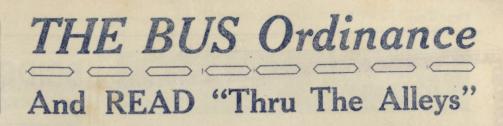
ABOUT OUR Banks

Hammerhead Greeby, Orator

Did You Know . . .

THAT recently compiled statistics reveal that there is a filling station for every five automobiles, a supper club to every six drunks, and two gambling places to every solvent sucker, in Miami and environs

(Second of Miami Life's series of "Boost Miami" articles)





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January Twenty-ninth Volume 4, Number 3.

Edited by WEN R. PHILLIPS

Cents a Copy in Greater Miami, All Other Cities in U. S. 10c. One Dollar and Fifty Cents for 6 Mos. 5

What Every Landlord Is Saying Today:

-MIAMI LIFE, AS USUAL, WAS RIGHT

Cops Catch Speeders, **But** Not Burglars

 $\mathcal{A}^{\mathrm{ND}}$ while the police department spends its time chasing 30-mile-anhour tourists and making bootleggers put up \$200 bonds, Miami is being bundled up and carried away by burglars.

Which reminds us that millionaires don't come down here to argue with traffic cops about red curbs; neither is the police department paid to merely blink red-green lights and embarrass motorists.

The main duty of the police department is to protect the citizenry, to preserve the peace and dignity of Miami. And if you think we're getting the protection we're entitled to, you're crazy. All our city manager and his supernumeraries are thinking about is swelling the almost-depleted budget by heckling motorists and bootleggers.

The wave of burglary and crime is swamping us. Drastic measures should be taken. Wouldn't it be better to let motorists run pell-mell during daytime without any traffic men at all, and put the entire force on the night-side with every block in the city adequately patrolled?

Everybody in Miami would sleep a lot more soundly.

A Lover of Horses

THERE is no one in the horse-race game who THERE is no one in the horse-race game who sees more of the beauties or knows more about the high ethical standards of the king of sports or can talk more poetically about them, when he wants to, than Luke Cassidy, manager of our track and the Laurel plant. Maybe he was unduly inspired, being inter-viewed by charming Isabel Stone of the Herald, but we think this part of her interview vesterday

but we think this part of her interview yesterday is mighty fine:

'The fascination of racing, however, is one that is irresistible. Race followers form a clique all their own, a fraternity bound to-

THAT DOLLAR --- WHERE IT WENT

(A Miami Allegory)

or three months ago. We have personal WAS a dollar in Miami-not a bright, shiny piece drug store. The drug store proprietor stepped of silver, we'll grant, but a wrinkled, dirty, aged over to a neighboring bootlegger's and bought a dollar bill bearing the head of George Washington drink, and the bootlegger handed the bill over to and signed by a negro register-of-the-treasury and his wife, who bought a new hat. some other Republi-

can officeholder. The editor knows From a Business Man

there was a dollar,

because he found it

in the debris of his

apartment shortly

after the hurricane,

and realizing that

money is of no bene-

fit to the community

unless put in circula-

tion, he immediately

bought two hot-dogs,

a packet of Pall Mall

specials, two cups of

coffee, and a pack-

age of Wrigleys, re-

taining a dime for

emergencies.

 J^{UST} to show these northern journalists who are always knocking us what's what in Miami, we present the following interview with Mr. M., a typical business man of Miami and who operates an average institution:

"If my business was any better, I don't know what I'd do.

"I am amazed and astounded at the way money comes into my business.

"If anyone had predicted, during our hard times of six or eight month ago, that our collections would be what they are, I wouldn't have believed him.

"I have never been able to afford a vacation, but the way my business looks right now, I am assured of being able to take a long vacation this year."

The restaurant man immediately turned the bill over to his butcher, who fondled it lovingly,

but his wholesale meat dealer

caught him and grabbed it. The

"I Don't Care" (A Superior Shifting Picture)

Produced by Famous Stayers Titles and Direction as Usual

 $\mathbf{y}OU'VE$ perhaps wondered what became of took it away from her and in a few minutes a that dollar we were all scrambling for two crap-dealer raked it in. The "fixer" chanced by at that time and avidly seized it, but having to split knowledge that four months ago there it four ways, changed it for four quarters in a

> From then on it rapidly went from department store to the head buyer; and after that, grocer, doctor, lawyer, stenographer, jeweler, jobber, roadhouse keeper, entertainer, orchestra leader, clothier, judge, cardshark, nurse, baker, newspaper proprietor, printer, painter, dentist, landlord, capitalist, wine merchant, truck driver, filling station, tax collector, clerk, and a hundred others we

might name had it in their various turns.

But it stayed in Miami, and kept in circulation, helping here and there, helping everyone whose hands it touched-very different from its lazy brothers we used to see so much of.

How to Reduce Our **Congestion Problem**

MIAMI'S Chamber of Commerce ral-lies to the cause—hears the crack of the master's whip, and hastily breaks forth on page one of the F. E. C's Miami mouthpiece, the Herald, with a resolution asking the Florida state railroad commission to defer putting into effect the reduction of freight and passenger rates over the F. E. C. which should come because of the reduction in mileage between Miami and Jacksonville by the Bunnell cut-off.

The F. E. C., you know, formerly boast-ed that it would never permit another railroad to enter Miami-and only its influence kept the Seaboard from entering the city when Miami so vitally needed it. The F. E. C., you know, never thought of improving its service, of double tracking its road, of putting in the cutoff which may now reduce its rates, until it knew that it could no longer fight off the coming of the Seaboard. Once competition loomed, it began to give an approximation of the service it should always have given. The F. E. C., you know, never cuts a penny off its rates on those excursion tickets you buy during the summer for up north. Every other railroad cuts, but the F. E. C.-up to now-has never done so.

And this is the railroad for which the Miami Chamber of Commerce-which has a pretty big task right here in Miami if it ever really got down to doing it—goes to the mat. The Miami C. of C. says that it is no more than just that the rate should be deferred until the F. E. C. could reimburse itself for its improvements out of this very extra charge.

But just to make the whole thing more ludicrous, the F. E. C. comes out and announces that it is only using 20 per cent of its equipment! We should pay extra railroad fares for equipment the F. E. C. isn't using? It is to laugh.

gether by a common love. I know of no other group that sustains the same loyalties in success or failure. There is an old say-ing 'on the turf and under the turf all men are equal,' which is very true, and the turf. men care for their own with a sportsmanship that goes far toward recognition as the sport not only of Kings, but the Great Common People."

Li'l Nell's Sister!

L IKE a great many others who see a terrific combine ahead on our greatest form of entertainment, with consequent hardships on our artistic sensibilities, we despise this idea of Publix Theaters, whose magnates are now down here in convention, apparently for the purpose of gobbling up every theater in Florida.

We believe that if strong enough pressure can be brought to bear upon the coming session of the legislature, we, the people who keep the movies in existence, can make it pretty hot for this combine that seeks to stifle all competition, perhaps kill it so far as our state goes.

Nowhere is competition needed so much as in the production and distribution of pictures. Anyone who has lived in Miami a few years recognizes that. Competition may not please some of the Hebraic gentlemen at New York who are looking at the money side of the game, but it pleases anyone who pays his 50 and 75 cents to see a picture that ten years ago, at a higher cost of production and an awkward plan of distribution, could be seen for 25 cents.

We Thank You!

WELL, the city of Miami has been real nice about a couple of little suggestions we made in Miami Life in the last few weeks. The Fifth street bridge car track bumps have been re-moved, the intersection of N. W. Seventh avenue and N. W. Twentieth street has been improved and part of the job of paving between the car tracks on Thirteenth street off the causeway has been completed. Fine work, say we!

wholesaler, on his way to the bank to deposit it, was held up and the dollar bill taken away from him. The bandit ran two blocks, only to be caught by a constable to whom he had to give it to avoid imprisonment. The constable had to give the dollar to a construction firm to stave off foreclosure on his \$50,000 home, but the contractor had to turn it over immediately as part-payment on his lumber bill, thus obtaining a further line of credit. The lumber dealer donated it to the Red Cross hurricane relief committee, who had been generous in sending him business, whereupon the dollar bill, after a free-for-all-fight, found itself in the pocket of the victorious Red Cross official. As the official had an expense account and most everything else free, it was a day or two before

These and Direction as Usual (The scenes as they occur, just happen. In the bathtub scene Patzenhofer beer bottles are used, but owing to the strict regulations of the Prohibition Act, the l quid is the product of the Half-Moon Gingerale Company. Tub furnished by Palmer. Indian Guide by courtesy of Mrs. Stillman. Now go on with the story.)

ACT I:

A Hollywood (Florida) Scene Enter Lita Gray—"We've search-ed everywhere and nothing but shoes, shoes, shoes, and canes, and more canes. Where the devil do you suppose he keeps it?" Enter Charlie—"Where's 'The Kid?'"

Collapses and goes to bed with

Kwo doctors. (Loud noise is heard: "Boo! Boo! Boo!" Browning is seen galloping across floor while "Peaches" fades away to 160 pounds.) Enter Connie—"There he goes!

Can't someone stop him? Where's that reporter from the News?" (Stan Comstock enters Gulf headed for Jamaica.)

The scene changes. You are now in the Canadian lumber camps. Seminole Indian, by much hard work, is changed to represent In-dian guide. He sleeps on. City Commissioners order beau-

tifying of old tennis grounds on N. E. Second avenue. (Editor's note: You are now in Miami, Florida; watch where you park your car.) Flowers are planted and beautiful "WELCOME TO MIAMI" blossoms. Cemetery adjoins. (During the intermission guests may

(Continued on page 8)

It stayed in Miami, until-

One day a miserly old cracker, who found it in a gutter whence it was blown from the hands of a tiny girl going to the grocery, ran to the bank and deposited it.

And that was the end of our wonderful old dollar bill, as far as Miami was concerned.

We hear that it's on Wall Street now, with the big boys, doing its stuff in northern industry and commerce, drawing a juicy "call loan" interest for our local banks -but that doesn't make much difference to us. The point is, we haven't got it any more.

So please, won't some kindhearted tourist give us another dollar, and we'll promise that we'll always keep it circulating among ourselves, and we'll never, never let it get in a bank again.

Attention, Honk Honk!

AND still drivers of the city subsidized motor busses continue to make life miserable for pedestrians trying to cross the intersection of Flagler street and Miami court, where the busses turn in for the terminal. And, believe us, they sure turn in without any regard for who or what might be in their way,

Mr. H. H. Arnold and the other gentlemen who have to do with the busses could help the situation by parking that traffic cop on the west side of Miami court and Flagler where he would do some good instead of having him on the cast side where he can only divide his time between conversing with the newspaper hucksters and chasing hapless drivers away from the red curb.

