



PUBLISHED AT 117 HALCYON ARCADE, MIAMI, FLORIDA, BY MIAMI LIFE, INC., PHONE 37737 MIAMI BEACH OFFICE, 343 JEFFERSON AVE., PHONE 535

January Twenty-ninth
Volume 4, Number 3.

Edited by WEN R. PHILLIPS

5 Cents a Copy in Greater Miami.
All Other Cities in U. S. 10c. One
Dollar and Fifty Cents for 3 Mos.

What Every Landlord Is Saying Today: —MIAMI LIFE, AS USUAL, WAS RIGHT

**Cops Catch Speeders,
But Not Burglars**

AND while the police department spends its time chasing 30-mile-an-hour 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 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 interviewed by charming Isabel Stone of the Herald, 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 together by a common love. I know of no other group that sustains the same loyalties in success or failure. There is an old saying '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!

LIKE 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 removed, 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!

THAT DOLLAR--- WHERE IT WENT

(A Miami Allegory)

YOU'VE perhaps wondered what became of that dollar we were all scrambling for two or three months ago. We have personal knowledge that four months ago there WAS a dollar in Miami—not a bright, shiny piece of silver, we'll grant, but a wrinkled, dirty, aged dollar bill bearing the head of George Washington and signed by a negro register-of-the-treasury and some other Republican officeholder.

The editor knows 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 benefit to the community unless put in circulation, he immediately bought two hot-dogs, a packet of Pall Mall specials, two cups of coffee, and a package of Wrigleys, retaining a dime for emergencies.

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 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 the dollar got back in circulation, but one day it suddenly found itself in the purse of a keen-looking blonde. Her "feller" immediately

took it away from her and in a few minutes a crap-dealer raked it in. The "fixer" chanced by at that time and avidly seized it, but having to split it four ways, changed it for four quarters in a drug store. The drug store proprietor stepped over to a neighboring bootlegger's and bought a drink, and the bootlegger handed the bill over to his wife, who bought a new hat.

From a Business Man

JUST 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 months 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."

"I Don't Care"

(A Superior Shifting Picture)
Produced by
Famous Stayers
Titles and Direction as Usual
(The scenes as they occur, just happen. In the bathtub scene Patsenhofer beer bottles are used, but owing to the strict regulations of the Prohibition Act, the liquid 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 searched 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 two 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? Who's that reporter from the News?"

(Stan Comstock enters Golf headed for Jamaica.)
The scene changes. You are now in the Canadian lumber camps. Seminole Indian, by much hard work, is changed to represent Indian guide. He sleeps on.

City Commissioners order beautifying 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 ad-joins.

(During the intermission guests may
(Continued on page 8)

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, card-shark, 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.

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 kind-hearted 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.

**How to Reduce Our
Congestion Problem**

MIAMI'S Chamber of Commerce rallies 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 boasted 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.

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 east 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 Miami Life, a weekly publication in Miami, referred that the injunction suit brought by J. H. Mundy, former Miami Jockey club architect, was a friendly one. That suit charged illegal operation of the Jockey 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 tracks.

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 purpose 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. Questionable procedure could lead only to a final and determined attack by those who oppose racing, once they should learn how they had been hoodwinked.

Let's get at the truth of this thing.

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

Large and the South's Greatest Weekly

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

FRANKIN PFHOUL, secretary of the West Central Miami Chamber of Commerce, in his address before the board of directors in the Greehy-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 Pfhoull in ringing tones, which brought down the house.

The main feature in the secretary's report included the development of olive oil wells in West Central Miami. Pfhoull said his office had been working for some time on the matter, had dug a trial well, had found the strata most promising and believed that success was assured.

"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."

Pfhoull submitted the geological report in conjunction with his own 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 proved the strong possibilities of existing 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 Ford's and similar trash is one of the earliest favorable evidences that olives are located below. This is especially a good sign if a few empty olive bottles can be found. Strata No. 5 is a submerged picket fence, while right below it, one invariably comes across the next important indication, 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, striking strata No. 10 almost immediately. 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 ancient deposit since none of the checks were hot.

