

Miami Life

"YOUR SKYLINE REMINDS ME OF NEW YORK"

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

Volume 4, Number 31,
August Twenty-seventh

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 6 Mos.

You Can't DODGE a Hurricane!

MOST OF THE appalling loss of life and property in last September's hurricane was caused by failure of the newspapers and other agencies supposed to know everything to inform the public properly. Up to that time the word "hurricane" brought a "Hush!" from your bootblacks, brokers, grocers, realtors, editors, and bankers.

The newspapers simply didn't believe in hurricanes. Developers of these 30 or 40-mile waterfronts swore they couldn't cross the gulf stream. Fatuous boosters pointed to the shoals of the Bahamas and insisted they would keep 'em away. Every once and a while, in private conversation, scientists would point to the peculiar shape of Florida and claim any hurricane headed for Miami would be deflected.

But the Rah-Rah boys couldn't keep that blow in September from taking a toll of 600 or more lives and \$200,000,000 in property damage—and goodness knows how much more in business.

Had the public been educated on hurricanes the loss of life and property would have been negligible, even though we went through the hardest wind any community ever went through—and lived.

Miami's public should have been educated—and by the way, it isn't educated yet—to the fact that there are hundreds of hurricanes in waters hereabouts every year; that they are likely any time from July 1 to late October; that any one of them can hit Miami—just as any cyclone in the midwest can hit Chicago or Omaha or St. Louis. Starting early in summer every newspaper should constantly remind the people of hurricanes. And tell them what to do when they hit.

Hurricanes cannot be avoided. But damage can. Weatherman Gray, one of the best authorities on hurricanes we've ever met, in spite of his wrangle

RACES—NEXT WINTER!

ALMOST everybody in Miami wants to know whether we'll have racing this winter. The verdict should be known this afternoon, for the powers-that-be are meeting in Saratoga today to decide the fate of the Sport of Kings.

We're not so far away from the summer racing centers that rumors don't reach us. And we hear that the directors of the Jockey Club are going to announce a 60-day meet (much longer than last year's), with sufficient purses to draw the big stables, and, mind you, a system of pari-mutuel betting!

Joe Smoot, the congenial president of the Jockey Club, is reported to have devised a form of certificate betting that is fool-proof, court-proof, sheriff-proof, and Jim Carson-proof. And it will fill the bill, to the satisfaction of all the bettors who will congregate here this winter.

The dope is that there will be no oral betting, as predicted. And this because the race track crowd at the Miami track is of such a transient nature that it wouldn't be profitable to the bookies.

If sentiment against some of the officers of the Jockey Club, that we are hearing so often, doesn't crystalize, we might see the nation's finest horses running around the Hialeah oval again. And we'll once more be able to gamble in public—within the law!

with the newspapers last September (in which, by the way, he was right and the newspapers wrong), says any substantially built building will stand up in the worst hurricane there ever was. He has told us repeatedly, in private conversation, that Miami has nothing to fear from a hurricane, provided ordinary precautions are taken.

But will they ever be taken if everybody joins in this conspiracy of silence that the realty men, chamber of commerce secretaries, certain newspapers, and the boosters are seemingly trying to inflict on us?

The knowledge that we are in a hurricane area will not keep people from living here or investing here. Every marine tropical city is in a hurricane

area. And yet some of the largest, happiest, most prosperous cities in the world are marine tropical cities.

They consider hurricanes just about like Alabama lightning, or a Georgia cloudburst, or a Kansas cyclone, or a Mississippi flood, or a Montana snow-drift, or a Hudson river gale, or a California earthquake. And no more.

Reminds us of a couple during the October blow—the blow, you remember, that headed straight here and got discouraged and drowned? Scared to distraction, they hastily packed up their car and burned up the roads northward. They had just reached Georgia and started breathing easy when a bolt of lightning killed them.

Right now, while we're in the midst of the hurricane months, it might be well to learn more about hurricanes. The Daily News got some razzing because it "played up" this week's hurricane, but we doff our hat to the editor for his judgment in performing what we think was a distinct public service. His stories caused a lot of Pollyannas who have happily insisted we'd not see another blow for years to use another few pounds of nails and a little heavier glass in the apartments they were building, and we noticed several sign-hangers using extra-heavy struts. Building supply men noticed a considerable spurt in business.

This hurricane, by the way, which caused so many people here to worry, proceeded on its way and killed many people in the Province of Nova Scotia, Canada—some two thousand miles away.

If we use only ordinary precautions, we can sit at home in the next blow, with our family around us and plenty of food in the larder, grin as we hear the wind howl—and shake up another drink!

