## Flamingo c Hotel

 1930-1933 III
## Carl G. Fisher Hotels at MIAMI BEACH

THE LINCOLN (American Plan)
THE FLAMINGO (European Plan)
THE NAUTILUS (European Plan)
THE KING COLE (American Plan)
THE BOULEVARD (European Plan)

At Montauk Beach, Long Island (May to November) MONTAUK MANOR (American or European Plan)

## Miami Beacin IIORIIA



$N$ response to a very general appeal THE FLAMINGO will be operated for the Season of 1928 on the European Plan.

In connection with our A la Carte Menu, a Table d'Hote Breakfast, Luncbeon and Dinner will be served. In doing this we feel that we shall be able to please thase of our patrons who may prefer the American Plan, at the same time providing them an opportunity of ordering A la Carte whenever they cboose to do so.

THE FLAMINGO has always enjoyed an enviable reputation for the excellenee of its service and cuisine and patrons may feel assured that thesesame high standards will be maintained.

The FLAMINGO will open
on Wednesday, January Fourth, 1928

## SCHEDULE OF RATES (European Plan)

Double Room and Bath $\quad \$ 12$ to 22 per day
Single Room and Bath $\$ 8$ to 15 " "
Double and Single Room Connecting Bath

$$
\$ 20 \text { to } 32 \text { per day }
$$

Two Double Rooms Connecting Bath
$\$ 22$ to 36 per day
Parlor, Bed Room and Bath \$20 to 36 " "

Table d'Hote Breakfast \$1:25
(Served from 7.30 to 9.30 A. M.)
Table d'Hote Luncheon $\$ 2.00$
(Served from 12.30 to 2 P. M.)
Table d'Hote Dinner \$2.50
(Served from 7 to 8.30 P. M.)
A la Carte Service from 7 a. m. to 10 p.m.
C. S. KROM, Manager

Memorandum to Mr . C.G. Fisher:

The Flamingo opened yesterday for its tenth season and we feel that we have gotten off with a good start. By tomorrow night we shall have sixty guests as compared with thirty five on same date a year ago. All bungalows are rented, four of them occupied at the present time and two more will be taken tomorrow.

I am sure our grounds have never looked as attractive as they do at the present time and we are very largely indebted to you for this.

We have done a lot of work inside the hotel and at your convenience I would like very much to have you and Mrs. Fisher drop in and look us over. We have a dozen or more parlor suites made up this year and have never been as well fixed in this respect. We have bought quite a lot of new carpets and several rooms have been redecorated. In fact, I think the Flamingo both inside and out is at least ninety-five percent perfect.

We are well hooked up as far as our organization goes and very few changes have been made among our department heads and we are certain we are going to be able to give our guests even better service than in the past.

We have a bigger percentage of our old time patrons returning than ever before. Our bookings are all we could ask for and we feel we are getting off with a splendid start.

I do hope you will get into look us over and I will welcome any suggestions you may have to offer.


FROM MR. FISHER



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I sa part5culosig pronsad suth the onthualese ahaoh azl out managesis have at this tite foy
 oooyerntion vhse year then we ov w had. of oourae, es you knopi theze sa nlasya a olass of people who onn find fatit and osttioizo aenargenonts of hotel oozpozations of emy othos oosporations, but 2 voush 23 ke 704 to kmow that $x$ aes mai2 pleased ut ch ous 2ayout chis yeas.
2. thisne thoze is getill soon to suscove on ous sumersi cheok-uy and aooperatsive buyingy but $\%$ believe thot the manageta thennelvos are hetwor eble to orgonse end oxeate a polioy for the bogt mosults.

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## THE PLAMINGO OOMRANY - MIAMI BEAGH

Operating stat ament
August 31, 1929 to April 5, 1930

## ITODMS



OPERATING INOONE

## EXPSTESE

Operating

## Maintenance

Administrative and general
$148,154.98$
$38,299.54$
$32,390,83$
218.844 .45

OPERATING PROFIT
$195,947.56$
OTHER DFDUCTIONS

Depreciat1on
Interest paid
taxes paid
耳ngineering expense
Bad debts
OTHER INOOMS
Interest earned By sale of timo gondalas

$$
\begin{array}{rr}
48,080.37 & \\
14,000,00 & \\
12,731,93 & \\
63.15 & \\
45.30 & 74,920.65 \\
\hline
\end{array}
$$

1,052.38
500.00
1.552.38
$73,368,37$

WEX PROFTT, before Provision fo工 FEDERAL IHOOMS TAXES $122,579.29$

## FRDERAK TAX DEDUCT TOR

Provision for estimated Federal income taxes

April 8, 1930.

Memo rand um to Mr. Carl G. Fisher:

Attached you will find statement covering operating account of the Flamingo for the season of 1930 which shows a net operating profit of $\$ 210,627.98$. All bills have been paid to date and there are only three ofítstanding guests' accounts which total \$755.78. I am confident these accounts are good and should be paid within a. week.

Wi th the amount of additional money expended last summer for new bungalows, broker's office, et cetera, I had hoped that we would make a better showing this year. In view of the break in the market last fall I think we have reason to feel pretty well satislied although I am frank to admit that our March business was disappointing to me.

There did not seem to be the same amount of money spent by the people who were down here this winter. This was reflected somewhat in our business in that our news stand, soft drink room, tea garden, and various departments all ran behind a year ago. Our extra meal business was $\$ 5000.00$ less than last year.

Our expenditures were pretty much in line with last season's with two exceptions, namely the item of repairs am renewals. We spent $\$ 7000.00$ more this year than last. The redecorating of the ball room cost $\$ 3000.00$, the renewal of the steam line from the engine room to the annex $\$ 1800.00$, while our renewals for carpets, awnings, et cetera were somewhat larger than usual. We also spent quite a bit of money fixing up the old cottages and also replacing our old Ford truck with a new Chevrolet truck. I feel that everything about the hotel has been kept in splendid condition. Our bill for provisions is $\$ 7000.00$ less than last year due to the fact that we had less people, we had a much more economical che $f$, and some saping was made through purchases by Mr. Howe. The price of commodities generally was I think a bit lower than last year.

Our payroll was practically the same as a year ago.
Our season was two days shorter and our total house count was six hundred less than a year ago but our average rate per guest was one dollar higher than last season which together with the rental of the new bungalows increased our room and board receipts in spite of a smaller number of guests.

We had less transient guests this year and I think a somewhat older and more settled lot of people. In spite of the fact that the genaral growth of the Beach seems to be toward the north I feel that the standard of the Flamingo has been maintained and we have had just as fine a class of patrons as ever.

Our grounds have never been more attractive and this has caused much favorable comment from our guests. We have just as many requests for another season as we usually have at this time and if general business conditions are satisfactory we can make a better showing another season.
I should be glad to answer any inquiries and will write you in another letter regarding work which I think we should do at the hotel prior to another season.
I want to take this opportunity to again thank you for the confidence and consideration which you have continued to show toward me.


Manager

## MEMORANDUM

## My dear Charles:

I have your report on the Flamingo. I am very well satisified with your management of the Flamingo. I think you have done the very best you could and, all things considered, the Flamingo's reputation is a little bit better than it ever has been, and that is what we intend to keep.

I will put fifty trees in the front yard of the Flamingo this year and I am going to make arrangements to border the road to the Flamingo with bougenvilla bushes for the coming year, which will make a very lovely approach.

You don't want to forget this one thing which the Flamingo has, it would be very difficult for any other hotel to ever have - the late evening view, the sky line and the wonderful activity on the water in front of the hotel and will never be in any other hotel.

I hope you won't overlook coming up to Montauk on a couple of week-ends.

April 18, 1930.

Memorandum to Mr. Fisher:

Referring to the attached letter from Harry McCarthy, would advise that at the Flamingo we have a valet who has been here for ten seasons. Prior to his coming here he was with me for seven seasons.. He is not a Jew but a Yankee from New London, Connecticut. We furnish him with a little shop over in our laundry building giving him his room and board with our employees and we get sixty percent of the receipts from the valet shop and he gets forty percent. When the Sunshine Laundry was operating at the Beach they handled his dry cleaning but it was not particularly satisfactory am many of our guests started sending their dry cleaning work to the La France Cleaners who have had a shop here at the Beach for several years. Since the Sunshine Laundry closed we have had the drycleaning work done by the La France Cleaners for two reasons: First, we know that their work is satisfactory, and second, if we were to send it some where else the La France would get a lot of business out of the hotel on which we would get no commission. Our valet department has always been handled in a most satisfactory manner and I don't think in the ten years our valet has been with us it has been necessary to refund twenty-five dollars to guests for anything which might have been lost or damaged. The valet concession has always been a profitable one to us--the average net return to the hotel from the valet concession is better than \$2000,00.

At the Nautilus they have the same man who has been there ever since the hotel was opened and have the same arrangement that we have with regard to commission. Their dry cleaning work, however, is sent to Harry McCarthy Establishment.

At the Lincoln and Boulevard they do not have the ir own valets but send their work to a shop in the Spanish Village and get a commission on all work sent to this man. Mr. Bennett and $\mathbf{M r}$. Noble tell me that the arrangement is very satisfactory and Bennett advises it is particularly so because of the nearness of their $s$ hop to the Lincoln.

I know Harry McCarthy very well and like him very much but personally $I$ would not be in favor of turning down our valet who has been with us for so many years and who has given us such splendid satisfaction. I would, however, be glad to try out MoCarthy's dry cleaning if it were not for the fact that the La France people have been doing work for our guests for a number of years and are well known to most of our regular
patrons so that they would be more than likely to continue to get business from the hotel on which we would get no commission.

I don't know where Harry McCarthy getshis information that arrange ments are made shortly after the close of each season as we have never made any arrangements for things of this kind at the Flamingo until along in the fall and I don't believe they do at the Nautilus either. And I don't quite understand his reference to giving the business to him instead of a lot of Jews over town. I am not fond of the Jews and have a Connecticut Yankee for the valet at the Flamingo and so far as I can learn from the other managers, none of their work is sent to Jews over town.

I shall be glad to talk with Harry next fall about the dry cleaning work from the Flamingo before making any definite arrangements for having it done elsewhere.


Encl-

Dated $\qquad$ $\xrightarrow{1930}$

## The Flamingo Company, Miami Beach, Florida.

Gentlemen:
I hereby subscribe for and agree to purchase at par $\qquad$
$\qquad$ Dollars of the Six Hundred Thousand Dollar $(\$ 600,000,00)$ First Mortgage Seven Per Cent. Ten Year Gold Bonds of The Flamingo Company, as and when issued and authorized by the shareholders of said Company at a meeting thereof to be held in the City of Miami Beach on or before June 1, 1930, and I agree to accept said bonds or any less amount you may allot to me, and to pay therefor in cash upon receiving notice of the allotment, at the principal office of your Company, Miami Beach, Florida. Yours very truly,

Address: $\qquad$

NAMES 多 $A$ ग)IRESSES of
Fi/amingo Guests ITquITIES

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\text { SEASON } 1930
$$

## 1930

Allen, Thos. R.
Adams, Edward D. Atwood, J. A. Allis, Louis Ainsworth, C. H. Allen, Miss K. Armstrong, R. T. Alworth, F. C., Jr. Aycock, R. V. Adams, K. S. Adams, Hugh C. Ackley, R. C. \& R. G. Ames, Percy Allen, E. W. Arnett, Mrs. U. N. Addison, Jr., T. G. Abbott, G. W.
Ackerman, Dr. J. F.

Real Estate Bldg., Philadelphia, Penna.
920 Fifth Ave., New York City
Wauregan, Conn.
Allis-Chalmers Co., Milwakee, Wis.
Ainsworth MIg Co., Detroit, Mioh.
68 W. 27 th St., Bayonne, N. J.
Armstrong Spring Co., Flint, Mich.
850 May Stt.; Jacksonville, Fla.
1522 Grand Ave., Kansas City, Mo.
247 Girard Ave., Hartford, Conn.
Haverford, Penna.
5132 Hyde Park Blvd., Chicago, Ill.
Lambs Club, New Yoik City
217 Broadway, New York City
1106 Broome St., Wilmington, Del.
Security Tr. \& Sav. Bank, Washington, D. C.
120 Broadway, New York City
Asbury Park, N. J.

Blayney, W. N. W.
Bechtold, Chas. B.
Bartram, R. W.
Brooks, H. C.
Brock; I. M.
Bigelow, F. B.
Baumgardner, Mrs. E.W.
Brown, Henry I.
Beaudette, 0.J.
Bossert, John
Bentley, Mrs. Chas. E.
Beals, Donald M.
Babson, Gustavus
Bissell, John H.
Bean, A. J.
Bullen, Chas. F.
Brown, H. Fletcher
Bonbright, Carl $W$.
Boas, F. J.
Barnes, Geo.. M.
Bradley, Edward $M$.
Bowman, Guy C.
Boone, Rodney
Baine, J. C.
Brown, Leslie $\mathbb{N}$. Baker, M. M.
Bricker, M. I.
Buhl, C. H.
Buhl, Lawrence D. Boocock, Murray
Ball, J. E., Jr.

1729 Arapahoe St., Denver, Col.
1004 Union Tr. Bldg., Rochester, N. Y.
230 Park Ave., New York City
Chester, Conn.
27 Cedar St., New York City
5057 Woodward Ave., Detroit, Mich.
2015 Parkwood Ave., Toledo, Ohio
831 Beuna Ave., Chicago, Ill.
704 Pontiac Bank Bldg., Pontiac, Mioh.
Grant St. \& Newton Creek, Brooklyn, IN. Y.
Plaza Hotel, New York City
989 Memorial Dr., Cambridge, Mass.
2843 W. l9th St., Chicago, Ill.
2020 Washington Ave., Canton, Ohio
Boston Post, Boston, Mass.
1161 Rookery, Chicago, Ill.
DuPont Bldg., Wilmington, Del.
2700 Parkside Dr., Flint, Michigan
250 So. 17th St., Philadelphia, Pa.
Weideman Co., 9 th St., $\mathbb{N} . \mathbb{V}_{0}$ \& Ifundrake Ave.,
Cleveland, Ohio
215 Church St., New Haven, Conn.
Columbus, Ohio
Hearst Publications, 8th Ave., New York City
Michigan City, Ind.
1417 Genesee St., Utica, N. Y.
Peoria, Ill.
Ford Company, Detroit, Mich.
Buhl Sons Company, Detroit, Mich.
Buhl Building, Detroit, Mich.
Keswick, Va.
1104 Vermont Ave., N. W., Washington, D. C.

Bairg, Frank
Burgess, C. P.
Bendix, Mrs. John
Blair, Eli J.
Bancker, W. F.
Bennett, Thomas G.
Bragaw, Mrs. A. C.
Bacon, Louis
Brown, E. C.
Beasman, F. B.
Boyd, J. S.
Becker, S. N. (?)
Bryan, Miss Eleanor
Burikley, F. J.
Biddle, Mrs. E. S.
Bender, J. P.
Biggar, J. H.
Burchard, F. W.
Brewer, C. S.
Bentley, C. A.

Chapman, Chas. F. Clark, Allen $W$. Carnill, Mrs. Wm. Church, E. Dwight Carter, Irving R. Campbell, E. W. Cousino; Elmer I. Chambers, J. H. Cramer, J. Pratt Christmas, A.E. Caine, Mrs. John J. 'Carew, Robert G. Crane, IIrs. Thomas G. Collins, P. S. Cooksey, I. A. Close, $\mathbb{F} . \mathbb{N}$. B. Croweil, E. G. Caughlan, Frank B. Carnes, Dr. J. A. Collison, E. E. Condit, Sears B. Colvin, J. W. Colgate, S. Bayard Collinson, Jr. W. H. Cox, D. H. Cameron, I. 0. Cooper, I. A. Christy, Howard C. Coombs, C. F. Chabot, Mrs. Theodore Cochran, Mrs. Richard Cuntis, C. E. Cassell, E. P.

