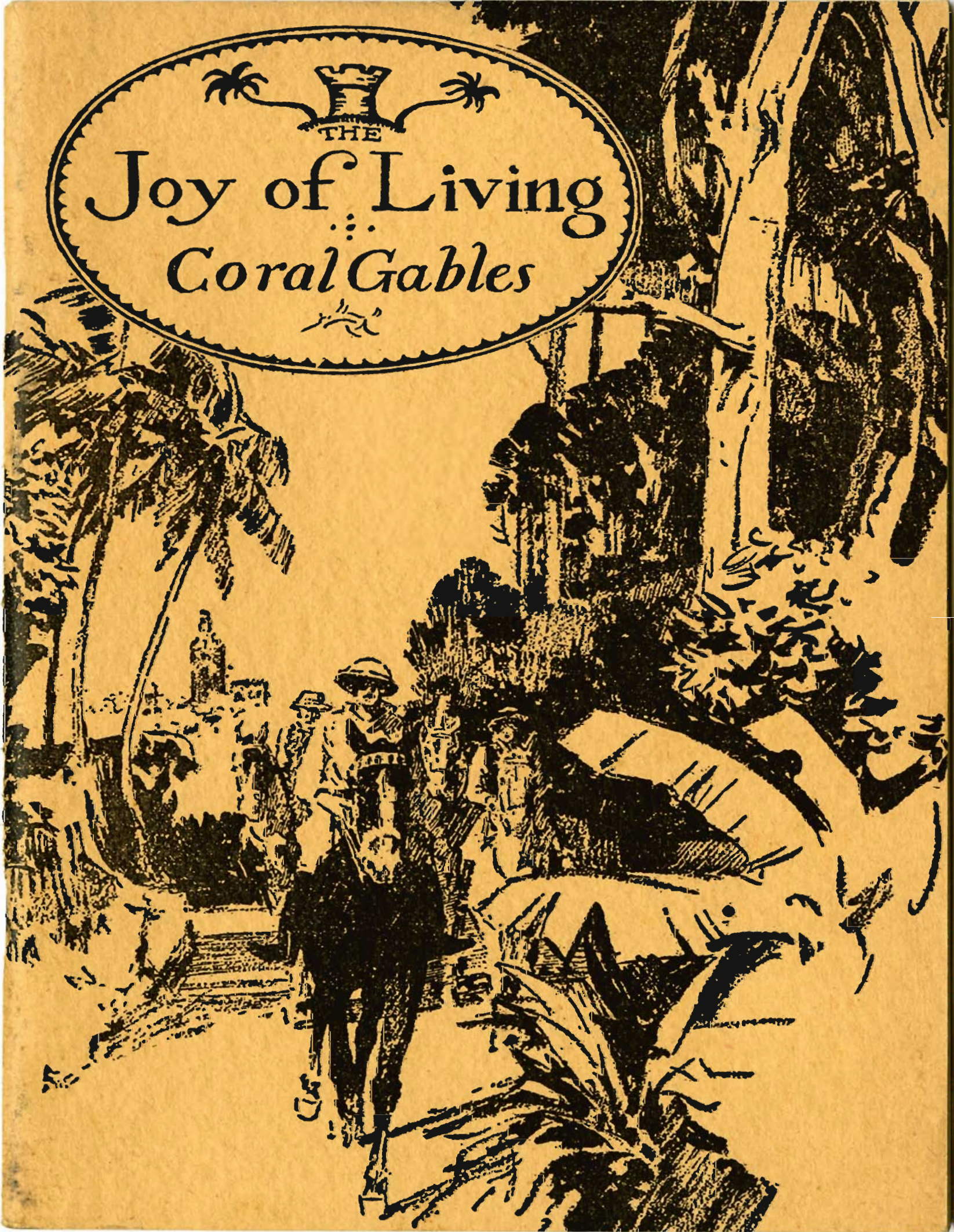


THE
Joy of Living
Coral Gables



1940

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THE JOY OF LIVING



CORAL GABLES

F L O R I D A



The Coral Gables city hall, one of the most beautiful municipal buildings in the world, conceived and executed with boom-time prodigality, closes the Coral way vista at Biltmore drive and Le Jeune road. A distinctive architectural feature is a replica of the tower on the town hall in Seville, Spain. The facade of the building is strikingly flood-lighted at night.

The Joy of Living!

What is it? It is a state of mind. To one of us it is one thing; to another of us it is something else. In short, "one man's meat is another man's poison," and vice versa; but to increasing thousands it is simply good health and the means for its continuous enjoyment. Not necessarily money in more than the average accumulation per individual, but the environment most conducive to easy and graceful living under a wide variance of economic circumstances. A great many things contribute to a man's peace of mind and general welfare in such an environment: an equable climate in which the health factor is predominant, Mother Nature otherwise at her best, economical living conditions, superior recreational facilities available to rich and poor alike, worthy cultural influences, and (finally) the leisure essential to adequate enjoyment of all this. Therein lies the joy of living.

¶ *Coral Gables is a state of mind too, and not at all difficult to acquire. In fact, it would be next to impossible not to acquire it, once you have had a taste of "the best place to live under the sun."*

¶ *There are only so many words available to a writer to describe a given locality or to express a particular train of thought. Moreover, in a modest publication of this sort space is limited. The*

camera is an invaluable tool, to be sure, and perhaps less open to suspicion than the typewriter; but even a photographic lens is somehow inadequate when it comes to reporting the unique old world and new world charm of Coral Gables, gem of the American tropics. It must be seen—lived in, to be appreciated.

☐ *Coral Gables is populated by the better class of people—former residents of every state in the union and many foreign countries, attracted and held here by extra-healthy climatic conditions and the never-ending fascination of this city beautiful. We extend a hearty welcome to every seasonal visitor or new resident who appreciates the best in living conditions, besides which he will find social activities affording every opportunity for congenial friendships and ultimate contentment.*

☐ *In the illustrated pages which follow a modest attempt has been made to portray by word and picture something of the natural advantages and man-made facilities the City of Coral Gables, Florida, offers as its contribution to the sum-total of human happiness—the joy of living. Who can ask for more?*





Coral Gables'

claim to a place of honor among the world's most beautiful suburban cities is not open to question, as it might have been when it was first made. In a single decade—normally “no time” in the life of the average slow developing community—its enviable position has become assured, fixed.

☆ Imposing entrance structures, broad boulevards and colorful plazas, acres of parks and parkways—charming vistas of subtropical landscaping, with countless

trees and flowering shrubs set in velvety lawns against azure skies; magnificent public buildings, schools, churches, hotels, apartment houses, private residences, and business blocks; golf courses, swimming pools and playgrounds—all overwhelmingly prove to the first-time visitor that Coral Gables' publicists have no need for exaggeration. Here is one of the finest municipal layouts it will ever be your good fortune and lasting pleasure to see or live in.

☆ But Coral Gables has other claims than those of exceptional beauty. It is, undoubtedly, the most notable example of a modern city not only planned but built according to a single concept and unified design. Here growth and development have meant only a constant enlargement and progressive expansion of the original ideal. This achievement represents, first, the tremendous vision and effort of one man, George E. Merrick, founder and developer of the city; and second, the fidelity with which subsequent municipal leaders—city officials and other civic-minded individuals and

LEFT: The 9-hole municipal Granada golf course provides recreation at nominal fees for thousands of followers of the ancient Scottish pastime. A congenial foursome on the second putting green. ABOVE: This picturesque Spanish tower, located between Alhambra circle and Ferdinand street at Greenway court, is a unit of the municipal water system.



organizations have adhered to the original "Coral Gables idea." The effect is truly inspiring.

☆ Until 1921 Coral Gables was scarcely more than a citrus fruit and avocado grove—one of the finest in South Florida. Its area was approximately 1,000 acres, situated about 5 miles from the center of Miami, then a sleepy city of perhaps 30,000 people. Sensing the important part Miami was to take in the modern development of the state, Mr. Merrick transformed his fruit groves into a first-class real estate development, assembling the country's foremost experts in various lines to assist him in building a magnificent residential suburb. The 1,000 acres soon became 6,000; then 10,000; and finally an area of 24 square miles, most of which was under intensive development. The rest is familiar history.

Brief History

☆ It was on November 27, 1921—just 19 years ago, mind you—that the first Coral Gables building lot was sold. In March of the following year the first street was cut through, and four months later the first store was built. Street car service between Coral

ABOVE: View of Coral way, one of the main thoroughfares to Miami, looking west toward the city hall from Douglas road. RIGHT: Residence of Mr. and Mrs. Roy Page on one of the Coral Gables waterways.

Gables and Miami was established in April, 1925, the day before the city itself was incorporated. In addition to Edward E. Damers, the first city commission consisted of Mr. Merrick, Telfair Knight, Jack Baldwin, and F. W. Webster.

☆ Here is what 1926 held in store for Coral Gables. During the winter both the Miami Biltmore hotel and Tahiti beach—the latter started as a sort of recreational adjunct to the now famous hostelry—were formally opened with fan-fare. United States mail delivery was inaugurated April 3; on May 10 rapid transit service to Miami began; by July the city had a first class hospital—the Tallman, now called the University hospital; and on October 18 the University of Miami opened. The Coral Gables Elementary school, described by Gutzon Borglum, the world-renowned sculptor, as the most beautiful grade school building he had ever seen, was completed in the autumn. Meanwhile other developments, including residence construction, kept pace.

☆ The Seaboard Air Line railway came to town in March, 1927, and on May 21 of that year thousands witnessed the formal opening of the million-dollar Douglas entrance to Coral Gables. As late as November 9—only thirteen years ago—the corner stone of the present magnificent city hall was laid with impressive ceremonies.





Beautiful girls and colorful coral rock cliffs amid tropical foliage bordering the municipal Venetian pool-casino add to the unique old world charm of this South Florida show place, open the year around and visited by many, many thousands. Here you may "swim in drinking water."

The following evening standing room only was available at the Coral Gables coliseum when that recently completed structure was dedicated. The city hall was opened for business on February 24, 1928. Two months later bona-fide citizens of the town were accorded their first opportunity to vote in a Coral Gables municipal election, which established a city commission composed of Messrs. Dammers, Merrick and Webster of the previous group, and Don Peabody and E. T. Purcell. R. M. Davidson was city manager, E. M. Bishop was city clerk, and Paul D. McGarry—currently mayor—was city attorney.

