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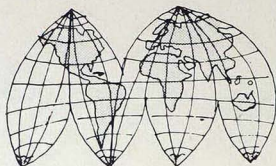
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HOW TO USE YOUR CITY DIRECTORY

The major departments in the Directory are arranged in the following order for ready reference:

1. INDEX TO ADVERTISERS
2. INTRODUCTION
3. BUYERS' GUIDE

4. CLASSIFIED
5. ALPHABETICAL SECTION
6. HOUSEHOLDERS' AND STREET GUIDE

Particular attention is directed to four symbols as being important contributing factors in supplying complete information. They appear as follows: **ALPHABETICAL SECTION**, "H"—Householders, "R"—Resident, **HOUSEHOLDERS' AND STREET GUIDE**, "T"—Telephone Subscriber, "O"—Homeowner.

The City Directory Will Answer Your Everyday Questions - - -

About an Individual

How does he spell his name? Alpha.
Is he married? What is his wife's name? Alpha.
Where does he live? Alpha.
Does he own his home? HH & St.
Has he a telephone? HH & St.
Where is the nearest telephone? HH & St.
Who are his neighbors? HH & St.
What does he do for a living? Alpha.
Where does he work? Alpha.
Is he the "head of the house" or a resident? Alpha, HH & St.

How many adults in the family? Alpha. (same address)
Does he own a business? Alpha.
Is he a member of a partnership? Alpha.
Is he an officer in a corporation? Alpha.
Others in the same business or profession? Class.
Is the woman single, married or a widow? Alpha.
What was the name of the widow's husband? Alpha.

About a Business Concern

What is the correct name? Alpha.-Class.
What is the correct address? Alpha.-Class.
Just what do they do? Alpha.-Class.
Is it a Partnership or Corporation? Alpha.
Who are the Partners? (if a firm) Alpha.
Who are the chief officers? (if Inc.) Alpha.
Location of branches Alpha.-HH-Buyers' Guide

Others in same or similar lines? Class.
(NOTE: If name is in bold type, saying "(See Buyers' Guide.)" much more detailed information appears on that page such as:)
What are their specialties? Class.-Buyers' Guide
Description of products and services? Buyers' Guide

About a Locality

Quickest way to get there? HH & St.
How do the Streets run? HH & St.
Who lives at a given address? HH & St.
Is there a telephone there; where is the nearest phone? HH & St.
What is the character of the neighborhood? HH & St.
Is it a "Home-owners" section, Apt. house section, etc? HH & St.

Just where in the block is it located? HH & St.
What is the nearest street corner? HH & St.
What is the nearest store, Church, school, garage, etc? HH & St.
If business location, what business? HH & St.
If an office bldg., who are in what rooms? HH & St.
Where are bldgs.—office and public? Class.

About Clubs, Societies, Associations, Etc.

What is the complete name? Class.-Alpha.
Where are their headquarters? Alpha.
Who is the Secretary? Alpha.
When are the stated meetings? Alpha.
What are the Churches and where located? Alpha.-Class.
Who are the pastors? Alpha.

What are the names and locations and who are the Principals of the schools? Class.-Alpha.
What are the names and locations of the Cemeteries? Class.-Alpha.
What are the locations of the Hospitals, Homes and Asylums? Class.-Alpha.

About City, County, State or Federal Departments

See Alpha. Section.

About Statistical & Historical Information Regarding your City

See Introduction.

Key: Alpha.—Alphabetical Section

HH & St.—Householders and Street Guide

Class.—Classified List

For Reference

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3. **Good Advertising** ~ conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. **Good Advertising** ~ recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

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1969

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- Buyers' Guide and a complete classified business directory
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- Complete street and avenue guide, including a list of householders, occupants of office buildings and other business places. Telephone numbers and zip codes are included
- Numerical telephone directory

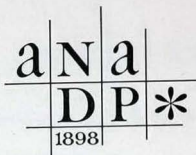
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PUBLISHERS NOTE

The information in this Directory is gathered by an actual canvass and is compiled in a way to insure maximum accuracy.

The publishers cannot and do not guarantee the correctness of all information furnished them nor the complete absence of errors or omissions, hence no responsibility for same can be or is assumed.

The publishers earnestly request the bringing to their attention of any inaccuracy so that it may be corrected in the next edition of the directory.

R. L. POLK & CO., Publishers

***Association of North American Directory Publishers**

INTRODUCTION AND GENERAL INDEX

R. L. POLK & CO., publishers of more than 1,400 city, county, state and national Directories (publishers of the Miami City Directory since 1911), present to subscribers and the general public, this, the 1969 edition of the Miami City Directory.

Confidence in the growth of Miami's industry, population and wealth, and in the advancement of its civic and social activities, will be maintained as sections of this Directory are consulted, for the Directory is a mirror truly reflecting Miami to the world.

The enviable position occupied by R. L. POLK & CO.'S Directories in the estimation of the public throughout the country, has been established by rendering the best in Directory service. With an unrivaled organization, and having had the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the Miami Directory will fulfill its mission as a source of authentic information pertaining to the city.

Four Major Departments

The four major departments are arranged in the following order:—

I. THE BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Business section, which embraces a list of the names and addresses of all business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. The Buyers' Guide represents reference advertising at its best, and merits the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified city like Miami, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is the second major department, printed on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of Miami, and the name, official personnel, nature and address of each firm and corporation in the city.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE is the third major department, printed on green paper. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the residents and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of owner occupied homes, the listing of telephone numbers and Zip Code numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY is the fourth major department, printed on blue paper.

Municipal Publicity


The Directory reflects the achievements and ambitions of the city, depicting in unbiased terms what it has to offer as a place of residence, as a business location, as a resort, as a manufacturing site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Miami.

The Miami Out-of-Town City Directory Library

Through the courtesy of the publishers of the Miami City Directory, a Directory Library is maintained in the offices of the Greater Miami Chamber of Commerce, for free reference by the general public. This is one of more than 1,000 Directory Libraries installed in cities and towns throughout the United States, Canada and Puerto Rico by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO.,
Publishers.



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Miami History is a Cinderella Story

MIAMI, Fla.—All the world loves a rags to riches yarn, and that's the story of Miami's amazing growth—from a tiny isolated fishing village to the Cinderella city of the century.

Back in the spring of 1896, when the first train huffed and puffed its way down the east coast of Florida and into Miami, even Henry M. Flagler, the man who built the railroad, voiced doubts about the future of the vast tropical wilderness.

"The town will never be more than a fishing village," Flagler said.

But the arrival of the railroad triggered the birth and growth of a glamor city now known the world over.

The first semblance of civilization in the Biscayne Bay area was the establishment in 1836 of Fort Dallas at the mouth of the Miami River.

Built in an effort to control the war-like Seminole Indians, Fort Dallas was abandoned by the government several years later. But a few members of the garrison, having succumbed to the magic spell of a balmy climate and exotic sub-tropical scenery, remained behind to try to carve a living out of the tangled mangroves and palmettos.

One of the earliest significant efforts of development was made by Dr. Henry Perrine, a noted scientist who persuaded Congress in 1839 to grant him a six-square mile tract on which to experiment with raising tropical fruits. But Dr. Perrine and his project met with early disaster at the hands of Indians who killed the doctor and drove away the 36 families he had brought over from the Bahamas to help him.

Several attempts were made at shipping winter vegetables to northern markets, but these ventures achieved little success because of uncertain shipping schedules and lack of refrigeration.

Early South Florida pioneers made scattered attempts to interest the rest of the nation in the future of Miami, but the first such efforts to bear fruit were those of Mrs. Julia D. Tuttle, a woman of intelligence, ambition and immense personal charm.

Since 1873 Mrs. Tuttle had been a frequent visitor to Miami where her father, a member of the Florida State Legislature, had a homestead eight miles north of the Miami River on Biscayne Bay. In 1890, after the death of both her father and husband, Mrs. Tuttle closed her four-story mansion in Cleveland, Ohio, packed up her furniture and two children and moved to the Miami she had grown to love.

"It may seem strange to you," she is reported to have said to an early visitor, "but it is the dream of my life to see this wilderness turned into a prosperous country, and where this tangled mass of vine, brush, trees and rocks now are, to see homes, with all modern improvements, surrounded by beautiful grassy lawns, flowers, shrubs and palms." She could offer him land, and this she repeatedly did in an effort to get him to extend his railway to Miami. She besieged him with letters extolling the virtues of the Biscayne Bay country. Twice she visited him at Jacksonville.

However, it took the winter of 1894-95, which brought disastrous freezes to Florida's citrus and vegetable crops as far south as Palm Beach, to convince Flagler that he should extend his railroad to the brash little village huddled on the banks of the Miami River.