Manufacturers \& Traders Trust, Buffalo, N. Y. Dunkirk, N. Y.
3500 Sheridan Rd., Chicago, Ill.
120 Broadway, New Youk City
American Forest Prod. Co., 122 E. 42nd, N. Y. E.
New Haven, Conn.
732 Berkeley Ave., Orange, N. J.
111 Devonshire St., Boston, Mass.
70 E. 45 th St., N. Y. C.
Rennert Hotel, Baltimore, Md.
6852 So. Shore Dr., Chicago, Ill.
228 No. La Salle St., Chicago
1644 Conn, Ave., Шashington, D. C.
417 So. lath St., Omaha, Nebr.
Biltmore Hotel, N. Y. C.
401 Vernon Rd., Jenkintow, Pa.
45 Beech Ave., Toronto, Ont.
Mamaroneak, N. Y.
14 Clinton Plo, Utica, N. Y.
225 W. 34 th St., New York City

959 8th Ave., New York City
5524 Maple Ave., St. Louis, Mo.
Rydal, Penna.
Churoh \& Dwight Co., 27 Cedar St., New Yoris City 306 Riverway, Boston, Mass.
Warren, Penna.
617 Hendrie Ave., Detroit, Mich.
1026 Chas. St., No., Baltimore, Ma.
116 So. Penn Ave., Atlantio City, N. J.
P. O. Box 1959, Montreal, Quebec

100 Pelham Rd., Germantom, Phila., Pa.
Mabley - Carew Co., Cincinnati, Ohio
2859 Sedgwiok Ra., Cleveland, Ohio
Curtis Publishing Co., Philadelphia, Pa.
Congress Hotel, St. Louis, Mo.
Tenafly, $\mathbb{N} . J$.
Kansas City, Mo.
103 Bell Telephone Bldg., St. Louis, Mo.
Massillon, Ohio
Fort Wayne, Ind.
124 Chestnut .St., Boston, Mass.
Metropolitan Properties Corp., Houston, Texas
156 E. 66th St., New York City
City Hall, Ocean City, IT. J.
Cox and Stevens, 521.5 th Ave., New York City
2118 Wyoming Ave., Washington, D. C.
115 Spier Ave., Allenhurst, N. J.
1 West 67 th St., New York City
50 Pine St., New York City
17 East 89th St., New York Gity
4 W. 40 th St., New York City
1238 Keith Bldg., Cleveland
336 Olney St., Providence, R. I.

De Loss, H. H.
Dunlop, Mrs. J. I. Duffey, Charles $G$. Dunning, E. R. Doyle, W. F. Davis, Hon. James J. Dennis, Robert $F$. Day, D. R. Daniels, W. H. Dare, C. W. Duggan, Frederio Deming, Mrs. Chas. C. Douglas, Mrs. W. L. Duncan, Joseph S. Draper, Charles Dall, J. Detwiler, L. E. Dunn, William Frank Davis, Ralph $\mathbb{T}$. Donovan, T. E. Davis, Mrs. Carl Dexter, Hiram Dewey, George T. Dickson, Geo. M.

Bridgeport, Conn.
1158 So. Thind St., Louisville, Ky.
1 Lincoln Parkway, Buifalo, N. Y.
\% Life, 598 Madison Ave., New York City
160 Hancock St., Brooklyn, N. Y.
Secretary of Labor, Washington, D. C.
92 Gifford Ave., Jersey City, $\mathbb{N}$. J.
1020 World Blag., New York City
Denton, Cottier \& Daniels, Buffalo, N. Y.
465 Riage St., Newark, N. J.
Spring Lake, N. 5
Plaza Hotel, New York City
63 Hillside Rd., Brookline, Mass.
3320 Bankers Bldg., Chicago, Ill.
Paine-Webber Co., Boston, Mass.
J. Dall Construction Co., New York City

11 Broadway, New York City
2025 Ins. Exchange Bldg.,. Chicago, Ill. Geneva, Ill.
51 East 42nd St., New York City 1211 Hinman Ave., Evanston, Ill. 114 Centre St., Brookline, Mass. 54 West St., Worcester, Mass. 3944 No. Delaware St., Indianapolis, Ind.

Ellard, Miss Ida Evans, Howard S. Ellis, B. H. Erler, Leo. J. Edwards, E. C. Esmond, J. W. Eaton, Mrs. F. P.

Foster, G. S. Furlong, J. W. Farley, Wirt Eisher, Alfred J. Fonte, Fred I. Flynn, A. Louis Fuller, Bert.S. Ferriday, E. $C$. Fisher, W. A. Frischkorn, E. S. Frischkorn, Chas H. French, Jahn H. Felt, D. E. Finlay, W. P. Fauntleroy, Mrs. E.G. Fox, W. A. Friedman, Paul Fisher, Dr. W. A. Fitch, F. H.

514 W. Water St., Elmira, N. Y.
lst Nat'l Bldg., Pittsburgh, Pa.
539 Bergen Ave., Jersey City, N. J.
Box 1731, Tampa, Fla.
Commerce Guardian Tr. \& Sav. Bank, Toledo, 0. 231 So. La Salle St., Chicago, Ill.
8 E. Main St., Lancaster, N. Y.

266 Harrison St., East Orange, N. J. 1735 Welton St., Denver, Colo.
712 No, Franklin St., Chicago, Ill. General Motors Bldg., Detroit, Mich. Barrington, III.
231 South La Salle, Chioago, Ill. 56 Beaver St., New York City 1106 Broome St., Wilmington, Del. General Motors Bldg., Detroit, Mich. Title \& Trust Bldg., Detroit, Mich. Title \& Trust Bldg., Detroit, Mich. 5 West Larned, Detroit, Mich. 432 Wellington Ave., Chicago, Ill.
Wyncote, Pa .
Woodland Rd., Lake Forest, Ill.
Watertov, N. Y.
150 Broadway, New York City
231 W. Washington, Chioago, Ill.
New London, Conn.

Gregg, R. V.
Gates, Frank H. Gardiner, Asa B. Gifford, George H.
Glynn, Miss Ruth
Gutterson, A. M.
Griffiths, Mrs. E. S.
Gavan, Monsignor P.C.
Griffin, Robert
Gardner, Miss T. M.
Grawn, Carl B.
Griffin, T. A.
Guttman, W. U.
Gordon, James C.
Gall, Albert
Germond, Marea $P$.
Gove, Iydia $P$.
Goss, $S$. T.
Godirey, F. S.
Gail, J. F .
Green, A. P.

Hennemán, H. E.
Hoen, Emil I. (?)
Hall, Harvey $\mathbb{M}$.
Hepburn, Barry H.
Howard, Roy
Hempstead, Herry C.
Hicks, Mrs. Alfred
Heiskell, A. R.
Hodell, Mrs. H. H.
Hebard, Charles $S$.
Hand, Clarence J.
Hall, Worth
Hannauer, Mrs. George
Hughes, Charles A.
Himes, I. M.
Hochstetter, Ralph
Halsted, Charles N.
Harvey, Dr. J. H.
Hadsall, Harry H.
Hammond, James M.
Henderson, Howard M.
Higgons, Warren $W$.
Hyatt, R. C.
Harwood, $\mathrm{F} . \mathrm{W}$.
Hopkins, J. Lee
Healy, Martin J.
Harmon, John
Hull, Mrs. K. D.
Hortion, Geo. A.
Hosford, 洛. D.

486 Ellioott Sq., Buffalo, N. Y.
Derby, Conn.
Cockeysville, Ma.
161 Jamaica Ave., Jamaica, N. Y.
159 Ten Eyck St., Watertown, N. Y.
Prince George Hatel, New York City
406 National City Bldg., Cleveland, Ohio
Washington, D. C.
United Wall Paper Co., Jersey City, N. J.
801 Hinman, Evanston, Ill.
1637 Dime Bank Bldg*, Detroit, Mich.
833 Majestic Blag., Detroit, Mich.
Lewiston, Maine
154 Taylor Ave., Detroit, Mich.
2865 No . Meridian, Indianapolis, Ind.
29 Gould Ave., Newark, N. J.
Salem, Mass.
New Britain, Conn.
225 W. 86 th St., New York City
Evanston, Ill.
Mexico, Mo.

575 Wall Ave., Milwaukee, Wis.
Maplewood, N. J.
885 Park Ave., New York City
1042 Fidelity-Phila Bldg., Philadelphia, Pa.
230 Park Ave., New York City
Jacquelin \& DeCoppet, 47 Broad S.t., N. Y. C.
5436 Baum Blvd., Pittsburgh, Pa.
Marmon Motor Car Co., Indianapolis, Ind.
2877 Fairmount Blvd., Cleveland, Ohio
Chestnut Hill, Philadelphia, Pa.
434 Lincoln Ave., Orange, $\mathbb{N}$. J.
Detroit Athletic Club, Detroit, Mich.
137 Monadnock Rd., Chestnut Hill, Mass.
Detroit Athletic Club, Detroit, Mich.
$1201 \mathrm{Milwa} k e e$, Chi cago, Ill.
$612 \mathrm{Mfrs}$. Traders Bldg., Buifalo, N. Y.
Iansing, Mioh.
Park Lane, Jefferson at 23rd, Toledo, Ohio
37 So. Wabash Ave., Chi cago, Ill.
Hotel Schenley, Pittsburgh, Pa.
Peter Henderson Co., 35 Cortlandt St., N. Y. C.
Port Chester, N. Y.
Union Trust Co., Gleveland, 0 .
Bronxville, N. Y.
Winchester, Mass.
69-73 Market St., Lockport, N. Y.
209 Laurel Ave., Highland Park, Ill.
Millneck, I. I., New York
23 Beverly Rd., West Orange, N. J.
Omaha, Nebr.

Ingold, W: F. Irwin, Robert

109 W. 45 th St., New York City Grand Rapids, Mioh.

Johnson, Elmer H. Jewett, H. M. Jewett, E. H. Jones, Mrs. James E. Johnson, William B. Jeppson, G. W. James, George P. Jareoki, Mrs. Oscar Jones, Mrs. V. W. Juda, Mrs. George E.

Box 925, Winter Park, Fla.
Detroit, Mich.
Detroit, Mioh.
Belmont Rd \& Tracy Place, Washington, D. C.
202 Greenwood Blvd., Evanston, Ill.
1 Drury Lane, Worcester, Mass.
Atlantic Coast Line, Mashington, D. C. 230 W. 9th St., Erie, Pa.
8 Bishop Rd., West Hartford, Conn.
37 Hillside, Waterbury, Conn.

Kelsey, Courtland Kluge, Mrs. A. C. Kinsman, Mrs. F. W. Kohler, Walter J. Hon. Kessler, Robert H. Kellogg, Hon. A. I. Keiner, Mrs. E. G. Keeler, M. S.
Kettering, C. F. Krum, Charles I. Krum, Howard Klopfer, Mrs. J. A. Kranz, H. P. Knowles, C. H. R. E. Kinsman Kennedy, Davidson King, R. M.

Iyon, Howard W. Lowe, Bert
La Gorce, John Oliver
Iuther, E.C.
Iloyd, J. W.
Iongwell, J. A.
Iighton, B. M. (?)
Laird, Philip D.
Lee, J. H. S.
Iowman, Dr. J. B.
Lenane, Thomas
Letton, J. F.
Lawson, Mrs. H. S.
Lee, $\mathrm{I} . \mathbb{N}$.
Lanken, C. C.
Lockwood, F. I. Lovett, Robert
Lancaster, Rred J.
La Monte, A. D.
Laubach, Clarence $A$. Iinest, W. S.
Longsworth, I.

South Orange, N. J.
85 Warren Pl., Montclair, N. J.
514 W. Water St., Elmira, N. Y.
Kohler City, Wisconsin
302 Vernon Ra., Jenkintown, Pa.
Oneonta, $N$. $Y$.
114 Beckman Terrace, Summit, N. J.
Keeler Brass Co., Grand Rapids, Mich.
Mutual Home Bldg., Dayton, Ohio
1400 Wrightwood Ave., Chicago, Ill.
1400 Wrightwood Ave., Chicago, Ill.
166 Jewett Parkway, Buffalo, N. Y.
6027 Sheridan Rd., Chicago, Illinois
63 Hillside Rd., Brookline, Mass.
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# DINNER 

Fresh Lobster Cocktail
Jellied Chicken Broth
Hot Beef Bouillon
Cream of Asparagus, Melba Toast
Queen Olives Salted Almonds Ined Celery
Native Pompano, au Beurre Noisette
Cucumbers
Julienne Potatoes

- Croustade of Sweetbreads, a la Reine Compote of Bartlett Pears

Sirloin Steak, Minute
Roast Long Island Duckling, Apple Sauce
Mashed Potatoes
New String Beans
Sweet Potatoes, Rissole
Wheatena
Creaméd Fresh Mushrooms
Sardines
Fruit Salad - French Endive
Thousand Island, French and Cream Dressing \$

Dinner Rolls
Caramel Custard Pudding
Apple Pie
Strawberry Tartlett
French Vanilla Ice Cream, Chocolate Sauce
Petits Fours Sec
Dates

Apples
Pears
Roquefort Cheese
Saltine Crackers

Lady Fingers
Figs
Grapes
Chateau Cheese
Toasterettes

## Demi Tasse



930

## $T h e$ Fipamingo

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## SWIMMING POOL AND PRIVATE BEACH At South End of Hotel Grounds Instructor in Attendance Luncheon served from "The Canteen"

WEEKLY BRIDGE PARTY Every Tuesday Evening

CONCERT BY FLAMINGO ORCHESTRA
Assisted By Vocal Soloist Every Sunday Evening

Capt. Bill Fagen and his fishing boat "Florida Cracker II" for charter. Inquire of Dockmaster.

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## DINNER



June 18th 1932.

## Hr. Tietor $\mathrm{H}_{\text {. }}$ Khrhett, Jeseatorn, Pu.



Dear Thole Vic:
I heve receivel yours of Jane 15 th,
I think Jack trimblo ${ }^{\circ}$ plen is $\mathrm{O}_{\mathrm{s}} \mathrm{Z}$, with the exoeption of putting up a vilus of 3 to 1 . The bondholderg here are honostly trying to do evergthing they ean without demanding this unususl guaranteo.

The idea of heviug anything more than w Bonaholders comaltee at the $7 l$ amingo assme to me Is unneoassary. Somebody must dig up the toxisa and peyroll of 400,00 e month. I to not aare to assame this puyroli and racoivers expensos. if they are going to be added to the eenersl expenae that we nov have. In fact I 10 not gee auy poselble chace of heiping bny aore than I kin doinge

Hith any kind of a yeur, this next year, the illeralngo should puil out, if and wis the proper oontrect oen he made with the timeger hofore the opening regarding goneral expense account, selary of the fancigex, ani other iaportant oparating oxpenges thut tans t be thoroughly docided before the opening of tho hotel.

I have elready isened instruotions to Kram and all the other hotel managers to digoontanue their general sdvertising expenso, wich 1 ast year smounted to severtl thoasand of dollers. This sum oun be saved.