More and Better Inspection

WHILE we have nothing against the city health department, either in the personnel or in the work it is doing, it is almost a perfect waste of time, as far as checking up on our food supply is concerned. In the first place it is far too small. There should be at least eight inspectors to keep anything like a check on the merchants who are willing to sell anything in the food line—clean or otherwise. One of the worst things in the city today is the five-cent sandwich. This nickle article of food is all right where it is made right on the premises and sold from a rack that is replenished every few minutes. But, when it is sold as a five-cent sandwich at drug stores and lunch wagons, it is not all right. The manufacture has to turn the sandwiches out at 35 cents a dozen. Figure it out for yourself. Can a sandwich be made for less than three cents? It can't! There is one five-cent sandwich factory in North Miami that is a disgrace. The toilet is leaking and running over and the women who make the sandwiches have to stand on boards to keep their feet out of the filth. Not one of them has a health card from the city. Another sandwich-maker on West Flagler carries his wares about in a basket in anything but a sanitary manner. The health department has ruled that fresh meat, pork, veal and roast beef shall not be used in wrapped sandwiches. How many makers are obeying this ruling? Not very many of them. Every week an individual buys up a lot of meat from the wholesalers—meat that has to be boiled in salt and soda before you can stand the smell of it—and a lot of this goes into sandwiches and restaurant stews. He carts it about in an open car, without covering or ice. If we are going to have a health department let's have one that is thorough. More inspectors and more inspection is needed.

That Publicity Stunt

CHIEF TONY TOMMY, the Seminole who gave the Everglades back to Uncle Sam, is in a bad way. It appears that Tony didn't own the Everglades and that several Seminoles believe that they own them. So Tony will find it difficult to hunt in the 'glades south of Miami. The reason for this is that those hard-boiled Seminoles who believe they own the Everglades, saw grass, palmetto, rattlesnakes and all, have warned Tony that the 'glades will, in future, be unhealthy. In other words, he might go into the Everglades but his chances of coming out again are slim. Moral: Don't give the Everglades away unless you own them.

GOOD times are just around the corner, a citizen back from a tour in the north tells us. Now all we have to do is find the corner.



NEW PUBLICITY HEAD

PETE YODER, as he is popularly known, is the new director of city publicity. B. R. Phelps, the original appointee, having turned in his resignation. J. Paul Yoder is a veteran publicity man and came to Miami in 1925 to take hold of the publicity end for the Coral Gables Corporation. Since then he has been publicity director for the Coral Gables Chamber of Commerce and is a well known figure in local newspaper circles. He was at one time connected with United News and traveled all over the country with the Wilson-Hughes party. He was one of the five newspapermen who were cited by the Council of National Defense for meritorious propaganda during the war. He was also publicity director for the Federal Trade Commission and was secretary of the commission for over three years. In 1924 he was director of publicity for Democratic headquarters in Chicago and was later connected with the Lord and Thomas advertising agency. Under these circumstances we should see a lot of good publicity for Miami streaming north from the facile pen of Pete. Here's hoping.

BEACH HOSPITAL.

Miami Beach has been shouting for many a day to have a hospital, either in the central or south part of the city. To fill this want the Southern Hospital, of 274 N. W. Sixth street, will open a separate institution in Miami Beach, at a location that will be announced soon, and one that will be accessible to all parts of that city. The new institution will be known as the Miami Beach Hospital, Inc., and will open on October 1. It will be fully equipped and will have at least twenty beds. The Southern Hospital, which was opened one year ago, has been popular ever since it began business. Efforts are being made to have the city business transferred to this new hospital at Miami Beach.

Baptists Are Behind Minister

TWO weeks ago Miami Life published an item to the effect that a petition was in circulation by certain members of the North Side Baptist church in regard to an accounting of moneys spent on the new church building. This week we have received a committee from the church, representing 175 members, who declare they have implicit faith in their minister, Rev. M. J. Bouterse. They pointed out that the Miami Life article was incorrect. The item was correct enough for a petition was in circulation. If all the congregation is behind the minister he will have little to fear from any petition. No petition was circulated among the members of the church, officials say. The petition that was circulated was only signed by non-members and those members who had lost standing in the church. There is no financial or other troubles in the church, officials declare. In reference to the petitionists' object, a full statement of monies expended on the church buildings two years ago has been made by a certified accountant, and it has been accepted by the church.

GREAT things can be expected of the county causeway. Two more men and another boy have been employed and are busy fixing it up. A few hundred yards of railing and a few patches and the thing will be done—by 1930.

FLORIDA AILMENTS

And How to Cure Them at Home

PRICKLY HEAT—Anoint body carefully with Ethyl gas and apply match. Foremost ichthyologists say the itching will immediately disappear.

FLORIDA SORES—After locating sores, place blow torch to each, thereby drying them up. Then stand in strong wind and they will blow away.

DENGUE FEVER—A chill being opposite to a fever, it is obvious that one must immediately set up a chill to counteract its effect. Ask a bank president's secretary to let you see him. Or protest a light bill. The dengue part of the fever is conveyed by mosquitoes and therefore all that is necessary is to get rid of all mosquitoes in the vicinity. It might be pointed out that a dengue is an archigensitical zood which can be seen with the naked eye only in the farthest tropical climes adjacent the Turf on South Beach. Explorers in that region say it has red spots, green eyes and would look very much like a microscopic eft were it not shaped like a woofit.

RASH—Bacardi promotes rather than diminishes it. Seclusion is the best remedy.

