". . . and the lions shall come and lie down to-gether with the lambs." THE LIONS CLUB of Miami Beach is one of Florida's most active organizations, so active as a matter of fact, that wives of the club have formed an auxiliary. They call it the Lambs.

£......

DO MIAMI BLONDES

Really Prefer Gentlemen? 18 c) \$ C 3 *JXG*

STORY TO COME, PICTURES SUPPRESSED

BAD liquor hereabouts is certainly ruining Miami husbands, said a Beach matron the other night. After observing the antics of her husband and other husbands she remarked, "Bad booze is simply turning our assets into 3 asses."

5 Cents a Copy in Greater All Other Cities in U. S. 1 Dollar and Fifty Cents for

in the second se



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

Volume 4, Number 10. March Nineteenth

Edited by WEN R. PHILLIPS

We Got 'Em DOWN, But We're OUT!

He Didn't **Read the Contract!**

WHEN our mayor, Ed Romfh, admitted that he hadn't read the bus agreement under which the Florida Power & Light Company gets a quarter of a million dollar subsidy each year for driving the jitneys off the streets, he said plenty but he followed this by remarking that the city busses give us "dependable, responsible transportation service." Inasmuch as he didn't read the ordinance, he probably also has never tried to use the busses.

He's never had to sit on a street corner and wait twenty minutes whilst three busses went by in the opposite direction—over a route on which there are no bridges to hinder the service. The "X" on his automobile license plate protects him from being shoved into a ditch every time one of the Oldfields at the bus wheel decides to cut in short.

It evidently takes more courage to backtrack with the F. P. & L. than it does to explain to the people.

You Bet They'd Like to Get Off

DRETTY reliable information flitted into the Miami Life office this week to the effect that City Manager Wharton wants to resign. In fact, it is understood the city manager would resign right now, if it wasn't for that conspiracy trial between the city and the jitney bus owners. In addition to the city manager, one or two on the city commission might like to quit before the coming election.

The sailing has apparently gotten too rough around the city hall. During the boom, everybody was wanting improvements, ad-

HERE we had a fine city. Everything was looking up, four or five months ago. Landlords were higher than usual. Restaurant keepers added ninety-five cents to every order in excess of one buck. Bootleggers raised beer fifty cents a bottle. The Florida Power and Light Company hired several more graduate meter readers from Joliet (pen) and the banker-grocer commission Frank Wharton, signed several new contracts that won't cost the city so awfully much for the next few years. The paving companies got ready to declare exhorbitant dividends. There was a frenzy of street excavation. Even the most bankrupt real estate companies bought full page ads in the Tribune and Coconut Grove Times.

But look what's happened.

After we got the tourists down here, we got our first blow when the landlords, almost to a man, slashed rates. The next thing, the Florida East Coast Railroad gave excursion fares. The newspapers cut advertising rates. Dade county cows voluntarily reduced prices, although it was quite a strain. Daily newspapers became weeklies. Even clerks in the department stores began speaking civilly to patrons.

What's the big idea, anyway? Why change the old established custom? Why swap horses in the middle of the stream? We should preserve the old order. It was our high prices and indifference that lured tourists here for many years. They were really curious about the ingredients of a 50-cent hot dog, or the amount of fusel oil required for a \$2 highball. They wanted to find out what kind of people there were, who would pay \$500 a month for a one-room cottage with a telephone booth on the back end of the lot. They came here in hundreds and thousands so they would be able to write back to the home town papers about us.

We had 'em coming. There is no question about that. We gave them the best and highest priced service that we were capable of and we never failed, just after they bought their tickets home in the spring, we'd light finger them for their last greenback before they got on the train.

Don't Forget To Pay Your Poll Tax

T IS kind of rubbing the fur the wrong way to re-

mind a Miamian to pay any sort of taxes these days but in order to make sure that his taxes in coming years won't be doubled or trebled, he'd best invest \$1 in a poll tax receipt right now. For that \$1 tax he gets a chance to vote on some new city officials in May and June, the gentlemen who may scramble or unscramble the tax situation in the vears to come.

And after you've paid the poll tax, don't forget to register.

Must We Always Alibi?

THE REALTY BOARD, after a thorough investigation, informs us that taxes can't be reduced for this year but feels sure that "substantial reductions" will be effected in another year. We are told that the next assessment will be back on the 1925 basis instead of on the inflated 1926 basis. Is this a bona fide promise, or merely a sop?

Our taxes go to four main funds-to the state, the county, the city and the schools. Changing the assessment will not of necessity result in a vast reduction in your taxes. It will, of course, mean a reduction in your state tax since the millage there is uniform throughout the state, and it increases or decreases in almost direct proportion to your assessment

It may reduce your school tax. School districts are limited to 20 mills special tax by the state law. However, our schools haven't enough money to operate on this year and are actually borrowing from other funds. Reducing the assessment reduces the school fund, since most districts are practically up to their limit now in special school taxes-and there a most serious problem is created.

However, leaving that point aside, the greater portion of the tax money goes to the city and county. Reduction in your assess-

ditional fire protection, more policemen and everything else. The Wharton crowd proved able money spenders. It was come easy, go easy. Nobody needed to save.

But, now, when taxpayers begin asking questions about money expenditures, the gang wants to quit. They don't know how to explain. And, it's a cinch they don't know how to get us out of the hole we're in, nor do they care what kind of a job they wish off on the next bunch of office holders. That silk lined jitney bus contract the Power Company put over on the city, with the approval of Wharton and the commission, is only one of the many wasteful expenditures. When an audit is made of the city's books, the 28-year bus contract might be too trifling a matter to cause real concern.

This new group of city commissioners to be elected doesn't know what its in for. If it did, the whole gang would insist upon calling off the election and compelling the present members to get us out of this hole, or letting 'em go ahead and cover us up entirely.

A Little Hint

ALAWYER friend of ours told us the other day that if the city of Miami Beach wanted to, it could compel the Florida Power and Light Company to reduce the Miami Beach rates immediately. He said that one little petition from the beach council to the State Railroad Commission would bring instant rsults.

The Chest Is Worthy

HARITY that is wasteful, that is poured out to those who make a life business of their poverty and fail to make an effort on their own part firmly behind the Chest in its fund campaign as ever before.

to better themselves is often worse than no charity at all. It was just such a need for direction in ad-ministering charity to see that those who really needed aid re-ceived it, that brought about the creation of the Community Chest.

For several years now, the Community Chest has carried on the distribution of our funds for charitable purposes and a most efficiently functioning, yet ever humanely sympathetic system has come into existence. Were the Community Chest to be abruptly halted now, it would take twice as much money to cover the same ground because of the wastage, duplication and omissions which must necessarily attend private, hit and miss charity.