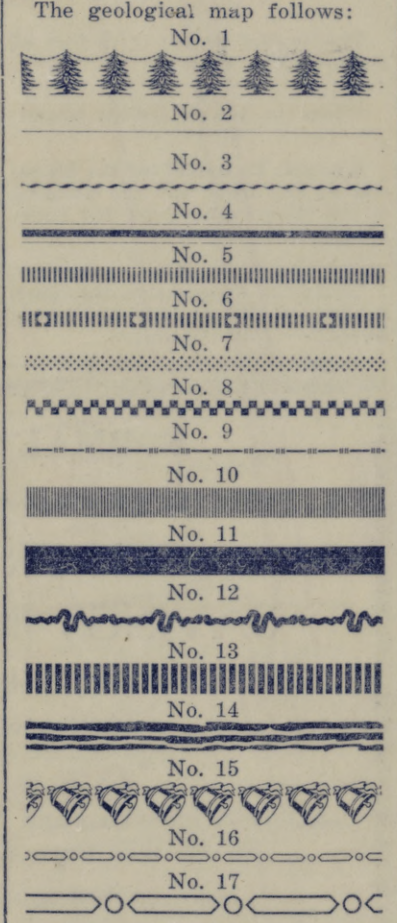
"Just below this came a layer of a peculiar ore which was finally identified as corroded paris green and the engineers were then even more firmly convinced that they were on the right track. Paris green always solidifies when treated with olive oil. Right below this was a Green River and under this, strata No. 13, were green peas in the pods, end an end.

"Operations again had to be suspended at this point, after the well had been dug to a depth of 41 feet, because of a lack of funds but another lease was sold and operations 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 bed. At first the workmen feared that they would be unable to penetrate this vein but three rail birds were borrowed from the Miami Jockey Club and they made openings 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 financial shortage. It is now proposed that the West Central Miami Chamber of Commerce devote 10 per cent of its 1927 income for the

purpose of drilling another ten feet because, the engineers insist, the next two strata, as illustrated on the sketch, will contain the recumbent pickles and cucumbers with the rich olive deposits in between in two sizes."



The Road To

KNOWLEDGE

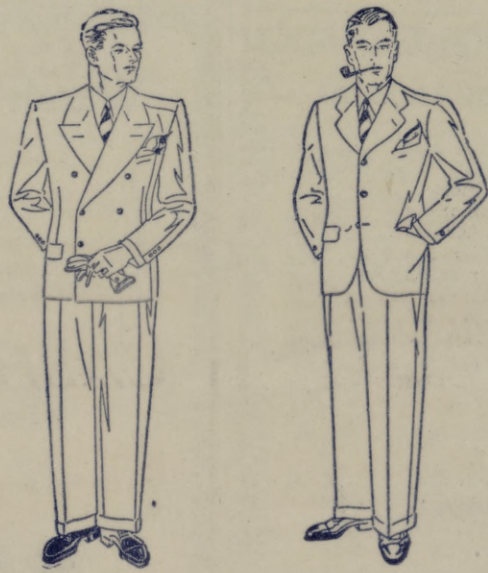
(Editor's Note:—This is the third article in the series entitled "The Road to Knowledge." Anyone guessing all of these Miamiisms correctly, and including a money order for \$1.00 (one dollar) with the list of guesses, is likely to win some sort of a prize, in case we have no other uses for the dollar. 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 further 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. Attend 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 Bridge

The Short Quick Way to Miami Beach



Spring Suits are Here

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.

As Low as \$22.50 As High as \$90.00

King & Giffin Exclusive Men's Wear Only the Best

40 to 46 N. E. 1st St. at Central Arcade

to tell you the name of the last 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 unless you can get Bill Scott to tell you the answer and Bill, you know, never talks, he only makes signs. (Advt.)

As Others See Us

GATHER 'round, boys, listen to what the Atlanta Constitution says about us in an editorial—and for goodness sakes, remember your manners and DON'T laugh:

"The complete rehabilitation of Miami, Florida, following the terrific hurricane damages of a few months ago, stands out in American history as a marvelous ex-

ample of community spirit, and as even a more marvelous example of efficiency in municipal government.

"Today not only is there not a sign of that great devastating hurricane visible, but the unexpected incentive quickened Miami to greater progress than ever.

"Miami today is greater, and prouder and more beautiful and more permanently prosperous than ever before.

