

# Miami Life

"YOUR SKYLINE REMINDS ME OF NEW YORK"

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Edited by WEN R. PHILLIPS

## Who Is The REAL Terrorist?

**HIS CAPONE** business is beginning to be a sorry joke. The general public, viewing the antics of these self-appointed disciples of community welfare, is frankly amazed. Even the most ignorant citizen realizes what the anti-Capone yowlers ignore—the fact that cities are not legally authorized to deport "undesirables"; that so long as Capone hasn't violated the law he cannot be prosecuted; that mere suspicion and newspaper notoriety he has received from the hectic press are not enough to warrant official action.

Yet the Daily News' campaign to oust him continues, to the embarrassment of public officials of the various municipalities. James M. Cox of Ohio has ordained that Capone must leave. So have a few of adjoining property holders on Palm Island (two, incidentally, who tried to sell Capone their homes.)

The fact that Capone intends living here will keep wealthy investors away, says the News. As a matter of fact, however, the fact that the News has "publicized" Capone to the extent it has is more alarming to investors than the mere presence of a Chicago gangster who so far seems intent only upon going into seclusion on a thinly populated island in Biscayne Bay. A paper that attempts to incite mob violence, to inspire unthinking men to take the law

### Republicans Give Warning

**DADE COUNTY** REPUBLICANS are getting organized. They have smoothed out part of their party bickerings and are setting their eyes for the November elections. It is becoming more and more apparent that Florida is in need of so-called two-party government, and it is also becoming realized that the year 1928 will offer a good time to put something over.

Viewing the situation thus, we are convinced that Dade County Republicans have a wonderful opportunity to capture some of the county offices, and we are further of the belief that many Dade County taxpayers will vote the G. O. P. ticket if men of ability and integrity are placed thereon.

The Democratic primary is no longer certain election in the South. Young voters are breaking away from the bogey which has kept good men from seeking office on account of one-party reign.

Of course this does not apply to the judiciary, like the judge-ships, county solicitor, state's attorney, etc., they being appointive offices in the hands of the governor—still a Republican sometime might be elected to the governor's chair—but the other offices are worthy of battling for, and the Democrats had better watch out.

### How to Double Our Population

**FREDERICK J. OSIUS**, millionaire, owner of extensive Miami Beach property, credited with 15 major labor-saving inventions in electrical apparatus, including the electric sewing machine, vacuum cleaner and soda fountain shaker, and, facing a term in jail following an unfortunate automobile accident last year, incidentally has a clear, analytical mind of the discoverer and can turn his thoughts to something that will help to put Miami firmly on the map again.

His circular, published and paid for by himself, is a clear statement of a pertinent fact. Just about the best statement of our assets we've ever seen. Therefore we're printing it elsewhere. The sick and ailing will spend all that they have to be freed from illness. They will travel almost anywhere that promises a release from disease. Those who are poor die in the dingy streets of our northern cities, or succumb to the rigors of the winter. Almost every ailing person in the United States could come to Miami and live here. The cost of such a journey and of living here is not excessive. They can live here for less than they can in the north.

In a few months, a few years at the most, they would be healed by the sun and clear air of the Magic City. The thought is worthy of careful consideration. Anyone interested in Miami's future should read what Mr. Osius has to say. The circular is reproduced in another section of this issue.

### The Miami Daily NEWS-PAPER

**IN TODAY'S** home edition of the Miami Daily News the headline yells: **CAPONE RETURNS TO GANG WAR**, and the first deck says: **SCARFACE QUILTS HOME AT BEACH FOR WINDY CITY.** The story below goes on to tell of Al's hurried abandoning of his "summer white house" on Palm Island on Friday night to "return to his underworld kingdom in Chicago."

It's a good headline and a good story, all except the fact that Scarface Al Capone is still at his Palm Island home and has no intention of leaving Miami for any other place at the present time—the Daily News and other town nuisances, notwithstanding.

into their own hands, to suggest a course of action that might cause civic strife, perhaps the death of innocent bystanders, is more to be feared, in our opinion, than a tribal chieftan like Capone who, if he killed anybody, would kill simply one of his kind.

Who is giving Miami the adverse publicity, Capone or the News? Who is doing the frightening? Why, any public official will tell you that reporters of the News are hounding them, making their lives miserable, by demanding action against Capone, when they are oath-bound to protect, rather than persecute a free citizen of the United States.

True enough, Capone is undesirable as a citizen.

So are a lot of people living in apartment houses close to us. The writer of this editorial is, and for a long time has been, "undesirable" in the minds of several public officials. Under the same theory that this Capone movement started, certain mayors or police chiefs or prohibition officers or coast guards men would have run us out of town long ago. But it can't be done that way. The fundamental principle of law is that a man is innocent until proven guilty. And so far, Capone has evaded conviction.

Capone may be getting ready to rob the First National Bank. He may be preparing to kill some of the Chicago gangsters who have been living here for years. He may be getting ready to run a gambling house over on the island in opposition to some favored racket man. He may be planning to operate rum boats. He may be here to do all kinds of mean and nasty things. But he's got to do something before the law can step in.