If for no other reasons than these, the Community Chest idea must appeal to every Miamianand every Miamian should support it.



They liked it. The records show it.

But do they like this new business of cheap rents, low priced meals or rock bottom transportation fares? Frankly, we don't believe they do. Otherwise another million or two would have patronized us this winter.

Let's get busy and formulate a better system of high prices for next winter.

Do Miami Blondes Really Prefer Gentlemen?

(A true confession)

THEY don't.

I I suppose I should not write about the most intimate experi-ences I have had with blondes in Miami. I know it is wrong to detail the boudoir secrets, and the fascinations, and the wondrous thrills

(Continued on page two)

......

Lighting the Way

WHY are the electric lights in the Bay Front Park kept lit all night, if the city of Miami is so financially embarrassed that it must cut salaries of its police officers and firemen (though not of all their superiors)?

Whilst driving across the causeway at four in the morning, it is indeed a pretty sight to view the lights-but there are so few cars going over the causeway at that hour that one wonders why the city is spending thousands of dollars every year in light bills for this very illumination.

But then, we suppose, maybe some of our officials want to be sure of their seven per cent on that Florida Power & Light company stock we understand all rich people own.

We Need Bus Fare

NOW that a miracle has come to pass in Miami in the bringing of the price of milk down three cents a quart, we've a lot of other suggestions along the same lines.

Why can't we start a campaign against selling nickel sandwiches for 15 cents? Let's do something to compel gasoline filling stations to give us a gallon of gasoline for every gallon we buy. Let's try to figure why some stores charge 45 cents for a cucumber, while others sell 'em for 15 cents.

If we'd all get together and quit paying these fancy prices, and compel our city officials to enforce certain laws instead of spending their time cutting policemen's salaries, we might get some place. There's no use in spending money for taxes, and then getting robbed because the tax chargers are lax in their law enforcement.

ment must mean an increase in the millage they will demand from the tax payers.

The debts created by million-dollar bond issues in the last half dozen years must be paid-and under the system of bond issues. these debts will be especially heavy in the next few years.

What is the use of subterfuge? We have only ourselves and our duly elected officials to blame. We asked funds for every fool thing that came along and they followed our lead long enough to build roads to their own farms and gave away our best franchises along with \$250,000 annual subsidies. And we are going to keep on having high taxes just as long as we follow the general American plan of inefficiency in high offices and indifference to how we are being governed—until the barn door is open and the horse gone.

Reduce your assessment if you need that sop-and if you don't entirely ruin your school system by so doing, make semi-annual tax payments to lighten the burden, make the force of your public opinion felt to make the county commissioners follow the retrenchment trail of the city, force a real inquiry into what has been done with all county, city and school funds in the past to ferret out wastage. and you can effect some savings in your next year's taxes-but you can't expect a millenium with the bonded indebtedness created in recent years hanging over you.

"All or Nothing"

MIAMI LIFE would like to know if H. L. Mencken and his American Mer-We cury are kidding it by reprinting its "treasonable" editorial on Miami's high prices in its current issue. It seems that, as a newspaper man, he should still retain enough of his early idealism to print all, and not merely a few para-graphs, of our little whimsy.

WE HAVE WITH US TODAY

I. WISE,

Ex-Acreage Dealer,

East Side (West of L. I.),

Last blue (rivest of L. 1.), Lives at proposed Y. M. H. A. Mr. Wise lived for many years near a house close to East River. His early education was obtained in a clothing store in the Gas House district. He received several onery degrees at Tammany Hall, the famous zoo (advt., We have been blue to be the several oner the several oner the several oner the several oner the several one of the s

charge to Al Smith, account of Jimmie Walker.) Mr. Wise aided the Near-East Relief campaign by marrying Rebecca Eckstein, the daughter of Mr. Eckstein, who holds the largest sacramental wine concession in New York. Mr. Wise was in Miami during the Big Boom, but left shortly before the Big Bust, having disposed of his option on a hundred-dollar piece of sugar land in the Ojus salt marshes. He came to Miami a few days ago, having been mentioned prominently by New York papers in connection with an elusive fire that preceded a bankrupt sale on W. 6th street. Mr. Wise expressed himself as thrilled with the street. Mr. Wise expressed nimsen as thrilied with the future of Miami. "The skyline of North Miami avenue reminds me of several New York streets I'm trying to forget," he said. Among clubs that Mr. Wise is not affiliated with are: Mahi Temple, Gordon Post of the K. K. K., Miami Big Board, Muque, Knights of Colum-bus and Sigma Chi.

What Everybody's Asking Today: ----What Do the Undercover Men Do On Hot Nights?

Page Two



MIAMI LIFE

in a long time, and that I'd better hurry over and see for my-

Marree Beaute Shoppe 1238 N. E. 2nd Ave. Phone 4331 Permanent Waves of Distinction Eugene and Nestle Method



We sell a complete line of high grade

KARL NEUENSCHWANDER

Here Since 1918 123 Seybold Arcade

watches.







No matter what ails you, no matter how hopeless your case may seem, yo should not allow another day to pass without taking advantage of the Nature opathic Practitioner's vast experience and skill. Natureopathic push button work wonders. That's what they all say and the public backs up these state

Perfect

OS 5 K CH (C

PISTON RINGS

Natureopathic with its Triplicity of Sciences as taught to the Blumer College graduates at the Natureopathic College works wonders. The Natureopaths have a private office at Dallas Park Apts., S. E. First Ave. and Third St., where they will give free consultation up to March 25th, from 9 a. m. to 7:30.

Saturday, March 19, 1927

Greeby Gets Hot in Cooler

Famed Meter Calculator May Obtain Terrible Revenge Upon Tormentors Who Jail Him, Once He Starts **Computing Their Light Bills.**

R. HAMMERHEAD GREEBY, prominent Miamian, and newly appointed Chief Meter-Reader for the Florida Elastic Power & Light Company, was released from the Miami Beach city jail last night on a cash bond of \$2.76, furnished by ten local real estate salesmen and the editorial staff of Miami Life, who pooled their resources to come to the aid of the popular hotel man following his arrest on a charge of violating the municipal -

day at the Greeby-Jeeby Inn, Mr. Greeby's palatial hostelry at South west Beach, by Director of Public cause it didn't last no time. Then Safety Adam McAdam of Paolino I poured in gasoline, but that Tahiti and six inspectors disguised didn't work either. The night that as tourists, who allege that all the I put in the gasoline they had a fire extinguishers in the structure wilder party than ever. It was were empty.