"And the answer? "Business efficiency, without one iota of politics, or one discordant note of factionalism, in city government.

"Miami has a commission form of government in which politics, petty jealousies, conflicting objectives, personal ambitions, do not enter.

"There is no cumbersome, top-heavy, unwieldy council, with the petty differences of members, to deal with. "Fine upstanding business men, under a commission charter, conduct the affairs of the city as they conduct their successful private business.

"The chairman of the commission, who is by virtue of that position, mayor of Miami, is President Romph of the First National Bank. He sits daily, with the other four members of the commission

around the executive table, just as the executive committee of a great bank or industrial directorate sits around the table to conduct the business affairs of such an institution.

"The government of Miami is held as a great business enterprise, requiring the application of 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 recovery from storm and the hectic rush of speculative inflation, prove beyond even the shadow of a doubt the efficiency of such a system.

"It is an impressive lesson that might well find application in hundreds of politically-torn cities of America."

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

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-of-town 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

Little Bits of 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 sporty 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 black. Shown in all shades of tan.

Pearl Beads Circle Fashion's Throat

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 occasions—for dress types of every description. Prices \$1 to \$5.



Burdine's A COMPLETE DEPARTMENT STORE

The General Printing Co.

"The Home of Good Printing"

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

The Reason— Service Quality Reasonable Prices

Give us an opportunity to please you on your next printing order.

TELEPHONES
Miami 3-7737
Miami Beach 535

ADDRESS
Miami
117 Halcyon Arcade
Miami Beach
343 Jefferson Avenue

Owned and Operated by Miami Life Co.

You play at the Beach— Make it your home, too Live in Luxury at Moderate Cost

MIAMI BEACH, the playground of the wealthy, can be the home of the person of moderate means, too.

Neither the climate, which is several degrees more favorable at Miami Beach, nor the ocean, where Greater Miami comes to swim, are respecters of pocketbooks.

Apartment house rentals have been decreased forty percent. There is a nice apartment for you. The housing Bureau in the Chamber of Commerce building at the end of the county causeway, will put you in touch with it. Hotel rates are stabilized, too.

Live at the Beach!