Wouldn't we present a fine aspect to the world, using the very tactics in getting rid of Capone that we are condemning him for?

It looks like these irate neighbors of Capone, who have pulled some political strings and have used their prestige with the civic clubs and the newspapers to "publicize" this thing, have got Miami into a sorry jam.

### Politeness Pays

**ABOUT FOUR YEARS** ago Miami had two cops who were so polite that they attracted the attention of everybody. They were just motorcycle cops, who directed traffic at intervals, and made themselves useful in a variety of ways outside of their regular duties.

A couple of weeks ago one of them was given the best job in the county, that of sheriff. "Pop" Lehman, chief of police of Coral Gables. His name "Pop" was lovingly conferred upon him by the hundreds of little boys and girls of Northside school in the days when Lehman saw to it that motorists and street cars did not run them down when crossing the street. If "Pop" only knew it, the hundreds of politicians now seeking his grace by claiming to have elected him didn't really do it. Those little boys and girls, most of them children of prominent Miami-ans, did it by going home and thrilling their parents with stories of the wonderful cop who helped them out in their troubles.

The other, a few weeks ago, was given the other highest peace-officer job in the county—H. H. Arnold, who is now safety director of the city of Miami, probably the most important police honor in Florida. Arnold, too, had a way with the youngsters that brought him to the attention of their parents. The friends he made while he was in the motorcycle and traffic division years ago were quick to come to his aid when he had a chance at a real job.

Both are rather quiet, and well-bred. But more than that, they have shown the rare qualities of kindness and grace that the people appreciate so much in a public servant, especially in a policeman. Both have reaped the reward of their tact—and both see to be doing their durndest to make good.

What they have achieved in the course of just three or four years should make a lot of fellows now on the taxpayers' pay roll sit up and take notice. The public has reacted on "hard-boiled" stuff.

**HAVANA, CUBA**, is again pulling the old gyp game. Not satisfied with the great influx of tourists who desire to watch the ponies run since Miami and Florida sounded the death-knell of racing, and charging fabulous prices for hotel accommodations and food, the dusky brethren of the southern island have tacked on another charge.

It will now cost tourists \$3.00 to enter Cuba—and, another \$3.00 to leave. Put that in your pipe and smoke it and go free another people!

## MIAMI LIFE'S SOCIETY

**JUDGE ATKINSON** will celebrate the Fourth of July by listening to a courtroom full of colored gentry tell about some black boys killing some negroes.

**MR. LOU SWARTZ** denies he's quit the publishing business and says the Miami Beach Democrat is in the field to stay.

**MR. KERR** who mayors in Dallas Park, used to sling hash in a cafeteria in Jacksonville.

**"DOC" MOREAU** dissolved partnership with Mac.

**FRED MADER** introduced us to an insurance man named Mr. Death. That's the first time we ever shook hands with death.

**BUZZ** is up in Georgia eating hominy and razorback hog meat.

**JUDGE DAVE HEFFERNAN** lives at 1700 James avenue, Miami Beach, during the summer, when he's home.

**RODDY BURDINE** was seen riding over the causeway one day last week.

**NO** brutal prize fights were held in town lately, but several dogs chased a cat under the porch of Tom Norfleet's home.

**TOM ARNOLD** visited our editorial sanctum one day last week. Tom says he is getting used to eating sandwiches and claims they are especially healthful during the hot weather.

**SEVERAL** visitors are expected over July the 4th, which is Independence Day, and several of our people who can will get away for the day so they can celebrate like they want.

**A** **CULPRIT** who ran away from the detaining station presided over by Chief Mr. Guy Reeves, was found in a neighboring village one day this week. The town in which he was found was Ojus and he said he would rather be in the detaining station here.

**MR. WOOD**, who is known as Chief Wood over in the village of Miami Beach, was a witness at \$2 per day during a trial before Judge Atkinson. Mr. Wood says the money will come in handy.

**THE** Republicans of these parts are going to Melbourne today, where they expect to comment on the nomination of Al Smith for president. O. B. White says the Republicans will get lots of votes here in November. Who will pay the poll-tax, O. B.?

**SEVERAL** marriages which were supposed to have happened this month have not occurred. Some of the girls married different men than some men expected, and some of the men did vice versa. Nail 'em hard, girls and boys.

**THE** Republicans say they will have several brothers running for office this coming November. Better be a bit more pleasant to the public, Jim.

**JEFF LANIER** is getting mad at the town marshal for running away with his slot machines which are supposed to drop chewing gum and gum drops to the players.

**THE** Royal Palm Hotel is still closed. It will open next year.

**A** bridge party was held in the spacious and beautiful lobby of the Henrietta Towers Thursday night. Several of the ladies thought they had poor partners.

(Continued on Page Four)



JOHNNY WHITE

No, this is not one of the ushers at the recent Democratic convention. Rather it is one of the Olympia crew, and a chauffeur. He drives a wicked Otis car, which makes all Stop and Go signals. Once he bent over to pick up a United Cigar coupon but the expense repairs on his breeches cured him of that habit. His position, secured by his apt filling of one of the Olympia suits, is everything in life to him. He has a partner who recently strove to enter the movies, but as he lacked a ticket he couldn't get in.

