674

AC CAC CP FP MAP OF PT SR SWP
TV TRF

MOTEL-APARTMENT

ABBOTT TOWERS (22)
8035 Abbott Avenue
866-2478

AC CAC FP FWP PA TV

DUANE (32)
315-321 - 83rd Street
866-9235

AC CAC FP FWP HP SR TV

NEW SURF 88 MOTEL & APTS. (53)
8857 Collins Avenue
866-2741

AC CAC FP FWP OF TV

OCEAN GATE (50)
9551 Collins Avenue
866-8711

AC CAC FP FWP OF PT SR TV

PATIO (10)
7320 Byron Avenue
866-9263

CAC FP PA TV TRF

SEABROOK (80)
 9401 Collins Avenue
 866-5446
 AC CS CAC FP FWP OF PA TV TRF
 W

TWELVE HUNDRED
 OCEAN DRIVE (32)
 1200 Ocean Drive
 532-9189
 AC CAC FP OF

APARTMENTS

ARCHWAY OCEANIC (60)
 6780 Collins Avenue
 866-2775
 AC CAC FP FWP PA TV

EL MIRASOL (20)
 148 - 27th Street
 531-3376
 FWP OF TV

HARBOR WEST (45)
 7910 West Drive
 754-8258
 BD CAC FP FWP OF (BAYFRONT)
 PA (SMALL) SR TV

HOLIDAY TOWERS
 6767 Indian Creek Drive
 864-7525

MAC ARTHUR VILLAS
 615 - 82nd Street
 866-8765

SHERIDAN PARK (16)
 315 West 28th Street
 532-9189
 CAC FP

VILLA BAY VISTA (64)
 2016 - 2032 Bay Drive
 865-8855
 BD CAC FP FWP GF TV

WESTOVER ARMS (36)
 4100 Collins Avenue
 538-5366
 CAC

APARTMENT HOTEL

BARCLAY PLAZA (66)
 1940 Park Avenue
 531-5577
 AC CAC FP SWP TV W

CHURCHILL (40)
 3801 Indian Creek Drive
 531-6657
 AC BD CAC FWP PT PA SR TV

CORAL (28)
 7435-45 Harding Avenue
 866-0754
 CAC S TV

CRILLON (43)
 9569 Collins Avenue
 866-5441
 AC CAC FP HP OF SWP TV

ENJOY A MIAMI BEACH HOLIDAY!



1 BLOCK TO SURFSIDE & BAL HARBOUR SHOPPES!

AAA

ROMAN

HOLIDAY!

Oceanfront luxury with casual informality. 100% air conditioned. Olympic pool, 200-ft. ocean beach. **FREE SELF PARKING!** Golf privileges. Nightly entertainment, fun. Supervised tots', teens' programs. **SPECIAL HONEYMOON PROGRAM!**

\$5

daily, per person, dble. occ.,
 40 of 172 rooms May 1 to June 20 & Nov. 1 to Dec. 18 \$6.50: June 20 to Sept. 2 \$4.00: September 2 to Nov. 1

ENJOY COLISEUM-SIZED KITCHENETTE SUITES

(Sitting room & bedroom at one low rate — big enough for 5 people. A real holiday bargain!)

The TWELVE CAESARS

MIAMI BEACH OCEANFRONT RESORT MOTEL
 94th & COLLINS, SURFSIDE • (305) 865-3551

2 ROMAN BANQUETS DAILY

\$450

daily addtl. Children under 10. add \$3.

FREE COLOR TV IN ALL ROOMS

THE TWELVE CAESARS Resort Motel Oceanfront at 94th St. Miami Beach (Surfside) 33154

Name _____

Address _____

City _____ State _____ Zip _____

Date of Holiday _____

CC

CROYDEN ARMS (94)
3720 Collins Avenue
531-5723
CAC S SWP

CYNTHIA
2115 Washington Avenue
531-3143

GENEVA (31)
1520 Collins Avenue
538-2692
CAC

THE KING RICHARD (65)
4125 Collins Avenue
534-8223
AC C CAC FP FWP OF PT SR TV

OCEAN HORIZON (40)
7420 Ocean Terrace
866-1335
AC CAC FP OF TV

OCEAN TERRACE (39)
7410 Ocean Terrace
866-7371
AC CAC FP GF OF PA TV

SHORE PALACE (17)
151 - 89th Street
866-6841
AC CAC FP OF TV

WINDSOR PLAZA (46)
1320 Drexel Avenue
531-9291
AC (NO CRIBS OR BABYSITTERS)
FP SR TV

APARTMENT - HIGH RISE

FORTE TOWERS
1100 West Avenue
532-7815

IMPERIAL HOUSE
5255 Collins Avenue
866-7601

MORTON TOWERS (1300)
1500 Bay Road
532-4461

PLAZA 800
800 West Avenue
532-2361

SOUTHGATE TOWERS
910 West Avenue
532-3331

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, 83,000.

But figures are abstract. They are as the girders of a building, supporting the structure, but containing nothing of 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 100 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 did-

n'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.

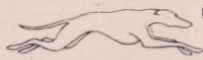
With the end of the war, building began anew at an even greater pace and tourists flocked to Miami Beach in record numbers. Some 60 hotels went up in 10 years and, with air-conditioning, the city's winter season was turned into an all-year season.