Also a generul 118t of rates to previous guests is the most neoessary 1 tem thet I cen think of toady. and this is tice only exponse thet it will be ne cessery for our entire string of hatels to meintain for the coning sesann, if we oun only reach phet oustomere with our rates.

Lest year in spite of warnings, both written and orel to our istnegera, in etterapt whe mede by the Manogers to hola rates up anduly, oonsidering

## 7. Zhyhart - fit

the times. Of course the Managera were going on their oar opinion that they coald wiake the hotels pay better by inoreased rites, and when two of our hotel manogers did awaicen to the pect that they were wrong it was then too late in the sosson to adrise thouesends of people who haç spreaa the general ides that ous line of hotels ware maintaining old prices.

I believe the hotel mengers for our hotele at 1 sast le arned a $v$ cry neeossary lasson last year, but one thine 1 kan oeriein of, end that 18, no more will I enter into the manegement of our hotels wifhout having s vory depinite layout of general expense scoount.

We have bain aerrying in our hotels too many unneeescory help, waiting for the aey when we would noed then. The hotel manigers can brinc to your, attention meny resisons for this unuenel expense, but ve have yet a graut many hotels in this a ountry that are making monoy, in spito of these times.
I wil write pon farther.

Yours,

COP-期

Copy to:
A. Frank Katzentine Irving A. Collins

```
Mr. 3. H. Trimble,
615 circle Tower Bldg.
InCianapolis, Ind.
```

My dear Jack:
I have yours of the 7th, and of courge I eill glad to know that you are coning down.

The suite which I formeriy used tayself for entertaining purposes on the 8th floor is the very best thang there is in all Florida, and we want you to have 14 . If $\$ 50.00$ per day 18 too mach, you can state your own rate. We are not losing anybody these days.

We have an enormous amount of competition, but we are holding our own. You will note attached report from the Lincoln, The profit per day is adjusted over a three year period estimate, whioh takes in-insurance, 21 ght, heat and power, for the good days as well as the poos days. We are not losing any money at the Lincoin. It is absolutely neoessary to cut retes to seoure guests.

I am enclosing you a few of our rate oards which you might use, as every guest helps pay the interest. Wope to see you soon,

Xours,

Swift oc Company, Kiani, Fla.

## ATRETRIOL - MR. NHABHER <br> Hy dear Hr. Thrasher:

Oonfirming our conversation of yesterday, ve expect to be able to rewrite our loan on the Fiamingo frotel thesame as we have just accomplished with the Hautilus, and with the present showing of the hotel for this season, we will be able to apply between 950,000 and $\$ 30,000$ on last year's deilcts, and with the interest reauoed, and the amortization postponed for a period of four years, it will give us a chance to take this hotel out of the Bondholders' Oommittee herc

We are asking five of the large supply houses, from whom we have been parchasing zor yeurs to help us in this emergenoy, and we sucgest that Dulft \& Company purchase from us a $\$ 5,000$ preoe of real estate. and allow tais to apply on our bills, for the belance of this soason. We in turn will give you our busineas, as we have in the past.

We will allon you to select any pieae of property we have, at our curreat prices, less $5 \%$ for cash and 3 o coa ission, and we of course assume that your priees and delivery will be as satisfactory as they have beon during the past several yerr. It 20 mutually understood that this arrangeaent whll oarry through ior one year period. We would think it would be unnecessary to have anything further in the way of a contract regarding this arrangement.
As explained to you we may sell ono of our hotels, at least te are trying to seal one of them, but we believe that in the event of this sale wo can exert enough friendiy assistance to contime to get you the business.

I would appreoiate it if you would wire me as soon as possible after you arrive in Ohieago.

Youra very truly,
OARL O. FI BHER



$$
\begin{aligned}
& \text { V IS I T O R } \\
& \text { GUES T } \\
& \text { B O O K }
\end{aligned}
$$

## frederick findeisen

VADAH W. SWOROS

## SEVERLEY DEMING

 Fadion EAO CHASE LOIS COWART TANNER E. C. TRAFFORO WANN R. AETCHER

Eigning incoln roan issu REIGNING OUEEN, Omong glomour thopping
itretches of the world, Uiccoln Rood anves her most rogol sir for this toason's bumper crop of Woshington Ave.
 Miomin Rood, Miomi Beach, Flo, Phone 5 S-2089 or
S.Ssil.
 -

## Sracels rabaly


"Granny's Jacket" - a draped jocket of black silk taffeta which may be purchased as a separate, Pink roses nestle under the flared collar. From Howard Greer's "Pink Lady" collection.


JAMES MELTON, LEFT, OWNER OF 120 ANTIQUE AUTOMOBILES, stepped off his yacht at The Flamingo, spotted dockmaster Rex Allen on his VeloSolex and tried to buy it from Rex on the spot and at the moment. Rex coulnt tsell his
at the moment because he needs it on his job of getting around The Flamingo docks. However, Melton got a brand new one at the moment because he needs it on his job of getting around The Flamingo docks Rowevet, Metion got a buessed it -the VeloSolex Foto shows Melton on Rer's means of tansportation. Center: Mr. and Mrs. Robert Ingersoll Ingalls of Birmingham, Ala,
with their thatered yacht, -Marrett III," in background. The Ingalls' were hosts to Mr. and Mrs. James Melton during with their chartered yacht, "Marrett III," in background. The Ingalis were hosts to Mr. and Mrs, Memes Metron during
their scay, after the lure of parsnips, pork chops and grits, co: king aboard "Marrett III," brought Jmes Melton, a Georgia their stay, after the lure of parsaips, pork chops and grits, co king aboard "Marrett, M1I", brought James Melton, a Georgia
lad, aboard the Ingalls yacht. Right Mr. and Mrs. Robert F. Hawking of Brookline, Mass," chatting on The Flamingo docks lad, aboard the Ingals yycht.
with opera star James Metoon.

## The Fabulous 7 lamingo


"LETS PUT A DIFFERENT TWIST ON THIS PICTURE," said George F. Motter to Bert Henry, the Flamingo photog. rapher, as Lou Koch, publicity d'rector of The Flamingo, interviewed Motter at the Hammond Organ aboard his yacht
"Lento." "You sit down to the Hammond, Lou, and lee me have your notebook and pen," Motter said, adding, "furthermore, this is the one for the Guest Book." So at left you see Motter, owner of three yachts, in a cub reporter role, and Koch at the Hammond (he can't play a note and doesn't own even a canoe). Mr. Motter studied piano from the age of
cight to sixteen, and has been playing ever since, of course. He regrets the fact that his playing has been sporads of recent eighe to sirteen, and has been playing ever since, of course. He regrets the fact that his playing has been sporad c of recen
years, because of the pressure of business back home (York, Pa.) Aside from the Lento, he owns the yache Largo, 98 -ft. steel hull job now being rebuilt and refitted to his specifications at Daytona. The Lento was previously owned by Tommy Dorsey and Walter P, Chrysler, Jr. Center: Mrs. James B. Smith furnishes the following description of the gown worn here by M'ss Eileen Selmi, of Philadelphia, at the recent Flamingo Valentine party: "No one could resist saying, 'Please be my Val entine, to Misdion pleated red tulle over red satin...this was covered with an over drape of red lace, doted with sequins, fashioned as an apron in front-giving the effect of a very frilly Valentine. The bodice, strapless, was made of the same red lace. The length was that wonderful short dancing length. Truly an enchanting gown for a romantic evening." Right
Mr, and Mrs. E. Richard Ebe of Park Avenue, New York, and the Eastern Shore of Maryland, who have been coming to The Flamingo for seven years.



MR. AND MRS. CLAYTON J. LAPPLEY, Harrisburg. P2. Mr.
Lappley is an outsanding architect and has the unique dis-
tinction of being designet, builder and ownet of Riverview Manor, a 76 -family apartment in Harrisburg. He also is
assigned by the Commonweath of Pennsylvania to a number of huge institutional projects.


OHNNY $1 Z Z \mathrm{O}$, swim master
kroup of his younger students.


MR. HENRY W. BREYER, JR., Philadelphia, his wife, and his mother, Mrs. Henry W. Breyer, Sr., Elkins Park, Pa. Mrs. town" with her son and daughter- in law. Their night in tuded stops at the Flamingo, the Ses View. La Rue's, Ciro's.
the Beachoomber and Copa City, believe it or not.

MR. AND MRS. CHARLES KROM on a visit to the Flumingo, of
which Mr. Krom was manager. He is now manager of The which Mr. Krom was manager. He is now manager of The
Essex and Sussex, Spring Lake, N. It Summer resort


THREE GENERATIONS - Mr. and Mrs. Oliver L. Thompson, their daughter and son-indaw, Mr. and Mrs. Edward C Scanlon,
and children, left to right, Patrick Joseph, Eddic, Jr., Ann T, and and children, left to right, Patrick Joseph, Eddic, Jr., Ann T, and
Michacl Joseph. All are from Wost Barrington, Rhode Island.

## interest

Three Regattas Lure Champs Theyre out in force this month - the
nation's "name" racing skippers compet. nations "name" nacing slippers comper
ing in the endleas variey of power and regatras along the Gold Coast.
The Palm Beach Yacht Club will hold its anuual Washington's Birthday RegatBay Yacht Club is 24, while the Biscayne Sonburn dassic Sunday, March 2, off Dinner Key. The Miami Yache Club's equaldose on the beels of ter Regatta follows cose on the b
day, March 9 .
Standouts in the Palm Beach race will include Ted Wells of Wichita, Kann, twice International Snipe champion, and Miaminin Steve Belloes, state champ in the same division. $\qquad$
And speaking of events nautical, the Key Largo Anglers' Club is planning its
huge commodores' party for Feb. 28, 29 huge commod
and March 1.

Sailing Class Starts
If you don't know a boom from a bowsprit you're really behind the times, in thi oper-literally-in a new suiling da which the University of Miami's Hobby Center has just opened Early sessions in sailing theory are be-
ing held on the campus; later ones in the 15 -week course from 1:30 to $4: 30 \mathrm{p}$. m . Saturdays in the University's fleet of six ightrning class sloops, docked at the Co ner Key. Surf Club Sets Culture Series Surf club members have gone both wide interest among members at the swang Surfside social mecca are the Tuecday Mornings just debuted, which feature each week a program of music, "readings" followed by a social hour

## Book-Borrowing Made Easy

 Visiting bookworms are finding their year.Novel twist at Bayfroat Park's elegant new Miami Public Library is an "gutopage" - a big yellow box into which
motorists can drop their borrowed books motorists can drop their borrowed books mithout ever leaving their cars. Miser
installed at the curb of Biscayne Bivd, at he library's south end to lick the parking problem at the congested downtown You
You still have to go in to pick 'em out, though! .
Autry, Horse in Orange Bowl Gene Autry and his urusty steed Champion are whooping it up in the Orange Bowl this week. They, and Autry's har running from Friday, Feb. 22, through Sunday, Feb. 24.
The big show, which last year featured Autry's tall in the saddle rival, the Lone Ranger, is spossored by the Variety
Children's Hospital, and all proceeds go Children's Hospital, and all proceeds g Autry appears twice at each perfor mance. In his first appearance he rides his famous horse Champion, and also brings
Little Champion, his trick horse. Later in


Kyeol, emberidered sil mhaniung heel, antle strop. platiorm. in Netural. Broun and Noen SEVEN-THIRTY-EGHT LINCOLN RD., MIAMI BEACH Ahe: Nor York • Clevelend • Detroit - White Plains

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OVINGTON'S

the show he appears with his famous 3 and

Sullivan 'Jubilee' Emcee
One of Miami Beach's favorite vacalivan, will head a roser of stars to appear at Mount Sinai Hospital's Jubilee program Thursday, Feb. 28.
The New York newspaper columnist an TV star of Toast of the Town" is rounding up a top array of nightclub,
stage, movie, TV and radio personalities, some of whom will accompany him down rom New York, With a goal of $\$ 150,000$ et chis year, the Jubilee will offer a four hour "night of stars" at Miami Beach

## Orchid Raising Easy,

International Show Proves
So you think growing orchids is a feat for the horticultural experts? This year's Miami International Orchid Show is pitched to the theme that "anybody can grow orchids." The season's top event for
flower fanciers, sponsored by the South Flowida Orchid Society, is being staged riday through Monday, Feb. 22-25, in he Bayfront Park Auditorium.
Central theme is an exhibit in which a It's designed to emphasize the fact that there are many species of the delicate bloom which the amateur may grow on the trees outdoors, all year down here, and during the spring and summer in less almy cimes.
However, M. N. (Slim) Babrock, Radio Station WBGS manager who is general hairman of the giant exposition, points out that it doess't have to be a cypress
tree. Orchids grow independently of the ree. In their native state, they usually grow in leaf mould that has seetled in the crotch of a tree. In backyard growing, the plants are usually grown in osmunda (the decayed roots of a fern which is wired to the tree).
The cypress tree exhibit was conceived to get away from the sylization of past year's showpieces, which have featured a waterfall plunging from a 12 -foot stage
into a pool surrounded by orchids and dew-splashed foliage. "The average homegrower could never hope to duplicate anything so spectacular, and it discouraged him from trying to grow orchids," Babcock explains.
In all, this year's show is by far the largest of any of the past eight annual events. Entries have been talied from all as England, France and Hawaii.

Continued on Page 10

## MTHGRIM



SIMPLY SCINTILLATING . . . tissue sheer white silk with black pin stripes . . . collar encrusted with pearls and rhinestones . . . a brilliant echo of the embroidery on pockets.

SEVEN-THIRTY-EIGHT LINCOLLN ROAD, MIAMI BEACH
white puins

Gralss and 'Gators Were First Lincoln Road 'Strollers'
by beverley deming


NOT A COUNTRY LANE, but fabloor Unecoln Roed baek in the proboom den of 1921.
Steaming workmen smacked at insects and trod on snakes glasses and unlighted cigar stub were familiar to tore as they swung their machetes. Mules burned their tails backing of pop-eced Miamiens, viewing the forest of derricks and cranes
into smudgepoes.
supply barges and steam shovels, from "civilization" across $\begin{array}{ll}\text { into smudgeposes. } \\ \text { Sounds like a centuries-old expedition into a jungle wilder. } & \text { supply barges and steam shovels, from "civilization" acros } \\ \text { Biscane Bay. }\end{array}$ ness? The secne actually took place along Lincoln Road, and She ellls, as though it were yesterday instead of 1913 , about
the time was as late as 1913. But jungle wilderness there was the day the explosive Fisher and his engineer, John Levi (sioce aplenty. Word. mayor of Miami Beach), argued over the width of the trail The World's Most Beautiful Shopping Street, the Rue de being cut through the unyieding mangrove rooos. Fisher stop
La Paix of America, had to be hacked by hand labor from a home his point with: "Why, John, all the big New York stores la Paix of America, had to be hacked by hand labor from a home his point widh: "Why, John, all the big New York stores
dease and disheartening tangle of mangrove. It, along with will have branches here some day. I'tl be the Fifth Avenue of
the entire six-mile peninsula of sand and swamptand, matted deose and disheartening sental of sand and swampland, matted the South. WV'll need a wide street to take care of the hundreds
the entire saix-mile peninsula
palmetto and mangrove, which we know today as Miami Beach of automobiles that will bring thousnds of people to shop in palmetto and mangrove, which we know today as Miami Beach of automobiles that will bring thoussands of people to shop in
had to be leveled of jungle, filled in-and every last tree, Lincoln Road stores ... it just has to be that wide." flower and single sprig of grass planted by hand. If took a monumental vision to see a glamorous, resort
ground rising from this land given over to crabs, 'gators, snakes and swarms of mossquitos.
But the creators of Miami Beach But the creators of Miami Beach
were men of courageous vision, were men of courageous vision,
and then some. And whereas the
development of older cities, and and when some. And whereas the
development of older cities, and
the tales of their early pioneers, the tales of their early piopecers,
are handed down to us dry as
dust in history books, the infant dust in history books, the infant
Miami Beach is fortunate in having a lively and very contemporary chronicler.