Calendar For February

- 1—TUESDAY: Long lines in front of auto license bureaus. Sheriff Chase announces slight delay in enforcing law in regard to delinquent license buyers. Folks who stood in line four hours get sore. Miami Daily News want ad campaign with free trip attached, ends.
- 2—WEDNESDAY: News classified pages fall back to one page. Dade county commissioners and prominent labor union official pass one another on streets without speaking.
- 3—THURSDAY: Prins Valdemar hasn't been buried nor buried as yet. Another cold wave hits the north. Miami newspapers discuss weather.
- 4—FRIDAY: Will Rogers makes hundreds of ex-real estate men laugh their heads off at his formal address at Biscayne fronton.
- 5—SATURDAY: Hundreds of ex-real estate men lose their smiles upon reaching their offices, and hot dog stands.
- 6—SUNDAY: Miami Herald prints feature story on farming possibilities of Southern Florida with illustrations of vistas of flat and apparently barren ground.
- 7—MONDAY: Election is held in South Miami for mayor, town clerk, town marshal and board of aldermen.
- 8—TUESDAY: Northland returns from six-day cruise. Large number of travelers assert that the motion of the boat makes them walk that way.
- 9—WEDNESDAY: Lee Chase almost loses a match to C. A. Roberts in tournament at Miami Country Club. Dick Bullen breaks former record by winning second successive match in tournament. Season's record for 19-hole matches is established.
- 10—THURSDAY: Real estate man finds one of those bogus \$20 bills. Large number of debts reduced by \$20.
- 11—FRIDAY: Landlord finally gets the bad bill and sends it to the Red Cross. Fish is served in 65 more restaurants in downtown district than on previous day. Curious winter visitors stand in awe in front of Rose Mahoney.
- 12—SATURDAY: Lincoln's birthday. Schools close. Banks close at noon. Eighty-seven mortgages foreclosed. Two groceries and a hot dog stand close (for good). Road house closes.
- 13—SUNDAY: Miami Herald prints feature story on farming possibilities of Southern Florida with illustrations of vistas of flat and apparently barren ground.
- 14—MONDAY: Heavy increase in mail deliveries, candy and flower sales. Sixty-six palpitating maidens say "Yes" to sixty-six perspiring laddies. Sixty-five of them are brunettes.
- 15—TUESDAY: Cleveland Symphony Orchestra arrives. Gallery god breaks up the show by asking what Ohio has against Miami.
- 16—WEDNESDAY: Winner at Miami Jockey Club pays 55 to 1. Ex-real estate man had a \$5 bet to win. Friends say he will recover.
- 17—THURSDAY: Winner at dog races pays 62 to 1. Prominent bootlegger has \$20 on winning dog and buys a whole kennel.
- 18—FRIDAY: Winner at jai alai games pays 78 to 1. Absent-minded Iowa professor had \$5 ticket on winner and gives ticket to hat boy for hat check. Hat boy will not recover.
- 18—SATURDAY: Races are held at Miami Jockey Club. Herald photographer takes 33 pictures and runs 2. Herald society reporter describes men's costumes—again and four of them leave for home.
- 20—SUNDAY: Miami Herald prints feature story on farming possibilities of Southern Florida with illustrations of vistas of flat and apparently barren ground.
- 21—MONDAY: Miami newspapers print stories of eighteen robberies over the week-end. Police admit they are at sea.
- 22—TUESDAY: One hundred and ninety-five years since George Washington was born. Banks close but four out of every five (76 per cent in Miami) don't know that they do.
- 23—WEDNESDAY: Homestead farmer sells tomato crop for \$17,456. Seven real estate men rush to Homestead to get listings on tomato acreage.
- 24—THURSDAY: New York "highbrow" takes his sweetie to see that there now Shakespeare play, Florence MacBeth. He never knew it wuz in music wit' forrin' words and loota yellin'!
- 25—FRIDAY: William T. Tilden plays tennis at Miami Beach. First arrest for failure to have new Florida auto license is made by new cop who didn't know any better.
- 26—SATURDAY: Apartment house owner who wanted \$200 a month all winter announces that summer rates will go into effect Monday at \$35 per month.
- 27—SUNDAY: Miami Herald prints feature story on the farming possibilities of Southern Florida with illustrations of vistas of flat and apparently barren ground.
- 28—MONDAY: Miami newspapers print long stories of auto accidents over the week-end. Judge Stoneman announces new campaign in his court against those arrested for speeding.

THINGS Not WORTH KNOWING

When a man runs up a flight of stairs he is liable to muss his hair unless he uses Stacomb (adv.).

The number of palm fronds destroyed in the September hurricane would supply Kansas City hula dancers doing Hawaiian native dances in New York with clothing until 2415.

The difference between what the average Miami real estate salesman's income tax for the year 1925 would be subtracted from what his income tax will be for 1927 would leave a balance sufficient to meet fourteen second payments.

The holes from all the doughnuts eaten by Miami during the month of January, 1927, if placed end to end and top to top and side to side would provide enough air to inflate 46 dirigibles the size of the late Los Angeles and keep them inflated over a period of eight years and seven months.

Four out of every five men prefer blondes but only two out of every seven marry them.

Eighty-seven thousand six hundred and forty-four more people read the story of the Browning divorce case this past week than they did the combined editorial pages of all three Miami dailies and alleged dailies.

Brr! Brr!
Cause and effect is unconsciously but (oh so powerfully) illustrated in the following three items which lead off the New London (O.) news notes in the Sandusky (O.) Register of recent date:

New London
The New London public library, which has been closed for furnace

The Old Reliable Prescription Drug Store
Congress Pharmacy
Over Four Years in Same Location
101 N. E. Second Ave.
Phone 6988. We Deliver.

CHICK! CHICK!

IT is peculiar, but somehow or other You can hardly tell a chicken from her own grandmother. The point and the powder they put on the face Hides all the wrinkles; of age leaves no trace. They all look alike, and it's the very dickens To tell which are the grandmothers, and which are the "chickens!"

THE short tight skirts, as worn by the sea, Seem made by fashion, the men-folks to vex, They most all like 'em for it lets them see, What is happening around the feminine knee. They both smoke their cigarettes with blasé air, Wear high heels and have their bobbed hair.