What About Mundy's **Injunction Suit?**

(An Editorial from The Miami Tribune.) LAST week's issue of Mizmi Life, a weekly publication in Miami, inferred that the in-junction suit brought by M. H. Mundy, former Miami Jockey club architect, was a friendly one. That suit charged illegal operation of the Jockey club club

The Miami Herald credited Shutts and Bowen, Miami law firm, with winning the suit for the Jockey club and preventing the closing of the

Shutts and Bowen should prove that it was not a friendly suit, or force Miami Life to prove its inference. Because if it was a friendly suit, and Shutts and Bowen were the instigators and were prepared to defeat a friendly suit, the whole

transaction makes courts a farce and is unethical. If it was a friendly suit, it evidently was brought for the parpose of keeping out of the courts others who had sincere intentions of suing. The apparent purpose in that case was to obtain a judicial ruling in favor of the Jockey club. Questic able procedure could lead only to a final and determined attack by those who oppose rac-ing, once they should learn how they had been hoodwinked.

Let's get at the truth of this thing.

U those electric engines the Seaboard promised it was going to use in the city limits of Miami? You know, it is a bum trick to play on folks living in the territory near the S. A. L. route. Their murmurs against the ruining of their residential property values were somewhat stifled by glowing promises

But they still have a comeback left, we understand.

Well Water vs. Wel! Water

ONE of the nicest little rackets around town these days is U this bottled-water stuff. You've read their ads—"Safe-guard the health of those dear to you," "Drink only the purest," "Bottled sunshine," and al that sort of thing.

The city water of Miami cones from wells which are tested constantly and the water used by every one of these bottled water companies save one comes from wells, some of them close to the city-owned wals.

The tourist who ordinarily reads nothing but his home-town paper invariably reads every column of MIAMI LIFE-because we put out a paper he likes. Tourists are swarming in. The one and only way to reach the majority of them with your advertising is through the columns of MIAMI LIFE, Florida's Largest and the South's Greatest Weekly :: ** ** ** :: ::

The Bunco Game OF course, it may seem sort of nagging, but where are

of smokeless engines and all that sort of thing.

the dollar got back in circulation,

but one day it suddenly found it-

self in the purse of a keen-looking

blonde. Her "feller" immediately

Page Two





JULIA TUTTLE HOTEL DALLAS PARK UNDER NEW MANAGEMENT

Announcing

The Opening of the

Jane Hamacher Shoppe

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Arcade 4, No. 8

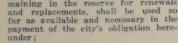
Ladies' Exclusive Apparel

at Modest Prices

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sions in service.

they know their stuff.

cent for storage.

(This agreement must run either (1115 agreement must run either 10, 20, or 30 years, under the terms of the contract. At the end of 10, 20 or 30 years, the city buys back ALL of the busses the company has bought in that time AT THE IN-ITLL PURCHASE PRICE. No deductions for more and teap no deductions for wear and tear, no depredation figured in. Just how much to YOU think that Flagler street lus you came down to work in this norning will be worth when the city buys it back at the orig-inal cost price in 1954? It merely means that the Florida Power and Light company, paying nothing for its garage, also pays noth--save perhaps the interest on

ing for its garage, also pays noth-ing—save perhaps the interest on the investment—for its operating equipment and repair tools.) Article 4:—In the event the gross receipts of the bus system herein pro-posed should for any calendar year or fraction threef be less than the corresponding operation cost, as here-in defined, then und in that event, the city agrees to pay to the company on or before the thritidh day of Janu-ary, next succeeding, in cash, the amount by which the said costs exceeds the total gross exmings for such period, it being agreed, however, that the city's minimum oligation hereun-der is based on 3.500 miles per bus per month at thirty onts (30c) per bus mile, as provided in Paragraph 5 of Section Third hereof. The operation, including main-tenance, taxes, insurance, rentals, and all reasonable and proper reserves, such as reserves for judgments and claims, noncollectible accounting prac-tice, are properly chargeable to prop-erty or fixed capital account. (Inter-est shall not be considered as a part of the cost of service for the pur-poses set forth in this paragraph.) (These paragraphs are wows and have more sleepers in them than any flop house in New York. For

have more sleepers in them than any flop house in New York. For instance, in that "cost of opera-tion" thing, it is to include all "reasonable and proper reserves" and then doesn't say who is to deter-mine what ARE reasonable and proper reserves, or what amount is to be charged off for them.

Again, the city agrees to pay IN CASH enough to make up for any losses the company sustains in op-erating the city's busses. Again, the city must reimburse the company for losses for "any calendar year or fraction thereof". The lines may make money 150 days of the year and lose on the other 215 —and the city would have to pay for the losses on the 215 days with-

weeks in the MIAMI LIFE, a newspap published in said County and State. This, January 21, 927. GEO. F. HOLLY, Clerk of Circuit Court. By E. W. TRAMMELL, Descrite Clerk Deputy Clerk.

(Circuit Court Seal) SAMUEL CAPLAN, Solicitor for Complainant.

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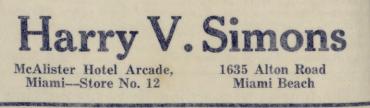
MRS. EMMA McCOMAS

SPIRIJUAL COUNCILAR moved b her home on 33rd St., Hialeah, third touse west of Palm Ave.

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Take Advantage of the Wonderful Oppor tunity This Sale Offers You!	



MIAMI LIFE IS READ-NOT SKIMMED

Olive Oil Boom Assured

Excavations Under Auspices of West Central Miami Chamber of Commerce Assure Developers That Rich Olive Deposits Lie Somewhere Out in that Neighborhood

F. RANKIN PFHOUL, secretary of the West Central Miami Chamber of Commerce, in his address before the board of directors in the Greeby-Jeeby Inn annex last Wednesday afternoon, outlined

a comprehensive program of development for West Central Miami for 1927, 1929, 1930, 1931 and 1933. The years 1928 and 1932 are skipped because they are leap years anyway, declared Pfhoul in ringing tones,

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

No. 7

No. 10

No. 11

No. 12

No. 15

No. 16

No. 17

CP CP CP CP

A francos frances

No. 9

which brought down the house. The main feature in the secre-tary's report included the develop-ment of olive oil wells in West Cen-tral Miami. Phoul said his office the sketch, will contain the recum-tion of the secre-the sketch will contain the recum-tion of the secre-tary's report included the develop-tral Miami. Phoul said his office the sketch, will contain the recum-tion of the sketch will contain the sketch will contain the recum-tion of the sketch will contain had been working for some time on the matter, had dug a trial well, had found the strata most promis-ing and believed that success was

"What," he demanded, "could be more economically sound? We not only can mine the olives here but we have thousands of empty bottles in which to put them once we get them. In fact, I doubt if the supply of olives we mine will ever quite equal the demands of the

empty bottles." Pfhoul submitted the geological report in conjunction with his own report. He declared that the olive report. He declared that the olive oil wells were fully financed and that the matter was being made public at this time to help out the newspapers which seemed to be having trouble filling their columns now that they haven't so many ads The report of the drilling of the

trial well in part follows: "Strata No. 1, as illustrated on the report, consists of a row of evergreen trees. The fact that they are ever green in itself prov-ed the strong possibilities of ex-isting subterranean olive deposits, from which these trees draw their greenness. Strata No. 2 is nothing more than the sandy top soil under which (No. 3) is to be found a vein of coral rock. Strata No. 4, consisting largely of empty tin cans, discarded Fords and similar trash is one of the earliest favor able evidences that olives are lo-cated below. This is especially a good sign if a few empty olive bot tles can be found. Strata No. 5 is a submerged picket fence, while right below it, one invariably comes across the next important indica tion, little pockets in which the olive oil seeds, discarded by our leading chili restaurants, can be found

"Right below this, strata No. 7 is a rich sandy deposit, probably consisting of olive seeds which were chewed up before being discarded. Below this is a row of packing boxes used in packing Palm Olive soap. They are usually struck at a depth of 25 feet. The ninth strata generally found is a thin rusty line of nails which have

dropped out of the packing boxes. Workmen were held up a long time after striking this strata but they opened another case and went right along with their work, strik-ing strata No. 10 almost imme-diately. This strata had been down a considerable period and consisted of neatly stacked rows of cancelled checks. Engineers in charge of the drilling operations declared themselves certain that this was an an-cient deposit since none of the checks were hot.

"Just below this came a layer of a peculiar ore which was finally identified as corroded paris green and the engineers were then even more firmly convinced that they were on the right track. Paris green always solidifies when treated with olive oil. Right below this was a Green River and under this,

The Road To **KNOWLEDGE** * * *

* * * (Editor's Note:--This is the third arti-cle in the series entitled "The Road to Knowledge." Anyone guessing all of these Miamistics correctly, and including a money order for \$1.00 (one dollar) with the list of guesses, is likely to win some sort of a prize, in case we have no other uses for the dollar. Anyone enclosing two dollars has twice as good a chance, three dollars, three times, and so on. To help out, we will print hints on such occasions as we, too, are able to guess the correct answer.)

THIS WEEK'S PUZZLE :--What city has this for its motto: "Come play with me in Miami Beach"?

THIS WEEK'S HINTS: The city referred to is in Dade county and its name comes in two words, the initials being M and B. As a fur-ther hint, it is not Coral Gables, South Miami nor even Country Club Estates. In case you are still at sea, ask any Miami cop where he used to be chief of police. At-tend any meeting of the Dade county commissioners and find the name of the city which is sending, has sent or will send a delegation before the commissioners to discuss the condition of the Dade county causeway. Call up Coral Gables 100, ask the telephone girl

Use
the
Venetian
(Causeway)
Bridge
The Short Quick Way
to
Miami Beach





to tell you the name of the last city any Coral Gables resident would dare to live in. If all of

Little Bits GREAT CHIC

Accessories give meaning to even the smartest costumes. For the spring and summer they are more important than ever before. Jewelry is more brilliant and elaborate,-scarfs are gayer, sparkling - bags glow with richer color-hose and underthings are sheerer-a season of fashion superlatives!

Color is of supreme importance-designers of every accessory type have taken their inspiration from Paris-sponsored shades. Costumes when complete, are perfect from point of view of color and style harmony.

A 'Kerchief for Every Playtime Pocket

-at 49c each



Pockets, of course, in every sportsy ensemble for spring and summer-and tucked in one of the most conspicuously placed, a 'kerchief to match or contrast with the frock which it complements. Of linens, net bordered-of printed linens-of plain colored linens, bordered with prints-and of crepes de chine, hand painted! You'll find the biggest and best variety in Burdine's Kerchief Korner that you've ever seen anywhere in all the United States! And you'll select, not one, but scores at just 49c each.