Returning from an inspection trip south of Palm Beach to survey freeze damage, Flagler's associate, James E. Ingraham, brought a healthy spray of sun-kissed orange blossoms given him by Julia Tuttle. Along with this visual evidence, Ingraham brought Flagler proposals from Mrs. Tuttle and her neighbors, the Brickells, offering to share their lands if Flagler would extend his railroad south to the Miami River.

A few days later, Flagler arrived in Miami for what was probably his first visit to this area. Negotiations swiftly followed, resulting in an agreement with Mrs. Tuttle and the Brickells whereby they donated land to Flagler in return for which he agreed to bring his railroad to Miami, construct a large hotel, clear streets, and finance water works, an electric plant and other improvements.

Surveys for the railroad began in June of 1895. In September, the name of the railway was changed to Florida East Coast, its present name, and construction was begun on the extension from Palm Beach.

As the rails crept steadily southward through the wilderness, settlers began converging on Miami to help clear the land and lay out a townsite. With housing practically non-existent, many of these pioneers on America's last frontier had to live in tents. Food was scarce and the railroad seemed long in coming.

But finally, on April 15, 1896, the last section of track was completed and the first little wood-burning locomotive chugged

into Miami with a load of building material. Seven days later the first passenger train arrived and the Miami boom was underway.

Materials and manpower now flocked to Miami on Flagler's railroad. Streets were built. Churches, schools, banks and stores began rising from the midst of the tents and shacks. One month after the completion of the railroad, Miami's first newspaper was published—The Miami Metropolis—which later became The Miami News.

Three months after the arrival of the first train, on July 28, 1896, the City of Miami officially was incorporated with 343 voters. This was 46 years after the incorporation of Los Angeles.

According to The Miami Metropolis, the voters wished to name their new city "Flagler," but when Flagler objected to this, they yielded to his wishes and unanimously adopted the name of Miami, an Indian word meaning "Big Water."

Two months after the city was incorporated, the Miami Board of Trade was organized as a forerunner to the present Greater Miami Chamber of Commerce. Pamphlets praising the wonders of this up-and-coming tourist haven were printed and sent north.

On Jan. 15, 1897, Fla. opened Miami's first luxury hotel, the million-dollar Royal Palm, complete with swimming pool. His growing confidence in the area was now evident. He spent \$20,000 dredging a channel into the Miami River and built a water tower sufficient to supply a population of 25,000. He brought in crews of workmen to dynamite the rock ridge into streets, and he subdivided the land given to him by Mrs. Tuttle and the Brickell family. On Dec. 17, 1897, he inaugurated a steamship line from Miami to Nassau and Cuba.

The sinking of the battleship Maine precipitated the Spanish-American War in the spring of 1898. Troops began pouring into "Camp Miami" and by June, more than 7,500 were quartered here, many of whom returned after the war to make their homes in Miami.

It was a summer of prosperity for Miami. Farmers shipped 13,000 crates of tomatoes at a dollar a crate. A rock highway was constructed to Lemon City, the first settlement south of Little River. And the Fourth of July was celebrated with bicycle races, baseball games and gala festivities in the Seminole Opera House. Fifty-foot lots on Flagler Street, then known as Twelfth Street, were bringing the astounding price of \$1,000.

On Sept. 16, 1898, one month after the end of the war, Miami was shocked by the news of the death of their most prominent citizen, Mrs. Julia D. Tuttle, at the age of 49.

"Mrs. Tuttle will be much missed in Miami," commented The Metropolis. "She, it was, who first really conceived the possibility of a city here."

The wheels of progress, set in motion by Julia Tuttle, continued to roll forward. The year 1899 brought electricity and telephones to Miami. R brought a 75-acre golf course on land used the previous summer as a parade ground by Spanish-American War troops.

And it brought the county seat back to Miami in a hard fought political campaign. Ten years before, Miami had lost the county seat to Juno, a small town near Palm Beach, in an election marked by gun-toting and threats. Even though they lost the election, the Biscayne Bay people refused to surrender the county record.

But a group of Juno citizens, accompanied by a Seminole Indian, stole into town in the middle of the night and made off with the records stuffed in two cracker boxes.

Miami was struck with a double disaster in the fall of 1899. Yellow fever, brought by a cattle boat from Cuba, stalked the city. Yellow flags were hung on the doors of the homes stricken by the epidemic, and the whole town was placed under quarantine. The sick were nursed in a four-ward hospital and a home was established to care for the children of fever victims.

In the midst of the epidemic, Miami fell prey to two separate fires. The heart of the new business district was razed, bringing a \$100,000 loss to the young community.

Miami was down, but not out.

The new century came in on a more cheerful note with the quarantine lifted on January, 1, 1900.

The Miami Public Library was founded by the Married Ladies' Afternoon Club's Reading Circle, a forerunner of The Miami Woman's Club.

By the end of 1903, Miami boasted six churches and 148 places of business.

The Dade County Courthouse was built in 1904, at a cost of \$49,000. It was constructed of limestone quarried within the city.

The following year saw the completion of the inland waterway from Miami to St. Augustine, and the dredging of Government Cut, a channel making it possible for Miami's harbor to accommodate the largest ships.

The State Legislature approved Miami's new charter providing for a mayor-alderman type of government. John Sewell was elected to a second term as mayor, and R. B. "Red" Gauley

started his family on the road of public service by winning the office of city attorney.

In 1906, early Miamians got their first taste of a hurricane. Nearly 200 men working on the railroad to Key West lost their lives in this storm.

But drawn on by tales of its glorious climate, tropical setting and booming financial prospects, people kept right on coming to the Magic City, as it was now referred to. By 1910, the census read 5,471.

During the first year of operation, in 1911, the Miami Weather Bureau inaugurated the most warning service. With the approach of a cold wave, whistles and bells were sounded to warn outlying farmers of the need to protect their crops.

City fathers were preoccupied with the horseless carriage and illegal gambling. A speed limit of eight miles an hour on curves and 10 on straightaways was set. Sheriff Dan Hardie and his "packing deputies were busy raiding "gambling dives," in an attempt to counteract Miami's growing reputation as a "gay, wild town."

On Jan. 22, 1912, Miami joined in celebrating the completion of the overseas railroad to Key West. Biscayne Bay was spanned the following year by the two-mile wooden Collins Bridge joining Miami to Miami Beach.

Meanwhile, Miami's land boom raced crazily forward. Street naming was left to the discretion of real estate developers who had a habit of using the same names. An effort to bring order to Miami's confusing address situation, an Improvement Association was established in 1915 which after six years finally hit upon the idea of consecutive numbers for streets and avenues. In 1920, Twelfth Street became Flagler Street, Avenue D became Miami Avenue, and the present system of streets finally went into effect.

James Deering's magnificent 160-acre estate, Vizcaya, was complete in 1916. That same year, work began on Miami's long-sought deep water port, and on the Tamiami Trail which was 12 long years under construction.

Miami Park, nucleus of Everglades National Park, was dedicated in 1916 by the Florida Federation of Women's Clubs.

In 1917, the nation went to war. The Glenn Curtiss aviation school, established in Miami the previous year, was moved to Hialeah where it became the only Marine Corps training field open during World War I. The U. S. Navy set up an air station at Dinner Key, bringing hundreds of cadets to the city.

Miami's bountiful grapefruit crop joined in the fight against the fall influenza epidemic, creating for growers their most successful season in history.

Each Miami hospital was completed in 1918, while the Miami Woman's Club made plans to build a four-story clubhouse on Biscayne Bay.

By 1920, Miami's population had grown to 29,571, an increase of 440 per cent since 1910.

At the end of the year a new city charter in 1921, establishing a commission-manager form of government. Elected to the first commission were five bank presidents who received a salary of \$1 per year.

Prohibition helped speed Miami along thorny paths of vice and corruption. Under the cover of night, smugglers made runs from Bimini and Nassau to Miami, carrying the precious fire-water for which the nation clamored. Backwoods hammocks were full of stills, and bootleggers were a dime a dozen.

With the repeal of prohibition, Miami's rum-runners and bootleggers turned to other fields of endeavor and became the gamblers and racketeers of the '20's.

Miami had its first radio station in 1922. Two years later, Bayfront Park was dedicated after years of litigation with Flagler estate trustees.

South Florida's land boom was in its heyday during the early 1920's. Subdivisions sprang up like wildfire along the length and breadth of Dade County. Sidewalks were laid, elaborate coral entrance ways were erected, and street signs installed faster than builders could build. People from all over the nation responded to the flowery bait cast at them by flamboyant promoters, and jumped at the opportunity to join in Miami's prosperity.

Miami reached the crest of its expansion in 1925. The cities of Hialeah and Coral Gables were born. Hialeah Race Track opened to the tune of 16,000 customers. The Miami Daily News Tower was added to Miami's growing skyline. Daily air passenger service between Miami and Key West was inaugurated. 481 hotels and apartments were built, 271 subdivisions filed for plating, and 174,530 deeds were recorded.