LE ENVOI
SO, please Mr. Editor, say how in the dickens Is one to tell the grandmothers from chickens?

repairs, is again open to the public.

Mrs. E. O. Hubler broke the large bone in her right wrist, and dislocated the small bone, when she fell on the icy pavement.

LITTLE GERALDINE
Little Geraldine's brother said that business was looking up, but Little Geraldine just laughed and laughed because she knew it was flat on its back and had to look up.

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

Picture Framing
Robinson
34 S. MIAMI AVE.

Newest Creations
Corseletes, Girdles, Bandeaux
Alterations Free!
FLORA CORSET SHOP
114 S. E. First St.
Opposite Lorraine Arcade

why worry?
If you're in a hurry to have a prescription filled and want it properly done... just call on us.

Smith's
HOME DRUG STORE
200 N. E. 2nd Ave.
Phone 6705

STROMBERG CARBURETORS
—MORE MILES—MORE PEP—
Sold on Absolute Money Back Guarantee

P. & A. GARAGE
245 N. W. 22nd St.
We Will Call for and Deliver Your Car.
PHONE 4616
"You Must Be Satisfied"
Prompt and Courteous Service

GENERAL REPAIR	WRECKER SERVICE
MACHINE WORK	—
WASHING	—
POLISHING	—
TIRES	—
ACCESSORIES	—
TELEPHONE DISTRIBUTOR	OFFICIAL A. A. A. SERVICE

TEE HEE
We have it on no less authority than the Gondolier that there is a honeymoon couple at one of the Fisher hotels.
Nothing strange about that, you will remark, perhaps. No, but you see their name is Rangel.
Get the joke? — Honeymoon couple—Rang—Oh, all right, then.
Miami Life is Read, Not Skimmed.

ON YOUR TRIP NORTH
BE SURE AND VISIT THE
ATLANTIC BEACH HOTEL
It's Different
ATLANTIC BEACH, FLORIDA
18 Miles from Jacksonville
Phone, wire or write for reservations

FOR THE BEST IN
Lingerie, Kimonos, Tapestries, Linens
GO TO
THE ORIGINAL GIFT SHOP
32 S. E. First Ave.

MIAMI BEACH RESIDENCE AND BUSINESS PROPERTIES
We have several beautiful homes either furnished or unfurnished for sale.
Call our Re-Sale Department for Re-Sales on Miami Beach Properties
Listings Solicited

THE MIAMI OCEAN VIEW COMPANY
Owners of Star Island
Entrance to Causeway
Miami Beach

Nightly They Foregather Where Dining is an Art
First Anniversary

BLUE RIBBON Restaurant

Through a steadily growing reputation for Delicious and Wholesome Foods, coupled with Dining Room Service and appointments that have become the dernier cri among those who know.

Marking this event, we are featuring Sunday
SPECIAL SUNDAY DINNER
Daily Blue Plate Luncheon \$1.00

BLUE RIBBON RESTAURANT
Delicious Wholesome Food
Open from 7 a. m. till 2 a. m.
33 N. E. 2nd Ave. Between Flagler and 1st St.

Fifteen Minutes from the Heart of Downtown Miami

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.

In combined beauty and strength, Coral Gables is the leading development of tropical South Florida. In artistry, in architecture, in swift and tangible development—and in demand for real property as manifested in sales, the leadership of Coral Gables is unquestioned.

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 153 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 persistent development; values grow where permanent residential population steadily increases; 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 established 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, community, 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 toward 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.

CORAL GABLES Miami Riviera
George L. Merrick

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.

WORLD ELECTRIC CO.
ELECTRICAL CONTRACTORS
Everything electrical. Estimates furnished free. All work guaranteed.
112 BISCAYNE STREET, MIAMI BEACH, FLORIDA

BEST LOCATED APARTMENTS IN MIAMI
\$50.00
to \$75 per month, including electric lights, gas to cook by and hot water, also use of laundry and drying room. The finest small apartments in the Miramar Section, acknowledged the cream of location in the city. We only have few vacancies out of 32 apartments, and are making this special price to permanent residents of Miami.
BANKER'S PARK APARTMENTS, 328-336 N. E. 23TH ST.