Unlimited Free Mileage Drive anywhere in Florida

1969 CHEVY II
AUTOMATIC TRANSMISSION
POWER STEERING
RADIO-HEATER . . . PER WEEK



YOU PROVIDE GAS
AIR CONDITIONED
CHEVY II \$52 CHEVELLE \$57
IMPALA \$67



GREYHOUND RENT-A-CAR

2875 N.W. LeJeune Road, Miami 33159—Tel. 633-8555

Opposite International Airport — Open 24 Hours

Miami Beach: 1620 Collins Ave. 18030 Collins Ave.

Ft. Lauderdale (Tel. 523-1447) W. Palm Beach (Tel. 832-1415) Tampa (Tel. 876-1341)

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

	1968 Average Daily Maximum	1968 Average Daily Minimum	1968 Average Monthly Temp.	Total Rainfall (Inches)	Normal* Monthly Temp.	Normal* Total Rainfall	Normal* Ocean Temp. 3:00 P.M.
January	73.8	58.4	66.1	1.92	66.9	2.03	71.1
February	71.8	53.6	62.7	2.77	67.9	1.87	70.2
March	74.3	59.6	67.0	0.88	70.5	2.27	75.7
April	82.6	69.1	75.9	1.27	74.2	3.88	79.2
May	82.8	72.3	77.6	18.54	77.6	6.44	82.5
June	84.8	74.3	79.6	22.36	80.8	7.37	85.4
July	87.1	76.1	81.6	6.15	81.8	6.75	86.7
August	89.6	78.2	83.9	8.34	82.3	6.97	89.1
September	88.7	75.6	82.2	11.11	81.3	9.47	86.3
October	84.0	71.6	77.8	8.71	77.8	8.21	78.0
November	79.1	62.9	71.0	1.21	72.4	2.83	78.9
December	76.0	57.1	66.6	0.13	68.1	1.67	
Averages:	81.2	67.4	74.3	---	75.1	---	80.2
Total:	---	---	---	83.39	---	59.76	---

Relative Humidity Average (taken over a 19 year period)

1:00 A.M. - 79%

1:00 P.M. - 60%

7:00 A.M. - 84%

7:00 P.M. - 69%

AMUSEMENTS

COMMUNITY CENTER

OCEANFRONT AUDITORIUM, 10th St. and Ocean Drive, 534-7511. Ext. 591. Evening programs start either 7:30 or 8 p.m., depending on event. Programs offered: Lectures and Musical Programs as scheduled, Square Dancing, Social Dancing, Teen Dances (Membership cards required).

21st STREET COMMUNITY CENTER, 2100 Washington Ave., 534-7511 Ext. 576 or 577. Evenings 6:45, 7:30 or 8 p.m., depending on event. Programs offered: Vaudeville, Social Dancing, Folk Dancing. Also special interest groups meet here.

PIER PARK BANDSHELL. On the Ocean at 1st Street, 534-7511. Ext. 560. Evening programs start at 8 p.m. Programs offered: Concerts Square Dancing, Folk Dancing, Travel and Educational Films.

NORTH SHORE COMMUNITY CENTER, 73rd Street & Collins Ave., 866-3261. Evening programs start at 8 p.m. Programs offered: Social Dancing, Concerts, Vaudeville, Square Dancing.

AMUSEMENTS - CHILDREN

At every playground and Fisher Park (Alton Road at 51st Street). For small boys and girls, equipment includes sandboxes, baby swings, merry-go-round, climbing apparatus, horizontal bars. Tots are welcome but must come with adults for supervision.

PLAY CORNERS

These corners are in residential neighborhoods and are for very small children. They are equipped with see-saw, swings, sandboxes, benches and are located as follows: (1) Bayshore Golf Course at Chase Avenue & W. 34th Street; (2) La Gorce Drive at 64th Street.

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 sunglasses — 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.”

*friend
of the
sunshine
sportsman*

Florida GOLFER

Florida is truly a golfer's paradise, attracting the biggest and best names in the golfing world from all over the nation. There are many famous tournaments held throughout the year (even in the dead of winter when northern courses are covered with snow), you'll see players such as Casper, Nicklaus, and Palmer competing at Doral, Country Club of Miami and other famous courses. Now there is a publication dedicated to golfers of the sunshine state, keeping them up-to-date on the latest and upcoming events, newest country clubs, tournament results and highlights, golf fashions, tips to improve your game and many more interesting points of information. "Florida Golfer" is published monthly, and you can have the latest word in golf from the sunshine state delivered to your mailbox just by filling out the coupon below and dropping it in the mail today.

MAIL THIS COUPON TODAY

FLORIDA GOLFER

**P. O. Box 806—Buena Vista
Miami, Florida 33137**

I am enclosing a check or money
order for \$2.00 for one year of

FLORIDA GOLFER.

(Outside U.S. \$3.50)

Name

Address

City Zip State



WHERE TO DINE

AMERICAN

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

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

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

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

GALLAGHERS RESTAURANT, 12605 Biscayne Blvd., 758-5584.

HOWARD JOHNSON'S INC. OF FLORIDA, 4000 Alton Road, 534-3292.