—Photo by Miami Life Staff Photographer.

# Miami Life

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## Fort Lauderdale Protests Against Miami's Methods

**T**HE following excerpts are taken from an article printed in the Fort Lauderdale Daily News of May 23 this year. We purposely kept this article back until after the primary. Now we print it, or at least a very large part of it, to show how our "Buy Miami Made Merchandise" campaign has struck our northern neighbors.

It seems a pity that Fort Lauderdale should look this way on the efforts of Miami to help the city manufacturers and growers. In another part of the article the writer expresses the opinion that the people of the Magic City have no desire to push Broward county into the background.

Evidently some most unfortunate expressions of both officials and the daily press have forced the good people of Fort Lauderdale to start this self-defense movement.

The article was headed in this way:  
"Chamber of Commerce Initiates Trade at Home Campaign; Directorate Displeased with Antagonism of Miami Leaders to Growth and Development Outside Miami."

Then the article continues:  
"The Board of Directors of the local chamber of commerce, in its regular meeting Wednesday afternoon, May 16th, after due consideration, authorized Secretary W. T. Eller to immediately initiate a 'Trade in Broward County' movement."

"The action was taken as a constructive measure for the benefit of local merchants and citizens and further justified by Miami's recognized continual and untiring opposition to Broward county development programs. According to the views of the directors of the local chamber, stern measures have become necessary for the proper protection of our merchants and the community generally."

"In commenting upon the 'Trade in Broward County' program, Secretary Eller said: 'It is unfortunate that the occasion ever arises, when it becomes necessary for a community to band itself together for the distinct purpose of discouraging trade in another com-

### LAYS OF ANCIENT ROME

*Editor Miami Life:*  
Here is an ad taken from a recent issue of the Miami Herald, and if anyone tells you that living in Miami isn't conducive to "long life" just refer them to the following:

**FOR SALE**—100 year old hens. 2421 Country Club Prado, Coral Gables.

*The average chicken is a lucky bird if it survives the first two months, but here we find a colony of chickens that have passed the century mark and are still going. We had chicken for dinner today and we are now satisfied that this Coral Gables guy supplied that particular fowl, from his flock of "ancients." We had great difficulty in getting our fork through the gravy from it.*

*What say we change our slogan to read: "In Miami the chickens find life worth living?"*

*I remain,*  
A MIAMI BOOSTER.  
(Not Rooster)

munity. The board of directors have long considered the discriminatory tactics of Miami as regards development in Broward county and it was only after attempting to improve the condition through arbitration and sound reasoning that the board came to the decision to institute the 'Trade in Broward County' program.

"In this day of extensive and intensive community development many factors go to assist in the making of healthy and well balanced cities. Men of business are recognizing the value of unity of various capital interests, capital and labor, union of competitors in the form of trade associations and genuine community builders are forgetting boundary lines, personal aggrandizement and selfish interests, so we find amalgamations and at least co-operation and coordination between adjacent or neighboring cities. Inter-relationships between communities have been made a most extensive study by our national civic agencies. Large cities are ever striving to improve conditions, increase buying power and otherwise create good will toward their merchants and city generally.

"Knowing these things and the part that chambers of commerce are playing the nation over in the interest of civic progress, it is beyond ones' power to conceive the reasoning which has prompted the chamber of commerce of Miami and the newspapers of that city, particularly the Miami Herald, to assume an attitude of hostility to development in her immediate trading area. It is my first experience with a metropolis attempting to throttle progress in its immediate vicinity, upon which its merchants are more or less dependent.

"Miami has, until very recently, played a deceptive throttling game. From all appearances she was all smiles and co-operation, but in the past few weeks she has emerged and spoken her piece.

"One morning a few months ago, citizens of the town of Deerfield awakened to find a large sign at the intersection of the Dixie and West Dixie highways in that town, large appealing letters informed the sound bound motorist that the West Dixie was the quickest route to Miami. Visitors were led to believe that that route was the shortest, whereas, in reality it is much longer. Investigation by the local chamber disclosed that the sign was erected and the site leased by an agent of a Miami business men's association. Prominent citizens of that city were approached and they appeared dumbfounded and disgusted. They professed enmity to such a program, but the sign remained.


"Contemplated concerted activity in opposition to Port Everglades was proclaimed recently by Mr. E. G. Sewell, mayor of Miami, in conversation with a gentleman friendly to our interests. Previously, we had noticed certain indications of this attitude, but outwardly, friendliness was expressed. A few days prior to the recent hearing before the Federal engineers board, which had been called for the purpose of considering a federal appropriation for Fort Everglades, a Washington correspondent of the Miami Herald, literally

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"spilled the beans" and Miami, "the wolf," replaced the erstwhile "lamb." The concerted action mentioned by Mayor Sewell had been started.