Slip-on Doeskin Gloves as Washable as Silk

-the pair, \$4.50

Zip-into the suds-a pair of slip-on doeskin gloves! But you needn't hold your breath-they were made to tub-to splash in and out of water as deftly as silken stockings! And only \$4.50 the pair—you can wear and wash them for just ages. The illustration is simply representative-the styles in our stocks are not bordered with the

WINTER VISITORS

Funny isn't it, but we forget that news that may Be old to us is sometimes new to friends from the North-

Though the way it was broadcasted by the out-oftown papers last June about our purchasing the Miami Bank and Trust Company and the Commercial Bank and Trust Company, we perhaps might be forgiven for thinking that everybody would have heard it.

CITY NATIONAL BANK and TRUST COMPANY 116 EAST FLAGLER CAPITAL \$2,000,000.00 SURPLUS \$500,000.00 MEMBER OF FEDERAL RESERVE SYSTEM

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Despite the Depression Our Business is Getting Better Day by Day.

Page Three

MIAMI LIFE

city any Coral Gables resident would dare to live in. If all of those hints fail it would be best for you to drop out of the contest Invalid dare to live in. If all of those hints fail it would be best for you to drop out of the contest unless you can get Bill Scott to tell you the answer and Bill, you know, never talks, he only makes signs. (Advt.)
The dramsver?
The dramse efficiency, without one iota of to the context.
"Miami to greater progress than ever."
"Miami to greater progress than ever?
"Business efficiency, without one iota of to the same sound, sane, time-tested economic principles that made private business a success.
"The result is unmistakable. Miami's freedom of political discord, her marvelous record for advancement, her phenomenal for goodness sakes, remember your manners and DON'T laugh:
"The complete rehabilitation of Miami, Florida, following the terrific hurricare damages of a few months ago, stands out in American history as a marvelous extent of the four members of the commission

strata No. 13, were green peas in the pods, end on end.

Operations again had to be suspended at this oint, after the well had been dug to a depth of 41 feet, because of a lack of funds but another lease was sold and opera-tions resumed. Almost immediately, a new strata, No. 14, was struck. It consisted of three veins of railroad rails, probably destined for the Florida East Coast road At first the workmen feared that they would be unable to pene-trate this vein but three rail birds were borrowed from the Miami Jockey Club and they made open-ings with several hot tips. "As soon as they had penetrated

the third rail, they were greatly shocked to hear a tinkling noise as a row of bells was unearthed, indications that the olives were there with bells on. This is a peculiarity of all olive oil wells.

"This is as far as the drilling has proceeded because of another finan-cial shortage. It is now proposed that the West Central Miami that the west central manning chamber of Commerce devote 10 per cent of its 1927 income for the

Occasionally equalled, perhaps, but never surpassed by the creations of the finest custom tailors - these clothes stand out as pre-eminent values. We want you to see them.

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black. Shown in all shades of tan.

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Of course you'll want new pearl beads-the simple necklines of spring pattern approval call for some sort of throat ornamentation—and foremost among them-pearl beads. Varieties at \$2 to \$25.

Novelty Necklaces at \$1.95

Express just come in brings us a quantity of attractive necklaces-festoons, single, double and triple strand variations, 60-inch pearl beads. All of indistructible Omar quality. Special at \$1.95.

A Shoulder Posy is a Shoulder Pet



Never ending-the popularity of the flower placed on Milady of Fashion's shoulder. Whether she be dressing for sport, for afternoon, for evening -always and ever, is she mindful of her now almost-essential shoulder bouquet.

Of silks-of chiffons-of velvets-of metallic fabrics. Flowers for every and all occasionsfor dress types of every description. Prices \$1 to \$5.



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Page Four



THE "rushingest" time of all the year-the month of February-is 1 on hand, and then, if ever, there'll be all sorts of parties—and everything. Anyway we hope so.

Seems as though this year a number of people, who haven't been down the last few years, are coming back.

Among the most popular will be Beatrice Pearson, who hasn't been here for two years because of ill health. She is coming with her mother, Mrs. Helen Pearson, to the Flamingo for the month of

February. Beatrice is an outdoor girl, al

ways full of pep. She's quite dif-ferent from the majority of the society girls, not content with a purely social existence, but dash-ing into athletics with all sorts of vim, and easer to do everything better than the average. She always has contended that one must be trying to do something sort of ou of reach, in order to keep real happy. Last we saw of her, she was attempting to do some spec-tacular diving, having tired of just doing diving and swimming in the usual manner.

HERE are the Bernard Gimbels back again, this year being at the Roney Plaza instead of main-taining a big winter residence, in addition to a summer estate. Mrs. Gimbel is one of the most stunning appearing women that June has ever had the good fortune to know -and she also has perfectly charm

ing ways. The Gimbel Pirate ball, which has become an annual affair, is one of the high points of the sea-

Last year Carol Gimbel was fast growing up, promising to be as lovely as her mother. How times fly—seems only yesterday she was a wee girl!

ALTHOUGH the Seldens aren't going to spend the winter in Miami, having taken up their abode at the Hollywood hotel this winter, we're glad at least theu'll be close. Was there ever a nicer family than the Seldens, so loyal to each other, so loyal to their friends? Kay is visiting the Duncan Mc-Donalds for a short time in Miami, and her sister, Anne Nichols, and wee daughter. and the parents, Mr. and Mrs. William Selden are still in Hollywood. I understand the brother and his wife will be down * * *

WAS speaking hook rugs as bein week. It seems as ing most anything rea becoming a fad, as the far more fashionable hands busy than not.

I saw the prettiest prizes given at a bridge party last week. Ma-rion Warr, who gave the affair, made them herself-big pink chrysanthemums made of wax, the petals opening up to hold tall pink 'many and the pretain the check in the bar-gain, I just up and walked out and left the party flat." "Say, kin you slip me a buck to the pretain the check in the bar-gain, I just up and walked out and left the party flat."

The most promising affair of next week is the big tea to be given by Mrs. Thomas J. Pancoast, Betty Pancoast and Pauling for three days." dine on Monday. The three host-esses being just as charming as can be, and the place chosen being "Well. I the Pancoast hotel, it is easy to predict a success.

Talking Miamese "Can you date me up with her? I'll fix you up with George's blonde."

"Four bottles of Canada Dry and chopped ice here, boy."

"Yes, I have a very nice ocean front. It was \$200,000 last year but you can get it for around \$35,000 now."

"Say, boy, she sure does shake a mean foot. She's a dream if there ever was one. Yuh can't date her up inside of a month."

"No, I never give out inter-views to the newspapers. Oh,

his "lezzure

NOT-SO BAD Terrace Apartments over at the Beach called me up to inform us that they had 120 apartments filled out of 140 and what was all this talk about no crowd here this winter? But that wasn't the real point, they said. They are having an "At Home" party for everyone Saturday night with dancing on the terrace, fine mu-sic and several novelties.

Just having a real good time to show the world how glad they are to be here, in Miami Beach, in January, 1927.

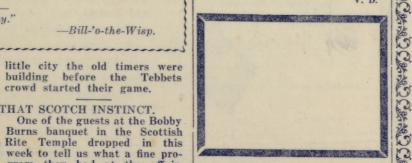
original settlers down Fulford way, dropped in to ask us to give a little puff to the benefit ban-quet for the newly organized Fulford Chamber of Commerce. The banquet—at \$1.50 per head —will be in the Alabama Hotel February 1. There'll be some outside talent from the Miami C. of C. on hand for talks and the profits will go into the C. of C. treasury. Now that the boom boys have passed along, the old guard-of which Newt is a leader-has again assumed control of things out in Fulford and we

figure that it won't be long be-fore Fulford becomes the bright ANOTHER VIEWPOINT Editor Miami Life:

Editor Miami Life: If you were fortunate enough to have been out to the Biscayne Fronton last Sun-day evening you would have a very good illustration of what can be done in Miami with clean sport. There was no gambling, no booze, no dancing and the concession-aires did not charge 50c for a glass of orange water. There was no money up on the result, yet a capacity crowd of "nice people" paid three to five times as much as the usual admission to get in. They laughed, they cheered, and "a good time was had by all."

laighed, they cheered, and "a good time was had by all." It was announced that there would be two games of Jai Alai after the tennis matches, and do you know what happened? Every person in the house got up and walked out after the tennis games and not a soul was left to see the Jai Alai. Now, what's the answer. Its simply this: We are in the United States of America, not in Mexico, Spain, France, Vienna, Paris, Berlin, or Monte Carlo. I love this city and I want to see it a big success, and I want to see your paper a big success. There is a field here for your publication. Your paper gets under things such as no other can do. But when Miami succeeds and you succeed it will be for the same good, solid, cold-blooded American business reason, and not be-cause somebody made money out of gam bling or booze. V. D.

V. D.



Herald portrait of business the job as toastmaster and all that sort of thing. Had a fine crowd, too-just about as many man who said Miami didn't have a great future.

> Watch for the opening of the Shoreland Ballroom. Same block as First National Bank.—Advt.

SHAVE 'EM Editor Miami Life:

After an absence of three months from the city, I re-turned here and found Miami wonderfully improved. The streets are cleaned up for the first time in several years and generally speaking, the city looks better to me than ever.

One thing impresses me in particular: the hotel prices have come down to everybody's level but your barben shops are still profiteering. Thirty-five cents for a shave and of course they want 15-

quarter. Such a thing as profiteering on a shave often stands out in a tourist's mind more than exorbitant hotel rates—and undoes all the good done elsewhere.

MIAMI LIFES BEST JOKE OF

Oh, changing times! Four years ago Fred Botts, the attorney, was trying in behalf of the Christian council to close up every bar in the city. Two weeks ago he was elected president of the Bar Association!

LITTLE GERALDINE -Little Geraldine's father told the real estate prospect that he always spoke strongly about Miami's future and little Geraldine just laughed and laughed because she had heard him swearing, too, about Miami's future.

Miami Life is Read, Not Skimmed.

Excites and Whets Your Appetite The Cottage Tea Room In Fort Dallas Park 123 S. E. 3rd St.

Luncheon 11:30 to 2. Dinner, 5:30 to 8, Seventy-five cents.

