

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

Volume 4, Number 28. August Sixth

Edited by WEN R. PHILLIPS

Yes! Yes! Yes! Yes!—But Never "No!"

O OVER TO city hall Monday afternoon, all you trustful, conscientious voters, all you citizens who thought your votes changed political conditions last June. If you do, you will probably witness a farce that may not be funny to you who have to pay the piper, but it will be excruciatingly funny to a casual bystander.

You will see-mind you, this is what Miami's powers-that-be have ordained but it has not been announced and there may be a last-moment hitch-Mr. Edward Coleman Romfh, mayor-commissioner for two years and the mainspring of the late (but not lamented) "banker commission," step out of the picture.

And his successor will be appointed. He has already been selected. And is he a man with big-business experience? a civic leader? a mind accustomed to dealing with big problems and social ills? who has had experience in handling hundreds and thousands of men? a financier? a public servant who may be entrusted with the affairs of a \$500,000,000 corporation?

Judge for yourselves.

Mr. Gordon H. Russell operates a weekly paper in Miami called the Miami News. It is supposedly a labor paper. One of those labor papers, you know, that try to straddle the fence-kidding along the union men and at the same time trying to keep on the good side of employers of labor. We hate to say anything about a brother publisher—but anyone familiar with political conditions of Dade county must admit that Mr. Russell is unknown, that he has never done anything to warrant his elevation to the city commission, and that he as a candidate for city commission would have been lost in the shuffle.

Yet he is to be catapulted from mediocrity to magnificence and munificence! Instead of a corner in a printing office, Mr. Russell and his spittoon will henceforth embellish the central meeting place in city hall. He will achieve his ambition—that of being an office-holder without having to go through the

ordeal of another defeat at the polls.

And why?

Could it be anything else than that Mr. Russell will simply be a "Yes" man? That he will represent the interests of Mr. Romfh whose place he will fill? That he will do the bidding of Ev Sewell? That he will do what Harry Platt, who will resign as commissioner to become city manager Monday, tells him to do?

If he isn't a "Yes" man, why would he be selected? Especially when there are so many fine executives available for the job. More especially when Red Gautier, the lawyer and also a publisher, has the rightful claim on the first vacancy on the city commission, having lost out by the tiny margin of 15 votes. If Judge Gautier doesn't rise on his haunches and orate in the famous Gautier manner, we shall be sadly disappointed.

We might as well resign ourselves to the situation. We-and by "we" we mean the thousands of voters who tried to break up the pernicious clique that's

been ruling us for many, many years—might as well confess our utter failure.

We're back to where we started.

If what we have predicted goes through, we have only this to suggest to Mr. Reeder and Mr. Lummus: Resign! Let the "gang" have absolute power! Remember, if worst comes to worst, we can always move.

They Sometimes Do It This Way

IN civil actions, where one seeks redress in a justice of the peace court, the amount involved must not exceed \$100.

Sam Misleh is an Armenian. He once sought the advice of a deputy constable by the name of Ware, who, by the way, is under indictment. Ware, for his services charged \$300. Misleh refused to pay the amount, claiming that Ware had

not earned any part of it. The next step occurred in Justice of the Peace Okell's office. A man by the name of Pottmyer sued Ware for a sum of \$300. Ware confessed judgment, but claimed he had no money except the \$300 he hoped to collect from Misleh.

Therefore a judgment was sought against Misleh. Retaining attorneys, Misleh informed the justice of the peace that that court had no jurisdiction as the sum involved was over \$100.

But this difficulty was soon overcome. Three summons—each on the same ground and subject -were issued. They totalled \$300. Judgment was given and Misleh's car was attached. He

Rent collectors also use justice of the peace offices as weapons to collect. This system is very extensively played in the negro district. The deputy constables think nothing of stepping out of their own districts in order to collect fees in

Another endeavor of Justice Okell has to do with his double activities as a lawyer and a justice of the peace. Mrs. Ray Byfield desired a divorce. She retained Justice Okell as counsel. He as justice of the peace in District No. 9, issued a peace warrant against Mr. Byfield, residing in Coral Gables, or District No. 7, who was arrested and taken to the county stockade. Justice of the Peace Okell has no jurisdiction in another dis-

The Miami public is awakening to the fact that the law is for protection of the people. Quite a number are wondering why they don't get it. Miami Life proposes to show why.