Known Factors of Motor Car Merit
NOW IN
OLDSMOBILE
ONLY 3 TO 4 OIL CHANGES A YEAR

L-Head Six-Cylinder Engine	<i>that the American family may have, at a moderate investment, a car that gratifies their finer tastes as well as satisfies their every need.</i>	Crankcase Ventilation
Dual Air Cleaning		Oil Filter
Four Wheel Brakes		Harmonic Balancer
Two-Way Cooling		Honed Cylinders
Three-Way Pressure Lubrication		High-Velocity, Hat-Section Manifold
Double-Valve Springs		Silent Timing Chain
Fall Automatic Spark Control		Thermostatic Charging Control
30x5.25 Balloon Tires		Balloon-Geared Steering
Double-Offset, Low-gravity Frame		Twin-Beam Headlights, Controlled from Steering Wheel.
Easy Shift Transmission		Deco Finish
Chromium Permanent-Lustre Plating		Beauty of line and complete appointments of Fisher Bodies

E. W. PALMQUIST
OLDSMOBILE DISTRIBUTOR
MOTOR CAR SUPPLY COMPANY
814-822 N. E. First Avenue. Phone 6029

ELECTRICITY
The Giant in every man
Electricity multiplies man-power and is an important factor in the growing efficiency and economy of industry.
Every man who puts his finger on an electric switch becomes a giant with strength to rend metal in two, to weld it together, and to perform the most difficult task.

Make the most of this powerful service.

FLORIDA POWER & LIGHT COMPANY

SUNSHINE SERVICE

GAS ICE

Greeby To Give Address

Not One He Gives Chief Quigg, But One to be Used as Baccalaureate Sermon for Fulford University's Mid-Winter Graduates.

AFTER many months of deep thought and careful consideration, the Board of Regents of Fulford University announce that they have selected R. Hammerhead Greeby to deliver the baccalaureate address, during the midwinter graduation exercises.

A Miami Life reporter discovered Mr. Greeby in his suite at the Greeby-Jeeby Inn, the exclusive oil stock hostelry located near the Gulf Refining Company's plant on Miami Beach, and secured the following exclusive interview from the famed public benefactor:

"I do not desire no publicity," stated Greeby, "but you boys, always on the trail of big men, can't be kept out."

Little Geraldine, adopted by the proud father of Positively and Absolutely, both of whom are his two twin boys, immediately began to giggle, screaming that was the same thing the Dugout bouncer said about Greeby, but a 1926 almanac, skillfully tossed by her foster father, quickly stopped the noise.

"It is true," continued Mr. Greeby as he lit a cigarette, "that the faculty and forthcoming alumni have selected me to deliver the main address, and I wish you to invite all the citizens of Miami to attend this wonderful opportunity. Passes may be obtained from Fred Pine, whom I have retained in case the students become anxious to clear the stage."

"A parade, starting from the chapel, will march down the patios, and both co-eds and girls will be in line. All the fraternity houses will be closed and absolutely no liquor will be allowed to be passed out by the students."

"Is it true, Mr. Greeby, that Fulford U has severed relations with Montemare College?"

"If you promise not to tell who told you, I will learn you the details."

The reporter having promised, Greeby gave the following information:

"The athletic committee, backed by the student council and the chamber of commerce of Fulford, has discovered that the students of Montemare College have used rough tactics every time a Fulford freshman went by. Only last week three seniors missed classes on account of eating Finamints (adv.) mailed them in P. K. (adv.) packages, and the evidence all proves that one or two of them Montemare students were the culprits. And when a ten-million-dollar endowed institution has its prestige damaged that way, it is time for harsh measures for the sake of the old alma mater."

"And look what happened to the band the day on which the aca-

The Tell-Tale Tourist

YOU folks, who are unlucky at selecting dividend payers at the animal tracks, needn't worry any more. For as soon as oil is discovered in Florida, you can be immensely wealthy, providing you buy a lease or two at a cost of a few hundred dollars, and providing your leasehold is somewhere near the oil.

The fellows who are drilling the well out on Tamiami Trail are not offering stock nor leases for sale. They are spending their own money wild-cattin'. But several outfits, determined to loosen up money in Miami are now broadcasting the magic word "Oil" in three colors, with statistics showing how John D. got his start.