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

NICK & ARTHUR'S RESTAURANT, 1601 - 79th St. Causeway, 866-9759.

THE FORGE RESTAURANT & COCKTAIL LOUNGE, 432 Arthur Godfrey Road, 534-4536.

THE PLACE FOR STEAK & HARBOR LOUNGE, 1335 - 79th St. Causeway, 758-5581.

POST AND PADDOCK ROOM, 9650 East Bay Harbor Drive, 866-8706.

PUB RESTAURANT, 16701 Collins Ave., 949-5252.

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

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

CHINESE

FU MANCHU RESTAURANT, 325 71st Street, 866-4303.

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

WONG'S RICE BOWL, 323 - 23rd St., 531-0522.

CONTINENTAL

CHANDLER'S RESTAURANT, 220 - 21st Street, 538-0523.

GERMAN-AMERICAN-SEAFOOD

HOFBRAU HAUS RESTAURANT, 1000 South Federal Highway, 922-7223.

ITALIAN

AGOSTINOS, 6970 Collins Avenue, 866-6147.

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

CASA SANTINO, 12155 Biscayne Blvd., 754-2431.

DINO'S FONTANA DI TREV RESTAURANT, 912 - 71st Street, 864-2618.

PICCIOLO AMERICAN ITALIAN RESTAURANT, 138 Collins Avenue, 532-2221.

REMO'S RESTAURANT, 17350 Collins Avenue, 947-1841.

SONNY'S ITALIAN RESTAURANT, 247 - 23rd Street, 538-1196.

GINO'S ITALIAN-AMERICAN RESTAURANT, 1906 Collins Avenue, 532-6426.

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, 195 Lincoln Road, 538-0326.

POLYNESIAN-AMERICAN

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

POLYNESIAN

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

SEAFOOD

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

SPANISH

EL MINERVA RESTAURANT, 265 N.E. Second Street, 373-9595.

SYRIAN-LEBANESE

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

CAFETERIAS

BISCAYNE CAFETERIA, 1917 Biscayne Boulevard, 379-6893.

CONCORD CAFETERIA, 1921 Collins Avenue, 534-4883.



Miami Beach has life guards posted at close intervals to insure the safety of your children, so that you may relax and enjoy your vacation.

Rowe



*A Mid-town
Tropical Garden
Setting*

PHONE
866-1616



The Rowe Congress is a delightful inn for the knowledgeable, sensitive vacationer located in the very heart of Miami Beach and extending from Collins Avenue to Indian Creek Drive. The owner-operated Rowe presents 100 beautiful rooms and studio apartments . . . completely air conditioned and heated. Fun . . . lazy days under the sun at poolside or relaxing in surroundings of taste — all free of crowds, formality and pretention.

MEMBER:



★ COCKTAIL LOUNGE

★ COFFEE SHOP

THE ROWE CONGRESS INN - 6600 COLLINS AVE, MIAMI BEACH, 33141

MIAMI BEACH CHAMBER OF COMMERCE — PAGE 33



Coral Seas Motel



"FOR SURE--WHERE PLEASANT
MOMENTS DO ENDURE"



Hotel Rooms and Apartments . . .
Directly on the Ocean . . . Private
Swimming Pool . . . Private Beach . . .
Completely Air-Conditioned and Heat-
ed . . . Phone in every Room . . . Pri-
vate Bath and Shower . . . Convenient
to Golf Course, Tennis, Shopping
Center and Theatres, Boating . . .
Fishing, TV, Free Parking at your
Door . . . Snack Bar, Free Continental
Breakfast. Open All Year.

"MOWIMY PO POLSKU"

947-2601

Please send brochure and rates.
CORAL SEAS MOTEL, 16201 Collins Ave.,
Miami Beach, Fla. 33160

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

WARNING!

WHEN YOU ARRIVE IN MIAMI

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.

SIGHTSEEING

MALL TRANSPORT INC.

Located on Lincoln Road Mall, the Tram takes you on a sightseeing tour of the Mall. One way 10¢; round trip 20¢.

MIAMI BEACH GARDEN CENTER & CONSERVATORY, located at 2000 Garden Center Drive, 534-7511, miniature cloud forest containing a rare collection of epiphytic plants. Open seven days a week, 10:30 a.m. to 3:30 p.m. No admission charged.

LOWE GALLERY—University of Miami, Main Campus, Coral Gables, 284-3535.

BASS MUSEUM OF ART—2100 Collins Avenue, Miami Beach, 534-7511. Open 10 A.M. to 4 P.M. No admission.

ASTRONOMICAL TELESCOPE COLLINS PARK—2100 Collins Ave., Miami Beach. Open to the public every Friday 7:30 to 9:30 p.m. Admission charged.

LIBRARY AND ART CENTER MIAMI BEACH PUBLIC LIBRARY—2100 Collins Ave., Miami Beach, 534-7511.