A significant note of higher education nuzzled onto the Miami scene that year, as the University of Miami received its charter, with Dr. Bowdoin P. Adie serving as its first president.

During the height of the boom newcomers flocked to Miami at the rate of 6,000 a day. The land market was flooded with speculators out for a fast profit. They gobbled up land for small down payments in the hopes of a quick resale which would double or triple their money.

It was a grand and glorious era while it lasted. People grew rich overnight, but they lost their shirts just as fast.

By early 1926, there were signs that all was not well. On Jan. 2, the wrecked schooner Prins was blown ashore at the entrance to Miami's harbor, creating a hopeless bottleneck to shipping traffic. Fifty vessels lay out in the Gulf Stream waiting to enter the harbor. The nation's stock market reflected the

crisis in Miami.

The boom was over and the bust was on.

Land which sold for \$60,000 in 1925 could now be picked up for \$600. Weeds soon covered the sidewalks so boldly laid out by boom developers, and the gaudy subdivision entrance ways stood as gaunt monuments to the times past.

The University of Miami opened on Oct. 15, 1926, in a half-completed hotel building in Coral Gables. The skeleton of what was to have been its first building stood in lonesome solitude for more than two decades before being finished.

To top off the misery, Miami was straggled by a vicious hurricane on Sept. 13, 1926. Winds were measured at 138 miles an hour before instruments blew away. The barometer fell to 27.61 inches in Miami, the third lowest reading ever recorded in the United States.

More than 20 years since Miami had experienced a hurricane, so most residents scarcely knew what the word meant when warned the evening before that one was on the way. They took no precautions to protect their property, and in the morning the eye of the hurricane brought a temporary lull. They went outside, thinking the storm was over. This was a fatal mistake for many.

More than 200 dead were counted in the Miami area. Property damage throughout the state was set at \$1,000,000,000. Homes were leveled, telephone and electric poles were hurled to the ground. All boats but one on the Miami waterfront were sunk.

Such a disaster could never be repeated in this day and age because of a strict building code and a sturdy construction, a warning system maintained by the U. S. Weather Bureau, and an informed public educated in the ABC's of hurricanes.

After the big blow of '26, Miami's dipped into their reserve of courage and emerged with a new spirit of pride and unity.

It was at a much slower pace, but the city continued to move forward despite bad times.

Construction began on the County Courthouse, tallest in the South, Biscayne Boulevard was dedicated on Nov. 12, 1926. New buildings included the Olympia Theater, Everglades Hotel and Columbus Hotel. Work began on the Venetian Causeway.

In 1928, Pan American Airways set up a small airfield on the present site of Miami International Airport.

The first Orange Bowl game was played in 1935 in a makeshift stadium consisting of 4,000 wooden bleacher seats brought from the American Legion.

On Labor Day of that year another severe hurricane rolled up out of the tropics and socked the Florida Keys with a wall of water 20 feet high. Almost 400 lives were lost as a whole trainload of workers being evacuated from the Keys was swept off the tracks by the swollen water.

The 1935 hurricane spelled the doom of the railroad to Key West. It was converted into an overseas highway in 1938.

World War II brought profound changes to Miami. Soldiers replaced tourists in Miami Beach's plush hotels. Long stretches of beach were cordoned off to rifle ranges. Thousands of sailors and soldiers marched briskly along Miami streets. The Gold Coast blacked out as enemy subs lurked in the Gulf Stream picking off tankers.

As hostilities ended, Miami entered another boom period which is still going strong. Construction is the key to the stability of the current boom. Hundreds of new homes spring up each month in Miami and its surrounding suburbs. And a continually growing population is on hand to fill these homes.

The city's 1967 population was estimated at 343,500 with Greater Miami's population set at 1,200,000. Many significant recreational developments which have occurred since the end of World War II were the construction of the \$6 million Rickenbacker Causeway to Crandon Park and Key Biscayne, and the opening of Everglades National Park—in 1947.

In 1949, the city got its first television station—WTVJ. It now has two commercial, two closed-circuit and one educational TV stations.

The doors to James Deering's magnificent Vizcaya were opened to the public in 1953 as an art museum.

Industry flocked to the area in the '50's. Airlines clamored for routes in and out of Miami, as the Miami International Airport became the second busiest in the nation. A new \$26 million passenger terminal opened in 1958, close on the heels of the inauguration of jet service between Miami and New York.

Dade County struck forth on a bold new venture in government in May 22, 1957, when its citizens voted for metropolitan government under the Home Rule Charter.

Also in the late '50's, millions of dollars in new construction was completed including new schools, colleges, hospitals, libraries, and civic buildings.

Widespread building codes in force, the threat of severe hurricane damage was virtually removed.

Around the same time, Miami became a base for U. S. Weather Bureau reconnaissance planes which furnish advance information—usually several days ahead—on suspicious weather formations and tropical storms.

In the early '60's, Miami saw the completion of three new expressways—putting the area on an equal footing with similar systems on an American continent. The North-South, Palmetto and Airport expressways—putting the area on an equal footing with similar systems on an American continent.

Miami's Torch of Friendship in Bayfront Park was dedicated in October, 1960. The Torch's perpetually burning flame symbolizes the friendship between the City of Miami and Latin Amer-

ican republics. It was rededicated the John F. Kennedy Memorial Torch of Friendship, March 17, 1964, at the suggestion of Miami Mayor Robert King High.

A new, multi-million dollar seaport was opened in 1965. Dredging and construction now underway will permit accommodating the world's largest ocean going vessels. Called the Port of Miami, the giant facility is situated on Biscayne Bay between Miami and Miami Beach.

The year 1965 also saw Interama win approval of a \$22 million federal loan, signifying the start of one of the largest undertakings ever begun in the Miami area.

Total cost of the project—which will include year round international trade exhibits, cultural expositions and a center of learning—is estimated at \$500 million. Target date for completion is 1970.

A major milestone in the civic and economic life of the Miami area was reorganization, in 1968, of the Miami-Dade County

Chamber of Commerce into the Greater Miami Chamber of Commerce. The revitalized body is representative of the energy, imagination and resourcefulness that have characterized Miami's three-quarter century history.

Miami emerged as "aerial hub of the hemisphere" 40 years ago. Accelerated activity came with the jets. Scheduled to open in 1969 is Miami's new 38-square mile jetport, planned to help Miami stay in the forefront of world aviation centers.

The same friendly sun that brought Miami's first tourists gives this subtropical metropolis "the world's best flying weather." The warm hospitality Miamians extend to some 3,000,000 visitors a year continues to spread the good repute of this youngest of America's big cities. Building on eventful yesterdays, progressive Miamians look to tomorrows full of challenge and bright with promise.



MIAMI

(Facts and Figures Covering Metropolitan Miami Area;
Courtesy Greater Miami Chamber of Commerce
and Miami-Metro News Bureau)

Statistical Review

Air Lines—92 Total Air Carriers—31 scheduled, 61 non-scheduled.

Air Passengers—8,348,535 (1967).

Airports—1 international, 1 military, 3 general aviation, 3 heliports, 1 seaplane base, 29 private fields and air strips.

Altitude—Sea level to 25 feet.

Apartments—8,242, with total of 103,671 units (1967).

Area—Miami, land, 34.32 square miles; water, 19.5 square miles. Dade County, land, 2,054 square miles; 27 municipalities.

Assessed Valuation—Metropolitan Miami (Dade County), \$8,285,947,857 (1967).

Auditoriums—9, with total seating capacity of over 45,000 people, many smaller ones.

Building Permits—47,359, with total value of \$334,581,360, issued in 1967 (Dade County).

Bus Lines—3 interurban; 2 interstate.

Churches—Protestant 502; Catholic 43; Jewish 40; Miscellaneous, 17.

Customs Collections—\$29,569,282 (1967).

Electric Sales—6,294,813,000 KWH (1967).

Financial Institutions—There are 63 commercial banks, 1 state savings and loan association and 17 Federal savings and loan associations. Total bank deposits in 1967 were \$2,303,849,-244; savings and loan association accounts in 1967 were \$2,037,-092,000.

Foreign Consuls—33.

Gasoline Sales—414,305,000 (1967).

Golf Courses—32.

Hospitals—30, with total bed capacity of 6,646 rooms.

Hotels—558, with total of 47,710 rooms (1967).

Industrial Firms—4,000 (manufacturers; 1967).

Libraries, Public—83 in Dade County.

Motor Courts—431, with total of 15,947 rooms.

Motor Freight Lines—22.

Motor Vehicle Registrations—671,210 (1967).

Newspapers—Daily, Miami Herald (morning); Miami News (evening); Miami Beach Sun Evening; Diario Las Americas (Spanish) and 14 weeklies.