Announcement

The Idamae Gown Shoppe takes pleasure in announcing to their Statute customers and friends Car that they will continue to offer the same type merchandise for Carao which we are so well known, and would ap-preciate a visit from you at their new loca-C.W. tion, 135 Seybold Build-ing—on the ground Cer floor. Carrie Opening Monday, Jan. 31 0.9% Idamae Shoppe B

X C & & D C & & D C & & D C &

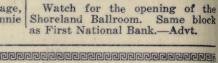
JOE SMOOT-"I lost two grand on that race." OLIN KENNEDY-"I'm glad I've got those oil leases. ? ? ? GEORGE ESTIL (without cracking a smile)—"The power company is a real benefit to Miami. BILL SCOTT—"I don't make signs. I talk." ? ? -?

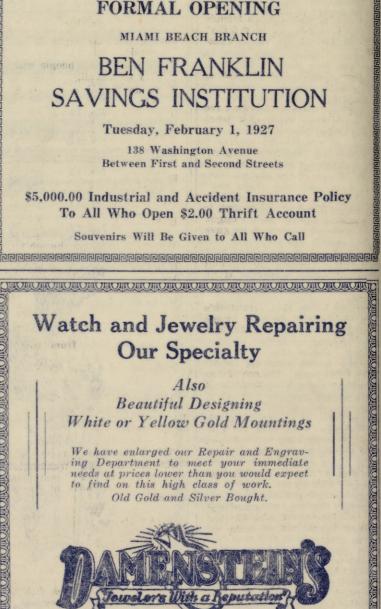
Do You Remember?

GUS MULLER-"Sorry to break up the game-but you know how it is."

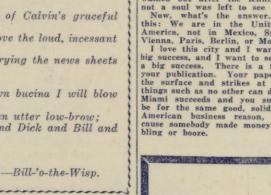
RODDY BURDINE-"Rottenest golf I've ever shot." ANY GOLD-DIGGER-"Gold!

Why, the only gold I've found in Miami this winter is in their teeth—and I'm not a dentist, girlie."









On neatly barbered putting greens and thus derives his simple pleasure-Often you'll see him make his way around the course when days are balmy. Next summer to his friends he'll say, "I spent the winter in 'Meeahmee.

PRONUNCIATIONS

THE gentleman of portly mien (and ample means) who spends

THE newsboys down on Flagler street, selling their pink and purple papers Announce some rebel's dire defeat or tell of Calvin's graceful

capers.

Scarce can young Pryor's band be heard above the loud, incessant clamor

Of the strong youngsters' accents slurred crying the news sheets of "Myammer."

BUT I am neither this nor that, (my own bucina I will blow

now) I'm not especially high-hat, nor am I yet an utter low-brow; I, of the Mighty Middle Class, like Tom and Dick and Bill and Sammy,

That's

know

t to play ball."

Not perfect, but not quite an ass-I shall content me with "Myammy."

of making	Lannennennen
ng a fad last hough mak- ally pretty is	you're from the Herald? different."
ough it were to have the	"Hey, there, doncha nuttin'? We gotta right through when you losa

hadn't cooked enough food for a third of the people, and didn't have enough folks to do thre serving and—oh well, it must

"Well, I wires home but they say things is rotten up there and the mill has closed down. Too much cotton busted the market, so

TOUGH ON DEALERS. The automobile credit associa-

C. OF C. BANQUET Newt Trenham, one of the enth street-and as for those which are still hanging around

"SPRING IS COMING"

the tourist camps

Favorite Sayings

Famous Miamians

ED ROMFH'S secretary-Mr.

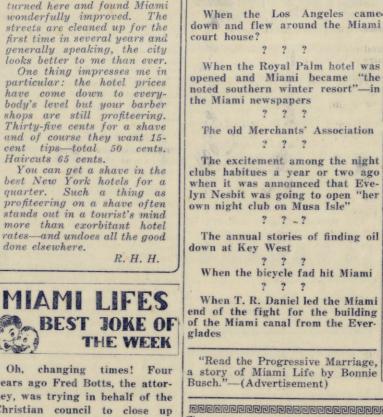
STANLEY COMSTOCK __

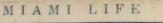
AL WOHLMAN-"All goes on

Romfh is busy.

the line.'

Let's get married.





How about some bon fires?

Now that the trees around

town wear, for the greater part,

a rather sickly look, the Junior C. of C. has deduced that it

wouldn't be a bad idea to have

the lawns look a little better

than they have been. So they are having one of those "Lawn and Flower" contests in which \$500 in cash money (yes sir,

cash money, brother, we thought we'd interest you with this story

before it got finished) for the

various prizes. The awards will be made March 31 and entries

must be made now, with Paul Wilcox. Paul, you know, is

In the Editor's Mail

ALL RIGHT, HONK HONK

You have always worked hard for good oads and traffic signals and isn't there hav against using traffic signs for ad-ertising purposes?

On N. W. 7th street near 22nd avenue you will find a traffic signal and over the top a grocery sign. Near LeJeune road and Winona Park and near the road bridge at Winona Park are other such signs.

They are very confusing and should be emoved.

Sincerely. W. F. C.

Editor Miami Life:

Frank Wharton's assistant.

EVERYONE was out to see the great Lenglen perform last the price of a cup of coffee on yuh?" of a society turnout than we've noted for some time. As for the performance-well, as one eager feminine spectator said, one didn't have to know anything about ten-nis to enjoy it. Just watchig Su-zanne is a lesson in unbelievable grace.

The Resident Players up at the Auditorium deserve everyone's support, but they aren't getting the support they should. The "Who's Who" turned out for the opening, but then there's more than open-ing night to a theater, and the crowds haven't been what they should be since. Such an excel-lent company ought to be given absolutely every inducement.

* * * Will Rogers, the cowboy humor-ist, is going to be introduced at the Biscayne Fronton by the Monday club on February 4, pro-ceeds to be given to charity. We'll say this for Will—his polo may not be the best, but his work on the stage sure is—and everyone who heard him when he opened up the Beach auditorium last year the mand a cupa coffee." the Beach auditorium last year wouldn't miss him for worlds-even though he has become the mayor of Beverly Hills.

T wasn't done in our day-but then maybe we're old fashioned. We refer to this open bidding of the fraternities and sororities at the University of Miami, letting the whole world know in print who is being "tried out," and also to this general mad rush of the various organizations to grab off the best first. Some of it sort of seems undignified, but then the university is young yet, and anyway Miami always does do things differently.

But it is a bit startling to us to see right out in cold print the news about some group of budding would-be brethren, inviting the chosen to some affair or other, the names of hosts and guests being calmly announced. about

How They Start "Got ten bucks?" "No, but I've got six." "That's enough. Let's start a night club."

"What yuh got good in the fifth?" * * * "Gotta match?" . "How about a little run out to night club tonight? No, I don't

like movies." "Oh, well, if they do close them, I'll probably save ten or twenty a day, anyway."

"Now, if you can grant me this six months' extension, I am sure I can get enough together to make up the payments."

"Well, if they do strike it, I'm in gravy. But for old friendship's sake, I'll let you in a third on this one lease for \$1,500 cash."

"Boy, he's got the kale and plen-ty of it. He sold his stuff for cash back in 1925 and didn't dive last year.

tions are probably in for some tough times now that the way is opened for suits coming out of seizures by the credit companies for alleged non-payment of installments.

THAT SCOTCH INSTINCT.

One of the guests at the Bobby

Burns banquet in the Scottish

gram they had at the affair,

how well Jimmy Donn handled

as they had expected, nearly 400.

have been very sad. But at

least the program was fine.

But he did weep over the sup-er. Said they apparently

But, after all, it is likely to mean that the dealers will do most of the suffering in the end. The cred't associations are mak-ing it harder on the dealers all the time, making them sign notes every time they sell a car on credit with the result that, if an owner defaults, the credit combower defaults, the credit com-pany, failing to repossess, can collect off the dealer. However, some other method of handling credit purchases of automobiles is likely to come out of the whole affair and that new method mill methods diminet

method will probably eliminate the present type of credit com-pany which is merely a parasite, living off either the dealer or the buyer without taking any great risks itself.

BUILDING A CITY Maybe it takes all kinds of people and all kinds of buildings people and all kinds of buildings and all kinds of everything to make a city but it is somewhat of a mystery to us why so many hurricane wrecked houses are still half-standing along our streets. For example, there are two or three of them on the south side of N. W. Twenty-first terrace near N. W. Twenty-sev-

Miami Jockey Club Race Course, Hialeah January 13th to March 5th, 1927 Seven Races Daily (Except Sunday) Rain or Shine First Race 2:00 P. M.

ADMISSION: Including Government and Hialeah City Tax, \$2.30. Special Race Train Direct to Track, Leaving F. E. C. Miami Station at 1 P. M., Returning After Last Race



Tourists' Directory

Directly on the Ocean at 24th St.

Perfect cuisine, homelike appointments, charming social atmosphere. Private bathing beach. Dancing nightly in new Spanish Tea Garden with syncopation by the Music Weavers. Special Tea Dansants Sunday afternoons, 4:30 to 6.

Moderate American Plan Rates

Tell Ansen and Ansen and Ansen Ansen and Ansen and Ansen and And Tell **RONEY PLAZA Pools and Casino** The Play Resort That's Different A Day's Schedule: Put on your bathing suit in the morning any time after nine. Play about in the Ocean and in the Roman Pools. Dive and swim and watch the best Amateur Swimmers and Divers in the World perform in the Pools. STUBBY KRUGER One of the World's Champion Swimmers, and the Peer of All Water Comedians, Can Be Seen Each Day In Action In the Roman Pools. Lunch on the Balcony or in the Restaurant. Dance if You please. The Roney Plaza Casino Orchestra Will Play for You While You Bathe, Dance or Dine After Luncheon, served from Noon until Four o'clock, Bask in the Sun on the Sands of the Ocean. All the day know that you are in an Atmosphere Distinctive. ~~~~~~~~~~~~~ Starting Saturday, January 29th

Arnold Johnson and His Orchestra Daily From 11 o'Clock Until 2:30 o'Clock

and a mark and the second and the second the

Saturday, January 29, 1927

MIAMI LIFE



1 1 1

THAT a lot of girls are over-

THAT Marie is still waiting

THAT Martin is still living at

THAT Jack believes in taking

out the stout girls to dinner, be-cause most of them are on a

THAT the Blue Ribbon had its

THAT Max stopped off at De-

THAT the News might possi-

bly be able to find a society writer in these days of unem-

LITTLE GERALDINE -

The little neighborhood boy told Little Geraldine that she

was bowlegged, but Little Ger-

aldine just laughed and laughed because she had read in the art

magazines that curves become

ployment who could spell Louis-ville a little better than the one

who tried the other day and made

THAT Trixie's friends are

THAT Burk is trying hard to

THAT it won't be long now before we begin to think of electing city commissioners . . .

and the commissioners seem to

realize that, judging from the section of the city favored in the

1927 street and sewer develop-

THAT little Geraldine ought to get quite a kick over the way in which some of the folks had to have chauffeurs to operate their Rolls Royce's last year have learned to run second-handed Fords