The Driftwood

AMERICA'S MOST FABULOUS
MOTEL AT POPULAR PRICES

GOLF PRIVILEGES — DAILY
RCA COLOR TV, every room

\$4 to Dec. 18	For a Wonderful
per person	Vacation
Double Occup.	Private Beach
20 of 116 Rooms	Planned
\$12 Dec. 20 to Jan. 4	Entertainment
& Jan. 20 to Mar. 19	Free Parking
\$7 Jan. 5 to Jan. 19	Coffee Shop

A delightful rendezvous to capture every mood of your vacation — cocktail lounge, TV, radio

Diner's Club • American Express
Write, wire or phone

MIAMI BEACH
(305) 947-4441



200 Ft. on the Ocean, 171st & Collins
Miami Beach, Fla.

KOSHER MARSEILLES HOTEL

\$8⁵⁰* Daily per person
Dble. occupancy
25 of 116 Rooms
**MAY 1 TO
JULY 1**

***Add 50¢ Per Pers. Daily
July-Aug.-& Nov.**

**INCLUDES COMPLETE BREAKFAST
& DELUXE DINNER**

KITCHENETTES AVAILABLE

Write for Winter & Passover Rates
FREE TV in Every Room
Movies, Beach, Parking,
Entertainment, Swimming Pool
Open the Year Around
**OCEANFRONT AT 17th STREET
MIAMI BEACH**

Miami Call 538-5711
N.Y. Call OX7-6611



Vizcaya, an Italian Palace in Miami, is a Dade County Park and along with the beautiful building and grounds has art treasures on display. The former estate of James Deering is a place of beauty inside and out.

CAUSEWAYS IN MIAMI

Gen. Douglas MacArthur Causeway — from N.E. 15th Street connecting in Miami to 5th Street in Miami Beach, free.

North Bay Causeway—from 79th Street in Miami to 71st Street in Miami Beach, free.

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

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

FAMOUS THE WORLD OVER

wolfie's

FASHION ROAD
Lincoln Rd.
at Collins Ave.
JE 8-0326

RESTAURANTS
& SANDWICH SHOPS
CELEBRITY CORNER
Collins Ave.
at 21st St.
JE 8-6626



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.

GOLF PRIVILEGES - 18 HOLE COURSE!

NEW! RCA COLOR TV IN EVERY ROOM

Walter Winchell SAYS...
... in Miami Beach... The Thunderbird calls
itself a motel. It is more like a palace...

LUXURY WITHOUT EXTRAVAGANCE

THUNDERBIRD

RESORT MOTEL

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

- Nightly Dancing and Entertainment • 2 Heated Pools
- Private Beach • Dining Room and Coffee Shop
- Free Parking for 400 Cars
- Indoor & Outdoor Bars

The World's Most Luxurious

COMPLETELY AIR CONDITIONED



Approved

Call, Write or
Wire for Brochure
and Reservations

On the Ocean at 185th St.,

Miami Beach, Fla. 33160

(305) 945-3481

CYPRESS GARDENS

Located in Winter Haven, Florida. Approximately 215 miles north of Miami Beach on Route 27. Four water ski thrill shows daily. Weekdays 10:30 a.m., 1:00, 2:30, and 4:15 p.m. Sundays 11 a.m., 1:00, 3:00 and 4:30 p.m. Admission charged. Phone 293-2111.

FAIRCHILD TROPICAL GARDENS

Founded by Col. 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. No 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, ele-

phants, giraffes, antelopes, zebras, chimpanzees and white rhino all roaming free, and a "Pets Corner" for the children. Open year around 9 a.m. to 5 p.m. Admission charged. Phone 944-0530.

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 and Natural History, located at 3280 South Miami Avenue, Miami. Open Monday through Saturday 9-5 daily. Sunday 1-5 and Monday evenings 7:30 to 10. No admission charged. Features exhibits on bird, prehistoric life, rocks and minerals, sea life, aquarium, Miami Mineralogical and Lapidary workshop. Space Transit Planetarium. Open Monday through Friday 4 p.m. and 8 p.m., Wednesday evening 8 p.m. and 9 p.m. in Spanish. Satur-

the SEA BREEZE



**FACING THE BEAUTIFUL ATLANTIC OCEAN...
OVERLOOKING THE GULF STREAM!!**

TV in Rooms • Self Parking • Ice Cubes
Shuffleboard • 200' Private Beach • Private
Pool • Surf Fishing • Lawn Chairs • Guest
Controlled Air Conditioning and Heat
Private Coffee Shop • 24-Hour Switchboard
Service • Card Room • Social Room • Weiner
Roast and Pizza Parties • Near to Fishing
Pier • Special Greens Fees at Nearby Cham-
pionship 18 Hole Country Club Courses
SPACIOUS 20,000 SQ. FT. ALL-GRASS
PATIO (only one of its kind...from the
street to the water)

SEA BREEZE MOTEL MB

16151 Collins Avenue
Miami Beach, Florida 33160
PLEASE SEND BROCHURE AND RATES

Name

Address

City..... Zone.... State.....

Member of Dominion AA • Amer. Hotel
Ass'n. • Carte Blanche • Amer. Express •
Diner's Club • FMA

WE ARE DIFFERENT
Come and See why

day 11 a.m., 1 p.m., 2:30, 4, and 8 p.m.
Sunday 1:30, 3, 4:30 and 8 p.m. Admis-
sion charged. Phone 374-8451.