Parks—Miami, 2,372 acres; 62 parks and playgrounds, 8 pools. Miami Beach, 838 acres; 24 parks and 2 pools. Dade County (exclusive of 27 municipalities), 7,000 acres in 54 parks, with 11 pools, including a considerable part of Everglades National Park. Dade County has 424,145 acres in public parks and playgrounds in addition to 35 golf courses.

Population—1967 est. Miami, 343,500; Dade County, 1,200,000.

Postal Receipts—\$28,641,261 (1967).

Radio Stations—(AM) WAME, WFAB, WFUN, WINZ, WMBM, WME, WQAM, WME, WOAH, WOCN; (WRLZ, WFLG, (FM) WWPB, WAEZ, WYOR, WEDR, WGOB; (AM & FM) WGBS, WIOD, WKAT, (FM-Education) WTHS).

Retail Stores—10,814. Number of employees, 80,300. Annual sales volume, \$2,413,135,000.

Schools and Colleges—Public, 213. Private, over 200 (est.).

Parochial, 92. Business and trade, 103. Public school enrollment 220,000, 1 junior college enrollment 24,000; University of Miami, 16,000; Barry and Biscayne Colleges.

Steamship Companies—27.

Telephone Connections—740,540 (Dec. 31, 1967).

Television Stations—WCKT; WLWB; WTVJ; WCIX; Channels 8 and 9 (closed-circuit, in hotels and motels only); WTHS (educational).

Temperature—Summer average, 81 degrees; winter average 69 degrees; yearly average 75.3 degrees.

Water Supply—Source, well into 51 distribution systems.

Gallons pumped, 100,619,311,000 (1966-67).

"The Magic City"

Miami, "magic" in name, in health and in growth—although only 72 years old, has taken the lead in population and development of its sister communities. It is now the second largest city in the South, and the fastest-growing city east of the Mississippi. The real development of this section of Florida started when Miami's charter was signed on July 28, 1896. The first Spanish mission to be established here in 1567, when Menendez endeavored to Christianize the Tequesta Indians. This effort proved a failure, but in 1743 another attempt was made when a Spanish mission was established near what is now Coconut Grove, on the present Brickell Ave., Miami.

Sunshine prevails 359 days of the year in Miami, yet the rainfall is entirely adequate, coming at such intervals that throughout the entire year vegetation has never suffered from lack of moisture.

Miami, the city of adventure and tropical wonder, where business cares and worries vanish under the spell of glorious sunshine, invites the world to enjoy every summertime sport and outdoor recreation the year around. There are new worlds to conquer for the "captains of industry," and the homeseeeker finds the ideal for all that the word "home" means.

Miami is proud of its schools, under the leadership of the Dade County Board of Public Instruction. The type of architecture used in the design of the school buildings is distinctive and beautiful. The buildings are designed to admit all the sunshine and pure air possible—these perhaps are the most important influences in living. Public schools in elementary and junior and senior high grades afford ample accommodations in every section of Metropolitan Miami for visitors' children, as well as those of permanent residents. The University of Miami, in Coral Gables, offers curricula in all the arts and sciences, with a staff of eminent professors.

Barry College for Women is located in an exclusive suburb of Greater Miami. When it opened in September, 1940, it became the first Catholic college in Florida. Courses are offered leading to degrees in liberal arts, commercial education, science, music and home economics. It is conducted by the Sisters of St. Dominic, of Adrian, Mich.

Lindsey Hopkins Vocational School, giving instructions in industrial work, is one of the largest in the South. It houses the Hotel Training School, available for men and women of Dade County.



MIAMI-METRO NEWS BUREAU PHOTO

Golfing is good 52 weeks every year in Miami. Here is a typical scene on one of Greater Miami's 32 excellent courses.

Play Outdoors All Winter

Miami offers healthy and hearty exercise for young and old in warm June-like weather throughout the winter months. Briefly, some of the activities are: Golf—several illuminated courses for night playing, 32 full courses in the Dade County area. Tennis—the City maintains extensive courts in six of its great public parks. There are also many private courts providing ample room for all. Park Sports—you will find companionship or competition provided by Miami's recreational department in many park sports including horseshoes, checkers, chess, shuffleboard, bowling-on-the-green and roque. Bathing—eight miles of ocean beach where the temperature is in the 70's all year. Standard practice is to dress at home and eliminate the bother at the beach. Riding—there are excellent stables in the Miami area providing guided saddle horses, and the tropical trails are pic-

turesque. Riding is particularly popular among the ladies. Bowling—outdoor bowling has become a popular fad in Miami and all alleys are lighted for night games. Boating—a great pastime whether you bring your own boat or depend upon local facilities. Sailboating also is unusually popular in Biscayne Bay. Other sports include football, baseball, horse-racing, dog-racing, jai alai, fishing, etc. Miami not only offers an opportunity to play, but gives an opportunity to watch and cheer the sporting world's big "names" as they pass in review. Champions in every line enter the big tournaments here.

Thrills of Big-Game Fishing—Small Fry, Too

More than 600 varieties of fish inhabit the Miami waters, from the big game fighters of the Gulf Stream to the pan-sized varieties of bay, canal and stream. Bridges, docks, sea walls and causeways are dotted day and night with ambitious fishermen; excursion boats to the Gulf Stream daily; all-day or weekend trips among the Florida Keys; jaunts out the Tamiami Trail parallel with the canals of the Everglades, where both salt-and-fresh-water varieties are popular. It is not necessary to be a professional to get a thrill out of fishing in Miami waters. No license is required for non-commercial salt-water fishing. Special licenses for fresh-water fishing are obtained at the Dade County Courthouse and at some fishing camps.

Living Costs

Miami offers its visitors living costs comparable to similar standards of living in any American city, and also a complete range from the most moderate ways of living to the ultra-exclusiveness of the smartest social circles. Hotels, apartments (furnished and equipped), homes (furnished and equipped), trailer camps, and rooms in private homes all furnish fine accommodations at reasonable prices.

Clothing, Fuel and Intra-City Transportation

Light, inexpensive clothing is worn the year 'round, thus representing a considerable saving in living costs for the permanent resident as well as the visitor. Artificial house-heating is seldom necessary; in fact, most homes are built without heating accommodations. All points within the city limits are accessible by bus 20¢ (transfer, free, extra zone fare, 5¢), buses to the dog tracks (15¢ to 20¢), buses or cars to the horse tracks (approximately 75¢); boat sightseeing trips (\$3 to \$5, depending on itinerary). Gasoline approximately 32¢ per gallon. State tax included.

Climate

Miami is located in the sub-tropical zone, and sunshine prevails nearly every day of the year. East and southeast winds prevail, bringing air that is literally strained over the Atlantic Ocean. Miami boasts a healthful and comfortable climate, with an average temperature of 81 degrees recorded in August and 69 degrees recorded in January. Miami's atmosphere is uncontaminated with dust, smoke or obnoxious gases. Miami is the refuge in winter for thousands of Northern residents, and in summer, for residents of cities suffering from humidity and heat prostrations. Miami has never had a heat prostration—a point of great importance to everyone.

Fog horns rust for lack of work at Miami, as dense fogs are exceedingly rare. The fogs that do occur last only an hour or two without exception and are dissipated during the early morning hours. This condition has proved very valuable to aviators for training in safety the year 'round.

Health

Miami is fast becoming a haven of refuge for many of those unfortunate individuals who are subject to attacks of hay fever, asthma and catarrh. These maladies do not prevail in Miami to the same extent as in other localities. It is doubtful if there is a city in the U. S. as free from dust, smoke and pollen (and ragweed) as Miami. Pollen is the irritant in the majority of hay fever cases. For several years Miami has had a definite program of "ragweed eradication," particularly along the water front.

The equable climate, free from the sudden changes which prevail in many parts of the country, tends to lessen the incidence of common colds and to make them less serious when they do occur.

Extensive studies have been made concerning the effect of smoke, dust and fog on the human system and the extent to which they cause irritation of the respiratory passages, often leading to organic changes. All three have a tendency to obscure to a greater or less degree of sunshine which is so important to human well-being. It is because the atmosphere of Miami is so remarkably free from these substances, that it offers a wealth of ultra-violet rays unequalled by any city in the U. S.

Sufferers from chronic diseases, such as high blood pressure, heart and kidney diseases, rheumatism and chronic skin diseases, are assisted to ultimate recovery by the actinic therapy available in Miami's constant sunshine.

Miami sunshine and the remarkable tonic qualities of the salt air have worked cures in many cases of children suffering from

rickets and other children's diseases.

Standards of Housing

The City of Miami was incorporated in 1896, and has been built along decidedly modernistic lines, with the majority of homes fully equipped, with all modern conveniences. The climate, never given to extreme heat or cold, makes popular the ranch style of dwellings. The cost of materials and construction is sufficiently low to enable a great majority of families to own their own homes.