Miami's most recent and possibly most aggressive and uncompromising opposition to development productive of general good to South Florida is her effort to defeat a highway from Lake Okechobee parallel to the North New River canal. Miami pleads for a road instead, from Miami to the Lake, along the Miami canal connecting with the developed highway along the west edge of the Lake. She is unalterably opposed to a highway which will benefit other communities along the South-east Coast as well as herself. She is interested in a road which will serve Miami only and she will fight to a finish any project which will in any direct way benefit her immediate neighbors.

During the Shrine convention, efforts were made by Miami agents to divert traffic over the West Dixie highway. In some cases, incoming motorists were told that the roads were impassable through the cities along our coast and had it not been for the foresight of the local Shrine Club in anticipating this action, undoubtedly, a large portion of the Shrine motorists would have traveled through the undeveloped section along the road to the west.

Space does not permit of a detailed account of all the ferocious and antagonistic programs evolved by Miami in recent months, but undoubtedly enough has been outlined to prove conclusively that there is a premeditated and pre-conceived plan to kill at its inception, if possible, anything conducive to good in Broward county.

Broward county citizens, who have been accustomed to do occasional out of town shopping, are urged to patronize local merchants if and when at all possible, but if it is found absolutely necessary to go elsewhere to find your needs, it is naturally expected that you will attempt to trade with someone who has been loyal to you and who has shown by past performances that they wish to cooperate with you. Miami Beach and Palm Beach are shining examples of friendliness to us. Both of these cities enjoy government by broad visioned men in both city administration and chamber of commerce directorate and the result is the conviction that it takes all the parts to make the whole. Fort Lauderdale enjoys the friendship of the Palm

## Verse or Worse

HIS PLEA

For Years I've read Miami Life,  
Your jokes and news and all the strife—  
The faults you find with "Little Nell,"  
Whom you'd no doubt consign to—Well,  
I won't say it but nevertheless  
You're not green—so you can guess!

And now I write these lines to plead,  
That to my wish you will give heed—  
For I would like to join your force  
And help hand out the Applause.  
For occupation I do crave,  
To keep me from an early grave!

And I would work with all my might  
From early morn till late at night,  
And scout around and find for you  
Just what's doing and Who Is Who—  
And then I'd write it up in rhyme  
For as I say, I've lots of time.

So let me make my wishes clear  
For to my heart they're very dear—  
That for this work, I'd only ask  
That in your favor I might task.  
I want no gold nor hard cold cash  
That I might buy my daily "hash."

For I am well provided for,  
And really feel I need no more—  
So if you think my lines you'd use  
From this Unseen and Would-Be Muse  
Just Answer YES in your edition  
And please, I beg, grant my petition!

DEL.

Miami Life is Read—not skimmed.

## Isa Seeker

Attends Great Miami Beach Conclave; Discovers Al Capone Is a Menace, But Gambling on the Island Is Okay; Asks If Terry Drugan Was Run Out; Gets No 50 \$ and No Cents

**T**HERES a bunch of officials in and about who have got themselves hold of a hot potato and cant get no one to take a bite the said potato being Al Capone who is alleged to be interfering with the tepid lives of Palm Island residents who aint used to no ex service man who fought in the war and in France and is not an convicted man and who is homing in a beautiful house there paid for by good Chicago money.

Palm Island residents dont want nobody there which might disturb the quietness of such as when the Palm Island club is ticking merrily or the Club Lido selling ice and ginger ale-for thirsty people and so I having no 50 \$ and no cents clients attended the pow wow held by the city council and heard Dan Hardie who used to be sheriff and some other folks razz Newt Lumms who razzed them back and a woman kept right on saying right and a man who looked at me but talked to Newt said you should resign Newt for letting your firm sell Al a home and which probably made Clarence Busch mad too for he wants to sell his home and Al wouldn't buy it and a lawyer said you cant shanghai a citizen under no status quo and where the county solicitor will get busy is to have six coppers walk behind Al every time he goes out and he will get so mad he will leave but I bet the coppers get flat feet when trailing behind a fast auto

Another man said Newt is our best mayor and then Dan Hardie

Beaches and Miami Beach. It is likewise a natural supposition that Broward county wholesale houses of all descriptions will henceforth supply their wares from agencies in loyal sections. Local merchants will undoubtedly augment the efforts of local citizens by patronizing wholesalers from sections which by past performance have signified interest in our welfare. Filling station operators presumably will play their part when buying time comes. It is hoped that the Port Authority will immediately transfer its purchasing interests to other parts than Miami. It is further expected that local merchants will advertise in and that citizens will read Broward county newspapers more religiously than ever before and lest we forget, the Miami Herald has been particularly antagonistic to us. September 1st next is the date when occupational licenses fall due again. The city commission will at that time be given the opportunity of playing a very formidable part in the "Trade in Broward County" program, by using discretion in the granting of licenses to bakers, cigarhouses, laundries and various establishments of other cities, now doing a lucrative business in Fort Lauderdale, in many cases to the detriment of local capital."