OCEAN WORLD

Located at 1701 S.E. 17th Street, Ft. Lauderdale's own oceanarium and porpoise show opposite Port Everglades. Features 14 performing porpoises, sea lions, giant sea turtles, aquariums with hundreds of colorful reef fish and unique shark island with world's largest collection of killers of the deep. Plus only feature of its kind known — special playpen where children and adults may pet and feed the porpoises. Open year around 10 a.m. to 6:00 p.m. Admission charged. Phone (305) 525-6612.

PARROT JUNGLE

Located at 11000 South Red Road (57th Avenue), Miami. Many varieties of parrots and other rare tropical birds displayed in lush jungle aviary. Entertainment by performing Macaws, Parrots, and Cockatoos in an open air theater. Open year around 9:30 a.m. to 5 p.m. Admission charged. Phone 661-3636.

SEAQUARIUM

On Rickenbacker Causeway off U. S. 1 in Miami. Performing porpoises and sea lions. World's largest collection of marine specimens. Thousands of tropical fish on display. Shark channel where man-eating sharks feed. Also features "Hugo" the Killer Whale. Monorail and Hydrofoil boat rides. Open year around 9 a.m. to 5:30 p.m. Admission charged. Phone 361-5703.

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 371-3531.

WAX MUSEUM

Located at 13899 Biscayne Blvd., (U. S. 1), Miami. More than 40 huge life-like scenes, depicting events of history, politics, sports and the movies in life-size wax figures. Open year around 9:30 a.m. to 9:30 p.m. Admission charged. Phone 945-3641.

GO FISHING AT FLORIDA'S FAVORITE HAULOVER PIER OPEN 24 HOURS A DAY

On the Ocean at 105th St. & Collins Ave.
Miami Beach 33154 Phone WI 7-6767

★ 1103 FT IN LENGTH: with two big tees featuring more fishing room in the deep Atlantic Ocean water than any pier anywhere.

FREE PARKING

LONGEST PIER IN SOUTH FLORIDA



COMPLETE TACKLE RENTAL, BAIT & TACKLE SHOP, DELUXE SNACK BAR, LIVE MULLET, LIVE PILCHARDS, LIVE SHRIMP, THE RIGHT LIVE BAIT ACCORDING TO SEASON

FLORIDA'S FISHING SOUVENIR GIFT SHOP

REASONABLE CHARGE FOR FISHING AND SIGHTSEEING



Hialeah's winter meet starts January 17 and runs through March 3. Calumet Farm's Citation is shown here in the center of a lily pond.

SEE THE BEST OCEAN WORLD

**PORPOISE
SHOW**

In Near By
FT. LAUDERDALE
S. E. 17 ST. CAUSEWAY
Between U.S. 1 & A-1-A
Next to Pier 66
PH: 525-6611

SEE

- KILLER SHARKS
- ALLIGATORS
- SEA LIONS
- CORAL REEF FISH
- MONKEY ISLAND
- COLORFUL MACAWS
- 175' SPACE NEEDLE
- SKY RIDE (Optional)

OCEAN WOR
FT. LAUDERDA

Cont. Shows 10 A.M. Last show 4:15 P.M. 7 days a week Children's Price Group Rates

SUN RENT-A-CAR



All New Cars, Air Conditioned, Automatic, Power Steering, Radio

Ask about our
Leasing Plan

FREE MILEAGE

532-5502



Weekly Rates Available Includes Pickup Service



MIAMI BEACH — AIRPORT SERVICE
2 Locations:

301 - 23rd St. (1 Blk. off Collins Ave.)
& 6760 Collins Ave.



THEATRES

BEACH THEATRE - 420 Lincoln Road,
534-5170

CAMEO THEATRE - 1445 Washington
Avenue, 531-0003

CARIB THEATRE - 230 Lincoln Road,
538-0662

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

COLONY THEATRE - 1040 Lincoln
Road, 531-3303

LINCOLN THEATRE - 555 Lincoln Rd.,
532-1108

NORMANDY THEATRE - 7401 Collins
Avenue, 866-4244

SHERIDAN THEATRE - 410 Arthur
Godfrey Road, 532-4451

SURF THEATRE - 7420 Collins Avenue,
866-1700

TELEVISION

WTVJ	Channel 4	CBS
WCKT	Channel 7	NBC
WLBW	Channel 10	ABC
*SFT	Channel 8	
*SFT	Channel 9	
WTHS	Channel 2	(Educ.)

ON YOUR DIAL

WGBS	710	WKAT	93.1
WINZ	940	WMBM	1490
WIOD	610	WQAM	560

LOCATION

Only 1 Block to the
Famous New Lincoln Road
Mall and Shopping

LOW RATES

Spring, Summer, Fall:
\$4 per Person, Double Occ.
Christmas-Easter: \$9 per Person Dbl.
Occ.-Winter: \$12 per Person Dbl. Occ.

FREE PARKING • FREE TV

On our premises

FREE WIENER ROASTS • BINGO • MOVIES
PRIVATE BEACH & OLYMPIC SWIMMING POOL

Write for free color brochure
THE



(305) 538-3711

ON THE OCEAN AT 16th ST., MIAMI BEACH, FLORIDA 33139

St. Moritz
HOTEL, POOL AND CABANA CLUB

BOAT TOURS

GLASS BOTTOM & SIGHTSEEING BOAT MERMAID, Miami City Yacht Basin, 373-7142. Underwater show and complete sightseeing lecture cruise showing exclusively the Gulfstream, ocean-side of Miami Beach, marine gardens, the great coral reefs, also residential islands, millionaires' row, Miami and Miami Beach.