SCORPION STING—In the first place, all Florida households should be provided with a rasp, obtainable at any hardware store, for filing down the stingers of scorpions. Sometimes ordinary nail files are used for the purpose. However, if one does suffer a sting, the hole should be immediately filled with warm putty, which should be allowed to harden. This prevents the poison from getting out and spreading over the skin, which is what causes the unpleasant swelling.

That Auditorium

AN AUDITORIUM is a large building in which conventions can convene. It is always large enough to hold twice as many delegates as ever attend the convention.

It is ever a dead loss, financially, to the city.

It is always hot and stuffy and has no conveniences. It is always in some out of the way place where the noise of street cars and railway trains disturb the sessions.

It never pays, in hard cash.

The bigger the convention hall the more the city can boast about it. And the more money it loses on the proposition.

Miami is in the throes of a convention hall complex.

It can spend several million dollars on rental and half a million on the building—and certain people will be satisfied.

And Miami will lose money on the deal.

If somebody gives Miami the land; if somebody donates the building; if it could be built on city land; then it might pay.

It certainly would prove a drawing card for the city. If it had a cooling system it would draw conventions in the summer time. It would be an asset to the city.

But there is a diversity of opinion as to where the auditorium should be built. There is a diversity of opinion as to building it at all. Before it does so, Miami should take good care to look into all the pros and cons—and then think twice before spending real cash on the proposition.

Miami needs an auditorium. But it does not need several million dollars tied up in a hall that may not bring in a tenth of that amount.

If someone can figure out a way whereby Miami can secure an auditorium free, then it would be worth while to look into the matter.

It is no use having one that we cannot boast of as being the biggest and best in the world.

Miami needs some things more than it needs an auditorium.

Can't We Be Sensible?

HUNDREDS, yes, actually hundreds of people have called up Miami Life to tell us about rentals for this winter season that is almost on us. Almost all of the callers tell us exactly the same story.

No one is able to make any arrangement to rent a house or apartment beyond the mythical November first. No landlord can think beyond this imaginary limit. It just seems as though the date of November first has become the beginning of the period of getting it while the getting is good.

Miami landlords have followed this will-o'-the-wisp for two years now. Last year they figured, by all the laws of averages, that they would be recompensed for building apartments at one dollar a brick. The man who paid one hundred thousand dollars for a fifty-thousand-dollar apartment house must take his loss. He cannot expect the winter visitors to pull him out of the hole.

It is not fair to invite tourists to our fair city and then overcharge them in the matter of rentals. It is not fair to make the resident of this city pay twice as much rent as the apartment or house is worth—just because it is winter time.

How many blows does it take to make the landlord discover that he is barking up the wrong tree? How many times must the apartment house be empty before the owner comes to his sane self? Why be asinine about this rental business?

One more blow at the tourist's pocketbook and we might as well fold up our city and die in the most glorious climate in the world. Be reasonable. A full apartment house at a low, or at least a reasonable rental, is better than empty suites all winter—and summer as well.

Let us have reasonable rentals.

Civic Appreciation

MRS. W. CLIFTON LITTLEWOOD, who has been the leading spirit in community music in Greater Miami, has been dropped by the city commissioners. They do not want her any more, but they want the system of community music, which she has patented. The city cannot use the name Community Music or the system without paying for it. Another leader of this community work has been appointed and the work will be carried on, no doubt. Mrs. Littlewood, who has many friends in this district who are behind her in this music work, will take up Community Music for the state.

Miami Life

Published Weekly at 117 Halcyon Arcade, Miami, and 343 Jefferson Avenue, Miami Beach, by Miami Life Co. ...

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



Mayor Sewell's Auditorium Plan Should be Defeated

It would be surprising if the people of Miami should agree to the astounding proposal put forward by Mayor Sewell to lease a convention hall at a cost of some three and a half million dollars...

Speaking of checking accounts—the bank (name on request) will be out of luck, September 1, when they try to collect \$1 out of OUR account.

WHAT MIAMI NEEDS (Being a series of alleged interviews with prominent local observers; some of the interviews being brief, and some being even abrupt.)

HIST! Heard at the Carlgables Country Club: "Well, you see, the pale dry ginger ales are so popular nowadays because this is a dry country."

Free Ad We do not desire to become involved in controversies, although it's hard to keep out of this cigarette war (Satisfaction, Mileage, Cough-drops, or My Throat).

JUST IN JOSH TODAY'S SWEETLY SOLEMN THOUGHT: There is a decrepit old fiver (thirteen, \$30) wandering about the streets of Miami...

Weekly Entertainment NO, Hortense, this doesn't refer to Miami Life this time. But we see by the papers (you know, we're like George Ade's Ernest, who was kicked in the head by a mule...

Speaking of these murder cases, when Bill Shakespeare was cracked to the effect that "men have died and worms have eaten them—but not for love," he hadn't ever heard of the American style triangle.

FIFTY YEARS AGO (From the files of the Chamber of Commerce "Booster," 1876.) Miami, Fla., August 26, 1877—Mr. John Landrab and family of Coconut Grove visited a number of their Miami relatives yesterday.

He Got Results

EDITOR MIAMI LIFE:

In your issue of July 16th, there appears a two-inch advertisement having to do with furniture repairing, refinishing and re-upholstering.