☆ A few outstanding events during the next three years seem worth recording here. The new city charter was approved May 2, 1929. That spring witnessed an award to Ponce de Leon High school of the highest academic rating in the state. It was announced in the fall that the “happy warrior,” Alfred E. Smith, whilom governor of all the New Yorks, and associates had purchased the Miami Biltmore hotel—although John McEntee Bowman’s operation of the property under the aegis of this prominent group extended only through the 1929-1930 winter season, a short one at that. The Century club of Coral Gables, the city’s leading social organization, was organized in February, 1930. Col. Henry L. Doherty assumed control of the Miami Biltmore hotel and country club properties in September, 1931. On October 6 of that year a new and greatly improved water supply was inaugurated.

Ideal Community

☆ What has happened since then is more a matter of common knowledge. Under the aggressive and able leadership of Mayors Vincent D. Wyman, Roscoe Brunstetter and Paul D. McGarry, Coral Gables has become recognized throughout Florida and the entire south as one of the most progressive municipal corporations between the Georgia line and Key West. Besides Mayor McGarry, the present city commission consists of Col. P. J. O’Shaughnessy, W. Keith Phillips, who is also president of the Coral Gables Chamber of Commerce, Hollis Rinehart, and Joe Whitley. A. B.



Curry is city manager; George N. Shaw is city clerk and director of finance; and Morton B. Adams is city attorney.

☆ The student of community life finds Coral Gables a place of unending interest because of its miraculous growth and achievements in beauty; the business man finds it a place of endless opportunity; the architect comes here to study its distinctive architecture; but it is the average American—man or woman, with whom its continuous growth and welfare ultimately rest.

☆ While essentially a city of homes, with a year-round population of approximately 7,500—increasing at a rate of perhaps 10% each year—Coral Gables annually plays host to thousands upon thousands of sun-followers who seek a haven from freezing winds in winter and sweltering heat in summer, visitors who seek the advantages of a high-class resort without the necessity for living in an atmosphere of continuous “bally-hoo” and “honky-tonk.” For example, Coral Gables does not countenance either public (hard liquor) bars or gambling places. In this respect the city is unexcelled. It is, nevertheless, within a few minutes’ driving distance of the beaches, race tracks, night clubs and all the “hide-ho” activities which make up the day and night life of an exciting metropolitan city such as Miami.

☆ Then too, Coral Gables offers within its own limits recreational facilities calculated to keep the most vigorous well occupied during a stay of days, weeks or months. As was pointed out in a previous booklet devoted exclusively to these facilities, the sports

ABOVE: University of Miami co-eds prepare an ironical greeting and souvenir for members of a visiting football team from Boston, Mass., a painted alligator. RIGHT: A university art class hard at work under the tutelage of Denman Fink, famous muralist and illustrator.

picture in and about Coral Gables is a "continuous movie—a 365-day news reel, complete with sound effects." As will be apparent to anyone scanning these illustrated pages, the outdoor recreational field in the Miami district is distinctive for the variety of sports available, as well as for the superior quality of most of them. Even an incomplete tabulation is impressive: fishing, horse racing, golf, tennis, swimming, sailing, dog racing, hunting, horseback riding, football, boxing, shuffleboard, motorboating, diamondball, jai-alai, polo, trapshooting, archery, baseball, bicycling, wrestling, motoring, volleyball, horseshoe pitching—and so on to the lesser known, highly specialized forms of outdoor recreation. The City of Coral Gables does not presume to draw boundary lines between the various municipalities of Metropolitan Miami. It is not jealous of its own to the extent of claiming exclusiveness. Coral Gables merely claims that whatever sport is available to its seasonal and permanent residents is rightly a local asset—whether the sport in question is essentially its own, geographically speaking, or principally identified with Miami, Miami Beach, Hialeah, North Miami, Hollywood, Miami Shores, or Coconut Grove; or for, that matter, the everglades, keys, Gulf Stream, or Bimini, B.W.I., 50-odd miles eastward. In effect, if you live in Coral Gables it is all one and the same thing.





Fishing

☆ Consider fishing. To say that South Florida in general and Metropolitan Miami in particular constitute a large and important slice of the world's finest fishing grounds, is merely to remark the obvious. Waters adjacent to Miami, Miami Beach and Coral Gables — especially those which will be mentioned specifically anon, have proved themselves over and over. Possibly more and certainly more spectacular game fish lurk therein than in any area

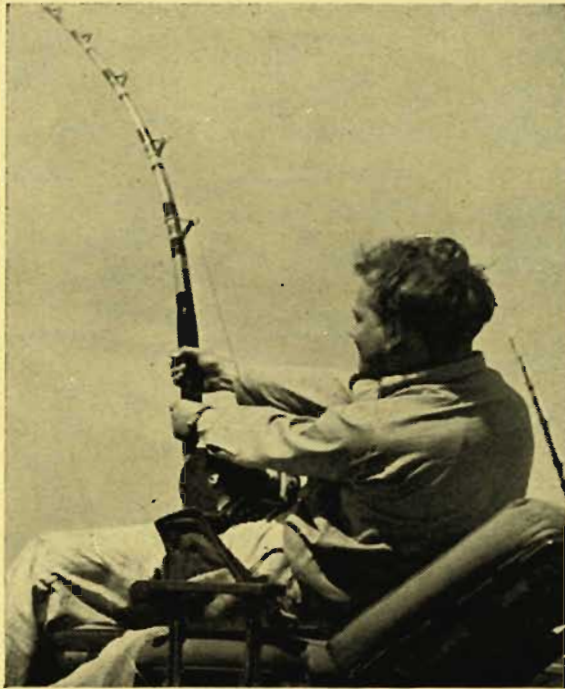
of equal size systematically worked by members of Br. Walton's clan. At least 600 varieties of fish are known, of which only a small number—probably not more than 15 or 20 per cent—are taken by anglers. Among such fishermen are individuals from practically every walk in life, from the current President of these United States to the most recently arrived "tin can tourist": politicians, bankers, industrialists, titled foreigners, yachtsmen, aviators, authors, artists, musicians, educators, doctors, lawyers, merchants, and—what have you? All succumb to the lure of fishing, "the great leveler".

☆ There is a widely held belief that sport fishing in these parts may be enjoyed only by those with substantial means, and that the poor man—unless he is zealous enough to have accumulated, piece by piece, extensive and elaborate equipment—is left out of the picture. Nothing could be farther from the truth. The bridge, causeway, pier, beach or row-boat fisherman—in short, the fellow

ABOVE: Capt. Sam Cass, veteran fishing guide, with a pair of big snook (robalo)—two of a dozen taken within the proverbial stone's-throw of Bayfront park in downtown Miami in a couple of hours' fishing one morning last summer. RIGHT: Typical off-shore fishing cruiser of the type available for charter hereabouts—the 46-foot "Vairene," owned by Dr. Parke G. Smith of Cincinnati, Ohio, and Coral Gables, which berths at the Chamber of Commerce docks, Miami Beach. Note trolling outriggers.

with the cane pole and handful of dead shrimp or cut mullet for bait, is in his glory here as nowhere else in America. For a total outlay of not more than a dollar, including the cost of bait, a person may equip himself for a day of pleasure along the waterfronts of Miami, Miami Beach and Coral Gables; or, for another dollar, he may rent a suitable skiff in which to transport himself and his family or friends to even more productive grounds in river, bay or ocean—where no telling what piscatorial excitement may ensue. The Miami district offers fishing to suit every purse. ☆ On the other hand, if the fisherman's tastes run to the more complicated and expensive forms of the Waltonian art, possibly the world's finest (pleasure) fishing fleet awaits him here. A day in the Gulf Stream aboard any one of scores of adequately equipped cruisers docked at the various piers in Miami and vicinity is a pleasure long to be remembered. Here too the visitor has the benefit of a wide price range: from \$10 to \$40 per day, depending on the capacity of the boat and the character of its equipment. Many inveterate anglers of means have their own cruisers, keeping them here the year around, in numerous instances permitting the captains to operate them as charter boats during such periods as they are not in private use. More than 100 well equipped sport fishing boats dock within shouting distance of





some of our most popular hotels. ☆ Ardent fishermen in all parts of the world know of the excellent fishing to be had along the Florida east coast, particularly the extreme southeastern part, including the famous keys and intra-costal waters between Miami and Key West. In nothing less than a thick volume would it be possible to describe the numerous fish and methods of fishing available near or within a few minutes' or a few hours' ride by boat

or motor from Coral Gables—"the center of the winter-time world." A few years ago, in order to foster popular interest in the Miami district as a fisherman's paradise, the cities of Miami, Miami Beach and Coral Gables inaugurated a sporting event which bids fair to become perhaps the world's most famous competition of its kind: the annual *Metropolitan Miami Fishing Tournament*. A hurriedly organized and brief affair, the first competition ran for only two weeks, but was a great success. Valuable trophies were donated by cities, firms and individuals. The second annual tournament ran from January 15th to April 18th, 1937, and was such an outstanding success that it put the promotion on a permanent and big-time basis. The 1940 tournament is under way as this booklet goes to press. This time it overshadows even the great golf events in popular interest and regional importance—not to mention cash prize money and valuable trophies totaling several thousands of dollars, for the competing anglers. ☆ Recognized salt-water fish available in South Florida waters

ABOVE: F. M. O'Brien, Jr., president of Tycoon Tackle, Inc., fighting a big one in the deep blue off Miami. RIGHT: And here is the justly famous silver king, the unfailingly acrobatic tarpon, in his tender infancy. This 3½ oz. specimen was the victim of a commercial fisherman's bait net, near the point of Cape Romano on the lower Gulf coast.

include: amberjack, barracuda, channel bass, sea bass, bluefish, blue runner, bonefish, bonito, salt-water bream *or sailor's choice*, cabio, crevalle, croaker, dolphin, drum, flounder, gag, black grouper, bastard margate grunt, French grunt, gray grunt, margate grunt, white grunt, yellow grunt, horse-eye jack, red hind, rock hind, jewfish, kingfish, ladyfish, Spanish mackerel, white marlin, muttonfish, permit, common pompano, round pompano, pompon, porkfish, robalo *or snook*, sailfish, schoolmaster, sheepshead, dog snapper, lane snapper, mangrove snapper, red snapper, tarpon, little tunny, wahoo, spotted weakfish *or salt-water trout*, whiting and yellowtail—as well as a variety of such off-suit “critters” as the devil ray, eagle or spotted ray, sting-ray, sawfish, black-tip shark, hammer-head shark, leopard shark, mackerel shark, nurse shark (called “sleepy nuss” by natives of the Bahamas), and the familiar sand shark. Bimini is especially noted for its giant blue marlin and blue-fin tuna, comparatively recent discoveries.