GRAYLINE BOAT CRUISES — Haul-over Park Marina, 105th 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 Seaquarium.

JUNGLE QUEEN, Bahia Mar Yacht Center, Route A1A, Ft. Lauderdale, 947-6597. Features fabulous Bahia Mar, Venetian Isle Homes, Port Everglades, Jungle Queen, Seminole Indian Village, Alligator Wrestling. Also features the Bar-B-Q and Shrimp Dinner Cruise, including a hilarious Vaudeville Revue.

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

GRAYLINE SIGHTSEEING, INC.— 540 N.W. 10th Street, 373-3127, features sightseeing tours of Monkey Jungle, Greater Miami City Tour, Everglades National Park, Orchid Jungle, Parrot Jungle, Seaquarium, Villa Vizcaya, and a Weekend Special and Night Life Tour.

GREYHOUND LINES—1622 Collins Avenue, 538-0381. Featuring tours to Key West, Cypress Gardens, Cape Kennedy and Central Florida.

AMERICAN SIGHTSEEING TOURS, 540 N.W. 10th Street, 633-0281. Features sightseeing tours of Greater Miami area, Parrot Jungle, Fairchild Tropical Gardens, Seaquarium, Vizcaya and Lion Country Safari.

NIGHT CLUBS

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

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

EVERYTHING for EVERYBODY!

The
New


SUN CITY

RESORT MOTEL

CHARLES YAVERS
Owner - Manager

100% Air-Conditioned
Wide Sandy Beach
Swimming Pool
Free TV in Rooms
Coffee Shop and Lounge

PHONE (305)
947-6511


**Exceptionally Large
Efficiencies Available**
No Charge for 1 or 2
Children (under 12 in
Same Room as parents
—Summer Only).

Oceanfront at 174th St.
Miami Beach

DOUBLE FUN • DOUBLE DINING DOUBLE ENTERTAINMENT

STAY AT EITHER
AZTEC OR
SINGAPORE
& ENJOY FACILITIES
OF BOTH

**LOW
SUMMER
AND FALL
RATES**



LUXURIOUS! INFORMAL!

AZTEC

RESORT
MOTEL

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

more sun... more fun...

6 Pools • 800 ft. Private Beach & Sundecks • Fabulous Night Club Shows & Continuous Entertainment in 4 Cocktail Lounges • Free Cocktail & Fiesta Parties • Excellent Dining • Tots thru Teens Counselor & Activities • 425 Air Cond. Bedrooms & Efficiencies • Rooftop Solaria • Free TV & Parking • Informal Casual Atmosphere

RENT-A-CAR \$5 DAILY
Major Credit Cards
Honored



Approved

INFORMATION &
RESERVATIONS,
CALL FREE
FROM YOUR CITY

DIAL DIRECT FREE:
AREA CODE **800 - 327-0241**

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

MAJOR CREDIT
CARDS
HONORED
RENT-A-CAR
\$5 DAILY



Approved

ALL ROOMS
OCEANVIEW WITH
PRIVATE BALCONY
**LOW
SUMMER
& FALL
RATES**

INFORMATION &
RESERVATIONS,
CALL FREE
FROM YOUR CITY

AREA
CODE

DIAL DIRECT FREE:
800 - 327-4910

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

THE NEW FUN SPOT... NEW SUN SPOT

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.

MAIL COUPON NOW FOR FREE COLOR BROCHURES & LOW RATES OF THE AZTEC & SINGAPORE MOTELS. FREE! FLORIDA TURNPIKE GUIDE, DINERS, AMERICAN EXPRESS, CARTE BLANCHE, MOBIL, SINCLAIR & UNION-PURE OIL CREDIT CARDS HONORED. MEMBER OF FRIENDSHIP INNS OF AMERICA

TO: AZTEC-SINGAPORE OCEANFRONT MOTELS

PO BOX 6567 Surfside Branch Miami Beach, Florida 33154

NAME _____ DATE OF VACATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ TURNPIKE GUIDE _____

**Come to the Cadillac for a
TRIPLE TREAT VACATION ●**

*Dine Around &
Do The Town*
PLUS AN
*Overnight Cruise to
Freeport, Bahamas*
ON the New M/V FREEPORT!

*** DINING ***

once during your 7 night stay at Embers, Chandler's Tony's Fish Market, Caesar's Forum, Algiers Hotel, Marco Polo Hyatt House!

*** ENTERTAINMENT** once during your 7 night stay!
A reserved seat to your choice of

Premier Films Barbra Streisand in "Funny Girl"
Shirley MacLaine in "Sweet Charity"
Peter O'Toole & Katharine Hepburn in "The Lion in Winter" — "Oliver!" —
"War and Peace"!