From the prisoner's cage at the jail, Mr. Greeby



nocent.

visited him in jail Tuesday and varnishes for his guests indefi-presented him with several cig-nitely, can you?" arette butts and an obsolete copy

Mr. Greeby, in answer to a ques-tion, declared that he did not think had arrived too late to get any of the fire extinguisher.

"From all I can learn of this here Director McAdam," Mr. Gree-by said, "I do not think that he inks fire extinguisher. Of course, I could not say about the inspectors, because in inspecting res-taurants and hot dog stands, they see all sorts of things and get to be pretty tough babies. After in-vestigating some of the lunch rooms at South Beach, they probably would really enjoy a little shot of extinguisher. But I do not think there was any jealousy or politics mixed up in this affair."

Seen later, after his release on bond, Mr. Greeby issued a further statement in which he openly charged Mr. Jones, who has been occupying the east wing of the Geeby-Jeeby, and Mr. Smith, who has been occupying the west wing, with having consumed the fire ex tinguisher during a series of oldfashioned drinking bouts on the fourth floor of the hotel.

fire regulations. Mr. Greeby was also charged with several shots of hootch (Adv.) rin, Illinois," Mr. Greeby said, "and they just don't seem to give a damn. The first time I found the The arrest followed a raid Tues- containers empty, I filled them with

> good gasoline and they got about four hours to the gallon on it. Finally I filled up the extinguish-ers with Hialeah gin." Mr. Greedenial of his guilt, and de-

> guilt, and de-clared that when the case is called to the back of his the tase is called that be that be the back of his the tase is called that be the back of his the tase is called that be the back of his that happened was that one of for trial he will prove himself inthem threw a radio set out the win-dow and one of their friends called "Of course I do up the office and turned in a false

told a Miami Life reporter, who withed him in ioil Two for the onice and turned in a false fire alarm. So you can see where I am not to blame at all. You can't expect a hotel manager to keep on furnishing paints, oils and

Mr. Greeby stated that he would of the telephone directory, to help him while away the three days during which his friends were vastating effect on Little Geralmaking determined efforts to raise the amount of his bond. "But you may tell the public for me that I am innocent as charged, and shrill laughter because she knew when I appear before any judge that Greeby, acting as a lawyer, that can get to the bottom of the case on Monday, I will have wit-nesses to prove that I done all in his mind still heavily burdened guishers filled at all times, but that d Little Geraldine the same treattwo of my guests secretly emptied them in order to throw some cock-tail parties in their rooms." ment that is given fire extinguish-ers when they are put into use. Within the next three weeks, it

was learned, Mr. Greeby will offition, declared that he did not think his arrest was due to anger on the part of Director McAdam and his men when they heared that the solution of the solution men, when they learned that they eral of the more prosperous winter residents to get out of town so that he can read their meters first.

"I want to make a good showing at the start, you know," he ex-"I can get to the pikers plained. later.' Mr. Greeby chuckled immoder-

KEEN SIGHT

132 CENTRAL ARCADE

TO SEE BETTER

-SEE-

ately.

have adopted resolutions condemn-ing the use of powdered milk and similar preparations.

THINGS Not WORTH

KNOWING

Dairy farmers throughout Iowa

The number of doughnuts con-sumed in Miami in a month, if piled one on top of another would represent a considerable waste of time.

Blue law advocates have failed to make much progress in "The land of the midnight sun."

Four thousand dollars worth of tomatoes were grown last season on the site of the ten-story ad-ministration building in Paradise Groves, Florida.

Railroads report two hundred per cent increase in number of tickets sold to Nevada stations over a year ago.

Not more than three new revo-lutions are predicted for the Central American republics for the approaching six weeks.

The first robin has been seen in points in southern Canada and an early spring is predicted for some sections.

Failure of cherry crop in Tis-bit, Chile, is expected to increase



VILMA BANKY

"THE NIGHT

THURS., FRI. and SAT.

NORMA

SHEARER

LEW CODY

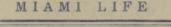
in "THE

DEMI-BRIDE"

Wurlitzer Organ

Continuous Performances 11 a. m. until 11 p. m.

OF LOVE"



heirglyphic applause that surmounts to the highest peak of Miami Life'ism. "Blase Advertising," and if so what is the usual cost for one weekly insertion, as the writer is about to visit your city and we want good advertising and nois adverse criticism, which has followed us for the past few years. -LITTLE GERALDINE-Little Geraldine heard a Miami Beach apartment-house owner exclaim that he would be full all summer, and she just laughed and laughed because she knew he wouldn't even be talking about running an apartment house unless he was al-ready full.

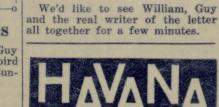
The Spelling Is His

Somebody doesn't like Guy Reeves, or us, or both. The bird over in Tampa, signed Billy Sun-day's name to this screed:

Mr. Guy Reeves, Chief of Detectives, Miami, Florida.

My Dear Mr. Reeves

My Dear Mr. Reeves: As I am a subscriber of that all fam-ous "Scandal Sheet," namely the "Mi-ami Life," and I note that your most humble name is oft at mention, I would like to know what it costs to be praised instead of the usual criticism that is usually dealt out in this said "Menace," namely said "Mimi Life," knowing you so well up and around "Deah Ole Bos-ton," I really cannot conceive this Therefore "By J____" til us the sad sad story, now isn't it a fact that you are paying Wen Phillips for all of this



Very respectfully,

BILLY SUNDAY.

Evangelist

with Elizari's Oldest and Most Pup-ular Touring Company ALL EXPENSE TOURS 4-5-6-Day Tours \$75-\$95-\$115 Get our new 12-page folder. It gives complete and definite infor-mation that will not mislead you. Jones Tours N. E. Ind Ave. Phone PSVS Spanish Village, Miami Beach



"On the Atlantic"

WILL REMAIN OPEN

Until April 15th or Later

An Appreciation

The Gondolier

Mr. Wen R. Phillips. President. The General Printing Company,

Me

Page Three



Binever ends. The telephone system is an undertaking that Binever ends. The telephone plant constructed for today's needs, must be so engineered as to have a definite place In the plans to meet the anticipated demands of the futurefive, ten and even twenty years hence.

Last year, for instance, there was a gross expenditure of \$33,225,352 for additions and replacements to the Southern Bell Telephone System in the nine Southeastern States.

There was a net gain of 66,289 new telephone stations-making a total of 1,242,689 telephone stations in the nine Southeastern States. Of these 843,172 are Bell-owned, 362,-308 are owned by other companies, but connected with the Bell System and 37,209 are located in farm homes.