☆ Here there would seem to be almost as many methods of fishing as there are fishermen; but in broad outline the commonest means of enticing game fish in fresh waters are bait-casting, fly-casting, still fishing, trolling, skittering and night bobbing — with surf-casting added to the list when it is applied to salt-water fishing.

☆ Tackle varies from individual to individual, each experienced





fisherman having his favorite equipment and special methods of using it. Roughly speaking, rods may be divided into the following classes: heavy, medium, light, surf-casting, and fly-casting — for salt-water; and bait-casting and fly-casting — for fresh-water. Similarly, reels may be classified (with some overlapping) : extra-heavy, heavy, surf-casting, salt-water level-wind, bait-casting, and fly-casting. Hooks, lines, artificial lures and such tackle come in so varied an assortment as to be highly confusing to the ordinary angler ; but anything and everything needed for either fresh or salt-water fishing is available at local tackle and hardware stores. It all depends on what you want to fish for, and what you can afford. ☆ Some of the better known and more productive inside fishing grounds nearby are: upper Biscayne bay, including Bird key, three causeways and many artificial islands between Miami and Miami Beach, and famous Baker's Haulover; Deering islands, Coconut Grove and Dinner key, Entrada and Tahiti beach, Cutler, Homestead, Card sound, Barnes sound, Jewfish creek, Blackwater sound, Surprise Lake, Buttonwood sound, Dusenberg creek, Tarpon

ABOVE: Mr. and Mrs. Harry Hartshorn (right) and Mrs. Edward Moore with a native guide, returning from a successful expedition to the bonefish flats adjoining Bimini harbor, 50-odd miles eastward across the Gulf stream. RIGHT: Night fishing at Baker's Haulover, Miami Beach, a favorite spot with bridge and bulkhead anglers. The cane pole predominates.

basin, Steamboat creek, Ragged keys, Soldier key, Cape Florida, Bear's cut, Norris cut, and others too numerous to mention.

☆ Well known outside fishing grounds may be briefly tabulated thus: the Gulf Stream itself, Fowey Rock light, Brewster and Ledbury reefs, Bowles bank, Triumph, Long, and Ajax reefs, Margate Fish shoals, Pacific reef, Caesar's creek, Angelfish creek, Little Angelfish creek, Turtle reef, Turtle island, Carysfort reef, The Elbow, Grecian shoals, Mosquito bank, French, Molasses, Pickles, Conch, Davis, Crocker, Alligator, Tennessee, and Little Tennessee reefs, Coffin Patch, Sombrero and Looe keys, America and Maryland shoals, Eastern drydock, Middle Ground, Beacon and Sands keys. All these locations may be identified on federal charts.

☆ The Ten Thousand islands district on the lower Gulf coast, approximately two hours' drive by motor from Coral Gables, has become internationally known for its almost infallibly gratifying salt-water fishing. This area is reached from the east coast via the Tamiami trail across the everglades, and the best known bases for sport fishing are Naples and Gordon's pass, Marco, Caxambas, Royal Palm Hammock, and Everglades. Thereabouts the inside waters abound with snook, channel bass (*redfish*), jack crevalle, salt-water trout, snapper, sheepshead and the like; while in and





outside the various passes these and such gamesters as bluefish, kingfish, mackerel and pompano are common. Fine fishing!

☆ Fresh-water fishing grounds from Lake Okeechobee to Cape Sable — also too numerous to be detailed here — include: Deerfield canal, Miami (*river*) canal, Tamiami Trail canal and its many tributaries, Lake Trafford, and scores of other, less accessible places where the big-mouthed bass lurk. Much sport with a fly-rod or bait-casting outfit in fresh waters hereabouts may be had with small and medium-sized tarpon, snook, &c.

So much for fishing in waters easily reached from Coral Gables.

Golf

Golf in the Miami district — in Coral Gables, is “something to write home about.” Few familiar with the facts will dispute the claim that here indeed is the winter golf capital of America. Championship courses we have, in abundance, with lay-outs and green fees to suit every sort of game and pocketbook. Weather conditions in South Florida are about as near perfect for the

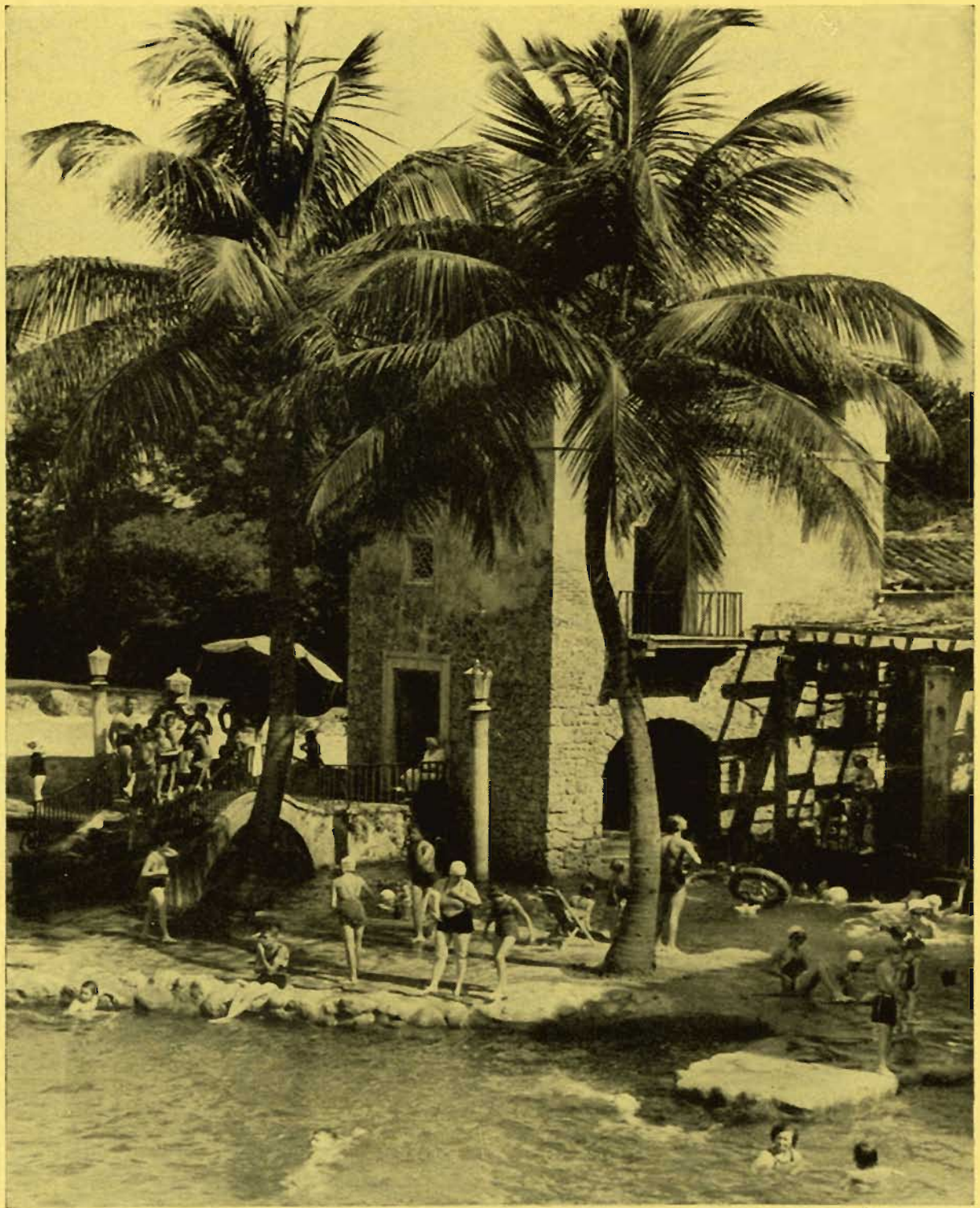
ABOVE: Typical golf tournament gallery around the 18th green at the Miami Biltmore course, scene of the annual \$10,000 Biltmore Open event, patronized by the world's outstanding pros and amateurs. One of the finest courses in the south. RIGHT: “Dud” Atkinson, managing pro at the Granada course, instructing a class of women in the technique of recovering from a sand trap, one of the most difficult golf shots.

purpose as even the most rabid enthusiast could wish. Perhaps as many as *90 per cent* of the country's leading professionals make Metropolitan Miami their winter headquarters—in preference to Southern California or any other golf-minded section with comparable climatic advantages. One tournament follows another, not only during the winter months, but (with local and sectional competition) throughout the entire year; and from time to time practically every star in the golfing firmament may be seen in action here, usually at no greater cost than bus fare to and from one of the superior courses.

☆ Coral Gables is the scene of the world's richest golf event: the annual *\$10,000 Miami Biltmore Open*—to which generous amount additional sums for special cash prizes have been added the past year or two. Some of the Biltmore champions: 1930, Walter Hagen and Henry Cuici; 1931, Gene Sarazen; 1932, Densmore Shute; 1933, Willie MacFarlane; 1934, Olin Dutra and Mike Turnesa (in the two divisions); 1935, Horton Smith; 1936, Ralph Guldahl; 1937, Johnny Revolta . . . A great sectional institution is the annual Miami Biltmore Open, an outstanding sport fixture.