GET the business" seems to be the motto of the street railway running to Coral Gables, if reports are true. Autoists who have given free rides to citizens have been called upon by a representative of the railway and kindly sked to desist from such practice, as they were depriving the poor transportation company of many dimes.

Round the Town With Rod

HOW DO THEY EAT?

AMONG the things I'd like to know is how county constables eat three square meals a day on the money they earn at their jobs. The constables are paid \$6 for each arrest made. There are ten constables and in three months, March, April and May, they made 132 arrests.

This works out at \$79.20 per constable for the three months. But they did not all arrest the same number of people. Const. Falstrean arrested 2; Const. Willis, 8; Const. Smith, 20; Const. Hinson, 26; Const. Pye, 9; Const. Cook, 2; Const. Crittenden, 5; Const. Mehan, 24; Const. Lasse-

ter, 35; Const. Short, 1. Notwithstanding the fact that they have a Cook and Pye, most of them must have been Short.

THE county constables have been told that their deputies must conform to the law on the matter of the \$1,000 bond necessary for deputies to hold. Only one deputy was bonded and he is a deputy no more. As far as the county constables are concerned they are in a non-paying business. There are too many districts. Instead of ten there should only be six of them. Broward line to about 100th street; 100th street to 36th street; 36th street to the Tamiami Trail; Tamiami Trail to just south of Goulds; and then the rest of the county around Homestead. This sort of division would give constables a chance to make a liv-The county constables should work in conjunction with the sheriff's office at all times, instead of against it. At the present time the sheriff's office is away behind in the matter of serving papers and the constables are sitting around waiting for something to do. (Continued on back page.)

Pictures Quit Moving

APT. PRYER, a well known maker of news reels, took some thousands of feet of film in and about the city of Miami, over a period of several months. For two years he tried to sell the idea of sending out Miami films as an advertising stunt to Fred Weede. Eventually, after Charlie Helser, of the chamber of commerce, got busy on the selling end, Fred decided that it would be all right. A department for forwarding the films and securing bookings was formed. It was placed in the hands of Mrs. Grant and she certainly booked the films well. In all, about nine millions of people have seen these reels showing Miami at its best. Then came a time when the reels needed repairs. But there was no money for that department, not even the price of postage stamps to answer inquiries from people anxious to show the reels. At the present time the department is dead, the films are being withdrawn, and Mrs. Grant has lost the one assistant they allowed her and about half of her salary The total cost to the city of these films and the bookings amounted to \$5,800. This is the cheapest and best publicity Miami ever had. There are over a thousand bookings that are still to be attended to and there is no money to attend to them. The cost of the department was only \$800 more than was given to George Bean for signing a receipt. Ain't it hell?

THE city plumber asked the city commission for \$65 this week. He wanted to attend a convention in Jack-He didn't get it. First thing we know Ed Romfh and J. E. Lummus, Sr., will want to attend a bankers convention, Harry Platt will want to go to a painters' ball, Mayor Ev will want to look over the retail clothiers' new styles, and Cliff Reeder will want to cast his eyes over the dirt at the National Real Estate Dealers doings. Millions for sewers but not one cent for conventionsunless brought to Miami.

WHAT you going to do when the rent man comes around?" is just now the blue song being dirged by the Chamber of Commerce. Maybe George Bean will tear up that contract and relieve the situation

MIAMI has employed efficiency experts. The new administration probably will keep them here quite a while, as there is much to be done. For example, the experts may be able to inform us why such chaotic conditions existed as were revealed in the finance department. Whether Means is guilty or is shouldering others' guilt, is not exactly the point. Four different men are reported to have handled the city's money. Is not the city to blame for that condition?