The results that I did obtain were phenomenal and it sounds like a fairy tale when I say that the following week I did \$600 worth of cash business that was traced directly to the ad and I can cite the instances if called upon to do so.

I thought that perhaps you would be interested to know this and I am glad to be able to render such information. You may believe me when I truly say that you have an advertising medium without equal in this section—and I for one am thoroughly sold—and sold in the finest way—through actual experience.

With every good wish to you and the Miami Life, I am, Very sincerely yours, CHAS. ROMAN

1210 N. W. Seventh Avenue.

neighborhood. Take one part ginger, two parts Davis Pain-killer, two "shines," add a dash of lys, and shake gently in a galvanized wash-tub. "Tank" calls his concoction the "Dade County dynamite," and intends to send the formula to Judge, jr. More power to you, "Tank!"

Two new residences have been erected recently between the cow-path and the razorback hog-run along the river. Both dwellings are attractively thatched with palmetto. We'll have a city yet if the driftwood holds out. Boost for Miami, boys!

Pick a good hot day. Proceed to Miami Beach and visit the Royal Palm ice plant. There you will find a butcher shop in two of the cold storage rooms.

Edna Park and associate players will open on Sunday night at the Fairfax. All the players are new to Miami except Edna herself and Jack Edwards.

WALTER WITKO and his merry jazzists are making things lively down at the Capitol. Walter has the stage presentation with his orchestra, he originated this method

here, and put on a good piece of musical entertainment. A few acts thrown in help to make this part of the program attractive.

THE Village Beer Garden in the Spanish Village at Miami Beach serves good tasting beer in steins, and they make it taste better. This is one of the refreshment places that appears to be doing a good business because their drinks are pleasant and the whole air of the place Bohemian.

If you want to see something that's worth watching go and take a look at the sandwich maker who operates in the Halcyon Arcade Cigar store, in the No. 4 aisle. It does a fellow good to see this hefty boy pile the cold beef or ham onto the slabs of bread.

CONDENSATIONS E. Manuel Baer's baton average transferred to Gotham... Erydell Mutchler takes his place in the Olympia lineup... Banjo Astoria's orchestra spends another week in Coral Gables...

That Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami...

That the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

That Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

That Bill R. made a "hit" with the visitor from Georgia... he thinks... That "Reesie" would make a wonderful collector for Captain "Gilby"... That "Al's" dance last week didn't come up to expectations

THEY TELL ME

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THEY TELL ME

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

THAT the executive offices of the Beach have been moved to La Gore Island... That the Coral Gables police are now more rigid with their enforcement to quell obnoxious

THAT Jane is worried for fear somebody saw her soul-kiss with the boy in the blue Hup roadster... and she ought to be

THAT Rita is enjoying her leave of absence... That Happy is back in town again and Earl is just bubbling over with happiness... That Howard has gone north and that he is looking for Justice

THAT Dr. J. E. Marshall has returned from Panacea Springs after a six-weeks' vacation... That Louis Short never has any deputies... That Mrs. Harriet Works will be appointed policeman for Miami

noises during late hours especially on Saturdays... That Denzil finally got his money for the bridge game... That Murray was somewhat disappointed when he learned about his competition at Daytona Beach... That Bill R. made a "hit" with the visitor from Georgia... he thinks... That "Reesie" would make a wonderful collector for Captain "Gilby"... That "Al's" dance last week didn't come up to expectations

BOXING Ball Park, N. W. 16th Ave., 3rd St. MONDAY, 8:45 P. M. BOOTS ANTLEY Columbus, Ga. FRANKIE OSNER Southern Lightweight Champion 38 Rounds of Boxing

A Jewelry Bargain Ladies' Wrist Watch 14k white gold GRUEN, six sapphires and eight diamonds. Ladies' Dinner Ring Two-stone diamond ring, sapphire setting, 18k white gold mounting.

Henry Rudich 150 N. E. 1st St. "The Largest Bird Importer in the South" All Kinds of PET Supplies Large assortment of cages at reduced prices.

7 Wardrobe Trunks \$40 Value—To Be Sold Out \$29.95 5-ply built roomy Washable Keratol Lining

GAMBETTAS SHOE REPAIRING I have been shoe repairing 20 years and I know how! A trial will convince you. Satisfaction Guaranteed

ICE MAN'S LIFE Published Every Now and Then by Peninsular Ice Co., 645 N. W. 13th St.

From Min to Mamie Miami, Florida, Aug. 22. Dear Mamie: I was delighted to get your newy letter last week, but sorry to hear that you folks up there have been suffering so much sickness and discomfort on account of hot weather.

"Three Enemies Of Your Estate" —Inexperienced heirs. —Well-meaning, "trust me" friends unqualified by training or experience to advise your heirs soundly. —Unscrupulous salesmen of worthless securities who prey on heirs unaccustomed to controlling large sums of money. A Trust fund here will forever banish these three dangers and keep intact the estate you have worked so hard to accumulate.

Coolidge Calls For Greeby

Well Known President to Accept Mayor's Invitation if Local Ace Is Allowed to Map Out Itinerary; Herald to Print Comics in Colors for Occasion.