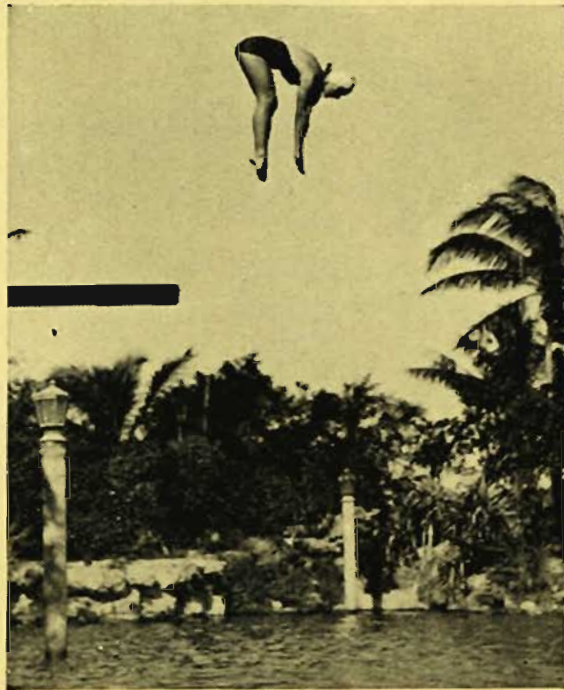
☆ The Coral Gables Golf and Country Club course, municipally owned and operated, is another local institution—and has been since long before the city itself was incorporated, in 1925. It is





ABOVE: A sunlit expanse of "the world's most beautiful swimmin' hole," municipally owned and operated, showing a palm shaded island and part of the adjoining casino and beach. RIGHT: Miss Alma Robinson, a local aquatic enthusiast, in the middle of a front jack-knife dive from the 10-foot board. Many such amateurs exhibit almost professional form.

a comfortable 9-hole lay-out of 3,030 yards, par 35, "coming and going." Douglas (*Dud*) Atkinson, managing professional, is as much a fixture as the "G" in Granada — title of the course. Greens fees and both seasonal and year-round memberships are among the most reasonable in the district. It is easily accessible from principal residential districts. The usual clubhouse facilities are provided: men's and women's locker rooms, hot and cold showers, equipment and repairs, soft drinks and other refreshments,

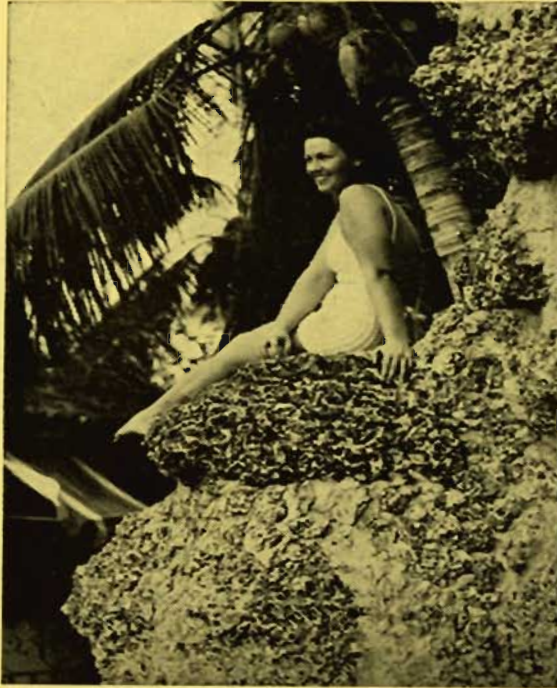


telephones, &c. Recently new rain-proof shelters have been constructed at every tee and many alterations and improvements made in the course itself. The manager and scores of regular players report that the layout is in fine condition — the best in all of its sixteen years of play. City buses stop in front of the clubhouse.

Swimming

☆ The world-famous Venetian Pool & Casino, also municipally owned and operated, is one of the outstanding show places of South Florida. It is a work of art, first, because it fulfills one of the fundamental needs of the tropics, as water fulfills the purpose of a flower garden, and then because in its construction Denman Fink, the artist-architect, solved a local problem with something beautiful, dignified and well thought out even to the smallest detail. The Venetian Pool with its broad lagoon and complement of new-old bridges, towers and lush tropical landscaping; its shady porticos, vine-covered loggias, grilled windows and coconut palms; its dance floor, beach, coral caves and velvety lawns—the Venetian pool provided America with a new architecture of the highest artistic value, and one which set a worthy example.

☆ "Swim in drinking water" has always been one of the pool's



slogans, and it is perhaps the most popular local rendezvous for thousands of aquatic enthusiasts who prefer fresh water for their favorite sport. The wide reaches of the main lagoon offer more than adequate space for racing stroke or that luxurious lazying-about which is usually the most important part of the average swimmer's recreation. Complete facilities are provided: low and high diving boards, tower platform, well-defined racing lanes for professional or amateur competition, special training equip-

ment, submerged ladders at convenient places for getting in and out of the water, depth markers, low platforms, islands, beach apparatus—and even flood-lighting equipment, although the pool is used at night only on special occasions. And nothing could be more perfect as a background for all this than the picturesque casino itself, where every facility for rest and refreshment is provided. The water, chlorinated as it is pumped in from wells used exclusively for this purpose, is under the constant supervision of the City of Coral Gables health department. It comes out of the ground at about 78 degrees, *Fahr.*, and in the pool maintains an average of about 75 degrees, being completely changed three times each week. Swimming coaches and other qualified experts will attest that the Venetian Pool has been the making of many of America's outstanding aquatic stars—Ralph Flanagan, holder of the American mile and world's half-mile records; and Marshall Wayne, Coral Gables' Olympic platform diving champion, to name only two. Here also a thoroughly competent staff

ABOVE: Miss Margaret Jenkins of Coral Gables, enjoying a grandstand seat overlooking the Venetian pool racing lanes. RIGHT: Breath-taking start of a swimming race between teams representing the University of Miami and Rollins college at the same perennially popular resort.

for both juvenile and adult instruction is in attendance. There is no charge for admission to the pool-casino reservation.

☆ Tahiti Beach on Bay Biscayne is another popular rendezvous in Coral Gables. Here an authentic South Sea island atmosphere is achieved with a protected salt-water lagoon for swimming and diving, and picturesquely thatched bath houses, *cabañas* and picnic shelters—as well as the more conventional beach equipment.

☆ The Florida Year-Round Clubs, of which the Miami Biltmore Country club is an important unit, offer a variety of seasonal sports to members and guests: golf, tennis and other court games, pool bathing, fishing, sailing and motorboating, flying, archery, aquatic shows each Sunday afternoon during the winter months, and many other attractions. The set-up includes the Key Largo Anglers club, about 50 miles south of Coral Gables, and the Roney Plaza *Cabaña* Sun club at Miami Beach.

Racing

☆ In mid-December, more than a month earlier than was the original custom in the Miami area, Tropical Park (a short distance west of Coral Gables) opens South Florida's winter horse racing program. In mid-January the scene shifts to neighboring Hialeah, and early in March back again to Tropical. The *Sport*





of Kings is in its glory here: colored silks of the best racing stables in America flash brilliantly against a gorgeous background of lush tropical foliage. As the crowd roars, the thunder of flying hoofs swells, and down the home stretch come the leading thoroughbreds of the year—with an indefinable something sharpening the thrills of the most case-hardened addict of this universally loved sport. All winter the eyes of horse owners and horse

lovers focus on Metropolitan Miami's two great tracks: Tropical and Hialeah Park, one of the world's scenic masterpieces, about equally distant from downtown Miami and the most popular hotels. Apparently each turf season is superior to its predecessors. Steadily the caliber of thoroughbreds stabled here has improved, and each year horsemen carry away with them something in the neighborhood of a half-million dollars in purses. Actually, more horsemen make their homes in Miami, Miami Beach and Coral Gables than in any city in America. Pari-mutuel betting, under state supervision, is available to those so inclined, but the colorful spectacle alone draws thousands to these fine tracks annually. ☆ The canine thoroughbreds have their own following. Rivalling tropical moonlight, brilliant flood-lighting illuminates Miami's dog tracks during the greyhound racing season. Again from December to April, the nation's fleetest rabbit-chasers gallop around well-kept ovals, while delirious crowds urge them on—thrill to their triumphs, moan over their losses. Modern American dog racing originated in the Miami district; it is still the most

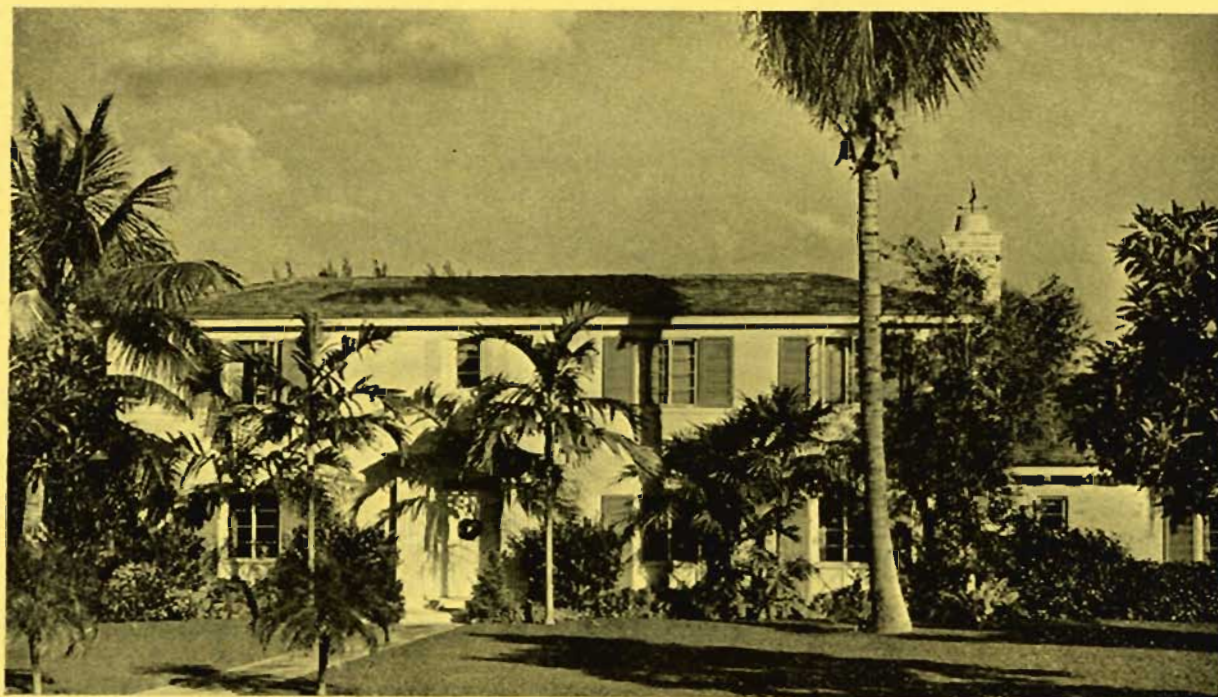
ABOVE: Greyhound racing under supervision of a state commission is perhaps the most universally enjoyed night recreation in South Florida. The neighboring West Flagler Kennel club track is easily accessible to seasonal visitors in Coral Gables. RIGHT: Sunlight and shadow enhance the new-old charm of this modern Granada boulevard home.

popular after-dark sport here. Tracks, dogs and pari-mutuel betting are under state supervision. The West Flagler Kennel club plant, just on the northern outskirts of Coral Gables, is one of the finest and most popular.