Recreation

Nature was kind to the "Cities of the Sun," as Metropolitan Miami has been called. It not only furnishes ideal bathing beaches, but the sub-tropical waters of the Gulf Stream, with 653 varieties of game fish, give enjoyment to local residents as well as the tourists. Fishing boats are available daily at moderate prices.

Musical concerts and public gatherings for cultured residents, theatres, horse and dog racing, and other commercial amusements are always popular.

Included among the recreational activities are tennis, night diamond ball, golf, sailboat racing, bowling-on-the-green, chess, roller-skating, and a wide variety of other sports.

Dade County has within its boundaries numerous parks and recreational centers. One of the largest is Bayfront Park, located on Biscayne Bay in downtown Miami. Bayfront Park has a beautiful amphitheatre with a seating capacity of 1,200. Free band concerts are held two nights a week during the winter months. Bordering on Biscayne Bay, this park is beautifully landscaped with 213 different varieties of plants and trees. It is indeed a scenic wonderland.



MIAMI-METRO NEWS BUREAU PHOTO
Visitors Enjoy The Ancient Spanish Monastery, One Of Miami's
Outstanding Attractions.

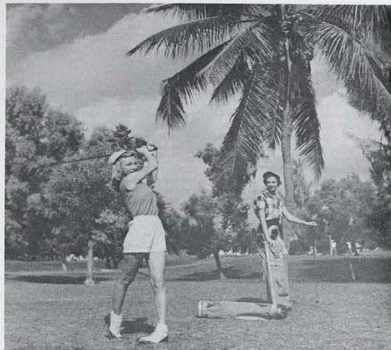


MIAMI-METRO NEWS BUREAU PHOTO
Aerial View of Miami



MIAMI-METRO NEWS BUREAU PHOTO

Vizcaya, with its 10 acres of formal gardens, was the Miami home of industrialist James Deering. The Mediterranean-style estate, now owned by Dade County, is open to the public.



MIAMI-METRO NEWS BUREAU PHOTO

It's Tee-Off Time in Miami



MIAMI-METRO NEWS BUREAU PHOTO

Florida Beauties—Girls and Coconut Trees



MIAMI-METRO NEWS BUREAU PHOTO

The Stone Pagoda at the City of Miami's Japanese Garden on Watson Island.



MIAMI-METRO NEWS BUREAU PHOTO

Windmill Sailboats Race in Miami's Biscayne Bay



MIAMI-METRO NEWS BUREAU PHOTO

Trained Porpoise Entertain At Miami's Seaquarium

Stadia

Orange Bowl Stadium, valued at more than \$6,000,000 and seating approximately 75,000, was dedicated on Dec. 10, 1937. Here the annual Orange Bowl Football Game is played on New Year's Day.

The Miami Stadium, was built at a cost in excess of \$1,000,000. This all-steel-and-concrete structure has 610 reflectors and one of the finest lighting plants of any minor league ball park. Its cantilevered roof eliminates all posts. Its 9,548 seats, 2,160 of which are box seats, 2,600 reserved, and 3,500 grandstand, are permanent-type chairs, the largest and most modern design available. Dugouts and dressing rooms are large enough to provide adequate facilities for major league teams here during training season. Date of completion is July 1, 1949. Orange trees appeared in the bowl for the first time during a 1963 renovation costing over \$1 million. Other major improvements included addition of a permanent west end grandstand. Newest addition to the Miami sports skyline and the world's first . . . Miami Marine Stadium . . . a unique water stadium that may become the aquatic entertainment capital of the world, designed for all types of water-connected events, as well as concerts, plays, fashion shows, etc., a \$2 million project on the Rickenbacker Causeway in Biscayne Bay.

Commodore Ralph Munroe Marine Stadium. First of its kind in the nation. Built at a cost of \$2,075,000. Seats 6,566. Approved for American Power Boat Association racing. Dedicated Dec. 27, 1963. Site of diversified racing and water shows.

Theatres

Metropolitan Miami has 58 motion-picture theatres and seven legitimate theatres. There are numerous public meeting places, including auditoriums, stadia, arenas, and halls for any type of entertainment that may be presented. In all, available public meeting places in the Miami area provide seating capacity for more than 350,000.

Schools

Miami is proud of its schools, which lead the state of Florida in education. The type of architecture used in the design of school buildings is distinguished and beautiful, as well as being especially adapted to take advantage of Florida's sunshine and pure air. Public schools excel in primary, elementary, junior and senior high school grades, and afford ample accommodations in every section of Metropolitan Miami for visitors' children as well as those of permanent residents.

The public school system in Dade County consists of 213 centers with 6,433 classrooms, 149 elementary (9 with public kindergartens), one university, two colleges, one Jr. College and 92 parochial schools, 35 junior high schools, 8 junior-senior high schools and 13 senior high schools offer complete courses for college entrance, as well as commercial and trade courses. Commercial courses include shorthand, typewriting, bookkeeping, accounting and commercial art. Adequate equipment is available, and complete courses are offered in manual training, radio, agriculture, boat-building, printing and hotel training. There is also a ground course in aviation.

The University of Miami, located in Coral Gables, offers curricula in all the arts and sciences, with well-known professors in charge. In addition, the University offers a comprehensive curriculum of Latin-American studies. Courses of special studies are offered in day and evening classes for the benefit of visitors. Day and night courses are available. The medical school provides training leading to the M.D. degree.

Business colleges, schools of aviation, kindergartens, private institutes, foreign language schools, schools of dancing and swimming classes round out the educational facilities available to both permanent and winter residents in Greater Miami.

Churches

Houses of worship of many creeds and the large congregations which crowd them reflect the sturdy spiritual qualities which have gone into the building of Miami and its sister communities. There are over 600 churches located in Metropolitan Miami. Many of Miami's finest churches are located in the central section, with facilities for large congregations. Radio broadcasts of some services are made. The stranger is welcomed with a cordiality and sincerity that makes him feel he is at once an integral part of the community. Most of the churches have fine pipe-organs, well directed choirs, and trained soloists providing music far above the average. Among the church buildings are some of the finest in the South, and church properties in the Miami area are valued at many millions of dollars.

Railroads

The Florida East Coast and Seaboard Coast Line railroads furnish Miami with rail connections to all sections of the country. Heavy travel begins in November, with a continued influx of tourists continuing throughout the winter and spring. Fast trains to the East and Mid-West make connections to all parts of the U. S., and Canada. Trains operate on fast schedules between Miami and New York, Chicago and other Northern points, making Miami only

one business day by rail from many Northern cities. Both railroads offer new streamlined train service.

Air Transportation

Miami International Airport is one of America's largest in point of traffic, and in number of persons employed within its confines. 31 scheduled, 61 non-scheduled carriers use its facilities.

As the closest U. S. airport to 98% of the Caribbean area and Central and South America, more international passengers pass through the terminal than through any other, except New York. It handles more import-export cargoes than any other airport in the U. S. A.

Eastern, Delta, National, Northwest Orient, and Northeast air lines and their affiliates connect to every section of the nation. Pan-American World Airways bases its Latin-American division in Miami. Its schedules and those of other air lines put Nassau and Bahamas, within an hour's flight, and points as far distant as northern South America, six hours away.

Port of Miami

The harbor embraces the artificial basins, ships and channels that have been dredged along Biscayne Bay in front of Miami and Miami Beach, in the bay and through the shoal water to the Atlantic Ocean. The entrance to the main channel is directly east of the city of Miami. The sea buoy marking the channel entrance through the reef is about two miles off shore.

The inner harbor is in Biscayne Bay; the Miami River empties into the bay about one mile south of the municipal turning basin. A number of channels and canals are tributary to the bay.

The Port of Miami is served by the Florida East Coast and the Seaboard Coast Line railroads. The F.E.C. reaches its own wharf direct, and the municipal piers over the municipal railway. The Seaboard Coast Line also uses the municipal belt line to reach the piers.

METRO "DODGE ISLAND" SEAPORT TAKING SHAPE

MIAMI, FLORIDA—Slowly emerging from a cluster of islands within shadow of downtown Miami is the new Port of Miami, a \$20 million facility destined to make this area one of the world's most modern cruise and freight centers.

Ground-breaking ceremonies were October 27, 1960. Four large transit cargo sheds have been completed. A \$5 million passenger terminal will be opened in 1969.

Large bulkheading, costing more than \$4 million and taking five years to complete, will be to a 37-foot depth—allowing all but the world's deepest draft vessels to berth when the channel is deepened. Meanwhile, work will move ahead on another \$4 million federal project to widen the present 300-foot channel to 400 feet and enlarge the turning basin.