Jane Fisher, wife of chief
developer Carl Graham Fisher, the late "Fabulous Hoosier" who was crazy enough to spend a for-
tune creating a make-believe land that no one would build on,
today is known as a " today is known as a "Fabulous
Miami Beachite" in her own right.

In her books, radio programs In her books, radio programs
and lectures, the vastly energetic
and charning Mrs. Fisher keeps alive the storybook saga of the Iodianapolis automobile tycoon
whose slouch hat, horn-rimmed Pace Six
 wanted to expedite shipment of
avocados from his North Beach farm, just about the only activity on the peninsula in 1913. The
shy litule retired horticulturist
from New Jersey was John S. from New Jersey was John 5 .
Collins, who made millions with Collins, who made millions with
his avocados and had hotel-lined his avocador and had hotel-lined
Collins Avenue named in his hooor.
Or about the first home of any size on Miami Beach, the
oaly original Lincoln Road buildonly original Lincoln Road build
ing still standing today which ing still standing today, which of Biscayne Bay. Although it was palatial by any standards, th walthy Fishers lived in some ways like wilderness pioneers,
Cut off from other buman habi Cation, Jane waged a constant battle against land crabs, insects
and snakes, washed clothes in sale and snakes, washed clothes in salt
water, and shipped food by barge water, and shipped food by barge
from Miami. The monthly trip across Biscayne Bay was a ootting
Contimued on Page 10

JANE FSSHER, todey, with one of her hobblece-her prite Cattley
orchid.



MIAMI BEACHS PIONEER GENIUS, Carl
Grahem Fibher, in tore photo. Or about the opening of "Collins Folly" -the first rattle p wooden bridge spanning Biscayne Bay to Miami. It was
$\qquad$

## Soraflack

639 LINCOLNROAD
MIAMI BEACH

white Moygashel linen.... hervily embroidered with pearl and rhinestone flowers

Crabs and 'Gators Were First Lincoln Road 'Strollers'
by beverley deming


NOT A COUNTRY LANE, but fables Uncela Rood back in the preboom den of 1921 .

Seaming workmen smacked at insects and trod on snakes glasses and unlighted cigar stub were familiar to two decades as they swung their machetes. Mules burned their tails backing
into smudgepots. $\begin{aligned} & \text { of popeyed Miamians, viewing the forest of derricks and cranes, } \\ & \text { supply barges and steam }\end{aligned}$ Sounds like a centuries-old expedition into a jungle wilderness? The scene actually took place along Lincoln Road, and
the time was as late as 1913. But jungle wilderness there was aplenty. World's Most Beautiful Shopping Street, the Rue de
The la Pair of America, had to be hacked by hand labor from a dense and disheartening tangle of mangrove. It, along with
the entire sis-mile peninsula of sand and swampland, matted palmetto and mangrove, which we know today as Miami Beach had to be leveled of jungle, filled in-and every last tree,
flower and single sprig of grass planted by hand. flower and single sprig of grass planted by hand.
 playground rising from this land given over to crabs, 'gators trap wooden bridge spanning Biscayne Bay to Miami It was snakes and swarms of mosquitoes.
But the creators of Miami Beach But the creators of Miami Beach,
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In her books, radio programs and lectures, the vastly energetic alive the storybook saga of the Indianapolis automobile tycoon
whose slouch hat, horn-rimmed


JANE FISHER, today, with one of her hobbles -her prise Cattleye
orchids.


MINMI BEACH'S PIONEER GENIUS, Can supply barges
Biscayne Bay.
She tells, as the day the explosive Fisher and his engineer, John Levi (since the day the explosive Fisher and his engineer, John Levi (since
mayor of Miami Beach), argued over the width of the trail being cut through the unyielding ovangrove roots. Fisher trail
home his point with: "Why, John all home his point with: "Why, John, all the big New York store
will have branches here some day. Url be the Fife And will have branches here some day. Ir'll be the Fifth Avenue of the South. Well need a wide street to take care of the hundreds
of automobiles that will bring thousands of people to shop in
it just has to be that wide."
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Or about the first home of any size on Miami Beach, the
only original Lincoln Road build ing still standing today which Fisher built for Jane on the edge of Biscayne Bay. Although it was palatial by any standards, the wealthy Fishers lived in some
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Continued on Page 10


639 LINCOLN ROAD MIAMI BEACH
 white Moygashel linen.... heavily embroidered with pearl and rhinestone flowers

## Froman Comeback Saga Has 'Hollywood Ending'

The iny waters of the Tagus River are as unlikely a place as we can think of in which to meet one's future mate. Add, as a
topper, that said future spouse was in the act of saving your life topper, that sid future spouse was in the act of saving your life as too obviously contrived. Yet the Hollywood cameras have finished grinding out just such a tale, and it happeas to be true. The heroine, of course, is Jane Froman, and the film Twentiech Century For's "With
a Song in My Heart," which a Song in My Heart," which
is having is world premiere
here this week at the Carib, here this week at the Carib,
Miami and Miracle Theatres. The plocky singing star, a
former Coral Gables resident former Coral Gables resident er here, is currently in town for ber personal appearance at the Fch. 20 opening, along with
the film's supporing lead com. the film's supporaing lea
edienne Thelma Ritter. Fans will see fiery Susan
Hayward-who looks enough Hayward-who looks enough
like La Froman to be her twi like La Froman to be her twio

- as the beautiful singer who Was crippled in the crash of a World Whar II USO plane, and has sioce won the heart of the nation fighting for a physical
and professional comeback
a la "The Jolson Story," Miss Froman's own warbling is dubbed into the sound track.
Rory Calhoun is cast as John Rory Calhoun is cast as John
Born, the Pan American World Airways pilot who held ber up in the dark waters of the Tagus
until help came - and later married her.
The premiere comes seven years, almost to che day, after
the tragic Lisbon crash which the tragic Lisbon crash which
suuffed out the lives of USO performers flying to the battlefront to entertain our troops. Ironically, Jane and John were thrown dear into the freering water afar for ycars and had just seen her at the Roxy Theatre. When,
forty-five minutes later, a launch rescued them, John was found forty-five minutes later, a launch rescued them, John was found
to have two fractured vertebrae and a fractured skull. Jane suffered a compound fracture of the right leg just above the ankle, and broken ribs and arm. Her left leg was nearly severed below the knee.
It should have been the end of the road, professionally, but
for Jane it was just the beginning. After months of surgery and bone grafting, she was unable to walk, but her voice was unimpaired. Loo Walters signed her for a Broadway production of "Artists and Models," and rehearsed the show in Jane's room in Doctor's hospial.
Page Eight
from the other survivors. In a state of a considerable distance bitter struggle against nearly overwhelming physical odds. Ona from the other survivors. In a state of shock and numbness, the operation followed another-and the shock of one nearly spelled
two struck up a cassal, over-cocktails type conversation, which
the end. The summer of 1949, Jane was so ill that doctor brought out that John had been an ardent Froman fan from popped her into the Menninger Clinic with "battle fatigue."
afar for years and had just seen her at the Roxy Theatre. When. There she fought to improve her sor

The star weighed just 85 pounds and wore a 35 -pound cast. On a theatre day, she had to be carried to and from her home and on and off stage- 44 times on matinee days, 22 times on chers.
More agonizing hospital stints followed-and another recuperation. This time she decided to concentrate on more fucrative nightclub dates; her debos were monumental. Sbe devised a mobile, electrically powered piano which could be "driven" by
her accompanist. Jane could
 But just after VE day, home-
sick Gis were still deployed all sick Gis were still deployed all over Europe. Jase made the
heroic decasion to return overheroic decasion to return over-
seas, still on crutches. She seas, stall on crutches. She
toured for three and a half months, covering over 30,000
miles and 95 hows The miles and 95 shows. The effect
on wounded GI's was electric: on wounded Gl's was electric:
"If a girl can make it, so can 1." A group of patiens, all in casts and wearing hospital robes and pajamas, even went AWOL to follow her show for nine
days. But once again the tour ended disastrously, when she dislocated a bone in her spine. They were stranded in London,
uotil President Truman himself got them passage on the Quece Mary. Divorce from song and dance
man Don Ross, her former man Don Ross, her former
manager, followed, and she manager, followed, and she
and Pilot Burn were married on March 12, 1948. For a while, the couple settled down
in Coral Gables, but an inctrasin Coral Gables, but an increas-
ing number of radio and TV ing number of radio and TV
dates brought about their permanent move to New York. That's the story- from this
side of the footlights But b. side of the footights. But be-
hind the scenes, the St. LouisThere she fought to improve her stutter-and gained a whole new outlook on life.
During this newest recuperation, she divided her talents between planning a New York apartment and reestablishing herself in show business. Once she appeared on TV's This is Show Business to,discuss her stuttering, and her victory over it.
(She still stutters a bit in private life, (She still stutters a bit in private life, but never when she sings
or is on stage). The audience stood to applaud. or is on stage). The audience stood to applaud And currently, with the Froman star high in the entertain-
ment firmament once more, they're still shouting bravos.


Rosie the Elephant Stalked Up Lincoln Road
safari at a snail's pace over the loogest, but not the most subutantial, wooden
bridge in the world. Still, the inexperienced Jane was expected to nun the manson like a well-staffed hotel, ready for any
number of unexpected guests to drop in for long periods.
Sbe remembers the first commercial building on Lincoln Road, Carl Fisher's Avenue, now razed. And the first hotel, the Lincoln, at the site occupied today by the Beach Theatre.
She strolled up quiec, almost bucolic, Lncolor Road in 1917, when a golf course progress in a nearby field and Rosie the Elephant stalked majestically up the street pulling gay, chattering children in her
twowhecled cart. Unowhelievable th
ent day dabblers in Beach real estate, she ent dayy abblers in Beach real estate, she
wathed Fisher try unsuccessfully to give Miami Beach land away to anyone who
would build on it-and finally "sell" his dream city in the booming 1920's, through he country's first high-pressure publicity
mpaign. It was based, even as is today's.
on Miami Beach's baching beauties (show ing a daring expanse of calf) and it incredible climatic charms. The master of ballytoo even imported the aforemen
tioned Rosic for the kids to ride around tioned Rosic for the kids to ride around
Miami Beach, from one of his fabulous botels to another.
But such exotic goings-on were run of the mill for Jane. She had gotern het
first glimpse of het future thusband at first glimpse of het future husband
fifteec, when she watched him suapended aloft, over Indianapolis in a white sutomobile tied to a balloon. The creator of Iedianapolis' famed auto speedway was merely trying to popularize the new-
fangled motor car, which brought him part of his vast fortune
She was not yet sixteen in 1910, when she married him, and went traipsing of with "that crayy Fisher man" on a voyage
of exploration down the Missisippi of exploration down the Mississippi
River-a voyage which eventually led them to Miam.
She survived her hectic existence re markably well. Today, Miami Beach's
pioneer woman
Toctiler" pioneer woman "settler" is busy simul taneously raising prize oprchids, writing a
sequel to her book, "The Fabulous
Hoosier," Hoosiet," and airing a regular
radio show, "I Remember When."
Most important current project, bow. ever, is her watercolor painting, She share an exhibit with artust Jae Peteroch's
beginning March 4, at Miami Beach' Washington Art Galleries. The startling aspect is that she had never had a brush
in her hand until a year ago and hasn"t in her hand until a year ago and hasn't had a single lesson yet. However, her
colorful and precisely detailed florals have olrorful and precisely detailed florais
already taken ribbons in local shows. Back in 1913, even the far-sighted Mrs. Fisher got a sinking heart at the prospect of setting up housckeeping on the Godforsaken mangrove peninsula. Today, for any spot on earth.

## Orchid Show

Cominumed from Pages
Other exhibits designed for amateurs who want to learn something about propagation and growing of orccids inciude a slat house, to show the kind of place the orchid hobbyists can keep their plants
in South Floriaa and continuous demonstrations to show how potting is donefrom the tiny seedlings, right on up to the repotting of mature plants. Experts are on hand



Surrise ant Sunset Shoes
 Just plain pretty if you're resorting. Full of whimsey for the climatic pleasure hours after the sum sets. In softassilk kidskins; cool and crisp lrish lineas and
silk shantungs for when the temperature soans and you're clad
completely in cottons, vivid flower prints on silks and wool challis; and, of course, those wonderful classics, half suede. half calfikin that no well-munded wardrobe could operate fashionably without They're all here, in all the 1952 fashions. looking like a sun-drenched rainbow in colors. Delman Resort Shoes begin at $\$ 20$. Delman Play Shoes, not presented here. but in a cream-of-the crop collection begin at 59.9

Delman Shoe Salons 1101 Lincoln Rd., Miami Beac $\qquad$ 259 Worth Ave., Palm Beach



OPEN MONDAY THROUGH THURSDAY EVENINGS 7:30.9:30

## Strange Wilderness

by AlEXANDER SPRUNT, JR.




 Resmation
"Primeval wilderness" is a term still to be found in modern writing, but if you were asked to point out such an area on a map of the United Sates, it would be difficult. Like the ivory-billed woodpecker and the Eskimo curlew, primeval wilderness tracts are 1 lit wich. Yet a Itocs orist which deserves to be call been known as the Everglades It culminates in that complete, and still almost untouched, wilderness about Cape Sable, Land's End of the United States.
Except for one road which penctrates the central section, it is a huge expanse of sawgrass and mangroves dotted here and
here with those dense growths of tropical vegetation called here with those dense growths of tropical vegetation called
hammocks." Stretching from the southern shore of Lake Okeehoobee straight down to the tip of the peninsula, the Everglades are still a mystery to the vast majority of this country's opulation.
Perhaps you think of it as a huge, gloomy forest, through which the sun seldom strikes and where boa contrictors drape This popular concertion crocodiles lie in wait amid the oozz. Ories of exploration by those who neyer geography books and Actually, the 'glades are nothing more or los penecrated a we area. water marsh
Bounded on the castern rim by the glittering "Gold Coast of feverish civilization win is horse races, skyscrapers and pala tial estates, the 'glades push up to the veritable limits of Miami
the Wonder City. Thence, forty miles or more to the lies nothing but waving saw grass bisected and intersected with anals and ponds, and occasional small hammocks. Then suddenly, you come into stunted cypresses, small, low and festooned and taller until they merge into the Big Cypress Swamp. Here indeed, are forest trees, strange buttressed trees, sometimes envel oped by the strangling fig, sometimes so burdened with moss,


SNIDER Antique and Gift Shop Arter 17 years on Lincoln Rood has moved to Normandy 1 ,
and is located in their own building at 1175-71st Street. Normandy Isle Phone 86-5993 On the Roud Buch to Marking
ARE TREASURFS FROM ALL ovem the Raca MODERN AND ANTIQUE JEWEIS WORLD CRYSTAL CHANDELIERS - GIFTS OF DISTINCTIO

and decked with other air plants, that they seem to belong to a
vanished area, a by-gone age when vegetation was king of all. vanished area, a by-gone age when vegetation was king of all. Travel westward and you find the cypreses giving way to
pines, the "flat woods," and open grassy spaces, to fall away at last to the shores of the Gulf of Mexico and more civilization Across this tremendous sweep of country leaps the Tamiam Everglades to the astonished gaze of hundreds of thousands of people. Unless you know how to look at what you see, thi

blight to be traversed at the topaos speed of whatever horspwer lies beneach the bood of the harling cat
Once across it, you may think that you have "reen the Eres laden". You have seen a line on the map, a thread, a natrow wh life, tropioal vegetationg hundreds of square miles of teemook north, look souch-there lies Americi's lask frontier: illim able ... vast ... inscrutable No one has really wern the verglades, except the Seminole Iodians who live there and ew hardy white spirits who, for one reasoa or anocher, hav
entatively stabbed at its implacable secretiveness.
Souch of the Truil the sawgras wilderness sweeps on toward Cape Sable. As it nears that literal jumpingoff place, mor nd wind in torrwous channeli. Wide bays, lagoons and swahes, dotted with clumps of mangroves, cut jagged outlines of silver into the grass.
Come nearer still, and a chain of lakes appear, just on the Aside rim of shore which ends in the rainbow colors of Floride Bay, Larger hammocks friage these lakes, great mounds of
vegetation supported on heaps of soil and shell, remnants and Coatianed en Page 31

## Leuis thated



LOUIS HAFTEL
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Thic fot dhous yove can buy ate the but buy!