"PAINTING THE LILY"

wondering what she said to a

certain person in front of the

Floridian the other night

get the nipe

ment program

land on his return trip

the feminine figure.

it "Lewisville, Ky.

first anniversary dinner on Jan-

for the package from the boy

she met at the Navy dance

the Warrin

diet

uary 27

THAT M. P. didn't go to the | and mustaches if they do not de-Biltmore anniversary dance, but Paul did

THAT a certain young man, whose stock expression is "when I decide to propose to her," may be fooled when he does

THAT King is glad cows don't fly-and it was a brand new hat, too

THAT if some of the pessi-mists would go to work, or back to Atlanta, Miami might be better off

THAT the F. E. C. yellow paint looks pale compared to the shade of the newly painted Miami street cars

THAT Florrie is busy now thinking of what "might have been"

THAT Charlie is still unengaged, despite reports to the contrary

THAT Agnes has become quite a radio fan since the young baritone has been on so many local programs

THAT several of Ben's friends are wondering where he got that \$100 he lost at the races Tuesday

THAT Ruthie must be out of town again

THAT Lee and Charlotte have their friends guessing as to what they are having engraved

THAT the chief seems mighty afraid someone will find out about that luncheon party 1

THAT the popular Beach bachelor whose bank account is continually overdrawn might have a better balance if he gave fewer parties

THAT the high-stepping Phil might get better results if he used more tact

THAT Stanley Comstock's publicity agent must be the same one who promoted the McPherson affair

THAT Doris is trying to de-velop another cold, to see if her friends will be as liberal next time

THAT it was quite a coinci-dence that Frank had his diamond tie pin insured just two days before it was stolen

THAT the Sigma Phis are cut-ting considerable capers

THAT Margie is convinced that it takes more than a greased head and flat feet to make an actor

THAT the Seaboard was geting pretty spiffy in its public-ity over the recent opening of its South Florida passenger serv-ice when it declared that "the opening of the Seaboard railway's extension will mark the opening of the Miami and the Florida winter season."

sire no publicity prices, they might have more patronage

THAT Steve says the hurri-cane was only California blowlooking a good bet when they allow Dan Bronson to remain a ing about its climate 1 bachelor

THAT Harvey should consider himself quite fortunate after all 1 1 1

THAT the young lady in the au natural "sun-burning" cos-tume should do her stuff on a more secluded part of the beach . . . according to some of the ladies

THAT these hard times have lasted too long now

THAT Clara might not have interested in diamonds THAT Doc Dammers may add

the title of film censor to his many duties. 111

THAT Johnny Wofford's hid-ing place was found in the wee hours of the morning . . . and he hasn't heard the end of it yet ! ! !

THAT the pretty waitress who asked the patron for his

"A Lament"

Getting out this paper is no picnic.

If we print jokes, people will say we are silly;

If we don't they say we are too serious. If we clip things from other

magazines We are too lazy to write them

ourselves; If we don't, we are stuck on our own stuff.

If we stick close to the job all day

We ought to spend our time hustling up news; If we do get out and try to hustle.

We ought to be on the job in the office. If we don't print contributions We don't appreciate true

genius; If we do print them The paper is filled with junk. Now like as not some guy will

longer skirts

say We swiped this from some other magazine. Well, we did.

handed Fords telephone number is now busy so many strange men speak to her on the street, if she wore

Or so it seems, after perusing the head in the News-"MARINE ARTISTS TO PAINT SEAS

AROUND MIAMI"

THAT the four students who serenaded the fair Washington visitor will be sure next time Or perhaps he is going to paint them red or some other novel color to bring down some more tourists. that the water hose is discon-

nected HEARD AT ALLISON'S The morning nurse, going off duty, left a notation on her chart: "Give No. 17 an enema." The first afternoon nurse on duty looked over the chart and took care of No. 17. But as she was leaving his room, she was called to another patient and forgot to make an additional notation on the chart. Consequently shortly later another nurse coming on duty observed the chart and immediately administered a second treatment. Oddly enough, just as she was leaving the room, she heard a patient screaming down the hall, and she forgot to record her treatment. Whereupon Pa-tient 17 had a third visit an hour later. After nurse No. 3 left, the patient stag-gered weakly from his bed to the door and locked it. HEARD AT ALLISON'S 1 1 1 THAT Harry Wible is paying marked attention to the charm-ing North Beach girl, and is also looking for another job 1 1 THAT L. R. seems reluctant to discuss that deep sea fishing party he and his stenographer took 1 1 1 THAT Eddie amused his guests Wednesday night even more than he realized It was the physician making his THAT, if the night clubs "Let me in," commanded the physician "Let me in," commanded the physician rapping loudly. "Who is it," asked the patient—"friend or enema? would follow the suggestion made to the apartment house owners about coming down in

Hialeah Hits SPORTS OF SORTS By RAIL BIRD WEIRD is about the best word 2...... to describe the sport furnished the turf fans at Hialeah, so far this season. Two disqualifications, one race declared "all bets off," a star jockey getting set down, a record long shot getting over and to cap the climax, the usually do-cile Hialeah attendance rising in

open wrath at the judge's decision of a finish, have afforded to the regulars about as many thrills in two weeks as they have experienced in a lifetime.

Of course the gentlemen in the stand do not bet. They confine their attentions, when they cross the course between races, to pa-tronizing Harry Stevens' dining room. And truth to say, only those, who do not bet, can afford to pa-tronize the esteemed caterer, who sells his wares at the Polo Grounds and Madison Square Garden just about 300 per cent less than he charges at Hialeah. However, we bear in mind that of the must hotel keepers who have reduced their rates this year, 100 per cent have a permanent investment and Mr. Stevens gets rid of his stock

daily Too much cannot be said about the transportation accomodations to the track this year and the uniform reduction from 75 cents out and as much as "we can get" returning to Miami, to 50 cents each way.

Ham Keene Dies.

A pall was cast over the turfites this week when news came of the death of "Ham Keene." The writer knew no character more creditable to the sport of kings and he knew to the sport of kings and he knew no superior as an owner, trainer and gentleman. Cut off in his prime, he had just made an envi-able record during the past year on the metropolitan tracks. Miami Life's sympathy goes out to his brother, J. O., and his close asso-ciate, Diek Denny. But let's get down to brass tacks

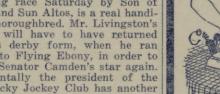
But let's get down to brass tacks and see just what we can do with the "500" thoroughbreds at the "miracle" track. Now that the full

meeting seems to be assured, we can expect to pick from "750" in-stead of the "500,' which seems out, muddy or fast. to get on the card every other day.

We can also expect to see 25 to 1 shots like Bart paying better than \$3.40 to show, and nickel horses like Take A Chance not "nosing" out (or was it a "head,") Dark Phantom.

Louis Maripol has Sanola com-ing along nicely. Let him get a soft track at a mile for the latter and Cassidy will have to get out his checkbook. Understand hospitals around here need patients.

Archibald is to be congratulated on his colt, Hogan's Alley. He is the neatest thing the writer has seen in some time. Of course he



Old Cloister seems to be as reliable as of yore.

"Read the Progressive Marriage, a story of Miami Life by Bonnie Busch."—(Advertisement)

RED CROSS PHARMACY SODA GRILLE East Flagler St. Where delicious 45c noon luncheons are served in quality and service. L. H. PREVO, Prop.

Chicken Dinners Served Sundays 11 to 3-75e

T'S been a long time since rain forced a postponement of a Miami golf match, but anyhow, the showers were too thick for Cap Tippet and C. A. Roberts Friday and so they are playing off their Glen Curtis trophy championship bout today. Regardless of who wins, honors have been well distributed in the tournaments so far this season. At the Country club last week, Capt. E. F. Carter, S. Camberato and Bill Wallace tied for the medal, Carter winning in the playoff. Jimmie West, the

By W. J. B.

Lee Chase then beat Jimmy For-man in the finals. In the Hialeah event, Charley Cullom won the medal and Tippet and Roberts went

medal and the finals.

good season, despite the inadequate club tournament last week, brought with Tippet should be great.

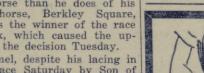
out some fine matches and the Hi-aleah event has been one of the most exciting in Mhaini tour handen, history. Tippet has played sensa-tional golf at all times, his average card being about 74. He fairly hunghtered Tub Palmer and Char-"Jimmy Galloway, the smiling most exciting in Miami tournament

is a cinch whenever he starts.

Pharmecene Belle is a real Oriental Room which he has just sleeper. The distance in her effort Tuesday was too far for her. They'll drop her down a notch and give her about three quarters and she'll cop.

Mr. Pons in Trapstock has a three-year-old, which will be heard

from soon. The owner thinks more



we are glad to join with him in saying that it is the last word in places for the girls to woo Lady Nicotine." Sounds just like him, doesn't it? * * *

- LITTLE GERALDINE -Little Geraldine read in the papers that they were going to open bids on the Little River causeway and Little Geraldine just laughed and laughed because she knew they couldn't open any bids there because the causeway wasn't built yet.

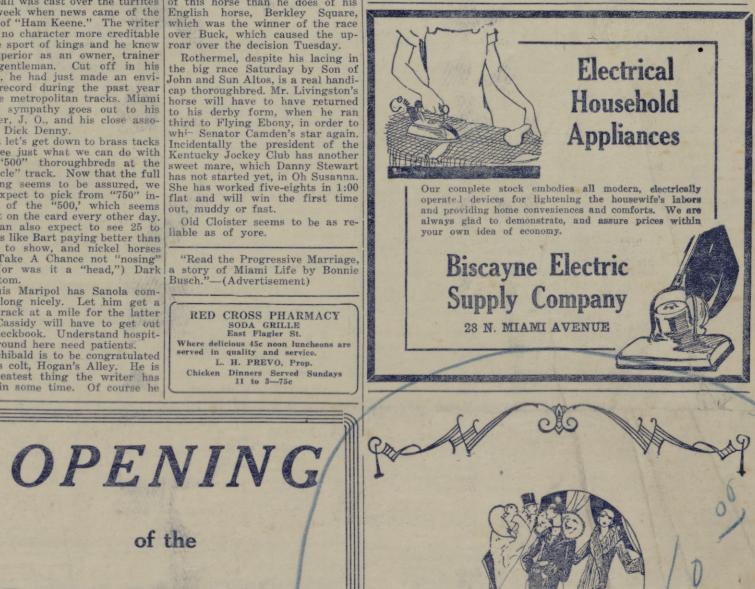
> Atlanta southpaw, has been in the first night in both tournaments. Our old friend, Dick Bullen,

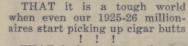
who wasn't in some of the tourna-Golf is having a really pretty ood season, despite the inadequate good season, despite the inadequate publicity it is getting in the Miami newspapers. The Country finally turned. His scrap today ting into the first flight at Hialeah.