Summer of 1962 marked the beginning of work on a rail and vehicular bridge from the port site—a half mile east of the present port in Biscayne Bay—to the mainland, between N.E. 5th and 6th Streets.

Three major operating areas are included in the new county seaport, which will handle both passengers and dry, general commercial cargo. This newest and most complete port in the world is designed to be a thing of beauty, cleanly operational, economically efficient and easily accessible. When finally dredged to 37-foot depth, the port will be capable of handling about 95% of the world's present ships.

Area One encompasses modern cargo-handling and port service facilities. Area Two will contain a five-building maritime office housing port officials, ship lines, chandlers, importers and exporters. Stevedoring companies and freight forwarding firms will have space right at the port site. Area Three is a passenger terminal capable of processing five 500-foot cruise ships through customs simultaneously.

The port plan envisages full accommodations for all of the most modern methods of sea transportation including lift-on, lift-off, roll-on, roll-off and containerization.

Comparative data between the present port of Miami and the Metro Seaport under construction is as follows:

PORT OF MIAMI

Location and size:	mainland; 36 acres
Berthing Space:	6,001 feet
Aprons:	12 to 75 feet
Depth of water:	28 feet
(mean low water)	
Channel:	300 feet wide; 30 feet deep
Turning Basin:	1400 feet by 1350 feet
Railway:	6500 feet depressed tracks
Facilities:	
Storage:	Cold storage—81,000 cubic feet
Facilities:	Warehouse space (inside)
	305,760 square feet
	Transit shed space—none

Open air storage and container operations—7.5 acres
2 passenger terminals
35,000 square feet
37,522 square feet

METRO SEAPORT

Dodge Island; $\frac{1}{2}$ mile east of present site, in Biscayne Bay; 187 acres.
9,000 feet
50 feet, minimum width
32 feet

400 feet wide; 32 feet deep (bulkheading for 37 foot depth)
1650 feet by 1700 feet
Train make-up—5,000 ft. ship-side rail—3,000 ft.
Refrigerated space—250,000 cubic feet
Warehouse space (inside) 200,000 square feet
Transit shed space—600,000 square feet
Open air storage and container operations—50 to 75 acres.

Passenger terminal—capacity 2,000 persons
100,000 square feet

Passenger Facilities
Office space:

Location and size:

Berthing Space:
Aprons:
Depth of water:
(mean low water)
Channel:

Turning Basin:
Railway Facilities:
Storage Facilities

Passenger Facilities
Office space:

DATA

NEW PORT OF MIAMI
(Being Completed)

MIAMI, FLORIDA

LOCATION—Dodge Islands—Biscayne Bay
AREA—187 Acres
BERTHING—8,500 lin. feet
DEPTH—32 feet
CHANNEL—400 feet wide
TURNING BASIN—1,500 feet x 1,700 feet
APRONS—50 feet
OPEN AREA—75 acres—open storage and container operations

PASSENGER TERMINAL CAPACITY—2,000 persons
TRANSIT SHED SPACE—600,000 square feet
WAREHOUSE SPACE—100,000 square feet
REFRIGERATED SPACE—250,000 cubic feet
RAILWAY—F.E.C. and S.C.L.—Train Make-up 5,000 feet
SHIP SIDE RAIL—3,000 feet
BULKHEAD—Will be constructed for 37 foot depth
CONSTRUCTION STARTED—October 27, 1960

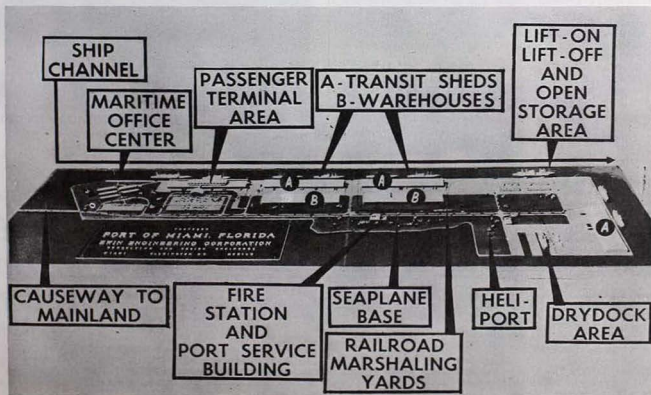
PRESENT PORT FACILITIES

BERTHING SPACE—6,001 feet
DEPTH OF WATER—M.L.W., 28 feet
WIDTH OF APRONS—Ranging from 12 to 75 feet
RAILWAY FACILITIES—Depressed Tracks, 6,500 feet served by F.E.C. and S.C.L.
CHANNEL—300 feet wide, 30 feet deep
TURNING BASE—1,400 feet x 1,350 feet; Controlling Depth, 30 feet
WAREHOUSE SPACE—305,760 square feet
COLD STORAGE—81,000 cubic feet
OFFICE SPACE—37,522 square feet
2 PASSENGER TERMINALS—35,000 square feet
MISCELLANEOUS—Tugs (up to 1,250 H.P.), Bunkering, Shipchandlery, City Water
Balance of the new port construction timetable is as follows:

- 1962 - Highway and railway bridge to mainland to be completed at an estimated cost of \$2,825,000.
1963 - Main part of bulkheading to be finished late in the year. Passenger Terminal construction to begin. Port will be opened for cargo which can be stored outdoors.
1964 - Additional paving, utility and bulkheading work. Landscaping will begin and the first office building constructed. A start will be made on a \$21 million transit shed. Port will open to big cargo ships with open air storage facilities available.
1965 - First transit shed to be completed, with start made on another. Passenger terminal due to open.
1966 - Bulkheading and apron work to be completed. Last phase of paving and landscaping to begin. Construction to get underway on three more office buildings, totaling about \$1 million. Second transit shed will be completed and work will begin on a third.
1967 - Completion of third transit shed will end the project.

Source: Miami-Metro News Bureau
Reproduced and Up-dated—March, 1962
Business Development Dept., Miami-Dade County Chamber of Commerce, 330 Biscayne Blvd., 9th Fl., Miami, Fla.

PORT OF MIAMI — GATEWAY TO THE LATIN AMERICAS
NEW FACILITIES ON DODGE ISLAND



Miami is a port-of-call for many "cruise ships." This was made possible through the deepening of the entrance channel from 25 to 30 feet at low water.

County control of the port (subject to Federal restrictions) is vested in the County commission with administrative authority exercised through the County. The County has power to establish, construct, maintain and operate public landings, wharfs and docks within the city, to lay and collect reasonable duties, to regulate the manner of using other docks, to dredge and deepen the harbor or river, and to impose penalties for violations. Pilotage is compulsory for foreign vessels. The County has started construction of a new \$20,000,000 seaport, which will replace the present facilities and will be located on Dodge Island, just south of MacArthur Causeway in Biscayne Bay to cover 275 acres. Completion date, 1967.

Local Trading Area

Miami is the leading resort city of the South and a prominent international winter playground. It is the center of a retail trade area extending 140 miles to the north, 150 miles to the west, and 160 miles to the south.

Two hundred miles north of Miami is the northern boundary of the wholesale trading area. That area extends southward along the coast, some 25 miles wide, until Vero Beach is reached, 140 miles north of Miami. From the more thickly populated area extends southwest and south, including the western shore of Lake Okeechobee, and thence through the south central part of the state to the southern boundary of Collier County and back to the East Coast. Within that boundary are 1,865,100 (1967) Floridians, who are included in Miami's trading radius, and the trading hub of the entire area, with retail sales amounting to \$3,714,987,000 (1967).

Counties in the Miami wholesale trading area, with the latest population estimates and the principal cities, are:

COUNTY	POPULATION	PRINCIPAL CITY
Indian River	28,900 1962*	Vero Beach
Palm Beach	258,300 1962*	West Palm Beach
Broward	384,000 1962*	Fort Lauderdale
Dade	1,200,000 1967*	Miami
Monroe	53,400 1962*	Key West
Collier	18,900 1962*	Naples
Hendry	9,300 1962*	Clewiston
Glades	2,800 1962*	Moore Haven
Martin	19,600 1962*	Stuart
St. Lucie	44,900 1962*	Ft. Pierce
Highlands	23,200 1962*	Sebring
Okeechobee	7,600 1962*	Okeechobee
	2,051,900	Total Population

*estimate

Garment Industry

Miami's industrial development during the last few years has been marked by outstanding recognition of the Miami label on garments. The words, "America Cares What Miami Wears," have become a frequently-used description in the sale of women's resort wear made in Miami and distributed throughout the world.

Over 350 manufacturers of women's, children's and men's wear and accessories are contributing to the further spread of this reputation, which has been established through national trade and fashion publications.

The Florida Fashion Council has overcome many obstacles and is encouraging the entrance of new manufacturers, as well as the Dade County Development Department, Miami ranks only behind New York and Los Angeles as a garment center.