The Investment in service, December 31, 1926, was \$166,-757,502, not including \$3,834,097 of construction work in progress.

To build, operate and manage this great telephone sys-tem requires the services of an army of skilled men and women whose annual payroll amounts to \$24,433,290. Another big expense was the tax bill of \$4,432,018, which was an increase of 174 per cent over the tax bill of 1920.

There was an improvement in the efficiency and scope of the service, so noticeable as to win the commendation of our customers, and the largely increased traffic was handled with greater speed and accuracy than ever before.

The presentation of these details is a continuation of our policy of taking the public fully into our confidence." It also gives us another opportunity to express the appreciation of the telephone workers for your friendly interest and cooperation

VERNON BAIRD, District Manager

"BELL SYSTEM" SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY INCORPORATED



S:MIAMI AVE. ANNOUNCING to the people formerly of Jacksonville and Orlando that we have opened a thoroughly modern optical office at 132 Central Arcade (Seybold Bldg.) I have previously made this announcement, but learn every day that many Jacksonville people living here are unaware of my new Miami office. To these, as well as all others, we hope to I now have with me my brother, Dr. H. V. Keene, formerly associated with the Jacksonville office, who will have charge of one of my examination rooms. With our modern and complete optical equipment we are in a po-sition to render the best possible service. Let us take care of your optical needs. DR. J. H. KEENE "See Keene for Keen Sight" 132 CENTRAL ARCADE Phone 3-3696

The establishment of a Chili and Tamale Canning Plant in Indianapolis and the building of a Miami Plant, to

"Chili From Mike's Is Miami's Favorite Dish"

237

Announce and a second s

LEGAL NOTICES N THE CIRCUIT COURT OF THE ELEVENTH JUDICIAL CRECUIT OF FLORIDA, IN AND FOR DADE COUN-TY. IN CHANCERY. NAT BROWN and MARCUS COHEN, umarried, Defendants. ORDER OF PUBLICATION FORECLOSURE OF MORTCAGE It appearing from the affidavit of J. N. MORRIS of Counsel for the Complain-int herein that NAT BROWN and MAR-CUS COHEN are non-residents of the State of Florida, service of a subpoens up-m whom would bind said Defendants, and t further appearing that each of said Defendants, and it further appearing that sach of said Defendants are over the age if twenty-one years, it is, therefore. ORDERED, ADJUDGED and DECREED hat the said Defendants, NAT BROWN and MARCUS COHEN, do appear to the SHI do Complaint heretofore filed, on the SHI do Complaint heretofore filed, on the SHI do Complaint, a decree pro confesso be entered against them in due course. IT S FURTHER ORDERED, AD-IUDGED and DECREED that this order we published in MIAMI LIFE, a newspaper published in AIAMI LIFE, a newspaper published in MIAMI LIFE, a newspaper published in AIAMI LIFE, a newspaper MIAMI DATERS, MIAMI COUNT SENI NORERIS, Selicitor for Gommelianant. LEGAL NOTICES

Circuit Court Seal) f. N. MORRIS, Solicitor for Complainant.

13308 IN THE CIRCUIT COURT OF THE ELEVENTH JUDICIAL CIRCUIT OF FLORIDA IN AND FOR DADE COUN-TY. IN CHANCERY ROYAL PAINT MANUFACTURING COMPANY, a corporation, Complainant, LEIN FORECLOSURE, V.

COMPARY, a corporation, comparing the series of the series

343 Jefferson Avenue Miami Beach, Fla.

Dear Mr. Phillips:

I desire to congratulate the General Printing Company for the excellent work it has turned out for me in printing The Gondolier during the winter.

In a high class magazine, which The Gondolier, with its exclusive circulation, must be, it is essential that its appearance be strictly in keeping with its subject matter and I have nothing but the highest praise for your firm for the part it played in making The Gondolier so successful during the winter.

All of the issues have been excellent, but the Regatta Issue, now in circulation, is the finest piece of printing I ever have encountered during my career as a publisher. The typography was perfect, the press work was superb. The printing of cuts in The Gondolier is just about the last word in press artistry.

We have received compliments on The Gondolier from all parts of the country, as well as from local residents and visitors. I cannot pass up this opportunity, there-fore, to thank you for the very excellent work the General Printing Company has done for me.

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Very sincerely,

O. S. PARMER,

Publisher.

This firm prints such other fine publications as

Miami Life, The Miami Beach Beacon. The Lure of Miami Beach and The Cracker Legionaire

The General Printing Company

"The Home of Good Printing"

117 Halcyon Arcade Miami

343 Jefferson Avenue Miami Beach

Owned and Operated by Miami Life Company



Published Weekly at 117 Haleyon Arcade, Miami, and 343 Jefferson Avenue. Miami Beach, by Miami Life Co. Wen R. Phillips, President; Pete Crossland, Vice-President; Lysle E. Fesler, Secretary-Trensurer. Miami Phone 37737 Miami Beach 535

WEN R. PHILLIPS, Editor and Publisher LYSLE E. FESLER, Business Manager S. C. EBBETS, Circulation Manager

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Entered as second class matter, April 11, 1925, at the post office at Miami, Fla., under the act of March 3, 1879.

NOTICE TO ADVERTISERS

Advertising contracts are solicited and accepted by the business office—or by any representatives of "Miami Life" subject to Editorial approval. The Editors reserve the right to reject any contract accepted by the business office or its advertising staff-to cancel same at any time after acceptance-and to refuse publication of any advertis-ment thereunder at any time such advertising is considered by them as unreliable or undesirable



In the Editor's Mail

WHY THE SILENCE?

Bat THE SILENCE? Four recent article about the county, commissioners' effort to get an increase in pay must have hit the nail on the head for they surely have been mighty quiet about the whole matter ever since. You'd think that after they had been found out, they'd at least make some sort of statement. Gpess you and the

faind out, they is a second second statement. Guess you and the man who wrote in last wook, were right about the commis-eloners' trying to sneak something over. If you hadn't called it to our attention, we'd probably have never known about it. It must be great to be able to get a raise in pay for using the people's money to build roads to your own farms. B. H.

ALL RIGHT, H. H.

ALL RIGHT, H. H. Editor, Minai Life: Say, did someone pull a boner on this biscayne boolevard? When it was de-signed, did any one ever think of the traffic congestion it would make where the causeway traffic cuts across it? Trankly I don't think Mr. Arnold has solved the question by making Thirteenth storeet traffic from the Beach turn off be-fore it reaches the bealevard: that makes it darned inconvenient. Personally, I tikink the causeway traffic sheald have of any importance to come across from Miami Beach but there are other streets a handle the traffic from down town morthward. A. R.