Riding-Polo

☆ Coral Gables is able to boast of 35 miles of bridle paths, on which horseback riding enthusiasts are to be found early and late, throughout the year. The Coral Gables Riding academy, with its stock of first-class saddle horses and staff of instructors and handlers, is as much a Coral Gables institution as the Venetian pool or the Granada golf course. Equestrians glory in tangled trails beside shimmering tropical waters, beautifully landscaped parks, parkways and golf courses, and through restful wooded areas. From time to time horse shows attract gay throngs.

☆ Polo becomes more and more popular at Miami Beach, although it has always played an important part in the sports pagentry of these cities of the sun. At Flamingo field, located on Alton road at Forty-first street, Miami Beach, games are played three or four times a week throughout the season, beginning about Christmas-time. Spectacular horsemanship, the flash of bright jerseys and





white helmets against blue skies and a green velvet carpet, the thrill of lightning-fast action, and in the gallery some of the smartest people of South Florida's winter colonies—these things make polo what it is.

Park Sports

☆ In undertaking the extensive development of Salvadore Park, the City of Coral Gables had but one object in view: the creation and maintenance of a complete public recreational center, where young and old might enjoy healthful outdoor games and family gatherings amid beautiful and restful surroundings. Salvadore Park is an entire city block situated in the heart of the western residential section, between Columbus boulevard and Cordova street on the west and east, and Valencia and Andalusia avenues on the south and north. By those who do not have private automobiles available it may be reached by municipal bus (*Salvadore Park-Venetian Pool*).

ABOVE: A shuffleboard tournament in progress at Salvadore park, a complete municipal recreation center. RIGHT: Members of a U. of M. physical education class, hard at it with a couple of volleyballs.

☆ The modern recreational facilities of Salvadore Park must be seen and utilized to be fully appreciated. There are tennis courts, shuffleboard courts, horseshoe courts, croquet grounds, and other adult and juvenile playground equipment (including supervised play for children) for enjoyment of the most popular outdoor games. The tennis courts are said to be the finest public courts in the Miami district; they are the only ones immediately available for play following heavy rains. Also, facilities for volleyball have not been forgotten. Attendants specializing in various games, especially tennis, are on duty practically all day for the public's convenience, and will be glad to instruct or assist you. Beautiful lawns, benches and shelters are maintained in an ideal locality for impromptu picnics and other family gatherings and informal parties of friends and neighbors. There is even a well-stocked soft drink and refreshment stand on the premises.

☆ As to tennis, elsewhere, the Granada public courts are among the finest in the district. These are located at Granada boulevard and South Greenway drive, hard by the fifth tee of the municipal golf course, and are available the year around upon payment of a very modest fee. Miami can boast more than 40 municipally owned courts, many of them flood-lighted for evening play. Tennis fans almost never find a day too cold for their favorite sport. There is no lack of partners, and some of the nation's best racque-





teers are seen in action during the winter months. At least two tournaments which attract top-notch players are annual events. A good fast set or two, then an invigorating swim in the surf or some fresh-water pool, form the daily ritual of hundreds of seasonal visitors and permanent residents. Many hotels and clubs maintain private courts for members and guests.

☆ In addition to the recreational facilities of Salvadore Park, three other fine public parks in the Miami district are available to

visitor and resident alike. Lummus Park at N.W. Third avenue and Third street, Miami, offers 28 shuffleboard courts, five rocque courts, one croquet court, six horseshoe lanes, 2 bowling green lanes, and two sheltered card, checker and chess pavilions—one lighted for night play. Moore Park at N.W. Seventh avenue and Thirty-sixth street, Miami, offers 11 tennis courts, eight shuffleboard courts, and one badminton court. Flamingo Park at Eleventh street and Jefferson avenue, Miami Beach, has 12 tennis courts, six shuffleboard courts, three quoit lanes, one volleyball court, one diamondball field, one basketball court, two soccer fields, and four handball courts. Smaller, semi-public parks offer additional facilities of various kinds.

☆ Every winter Miami, Miami Beach and Coral Gables are hosts to some of the world's finest private yachts. It is estimated that

ABOVE: During the past few years the name of Coral Gables has taken a high rank in the world of tennis by virtue of championship teams developed at the local university. In recent years they have defeated such A-1 collegiate racquetees as Harvard, New York, Cornell, Princeton, Colgate, and Williams in their routine stride. RIGHT: This rambling modern bungalow is peculiarly adapted to its Coral Way setting.

the value of pleasure craft making their seasonal home in Biscayne bay is at least \$50,000,000! Few of the world's famous yachts have not, at one time or another, dipped their prows in the protected waters of Miami's bay.

☆ Sailing is a first-rate attraction, although of comparatively recent origin from the competitive standpoint. The annual *Miami-to-Nassau* race was conceived and promoted by the late H. DeGarmo Gray, and the reward for winning is a beautiful trophy donated by Sir Thomas Lipton, the famous British sportsman, also no longer with us. The race has grown steadily in popularity, drawing more and finer boats each year; and to this event has been added several other sailing races which are enthusiastically carried on. Even the dinghy skippers unfurl their sails in competition, in winter and summer races which attract fine entries. Boatmen have learned the economy of sending their craft south at the close of the northern season, instead of putting them in expensive storage. Boatyards, docking and anchoring facilities hereabouts are more than ample for their needs until the owners rejoin them for winter vacations and for the climaxing events of February and March. But of far greater importance to the average vacationist are the hundreds of smaller boats, motor and sail, which offer facilities for afternoon and evening trips





on the bay, to the Gulf Stream, and elsewhere, or for longer sight-seeing, camping or fishing trips among the picturesque and romantic keys to the southward of Miami and Coral Gables.

☆ Jai-alai (the Spanish ball game) usually flourishes during the season in Miami. The Biscayne fronton at N. W. Thirty-sixth street and Thirty-fifth avenue is local headquarters for this furiously fast and thrilling sport, which is played by professionals of Spanish and Cuban birth. It's a spectacle no visitor should miss.

☆ To discuss in detail such highly specialized sports as archery, fencing, trapshooting, canoeing, aquaplaning, and the like, would require more space than is available in this booklet. Suffice it to say these and many more outdoor and indoor recreations are available to visitors and residents of Coral Gables.

☆ Balancing the gay diversions, are the quieter pleasures of the beach—days of care-free sport or just out-and-out loafing on golden sands under palms fanned by Gulf Stream breezes. Coral Gables has its own Tahiti Beach, as well as artificial and surpassingly pleasant beaches adjoining its fresh-water pools; but “the” beach, needless to say, is the one along the surf-caressed ocean front across Biscayne bay. For many unbroken miles Miami Beach stretches its array of surfside walks, smart casinos, public bath houses, and *cabaña* clubs. Palm-shaded parks border much of its length. Seemingly only a stone's-throw off shore, ships may be

ABOVE: Big-league polo becomes increasingly popular as a winter institution at Miami Beach, just across Biscayne bay. RIGHT: Sun and surf bathing at Miami Beach and at such popular spots as Tahiti beach in Coral Gables remain two of the principal attractions of Greater Miami.

seen plying the Atlantic's southern shipping lanes—a picturesque setting indeed for that graceful living which is as much a part of the sub-tropical tradition here as the sea gulls and pelicans themselves. Health, color and gaiety are the keynotes of year-round solar marine life on South Florida's beaches—as world-famous as the cities that border them. Here one might as well be without shoes as without a bathing suit; in fact, might better be!

Schools

☆ Coral Gables, in itself, is a complete educational center. It is the site of the University of Miami, Ponce de Leon High school, Coral Gables elementary school, St. Joseph's academy, Exmoor school, and other private institutions of the sort — all of recognized standing in the academic world. It has been pointed out that this district enjoys during the winter months perhaps the greatest modern concentration of outstanding leaders in the world of art and letters, finance and industry. The U. of M. offers special advantages, not only to students, but to all permanent or part-time residents of the area, with such worthy activities as its Winter Institute of Literature, fine orchestral concerts (featuring the greatest singers and instrumentalists), and theatrical productions.





☆ For years leading educators have recognized it is almost, if not quite as important for a school to foster the physical development of its students as to mold their intellects. What happier location for a great university, then, than Coral Gables with its unexcelled facilities for outdoor activity the year around in the healthful sub-tropical sunshine of South Florida? The U. of M. quickly recognized this fact. As the academic side developed, so did the school's athletic program, until at present a very

large proportion of students takes part in one sport or another during the school year.

☆ Currently the university athletic program includes varsity teams in football, swimming, tennis, golf, wrestling and boxing; but, as in any well managed program, the number of participants in intra-mural sports far exceeds the few specialists who shine in varsity games and take the applause. The climate of Coral Gables is a tremendous advantage, naturally, since it makes possible outdoor competition in all sports throughout the year. Nearby tennis courts and golf courses provide excellent facilities for the enjoyment of these sports; while the Venetian pool-casino is in a class by itself in respect to being ideal for aquatic training and competition. The University itself has basketball and volleyball courts, an adequate gymnasium, touchball gridiron, &c.

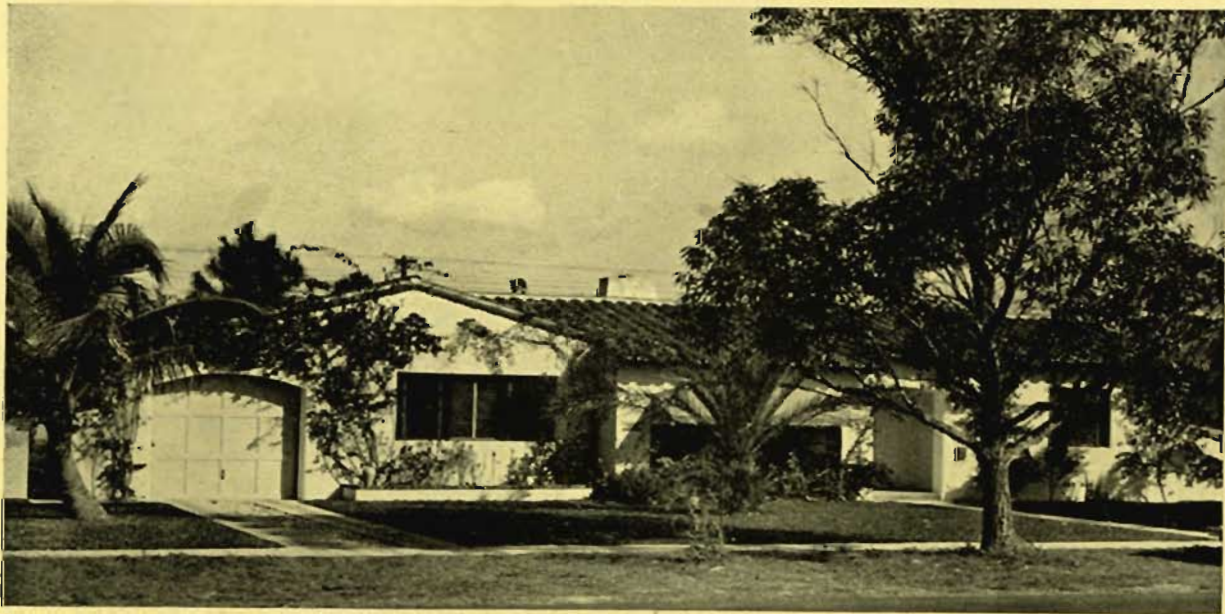
ABOVE: Coral Gables supports the U. of Miami "Hurricanes" who in the last few years have gained national prominence in intercollegiate football. RIGHT: Interesting landscaping effects make this Granada section bungalow especially attractive to the small family.