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Miami Beach Salon
1101 Lincoln Road Palm Beach Salon, 259 Worth Ave.

Radio City Lends Glamour To Ice Show

The number one show palace of the
world, Radio City Music Hall, has indiworld, Radio City Music Hall, has indi-
rectly contributed some of its glamour to rectly contributed some of its glamour to
te 1952 version of Holiday on Ice.
through the medium of its celebrated chrough the medium of
stage director, Russell Markert.
With the thrilling blades spectacle bowing into Coral Gables Coliseum Friday
Feb. 22, Markert is topping one of the Fch. 22, Markert is topping one of the
most brilliant production careers ever es most brilliant production careers ever
tablished in the entertainment world.
The new ice extravaganza is completely the product of this ingenious gentleman,
from drawing board sketches through the from drawing board sketches through the
premiere performance, and moch of the premiere performance, and moch of the
lavish splendor and glamour of the Musi lavish splendor and glamour of the Music
Hall is re-created throughout the show theme.
Markert began lës fascinating carcer shortly after World War I. Those post
war days were famous for the Ziegfel war days were famous for the Ziegfeld
Follies, George White's Scandals, Music Box Revues and Earl Carroll's Vanities and one or two other large type show pro-
ductions. At the mellow age of twenty. two, Markert produced a sensation group of dancers called "The America Rockets." They displayed such perfec precision that their director was the mos
sought after stage mentor in New York sought after stage mentor in New Yo Cook's great musical comedv "Rain or Shine." Shortly thereafter Mr. Markert directed dance productions in the Fou Marx Brothers show, "Animal Crackes
Earl Carroll's Vanities, George White Scandals and many of Broadway's othe
famous hits. Theatre came to life abour
The Roxy The The Roxy Theatre came to life abour ment to the public was that Russell Mar

## MIAMI <br> BEACH <br> [सNDH: CLUB

Extreme South End
of Collins Avenue
FIRST RACE 8 P.M.
kert had signoed as director of the fabulous Roxy Theatre Roxyettes. They were the
stellar attraction of the Roxy Theatre for years. Whea Mr. Rothafel (Roxy) moved his services to Radio City Music Hall, he famous "Rockettes" became the trademark of this fabulous show palace.
Then, magnificent stage spectacles be came synonymous widh the Music Hall, and these can be traced directly to Marker's artistic craftsmanship.
He feels it's good for him to do several outside productions every two or three years. Already, in addition to about 12 Music Hall productions per year, Marker has produced and directed several Broad way shows. The original Ice Capades is alled upon to do countless benefit opec actes at Madison Square Garden

medium, Markert finds that "Holida's" entirely wrapped up wich his Music Hall hage ice area, and the huge scale special career, but there have been several impor-
lighting effects and stage setrings, are tant television accounts who feel ther ideally suited for his rype of show prodac. need the guiding genius of Russell Martion. Plans for the future, of course, are kert.

For an Enchanting Table


As refreshing as the lower itself $\qquad$ $\therefore$ and th linens: this satin - banded rayon damask dinner set, with besutiful Luxor sotin applique in Moseley's own Morning Glory design. Monogram may be selected in self or contrasting shades of sotin on: groy, ivory, shell pink, gold, blue or turquoise
$72 \times 108$ with 12 dinner napkinn
$71 \times 126$ with 12 dinner nappina $72 \times 144$ with 12 dinner napkins. complates with monogrem

## $\$ 185$. <br> $\$ 210$.

$\$ 245$.

other atizee available,
priced in proportion.



Strauss' celebrated bat spreads his wings for the Greater Miami music-loving public this month. Two performances of "Fledermaus," one of the most colorful and gayest works in the
operatic repertoire, will be presented by the Miami Opera Guild operaturday evening, Feb. 23, and Monday evening. Feb. 25, at Dade County Auditorium and Miami Beach Auditorium, re-
spectively.
spectively.
As with the Guild's January presentation of "Manon," M As with the Guild's January presentation of "Manon," Met-
ropolitan Opera stars will play lead roles. They include beaute ous soprano Patrice Munsel as the coquettish Adele E Baritone
John Brownlee as the Bar; Tenor Eugene Cooley as Eisenstein John Brownlee as the Bar; Tenor Eugene Conley as Eisenstein;
and Contralto Claramae Turner as Prince Orlowski. Emerson and Contralto Claramae Turner as Prince Orlowski. Emerson
Backley will be guest conductor. Under the expert guiding hand of Dr. Arturo Difilippi Guild founder and general manager, the glittering full scale pro--
duction will be offered in English, with the well regarded Guild duction will be offered in English, with the well regarded Guild chorus in lesser roles. Brilliant settings have been designed by
the Surf Club's Alfred I. Barton, co-artistic director, with Dr. DiFilipi.
Tidkets are on sale at Burdine's, local bookstores and the two Tickets are

## OPERA GUILD Presents RLBDRRMAWS



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TPETEY TO WORK BAGS CLEANED and REPARED

Stateblidhed in Miemi Beech 1920

Lincoln Road Decors Keeping Pace With Merry Month of Romance, Holidays
Eye-appealing window-displays, from and white again predominant. Sweethear
rilly multi-olored Valentines to the lat- nedklines appropriately adorn evening en-
$\begin{aligned} & \text { est in sporting fashions for the racing } \\ & \text { meet, keynote the glamorous shops on }\end{aligned}$
$\begin{aligned} & \text { meet, keynote the glamorous shops on } \\ & \text { swank Lincoln Road this romantic season. }\end{aligned}$
$\begin{aligned} & \text { Not to be forgotten are the tiny tots } \\ & \text { stores. Patriotic red, white and blue mo- }\end{aligned}$
With an eye to the calendar full of tifs highlight perite sun dresses, jaunty
bows and great men's birthdays Road
merchants have dressed their windows in
keeping with boliday themes. An extra
dash of spice brightens up the colorful
sopping stretch, with lively shades of
$\begin{aligned} & \text { group. Sparkling forth in tre windows of } \\ & \text { Lincoln Road's many jewelry shops are }\end{aligned}$
fiery amechyst stones, February sown gem.
Hearts of all shapes and sizes are evide
in carrings, brooches and bracelets.
Outstanding are the current displays of
$\begin{aligned} & \text { extravagant stones revolving in merry-go- } \\ & \text { round fashion on a background of red and }\end{aligned}$
white. Even 17th Ceatury pasteled figur
ines are placed in romantic poses locked in
Glamorous formal wear has caught the
$\begin{gathered}\text { Glamorous formal wear has caught the } \\ \text { holiday month spirit-with dashing red }\end{gathered} \begin{aligned} & \text { grou } \\ & \text { owne }\end{aligned}$


Pacs Eighteen


CASUAL CHARMER of Ribella sharkskin ... with Peter Pan collar, fly front
and a perfect pocket for your monogram. In white, pink, chartreuse. or blue.
frances Ireuster
miami beach
SUNSET STRIP AT 41st ST,


## 'Road' Leaders Show

 Cream of Style Crop$\leftarrow$
(Onign or spposite page by Dore Millipasph)
Lovelier than a dance of the hours is the "around-the-clock" presentation (on opposite page) of the seasor's smartest fashions
by some of Lincoln Road's most representative shops. Sart widh our center figure, whose svelte cosume was designed by ALIX OF MIAMI, a member of the Miami Fashion
Council exdusively for LOUS HAFTEL in Council, exdusively for LOUIS HAFTEL in this area "Goldden
Confett"" is the imported pure lapanese silk pold engraved Confetti" is the imported pure Japanese silk gold engraved
tissue. It is completely lined with rusting taffeta, from the permanently contoured magic-bilt bra to the sixteen-yard ruffled flowing skirt. Wear it in all bot veather climes without addi tional bulky lingerie. The be ribbuned clasticized straps spiral your arms as your imagination dictates. Then, reading cockwis upper left photo:
MILGRIM'S goddess-like gown is a SALLY MILGRIM ORIGINAL featured recently in a full page Sunday article by
Miami Herald fashion editor Paula Stone (this photo by Herald Miami Herald fashion editor Paula Stone (this photo by Herald
taff photographer). But only technicolor could possibly do staff photographer). But only technicolor could possibly do
iustice to this pure silk draped and sheared sheath over flech affeta, for the coloring shades through all of the sunset tone in a fascinating ombre effect. The double side drape lend added grace. Next, still in clockwise ordet, at top center:
LORA PACK presents the oriental artistry of the green, LORA PACK presents the oricntal artistry of the green,
blue and golden Burmese print on organza that forms the sheer coat and full skirr. A love of a blue jersey surplice bodice is a real waistline nipper. Next photo, upper right: BURDINE'S is proud to be the only store in this vicinity
to have the franchise for the FASHION of FLORIDA adapato have the franchise for the FASHION of FLORIDA adapti-
tions of PIERRE BALMAIN. Truly representative is the coat tions of PIerRE BALMAIN. Truly representative is the coat
of white ottoman faille so dashingly designed with vanishing lapels and "flying saucer" slecves. Final fillip is a chic rhinestone lapel pin. Next photo:
GOODMAN"S, the story of many fascinating "shops" or
departments, shows a gay cocktail ouffit of creamy white felt departments, shows a gay cocktail outtit of creamy white felf
depicting a Romeo and Julies scene of appliqued shocking pink felt and sequins combined with a wool jersey blouse, the neck line clasped with rhinestone clips. PALTER DE Liso rhine tone-studded sandals give the final touch of elegance. Nex LILLIAN SMITH, a newcomer to "the Road," brings her vast New York experience to present resort clothes like this divine dance formal of black and white marganza, with the tropical touch of tangerine for the girdik, delightul for either
maid or matron. Next, lower right corner: TURZEL, creator, of styles, gives a sophisticated smartness to a black crepe sheath with scrolls of coral satio overlayed with
white chantily lace and pearl encrusted. Pictured in the new salon of TurZel. Next photo, still reading clockwise:
FLAMINGO DRESS SHOP has enlarged its Lincoln Road frontage and as an added attraction features resortwear that's perfect for EVERY where, such as this "striped-for-action terry-trimmed beach jacket, a portion of a five-piece ensemble in cotton embossed wid
ALIX OF MIAMI. Next:
LEEDS leads its spring fashion parade with this charmer-a red sheath lavishly braided in white soutache and highlighted with rhinestones, conp. Nech withour its awn white linen-weave rayon. Next, lower
LANE BRYANT, the store famous for fitting the problem figure, glorifies the more matronly form with this exquisite
HERMANN BEISPEL ORIGINAL three-piece suit of navy and gold charmeen with the separate, scalloped-edge cape and tie
lapel luxuriously braided. The hat picks up the same color tones lapee luxuriously braided. The hat picks up the same color tone MARGARET NEWMAN presents one of her own ORIGI
NALS (for she is a member of Miami Fashion Council with NALS (for she is a member of Miami Fashion Council with a

If you are not slender


Costume in printed pure silk. same hanat to with jacket all the dreas Aurora red or marcined with
black rivet. Black rethet.
Siurs is to th
09.95


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$7 u r z e l$


SHEATH SOPHISTICATE - Black crepe is male bighly dotinctive with wbite chantill, lecr and pearrh encrusting coral
satin srolled wing . . An original sreation by New Address

MIAMI BEACH, FLORIDA
$7 w r z e l$

Do you really enjoy shopping on cold, windy Michigan Ave. . or on crowded, gaootine-fumed Fifth Ave.? Well, then relax! Take it easy asd, stroll along the youngest luxury lane in
the world- one that is fast becoming famed for the vast assort. the world-one that is fast becoming famed for the vast assort-
ment, the treasures assembled from all the seven seas and all ment, the thes
their tiit inless
Lincoln Road the fabulous! No trip to Florida is complete
without at least one day of "walking the Road," with its beauwithout at least one day of "walking the Road," with its beau
tiful flowers that are changed with the seasons, and the stately tiful flowars that are changed with the seasons, and she stately
palms that whisper, "Linger a little longer, we have so much to offer you." is so much to intrigue the shopper, so many store There is so much to intrigue the shopper, so many stores,
large and small, that we cannot begin to mention them all; but here are a few recommendations for varied tastes
Yes, gold or platinum, or some other very precious metal if it is, to be found in Greenteaf and Crosty's imposing en porium of glittering jewels and gifts. Dame Fashion has decreed
that the truly well-dressed woman MUST have the really fin chat the truly well-dressed woman MUST have the really fin
iewelry-if she wishes to express her true heritage. What could jeweryy-if she wishes to express her true heritage. What could
be more significant than a tiny wristwath, three-eighths of an inch across, to be exact, with Le Coultre movement. The bracelet portion tooks like a golden cord pulled through a doze
golden clasps, but it is actually ALL flexible gold. Greenleaf and Crosby has discore
the new square automatic gold watch for men, very fittingly named "Movado" (which, if you know your Esperanto, means "ever changing"!) For milady who enjoys ourdoor sports of
every sort, or for a charming nurse, there is a small stainless every sort, or for a charming nurse, there is a small stainles
steet watch that doesn't have to be wound, protects isself agains water and shock and has a large second hand. Girard Perregaux has perfected this handsome new Gyromatic that increase dependability and minimizes servicing.
four-inch golden cube of a clock that plays four ladies in-waiting dance around their quers Strauss waltzes as an adorable "double-faced" clock for the nighstand there is twin beds, to keep peace in the family!
For personal glamour, try a pair of those little poodle pins with pearl collars!
TRUE SALON ATMOSPHERE
Miami Beach's well-known Joan Abbott has moved to
Lincoln Road with the very fabulous clothes designed by Mr


Custom-made shirs, slacks, and catuals of the finest imported and
Custom-made shirs, slacks, and casuals of the finest import
domestic fabrico
Tailored for no one else but you in Tailored for no one else but you in our own workrooms.
we have the largest selection of silks-printed and $p$ p We have the largest selection of silks-printed and plat
woolen and fioe cotom, in ready-made and custom
Our best ads are not written, they're worn. sportogs, inc. Tallors and SHIRTMAKERS 920 UNCOLN RD.