It seems to be the habit to make Miami the start-off town for all new ventures. Whenever a good game is thought of, down come the dealers, and whack us natives off first. Seventy-seven varieties of merchants are now auctioning, and holding "selling out" and "slaughter sales." Something for nothing. But I often worry about the philantro-

LITTLE GERALDINE—When Little Geraldine's father said that if they stopped horse racing, Hialeah would go to the dogs, Little Geraldine just laughed and laughed, because she knew that they had been going to the dogs all season.

pists, knowing they are losing fifty cents on every dollar's worth of goods sold, and I wonder how in heck they manage to live, and what do they use for money when they pay their bills?

"Is Pompano a bird sanctuary?" queries the News of that city. It must be from the queer ones noticed there.

The day before the squadron of 25 navy planes reached Miami, the coast guard captured seven liquor-laden boats. They evidently desired to clear the harbor entrance so the right-of-way could be had for the air boys. Rum-runners are beginning to learn more each day about the Government Cut.

As news reaches us from underground sources, it'll be passed to readers. This week's bit of useless information is to the ef-

fect that the government has so much confiscated liquor stored in Willet's warehouse that space is getting scarce. That being the case, why not quit seizing it?

"Doc" Dammers visited Miami Beach last week. He was accompanied by a deputy sheriff, a chauffeur and a receiver. The occasion was celebrated by an eviction order against tenants in a house on which the mayor of Coral Gables was foreclosing. Both the "Doc" and the tenants were much put out by the affair.

Quite an influx of book agents is on, the agents determined to peddle their literature about town. From anywhere from a dime to a quarter you can buy information about children, heathens and please help the wooden nutmeg growers of Connecticut.

Do you remember 'way back when checks were good?

Burgundy & Oporto Grapes Tamiami Malt House In concentrated liquid form. Malt, hops, cappers, bottles, etc. 601 S. W. 5th St.

OUR FAMOUS COFFEE NOW A CUP 5c A CUP It is and Always Has Been the Best in Town. Served With Pure Cream THE ORIGINAL Coffee Pot 10 S. Miami Ave. N. P. HARRIS, Proprietor

Miami Transit Co. BUSES to Horse Races Leave at N. E. 2nd St. and 2nd Ave. and N. E. 3rd St. at Central School Every Five Minutes Fare 50c

Meet Your Friends at "THE FOUNTAIN" 75 EAST FLAGLER STREET Coolest Place in Miami—Refrigerated LUNCHEON SPECIALS DRUGS SUNDRIES SODAS

The WORLD'S FASTEST SPORT Jai Alai (HI-ALAI-LI) 30 OF SPAIN'S BEST ATHLETES Biscayne Fronton The World's Finest Fronton N. W. 35th St. and 35th Ave. LADIES FREE MONDAY, WEDNESDAY, FRIDAY DANCING FRIDAY, FEBRUARY 4, 8 P. M. WILL ROGERS HIMSELF Entirely New Program Under Auspices of the Monday Club, Benefit Crippled Children

The Cinderella Salon de Dance N. W. Second St. at Miami Ave. Dancing—Specialties—Refreshments Every Night at 8:30 Music by Joe Goldin's Atlantic City Criterions Admission: Ladies 50c. Gentlemen \$1.00 (plus tax) No other charges

CAPITOL TODAY THRU WEDNESDAY BERTHA The Sewing Machine Girl Remember the hit "Nellie the Beautiful Cloak Model" made—Bertha has this best! AND IN ADDITION Our Gang Comedy THURSDAY THRU SATURDAY BUCK JONES in "DESERT VALLEY"

OLYMPIA SUN.—MON.—TUES.—WED RICHARD DIX BETTY BRONSON in "Paradise for Two" THURS.—FRI.—SAT. DOLORES COSTELLO in "THE THIRD DEGREE" Continuous music by Symphony Orchestra and Mammoth Wurlitzer Organ TEMPLE OPENING MONDAY NIGHT FOR ENTIRE WEEK THE DRAMATIC SENSATION OF THE AGE "WHAT PRICE GLORY" Every Night, 8:15 Mat. Sat. and Sun. 3 p. m.