Climate and Health

☆ The late Thomas Huxley, "Darwin's bulldog," when asked flippantly how he would improve the world if he were to re-create it, was fond of pointing to the weather. Also, there is the venerable wheeze to the effect that while everybody talks about the weather, nobody does anything about it. Neither of these cracker-barrel *mots* is as outlandish as it may seem at first glance. While it is conceded that weather conditions leave plenty of room for improvement, not even the great scientists seem equal to the task; but people in increasing numbers *are* doing something about it.

☆ What they do depends largely on which hemisphere they live in, their distance from the equator, transportation facilities, finances, and other important considerations. In this half of the world thousands annually go to Florida and California; and here are a few results of an investigation into the sort of weather they find in leading resort cities of the two far-flung states. Miami and Los Angeles offer the most familiar comparisons. Oldest United States weather bureau records will be permitted to speak for themselves—and let the chips fall where they may.

☆ This section of South Florida has developed chiefly because of its equable year-round climate. Famed the world over as a winter





resort, the evenness of southeastern Florida's climate throughout the year is little known. To northerners our geographical location, in latitude 500 miles south of Los Angeles, appears proof indisputable of extreme summer heat. (Does not every 100-mile approach toward the equator mean an increase in temperature? And how can New York, Boston, Chicago, St. Louis, Duluth, Denver, Salt Lake City, Los Angeles — in fact the entire country, north, east, south and west—experience 95 to 100 degrees, and

even higher, of summer heat without correspondingly higher temperatures at ocean level in South Florida?) In the absence of a satisfactory explanation the northerner is skeptical.

☆ This equability of climate is illustrated by the fact that while our temperature during December, January and February is 10 degrees *warmer* than that of Jacksonville, approximately 350 miles farther north, our average temperature for June, July and August is three degrees *cooler* than Jacksonville's. The reason is that during 10 out of 12 months the prevailing breezes, always astir, are directly off the Atlantic ocean and the Gulf stream, from the east and southeast, averaging a little less than nine miles per hour in velocity. These waters temper the breezes crossing them, so they reach Coral Gables cooler in summer and warmer in winter, having the general constancy of trade winds.

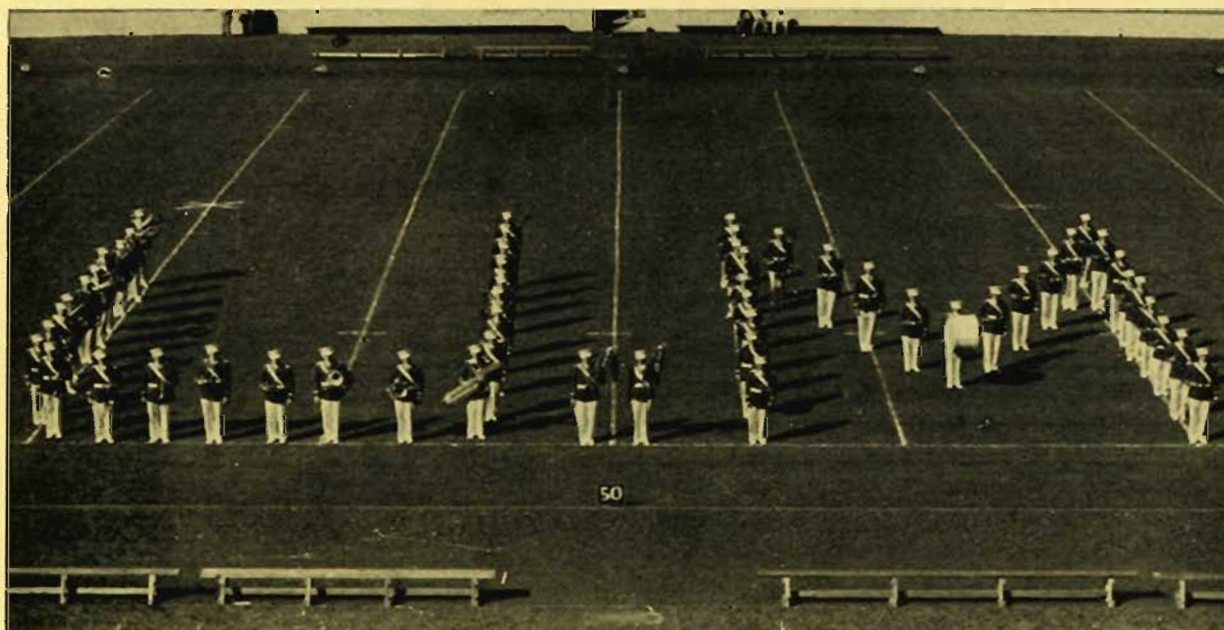
☆ In 35 years the temperature here has risen to a maximum of 96 degrees on only two days; in 24 years it has not exceeded 94. In Los Angeles temperatures as high as 109 have been recorded.

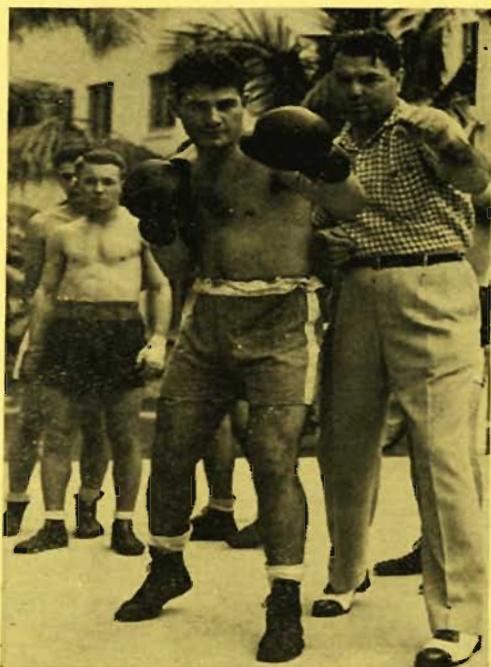
ABOVE: Orange Bowls or just plain oranges, the Miami district is noted for producing nothing but the best of each. RIGHT: The uniformed University of Miami band struts its stuff for football fans at the Roddey Burdine Memorial stadium, Miami. Night games are the rule here.

☆ Here the mean temperature for the year is 75.2; in Los Angeles, 62.7. The average daily range here is 11.6; in Los Angeles, 20.3. During the four winter months of December, January, February and March, the mean temperature here is 68.8; in Los Angeles, 56.5. The average daily maximum for the same months in Miami is 75.2; in Los Angeles, 65.9. The corresponding minimum here is 62.4; in Los Angeles, 46.8. . . . We do not go in for extremes.

☆ The equability of our *summer* temperatures is even more marked by comparison. During the months of July, August and September, the mean temperature here is 81.5; in Los Angeles, 70.3. The average daily maximum here is 86.7; in Los Angeles 81.3 — while the average daily minimum here is 75.8; in Los Angeles, 59.4. . . . The averages in the case of Los Angeles embrace far greater extremes. This equability is an important factor in the comfort and healthfulness of South Florida's climate.

SUNSHINE — In Coral Gables and vicinity the sun shines, at least a part of each day, on an average of 359 days per year—only six less than the possible total! This does not mean incessant, brilliant, monotonous sunshine, but the right amount and at the proper time. Winter skies are clearer than those of summer, when light floating clouds in a part of the sky, intermittently obscuring





the sun, are characteristic. In our winter months we have the correct amount of sunshine; in December, January and February we average 663 hours—to 658 for Los Angeles, 475 for New York, and 399 for Chicago. *ULTRA-VIOLET RAYS*—No discussion of sunshine in Coral Gables is complete without special attention being paid to *ultra-violet rays*. Observations by a sun-ray research bureau over a period of years establish the supremacy of the southeastern Florida coast over all parts of the

United States in the *strength* of the ultra-violet ray, as well as its *constancy*—this extreme southern location being nearer the sun at all times, and the atmosphere offering least resistance to the passage of the ray. It is said to be $2\frac{1}{2}$ times more powerful here than the artificial ray used by physicians. During the winter months here the ultra-violet ray is at its best; and this strength, together with the total amount available, is considered by many authorities to explain the absence of some very serious diseases—such as acute rheumatic fever, acute nephritis, scarlet fever, etc. Probably it also explains the relatively low incidence of lobar pneumonia, “the friend of the aged”; whereas the marked prevalence of such diseases during the winter and cold spring months in the north is a matter of note.