MR. R. HAMMERHEAD GREEBY, being cognizant and sober, informed Miami Life by wire from his summer home, under the newly moved bandstand in Bayshore park, that he heartily agreed with Mayor Ev Sewell's desires to bring tourists to Miami, and if it became necessary for him to aid in the good work he would gladly do so, providing the budget appropriation could be maneuvered to make it worth while.

"I am cognizant of Miami's great needs and will myself personally urge President Cal to visit Miami. If necessary I shall go to New York and stop in that \$200 per month Waldorf-Astoria room which the publicity committee has reserved.

"Neither myself nor Cal desire any publicity, but you may learn your readers that we both are great choosers, and if proper arrangements can be made, Miami will be given a great treat.

"For an itinerary—whatever that means—I shall adopt the suggestions of Commissioner Platt and route the president over just as good a route as if he were a beloved Democrat. First, when he landed at the F. E. C. depot, providing he chooses that route—he might want to come comfortable in a Ford, though—I shall hand him the first copy of our stippled booklet; that is, if delivery is made on time. Then I shall parade him past the various points of interest, such as Sewell Brothers' store, Southern Bank & Trust Company, Bank of Bay Biscayne, Crow-Reeder real estate office, and the Platt-Tingle Paint shop.

"By this time Cal will be ready for anything. I shall escort him to the bridal suite of the Greeby-Jeeby Inn. This suite is coupled up with in-a-door cuspidors, twin beds with emergency showers, the best grade of 'Rub-Don't Blot' towels, and signal bells to all departments. Its location is superb, all departments of the Gulf Refining company's plant can be viewed without alarm from the suite window, and on week-day mornings a grand panorama of the garbage scow can be had. Prices are plainly printed and pasted in all parts of the suite. Nine different languages have been used, so that there can be no doubt of what rates are now in force.

"Every Republican in Dade County has been invited to be on the reception committee. In fact, I've 350 badges ready, so that if another 100 or so Republicans arrive they can be taken care of.

"Frank Shutts, as a special favor to me, has issued orders to print the Herald in colors during Cal's stay here. The President always liked to be amused, and Frank's going to do his best to furnish him with comics."

"What amusement will the President have here?" inquired the reporter.

"With Absolutely and Positively, my two twin sons, as guides, he shall be escorted to all the most prominent watering places, including Hialeah. Stopping for lunch at the New Halcyon cigar store, the afternoon will be whiled away by short stops at the Dugout, Frank's Magic Shop, the county solicitor's office, where the President can view Bob Taylor, Ted Elliott, Fritz Gordon, and that little Mincer fellow, at work—which is very amusing. From there a hurried trip will be made to the county stockade, and personal interviews be granted all the guests who desire to talk personally to the President.

"Next a trip to the incinerator will be made. Here Cal can get a lot of good ideas."

Little Geraldine, Mr. Greeby's adopted daughter, immediately began to laugh and shouted the President certainly would and it would be to get away from there, but Mr. Greeby deliberately fouled her and a return match will be argued by Hugh Martin.

"What will your wife do during the President's visit?" Greeby was asked.

"I have bought her one of those new washing machines from that light and power company which does not advertise in your paper" (evidently Mr. Greeby refers to the Florida Power & Light Company, and being as they do not advertise, no reference will be made as to whether the washing machine is worth while or not) "it is a good machine, and my wife can stay at home and take care of the presidential party's laundry. They have funds to pay for that, haven't they?" asked Mr. Greeby. "They ought to have quite a bit of dirty linen at that," he added.

"What about the Democrats? Will they be invited to the grand reception at the Greeby-Jeeby Inn?"

"Everybody is invited. All will march on foot across the causeway. The Democrats will head the parade, the Republicans bringing up the rear. As soon as the last Democrat gets over the drawbridge it will be raised. The Republicans will wait until the bridge is lowered before they cross. That will be about six hours later. There's no use in having the Republicans there anyway. They haven't any more money than you space-writers. And the Greeby-Jeeby Inn has cut out all credit, especially in the palatial bar—I mean refreshment room."

And the reporter left, determined to dun Hugh Martin out of another pass to next Monday's fights.

The Beauty Show BEAUTIFUL dance hall... brilliant illumination and artistic decorations... vovs of unbiased judges... none of them beauties so they must be unbiased... judges being introduced... Someone by mistake introduces Mayor Lum...

A Few Paragraphs From Percy

MIAMI is singularly unfortunate in the quality of fruit and vegetables it has thrust upon it. Not only is the quality poor but the price is excessively high. Even the curb market prices are high and the quality nothing to write home about.

Other fruits and vegetables are nearly all culled. They must be for there hasn't been a display of worthwhile fruit and vegetables seen in the city this year. Georgia peaches that are sold here are culled and seconds. They must be, or the famous Georgia peaches are all poor quality goods.

are terrible. Two carloads of them were ordered destroyed the other day. Cabbage sells for about ten cents a pound except on chain store specials. With cabbage at that price the vegetable becomes a luxury. Potatoes, mostly wet and none too good, sell at five cents a pound. No other state in the union would stand for having second and third rate fruit and vegetables foisted on it.