"NO THROUGH TRAINS TO CUBA"

"NO THEOUGH TRAINS TO CUBA Editor, Miami Life: "Your editorial on "Lot's have two states, etc.," was quite a neat article—but I take bijection to the reflection on S. Carolina. These few of us that are down here are all boosters for Florida, especially Miami; of course you have blue law exponents, and reformers but we know who and where they are. Now take for instance the horses, dogs and jai altai all being closed next year and picture houses being closed, no band con-gerts on Sunday—it will be a fine place for gouts, rheumatics, T. B.'s and other etited business men and their families

-LITTLE GERALDINE-When Little Geraldine read that Miami had a great future she just laughed and laughed because she knew there was plenty to blow about in the



Red and glowing yellow Green and crystal white, In the streets and buildings-

From the highest tower Down to Biscayne strand Gleams the Magic City, A shimmering fairyland. M. R.

They come to Florida for fun, pleasure dustiness. Are we to allow a few people to tell us what we must do? Tes, it is up to you and a few other sport, politicians and business men to the second second second second second to build up something we can boost of something and the second something we can boost of something and the second second something and the second second something and second second something and second second something and something we can be something we can boost of something and second second second second something and second sec



Mr. O'Doodle Discusses Newspaper By EDGAR HAY

TH' nooshpaper-r sitchywation av Miammy, I undershtand from I some av th' byes 'n girruls, it gittin t' be precarious," said Mr. McBurke, as he leaned back in his deck chair on the fishing launch, "What with cuttin' av wages an' firin' av imployees an' th' Trib changin' from a noospaper-r t' a tableid an' thin t' a wakely."

Trib changin' from a noospaper-r t' a tabloid an' thin t' a wakely." "Yiss," replied Mr. O'Doodle, poking a meditative finger into the bowl of his pipe, "Pretty soon th' byes 'n girruls'll be wor-rkin' only fer cakes an' a lil' shpendin' money, as th' ould time minshtrel min useta wor-rk. But th' policy av retrinchmint is niciss'ry. Whin th' merchants cut advertisin', th' nooshpaper-rs cut all th' non-un-ion wages. Th' publisher has got t' preser-rve his margin av profit, ye know, Tim. What use is there in a nooshpaper-r, if there's nary a bit av profit in it? "Some publisher-rs aven go so far t' pertect their profits that they fergit t' pay wages, like that tyoung Vandybilt feller who came inta Miammy like a whir-rlwind

"Some publisher-rs aven go so far t' pertect their profits that they fergit t' pay wages, like that young Vandybilt feller who came inta Miammy like a whir-rlwind an' lift like th' sign av a poor gir-rl afflicted with halitosis. He closed up shop with thousands av debts an' siyral other thousands

debts an' sivral other thousands av dollars' worth av not-so-good will. I see by th' paper-rs he says he's goin' t' pay back ivvery cint av th' debts. if it takes him foive hundred years t' do it, which I tin'k it will. He's doin' it be cookin' his own aigs fer breakfas' thim Noo Yur-rk tabloid dish-graces. I rid sivral av thim col-yumes aw his an' ividently he keeps his mind on his cookin' more'n his wor-rk, fer his stuff was aven wor-rse than his idito-rials down here, an' ye couldn' imagine annyt'ing hein' wor rse an' writin' a colyume in wan av thim Noo Yur-rk tabloid dish-graces. I rid sivral av thim colwas aven wor-rse than his idito-rials down here, an' ye couldn' imagine annyt'ing bein' wor-rse than thim, could ye? Th' only imagine annyt'ing bein' wor-se than thim, could ye? Th' only toime he seems t' have a glimmer av an idea in his writin' is whin he's talkin' about hisself an' his fam'ly an' tellin' th' wor-rld how handicapped he's been be an idji-cation. Well, writin' fer th' tab-hids will cure him av whatiwar

loids will cure him av whativver lingerin' traces av idjication he may shtill have in him."

"Be th' way, Shamus, what d'ye thin'k it will. He's doin' it be queried Mr. McBurke. "A moulder av public opinion er an intertain-ment fer th' children."

\$25.00 PER ACRE Buys 40,000 Acres

of real farm land located about 50 miles south of Miami and containing approximately six miles of frontage on a prominent hard surfaced road and about 18 miles of water frontage.

This tract may be purchased only as a whole or in two equal parcels and as a colonization proposition it offers unlimited possibilities, and it is equally good as an investment, for I doubt if you can buy anything in the immediate vicinity of this tract for less than twice the price I am quoting.

THIS ENTIRE TRACT IS FREE and CLEAR

of any and all encumbrance and I am in a position to name attractive terms to an acceptable purchaser.

plazed be lookin' at photygraphs av somebody's cute li'l daughter playin' in th' sand er av some big manufacturer av overcoat buttons from th' north who is shtayin' at th' hotel that gits th' nooshpaper-r t' photygraph him, er av some press agint posin' in th' fore-ground av a buildin' er golf links t' prove that th' subdivision he's boostin' has thim things, er av a

our av th' city sellin' some cure fer pyr-rhea er wake hear-rts."

an odor of steaming coffee came up from the cabin.

215 N. E. First St.

THOS. J. PETERS, Prop.

FLORIDA SURETY CO.

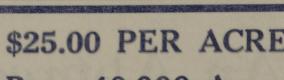
good gal-darned whoop what th' golf shcore av some leadin' real We are in a position to write or to have written Bonds of any nature Immediate action and service by our organization of experienced representatives

Paramount Prescription Service and **Prompt Delivery** Imiths

Phone 6705

200 N. E. 2nd Ave.

"Well, Tim, ye may think me an ould fool, but I b'lieve a nooshpa-



motor van that is makin' a gr-rand

Mr. McBurke sniffed heartily, as-

ways find out from our paper-rs

"Yiss," agreed Mr. O'Doodle thoughtfully, "maybe in th' prisint condition av t'ings, it is noos whin somebody eats. Maybe it tis th' man-bitin'-th'-dawg. But th' speeches they make an' git printed don't show anny sispicion av idees er unusualness er noos value. Only

SPECIALIZING IN

CRIMINAL BONDS

CAPITAL \$1,000,000

Unequaled in the State FLORIDA SURETY CO.