MOON CALF strayed off his reservation long enough to sing us a song. We can't remem-ber the tune but the words go like this:

Eddie Williams, the popular pro, claims to be the tough luck player Irishman who guides the destinies of the season. Eddie had a snappy of the Biscayne Kennel Club, is 32 on the first nine at Hialeah the other day and was seven under fours after fourten holes when his enthusing these days over his new match had to quit because it was too late. Eddie had pars on the last holes for a 65.

Watch for the opening of the Shoreland Ballroom. Same block * * * The old guard is strongly rep- as First National Bank.—Advt.





THAT it is a shame that so many of us are so blue that they can't enjoy the weather which even a Herald editorial writer could not improve upon

THAT Betty's ankles are quite the talk of the street

THAT that new story Dick has learned is a good one ! ! !

THAT Nick seems quite desolate since his "Big Bertha" went to Palm Beach to spend the re-mainder of the winter

THAT if guests paid their night club bills like night clubs pay their bills to Miami trades-folks, wouldn't it be a proper and fit punishment for the proprietors

THAT Russell Williams of The French Boot Shop is the de-signer of those pretty shoes Miami women are so wild about

THAT there probably aren't any fish left in the Everglades if those stories Al Pearce is telling are anywhere near true

THAT the two well known merchants who tried to keep from being recognized at the night club, should wear wigs

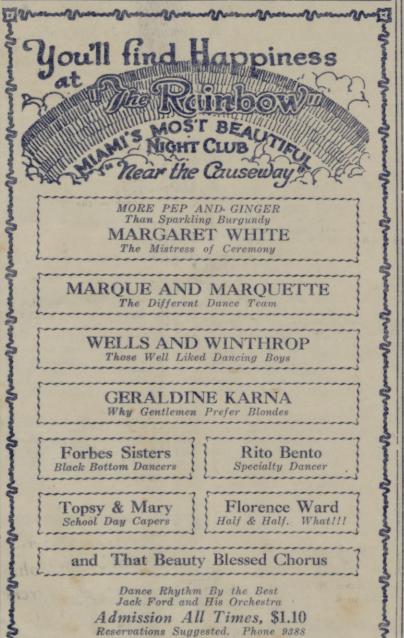
Sounds Reasonable

Editor, Miami Life:-I would suggest that our Chamber of Commerce ex-tend their publicity work so as to show Northern capital what industries we need here; also to take up the matter with Northern employers as to granting vacations in winter instead of summer. If we can get the people

down here in winter, enter-tain them and provide them with living quarters at reasonable prices, rest assured that a large percentage will become permanent residents. Very truly yours, ROBERT M. CHASE

2

20



Names America Ameri America Am

RE

of the **Ronev Plaza Hotel** Tea Garden Saturday, January 29 **Dancing Every Afternoon ARNOLD JOHNSON'S ORCHESTRA** Playing from 4:30 to 6:00 p.m.

Armellini's Roney Plaza Orchestra plays on the Dining Deck from 12:30 to 2; Dining Room, 6:30 to 9; Lounge, 9:30 to 11, Every Day.

Dining Room a la Carte



The Most Beautiful SHOES IN TOWN

Latest Creations "Water Lily" "Shell Grey" "Black Patent" "Pastele Parchment" "Silver Kid" "White Kid"

> RUSSELL WILLIAMS Designer of Feminine Footwear ATTRACTIVELY PRICED \$8.50 to \$12.50

Notice to Patrons We are the only "French Boot Shop" in Miami and are in no way connected with any other store in this Arcade or city.

Our shoes are exclusive and are sold only in this city at No. 209 Haleyon Arcade No. 4.

French Boot Shoppe 209 Halcyon Arcade

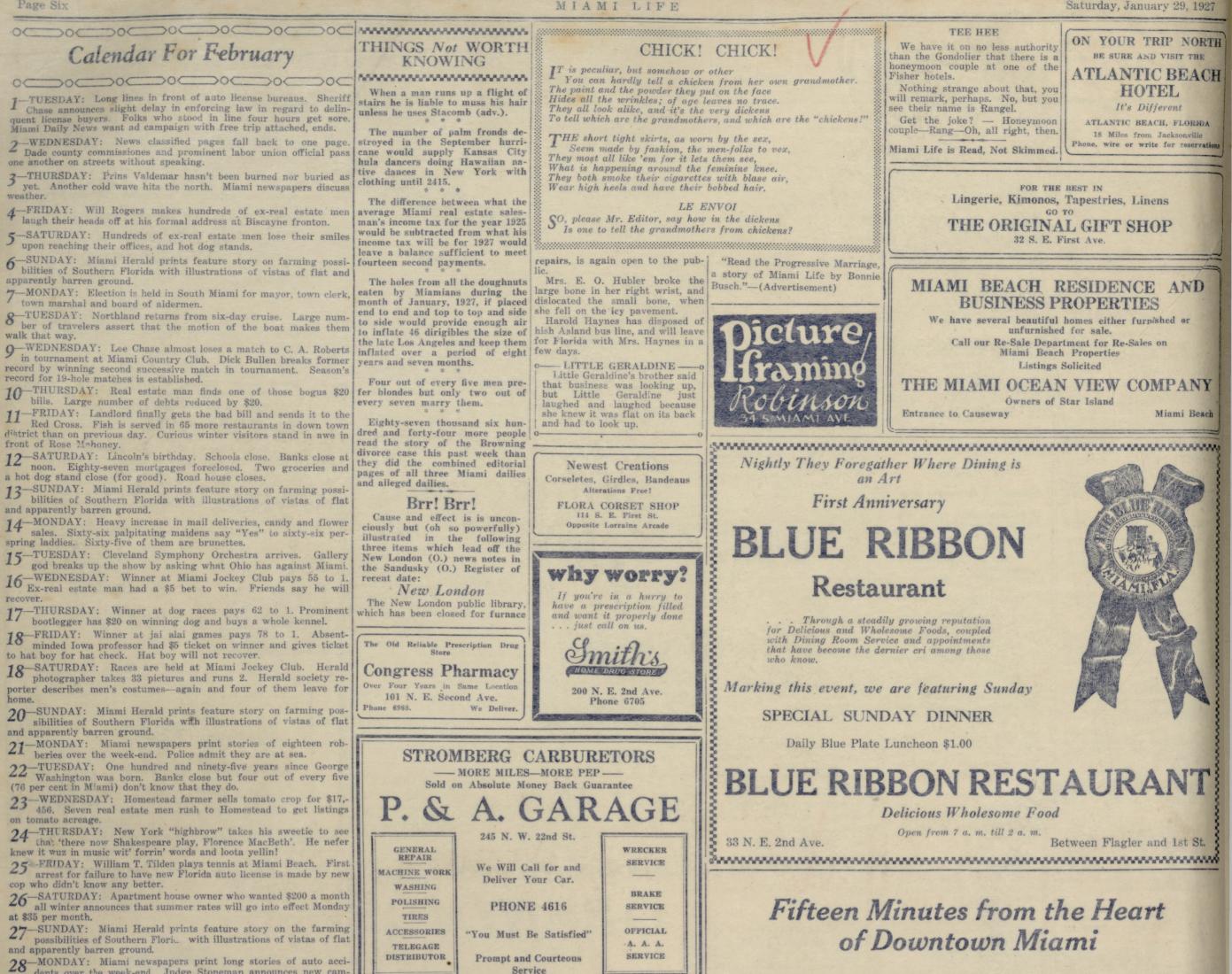
Page Six

weather.

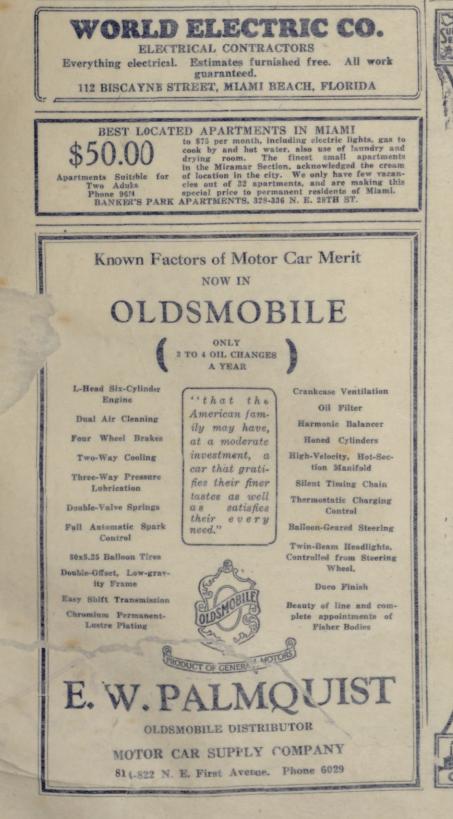
11

recover.

home.



40 dents over the week-end. Judge Stoneman announces new cam-paign in his court against those arrested for speeding.





In combined beauty and strength, Coral Gables is the leading development of tropical demand for real property as manifested in sales, the leadership of Coral Gables is unquestioned.

Within fifteen minutes of the very heart of downtown Miami-accessible by rapid interurban electric railway—or by automobile over any one of many wide, well-paved motor roads—is the heart of Miami's finest suburban residential city, Coral Gables.

> Coral Gables sales of lots and homes have struck the high average of a million dollars a month from the beginning of November 26 to this date.

There are substantial reasons for this demonstrated sales leadership—the same reasons that account for the steady tide of population pouring into Coral Gables from Miami and elsewhere—the reasons that have prompted the increase in permanent residential population drawn from the mercantile, financial, professional and social leaders of Miami.

We want you to see those reasons for yourself. Coral Gables Sales Corporation will place limousines at the disposal of yourself or your private party, any hour, from our offices at 158 East Flagler Street, so that you may tour Coral Gables at your leisure, just as thoroughly and as comfortably as though you were in your own private car.

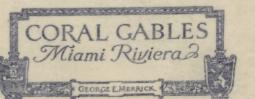
Coral Gables sales leadership is based upon the many factors which create and solidify intrinsic values in lots and homes. Values are made, solidified or enhanced by persis-tent development; values grow where permanent residential population steadily in-creases; real property is developed in respect to potential returns, as it is made more and more accessible.