Florida Tax Information

I. Legal Residence—

Legal residence may be established in Florida upon filing "Declaration of Domicile and Citizenship" with the local Clerk of the Circuit Court. You should then contact your County Tax Assessor and allow him to acquaint you with privileges and obligations of residence and to assist you with individual problems at the outset. In order to qualify to vote, you must have resided in the state one year and in the county or precinct for six months.

II. Exemptions—

a. **Homestead Exemption:** Any legal resident who owns recorded title to real property in Florida, and who resides thereon and makes it his principal place of residence, is entitled to an exemption on the first \$5,000 of homestead exempt valuation. Taxes assessed or special benefits are not included in this exemption.

b. **Tangible Personal Property Exemption:** Effective beginning Jan. 1, 1966, any legal resident, who is head of a family, is entitled to an exemption of \$1,000 on the assessed value of his tangible personal property consisting of personal effects and household goods within his residence.

c. **Widows' and Disabled Persons' Exemption:** Any legal resident who is a widow or a person disabled by war or misfortune is entitled to a personal exemption of \$500 on real or personal property. Exemption must be applied for annually between Jan. 1 and April 1.

d. Florida has no State income tax, gift tax, poll tax or State tax on land.

III. Taxes—County and State Level

1. **Tangible Personal Property:** Return listing household goods, personal effects, residential, business and farm property, and any other tangible property, must be filed annually between Jan. 1 and April 1. Assessments are made at full cash value taxed at a variable rate set according to the requirements of the county in which you live. (Combined Dade County Operational, Flood Control, Inland Navigation, and School Tax, 1967 averaged 22.885 mills per \$1,000).

2. **Intangible Personal Property:** Return must be filed annually between Jan. 1 and April 1, listing intangible property at full cash value defined as follows—

Class A—(Tax 10¢ per \$1,000) Bank deposits.

Class B—(Jan. 1, 1964, tax will be \$1.00 per \$1,000). Stocks, bonds and certain beneficial interests in trusts, U. S. Government bonds and bonds of Florida cities and counties are exempt.

Class D—(Tax \$1.00 per \$1,000). Notes and accounts receivable, out-of-state mortgages, certain annuities and any other intangible properties not included in "A" or "B." Note—Mortgages on Florida real estate (Class C) are taxed, \$1 per \$1,000 when recorded.

3. **Estate:** The estate of a Florida resident must be filed for probate in the county in which he resides. The maximum federal exemption applies and the Florida Estate Tax is a variable amount equal to the amount returnable to the State under Federal Estate and Inheritance Tax laws. No additional Estate Tax is assessed.

4. **Sales and Use:** A 4% sales and use tax is levied on most retail merchandise. Foodstuffs usually purchased in a grocery store are exempt. Specific exemptions also apply to certain machinery and materials for special purposes. (For details, contact State Comptroller's Office, 1350 N.W. 12th Ave., Miami, or write State Comptroller, Tallahassee, Florida).



MIAMI-METRO NEWS BUREAU PHOTO
Skyline View of Miami And Channel

Locational Advantages

Miami, due to its geographical location, is the most logical international gateway to the Americas.

Miami offers an unexcelled opportunity for the establishment of assembly plants, and the opportunities and possibilities for export to South America, Central America and West Indian countries are practically unlimited. Ample shipping facilities to the Southeastern states and to Gulf ports leading to the Southwest open these territories to south Florida manufacturers and distributors.

Following are some of the other advantages to be enjoyed by industrialists locating in Miami:

1. Abundant labor supply.
2. Nationality of its working people is principally American-born.
3. Population maintains high standard of living.
4. Low percentage of illiteracy (2.7% of the entire country).
5. Fine educational, religious and recreational facilities.
6. Practically no fuel is required for heating during the entire year.

7. No heavy clothing required, making for lower living costs.
8. Savings offered by intercoastal shipping, plus frequent and regular boat service to Northeastern South Atlantic ports.
9. Longer daylight hours.
10. Miami is the international air gateway of the Americas with speedy and efficient transportation anywhere in U. S. Direct air connection with all capitals and major cities of Caribbean area and South America, with their market of 90,000,000 people.
11. The health-giving qualities of the sun.
12. Excellent improved highways, making truck shipments practicable and economical.
13. Community connected by rail to all points in North America.
14. Community has coast-to-coast transportation connections, and is within 10 hours' flying time to any point in U. S.
15. Gasoline is taxed at 7¢ per gallon and cigarettes at 5¢ per pack.
16. Statutory penalties and forfeits are provided for default of these taxes.
17. For information regarding formation of corporations or corporation taxes, please direct specific inquiries to the Secretary of State, Tallahassee, Florida.

Agriculture

Thousands of acres of fertile farm lands on which winter-truck crops, citrus fruits and tropical fruits are grown, are located in the Miami trading area. The growers of fruit in the agricultural sections are exceedingly optimistic for the future development of this, the only tropical section in the U. S. A vastly-increased interest has been awakened throughout the country in regard to agricultural advantages in the Miami and south Florida area, for people who are seeking permanent locations suitable for ideal living.

The warm climate of south Florida during the winter months and the richness of the soil enables farmers to cultivate several crops from each acre of ground for local consumption as well as Northern markets. Some of the principal crops harvested in February and March are white potatoes, string beans, cabbage, peas, strawberries, tomatoes, squash, corn and cucumbers.

Dade County is the tomato-growing center of the state. In the Redland section, approximately 30 miles south of Miami, some 14,000 acres are devoted to limes, avocado' pears and mangoes. Avocados, mangoes, guavas, papayas and other tropical fruits are grown in this area, exclusively in this country, as there is no other part of the U. S. suitable for growing these tropical fruits.

The "Back Country" is opening up a fertile empire, and all this territory is contributory to Miami's prosperity and growth as a commercial city and shipping point.

There are many varieties of palms. This is the only spot in the U. S. where the royal palm and the coconut palm grow equally well. Flowers bloom the year around, and fresh vegetables of some kind are always on the market.

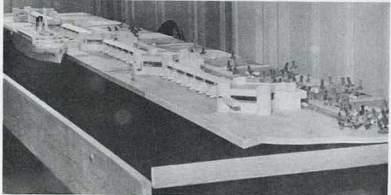
Parks

Dade County has acquired and developed county parks to a very great extent. All these parks are administered by the Board of County Commissioners through a park committee, with direct supervision exercised by a superintendent. Lands acquired have been developed from natural hammock, sub-tropical jungle and a section of seashore. Other lands have been developed into wayside parks and playgrounds. Numbered among the outstanding park developments are Greynolds Park, originally acquired as an area for a CCC work project; Matheson Hammock on Biscayne Bay, embracing the sub-tropical natural jungle of towering oaks, palmettos and air plants—this park includes 583 acres, 145 of



MIAMI-METRO NEWS BUREAU PHOTO
MIAMI, Fla.—Miami's Bayfront Park Torch of Friendship underscores this area's mutual understanding with countries of Latin America. Since dedication in October 1960, 18 seals have been imbedded in its wall.

which are water; Haulover Park, consisting of ten acres with a beach frontage of two miles on the Atlantic Ocean, left somewhat in its natural state; South Miami Wayside Park, consisting of five acres with a beautifully landscaped abandoned rock pit, picnic grounds and shelters overlooking the water; Crandon Park, with 1,000 acres, two miles of beaches, 10,000 coconut palms, and complete recreational facilities and zoo, and Thompson Park, in the Everglades, with year-round camping. Join in the joy of living at Dade County's newest camping park, Elliott Key camping facilities are presently accessible only by boat.



MIAMI-METRO NEWS BUREAU PHOTO

MIAMI, Fla.—Model for the new \$4.5 million passenger terminal for the Port of Miami has been hailed as "bold and imaginative" by marine interests. The quintet of "pod clusters" can serve passengers embarking or disembarking from five ships simultaneously, through air-conditioned, snorkel-type passageways similar to those used at airports. This modern facility is scheduled to be ready for Miami's 1968-69 winter cruise season.



MIAMI-METRO NEWS BUREAU PHOTO

Beans are an important crop in farm lands just south of Miami. Three crops a year are harvested.

South of Miami is Everglades National Park, third largest in the National Park System and the only one devoted to the conservation of tropical flora and fauna. Containing 1,400,533 acres, the park was dedicated in 1947. Ibis, egret, roseate spoonbill, water turkey and other tropical and sub-tropical birds abound in its tangled jungles and sawgrass savannahs.

A road which pushes 70 miles through the park to Flamingo, is open to automobiles in all weather. Flamingo has picnic, camping facilities, motel and marina, with Boat-A-Cades during winter.