Moni. Posibly seasing the monumental forthcoming impor
tance of Eline Mr. Moni is way in the lead of a rends by expressing a touch of the Elizabecthan era in his current collection. So milady fair
if thou art the regal type, hie ye to Joan Abbotrs's for your season's wardrobe.

In one creation, Mr. Moni has combined black pure silk marquisette, bearing A wide surin eripe, whe ther secrest white marquisgre. The latter is the upper porion of the wectively bosmed bodice, which has a large collar to give it decorous look, and huge push-up sleeves almost to the sloping shouldet. The black of the snug lower part of the bodice continues into a peplum-swathed, very full sairk. Sweet esence
of sophistiation!
of sophistication "Flying Saucers" inspired the saucy short dance frock of coronation blue starched silk marganaa with two rows of "clasters of self circle"-four graduated circles, from six to 12 inches, held gendly in the center of each group, the better to
ripple or fly as you dance. All this is over four varying degrees ripple or fly as you dance. All this is over four varying degree
of stiffened petticoats. Seven. bias folds veil the top of the bodice that has an optional halter, which actually is not needed with the secret bra device that is a Moni invention.
While you are seated at Joan Abboot's' 'neath the crystal and golden chandelier, don't hesitate to ioquire about the
complete line of ready-to-wear, sized ten to twenty rhapsodized over the cottons, with their very frosted and cool look.
DOES "MRS." SHOP FOR "MR."
he will wifey is the one who finds the "righr" clothes for hubby she will appreciate knowing about the tailors and shirtmakers coile, English voile and ging. Just imagine cool, cool Swis made into comfortable but smart-looking shirss African and made into comfortable but smart-looking shirts. African and
Hawaian motifs on pure silk squares made into shirs make resortwear news, too.
However, Sportogs is really famous for a creamy tropical worsted in-or-out sports shirt that is a favorite with all who own them. Nicely stylized Fortsmann shure is especially recon. mended for the hard to fit. "QUALITY-CONSCIOUS BUT BUDGET-MINDED"
Berkley, LLd., is making those five words really "buylures each customer to buy two or more, and then return with their friends the next day-honestly! Juse stop by and look ar those Strook coats (yes, STROOK) at unbelievable prices .. and the silk "great coats" with pique trim Berkley's is featuring a cute little white stole cape that will be oh so wearable all summer. We hope you also get there in time to see the full selection of sweaters, both boucle and wool. . Our choice was a white wool cocktail sweater with red and black rooster embroidered on it

Cominumed on Page +1


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## INDICATIVE

## 

 ubib arre macthe prabi for sur istemprelation of fer But aur mputation, Neffoct thougb it it amedr dof-

 Is note it bere... in the seblle, tbe upphinicutiod esed thr cutbertic as pernowelly, nelocted for you by ser

Bat in Fabioust, beawts, of inolf, it sest indication of value. Value hi tbe relation of quslity to prixa
Certainls, wer ofer some of ble fuent wertbo of the bed couturiern... but bere it is their equinite fotring finesv of tive and laviob delailt ubich maher sheen, is

Furtber, it it se ren imporiaat you know ase thing of usi- whativer your monse, we bave nemetbivg ditinuguibed than yowd find elicuibre: Fby?... Becaune no matter ubat it price, berv, reve itcon is

 cockail or revening drums.
We pocik herr of our pant and our polician But of the futurr. ... of the inalicit promice of insate ationfaction and just a litule bit'mere than your mong''s wertb 'in marter faibions, better quality and meperior uerrice when you thop at.

Clyaneress
huntington buiding - s.e first streit and stcond avenue
hUNTINGTON BUILDING - S.E. FIRST STRET
MIAMI, FLOKIDA


What is the most priceles thing in the world? Thoughtfulness! Did you temember your "thank you" gift to your anniversary? Have you sent your chank you gift to your
weekend hostess? Are not these the things that make life worthwhile? Then if you need to follow through with a thoughtful gift that is due, follow through these next few Paragraphs.
AND THE
Boyajian ... a name that spells "important pieces"! Just try this on your imagination . . a registered stone of over 12 carats. a round diamond sided by two large tapered baguettes aste and trupering fingers! "converstion for the lady with exquisite
tase May we warn you to wear your dark glasses or take the
Mast consequences widh your eyecight when you view the Boyajian braclect of 14 large round diamonds patterned between, and banded on either side with, baguettes in alternate positions that
make it danaling at ANY angle 45 carats in all! What doos the word sapphire conjure up in your mind? Then think of a cornflower blue, 45 carat, unusually brilliant stone that docsn't need too lavish a setting to make it milady's focal finger . . especially with two trappeze diamonds and two NYLON ISN'T NEWS
THAT IS ... unless nylon is used as a very exclasive bedspread designed by Moseley. The all-over pattern of twoinch diamonds is formed by tiny puckered or smocked flowers,
made even more charmingly feminine by a double full flounced made even more charmingly feminine by a double full flounced
edge. For a more claborate spread, Moseley suggests gold soirce edge. For a more elaborate spread, Mosecey suggests gold soiree
roses quilted on soft frapped mint green, the salloped overrosect quilted on soft rapped mint green, the
skirt over a knife-pleated flounce, gold corded.
A sparkling, iridescent shantung in an entire rainbow of
color selections is a bit more on the tailored side, with a five. color selections is a bit more on the tailored side, with a five-
inch tucked inset atop a deep scalloped flounce. For a summer inch tuoked inget atop a deep scalloped flounce. Yor a summer
bedroom, what could be more delightful than a Moseley dream of a washable spread. Cut-out organdy flowers are of imported organdy over aqua, or any other of about 30 shades that yo lii heart may desire.
Ovington's, so WARMERS Ovington's, so famous for gifts of almost every category,
really overwhelms you with the vast assortment of expuisite

chins. Just step to the rear of the shop and look on the righthand side of the back shelf. That's "Duntobin," a sort of
heather pattern of Royal Worcester, very dainty, very desirable For somer patting dern of Royal WWorcester, very dainty, very desiinaberent, you may wish Royal Douten in the "Barclay," a soft blue on the outside of the cups. There is a ting gold rim,
cluster of attractive flowers.
Ovington's very own design is like a Chinese Chippendale
in greea tones of leaves and light grey branches that winder all in greea tones of leaves and light grey branches that wander all
over the plate and finally run off the edge! Ob, so it's blue you are asecking! Then cast your eyee at that glassware in six sires, of clestial blue small globes for the stems, and an airy-fairy
floral pattern just below the narrow gold rim. . . foom cordial floral pattern just below dhe narrow gold rim . . . from cordi 5 ITs
F ITS REICH - ITS RIGHT
How much artistry do you have in your soul? And how
much in your fingers? Rech is prepared to assist you expression in eingers? Reich is prepared to assist you to find obtain tapestries that you can finish, thus showing off your
skill and craftsmanship the while you display your pretty skill and craftsmanship the while you display your pretty little
patties. Or you can select a bundred year-old chair of French petit point, with the three graces dancing on the back.
Reich has some finely carved frames in eidher pickle pin
per or walnut-for homes of distinction.... and small or targe
tapestries for that vacant spot on your wall, tapestries so rich, 50 tapestries for that vacant spot on your wall, tapestries so rich, so
rare . . so Reich! IN AN APPRECIATIVE MOOD?
If you are en rapport with the unusual, the cream of the
past in silver and glasss, you'll find your way to Ada $S$. Mac past in silver and glass, you'll find your way to Ada S. Mac

69.95
fas3 coluns ave

constantly rubbing elbows . . . representative pieces of autbentic aiver from their time, we mean, of course! Look at that very silque four.piece George III silver service. ...or that George il lined that we marvel at its antiquity, until we realize that mose that is GOOD in our modern decor came from the anciens. you ARE Macharroll will point with pride (yea, Emily Post, you ARE allowed to point, when you point with PRIDEI) ar the George II silver epergne with its lovely lyre center and five terfully in 1790 is one of her teal treasures. $\mathrm{Oh}, y \% 0$ prefer furniture? Then write a check quiddly for that pair of Lowi XVI boudoir chairs with the original coverings of soft pink Or you might like to have them done over in a fascinating im THREE DIMENSTONAL
Yes, Enfield's Camera Shop is preparing you for three dimensional movies by presenting a projector for the pictures one picture sta hime in canerive lastast of having to pix one picture at a time in a contrivance chat can be viewed by
only one person, this new projector displays them acroas the room, even in daylight.
For you racing enchusiasts, Enfield's has a nee shipment of Japanese binoculars at exceedingly low prices for the extr case and scrape. Aldhough known as camera headquarters, Enfield's has a sort of corner on the fineat in television sets. If you haven'


MARIO AT HIS BEST! . imcomparable í HAIRSTYUING $\qquad$
BEAUTY PREPARATIONS


*blending of porider to individual complaios by
upport commeticion HAIR PIECES
2


Shawls out front in Hialeah Style Derby
It is no fairy tale that they go outside-not in-to get warm during the winter season in Forda. Therefore, frocks with thei at Hialeah. ${ }^{2}$ when they leave the cool confines of the Hialeah clubbouse to stroll in the sun-dappled paddock between races.
Fastion-wise women, with the aid of top designers here and abroad, have added many a uricky new twist to Grandma's shaw
of yesterday. Sequins, pearls, gold braid and other jewels of yesterday. Sequins, pearls, gold braid and other jewels trim
what would be the most casual of cashmeres without such furbelows.

Fabulous was the word for "Fifi" Widener Wichfeld's swear er of ripe raspberry which she wore over a gray and white
shadow-printed silk recently at the Hialeah Club. Pearls and gold shadow-printed silk recently at the Hialeah Club. Pearls and gola
were embroidered lavishly all around the neckline. And Fif were embroidered havishly all around the neckline. And Fifi
added several heavy gold braceless below the pushed up sleeves. True to the tropics, Mrs. W. Alton Jones chose a gay print of oranges (Florids, that is) with their green foliage on white.
Over this she wore a sheer wool jacket of soft orange, trimmed Over this she wore a sheer wool jacket of soft orange, trimmed
with wide lapels of the print. Her hat, feather-bedecked, was with wide lapels of the print.
of the same shade as the jacket.
Simplicity keynoted an ourfit of Mrs. Earl Reed's (Pitstourgh and Miami Beach). A beautifully-draped white cape, edged in gray, was the added touch over her tailored dress of smoke gray Petal pink is a favorite shade of Mrs. E, Lh Hopkins, whose
winter bome is on Sunser Island No. 2. The owner of the winter bome is on Sunser Island No. 2. The owner of the
stakeswinning thoroughbred, Three Rings, is another fashion stakes-winning thoroughbred, Three Rings, is another fashion
teader who also tikes bracelets. One of Mrs. Hopkins' smart costumes recently was pink linen and a matching cashmere


JOHN $A$ MORRIS, prosident of Jamaica Trect in Now Yon, and the ehic Mre. Morrik, photogrephed in Hitleah', welling ting.
weater, boch embroidered with white braid in a scroll design Her small white hat was pink-veiled and her jewels were two Creating considerable comment-all flattering-at one of th Contimued on Page 4



Pick up wonderful bergains in native handicraft: Bas: kest, mathogany bowls and boxes, bandmade lingerie.
embroidered linen, colorful bass and coats. Have a trip embroidered linen, colorful bags and coass. Have a trip
that you'll talk of for the rest of your life.


You're within an hour by Clipper of Havana or Nassau. In fact, most of the gay, colorful islands in the West Indies are only a short hop away. You can issit several for very little money
Look at these low fares:
Mavana or Nassou 1 hour $\$ 3000$ Round $T$ it
Montego Bay $\$ 30.00$

| Montego Bay $\quad 3$ hours | 99.00 |
| :--- | :--- | :--- |

Kingston
ort-au-Prince
San Juan
$\begin{array}{ll}5 \text { hours. } & 140.40 \\ 4 \text { hours } & 115.20\end{array}$
For $\$ 163.80$ you can take the Wess Indies Way back North. Visit 4 islands-fly woos-stop from Say Juan to New York. Call a local Travel Agent or Miami 88-3611


NEW "RESORT-RIGHT cabana set is of "thick-n" thin" washable fabric in a three-toned print, the Eisenhower jocket lined with white tercy cloth... the better to dry you, suh. From Bromley's Men's Shop. acket of fine blue stripe in plaid effect, over grey also from Bromley's.

## Strange Wilderness

 Continual from Page in) reminders of an aboriginal race whose traces can still be foundby delving into the sides and tops beneath the leafy mould by delving into the sides and tops beneath the leafy mould. Strange looking trees wid stranger names clothe the mounds:
umbo-timbo, Iyvifomas, poison-woods, mandineel and mahog-gumbo-limbo, lysilomas, poison-woods, manchineel and mahog
any. Weird cacti rear their spiny heads, or crawl like animated armored snakes through the lower growths; vines with barbed and recurved daws reach out to seize and tear at your clothes and flech. Above on the writhing limbs, creep brilliantly banded
tree snails, gleaming with exoic patterns apainat the dark wood. tree snails, gleaming with exotic patterns against the dark wood.
Scorpions slink beneath the logs of fallen trees; the deadly cottonmouth gapes its livid jaws while stinging, biting insects burn and swarm.
Westward lies the silvery expanse of Whitewater Bay, a vast liquid labyrinth of open water, keys, bays and lagoons. Wide swashes lie south of it, almost touching the Sable capes, white at
times with egrets, ibises and pelicans. Waving groves of coco nut palms once bowed in the winds on East and Middle Capes, a green border to the gleaming whiteness of the sand at the water's edge. Starkness lice there now, and has since that fate-
ful Labor Day of 1935 when the hurricane's blasting breath passed over.
Just above, where the coastline swings northward beyond Northwest Cape, start the frequent rivers which separate die land into Ten Thousand Islands. Twisting their way inland from
the Gulf, they wind along banks high with red and black manthe Gulf, they wind along banks high with red and black man.
grove. Some of these trees tower a hundred feet or more, the grove. Some of test of their kind anywhere in the world. A dozen or so miles
all inland, these great forests dwindle suddenly to smaller growths and to beds of willow and canc. Then they finger out an It is as the heads of these streams-Broad, Lostman's, Shark
and others-chat you find annual tookeries of egrets, bives and herons. Here, at certain seasons, the bushes are white with birds, a reminder of primitive abundance as acre upon acre of nests do the low vegetation. Thousands of eggs gleam among the green
ery, later giving place to as many incessantly damoring young ery, latert giving place to as many incessantly clamoring young
sers. All day de great rookery is animated but just before sunset it literally fills the air with sound. Birds returning from all over the spreading 'glades, come in whirling syuadrons to wheel
over the buibes and pich, downward in huge, over the busbes and pitch downward in buge, funoel like masse
of white. The squawing young make the very air tremble; the gutural croaks and shrieks of birds seedling for the night resound like some primeval phantasy of another age. Here indeed. are birds by the tens of thousands, living in safety and peace. Whitewater Bay to to the southward, and in the broad reaches of Whitewater Bay to the soutward, wallows the huge sea cow, of manatee, a survival of ocher days, gigantically uncouth, a moos
trous snorting, inoffensive eater of aquatic grases! Glinting flashes tell of rolling tarpon, those silver kings of the finny tribe; quick streams and sodden splashes betray the gamey robal grove snapper nose among the submerged rooss while of mia ly complaining grunts congregate beneath the keel of the anchored boat and intone their monotonous, vibrating utterances.
Only by boat can you invade these watery fastensses. Here are no roads, no trails and very little land at all. Sourh from
Everglades City, the model town builc by Barron Collier, are Everglades City, the model town builk by Barron Collier, are no
roads but liquid ones and the throb of the propeller takes the place of the humming motorar. Now and then oo some of the oudying keys at the mouth of a river, you see a little group of
rude bouses perched atop tall stils, with perhaps a "houselighe. rude bouses, perched atop tall stilts, with perhaps a "houselight-
er" moored nearby. Here live the hardy fishermen of that er" moored nearby. Here live the hardy fishermen of that
coast, with their families, responsible for the appearance on Continued oa Page 4


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the foot. Narrow black suede trraps are casght with blark paten, Also from Delman's new
collection, and atailable, too, in blue suede with blue patent.