IT IS to be hoped that we do not experience another hurricane this year. If we do on no account be on Biscayne Boulevard when the breeze begins to blow. Those jolly grey lamps that they have there will surely blow down with the first enthusiastic puff.

As long as the State of Florida allows eggs to be shipped in and sold without any sort of guarantee of their freshness there will be stale eggs on the market. Many poultry farms and chicken farms have started in Florida and many more will start. They are all doomed to failure unless the state makes some arrangement to protect these poultrymen against the unfair competition of packed hen fruit.

3. What national celebrity recently entered light house-keeping? 4. Why is Fulford-by-the-Sea? 5. What patriotic words do beauty parlor operators invariably say after giving a permanent? 6. When will the hurricane-damaged causeway be completely repaired?

Cowboy vs. Boots COWBOY Frankie Osner and Boots Antley are going to battle it out for supremacy as the main event at the Ball Park Monday night. Osner has recently returned from a trip up Alabama way where he trimmed Joe Lewis, Chick Miller, Jimmy Lanning and Young Mamel, the last named bout being for the southern lightweight championship...

Answers on rear page

SEE KEENE KEEN SIGHT 132 Central Arcade Seybold Building

Club Venice (The Coolest Night Club in Florida) N. W. 36th Street (on the Canal between the Biscayne Fronton and Hialeah) DINING : DANCING : CABARET ENTERTAINMENT

THINGS I'D LIKE TO KNOW ? Where the three boys who drive the orange colored roadster spend their nights ? What lures the gang to Volks ? Why Nat insists upon taking Rosie out ? If "Goldy" really thinks he's as good looking as a certain party thinks he is ? What inducements Roland needs to see his old girl ? If Larry thinks he can make a hit with Evelyn ? How Fred managed to get the trip to Nassau ? If Roy will be glad to get back to Gainesville ? If Ralph ever made an engagement and kept it ? Why W. is ducking the beautiful young lady... and if he shouldn't be chief of the fire department, as he appears to put his old flames out ? What Ed and Charlie got between the bars... and if they shouldn't be behind them. Why the cut-and-dried appointment of Fred Weede as vice-president of the chamber of commerce has been held up ? If J. D. is still going to take

TO SEE BETTER -SEE- SMOTH THE OPTICAL SPECIALIST Miami Optical Co. 40 N. Miami Ave.

that trip north since he got his new car ? ? ? If Red liked the party at La Vida last Friday evening. ? ? ? Why Clotille inquired as to the publicity and if the request was really sincere ? ? ? If Aurora is lonesome ? ? ? How Frank L. likes the girls on S. W. 8th Street, and if he will take the "ants" with him again ? ? ? Doesn't Mary Jane have perfect control over some people ? ? ? Why Bob K. wants to trick his best friend ? ? ? Why Evelyn gave the ONE dance to Bob and if that is all he deserved ? ? ? Why Jimmie L. doesn't start to work and if he contemplates doing another Lindbergh ? ? ? How Cotton Knaupp's ball play-

CAPITOL SUN. THRU WED. TOM MIX "Outlaws of Red River" THURS. THRU SAT. "MARRIED ALIVE" with MATT MOORE : LOU TELLEGEN ALL WEEK CLARK SISTERS Aboard the Good Ship U. S. S. Witko

ers liked the song at the Olympia this week ? ? ? If the boys in apartment No. 6 ever go to sleep... and when ? ? ? If the boy from Maine got a thrill Saturday night ? ? ? If the little bald-headed barber would do more business if he would quit the cross-word puzzles. ? ? ? If Lonnie and Minnie enjoyed their trip to Cuba and why they feel so badly now ? ? ?

OLYMPIA SUNDAY, MONDAY, TUESDAY CLARA BOW in "HULA" WEDNESDAY AND THURSDAY MILTON SILLS in "Hardboiled Haggerty" FRIDAY AND SATURDAY Norma Shearer in "After Midnight" "THE OLYMPIANS" in Stage Presentations

TONIGHT Dance at the Calico Cat Extra Added Attraction NEWELL SISTERS (Thru Courtesy Olympia Theater) 20 Hostesses—Plenty of Partners N. W. 7th Ave., at 30th St.

Monday and Tuesday—August Event No. 14 200 College Girl Frocks August Event Special Price \$19.75 Helping Miami's young feminine folk get themselves fashion-ready for school, is just what Burdine's planned to do when they so smartly made a special August event frock purchase. Evidently every single one of the diverse activities in which Miss College participates was taken into consideration when the eventful selection of 200 garments was made—for you'll find in the group Three Distinct Dress Types Soft, lovable chiffon and georgette frocks of formal type. Taffetas, too, in youthful bouffant stylings. Smart wool and jersey dresses for sports, class and campus wear. Satin dresses in attractive fall styles suitable for afternoon teas and matinee engagements. Georgettes and velvets, too, in interesting variations of the mode. Sizes 14 to 20. BURDINE'S MISSES' SHOP—THIRD FLOOR Going-Away-to-School Headgear Antelope Felts \$10 The latest crowns... the newest brims... the smartest tailored trims, characterizing the conspicuously smart Antelope Felts from Ufland. Attractive for wear "en route" to college, and afterward on campus. BURDINE'S THIRD FLOOR Burdine's A COMPLETE DEPARTMENT STORE

They're Building All Over Coral Gables

BUILDING operations in Coral Gables are widespread. Building of homes large and small, by private builders, is going on in every section of Coral Gables—as illustrated is going on in every section of Coral Gables.