You'll Like Our

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### Anyone Can Tend Boilers

**T**HERE are 300 boilers in Miami and every one of them has to be tested. The city has a very poor arrangement for this work, the testing being done in what amounts to spare time—if any—of somebody in the weights and measures department. This city has no examination as to proficiency in handling boilers. Any dumb moron, who cannot tell the difference between a baby buggy and a packet of animal crackers, can be given a job firing a boiler that might explode and kill half a dozen people. And a whole lot of incompetents are handling boilers in this city. If these people who own boilers knew how much money they were losing in wasteful use of fuel they would immediately get a certified boiler tender to look after their steam maker. Some day, when a downtown building gets blown up, the city will pass an ordinance making it necessary for a boiler tender to know the steam gauge from a mud port.

### Cutting Down Expenses

**T**HE city weights and measures department is about to be slashed. The city fathers must save more money to make funds go round, so they cut the departments that do useful, but not spectacular work for the citizens. There are 800 gasoline pumps in the city and they must be inspected or car owners would get gyped. There are 3,500 scales in Miami that need checking up periodically or the grocery bill will be short. There are 62,000 meters, electric, gas and water, within the city limits and we cannot trust Little Nell to keep them all running on a fair basis—they have to be checked up once in a while. There are nearly 100 taxis that have meters that need attention all the time to keep the speed down. Ten thousand meters have been tested every month since last November, so there appears to be some work done by the department. Package goods for Saturday sales must be weighed and not found wanting, and that takes time. The department should have at least three extra men to handle the work—but, report says, a few are to be cut off the payroll.

### The Price of Milk

**T**HE price of a milk shake in Montgomery, Ala., is exactly the same as in Miami. But in Montgomery milk sells to the fountains at 40 cents a gallon; at Miami the price is 70 cents. When a fountain pays almost twice as much for the main ingredients the profit must be either very large in Montgomery or very small in Miami. Or the price of milk must be too high here or too low in the Alabama city.

### Flagler Street Rentals

**L**ANDLORDS of Flagler street property seem to have peculiar ideas. For instance, one owner of an arcade rents one side of the entrance to a chain store on a two-year lease at \$600 a month. He is offering the other side (same size) to a local firm on a one-year lease only, at \$750 a month. If there is any store room on Flagler street that is worth \$750 except to some special businesses, we'd like to learn about it. For the most part the landlords are not trying very hard to keep Miami business men in business. They would rather rent to outside chain stores where the profits all go out of town.

### To Protect Business

**M**ERCHANTS of Miami will eventually have to get together to protect themselves. At the present time they are cutting each other's throats and putting themselves out of business at the same time. No business can exist without making a profit. While we are opposed to price fixing we can see nothing but bankruptcy facing the wholesale cutters of prices. The public is entitled to value for its money. The merchant is entitled to a profit. Otherwise the city's business will soon get into the hands of a few merchants, mostly owners of chain stores, and when competition is eliminated the prices will get up to where they were in 1925—when you could easily buy a dollar article for two dollars and thirty cents.

### A Little Help Wanted

**T**HE city of Miami donates \$2,500 to the upkeep of the ball team. So far, nobody quite knows why this amount of cash is turned over to the team, said team being an incorporated company and run as a money making concern. This year the team has made no money, but did last year. Until lately the team wasn't even playing good ball and was reposing safely at the bottom of the league. Now it is a notch higher, since the whole team, practically, was fired and new players brought in. Its advertising value to Miami is very small.

The basketball team, a purely social affair, is in need of funds. That is, the boys, who have been financing themselves, need new uniforms and a car. The advertising value of the basketball team to Miami is very great. Last season this team received an immense amount of publicity, every piece of which carried the name Miami.


Miami Life suggests that the merchants of the city donate suitable uniforms for the boys. The cost will be about \$350. Volks sporting goods store donated uniforms last year. The hotels could lend the team a decorated car, one that would advertise the Magic City in very town on the way north. Said car to be returned in odd shape after the season. The city could donate out \$500 as a sinking fund in case any of the players are hurt and had to receive medical attention.

And we would get oodles of good publicity out of the tour.

Donations would have to be made in time for the coming season. Any merchants desirous of donating can tell us and we will pass the good news on. Hotel keepers who want to help with the automobile, a seven-passenger car in which the team travels and carried all its paraphernalia, will also be listened to.

Let's boost Miami and its basketball team. The team might win the southern championship—with a little financial help.

All aboard for the basketball special.



For that

## July 4th Outing

Take a Kodak Along.

No. 2 Brownie Camera	\$2.13
No. 2A Brownie Camera	\$2.98
\$5 Vest Pocket Kodak	\$4.49
\$11 Pocket Kodak	\$9.89
\$12 Pocket Kodak	\$10.79

### Red Cross

## Pharmacy

51 EAST FLAGLER ST.

### GET ON THE BAND WAGON

We are officially designated as the "red hot" decorators of the coming convention. Greeby says the work we do don't need no publicity. And what's more we don't ask for your shirts as a reward for your letting us decorate your place of business, home or car.

Just let us know where you're at—We do the rest.