Coral Gables answers all these requirements. Vast sums are constantly expended on improvements and development work. You can tour Coral Gables, see what has been done; and witness the work that is under way. The permanent residential population has so consistently increased that mercantile development to meet its needs, has es-tablished a firm, progressive and prosperous business community. Coral Gables is Miami's most accessible unit, by road or fixed-rail transportation.

Widest range of recreational and sports opportunity, the year around, in the warm sunshine; homes of beauty that you have always dreamed about and wanted, great hotels; the most striking range of scholastic institutions culminating in the University of Miami with more than 1,000 students in its very first year—a happy community with the ideal social atmosphere, with churches, schools and with vigorous sports, com-munity, social and service clubs mark Coral Gables leadership.

Coral Gables lots, and homes, are available to you today at peculiar advantage; at prices and terms that make them easily acquired and carried—while development to-ward the ultimate goal of this city, far though it has progressed, is but in its infancy. Call at our office, 153 East Flagler street today. Arrange to see Coral Gables by limousine. You have not seen Florida, until you have seen Coral Gables. Let our Sales Corporation illustrate to you your own opportunity to share in the benefits of this firm development this firm development.

Executive Offices: Administration Building Coral Gables



Miami Sales Office: 152-154-156-158 East Flagler Street

SALES DEPARTMENT, West End of Administration Building, Coral Way, Coral Gables. Offices in all Florida Cities.

MIAMI LIFE

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Page Eight

****** Things I'd Like ? To Know

Why a certain Spanish pro-fessor is seen so much around auction sales, and if he thinks the watch is worth \$32 ???

Where the short little fellow who used to hang around First avenue and Flagler street disappeared to 9 9 9

Why Parker thinks he goes over so big with the girls ? ???

Why the policeman attacked and beat up the negro on Miami avenue the other night . . . and if anyone who has to work as late as the negro did must sublate as the mit to insults ? ?

If brown eyes and light hair aren't the most dangerous combination when it comes to heart breaking

If the war cries of those naval aviators at the Country club the other night meant that they were in distress

Why poets can't starve more gracefully ? ? ?

If the girl in red knew about those two marks on her stockings

If several Beach men who are interested in the pretty blonde widow aren't glad that China is so far away ? ? ?

How long it is going to take Billy to find out that he has a

If Francis was serious when she said she was dieting so she would stand a better chance of becoming "Miss Miami" next year

If it was a coincidence that Paul and his girl friend were seated at the next table to Connie and her boy friend at the Lido Sunday night

Why Don glanced so frequently at the girl in the second row during Tuesday night's performance

7 7 ? Why so many apartment owners would rather see their anartments remain vacant than reduce the rent a trifle $\frac{7}{7}$ $\frac{7}{7}$

How Mary Ann enjoyed her late date Wednesday night and if she thinks her first date didn't know about it

Why so many people declined the invitations to the supper dance given at the Miami Beach realtors home

When Gwen is going to pay her party call

Why Jim Carson's name never appears as "among those pres-ent" at the Jockey club

Where the blonde hair came from that was found on Bob's coat during the recent civic club luncheon

When Pauline is going to give up the race ? ?

TONIGH RING BY MOONCALE IT

tled: "If Your Hubby Kicks You in the Stomach, Turn Your Back on Him." (The stomach is no place to kick a woman.) STOPPED in at the Miami Beach Chamber of Commerce to see Steve Hannagan yesterday. Stevie is the boy who tells the world about all of C. G.'s interests and so he immediately began to tell me how good the players at the Miami Beach Gardens were and he suggested that one of our clever writers journey up to see Carl's White Elephant (Rosic's sister) and write a story about them, but as they were all busy writing, I accepted his kind proffer of three deadheads and journeyed north with the two New York harps, Messrs. Peter Duffy and Mickey Kenny, to see "Just Married."

I am not a dramatic critic and all I can tell you is that Peter liked it, Mike liked it, I liked it, and everybody there liked it. We applauded Harry Clarke as the "Jovial Drunk" (and we know something about how a drunk should act); we applauded Miss MacLeod and all wished we could have one of our evenings out end the same \$10, as Bob Adams, did. A company of clever mimes presenting excellent performances at matinee prices. Thanks, Steve, for the passes and thanks, Carl, for another pleasant evening.

Anyone wanting to learn sales-manship should apply at the Flag-ler street auction store any evening SIXTY CLUB—Presenting Joe King, prince in the kingdom of personality, as master of ceremonies. Clever Celia Santon as hostess. The Wellman Sisters, pretty queens of harmony. Joe Lycell, pleasing tenor, and Arnold Johnson and his incomparable band. Plenty of atmosphere. Best to dress.

MONTMARTE-Peacefully resting by Fulford University.

MOVIE INN-Not just another night club, but a real one.

LA VIDA-A tiny gold and blue playhouse where good fellowship reigns.

CLUB LIDO-Where the old Beach crowd used to frolic. But now there is no old Beach crowd.

RAINBOW GARDENS—The old Rainbow renovated like the well known feather mattress and still a good place to greet the sunshine. CINDERELLA BALLROOM-Truly named is this magnificent Palace of Dance.

CASA GRANDE-On the Dixie close to Joseph Young's settle-ments. Outside of Dade county and the sky's the limit.

TIVOLI-The Park Players presenting their usual excellent per formances

SILVER SLIPPER—Wells and Brady, scintillating exponents of Black Bottom jazz, stopping the Slipper show nightly—and how!

EMBASSY CLUB-Hustling business at the Jockey club and getting by with it.

BISCAYNE FRONTON-Subjects of King Alfonso batting a goat-skin ball about with Uncle Sam's children venturing their weekly stipends on the results.

BISCAYNE KENNEL CLUB-Skinny hounds chasing a mechanical rabbit and the folks wearing out their pockets chasing the form sheet.

SMITH'S HIALEAH CLUB-Out by Smoot's bang tail plant where the favorites of past years are still paying good odds.

MIAMI JOCKEY CLUB-Aristocrats of the equine world providing perfect entertainment to the thousands who throng each day new court house. to the Hialeah plant.

THE OLYMPIA-One of the Publix playhouses the Tab shot at yesterday, but this theater gives you what you pay for, octopus or no devil fish.

CAPITOL THEATER-All wool and a yard wide.

CORAL GABLES COUNTRY CLUB-Perhaps the finest band in America next to P. Whiteman's is selling its wares nightly in this Spot of Spots. Joval Jan and his Versatile Minstrels hand out music de luxe. The last word in music as she should be strutted.

ANTILLA-A lovely place to dine and dance.

WE'LL CLAP, TOO!

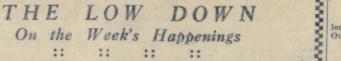
Editor Miami Life:

Although not a resident of Miami, I have investments in your section and in looking over the statements published by Miami banks for the year ending December 31, 1926, I was greatly surprised by one very striking contrast.

Of the two banks having the largest deposits, one shows loans and discounts, presumably to merchanis and residents of Miami, equal to 37 per cent of its deposits, the other onty about 30 per cent. The remainder of their depositors' money, together with the bank capital, surplus and other resources in excess of the necessary reserve, appears to be invested in bonds or carried in call and collateral time loans

When another pledge to the

······



Miami, Coral Gables and Miami Beach are filling up fast with tourists, although a little late * * * A big postal in-spection of realty frauds now under way will probably land a former prominent Miami Beach developer behind bars, and perhaps cause plenty of scares in Miami * * * Evelyn Evelyn Nesbit is due in town real soon to open a night club but the wise boys recall her visit of last year and the year before * * * Coral Gables residents held an indignation before * * * Coral Gables residents held an indignation meeting Tuesday night to protest against outrageous electric light bills . . . but "Little Nell" is doing business at the same old stand * * * City Manager Wharton declares war on "objectionable magazines" * * * Florida Supreme court rules automobile finance companies have no right to take auto-mobiles without proper legal procedure * * * County commobiles without proper legal procedure * * * County com-missioners are still at loggerheads with local union agencies, and construction work on new courthouse is partially held up * * * Prominent Virginia hotel owner says our skyline re-minds him of New York * * * Mayor Jimmy Walker of New York holds up business as he passes through city * * Wholesale druggists register kicks because Jackson Memorial hospital purchases its drugs from northern wholesalers * * *

Miami Beach Beacon starts crusade against crooked gambling at Beach * * * Two night clubs go broke * * *

at Beach * * * Two night clubs go broke * * Causeway travelers are trying to figure out why a few of the holes in the new paving job were repaired while others weren't touched . . . it's been eight weeks since the holes wore through * * County solicitor plans investigation of recent hi-jacking shooting affair despite participant's refusal to testify in justice of peace court * * * Rough seas and tough coast guardsmen have caused an upward trend in liquor prices * * Sheriff Bryan and 31 others, including deputies and policiemen arrested by prohibition officers on charge bight could be an end of the state of the st

WANT ADS

FOR SALE-Fifty six (58) brand new corporation seals, made from genuine steel, each weighing approximately seven or eight pounds. Should be very valuable for melting purposes Also fifty six (56) corporation stock

ing the world in general that children, cats, dogs and other encumbrances and pets were not welcome. In fact, they were ac-tually barred. I went to look over an apartment the other day. It was one of the high-andmighty ones that was fearfully exclusive while the exclusing was goorl. It boasts a colored janitor or building manager-or whatever they call him. "I don't see the 'no children s'gn," . .

There is a tank full of giddy goldfish on N. W. Second avenue, and when the weather is cold-as it was a few days ago-they hud-dle together down at the bottom of the tank and take trips into the interior of a big conch shell. One wonders how a goldfish keeps warm gars ever get pneumonia. What?

Saturday, January 29, 1927

I Don't Care

(Continued from page 1) leave the theater if they so desire. Out checks not necessary.) ACT II:

Enter Joyce Hawley. Seven but. ter and egg men get their whis kers wet. Earl Carroll gets tri to Atlanta, while Prince Carol re pudiates another throne. Enter Rhinelander: "I never knew it; I never knew it." Bride'i

father ceases to chauffeur, while the Blue Book editor kills notic (Tomorrow morning's New Yor Mirror is out! So are holders of Miami second mortgages.