Most of the houses are being built for occupancy upon completion. A considerable number of builders report the experience of selling home after home before completion—to people of Greater Miami, and to others from the North.

Home-building in Coral Gables today includes 49 homes totaling approximately \$804,000. In addition, there is a very substantial volume of business-structure building, together with the Seaboard Airline railway station, Coral Gables' new city hall, and the Miami Coliseum.

Construction is going on in Coral Gables to the tune of more than \$1,250,000, because this is the best time to buy, to build, or to buy and build, in Coral Gables. Prices of property, labor and building materials probably never will be more advantageous, and in Coral Gables, because of its stability and progress, there is a ready market.

If you erect a building, you employ a building contractor because he is a specialist. When you buy Coral Gables property, you should employ specialists in Coral Gables property. Coral Gables Sales Corporation affords you the services of a corps of specialists, who deal with Coral Gables properties only—and who therefore are in a better position to serve you than anybody else.

Consult Coral Gables Sales Corporation, at the Administration Building, in Coral Gables—or at our downtown Miami offices at 152 East Flagler street.

CORAL GABLES The Miami Riviera SALES AND EXECUTIVE OFFICES Administration Building, Coral Way, Coral Gables Miami Sales Office 152-8 E. Flagler Offices in All Florida Cities

EVERYBODY'S CORNER

Station G. & W. broad castion from a wave in Biscayne Bay: "Are you going to stand by and see our transporters shot and not hook up a loud speaker?"

TO SETTLE AN ARGUMENT Bill and I had an argument. Bill says the Union Barbers have "CUT their prices. I say the Barbers have SHAVED their prices. Who is right? Please answer in Miami Life and go into details as the matter is important.

Constant Reader from "TERRY HUT" This question just bristles with good points. While we do not choose to beard the barbers in their

Should Use Films EVERY wisecracker for ages who has sat in front of a camera has waited for something like this to happen and Pete Yoder, who was this week appointed publicity director of the Miami Chamber of Commerce, tells the following on himself:

A few hours after the announcement of his appointment to advertise the Magic City, Hal Lyshon, news editor of the Miami Daily News, grabbed Pete and took him to the News office to be "mugged." Pete posed delightfully before the camera and Chief Photographer Willis snapped the "birdie."

A SLENDER FIRE LADDER IS A NARROW ESCAPE AND A NARROW ESCAPE IS A CLOSE SHAVE AND A CLOSE SHAVE IS TWENTY-FIVE CENTS.

Which proves that the business of reaping the stubble costs two bits. Tonic is one of the necessities. Under the new prices this will be eliminated. Thus we have the barbers cutting prices and shaving off a few cents.—Ed.

MAKE A DATE NOW for LABOR DAY NITE Florida's Biggest Boxing Bout Biscayne Fronton 8:30 p. m. BIG BEN POUND The Alarm of the Heavyweights vs. "SOLDIER EDDIE" BENSON

OIL in Cuba The Best People in Miami Have Endorsed This "PROVEN FIELD" Remember This Is Not a WILD CAT But Now at 50c Per Share "It's Going Higher"

The Low Down on the Weeks Happenings

GOV. MARTIN suspends Constable H. O. Lasseter of the Ninth District for alleged misfeasance... Justice of Peace Okell, out of whose office Lasseter operated, made no comment... John B. Orr returns to Miami apparently recovered from his recent illness... given rousing welcome... Two U. S. customs men bound over to grand jury as a result of Booth slaying... "Pete" Yoder is named City Director of Publicity... Sewell puffs peace pipe with Chamber of Commerce... look-out! here come the tourists... Ahepans hold convention... Spartans and Athenians discuss national restaurant prices... and local sponge industry... Mahi Shrine Band gives first concert in "misaid" band stand... Walter Sheaffer conducts better than E. Manuel Baer... the latter has gone to take over the aspirin business in New York... Hurricane misses Miami on trip north by 700 miles... which is one time a miss was better than a mile... Coral Gables theatre reopens... Jackson Memorial Hospital operating under a new plan... city gives no general appropriation, but pays \$5 per day for every charity patient... the incinerator, nearby, operates as usual... no changes in quantity of refuse or quality of odor... Carl Fisher forecasts winter of exceptional activity for Miami... Beach... It is reported that 50 per cent of the small craft plying in Miami waters are rum-runners... that gives all an even break... Liquor market remains practically the same... General business conditions show blunt rise... Sixteen natives return from vacations... Miami ball team loses top position... American Legion members frantically trying to collect money due them before embarking for the "great how"... 120 days until Christmas... MORE NEXT WEEK

- Now I Tell You 1. The Herald.—It had a lead over the Tribune after a tight squeeze. 2. Yes.—Mr. and Mrs. Iceberg and their children. 3. Aimee Semple McPherson. 4. Ojus because the University students were fond of salt-water taffy. 5. Long may it wave. 6. We haven't the slightest idea—so why bring that up?