HOTEL HALCY(

N. E. SECOND AVENUE AND FLAGLER STREET

OPEN ALL THE YEAR

EUROPEAN PLAN

Recently Redecorated Throughout

Special Rates Now in Effect

"Make the Halcyon Your Summer Home"

LITTLE GERALDINE -When she read that three of the city commissioners weren't planning on running again, lit tle Geraldine just laughed and laughed because she knew they hadn't been doing much more than crawl since the jitney

classic was heavily applauded an' th' mimbers said, 'What wonderrful min are we—jist as great as Jarge Washington!' They wouldn' shtop t' figger that Jarge always had throuble with his taythe an' wan bite on th' meat they serve in a Miammy rest'rant would cure him forivver av anny inclination fer public eatin'.

"But all av thim picayune things ar-re put in our nooshpaper-rs, jist because there's a b'lief that it pays ' have th' names av a lot av folks in print, or they're afraid that some advertisers moight back out av his conthract if they don't print pitchers av his imployees er his beyewtiful motor trucks er his baby er his wife's bridge par-rty.

"Th' iditorial depar-rtmints are er unusualness er noos value. Only wor-rds shpouted with gestures on a full shtomach. F'r ixample now, I remimber couple wakes ago readin' about wan idjut who'd been invited t' a free lunch pervided he'd talk, an' in th' cour-rse av his shtoopind remarks he says if Jarge Washington were living, he'd be a mimber av this Miammy eatin' club. I sippose that clown

Phone 7657

A. H. MOULD, Manager

ache on somethin' troothful, avridge publisher thinks. He lieves there's such a small amo, av trooth in th' wor-rld, it pays be economical with it." "D'ye think we'll be afther

Saturday, March 19, 1927

"D'ye timk we il be atther tin' anny good fishin' this a ternoon, Shamus?" queried McBurke, politely leading the through the companion-hatch "Shure," said Mr. O'Dooda, "concerne actio concerne to the can always catch enough t'git pitchers in th' paper-rs, with stirrin' lines underneath s

"Two prominint conthractin" carriers from Noo Yur-rk thimsilves on our Gulf Shtram

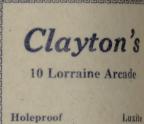
LORRAINE

ARCADE

Miami Style Center

These elite stores offer the shopper a wide range of er clusive merchandise, and a the same time present the ultimate in shopping convenience. . When you're on your next buying tour, n member the

LORRAINE ARCADE



Hosierv

Lingeri

Flagler Florist "The Beauty of Our Busines is Flowers"

Flowerfone-6235 Lorraine Arcade

THE Frances Miner

Gown Shop

5 Lorraine Arcade Is showing all new spring model

\$15.00 to \$29.50

Georgettes-Crepe de Chines-Printed and Novelty Crepes. SPECIAL SELECTIONS of white dresses for graduation a

Eastern Star wear. LADIES **READY-TO-WEAR** E. M. BRADLEY 17 Lorraine Arcade

BIG

SALE

No the

Spring

for

(Mostly White)

\$15.00

EUNICE



MIAMI LIFE

"Well, Shamus," he said in de-fense of the papers, "Ye can al-

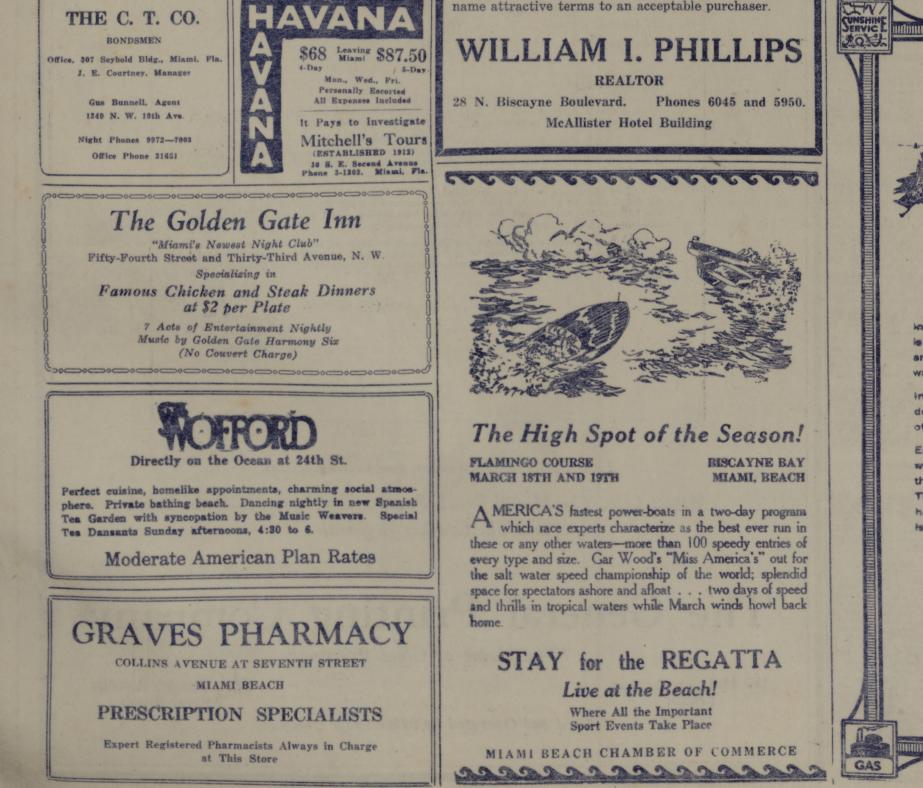
about some group av min in th' city gittin' t'gether in th' name av a club an' atin' lunch an' mak-in' speeches." "Yiss," agreed Mr. O'Doodle

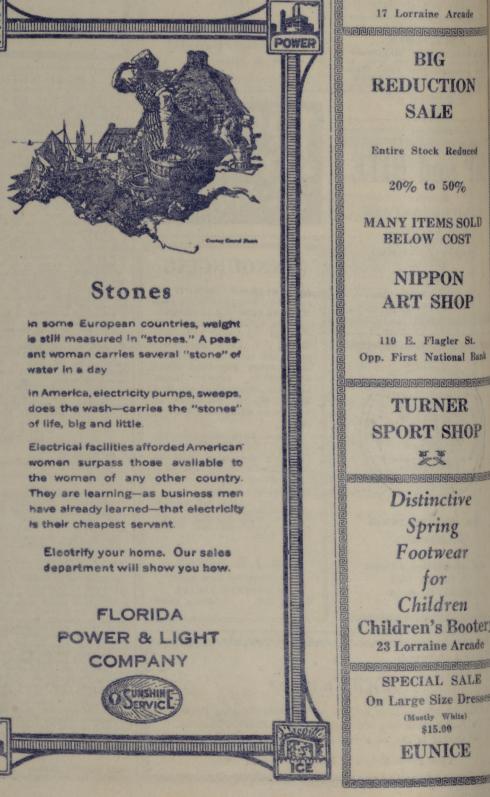
their readers, afraid av th' bos an th' boss's friends an' th' boss's po-litical ambitions. They don' mould anny public opinion; they try t' mould thimsilves t' what th' majority av th' people want t' b'lieve. "Afthter ye git off th' fir-rst page of a Miammy nooshpaper-r,

there be no more noos—only ads an' publicity shtories av this 'n

that. It's har-rd t' find anny noos anny more, a-tall, a-tall, onless ye happen t' be in'tristed in readin' th' names ay all who atti

eshtate man was yisterday. Orif yer eye fer noos pitchers ain't





Saturday, March 19, 1927



HERE we are at the end of one winter season. What can we do to H improve our sports programs for another winter? How fully are our sports programs fulfilling their dual duty of entertaining our tour-ists and providing news stories for advertising South Florida in the North? If we do not have racing next winter, that will be all the more reason for stressing our sports programs.