More Railroading By the F. E. C.

MIAMI'S tourist folder will be printed by the Record Company of St. Augustine, Florida.

This company, which is subsidized by the Florida East Coast Railway Company, had the contract handed to them on a silver salver.

The specifications were made out to the minutest detail, in order that they might dovetail into the equipment of the Record plant, and to make it practically impossible for any other printer in the state to figure on the job economically.

The specifications, as outlined by the publicity committee, call for an 8x9 page, which is the standard size used for the stereotyped railway folder, although some of the more up-to-date railroads such as the Pennsylvania, have adopted the 6x9 inch page that can be printed on a standard size of paper.

To produce an 8x9 inch page economically, local printers would have had to establish mill connections far in advance to get this special size paper-which would be 33x38 inches instead of

the standard size, 25x38 inches. In the matter of the completed job the specifications submitted by the St. Augustine company showed that they would use four colors on the inside pages and four-color process on the cover and outside pages; although Mr. Sewell, who considers himself the last word in the matter of publicity booklets, contends that it would take five colors to reproduce the effect desired. But in this, Mr. Sewell betrayed his ignorance, or does not understand that colors blend in printing producing other tints and shades.

This makes four colors on all pages and cover. The Record (Continued on back page.)

Why Not? Everything Else Is Gone

THE traits of "Little Nell" have cropped out in another direction. This time it is a group of benevolent and philanthropic medical men who wish to do good or do Miami good. The Jackson Memorial hospital, built at an ex-

pense of between \$700,000 and \$800,000 on money paid by taxpayers, is the sweet little morsel now craved. These medical men are ready and willing to pay a whole dollar per year for it. All they ask in return is that the city of Miami pay five dollars per day for each charity patient who enters the institution.

No doubt they also would like to use the \$600,-000 trust fund also which has been donated to the hospital. Anyway, it looks like a strange sight —a strange sight to see a city commission which wouldn't fall for such a proposition.

THE two H's-Hawthorne and Hunt-state's attorney and assistant, have started in to inquire just why laws are not being enforced. They receive hearty co-operation from the county solicitor, and it won't be long now before some startling eposes might uncover.

A Hot Meeting

HOT meeting of the publicity directors of the city, the mayor and the head of the publicity department was held last week. H. H. Mase, one of the directors, was absent, but the other four laid down a lot of law and some considerable excitement was evident during most of the session. As the session lasted from eight o'clock in the morning until after six at night somebody must have had a lot to say about something. No report of the meeting was made public, it evidently being the publicity department's business to keep things quiet.

Dangerous Busses

SEVERAL accidents have happened at the corner of Fifth street and Meridian avenue, Miami Beach, within the last few days. The large yellow busses of the Miami Beach Railway Company turn there and no sign is made by the driver. In consequence, a Lincoln sedan ran into one last Sunday and tore off the running board -besides damaging the car. These big busses also park on the south side of Alton road and have to cross over the heavy causeway traffic.

TRAFFIC OFFICER B. B. WHITE is being underpaid. He only receives around \$180 per month. His arrests total around 75 or 100 a week, which brings somewhere around \$4,000 a month into the city treasury. Shouldn't he be put on a commission basis:

2-1008

What Everybody's Asking Today:— Are We Really Going To Have Horse-Racing This Winter?

HELP!

has just become a registered architect . . . the Faris plan was

the best, and for once the city



Published Weekly at 117 Halcyon Arcade, Miami, and 343 Jefferson Avenue ii Beach, by Miami Life Co. Wen R. Phillips, President; Lysle E. Fesler, Secre

Miami Phone 37737 Miami Beach 535

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

SUBSCRIPTION RATES United States—1 yr., \$2.50; 6 mo., \$1.50 Foreign—1 yr., \$3.50; 6 mo., \$2.00 Change of Address or Contributions must be received by Tuesday if intended for that week's issue.