## RICHARDS DECORATING CO.

Official Elks' Convention  
Decorators  
W. FLAGLER STREET

### WE ARE CLOSING OUR DOORS MONDAY EVENING, JULY 2ND One Day Sale All Day Monday

Come early and make your selection of hand-painted creations in hats, sacrificed from \$5.00 up.

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**Charlie Murray**  
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-IN-  
"The Devil Dancer"

WALTER WITKO AND HIS OLYMPIANS FEATURING THE NEW SONG HIT "THE OLYMPIANS." ALSO JAMES BARD & PAULA AVON ON THE STAGE.  
STAN, MALOTTE... Organist



**in the Editor's Mail**

**Sex of One-Half a Dozen of the Other**

Editor Miami Life:  
Sometime ago, the Woman's Club of Miami suppressed a book in the library, the title being "The Constant Nymph."

I read the book and found nothing objectionable or immoral in it. I have just read two others from the same library—sponsored by the same group of women—and one, "The Mob," by Ibanez, is just a filthy interpretation of the most beautiful adventure in life—Motherhood. The other one, "The Strange Woman," by Elmer Davis, who has gone on long after Elinor Glyn had stopped—is reeking with sex.

Really, by comparison, "The Constant Nymph" is a Holy Bible.

(MRS.) S. KIRK.

**CONCERNING AL**

Editor Miami Life:

Isn't all this palaver about Al Capone, and what he will or will not be allowed to do, just a trifle obscene in a city like Miami? We thing so; and for that reason, and because we always enjoy championing the cause of the under dog, we're going to talk about him a little.

This use of the term "under dog" is not precisely accurate; for it must be apparent, even to a Herald or News editorial writer, that as the week-end papers tremble off to press, Al has distinctly

tions are not his exclusively—even in Miami. And it's a pretty fair place to live.

tory as machinist. But after arriving there I was given a dirty raw deal but the New York Jew that had the contract for the factory. My stay there was five weeks and I enjoyed every minute. Capt. Blitch is a very fine man and has perfect control. It is not true that trustees carry guns. If a prisoner behaves himself, he is treated very good, I think, and if he don't, then he is punished. I have mingled with the men, played ball with them and attended the show on Saturday with them and have never heard one say a thing against Capt. Blitch.

**THE GARDEN SPOT**

Editor Miami Life:

I have been receiving your wonderful paper ever since I left the garden spot of the world, Miami. Believe me, the people of Miami are surely lucky in being able to live there. Prices in general in Miami are much lower than this darn place, also wages are higher there. I had the pleasure of living in Miami for over four years and will be back just as soon as I can get a little jack ahead.

I was very much interested in those letters from Raiford prison. Now I have something to say about that place. I left Miami to take a job at the Raiford prison, in the underwear fac-

tory as machinist. But after arriving there I was given a dirty raw deal but the New York Jew that had the contract for the factory. My stay there was five weeks and I enjoyed every minute. Capt. Blitch is a very fine man and has perfect control. It is not true that trustees carry guns. If a prisoner behaves himself, he is treated very good, I think, and if he don't, then he is punished. I have mingled with the men, played ball with them and attended the show on Saturday with them and have never heard one say a thing against Capt. Blitch.

The Florida climate cannot be beat and I say this because I have lived in many states, but none that can compare with Florida, and especially Miami.

As soon as some of the old fools of the town wake up and

**Greedy Out For Al**  
Resigns as Professor of Police School and Will Stump Key Largo; Expects to Hear From Al Immediately After First Speech; Denies Daily News Will Chase Him

MR. R. HAMMERHEAD GREEBY, perched softly in the glow of the sombre twilight in the luxurious trid booth of the Dugout, informed a waiting Miami Life reporter that he was for Al.

"I am for Al Smith.  
"I am for Al Capone.  
"I am for Al Cohol."

With the above slogan Greedy expects to sweep the entire district of Key Largo. "I shall use no brooms," he shouted vehemently, after Brownie refused to act on a whispered plea, "but I shall take my knowledge and learn voters why this country needs more Als."

Greedy denies that he was forced to resign as instructor in the Miami policemen's school. "I just quit my job," said he. "Several of the boys said it was too much trouble for me to walk home after every session, and said they would give me a nice ride. They took me out

about 20 miles on the Tamiami Trail and told me to wait there until they came back for me. I went to sleep and they must have forgot where they left me. I got back here two days later, but I was too tired to teach any more, so I handed in my resignation, which was okayed by all the students and everyone connected with the school, which ought to prove I was popular."

"Is it true, Mr. Greedy," asked the reporter, "that you are going to demand a recount for the berth of conductor on the Scotch Highlanders Kitties Special car?"

"I do not desire no publicity," said Mr. Greedy, landing squarely on top of a good half portion cigar butt, "but there's been some skulduggery somewhere, and I want to know about it. Why out in Hialeah there was over 300 registered voters, and I only got 489 votes. That proves something's 'wrong.'"

Little Geraldine, Greedy adopted daughter, broke into laughter at the remark, and said there sure was something wrong, and it was Greedy, but she was silenced by the clever use of a catsup bottle wielded by Mr. Greedy.