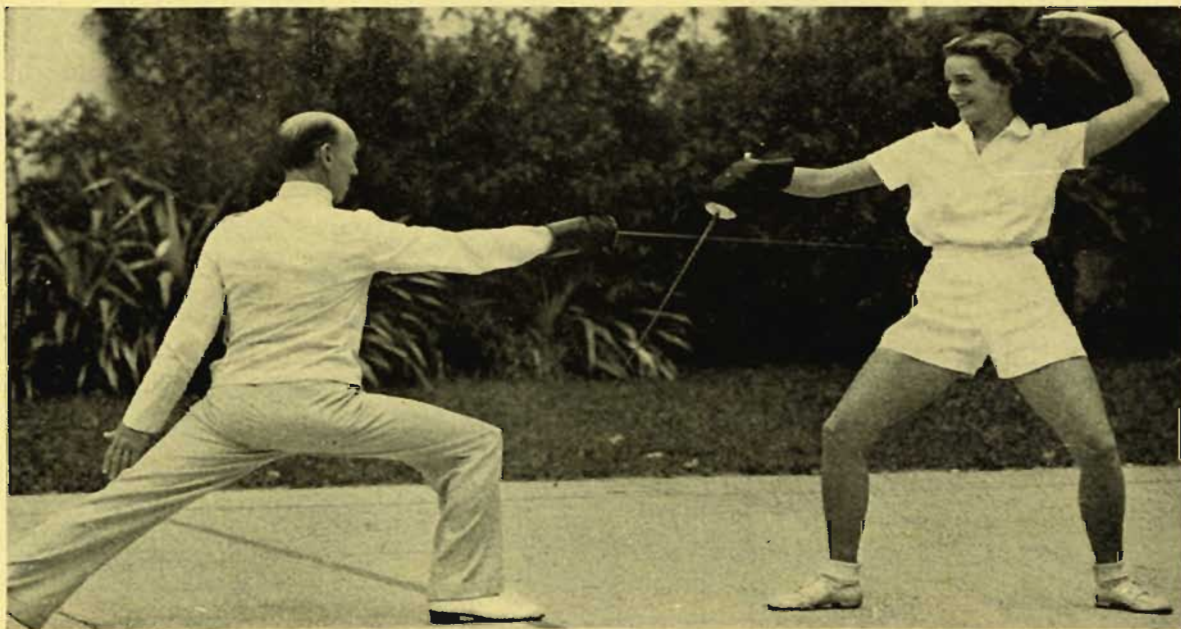
RAINFALL — As to annual rainfall, the precipitation in Coral Gables is adequate, without either fixed “dry” or “rainy” seasons, although the rainfall tends to increase during the summer months as a rule. Our heaviest rainfall occurs in July, August and

ABOVE: Jack Dempsey, the old “Manassa Mauler,” giving Andy Csaky, University of Miami athlete, a few pointers in the manly art of self-defense, in the university gymnasium. RIGHT: Fencing, far from being a lost art in these times, is gaining adherents each semester. “Touche!”

September, when it totals 21.85 inches, as compared with one-fifth of an inch in Los Angeles. On the other hand, during December, January and February, when we least need or desire rain, we have a total of only 6.83 inches, to 8.67 for Los Angeles.

RELATIVE HUMIDITY—To most people the word “humid” is synonymous with “sultry” or “sticky” summer heat. However, humidity is a term used to designate the moisture present in the air at all times; and this atmospheric moisture, in proper relation to temperature, is necessary to health. Excessive humidity at high temperatures is said to be responsible for sun-stroke, no case of which has ever been recorded in the Miami district. Evaporation of moisture from the skin controls the comfort of the individual. A proper relative humidity is conducive to proper elimination by the skin, which is an organ of elimination almost as important as the kidneys. The equability of our relative humidity is favorably influenced by an adequate and rather evenly distributed rainfall throughout the year. Our atmosphere is neither too dry nor too moist. The moisture in the air is largely that picked up by breezes in their passage over the ocean.

☆ Also, dense fogs are caused by excessive atmospheric moisture. Fogs occur here only rarely, an average of two per year—always





dissipated early in the morning — being recorded; while Los Angeles registers dense fogs on 27 days of the year, each month bringing at least one.

☆ Health authorities have determined, as a result of analyses of temperatures and relative humidity in connection with death rates in various parts of the world, over long periods of years, that the best conditions for health prevail when, at the optimum temperature — i.e., the one best

adapted to health in the particular zone, a relative humidity of 70% or more (average for day and night) prevails.

☆ Thus it will be noted from the following averages of daily readings in Miami at 8 a.m., 12 noon, and 8 p.m., and in Los Angeles at 5 a.m., 12 noon, and 5 p.m., that here again we are more fortunate in the matter of relative humidity.

	Morning	Noon	Night	Daily Average
Miami	78	66	74	72.6
Los Angeles	77	51.25	61	63.4

The range of average daily extremes also is significant:

	High	Low	Average Range
Miami	82	62	20
Los Angeles	88	38	50

☆ Specialists on climate in relation to health are agreed that the south profits by its lessened climatic drive in maintaining greater bodily and mental stability. The easier, the more relaxed and

ABOVE: Both professional and collegiate wrestling find a place on the Coral Gables sports program. The University of Miami has produced some notable teams under Coach Lindstrom. RIGHT: Complete mental and physical relaxation on a floating mattress, while health-giving ultra-violet rays do their work.

care-free existence that goes with the "lower energy level" less often brings on the diseases of exhaustion.

☆ According to Dr. C. A. Mills, professor of experimental medicine, University of Cincinnati, "the northerner living a high-pressure life should go to Florida, not in February when the climate is most stimulating, but in *mid-summer* when it is most depressing to the metabolism. It would seem probable that certain portions of the human race are trying to live beyond their metabolic possibilities."

☆ Wide swings in temperature and barometric pressure do untold harm. Although such changes generate a high level of energy, they also bring grief and bodily misery. The warm and uniformly pleasant climate of South Florida is conducive to less hurry and worry—i.e. freedom from tension, more poise in living, etc. Continual confusion and changing from depression to exhilaration leads to emotional exhaustion and an existence full of irritation and restlessness. This is why people from the stormy areas find Hawaii and Florida such desirable places for rest and relaxation. Such climatic conditions are especially needed during late winter months, when many northerners are near physical exhaustion.





☆ No less an authority than Dr. John Harvey Kellogg, of Battle Creek sanitarium, holds South Florida in the highest esteem from a therapeutic standpoint. After visiting most of the great health resorts of the world, and informing himself concerning those not visited, he has no hesitancy in stating that Florida's climate is "unique and probably the finest in the world for promoting and prolonging life and health." He cites various climatic

factors as being greatly beneficial in the treatment of heart disease, Bright's disease, pneumonia, diabetes, rheumatism, tuberculosis, common colds, and the sundry infirmities of advanced age.

☆ In this connection, Dr. Kellogg has remarked the dietetic importance of many fruits indigenous to this state. In a paper read before the 47th annual meeting of the Florida State Horticultural society he pointed out that citrus has saved more human lives than has any other fruit—perhaps more than all fruits together. Citrus is invaluable in the treatment of scurvy, anemia, acidosis, etc. A glass (8 oz.) of orange juice contains 120 food units, and four of them equal in food units three glasses of milk. Both the grapefruit and the lemon are equal to the orange in nutritional qualities.

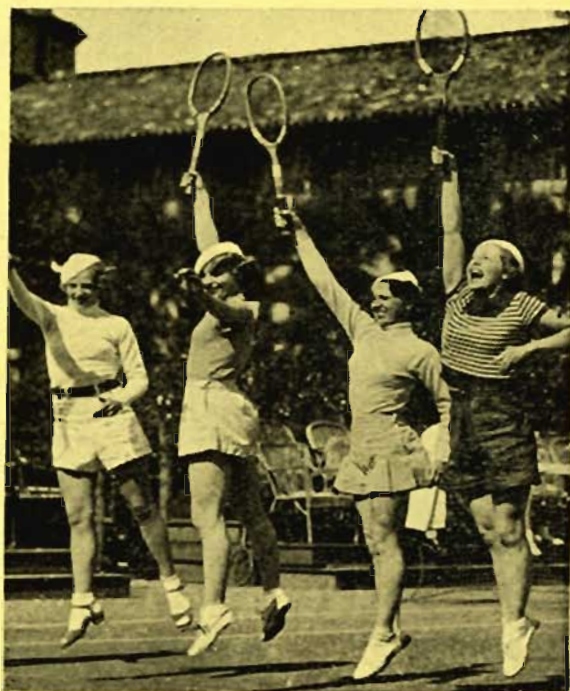
☆ We believe the facts prove, and that informed medical opinion will agree, this particular part of Florida is the premier health-building area in America, if not the world. Among our residents are many who came here originally with devastating diseases of one type or another, who point to their recovery or marked improvement in proof of the curative powers of our climate.

ABOVE: Aquaplaning is always popular with the young and adventurous, although river, bay or ocean welcomes each upset with open arms. RIGHT: Waters adjacent to Miami and Coral Gables are ideal for motor-boating and sailing. A tense moment in the annual Miami Beach regatta.

☆ An extensive survey by a competent authority of the incidence of rheumatic fever in South Florida and elsewhere resulted in the following specific conclusions regarding the Miami district: (1) Only 16 cases of rheumatic fever or of chorea occurred among 16,200 medical cases in Miami during a period of eight years. (2) Among 413 persons with organic heart disease seen by this physician during two years in hospital, clinic and private practice, 103, or practically 25%, were of rheumatic etiology; but in only six instances did the rheumatic disease originate in South Florida. (3) Rheumatic heart disease occurs with only one-third the frequency among elementary school children born in Miami, compared with those born in the "north" who take up residence here. (4) Patients with active rheumatic heart disease improve more rapidly if moved to South Florida from northern climates during the winter months.

☆ Testimonials by many prominent members of the medical profession might be cited in support of Coral Gables' claims. In a personal communication to the author, a widely known Cincinnati doctor-surgeon, a genito-urinary specialist, made the following unsolicited statement: "Coral Gables probably provides the most ideal combination of climatic conditions to be found in any place





in the world. First in importance is the prevalence of ultra-violet rays in your sunshine, for they have not been filtered out in passing through cloud banks or murky air. Second, is the constant supply of untainted atmosphere. Third, is the region's location at sea level and in semi-tropical latitude. Fourth, is the constancy of temperature and absence of wide variations. Fifth, is the cool, invigorating evenings and pleasant nights, which promote restful sleep of great value in curing or preventing disease."

LIFE EXPECTANCIES—While no one can say when a person 30 years old will die, it is known that on an average American men of that age will live to be $65\frac{1}{4}$ years old, or $35\frac{1}{4}$ years more. However, life expectancies vary according to age, sex, *place of residence*, occupation, and other factors — which simply means that if the impediment of any given factor is removed, the individual's life may be lengthened proportionately. This is important to remember. Thus, if you are a resident of, let us say Boston, where the average death rate per 100,000 population from pneumonia is nearly 157 per year, and you are susceptible to pneumonia in one form or another, it is obvious that in the Miami district your chances of survival are at least $2\frac{1}{2}$ times better, for here only about 62 persons annually die from that disease. ☆ The same is true of other causes of death in other localities. Scan the reports of the census bureau's division of vital statistics

ABOVE: The finest tennis courts in the Miami district are available in Coral Gables at Salvadore park, at Granada boulevard and South Greenway drive, and at the Miami Biltmore hotel and country club. RIGHT: Croquet in the sunlit patio of a popular Coral Gables hotel, helps to keep visitors in good health and spirits.

and calculate life expectancies accordingly. The highest death rates per 100,000 population in a dozen typical American cities, from various causes, as compared with the corresponding rates here, are very revealing.*

OTHER AILMENTS— Though we are not exempt from the common cold, it is not nearly so ubiquitous here as in the north in the winter months, and it is usually of a milder type—and what is more important, seldom leads to broncho-pneumonia.