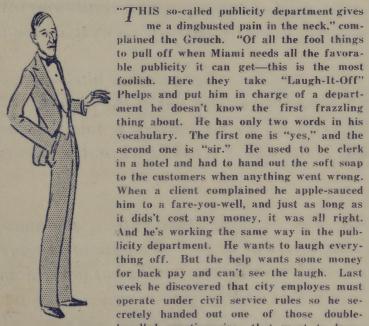
Entered as second class matter, April 11, 1925, at the post office at Miami, Fla., under the act of March 3, 1879.

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 advertisement thereunder at any time such advertising is considered by the product of the statement thereunder at any time such advertising is considered by them as unreliable or undesirable.

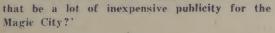


THE GROUCH



barelled questionnaires that want to know the odor of your breath and the color of your grandmother's evelashes. All the help has to do is give the family history and the city will pay them their twenty-five berries a week. The trouble with Phelps is that he's a good hotel clerk and that makes him a rotten publicity man. For every hotel clerk has to know how to keep his trap shut and every publicity man has to know how to keep it wide open and making a loud noise. If

the publicity department isn't put in shape pretty soon every place in the country will be hearing about this civic scandal." "Just so," observed the Chirp. "But wouldn't



"Bah!" said the Grouch.



Bughouse Notes

claims the moon has no effect on better and better every day. the patent, except it is susceptible hereby elected to the Jolly Rogers to light. Drawings for the same are now on view in padded cell number nine.

Harry Ritz, whose wife claimed as the most perfect fool, announces that he is through with women. He entertained the guests of the harmless ward last evening by setting fire to the dining room. The fire was put out and Harry was put in.

Sylvia Swensen, one of the original Swensens, announced her engagement to Charles Lindoergh Wednesday night. A loving cup of canned heat was passed around.

Lillian Lanaster, the designer of the one-button braissiere, is busy working out a design for a new step-in. She has submitted drawings of her art to the Dolty Sisters, but has not yet received an order.

ceived a surprise Tuesday night. from which one might view a pa-He was presented with some Irish rade . . . Johnny's Soda Shop there stew enclosed in a pot. Overjoyed still doing business, it has to, at the tribute he was carried to the Johnny got married Candy hospital.

The warden announced the discovery of a still in the apartment of J. F. Dinkelsplit, former chemist for a nickel-sandwich corporation in Miami. Dinkelsplit, by the use of lye and croton oil, concocted a very appetizing beverage which he was urging one of the grand opera singers to swallow.

belites, Beachites and Haleahists, who think that this district is just in its infancy. Which it is. But what an niant. It has done more in two years than any other city in the world has done in one hundred years. Naturally it is suffering from growing pains. But that will pass away without ill effects. What the Miamians should do now is have a little faith in their city and work to make it grow instead of being pessimistic about the future and depressed about business conditions. Most of the trouble is their own tault.

Spice Box is more spicy than ever appearant of the proper of th

********* CAP'S COLUMN

....... ALEXIS FENMORE, inventor, BUY-A-BOOK NELSON, of the who is sojourning here a few years, announces the creation of a have only to turn to the B's in one have only to turn to the B's in one those dictionaries he sells. He erated without the use of tides. He declares that business is getting flavors . . . it's in the Flagler Ar club.

> BEGINNING tonight and continuing for four consecutive Saturday nights, the Crystal Palace ballroom is conducting a waltz contest to select the best waltzing couple to represent the Crystal Palace in the grand contest for the championship of Dade county, to be held at a later date. Each Saturday the three best couples will be chosen from the field of aspirants and from the twelve selected during the four contests the winner will be

The automobile show held in more, most of the new ones are bethe Venetian Arcade is over, the ing rented right away. machine was moved out this week . . Eddie's brake-relining stops The keeper of section 11 re- new stores look like special boxes at 19 N. E. First street. sales increase at Woolworth's and McCrory's . . . Gotham Novelty Shop goes back to Gotham . . . Two newspaper men improve them-selves, Lee of the Herald becomes secretary to city manager, while Thurtle goes to Oklahoma to publish paper . . . Anybody need a fast space-writer? . . . George, formerly of Miami Beach, opens cigar store

WE discovered something good the other day in refreshment. on N. E. Second avenue, near Flayler . . . The Brass Rail was polished last week . . . General deliverer effecting orange whip we have cry window popular, box renters decline . . . Miami Optical Company

There are a lot of Miamians, and Miamians we mean Coral Ga- reports increase in business, more belites, Beachites and Hialeahists, people buying glasses so they can

HELP!