"I have been out to the incinerator for the past week," said Mr. Greedy. "Our great and noble government is out there destroying one of our main manufacturing industries. Believe it or not, they are busting all the liquor bottles they can get, and poor honest and honorable bootleggers who don't even steal, have to go back to Gun Cay for more refreshments. That's the reason we should put Al in. You all must vote for him. I'll get Al Capone to guard the ballots, and I'll—"

"You!" shouted Mrs. Greedy, "you'll probably want to drink the Al Cohol!"

"Well," snapped back Mr. Greedy in a display of unusual bravery, "you don't want me to take a bath in it when we have the great ocean at our door do you?"

Mrs. Greedy, astounded by the retort, fractured a heavy two by four over her spouse's head; he reclined hastily, and sweetly murmured, "Hurray for the Three Musketeers! All for one, and one for all! All! All! All!"

The reporter reported the interviewed over.

WE WANT to thank each and every one of our Miami patrons for having made it possible for our business to grow, until now, it is necessary for us to enlarge our quarters, in order to take care of the increase in business. It has always been our aim to render a service that would warrant one's continued business and recommendation to their friends.

**SEEK KEENE KEEN SIGHT**  
129 Seybold Building Arcade

**By HOOK or by CROOK!**  
(The Striking Effect, on One Citizen, of the Recent Abundance of Movie Underworld Dramas.)

By W. HORNE

Scene: Flagler St., after dark, near a sumptuous theatre lobby, corner cigar store to right; to left a jeweler's, Liggett's drug-store (unpaid adv.) etc. Autos parked and moving in the street. Our Hero and his Best Girl issue from the maw of the theatre, and pause beneath a sparkling sign reading "Hawk of the Underworld, or The Midnight Moll."

Girl (her eyes unnaturally large): "Ooooo! How black it is now! It was light when we went in!"

Hero (pulling his hat down to shadow his face and glancing piercingly about): "Ah! But then it was only seven o'clock; now it's after nine."

Girl: "Well, But wasn't it CURDLING when the Saracen dagger came right THRO him on the other side? And when the hairy, unhuman hand crept around the curt—?" She is interrupted by a real human scream reading the comparative silence of the already none too prosaic night.

Girl (clutching Hero): "Whatwasthat? G-gansters?"

Hero (hissing): "They'll begin shooting. You crouch down behind this display board and wait." He glides with grim rapidity toward the cigar-store.

Around the corner he runs into a screaming girl; chasing her is another girl!

Hero (seizing second girl): "Stop! You bobbed-haired bandit! I have you. Give me that gun!"

Second Girl: "Help! Police!"

First Girl: "THE IDEA!" She hits our Hero fiercely! "Let go of her, you idiot! My friend was just tickling me—I'm awfully ticklish."

At this point a Sinister Man (who has owed our Hero twenty bucks, \$20, for six months) passing rapidly, bestows on our Hero a nasty sardonic smile, and plunges swiftly into the cross-street traffic.

Hero (shouting): "Pause, you faithless fiend! Give me the double-cross, will you? Never! I get my man!" He leaps into the traffic.

Sinister gent.: begins to run.

A Beautiful Mysterious Woman leans out of closed sedan, signals imperatively, and tosses a scrap of notepaper in front of the Sinister gent. The latter stops to pick it up, and our Hero pounces on him.

Hero: "Ah-ha! Copped at last, after six months chase, you crooked stool-pigeon! Give up the booty! No nonsense, or—" he thrusts a hand in his coat-pocket, and cocks his forefinger thro it menacingly.

Sinister gent.: "I'm broke, George, honest! Next week."

Hero (gritting teeth): "Back up to that wall and turn out your pockets. And what's this?" He snatches the mysterious lady's note, and keeping his debtor covered, reads it. "3-xyz-no. 100-sp-on-jade-god. What's that code mean? Don't lie!"

Sinister gent. (glibly): "'She' wants me to get 3 spools xyz number 100 cotton thread, jade green. It says jade cot., not god." He turns out his pockets, displaying a quarter, a buffalo nickel, a pack of Opa-Loeka cigarettes, a rusty key and a trouser-button, with the innocent expression of a baby.

Hero (bitterly): "Yeah. Yet you always look like a million dollars. I'd like to know where you hide out your kale, I would!"

**CAPITOL**  
SUN. THRU WED.  
**MADGE BELLAMY**  
-IN-  
"SOFT LIVING"  
With JOHN MACK BROWN  
ALTON L. ROY AND  
JOHNNIE MILES  
-in the-  
"CAPITOL STAGE CREATION"

get industries that will give the many idle men and women a chance to make a living, then it will be some city.

I could write all night about the many advantages Miami has over this and many other cities, but I guess I had better sign off. Don't fail to send my paper as I sure look forward to it, also my family.

EARL C. COVELL.  
Baltimore, Md.