Kentuckian, 18, Hits Paydirt
Two years ago Jockey Joe Culmone weat on from Hialeah to become the
riding toast of the land. In 1951 it was Charlie Burr, and this year it could well be a powerfull 18 -year-old lad from Ken-tucky-but from the coal-digging, rather
than the horse-raising. part of the state.
He is Jimmy Breckons, who started off He is Jimmy Breckons, who started off
he Hialcah meeting this winter with a rush of winners and is right up there in the national standings.
Son of a coal-miner, he comes from
Kentuck's' Cumberland Gap: to be exact年lace called Kona, which also produced. a place called Kona, which also produced
the famous riding Cook brothers. The story is that L. C. Cook, preparing to leave Kona two summers ago affer marry.
ing a hometown girl, found Breckons as ing a hometown girl, found Breckons ay
an added starter for the honeymoon trip
"I was small and I had heard a lot about
racing and so I just decided to go to the racing and so 1 just decided
race track," explains Jimmy.
Cook took him along with him to the Detroit track, and he went to work for P. R. Hinton. When he died, he caught on with Clyde Locklear. Jimmy credits with starting him out
prings, Ark., and he is now crowding the 150 mark.
It was while Breckons was in Detroit last summer with Locklear thar Don Ramsay spoted him, bought his contract,
and took him under his wing Shart, afterward the racing shifted to Hazel park, a fiveeeighths of a mile plant in he Auto City, and Jimmy found that ifferent from riding on al mile a lot different from riding on a
with its wide sweeping turns.
Since Ramsay had been a half-mile fider himself in his own days as a jockey he was able to help Breckons after watchig his efforts to get his mounts around the sharp turns. Don spent a lot of time
with Jimmy teaching him how to use his whip, how to tie his reins, how to get set quickly once the break comes, and the
form a rider needs to be a success.
"Right here 1 watched him ride his first urf race," recalled Ramsay. "And then I pointed out to him that he couldn't hug the rail around those turns, that he had
to take his mounts off the rail a little to take his mounts off the rail a little bit going into the turns to give them a
hance to change stride and drop in on the rail when they had made the turn. I
'ooly had to tell him once. He doess't
have any more trouble riding on the turf:" Breckons, who woo't reach his nine eenth birthday until April 8 , is already married. There are two other Breckons children, 2 girl and a boy, 16 -year-old
Carrie and 9 -year-old Richard. The latter
is already talking is already talking about following in
Jimmy's foostept, but he has a lot of Jimmy's footuteps, but he has a lot of
time yet in which to make up his mind. Naturally, Breckons hasn't ridden in Naturally, Breckooss hasn't ridden in
too many stake events as yet, but of the mouns he hase ridden he nominates C. V. Winters' Abbe's Sting as the best. How.
ever, that's an opinion subject to change ever, that's an opinion subject to change
at any time.

MMMy ascrons, leadiag jecior at Hieleth
this masen
$\xrightarrow{-3}$


Exquisitely cut white nylon lace hostes, robe.
lined with blue nylon marquisette.
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FIGURE FLATTERER is Frances Brewster's pure silk shontung frock with the slim, fucked hip line and the smartly flared skirt. Availab'e in pink, blue, navy or yellow.

年
Practice sestions will be held only five senting the hotels and private clubs from days a week to comply widh the NCAA
new rule limiting workouts to 20 days.

Tennis Pros Seek Title
There'll be a scrappy field contesting for this year's South Florida professional tennis championship title. More and
stronger entries are expected to turn out stronger entries are expected to turn out
March 3-9 for a try at wresting the title from Frank Kovacs of Oakland, Cal. Both singles and doubles matches will be hel at Salvadore Park, Coral Gables.
In addition to four or five of the na.
$\qquad$ tion's top play-for-pay stars, the roster

Shuffleboard Stars Tilt
If you're having trouble developing body English on the shuffletoard courts, you might get some pointers from the ex-
perts March 4. Thar's the date of the Sute President's Trophy Tournatent in Lake. land, $\mathrm{Fl}_{2}$, which follows dose on the heels of the state tourney here.
We're not ones to admit the northern
Florida shuffleboard fans have the edge Florida shuffleboard fans have the edge
over Greater Miamis crack hotel players, over Greater Miamis crack hotel players,
but the defending champioss in both the men's and women's divisions hail from S. Petersburg. They are Carl Spillman
and Mrs. Ray Ruth Salise.



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Those Fresh Water Haunts Hide Plenty Of Fish, Too

This may come as a surprise to anglers who entertain such
ealdhy respect for the fightin' tunas, makos and sailfish who a healchy respect for the fightin' tunas, makos and sailfish who
thrash about Gulfstream waters. But fresh water angling in and around Miami is also unbelievably good-and there are
thousands of canny fishermen who much prefer the subte art of whipping flies and plugs over wilderness streams and lakes of Southeastern Florida to wrestling the salt water game fish. Whecher you go laden down with fancy spinning gear and a parcel of expensive flies guaranteed to look like dinner to a smook, or just the Cracker fishermans bammbo pole with
homemade trimmings, you're bound to find plenty of kicks on trips into the largely virgin waters of the Florida Everglades region, one of the best areas in the country for both fresh and
brackish water varietics rackish water varietics.

| A little north of the Miamis is Lake Okeechobee, one of the |
| :--- | ataton's in catch limits, sigh ir's fresh water, it has salt water satus in catch limits, since it's so crowded with fish that the

uuthorities don't consider regulation enforcement worth the effort. Others around Miami, such as Lake Trafford and Blee effort. Others around Miami, such as Lake Trafford and Blue fish. Rivers and hundreds of miles of canals have the same
fresh water types.
Along the Tamiami Trail, stretching from Miami to Tampa through the Everglades, it is possible to fish with profit from
hard surfaced highway. You'll cast in narrow, mostly brackish canals which parallel the highway for nearly the entire lengthfine haunts for snook and the famed "Silver King," tarpon. One roadside angler claimed a record bere of 40 fish in an hour, o a fly rod with a bobless hook.
Generally, you should use light tackle. Bass, both small some of these may run to ten pounds and more.
One of the thrills to fishing in Everglades strean al that the angler seldom knows what variety of fish he has is that the angler seldom knows what variety of fish he has
hooked until it breaks water. In fresh water, it may be the aforementioned bass, bream (also known as bluegill or sunfish) gar, pike, speckled pecch (often called calico bass), or the scarcer warmouth, shellcracker and stumpknocker. If fishing deep, you
may hook a large caffish or blackfish, said to be one of the most may hook a large catfish or blackfish, said
Bass, bream, tarpon and snook all readily take flies, feathered minnows or plogs. Fresh water anglers in the Miami area may rent their pick of autos, jeeps, boats, light planes and even
swamp buggies, all depending on the distance and accessibility of their favorite spot. Skiffs are available along nearly all lake and rivers. Licenses are a must. Special non-resident, ten-day types cost $\$ 2.50$.

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SHECOLN ROAD


Marvin O. Rice, Pilot Charts Editor of the U. S. Hydrographic Office, saym,
"Botte papers are cast regularly from "Bottle papers are cast regularly from
merchant ships, and the instructions to the finder are printed in cight languages. incloding Esperaoto." It is believed hat
a Hydrographic Office bottle Hydrographic Office bottle which
drifted 10,250 miles is the longest such drifted 10,250
voyage known.
An average of ten new leads a week
are established for top fish caught in the are established for top fish caught in the
Met Tounament, and boat captains will set a bottle adrift each time a lead tournament fish is taken. The extimated
weight of the fish will be recorded on the special water-proof paper sealed in
the bottle. A regular entry blank will be the bortle. A regular entry blank will be
filled out by an official weighmaster filled out by an official weighmaster
when the fish is brought into the boat
docks. Thus tournament records are kept accurate, and the release of small fish encouraged.

Of Gifts
Contiunad from Page 23
seen the 24-inch screen of the super de luxe Hoffman, trot yourself right over oustanding sets of the upper-bracket the Knowing that the television cable from New York will be here in June, we'te sure there'll be a scramble for the new DuMon
telesess. They feature the Sensituner that

nable you to tune to the exact point
where picture and sound are best, as well as the Lifetoone picture circuit and the Sig. natrion.
39 STEPS OFF LINCOLN ROAD Just a wee bit off the beaten track, on
Meridian Ave., is a quaine litede thop called Meridian Ave, is a quaint litdle shop called But you will fings the "karatage" going very much higher, we assure you. Those
of you who have been seeking the unof you who bave been seeking the un-
usual, the charming in earrings for pierced ars will really revel in the oflection here.
For a true conversation piece, select with a turquoise and diamonds forming a square adornment atop a broad chasar gold band that carries the saying." $A$ c ence makes the heart grow fonder enamel.
Antique bangle braceless are so to be
desired, especially if they have cleven desired, especially if they have eleven
cabuchon rubies combined with wentywo diamonds. .. or graduated sapphires two diamonds... or graduated sapphires
and diamonds with pearls set plike a
crown with tiny diamonds in te crown with tiny diamonds in the top of
the pearls! La de dah... any lady would the pearls!
love that!
Fascinatiog charms from the past, oneder boxes-chese jewel-set enamel powthat make the 14 K Sbop so browable.
alux
shows his metal

 1 Ator vate


 8
Effic Louise
451 lincoln roan


Cocktail Witchery in Winter Cotton yound yet sophisticated, and touched sleeves are remorable, to your mood Size 10 to 16 in Black, or Sunny Cruise Colors.


FOR THE MAN IN YOUR LIFE
There is a man right here on Lincoln Road who has the
atioction of designing shoes for Nertleton that have become distinction of designing shoes for Nettleton that have become the rave and the rage all over the United Scates. He is a
modest chap, but I think you might enjoy a chat with him, for in that way you'll gain his reasoning for trying to present not
only handsome shoes for men, but bill in comfor. He feets oaly handsome shoes for men, but built-in comfor. He feels
that shoes shouldn't have to be "broken in," because then they that shoes shouldn't have to be "broken in," because then th
begin to lose their thape. begin to lose their shape

So that is why men get such a perfect fit when they buy Nettletons that beat such interesting names as "Algonquin
Loafer" and "Stamford Algonquin," a truly custom grade shoe of distinctive styling that combines suede with genuine alligator and is all leather lined. "Squire" is something new in relaxables, a casual shoe that teams suede with calf in an easy fitting step-in with elasticized side gore. The "Vagabond" is an inno-
vation in loafers combining the fit of a standard shoe with the convenience of a loafer... whereas the "Bond" is an elegant version of the famed Nettleton custom loafer in genuine alligator. Consult Mr. Harry Auslander if you desire to be the best shod man in town.
Where florida and california meet
At the Effie Louise Shop, you'll find very friendly sales.
ladies who are totally impartial toward the source of the frocks
they show.
Rut Ef

But Effic Louise has very decided opinions. For instance, She tells the New York manufacturers that not a one of them can make a strapless bodice frock that can compare in fit with our own Miami Fashion Council designers'! And she will prove it to your satisfaction if you will try on a clever style of im-
ported embossed white cotton with a small blue dot, and featuring an "M" bustline, that is made by "Alix of Miam". This little dahlin' is buttoped down the front with twinkling
thinestone buttons, which also adorn the crossing of the collar thinestone buttons, which also adorn the crossing of the collar
and the lapel tabs of the bolero.

However, for two-piece playclothes and separates, Effie Louise likes ber collection of Georgia Kays, and for glamour
skirts and blouses, "International of California" . . one such

mporter o
OLD english silver shepfield plate ANTIQUE FURNTIURE AND PAINTINGS Ada $\mathscr{B}$. ftacearroll 1017 LINCOLN ROAD. MIAMI BEACH, FLA.
outfit that is sure to catch your eye is a print of white, tile, purple and black on cafe au lait cotton, depicting French side purlk cofe characters on he full, rick-rack and lace-timmed skir, the strapless bodice and a rather different pointed sole.

Effie Louise likes to stress youthful lines, even though the tizes range from juniors to 46 !
TRES BIEN-MIAMI GOES TO PARIS
At long last the routine has been reversed
harming young French matron was overheard to tell an ultera that in all we world there were no doctes like zos she buys at Eleanor's House of Fashion! And this fact she emphasized by
selecting a luscious canary yellow Strook coat lined widh cerisk selecting luscious canary yetiow what she claimed was one third of what it would
taffer for in Paris.
cost cost her in Paris.

This Mme. "X" maintains that many a smart Frenchwoman
隹 topped her on the street in Paris and aked where she had pur-
chased ber oh so chic ouffits. When told "Elanors" the next chased her oh so chic outfits. When told "leanor's" the next couldn't seem to realize that Miami is so far in advance of the
renowed Parisian designers renowned Parisian designers.
If you haven't discovered Eleanor's House of Fashion, may we remind you that it is in Miami, not Miami Beach, occupying
the entire corner of the Huntington Building You may be forthe entire corner of the Huntington Building, You may be for-
tunate enough to hear this story first hand, for we left our French lady reveling in a lush ensemble of tawny shantung, the duster oh so verree full, and promising to return when she had
more time for these havenly Eleanor fashions more time for theese heavenly Eleanor fashions.
A FEEL FOR FABRIC
Do you like to own suits in which you not only feel fabric? Then you are the highly sensitized sorr of soul that

## nat Koslowr...


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## Lowe Debuts Giant Modern Art Show

Univensity of Miami's new Lowe Gallery is opening one of the most important showings of American painting ever exhib-
tied in Florda widh a preview for Gallery members Monday, tied in Florda with a preview for Gallery members Monday Feb. $25,26,8, p, m$.
Entitled - Moder
Entitled "Modern American Painting," the collection of 90
works will indude representative arr from every artist of impor. works will indude representative art from every artist of impor-
tane in the country during the period from 1900 to 1950 . They will be on public display daily, except Sunday and Monday,
hhrough March 14. through March 14
Now York's Museum of Modern Art selected 52 of its best leries sending oubstanding selections indude the Addison Gallery
lat of American Painting at Andover, the Whitney and other New York galleries and the Norton Gallery at Wert Pailm Beach. A
select group of 21 paintings has been secured by Director Allan McNab from privane collections throughout the country. In addition to these recent moderns, McNab has secured for he exhibit "The Symphony in White," one of Whister's most amous portraits.
ments and counter-movements in American painting of the lase 50 years. Since the turn of the century, American art, like