EDITOR MIAMI LIFE: They say the papers have many strange letters so add this one to your collection. Will you tell me how a stranger within your gates can meet a perfectly nice widower or bachelor, one who would appreciate a nice refined lady of good appearance and education and a real pal. Not an adventuress or gold digger as they call them, just a companionable man who enjoys a real womanly woman. I am a stranger within your gates, lonesome as can be, no place to go except alone and nothing to do but wish "I knew SOMEONE." Have a heart and introduce me to someone of the opposite sex in the same boat I am in. A real lady, good appearance, good company, don't drink or smoke,

Have to be here three months; say, friend, what would you

I am 45 years of age, drive my own car and pay my own way.

Of course I cannot give you my name but it is one not to
be ashamed of, if I am ashamed of this letter.

Any reply to the general delivery will be called for. Have No married man or summer widower goes-neither am I looking for a husband.

MARY JANE WISHER

Ten Commandments

Of Miami Beach

the causeway in thy bathing

suit, for the casinos like it

boardwalk in thy swimming

regalia, proivded thou hast a

bathing suit and we have a

2. Thou shalt not parade on the

3. Thou shalt not fish off the

4. Thou shalt not make a U-

within ten blocks.

turn on any street, even if

there be no other chariot

Thou shalt not drive from a

side street without stopping.

take part in games of chance.

parked automobile on the

Beach's ocean front, its city

parks nor anything that is

8. Thou shalt not drive outside the white line on Fifth street. 9. Thou shalt not be in the At-

lantic ocean after midnight.

Thou shalt not pay one damn

bit of attention to the pre-

ceding nine commandments.

Damon Lewis Cleared

(From The Miami Beach Beacon)

Beach police chief, who was dis-

missed two years ago after convic-

tion in Oklahoma Federal Court of

violating the Harrison anti-nar-

cotic law, has been entirely exon-

erated in a retrial of his case, ac

cording to dispatches from Tulsa

After his conviction, Lewis re

Returning to Oklahoma, Lewis

appealed his case and it was re-

manded for retrial by the Federal Circuit Court. Concerning the trial at which he was exonerated, the

Tulsa World a few days ago print-

"Holding that the government

Judge Kennamer today ordered

dismissal of the case of Damon Lewis, former chief of police at

Miami Beach, Florida, who was on

Roy O'Fallon, now serving a term

"Lewis was convicted of the con-

spiracy charge two years ago, but

declined to reinstate him.

ed the following story:

Damon Lewis, former Miami

6. Thou shalt not gamble nor

7. Thou shalt not pet in a

boardwalk.

causeway.

TOTO RESULTABLE STORM OF THE PROPERTY OF THE P

The Diary of an Efficiency Expert NATURE STOLEN HARE STOLEN HARE STOLEN HARBEE STOLEN HARBEE STOLEN HAR STOLEN HAR STOLEN HAR STOLEN HARE STOLEN

MONDAY-Advised park superintendent to plant grass seed deeper. It will thus take longer to grow and quite a saving can be made on lawn mowers. Saved room rent by moving out last night.

HELP!

TUESDAY-Noticed by paper that potatoes were half a cent per pound cheaper in Miami Beach. Sent wife over on bus to buy five pounds. Suggested to city manager that he reduce pay of fat policemen. I could stay here next winter on the amount saved.

WEDNESDAY - Suggested to employers that they send over to Europe for working men. They work cheaper than the local citizens. Quite a saving in elevator costs could be gained by cutting down all the high buildings to the Meyer-Kiser size. Not very many people here are going up, most of them seem to be going down.