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gram and the separation of the ac-tual arranging of the program from the news dissemination. A good sports director is not of necessity the best publicity man and, furthermore, the work is big enough to demand experts in each line

The golf program is handled well enough and would of course be even better if all the tournaments in Miami, Miami Beach, Hialeah, Golf Park and Coral Gables were under a single direc-tion. At present the most tournaments must go to the courses which will willingly offer the most prizes even though some of the other links are in better

bit the other links are in better plaving condition. However, practically every could stand bolstering. We other branch of amateur sport should have more tennis tourna-ments, more swimming events, more of everything that can be

more of everything that can be staged here in winter time. The time has come when com-petition for the winter tourist trade is so keen that every in-ducement must be made and cer-tainly a more concerted effort by the whole sports program for Miami. Miami Beach, Coral Ga-bles, Hialeah and the rest print-ed all at once will bring more ed all at once will bring more people than the old method of "every place for itself."

Tex Rickard is running a heavy-weight elimination tournament in New York but Miami fight fans won't have to travel farther than the ball park to see a heavyweight elimination tournament all their own. Hugh Martin and his new partner, N. Armstrong, have lined

Lee Chase and Fred Howe pulled down the curtain on the amateur golf season yesterday in the finals at the Miami Country club. Lee didn't have much trouble getting through this tournament, with 6 and 55 and 5 and 4 wins to his credit, but Howe had some tight squeaks. The first day, two of his strong-est rivals, Charlie Cullom and Ben Stevenson met. Ben won on the twentieth hole after his on the twentieth hole after his poor putting had dissipated a two-hole lead. Next day, J. E. Junkin of Miami, coming back after a two-year layoff, took Ben's measure by shooting a bir-die on the 18th. Ben won the first three holes but began put-ting heady. they and Implij ting badly then, and Junkin, who found that he could hit them as far and straight as ever, de-spite his long layoff from the game, made a great fight for a well-earned victory.

Howe and Junkin three down in the semi-finals but just got home one up when Junk rallied

Spring Is Here Up north that means they are looking for the first robin, down here that means we are starting to look for the first summer widower.

The Tell-Tale Tourist

THE PROFESSIONAL building is located at 216 N. E. Second week from the flagstaff atop the

reason for stressing our sports programs. On the whole, our sports programs in the past have been good and the dissemination of news in the north excellent but that doesn't mean that things can not be bet-tered. It merely means that we have good basic material with which to work. Two of the greatest steps which could be taken would be to pool all of the resources of communi-ties and private organizations for the arranging of the whole pro-gram and the separation of the ac- * * *or \$40,000, the difference in the figures being a mixup in the bids. Mr. Marshall, a representative of British Honduras, which country was willed the ship by Mr. Bliss, conducted the sale. Errol Johnson, the skipper of the "Mystery J," recently sold to a syndicate, enter-ed a bid for \$41,000 for the Sea King but he did not secure it King, but he did not secure it. 000

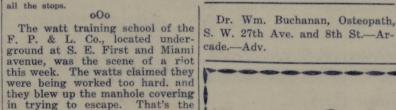
It is rumored about town that several former subdivision developers and proposers are go-ing to Weepah, Nev. They are taking their old plats, proposed improvements, etc., with which to open up paradises-by-the-al-kali and will give free mining claims to aver, burse of 25-25 claims to every buyer of 25x35 lots. For further information, address the Chamber of Commerce, Weepah, Nev.

000 The Republicans of Dade County are serious about dividing Flor-ida into two states. When asked the reason, they stated that the first article of the new constitution of New Florida would have all the Democrats moved into the old state, while the new would be en-tirely Republican. As most of the Republicans eat steadily and regu-larly, the idea has its appeal. 000 Mr. Wendler, adit

of the inward nine. * * * Oh, yes, it was the first toarna-ment in many weeks in which C. A. Roberts failed to reach the finals. Odo OOo Mr. Wendler, editor of the Hia-leah Herald, is suing the Courier, \$100,000. Who says editors don't have or want money? OOo The Biscayne Regatta committee denies that a special race will be held between a rum-running and Coast Guard boat. The Coastguardsmen wouldn't enter the meet because the regatta committee wouldn't have or want money? OOo

A man told me that there was a store on North Miami avenue which did not have a "Big Sale" sign on its windows. Investiga-tion proved he was right. The store was vacant.

oOo Oh, for the life of a motorman! There's one on the Buena Vista line who knows his stuff. He gives his sweetie a free ride every now and then, and she knows



Bad checks from binder boys.

Which leaves a total of about____

MIAMI LIFE

Fulford University

Million Dollar Pier

Royal Palm Club

Croissantania

Roosevelt Hotel

Key Largo

Meyer-Kiser Building 250 Coral Gables Busses All States Building Miami Athletic Club

Urmey Arms Apartments

Boca Raton (exclusive)___

Various Everglades Farms and Cities_ Twelve Oil Wells

Sixty-three New Cities in Dade County___

Miscellaneous acreage not bought for homes_ Amount owed salesmen and bird dogs_____ Received from binder boys

Why Should France Pay?

the country in per capita amounts-it has become possible to dis-

close reasons why France should not have to pay the alleged debt due this country.

If all the money for proposed improvements was totaled, there would be no need for income tax or refunds from across

the sea. Our statistician—a space writer, by the way—herewith presents data as uncontrovertible:

Floranada (where the King of Greece was to live)_

having been made-and, by the way, Miami will not lead

HOTEL MANAGER now managing one of Miami's largest, most popular and exclusive hotel apartments, wants to make other con-nections in Miami. Have had a very successful season. Can furnish highest references and guarantee results. MR. GEO. LONG, Phone 4194.