Night Clubs **The Comedy Box, with Marsh
& Adams • Vive Paris Vive,
French Revue, Americana**
(includes complimentary drink, tax, tip)

Hotel • Joe's, Hilton Plaza • Indies Show Room, Marco Polo, others!
Concerts • Sports • Miss U.S.A. Pageant • Miss Universe Pageant

*** CRUISING** on the 7th night of your stay — an exciting, round
trip ocean cruise (including stateroom) on the
luxurious M/V Freeport to Freeport, Bahamas!

PLUS ALL THE FUN OF THE CADILLAC ITSELF!

Superb dining in our own El Dorado Dining Room • Complimentary Cocktail Parties • Free Chaise Lounges • Olympic Pool with Nightly Splash Parties • TV in rooms • 200 ft. Beach • Nightly Entertainment!

\$13 daily, per pers., dbl. occ.,
100 of 277 rms., now to July 1
(Add \$1 July & Aug.)
INCLUDES GOURMET
BREAKFAST & DINNER

SPECIAL FAMILY PLAN
EFFICIENCIES AVAILABLE

Write for full details. Phone 532-4541.

JERRY GRANGER, DAVE LEVINSON, Co-Owners

SAFETY INFORMATION: The M/V
Freeport, built in 1968 and registered in
Liberia, meets International Safety Stan-
dards for new ships developed in 1960
and meets the 1966 fire safety require-
ments.

* on our Mod. Amer. Plan



A FULL BLOCK ON THE OCEAN
39th to 40th STS., MIAMI BEACH 33140



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. Coppertone is excellent as it was manufactured for this climate. Tan don't burn and have fun on your vacation.

the
Sea Bay
MOTEL

NEAR THE SEA
BY THE BAY

- Full size Kitchens
- Refrigerator in all
- MOTEL ROOMS.
- Fine Furnishing, Fr. Prov., Danish Mod.;
- Wall-to-wall Carpeting
- Relax in informal atmosphere - Dress Comfortably
- No Extra Charges
- Quiet - No Noise
- Phone Service

IN THE PRESTIGE SECTION OF MIAMI BEACH
Near Shopping, Theatres, Clubs

UNDER 69th ST. AT ABBOTT AVENUE AT BYRON AVENUE
600 FT. OFF COLLINS AVE. & THE OCEAN

NEW OWNERSHIP
COMPLETELY REDECORATED

Write for free Brochure and Rates or
CALL COLLECT 866-3821
AFTER 7 P.M. OR WEEKENDS

FREE TV - AIR CONDITIONING, ON SITE
PARKING, Short Walk to Beach, 200 Ft. to
Supermarket, 1 block to Carillon-Deauville
Hotels, Smart Shops, Restaurants, Trips-Tours Arranged

MOTEL ROOMS
Accommodates 2-3 persons
Single & Double Beds
Refrigeration in every room

STUDIO APTS.
Accommodates 2-3 persons
Everything Furnished

ONE BEDROOM APTS.
Accommodates 2-4 persons
Lge. 12x17' Living Rm. with
Simmons Hide-a-Bed
Dinette & Bedroom

WRITE FOR FREE BROCHURE



6880 ABBOTT AVENUE MIAMI BEACH PHONE 866-3821

Name.....

Address..... City.....

Accommodation request.....

Arrival date..... Departure date.....

persons.....

GOLF COURSES

BAYSHORE

23rd Street and Alton Road
534-7511

(18 holes). Open to the public.

COASTAL BAY

19200 Collins Avenue
947-7431

(9 holes, par 3). Open to the public.

HOLLYWOOD LAKES

COUNTRY CLUB

14800 Hollywood Boulevard

Hollywood 981-3155; Miami 625-0084
(9 miles west of State Road 7, U.S. 441).

Two 18-hole courses. Open to the public.
Clubhouse facilities.

NORMANDY SHORES

North Normandy Isle
866-3744

(18 holes). Open to the public.

PAR 3 GOLF

2795 Prairie Avenue
534-7511

Open to the public.

CAR RENTALS

AVIS RENT A CAR SYSTEM

Biscayne Tower Building
100 Biscayne Boulevard, Miami
633-2556

CAPITAL RENT A CAR INC.

2721 N.W. LeJeune Road, Miami
634-4547

GREYHOUND RENT A CAR

2875 N.W. LeJeune Road, Miami
633-8555

HERTZ CORPORATION

6826 Collins Avenue, Miami Beach
865-9993

MORSE AUTO RENTALS, INC.

17760 Collins Avenue, Miami Beach
945-0825

PERSHING AUTO RENTALS, INC.

1545 Alton Road, Miami Beach
538-5313

SOUTH FLORIDA RENT A CAR, INC.

5035 N.W. 36th Street, Miami
885-4591

SURF RENT A CAR

17800 Collins Avenue
North Miami Beach
949-5225

SUN RENT A CAR

301 - 23rd Street, Miami Beach
532-5502

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
371-4766

ACE DRIVEAWAY SYSTEM, INC.

16701 Collins Avenue
949-2346

AUTO DELIVERY

1613 Alton Road
538-0437

DEPENDABLE CAR TRAVEL

SERVICE, INC.
350 Lincoln Road
538-0615

DIRECT WAY AUTO SHIPPERS

8295 Biscayne Boulevard
759-4676

DRIVEAWAY SERVICE

420 Lincoln Road Mall
534-8223

INSURED DRIVEAWAY SYSTEM

OF FLORIDA, INC.
1116 - 5th Street
538-6317

NORWEGIAN CARIBBEAN LINES

Now there are three... Soon we will have FIVE!