Eventually you'll find your way here. You can't escape us. The best people fill up The Village Beer Garden Phone M. B. 835 1249 Espanola Way

Halcyon Gown Shop 161 E. Flagler St. New Fall Dresses and Coats just arrived! All Summer Frocks reduced.

COMBS FUNERAL HOME MIAMI'S FIRST FUNERAL HOME Established 1896 Phone 8405 W.H. COMBS CO. 1850 N.E. SECOND AVE. - MIAMI

Things Your Children Should Know

- (In this discourse—which is really scientific, if you get what we mean—it is necessary that you impart to your children information which will be of benefit. Though you may be a bachelor or an old maid, it wouldn't be much trouble for you to visit an orphan asylum—you're liable to make some discoveries, at that.) 1. If all the taxes of Miami and Dade county were put together it wouldn't be long before the commissioners separated them. 2. The difference between a coastguardsman and a custom officer is generally in the bullets. One totes a .38 while the other wiggles a .45. 3. The new city commissioners, in the year 1927, effectually broke the "Bankers Ring." They did this by an economy wave which left the remaining taxpayers high and dry. (This information does not mean that only taxpayers are dry.) 4. If the present average of non-stoppers at through streets continues, and motorists don't drown all motorcycle officers, enough money will be collected by the municipal court to finish three convention halls before Sewell Brothers' store stages another sale. 5. If all the Georgians now in Florida were sent back to Georgia they would start back to Florida as soon as turned loose. 6. If the Republicans of Florida were to choose a new National Committeeman George Bean would probably re-elect himself. 7. If the Florida Power and Light Company were to cut off all electricity street car fares would probably advance, water bills would double, gas accounts would burst, and your electric light bill might be 50 per cent higher. 8. If the incinerator was turned over to Ojus in exchange for the Atlantic ocean, girls would still wear short dresses, and husbands would still pursue blondes. 9. If Miami gets a big tourist crop this winter, it may be expected that work on the causeway will continue favorably next spring. 10. There's another question. If your child knows it there is no use using this space to tell you about it.

La Cantina Spaghetti Specialists 237 Halcyon Arcade

EXCURSION! Sunday—twin-screw Yacht Macushla, leaves Pier 6, foot of N. E. 3rd St., at 2 P. M. to Sand Key—20 miles south on Biscayne Bay. Return 6 P. M. FARE \$1. CHILDREN FREE!

LITTLE AIMEE AND JAWN. (After returning from Hialeah that night. Jawn: Aimee D. E. C. D. Goldfish? Aimee: L. Jawn D. R. O. Goldfish? Jawn: S. D. R. A. Goldfish. Aimee: O. Jawn?)

Furniture Repairing, Refinishing and Re-upholstering Attention—Apartment House and Hotel Owners! Now is the time to have your damaged furniture re-conditioned for the coming season—at reduced summer prices—by factory expert with many years' experience. PHONE 4433. CHAS. ROMAN Res. 1210 N. W. 7th Ave. Office, 425 N. W. 1st Ct.

SALE Closing for Balance of Summer Every Hat to Be Sold at \$5.00 and \$10.00 Values up to \$40 August 29—30—31 The Blue Hat Shop 839 Lincoln Road, Miami Beach.

MIAMI BEACH



FAITH—

The greatest word in the American Language— In any Language— It speaks of: Faith in Yourself— Faith in your Ability, in your Integrity— Faith in your Community, in your Friends, and— Faith in the Work you have set out to accomplish.

HERE IN MIAMI

We have Faith that an Oil Field will be developed in the near future Our Faith is Based on Good Reasoning Next to Faith is

HOPE

It tells of: The ability to endure all things— To work for all good things— It gives us courage and will power to conquer and accomplish.

HERE IN MIAMI

We have a great Hope—a Hope and a Faith that we will soon develop an Oil Field

OIL

WILL SOLVE THE PROBLEM HERE Let Us Not Lose Our Faith—Our Hope. I Believe We Will Win

In the next issue of Miami Life a clean cut and liberal proposition will be submitted to the public, and I trust that it will be received commensurate with its merits. Be sure to get your Miami Life copy next Saturday.

Conrad Meyer

BUILDING permits for July alone at Miami Beach total \$698,044.00. This is only one of the many evidences of the progress and stability of Miami Beach. A great many people are now availing themselves of the opportunity of buying property both for business and home sites and for investment.

EVERY day the real estate market shows a steady increase. A large number of people are taking advantage of the opportunity to spend the summer months in the fine hotels and apartments where they can take advantage of the ocean breezes and surf bathing.

THE POPULARITY of Miami Beach is evidenced by the many thousands of cars that cross the Causeway every day and evening. A great many of the occupants, we know, return with the longing in their heart for a home at Miami Beach. There will never be a more opportune time to purchase property than the present.

The Miami Ocean View Company Owners of Exclusive Star Island Corner Fifth Street and Alton Road Miami Beach, Florida