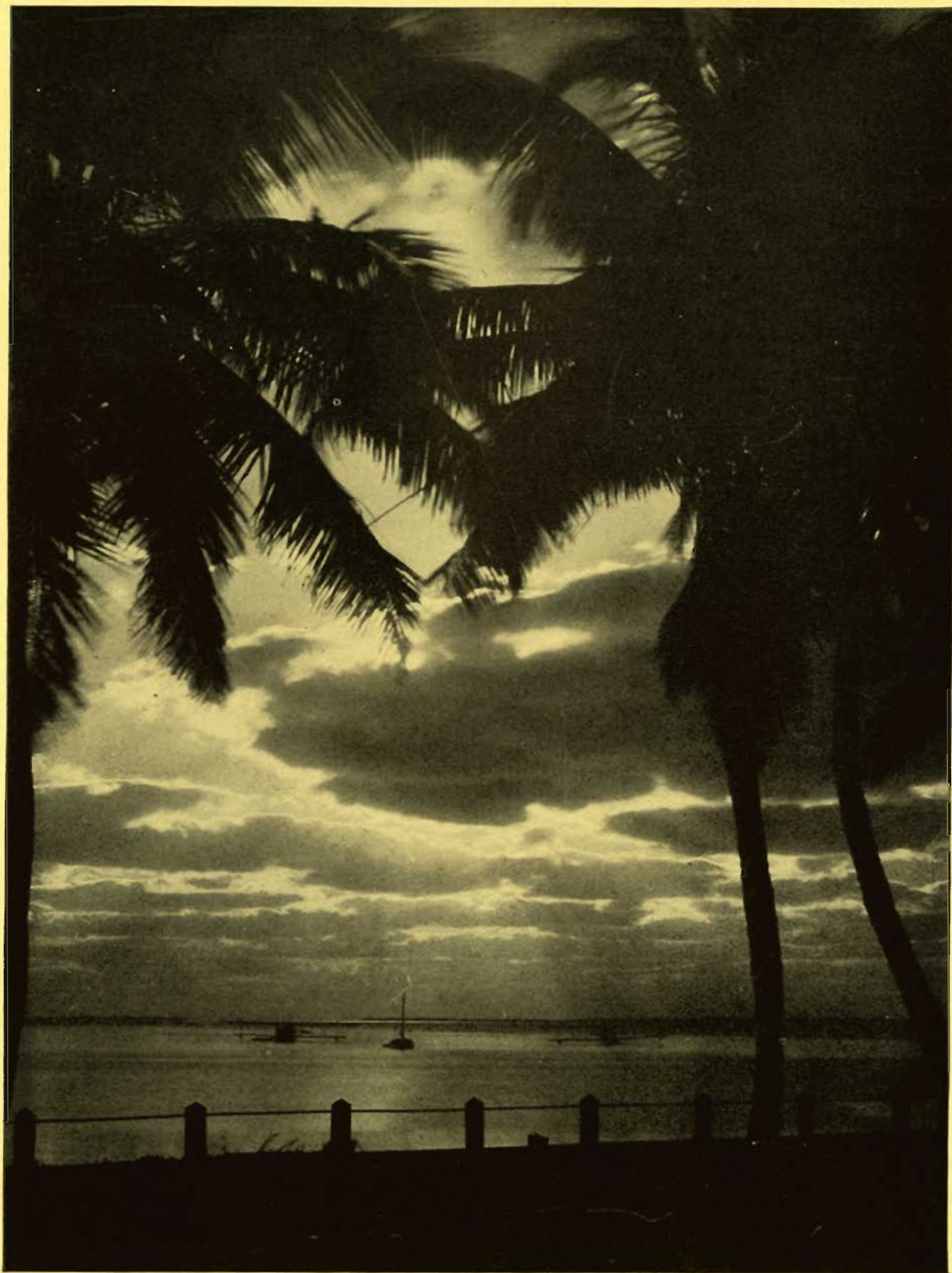
☆ Scarlet fever, an important epidemic type of disease in the north, seldom appears among school children in this area; and in the occasional instances, it is of a mild, attenuated character.

☆ The other common contagious diseases, such as whooping cough, measles, chicken pox occur with some lessened frequency here than in the north. Moreover, they are usually very mild, and with few complications.

☆ As to the degenerative diseases of mankind, any physician will agree the patient with high blood pressure, or coronary disease, or with the anginal syndrome, will usually do much better in a climate such as that of Coral Gables, particularly during the winter months, than elsewhere. Though it is true the blood pressure drops somewhat, the chief value for the patient with hyper-

*See comparative table on last printed page of this booklet.





ABOVE: Moonlight, palms, and the glistening waters of Biscayne bay are a wonder-working combination when it comes to making permanent residents of seasonal visitors. RIGHT: The old lighthouse at the tip of Cape Florida on Biscayne key across the bay from Coral Gables, showing an adjoining stretch of white ocean beach, always a joy to picnic parties.

tension is the slowing down of the body metabolism. Normal blood pressure here is from 10 to 15 points lower than in colder climes; thus the heart and kidneys are spared much unnecessary strain because of the absence of shock from sudden changes of temperature and severe surface chilling.

☆ Many cases of anemia are benefitted remarkably by the climatic factors of this area. Evidence of this fact is gained from the relatively low incidence of pernicious anemia developing in year-round residents. Many other diseases, such as arthritis, sinus infections, non-specific respiratory ailments, and orthopedic cases, also are benefitted; but individual experiences in many cases are more indicative of climatic advantages than statistics show.

LOW POLLEN COUNT — An atmospheric pollen survey of this area by Dr. E. Sterling Nichol and Mr. O. C. Durham, from Oct. 1928 to Oct. 1930, revealed that on the whole granule counts here are very low—in fact, lower than in all except two or three urban districts in the United States and Canada. A personal inspection of the Miami district by Mr. Durham, chief botanist of the Abbott Laboratories, manufacturing pharmaceutical chemists of Chicago, showed there is some ragweed in the rich land of the everglades, but the amount is very small; and for a person who would be accustomed to the enormous amounts of pollen found in the central states, the very small amount here would not usually be capable of causing trouble. It is not claimed, however, that persons intolerant to low altitudes are free from allergic symptoms in this area.

☆ While it is not claimed, either that this climate is a cure-all for every ill the flesh and mind are heir to, and while of most value in convalescent or chronic cases, it should add 10 years to the life of





the average middle-aged person who comes here to reside. Also, it will distinctly benefit, according to the period of stay, the one who can spare only a brief interval in which to care for his health—his most valuable asset.

☆ Perhaps this will be read by many who have been compelled, by force of circumstance and logic, to re-appraise the relative values of health and happiness and the accumulation of wealth in the light of economic events of a recent period. To those it

may be said that we who live here made such a revaluation long ago, and would not exchange our climate and our sunshine, our beauties of landscape and sky, and *the joy of living* they bring, for wealth and the sheltered luxury money makes possible.



[Many of the photographs presented in this booklet—in fact, practically all of them—were made by a municipal news bureau photographer in the course of routine reporting, and are not in any sense “props” fabricated for the sole purpose of impressing readers. All are a part of the unforgettable picture of Coral Gables, gem of the American tropics.]

U.S. WEATHER BUREAU STATISTICS

Comparative Average Temperatures

Greater Miami (for 36 years)

Los Angeles (for 53 years)

MONTH	MAXIMUM		MINIMUM		MEAN	
	Miami	L. A.	miami	L. A.	Miami	L. A.
January	74.3	64.6	62.1	45.5	67.6	55.2
February	74.8	65.5	61.1	46.6	68.0	56.1
March	76.8	67.0	64.0	48.2	71.3	57.8
April	79.7	69.4	67.8	50.2	73.9	59.9
May	82.5	71.6	71.1	53.0	77.5	62.4
June	85.4	76.5	74.5	56.4	80.2	66.5
July	86.9	81.2	75.8	59.5	81.6	70.5
August	87.3	82.1	76.4	60.4	82.0	71.3
September	86.0	80.6	75.4	58.4	81.0	69.5
October	82.8	76.2	72.5	54.5	77.6	65.4
November	77.6	72.5	66.6	50.5	72.7	61.5
December	75.2	66.8	62.5	47.2	68.5	56.8
Year Av.	80.8	72.9	69.2	52.6	75.2	62.7

COMPARATIVE DEATH RATES

(Per 100,000 of population)

Cause	Average*	Miami	Los Angeles
Scarlet fever	3.37	.30	1.80
Diphtheria	9.53	6.80	10.70
Erysipelas	3.06	.00	1.80
Tuberculosis (lungs)	89.97	81.60	122.70
Tubercular meningitis	5.20	3.40	6.60
Other tuberculosis	9.78	8.90	10.80
Cancer and malignant tumors	107.45	65.70	129.30
Rheumatism and gout	4.15	2.30	2.50
Diabetes mellitus	19.77	11.80	20.10
Cerebral hemorrhage and softening	86.75	75.40	80.80
Diseases of the heart	210.24	156.30	209.40
Pneumonia (all forms)	124.00	62.40	76.00
Cirrhosis of the liver	8.78	8.10	9.80
Suicide	16.15	18.10	25.50
Small-pox	1.92	.09	
Measles	5.52	.09	
Whooping cough	7.43	6.00	
Appendicitis	23.45	19.88	
Nephritis	114.39	97.67	
Puerperal septicemia	8.20	7.64	

*Average for 12 American cities: Denver, Colo.; Chicago, Ill.; Atlanta, Ga.; Boston, Mass.; Detroit, Mich.; Minneapolis, Minn.; St. Louis, Mo.; Cleveland, Ohio; Dallas, Tex.; New York, N.Y.; Charleston, S.C.; Nashville, Tenn.

N.B.—The United States Department of Commerce, Bureau of the Census, Division of Vital Statistics, provides tables showing comparative death rates, average per year, for 1920-30, from which these figures are taken.

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