Talking Miamese

"We expect to put it into pretty good shape this summer. Fred won't have so much work after the first of the month and he can put in a coupla days a week cleaning up things in gen-

"I figure we can make St. Augustine or Jacksonville the first day but it's going to take three or four days to get through Georgia. You know how these reads are through these." those roads are through there."

eral.'

\$ 10.000.000.00

2,000,000.00 1,000,000.00

3.750.000.00 2,000,000.00

3,000,000.00

1,500,000.00

7.000.000.00

25.000.000.00

40,000,000.00

0,000,000.00

3,867,942.07

27,865,426.18

97,654,034.09

5,463,098.016,457,970.33

6,457,970.30

\$461,954,100.10

"Go home? Hell no. I wrote back but the best they can pay me is thirty bucks a week and I can starve lots nicer down here."

20,000,000.00 62,000,000.00 "Oh, I think it'll all simmer down soon enough. The guys 2,000,000.00 81,000,000.00

> LITTLE JOE'S RESTAURANT

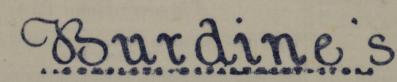
STEAKS, CHOPS,

Dr. Wm. Buchanan, Osteopath,

Clyde Court Bldg. 210 S. E. First Ave. Miami

CHICKENS

Sea Food Our Specialty "If It Swims We Have It"



The Smart Sportswoman Chooses the Sweater Suit

Sweater sports frocks of spring newness . . . breathing Paris in beauty of color and charm of facile ideas. Silks and fascinating jerseys and flannels combine with one another in the creation of chic. At prices surprisingly modest-

\$17.50 to \$49.50

One particularly interesting model in jersey allies white and watermelon pink. The skirt of pink is topped with white blouse and crossed with diagonal strips of the delicious pink tone.

-Burdine's Sport Shop-Street Floor



WITHIN YOUR REACH

Value in real estate is merely potential, until the real estate can be used. In order to use it, you must be able to get to it without difficulty. Accessibility is the one dominant factor that converts potential into real value. Coral Gables is Greater Miami's most accessible unit. It is easily and swiftly accessible, to people from all parts of Miami and Greater Miami.

here is all right but they gotta go through the motions, espe-cially with the legislature get-

"—all accounts must be paid in full by the tenth of the month following or the charge priv-ilege must be closed—"

"Sorry, kid, but I spent the last dime for some apples."

DEPOSITORS'

first

tive," say some.

here," say others.

"You're over-conserva-

"That's why we bank

CITY NATIONAL

BANK and TRUST COMPANY

116 EAST FLAGLER

CAPITAL \$2,000,000.00 SURPLUS \$500,000.00

MEMBER or FEDERAL RESERVE SYSTEM

United States Government; the

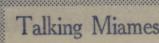
State of Florida; the County of

Dade; the City of Miami.

Depository

protection

ting ready to meet again.'



MIAMI LIFE, as ever, is on the alert. All income tax returns

for smart fingers

Spring sends silk gauntlets and semislip-on gloves to acsmartly company selected tailleurs. Perky turndown and femininely flared cuff styles at-

\$1.75 to \$2.50 Shown in costume harmonizing shades of white, French nude, peach,

Because of the ease with which it is reached, Coral Gables has enjoyed and is enjoying rapid growth. Values are created, stabilized or enhanced only where there is activity, growth and development, resulting from accessibility. In Coral Gables all of these requirements are fulfilled.

Coral Gables is built upon an ideal. Its hom e, business buildings and structures generally must conform to wise standards of architecture, design and color. It is a city of wide spaces, with beautiful boulevards and winding drives. It is a playground where one may enjoy summer outdoor sports all winter, where accommodations are plentiful and surroundings congenial. It is a city of conveniences where you can live, rest or play in comfort, with a business community to meet every household need.

You can reach this ideal living-place . . . easily. Flagler Street and Ponce de Leon Boulevard; the famous Tamiami Trail; Coral Way; all wide, paved boulevards, added to the east and west Dixie Highways and the Miami-Homestead Highway, offer swift and smooth avenues of approach by automobile. A Rapid Transit electric interurban railway system makes it possible to commute between Coral Gables and Miami; additional street car contact is furnished by a trolley system running west from Miami on Flagler street.

Given the impetus of dominant accessibility by road, street car or Rapid Transit, there is no halting in Coral Gables forward stride. Home-owning population noticeably increases; decisive growth in merchantile establishments is manifest; and more than 155,000 passengers each month are carried by Coral Gables bus and rail transportation systems alone.

Here development is tangible. See it for yourself-and let our Sales Department illustrate its possibilities for your advantage.

Sales and Executive Offices Administration Building Coral Way Coral Gables



Miami Sales Office 152-8 E. Flagler Miami Beach Office Roney Plaza Hotel

manilla and pongee. -Burdine's Street Floor

a bargain in bags, \$3.95

Squatty, saucy looking little pouch styled bags in patent leather, reptile - grained Trim leathers. little envelope pags, lined with silk, leather or suede and fitted with mirror and change purse.

-Burdine's Street Floor

a shoulder posy pet

A sprightly cluster of springtime flowers, deftly placed upon a young shoulder adds dash and charm to the costume worn.

75c to \$1.50

Jonquils, violets, sweet peas, nasturtiums, morning glories, bachelor buttons, forget-me-nots, gardenia's! Flowers are flaunted on all smart shoulders.

-Burdine's Second Floor

Dinner is Served on the Tearoof dancing to George L. Jackson's music

A delicious breeze sweeps from off the Bay palms sway in docile obedience to a perfect day. George L. Jackson's talented musicians play . . . and dancers seek the palm framed dancing floor. Burdine's Tearoof serves dinner to happy, carefree guests every evening, with the one exception of Sunday.

Luncheon is served from 11 until 2 o'clock. A special menu luncheon is prepared every day. A la carte service is also obtainable. -Burdine's Sixth Floor

Dancing feet prefer the all silk chiffon of sheerest weight. But at the same time they would have their stocking feet made to withstand the most strenuous of Black Bottom steps. That is why youth chooses Gotham Gold Stripe silk chiffon with strengthening lisle feet. Also service chiffon with four-inch lisle garter welt at the same price. In shades of

-white

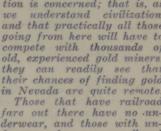
- -platinum
- -opal rose
- -orchid
- -grain
- -maise
- -flesh
 - -pink

-Burdine's Street Floor

Page Six



tation doily on business and per sonal affairs. 1253 N. W. Sixth Street







209 Halcyon Arcade

Full Information-121 East Flagler St.