THURSDAY -- Suggested to merchants that they eliminate halfholiday and permit employees to appreciate Sunday more. Quite a saving could be made by government if they'd have everyone call at postoffice for mail. This would eliminate mail carriers and would afford citizens exercise.

FRIDAY - Think housewives should go fishing in the morning.
This would cut down on the grocery bills, provided they caught any fish. Think city could save quite a bit by dispensing with all books. They should be given to the libraries or else sent out as cross-word puzzles.

SATURDAY - Elimination of payday would benefit merchants. Found ice cheaper in Miami Beach. Bought a quarter's worth thore and drove home with it. It melted on the way. Saved on electric light. Didn't turn on juice until ten o'clock. Baby fell downstairs.

After hearing his case, the council delived to reject to him. Wife broke her best dinner set. I tripped over the washtub and tore my pants. A fractured rib was the only other damage done.

the latest fiction cade . . . new cash register installed in Frank's Magic Shop . . . it rings evidence was insufficient, Federa incessantly . . . he advertises . . . in Miami Life . . . Two new faces seen on East Flagler St. one day school starts...then business will pick up...Dugald C. Hill back from New York...delightful designs for discriminating dames due instruction after the testimony of last week . . . Seven weeks until Full moon out next Friday

secluded parking places along in Leavenworth Federal prison on beach all spoken for . . . Coral Ga-bles Country Club dances well at-a farmer, who has completed his tended . . . so's your Antilla . . . sentence on a similar charge, had Magic City Book Store has a new been presented to the jury by Disbook "God and the Groceryman" trict Attorney Goldesberry read it and eat . . . Damn this prickly heat!

CONDENSATIONS

OH. to be a policeman, they got mess is not any too good the cently or the case repaid Monday . . . Robertson's contractors are still busy building handles pictures nice, frames 'em more store rooms. And what is

automobiles . . . The old Paramount hotel building is being cut into, widening S. E. First street, the Banks Jewelry and Luggage Shop in Miami-which is probably the reason for the good business.

> FOR twenty years the Gambitta -0-0 Shoe Shop has been attending to the understandings of the peo-Their place of business is at 830 N. Miami avenue-and the proprietor knows his soles.

At Jack's Place, in the Michigan Arcade at Miami Beach, is the most refreshing orange whip we have one of them. They're worth it.

THEY TELL ME

THAT Eddie and Delaney went out with two girls the other night . . . and that it was a strictly stag party

THAT Dot seems to be having a marvelous time since J. left . . . but she doesn't write and tell him of those wonderful moonlight night son the beach

THAT Frederick can't seem to realize that his intentions are being taken seriously

THAT John Carlisle's lefthand wallop, which used to em-

As Others See Us

THE FOLLOW UP

The Mami Life, scandal sheet of Miami, seemingly cannot find enough in its home town to pick on so it told a story anent the Homestead banking situation which ran somewhat as follows: A visitor to town went into a restaurant and ordered ham and eggs. Finishing the meal he paid off in cash, whereat the bewildered restauranteur rushed out and got the police to hold the customer while the sil ver was examined for its legiti

Out of deference for the learned editor of our contempt-orary, we will refrain from mention of the half-dozen or so banks which have blown up so close to the Life office that the sound could be plainly heard there, and the decanter was shaken (or should we say shook) off the sideboard, or wherever they keep their bottle-but we would like to ask why ye editor did not follow up the story, as all good newspaper men should. If he had he would have learned that it is NOT good money and that the cus tomers are now in the city jail. The coins had a picture of Little Nell on one side, and Wen Phillips on the other. This was not discovered until the coins began rattling around in the drawer, making a lot of noise. It has not been decided as yet whether they were making a face at one another or scratch-

> 0 - G SANDWICH SHOPPE

ing each other's back .- Homestead

Egg. Bacon Toast Coffee 25C Served Until 11 A. M

LITTLE GERALDINE -When she heard her sister asking what sort of busses the yellow ones were Little Geral-