Our fleet has a way of multiplying...
cruise with us... and find out why!

SAFETY INFORMATION
The M/S SUNWARD, M/S STARWARD and M/S SKYWARD all registered in Norway, meet International Safety Standards for new ships developed in 1960 (and meet the 1966 fire safety requirements).

Starward
NORWEGIAN
15,000 Tons
Commissioned December 1968

7 DAY CRUISES TO
JAMAICA
(PORT ANTONIO, KINGSTON & MONTEGO BAY)

FARES START AS LOW AS
'195
MINIMUM FARES, SUBJECT TO AVAILABILITY SPECIAL GROUP RATES ON REQUEST

*EVERY CABIN HAS PRIVATE BATH * Dual Stabilization * 4 elevators * Fully Air Conditioned * 4 Sun Decks * 2 Swimming Pools * Magnificent Dining Room * 3 Night Clubs * Dancing, Shows * Sauna * Health Club * Unique open air bubble-top theatre * Duty Free Shopping Arcade

ALL CRUISES DEPART
AT 4:30 P.M., SATURDAYS,
FROM NEW
DOWNTOWN MIAMI PORT

Sunward
NORWEGIAN
11,000 Tons
Commissioned June 1966

NOW!
3 & 4 DAY CRUISES TO
NASSAU

FARES START AS LOW AS
'85
MINIMUM FARES, SUBJECT TO AVAILABILITY SPECIAL GROUP RATES ON REQUEST

*EVERY CABIN HAS PRIVATE BATH * Dual Stabilization * Fully Air Conditioned * Swimming Pool * 3 Sun Decks * 2 Elegant Dining Rooms * 3 Night Clubs * Dancing, Shows * Duty Free Shop * Elevators * Theater

ALL CRUISES DEPART AT 4:30 P.M.
MONDAYS AND FRIDAYS FROM
NEW DOWNTOWN MIAMI PORT

7 DAY CRUISES TO
SAN JUAN & ST. THOMAS
FARES START AS LOW AS
'195

(Every Saturday)
EFFECTIVE DECEMBER 20, 1969

Skyward
NORWEGIAN
15,000 Tons
To be Commissioned Dec 1969

EFFECTIVE DECEMBER 20, 1969
3 & 4 DAY CRUISES TO
NASSAU

FARES START AS LOW AS
'85
MINIMUM FARES, SUBJECT TO AVAILABILITY SPECIAL GROUP RATES ON REQUEST

*EVERY CABIN HAS PRIVATE BATH * Dual Stabilization * 4 elevators * Fully Air Conditioned * 4 Sun Decks * Swimming Pool * Magnificent Dining Room * 3 Night Clubs * Dancing, Shows * Sauna * Health Club * Unique open air bubble-top theatre * Duty Free Shopping Arcade * Cinema

ALL CRUISES DEPART
AT 4:30 P.M., MONDAYS AND
FRIDAYS FROM NEW
DOWNTOWN MIAMI PORT

Soon, we will have 5 with

DEC. 1970 **Southward**
NEW

YEAR 'ROUND 7 DAY CRUISES (from Miami) TO SAN JUAN & ST. THOMAS (every Saturday)

HISPANIOLA CRUISES TO:
VERA CRUZ, CAYMAN, PORT AU PRINCE, SANTO DOMINGO, SAN JUAN, ST. THOMAS

DEC. 1971 **Seaward**
NEW YEAR 'ROUND 14 DAY CRUISES (from Miami) (every other Saturday)

BUCCANEER CRUISES TO:
SAN JUAN, ST. THOMAS, MARTINIQUE, BARBADOS, ST. VINCENT, GUADELOUPE, ANTIGUA, ST. MAARTEN & HAITI

FIESTA CRUISES TO:
CAYMAN, PANAMA, SAN BLAS ISLAND, CARTAGENA, ARUBA, CURACAO, LA GUAIRA, ST. THOMAS

NORWEGIAN CARIBBEAN LINES
820 BISCAYNE BOULEVARD, MIAMI, FLORIDA 33132
TELEPHONE: (305) 358-2501



Sahara

RESORT MOTEL

OCEAN AT 183rd STREET ■ MIAMI BEACH

INFORMAL FUN in the SUN!

A whirl of excitement for all ages! Complete social, sports and entertainment programs! Spacious pool and private beach! Kiddie pool! Children's counsellors! Special activities for tots 'n teens! 100% air conditioned! Color TV! Coffee Shop! Cocktail lounge! Luxurious and comfortable rooms!

Temperature controlled pool! FREE self-parking on premises!

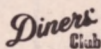
Limited FREE Golf!

FREE TV in all rooms!

REASONABLE RATES!

Modified American Plan available!

Kitchenettes available!



**A GREAT PARADISE RESORT
THE HEART OF MIAMI BEACH'S FABULOUS MOTEL STRIP!**



SAHARA, 183rd & Collins, Miami Beach, Florida 33154
Please send me color brochure and rates.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

VACATION DATES _____ **MBCC**