Coral Gables Golf and Country Club JAN GARBER AND His Victor-Recording Orchestra Every Week Night, 10 'til 2 Spanish Dance Gardens Dinner Dance Every Evening GARBER'S ORCHESTRA, 7 TO 8:45 Dinner, \$2.00. No Couvert Charge Wednesday and Saturday Afternoon Tea Dansant* Garber's Orchestra—4:30 till 6 Service a la carte Sunday Evening Dinner Concert GARBER'S ORCHESTRA, 7 to 9 Dinner, \$2.50. No Couvert Charge Coral Gables Golf and Country Club Phone C. G. 66

RIALTO 75th St. and N. E. 2nd Ave. LITTLE RIVER Adults, 40c Children, 10c TONIGHT FORD STERLING and DOROTHY REEVIER in "Stepping Out" RIALTO NEWS—COMEDY "TOPICS OF THE DAY" "SPORTLIGHTS" ADDED ATTRACTION MARY LEE VAN "SONGS AND STYLES" COMING SUNDAY "LADDIES" BRING YOUR SMOKES

Will Rogers (Himself) Fri., Feb. 4 ONE NITE Biscayne Fronton Auspices The Monday Club BENEFIT CRIPPLED CHILDREN OF DADE COUNTY Come! Laugh With "WORLD'S FUNNIEST MAN" Tickets Now at Hollywood Office, 78 E. Flagler St. Aladdin Drug Store, Lincoln Road, M. B. Spohr's Tea Room, Coral Gables Volk's Store, 39 N. E. First Ave. Phone 6195 for Reservations.

THE Greyhounds ARE Racing Nightly (Except Sunday) at HIALEAH PARK Where you've seen them in the world's most spectacular sport for the last 5 seasons. 400 of England, Ireland and America's Finest and Fastest DIRECT BUS SERVICE Miami Transit Co., at N. E. 1st Ave. and 2nd St. Fare 25c Seminole Line at Court House N. W. 1st Ct. and Flagler Fare 25c Sedan Taxis at Miami Ave. and N. W. 1st St. Fare 50c 10 RACES Post Time, 8 P. M. Admission 99c Ladies' Nights Monday, Wednesday, Friday Miami Kennel Club Member International Greyhound Racing Association Affiliated with United Hunts Clubs of England

Everybody Is Going to See "JUST MARRIED" PLAYED BY NEW YORK STARS AT Miami Beach Garden Theatre Just drive out Alton Road to the Nautilus Hotel. Easy to get to. You can't miss it. Make your seat reservations by phoning Miami Beach 2119. Plenty of parking space. MIAMI BEACH GARDEN THEATRE Alton Road at Forty-First Street 50c to \$1.65—Order Seats Now—Phone Miami Beach 2119 Curtain at 8:30 o'Clock—"The First Year" for One Week Beginning Sunday Night 500 GOOD SEATS AT 50c

ANTILLA HOTEL Jo Astoria's All Soloist Orchestra FEATURES THE Nightly Dinner Dance 7 till 11 Dinner, \$1.50 Phone Reservations C. G. 200 Sunday Evening Dinner Concert Astoria's Orchestra—7 Till 9 Dinner, \$1.50—No Couvert Charge

Venetian Casino and Pool 4 Till 6 AFTERNOON CONCERTS JO ASTORIA'S ORCHESTRA Refreshments a la carte SWIMMING DANCING BRIDGE TEA Parking Is No Problem in Coral Gables Coral Gables Hotels Corporation

GREYHOUND RACING EVERY NIGHT (Sunday Excepted) 8:15 o'Clock Miami's Newest and Best Greyhound Track Biscayne Kennel Club Near Miami Shores General Admission 50 Cents Music by Frank Novak's Chicago-Miami Orchestra LADIES FREE MONDAY, WEDNESDAY and FRIDAY NIGHT How to get there—From Miami follow the Dixie to 115th St. and turn left at big sign. Busses leave Central school, N. E. Third street, direct to track. From Miami Beach: De LUXE BUS SERVICE direct to the track. Busses leave corner of Fifth street and Washington avenue at 7:00 p. m.; Washington avenue and Espanola way at 7:26. FREE PARKING MIAMI LIFE IS READ—NOT MERELY SKIMMED.