THAT Kent and Newt had a

THAT Mary has become quite an attraction at the Beach com-

THAT Irwin knows how to

THAT Gus is two up on a lot

of summer widowers while his

THAT Alice's big boy friend

THAT Virgil Ector is sacrific-

THAT every once in a while

ing a lot of personal time for

has left and the timid boys may

now get into the competition

pick his organists but she may

go back to Coral Gables

wife suffers in Asheville

his opponents at golf

peace dinner

munity dances

public service

commission forgot politics and dine just laughed and laughed rewarded merit because she knew they were THAT Joe (feminine gender) incubuses. likes beer and Dodge coupes THAT Harry wants everyone barrass him, now embarrasses

THAT Mary always eats sar-THAT Eddie and her friends dine sandwiches on Friday had the time of their lives on a beach party one night last week

to know he's married

THAT Tom prefers poker to blackjack

THAT Mrs. Hoffman was very much frightened at the Beach police station after the accident



A Thing I'd Like to Know! How Many People Can Do The Lindbergh Puzzle? Frank's Magic Shop 204 Haleyon Arcade

the city commission does a refreshing thing-for instance, the letting of the architectural contract on the new municipal auditorium to Ed Faris, although he

19 N. E. First Street

Andoff's

And Cheerful Service Reign

Colonnade Meats

Optimism Forecasts Better Business Cafeteria



SHOE REPAIRING

I have been shoemaking for 20 years I KNOW HOW

Formerly in Collins Arcade Miami Beach Satisfaction Guaranteed REASONABLE PRICES

"We Paint Shoes Any Color" 830 N. Miami Avenue

Imposing Homes

for Successful People

ORAL GABLES offers in its larger homes, the highest advantage to discerning people of substance—vast, roomy, sumptuous homes which answer in every respect all of the demands that are made by people who have moved forward in the world of affairs-size, value, location, space, beauty, price, exclusiveness and substantial construction under a strong building code.

Coral Gables is a city of homes—notably a city which has attracted to its permanent home-owning community, leaders in almost every walk of life in Miami-social, professional, banking and mercantile. Miami's leaders in the ranks of the professions, civic leaders, attorneys, statesmen and bankers, make their homes in Coral Gables.

At the present time a limited number of the larger type homes are available, through the homes branch of Coral Gables Sales Corporation, at prices which never will be lower, and which make for high potential resalability if desired.

Many people have been holding resources in banks and elsewhere, liquid. awaiting some determination as to "the bottom of the market." no mistake about it, Coral Gables has passed the "bottom of the market" —passed it when sales started averaging \$1,000,000 a month in November

Coral Gables is the center of Greater Miami's social life, which in the winter months is attracted to the Miami-Biltmore and its wonderful sports facilities—and in the summer to the cultural, artistic and delightful recreational facilities and community surroundings and activities. It is the home of society and society's joyful activities.

There are homes in Coral Gables for the business, professional, industrial and social leaders, ranging from \$30,000 to \$150,000—and smaller homes of marked attractiveness in beauty, location and price. Great sums are constantly being spent in development in Coral Gables-development which you can see and ought to inspect for yourself. You will realize the impulse given to home and property values by such important works. Establish your home in Coral Gables now-while it is more than ever the opportune time to buy-and join in the joy of living where your fellows in Greater Miami's leadership make their permanent homes.

Miami Sales Office 152-8 E. Flagler



Offices in All

Florida Cities

SALES AND EXECUTIVE OFFICES Administration Building, Coral Way, Coral Gables

UNEXCELLED

Prescription Service 200 N. E. Second Ave.

SUNDAY, MONDAY, TUESDAY Paramount's Great Jungle Drama

WEDNESDAY, THURSDAY

Billie Dove "The Stolen Bride" FRIDAY, SATURDAY

AILEEN PRINGLE "Adam and Evil"

LEW CODY

Something New at the Olympia! MERRY MUSIC MASTERS You Must See It!