MIAMI-METRO NEWS BUREAU PHOTO

The Green Bay Packers kick-off to the Oakland Raiders during the 1968 Super Bowl Game in the City of Miami's Orange Bowl.



MIAMI-METRO NEWS BUREAU PHOTO

The City of Miami's float is one of many in the world-famous Orange Bowl Parade.



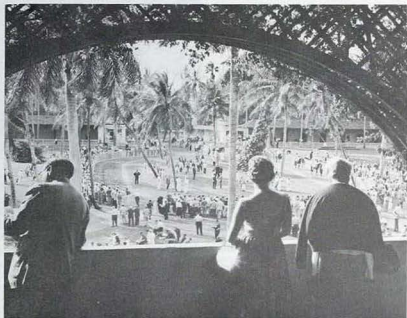
A Bird's Eye-View of the City of Miami's Dinner Key Marina



MIAMI-METRO NEWS BUREAU PHOTO
Dade County (Miami) Is One of the Nation's Greatest Producers
Of Winter Vegetables



MIAMI, Fla.—Miami International Airport, Gateway To The
Americas and Europe—Miami-Metro Dept of Publicity & Tourism,



MIAMI-METRO NEWS BUREAU PHOTO
Overlooking the paddock area at Hialeah Park.



MIAMI-METRO NEWS BUREAU PHOTO
Thoroughbreds race around the turn at Tropical Park Race
which traditionally opens on Thanksgiving Day.



MIAMI-METRO NEWS BUREAU PHOTO

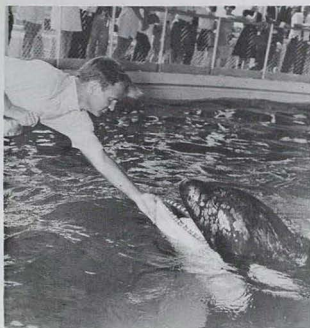
MIAMI, Fla.—They're off! A fleet of 22 churning Windmills for the Southern Championship which took place at the Coconut Grove Sailing Club in Miami April 27-28, 1968. Dave Posey, of St. Petersburg, sailed off with first place (1-5-4-1-2) as he has done three times since 1963.



MIAMI-METRO NEWS BUREAU PHOTO

The City of Miami's Orange Bowl, with a seating capacity of more than 75,000, is the scene of many exciting gridiron clashes including the home games of the University of Miami Hurricanes and AFL Miami Dolphins, the annual Orange Bowl game of New Year's Night and the site of the 1968 and '69 Super Bowl games.





He has the equipment for killing, but he likes people. This handsome, one-ton boy killer whale is the newest star of the Miami Seaquarium. After flying cross-country from Seattle to Miami, he has settled happily into his chilled whale pool, where he meets trainer Jimmy Kline. Though killer whales have been known to eat porpoises, seals, walruses and other whales, this fellow is happy on a diet of herrings, which he takes gratefully from his trainer's hand.

Miami Magic Tour Has Sights From A to Z

MIAMI, Fla.—A Magic Tour, offering a variety of fascinating attractions from A to Z, awaits visitors to the Miami area.

Covering more than 80 points of interest ranging alphabetically from art museums to zoos, the tour offers something to suit just about everyone.

An 800-year-old Spanish Monastery, the famous Miami Seaquarium, the Monkey Jungle, the Japanese Garden and Vizcaya are among a few of the tour's top attractions.

Visitors can make the tour by sightseeing bus, by public transport or in the family car—whichever is most convenient.

Just north of the city is the Spanish Monastery, oldest edifice in the Western Hemisphere. Now in use as a church, the ancient cloister was brought to this country from Spain, stone by stone. Visitors are welcome.

One of Miami's most popular attractions is the Wax Museum, located at the northern gateway to the city. Life-sized dioramas of famous political, military, theatrical and sports figures are presented in historically accurate surroundings.

A favorite of residents and visitors alike is the City of Miami's Japanese Garden located at Watson Island on the MacArthur Causeway. The facility, which includes an authentic tea-house, ornate main gate, pagoda and an eight foot high statue of Hotel, god of prosperity, is open free to the public from 9 a.m. to 6 p.m., daily.

Most meaningful of all Miami attractions is the John F. Kennedy Memorial Torch of Friendship. Surmounting an 18-foot stone shaft is a perpetually-burning flame symbolizing the warm bonds of brotherhood between Miami and neighboring countries. It is in Bayfront Park, near the downtown area.

The tour continues and takes visitors to the world-famed Orange Bowl, site of the annual New Year's football classic and attendant pageantry. The giant stadium seats more than 70,000.

Located just 15 minutes from downtown Miami via Rickenbacker Causeway is the Miami Seaquarium, featuring a killer whale, man-eater sharks and performing porpoises. Other attractions include a sea lion amphitheater, two large viewing tanks, 28 separate small tanks and a monorail system which takes sightseers on a slow moving tour of the grounds.

A short distance across Bear's Cut Bridge lies Key Biscayne and historic Cape Florida Lighthouse. Built on the southern tip of the key in 1827, and abandoned in 1878, the lighthouse is Miami's most colorful tie to its past, going back to days of pirates, shipwreckers and Indian uprisings.

Also on Key Biscayne is Crandon Park with its fine zoo, children's amusement area, picnic facilities and broad stretches of sandy beach. The park is a Dade County facility.

On the drive back to mainland Miami, the tour stops at the City of Miami's Marine Stadium, completed in 1963 at a cost of more than \$2 million. The modern concrete and steel stadium has a 6,566-seat grandstand and parking for 4,200 cars. Its mile and two-thirds speedboat race course is frequently the scene of exciting competition.

A mainstay among the Magic Tour attractions is the Parrot Jungle where scores of rare and exotic birds—including brightly colored macaws, cockatoos and parrots—fly free. A 45 minute show in the jungle's Parrot Bowl features specially trained birds performing a variety of tricks.

Miami's Serpenterium is both a top attraction and a source of venom used in medical and scientific research. Venom is extracted daily from deadly cobra, vipers and other reptiles.

At the Monkey Jungle, a tribe of Java monkeys roam throughout a rain forest of trees and vines while visitors watch from caged walkways. Here, too, is Bulu, who at 550 pounds is one of the largest gorillas in captivity.

Tropical Paradise, formerly known as Parrot Paradise, near downtown Miami, recently underwent a complete refurbishing and now includes a Polynesian Garden and waterfall, a Seminole Indian Village and a variety of tropical wildlife. An alligator wrestling act and a trained animal show are among the feature attractions.

Fairchild Tropical Gardens, spread over 85 acres, offers the largest collection of tropical plants in the United States. Admission is free.

Sports enthusiasts may get their measure of thrills at the three thoroughbred race tracks in the area—Hialeah, Tropical and Gulfstream or at the four greyhound courses—West Flagler, Biscayne, Miami Beach and Hollywood.

Jai-Alai, the world's fastest and most dangerous game, is played at the Miami Fronton and harness racing is a nightly feature at Pompano Park.

Beautiful Hialeah is visited more during the off-season than when the horses are racing in the winter. Its year-around appeal is found in the track's exquisitely landscaped grounds and the huge flock of pink flamingoes which inhabit the infield lake.

Everglades National Park, newest in the nation's park system, is within easy reach of Miami. Hub of the park is Flamingo, with its fine fishing and sightseeing accommodations. A number of wildlife observation platforms, presently under construction, will soon be open to the public.

Culture lovers will enjoy Vizcaya, the \$16 million estate of the late farm equipment magnate James T. Deering. The estate, with its formal gardens, now serves as the Dade County Art Mu-



Miami's Marine Stadium

seum. Housed within the huge Italian palazzo are art objects dating back to the First Century.

The Museum of Science, only a short walk from Vizcaya, depicts the story of man and his surroundings, with the emphasis on South Florida and its tremendous variety of sub-tropical plant and animal life. The museum also offers one of the finest public observatories and planetariums in the south.

Coral Castle, south of Miami, is a Magic Tour feature guaranteed to stir the imagination. Here the late Edward Leedskalnin hewed out of coral rock a fantastic array of figures and forms dedicated to an unrequited love.

Of special interest to families is Enchanted Forest Park with its natural oak hammock and fern garden. There are also jungle

trails, a pet area, a playhouse and pony and amusement rides for children.

Sightseeing by boat is always a favorite among visitors. A wide choice of inter-waterway and deep sea cruises leave daily from several of Miami's many excellent marinas.

The Magic Tour continues on, stopping at bathing beaches, shuffleboard and tennis courts, bowling lanes, sailing and boat marinas, fishing piers and shaded shelters for chess and checker playing at parks and playgrounds.

A free pamphlet, listing all of the Magic Tour attractions and points of interest, can be obtained from the City of Miami Department of Publicity and Tourism, 499 Biscayne Boulevard, Miami, Fla. (33132).



Miami's Marine Stadium