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tween the new and the old, the radical and conservative, the The exhibit is divided into three broad sections. "Early Modern Movement" presents the work of such pioneens as Pred dergast, Weber and Sterne, and also the post-Amory Show mod
erns, Marin, Demuth, Spercer, Stells, Ray, Davis and Dove. "Counter-Movements, 1920-40," the second section, include the poss-ubist "return to the object" paintings of Dickinson. O'Keffe, Shecler and Blume; the post-expresionist studio paintens, Karfiol, Kuhn and Kuniyoshis the American seene in the
work of Hopper, Burchfield, Benton, Dehn, Blumenschein, Carter; social protest and comment as expressed by Gropper, Greene Shaho, Levine and Hirsch; and the "romantic revival" in paintings by Watkins and Hartley.
The third group, "Younger Painters of the 1940's" presents
Perein, Greene and Hillsmith in the cubist-abstracs tradition; Pereira, Greene aid Hromsmith in tre cubist-abstract tradition;
romantic abstraction froe form-free symbol" in the work romancic abstraction from "free form-free symbor" in the work Gortieb, Selinger; paintings in the romantic tradition by Mac-
Jver, Bloom, Graves, and Lux Friniger and Iver, Bloom, Graves, and Lux Feininger; and realist and romantic "Wharp focus" painting
Koerner, Wyeth, Sharrer, Porlin,

During the public showing from Fcb. 26 through Mar, 14 two authorities on modern American painting will be presented on the Lowe Gallery lecture serics. Bartlett Hayes, director of
the Addison Gallery of Art ar Phillips Academy, Andover, will dee Addison Gallery of Art ar Phillips Accadeny, Andover, w 28,1
speak on "A New Tale with an Old Twist," Thursday, Feb. 28 , in Beaumont Lecture Hall at $8: 30 \mathrm{p} . \mathrm{m}$. An ourstanding figure in American art circles, Mr. Hayes is author of "The Laymen's Guide to Modern Art
"The Lass 50 Years of Modern Painting" will be discussed latest book, "American Painting," is one of the best selling ar books today. Dr. Barker will talk Mar. 12 in the main exhibition room of the new Lowe Gallery


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AZA HOTEL - MCALLISTER HOTEL BOCA RATON CLUB

Boch talks are open to Gallery members without charge. $A$ few thickets will be available to the public
at the door the evening of the lecture.
Quartet Exhibits at Miami Beach Art Center Keeping pace with the mid-season tempo, the Miami Beach importance, which continues through March 6 . Victoria Husson Huntley, A.N.A. painter, instructor and lecturet, is presenting a collection of lithographs and drawing:
which includes a large portion of her famous Florida subjects. which includes a large portion of her famous Florida subjects.
In addition, William E. Henthel, of the Cindinnati Art Academy faculty, is showing a collection of oils which recendy completed a showing in Chicago. Presiding over the watercolor
section is Chen-Chi, Chinese artist who will remembered for section is Chen-Ch, Chinese artist who will remembered for
the feature article and color reproductions of his work appearing the feature article and color reproductions of his work appearing
in Collier's Magarine recently. This artist is now traveling over


America painting is cities as he sees them, sod the courrent ee hibit includes portrayals of New York, Chicago, Philadelphis and New Orlcass, with a few piccures he has brought over from his native Chins Six one-man shows in Shaghai beginning
in 1940 brought about an invitation eatended through the offices of the Chinese Ministry of Education to tour Ameria and lecture upon the present development of Chinese art and
culture. Returning to China, he intends to lecture upgo the culture. Returning to China, he intends to lecture upon the
personal interpretation of American art and culture, at an $\sigma$. petsange activity.
Completing the exhibition, France Williams of Miami has selected 12 large ceramic figures. Widely known for fine glane work, and for the unique and distinctive quality of her mork,
the Williams ceramio are colorful and decorative, with fine the Williams ceramics are color
attention to fluid interpretation,
The ention hatidinget

The entire exhibit is open to the publis suithout harge from $10 \mathrm{z} . \mathrm{m}$. to $8: 45 \mathrm{p} . \mathrm{m}$. dally, excepting Sunday.


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CONTOUIL CHATH SMOP

'Pop' Concerts Due

 Greater Miami culcural life. The Univerxiry of Miami band, direxted by Fred Mc. Call, has planned $x$ wriac of nine "wiilight concerss, we me staged in a new amphi-
theater being buile on the thenter peeing builk on the south shore of
the Srudent Lake, on the min cimpus. Dotes are Fridy, Feb, 22, and Fridas, Feb. 29; and March 14 and 21; April 4 and 25; and May 16,23 and 30.
The band will fearare symphonic music as well as lighter and popular composi-
tions. No admision will be charged and Miamians and visiors are welcome.


Prizes Lure Top Artists
 are part of the Terry National Arr Exhibic
hanging in Dinner Key Auditorium for haoging in Dinger Key Auditorium for
week tuartiog Suldy. Fet. 24. Larin paintingr and celcbrated arrists from all ower the world the showing is probably
the larget eere staged in the rrea In ad the largat ever staged in wh areal Io ad Itito to the ts states, , sud distant point
 with more than 100 works.
The Jury of Award panel will view all
entries and select painangs to rexive the cntric and seled paintings to rexive the
118,000 in prize offered by Miami's Ter y Art Instirute, exhibition sponsoos, on Fob, 4, 5 and 6 .
Local art-minded groups have arrango ancico of social geteogethers for the visit
ing artiss converged bets

Hialeah Style Derby
Costiand Irom Pese 28
large Hialeat dub lunchoons the obser
day was the original ensemble of Mrs. Ells. worth Augususus of Ft Laverdale and Oeveland Lifesize brighe green butrer flies, aken from the print of her silk
dres, were atrached, holterskelute dress, were attached, heter-sketeet, on her
white sweser. Hes thos of the same green were decorated with a s sow sflake
pattern in white pattem in white.
Anocher gay print was that worn by
Mrs. Fred A. Poor, wife of the past presi

## CARIB OFFERS



PIGSKIN CHAIR is of ag* old denign Thoogh it har no podding, it neod non. torotbic: and the longer its wede, the mere ${ }_{3} 4$ thet the wer. Undentructure of this yltra
 in this grove.
Chalr Alone
s30.50

CRRIB TRADIIG $\mathbf{C O}$
245 Lincoln Road Phone 5-9989 Miami Beach, Fla
GATEW AY TO THE CARIBBEAN
dent of the Bath Club. Her frock of brilliant rogal blue, white and black was opped widh a jacket of royal blue sheer
Mrs. Wiley Richard Reynolds, Jc., of he Palm Beach colony, seen lunching on the clubhouse terrace, went a step furcher han the jacket-length. Hher coin-dotted
greateoar of navy and white linen, over a navy dress, was belted in navy.
Strange Wilderness
Crostianed frome Page $H$
hotel menus of pompano, mackerel and mullet. Here they live lives of such primitiveness as even the days of "The Yearling" could not exceed. On the banks of the Chatham River,
ome miles up from its mouth wome miles up from its mouth, stands a ween Everge house, the only one bemagnificent royal poincianas flame. Two magnificent royal poincianas flame before
it and coconut palms flank each side but ond coconut palms flank each side but some years ago, lived a man outside the law, in a country which knew not the meaning of the word, who was responsible
for the deaths of more than fifty of his fellows. A man who kept books on his victims as a storekeeper does his stock, and who met his own violent end at the hands of a band of outraged neighbors
who banded together as judge, jury and executioner. (Stery to be conduded in the carly Merch edition)


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Return To Paradise
By Ive Henki Laciza

The , haseow-bands of a bnge plane roced wirrois the crivalline waters of the thay of Biccayne.
And Miami, the sirven of the South, threcthed ont its arms-rogal palmsit poyons welcome.
To embrice an adopied son who long ago hal lefl, and wat on ibit day rwwning home
To iniroduce bir love, who aat becide bim. to this naliant lady in energreen that kad also won bir beirt.
She wier gouned in ber splendid best, ber tkirt of grass adorned
With silver riblom-canals where small bosts sail-of an incomparable desicn Its hom, whitestrimmed wab ting pearls of Land, to many strands cooled by the seem-twery, thingry of Noptrati't bund;
Nalures tively sureethart uatb the fertame of flowers in her hain
Indeed a sw-kined beasty with a roike 10 fill with songs the sented airt
brawieons Galures and the coquewint ,bepherden of the Soutb.
With the intoxiating neitar of Apbroditit kisses in her loverls mouth
Toustr whom an endlou chain of motor. powered carstami-Carefree townit)-take wing. roll or sail to call on ber
Amerid's sweethearr!?
Gay. facinating and captivating Miemi, the capital of Estaii).
The Paradise Lost of your deparled soms, and the Parralise Found of your

Of Fashion
(Comilt find from Page 41
witt finger lovingly the many imported
fabrica to be found at Pierres don't forget to note his new Lincoln Road address, Superb is the word for the Bri term to describe the hundreds of pattern in iridescent gabardines, hand-woven thetlands, tropical Bernuds doeakinas, dear cut worseds and flannels Althoug
Pierre is a fine custom tailor for men Pierre is a fine custom tailor for men'
suit's, If you are traly the suit type, Pierre MIGHT be pernuaded to do a suit for you, milady.
In the haberdashery portion of Pierre's, there are English Aetrex shirts to intrigue
you, and an item that serms to appeal very strongly to men in the know-French elatis

New "Road" Creations (Centimued from Page 21)
retail salon on Lincoln Road) reail salon on Lincoln Road). It'r a
shimmering vision of a strapless sheath with gold - filigree-embroideted daisics,
For drama, add an exquisite goldstriped For drama, add an exquisite gold-striped
tole for your golden hours. Next photo stole for your golden hours.
completing our fashion dircle: completing our fashion dircle:
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nitelife
The big guns are booming in the fever name talent
Sure-fire bid to lure a big segment of nitery fans is the "something old; some
hing new" combination of Sophie Tucket and crooner Toay Bennect. The venerable Red Hot Mama shares the current bill with the nation's newest bobbysox sensation,
along with Jacdie Carter, at Copa City. along with Jacdie Carter, at Copa City.
Ariptecross the way, the queen of local stripteusies, Lili Sc Cyr, has ended her long
reign at the Beachcomber, and the club ow features a "Continentral Revue," along ou'll no doubt want to catch the cele "Frated Mr, Laine, one of two renowned "Frankie" to cavort at the Clover Club this season (Mr. Sinatra makes his appear-
ance later). The leather-lunged and dramatic Mr. Laine heads a bill which also indudes Comedian Jackie Miles. ... And you may still have time to hear the nitery
circuit's most tenadious hoss follower, Joe E. Lewis, vum-vum-vemming at Ciro's.'

The husky-voiced and diminutive Veron ica Lake has been cutring a swath with the sophisticated Palm Beach play-going co-
teric in hed curreat starring role in Phili terie, in het current starting rote in Philp
Barry's witty "Animal King om," at Palm Beach Playtouse. Eva Gabor follows h onto the same stage, in "Blithe Spirit. UISINE CUES:
The very number and diversity of glam-

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our restauranss bidding for your attention along every block of these twin Pleasure Capitals make dining a bit of a perplexing
problem for visiting gourmets. To aid you problem for visiting gourmets. To aid you
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MAXIM'S. One of the most famous
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RED COACH GRILL Charcoal-broiled steaks and flown from-haine lobsters, along with other "Down East specalitics imilar Jack Larkin eateries well known to New Ene chain GRANDMA'S KITCHEN. Old fashioned farm cooking like grandma used to make. The decor is appropriately folksey, Gut smart. athenticity by the Tyrolean music-makers and the quain chateau-like interiors, filled with Viennese art objects. OLD FORGE RESTAURANT. French cuisine specialties in a romantic garden patio setting on the carefully preserve ite of one of Miami Beach's early founderies.
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 icturnque Ninid Werid Airan Mmeto.
the Western Hemisphere. Small and nountainous, it is the southernmost island ight of Venezuela. Ships from all ovet the world anchorer in the wide harbor of Port of Spain, its capial. Here, too, PAA Clippers, connecting U. S. gateway cities
with the capitals of Latin Ameria, pause. with the capitals of Latin America, pause.
As a result of this traffic, Trinidad is As a result of this traffic, Trinidad is
always filled with interesting visitors. But more interesting are the Trinidadians emselves.
Almost a third of this British colony's
population traces its ancestry to India Population traces its ancestry to India.
There are 126,000 Hindus and 32,000 Moslems. They began coming to Trinidad in 1845 and, although the island has
now been their bome for more than now been their home for more than
century, they still preserve their racia century, they still preserve their racial
and religious identity. Their colorful costumes and temples and mosques lend an Eastern aspect to Port of Spain and

## On the bustling streets of Port of Spain,

 ourists see young Indian women in west ern dress. But over their jet black hairis a graceful "orhni," as their veil is called. All who can afford to also wear heavy silver bracelest from wrist to el bows. Usually it is the older women who
ding to their flowing native garb and cling to their flowing native garb and
adorn their noses with rings of silver o $\underset{\text { Hind }}{\substack{\text { old. }}}$
Hindu temples and Moslem mosque are among the chief sightsecing goals in these bouses of worship but they mua conform to East Indian custom and first remove their shoes.
On narrow, teeming Frederick Stree in the heart of Port of Spain, tourists can
buy beaten silver bracelets like those by the Indian women. There are also silver filligree earrings, pins, necklace and bird figurines made of cow's hore.

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Exotic Plants Bloom Year 'Round In Nassau The fomendrded Britioh ithod of Nome off Poorare cose is tharing its Jear round peganot of blosoms, Koown as The Fagerant lie unvelen, there is nexite a time of of raid in Nians when no fower Bloom, The Powion tower and kuter till ate fol
 mex mide
Fine fovites wid, vision are the cocout nod royid puim, wo difurerer form northern trees. Then come the brillian
colored hibiscus and bougainvillea and the night-scented jasmine found only in tropical dimates.
Among the other unusual sights to northern eyes ate the giant silk cotton cereus. Tropical fruits, such as mangoes orange, limes, breadfruit and bananas can be seen growing wild, as
cultivated in island yards. cultivated in island yards.
Perhaps the best-loved Perhaps the bost-loved amoog the ex otic flowers are Nassau's delicate wild orchids. One flotist who arrived here recendy estimated that the commercial valu:-
of wild orchids she'd picked while in of wild orchids she'd picked while in
Nassau was greater than the cost of her seven-day vacation in Nassau.

## Trinidad

## Crontimued from Pase 49

teakwood tables, screens, cigarette and jewel boxes and camel-hair rugs. Trinidad's mountains and exotic vegeta
tion makes drives into the countryside on

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ONCE A YEAR tha night.blooming Corsen blortome drometicily ho Nosus ing the Estames.
 blousming brillentily in oee of the weand:
of the chief diversions. Everywhere are the blood-red blossoms of the imortelle rees and the cascades of small yellow and pale pink flowers of the poui trees. Evenings istrinidad offer tourists the dance to native music played by the island's steel bands. The instruments for the steel bands are made from old oil drums, biscuit tins and perhaps a worn-

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79sis,

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## Tourist Meccas

Band front Park Tropial uree nod shrub-
 in the alternooo.
Crandon Parki Located oa Virginia Key
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Svergided Sereet National Parks South and west Evergideder Natioaal Parke South and west
of Forida Cor. 30 miles on U. S . No. 1,
Tropical birdk Tropicial birg, White Whis, cgrets, blue
and green beron, black and yellow and green beron, black and yellow
Matoweon heron. Hammock (Bathing beach and Matheon Hammocke Bathing beand and
Gavilion, touth of Coral Gables on Ingra.
ham Highway. Sigbisering.
Astovoingical Teleccope, 2100 Collins Ave.
Aviluble to publice Friday nights from 8 Vailable to
800
to to
9.30 Fairchild Tropical Gardeoss Ingrabam Highway ond Cuter Rd, Coral Gables.
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 interesting trip over the Flocide Kers to
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Bay Rd. 2nd and 4th Wednesdays. Diasbed American Vectrans. Chapper 27,
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