Seventeen Chinamen have their heads chopped open. Sweeping in vestigation promised as two new

vestigation promised as two new night clubs open. (The management wishes to call you attention to the wonderful advertisement of the Greeby-Jeeby Inn. The ad is be cated on page 12 and is set in Isare and or 5-point type. Next week a fairy po-ture will be shown in which the Floris Power and Light Company returns a be posit to the heirs of a man who died the years ago. Of course this is not n actual happening, but it fits in good wit the story, and all the blame should not be as upon the telephone company as the are overstocked with wrong numbers is preparedness for the winter season.) Enter Peggy Hopkins Joyce. Sh Enter Peggy Hopkins Joyce. She

vanishes as waiter offers tooth pick. (The inference here is that she thinks the toothpick is a lum berman's calling card.) (NOTE: Do not tip the ushers; they)

faint.) "Miami is my favorite winter resort. It has more water in bet the bay and gin than any tow this side of Ojus. Oil leases mate millionaires and jewelry auctor Circus at Miami Beach promise to be good, which is a lot being than most of the ham sandwicks now selling for a quarter. I an amazed at the amount of weak invested here, and you can quit me as saying a wonderful futur

me as saying a wonderful lutur is assured for investors. Can yu cash a small check?" (As the curtain goes down, the many-ment respectfully requests patrons to me move their gum from chairs, as the me hour parking law is strictly enforced.) The Florida East Coast an-nounces a change in schedule, but travelers can still catch the 9:% train by waiting around until 12. train by waiting around until 12. Consider how many thousand Also fifty six (56) corporation stock books. Very artistic stock designed in green, brown and yellow. Owner is returning from the real estate

THE END

A newly opened shop in Miami

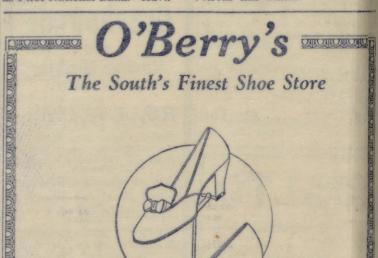
Beach is giving away toy elephant for souvenirs. Careful study shows

them to be black elephants and not

Owner is retiring from the real estate ing for? ousiness because of poor health. THEY MAY CHANGE, THOUGH

JACK AND JILL Their friends don't know yet Why they never came back. (They stopped to pet On the railroad track.)

Watch for the opening of the Shoreland Ballroom. Same block as First National Bank.—Advt.



Not so long ago, almost every apartment house had a jolly old sign somewhere about it, inform-

A Few Paragraphs From Percy

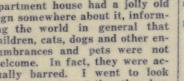
Left foot, right foot, Any foot at all, All on the bar rail, Waiting 'till they fall. Upon investigation it is found that the county commissioners do not intend using the steel from the Meyer-Kiser building to erect the her new hat in deference to Mi-ami Life Why Jack doesn't shave it off and what he thought he was trying to imitate in the first

Same and

I mentioned in going through the building. "No, sah, no," he said gravely. "Nothin' like 'at, sah. You shore can brung a eleraphunt here, sah, if you wants to, now, sah."

on a cold night without any sort of covering except the clammy H2O. And if the tricky little beg-

* * * The new Tivoli is a real nifty



Through the Alleys

of Miami

NOT that we want to bore

you, but there is a flock of counterfeit \$50 bills floating

around Miami. Watch your change at the restaurants!

Steve, our dumb office boy, has composed a new song. It is enti-tled: "If Your Hubby Kicks You

* * *

* * *

into one of these employment agen-cies and when he was told that

they would secure him a job for

* * *

We always thought that exer-

cise was taken for reducing pur-poses but after reading of how Peaches Browning gained 40 pounds by running around the

Speaking of the Browning case, have you all heard why Peaches always walks on the shady side of the street?

Anyway, that tennis exhibition at the Biscayne Fronton last Sun-

The other night a Miami

Beach hotel waiter won \$150 at a Miami Beach gambling joint. And he didn't get stuck up until he got five blocks away from

* * *

? ? ?

Where the spike came from when the party had been adver-tised as strictly dry

If Herbert was glad that it was warmer last Monday night

Why Milly and Polly left the

Coral Gables Country club so

If Dorothy doesn't deserve her

What Bert finally did to get

early Saturday night

nickname

rid of it

paid

day night was all net profit.

the place.

place

pom we're up a stump.

wouldn't want a job.

sale.

1927 almanacs are now on

The other day a fellow walked

he said if he had \$10 he

If George Palmer has ever learned the Charleston

How Kenneth's last trip to Cuba panned out, and how soon he plans to go again

Why the Miami police force is so vigilant about automobiles parked by the red curbs, and then lets the trucks park as long as they like

If the girl in red, who drove the gray Packard touring car past a certain real estate office so many times Wednesday afternoon finally succeeded in attracting his attention ? ?

If E. W. went to New York just to see the Auto Show, or if there was some other attraction

Why Gus, who always man-ages to drop in on his friends just about dinner time, doesn't buy his own dinner once in a while

When Pam is going to call the bluff ? ? ?

Why Genevieve objects to be-ing called "Ginny" ? ? ?

Where Jack got that wicked tie-sock-handkerchief outfit, and if it really did come from gay Paree

How much longer Genevieve will stay in the Miami Country club's front yard . . . and who is responsible for not getting

MIAMI LIFE'S **HALL OF FAME** JO-N F. SPITLER, United

Jes F. SPIILER, United Sites commissioner, is Miami Life's candidate for this wey's Hall of Fame. He is hal to his oath. Every 0'ender gets a fair trial heforehim. If is a reined gentleman. He is an old Republican war

horse. He is loved by everyone. He is a square shooter. His hobby is work, and

more work. He is very tolerant. He is always at your serv-

ice.

ANOTHER POME (By Bill Scott, poet laureate of Miami Beach) Whether it blows or whether it snows, ' The season comes and the season The season comes and the season goes. The crops get sick and the farmers blue, The storekeepers kick and the law-yers sue. The preachers preach and the sin-mers sin. And cares beset the souls of men. But thru it all the jolly man. Smiles and laughs as hard as he can. The winds may rave and the floods my roll. And draughts break through from pole to pole. But the jolly man goes bravely on, And makes like one grand laughing song. what is it that makes him so happy and free? Just read the last line and you'll plainly see, Why he laughs this line will teach, He's enjoying real life at Miami Beach. the woat back into the water or burned 2 2 2

If Johnnie will raise the poker stakes again soon when he is winning 9 9 9

What Newt did to keep from getting cold on his recent trip to New York ? ? ?

What J. is going to do about that check 9 9 9

If the girl Jack took to dinner wasn't really fortunate to only have to pay the check . . . it might have been an automobile installment 2 2 If Pete reall" uses that Whip-

pet for a mirror How Tom's steering wheel got

broken . . . and why Why some enterprising night

in New York City or away from the city of Miami. In striking contrast, the City National Bank and Trust Com pany, which comes next on the list in amount of deposits, shows loans on improved real estate in Miami or vicinity and loans and discounts, also presumably to merchants and residents of Miami, equal to 100 per cent of their total deposits. In other words, the money of its Miami depositors is being employed in Miami and not sent out of the city to help other communities.

Is not this contrast a matter worthy of comment in your editorial columns and if it is brought to the attention of Miami depositors in some emphatic way, why should they not prefer to give their deposits to the institution which follows the policy of employing its resources in and about your own city?

Very truly yours,

Tribune

write

anyway.

as ever

WM. E. TALCOTT.

. and if it wouldn't be good

club manager doesn't bring

Peaches Browning down here

and let her run around the room

in the costume described in the

If Howard is still all set

Where a bewitching hostess at

If A. L. W. was surprised at

How Clyde enjoyed his tennis

When Walter will learn how to

What the Herald will run this

LITTLE GERALDINE -----

9 9 9

summer to cover up the slump

When little Geraldine read that all the magazines which were barred from the mails

would have to be removed from

the Miami newsstands, she just

laughed and laughed because she always did hate the Ladies' Home Journal, Woman's Home Companion, and all those other strictly FEMALE magazines

in their classified ad total over

If Dorothy isn't just as pretty

If Betty doesn't look even bet-ter without them than with them

What Fred thinks he's gaining

If Winnie chose the blue in

former years

by the different tactics

one of our most popular hotels really learned the black bottom

for business ? ? ?

the outcome ? ? ?

date Sunday morning

You Should Have Seen That \$1 Run!

Editor Miami Life:

Will you kindly mail me Miami Life until this dollar runs out, also what is the subscription per year?

Very truly yours,

G. A. W.

Miami Beach library fund will be . and if anyone knows how much was ever paid in If Sam Pryor has any more of that fine old stuff ... and if he's still peeved If Jimmie Walker remembers his visit here last winter . . and if he'll have as good a time as he had last winter. If Joseph Elsner doesn't wish

he had Trudy Ederle on that contract she offered a year ago . and had her apearing down here this winter.

Who Frank's new angel is

What Kenneth thinks of all that publicity . . or if he ever sees any of it

If O. has had to do any heavy crying lately ? ? ?

What has become of the stockingless fad so prevalent last sum-

Why V. and J. can't see that the truth will bring them more luck than anything else

Where the Seaboard is keeping those electric engines they said they were going to use in the city limits of Miami

... and if their particular brand of smoke is just a little blacker and sootier than that put out by the F. E. C.

Why Charlie G. doesn't move to Cuba instead of spending each week-end there ? ? ?

If Kent is going to wear false whiskers and smoked glasses from now on

showhcuse and the moonlight effect is all to the good, old dear. Snappy is the only word that tells the tale as far as the new picturedome is concerned. But the admission prices don't mean a thing. You get more than value because the usherettes are attired as vivandieres, little pill box caps and all. The only thing-in fact the most attractive thing about the costume -is the fact that the skirts are a little tight under the arms.

Our Gold Digging "Little Nell"

PAN you beat this? A Coral Gables man was away from home for three months, his house locked up, and access to his electric light meter was absolutely impos-sible. Yet upon his return he found an electric light bill for the three months, with readings for each of the months. And it was plenty.

When he took the bill to the power company he was told that the meter reader had made the readings by looking through the kitchen door.

No wonder they had an indignation meeting at Coral Gables. And we'll bet it reached even the ears of the Power Company's president and vice president themselves.



Business Is Good at O'Berry's

Business is always good at O'Berry's because Miami has discovered that our enormous quantity buying and sales volume enables us to sell quality footwear at a low price. If you haven't learned the economy of wearing O'Berry's Shoes, come in today and let us save you money.



28 N. E. First Street 137-39 Seybold Arcade 3830-32 N. E. Second Ave., Buena Vista

Dancing Entertainment Dining EVERY NIGHT "SIXTY" CLUB Florida's Most Beautiful Night Club Operating HELENE HOTEL-1100 15th St., Miami Beach ARNOLD JOHNSON (In Person) and His 10-Piece Orchestra WELLMAN SISTERS, Chicago Idols JOSEPH LYCELL, Formerly Chicago Grand Opera JOE KING AND HIS BANJO, Master of Ceremanics. Miss Celia Santon, Hostess Telephone M. B. 6156 Convert Charge-Week Days \$1.50; Siturday, \$2.60 Broadcasting Every Night-11:30 Till 12 o'Clock-from WIOD