**Things in Life to Know!**

Why Helen and Joanna went down to the beach ? ? ?  
Why everyone is worried because Lewis is sick ? ? ?  
If the two girls in the blue Ford coupe found who they were looking for Saturday night ? ? ?  
When Whit will let a certain party spank him on mother's lap again ? ? ?  
If Freddy and Sox didn't beat

**MRS. MURPHY'S DINING ROOM**  
988 WEST FLAGLER STREET  
Strictly Fresh Vegetables Served  
Specializing in Chicken and Steak 75c  
Dinners, full course.  
12 to 2:30—5:30 to 8:30  
Regular Sunday Dinner... 85c  
Sunday Plate Lunch... 50c  
Weekday Lunches and Dinners... 50c  
Noon Plate Lunch... 35c  
Evening Plate Lunch... 40c  
FAMILY STYLE SERVICE

**DINE AT THE FEDERAL RESTAURANT**  
"Where Quality is Paramount"  
40c or 50c LUNCHEONS  
Sunday, Seven-Course 85c  
Dinner  
Choice of Chicken, Turkey or Steaks  
135 N. W. First Avenue

**Overnight Trip to Nassau on the "Princess Montagu"**  
The Queen of "Ean all Leaves Miami Tuesday and Thursday 4 P. M. Leaves Nassau Wednesday and Friday 4 P. M. Arriving Early following morning. Phone for reservations 2-3431

You'll Like Our **Fresh Peach ICE CREAM** **JERSEY ICE CREAM CO.**

**Grand Stand SEATS for Elks National Convention**  
July 9th to 13th  
On Sale at Room 305, Ingraham Bldg.  
Under new revenue act, effective June 28, war tax of 30 cents has been removed on seats selling for \$3.30, which will be \$3.00 straight. Refund being made on tickets already purchased. Boxes of eight seats, \$44.00. Tickets will be good for entire period of convention. Nationally known vaudeville acts, concerts by massed bands of 500 or more pieces and by individual lodge bands, exhibitions and contests by drill teams and comedy stunts will be given in front of grandstands and the big parade of Thursday, July 12, will pass by them.

**Celebration Soup**  
TWO Miamians pulled a fast one last week. They went over to Gun Cay and pulled a "Pop" Nelse on a British liquor ship. Slipping alongside Artega's boat, they climbed aboard, bound the crew, and helped themselves to about two hundred cases of choice liquor, and \$150 in cash. They then left for Miami. Arriving off Ragged Key, they anchored and went ashore. When they came back their cargo of ill-gotten liquor was not in sight. Coastguard Boat 220 had it in tow. Prices for the retail consumers are fairly moderate, although the quality of Bacardi and gin is poor. The ryes and Scotches hold up their quality fairly well. Herewith quotations gathered at random. Prices are for the bottle:

Vat 69	SCOTCH	\$5.50	Gilbey's	GIN	\$3.50
Clan Murray		2.50	Gordon's		3.50
King Cole		2.50	Geneva		4.00
Lawson		2.50	London Dry		4.00
Lochness		2.50	Plymouth		4.00
Dawson's		2.50	Booth's		4.00
Haig and Haig		5.00		RYE & BOURBON	
Clan Campbell		2.50	Walker's Rye		\$2.50
Ferguson's		2.50	Biltmore		2.50
	BEER	\$1.00	Pebblebrook		2.50
Amstel's		1.00	G. and W.		2.50
Bull Dog		1.00	Old Overholt		2.50
Tennent's		1.00	Four Roses		3.50
Beck's Key Brand		1.00	Canadian Club		2.50
Patenhofer		1.00	Seagram's Three Star		2.50
Home Brew		35-50	Old Judge		2.50
	RUM	\$4.00		WINES	
Jamaica		\$4.00	Port		\$3.50
Bacardi		5.00	Sherry		3.50
Three-Dagger		5.50	Champagnes		\$8.00-\$10.00

Bertha and Eddie getting married . . . and if Bertha is going to marry Eddie at all ? ? ?  
Why Georgia made the boy friend bring his own car Friday night, and if Harry didn't profit greatly at the news ? ? ?  
Why the owner of the Grey Goose only plays the one hand, and if it isn't just as well that it's so conspicuous ? ? ?  
Why the dogs couldn't be taught to bark loud enough to keep Smitty awake nights ? ? ?  
If it doesn't sound like a call of distress when the cry goes up at the Arlington for Doctor, Doctor ? ? ?

that he hasn't any alibi ? ? ?  
Why Sternie looks that way and where his bride is spending their honeymoon ? ? ?  
If Murphy is really married and who took the child to raise ? ? ?  
If Dorman is really a great, big handsome Swede ? ? ?  
Why the young lady in the barber shop called Dick the great big handsome Swede ? ? ?  
If Don quit buying his own cigarettes or does he like O. P.'s better ? ? ?

**MAULE-OJUS ROCK PRODUCTS**

**Tyler the Top Man**  
Auto Tops, seat covers, body and fender work, auto painting; we guarantee the best workmanship and materials at lowest prices.  
116 N. E. 13th St. Phone 23334

**Burdine's**  
Starting Monday, July 2nd  
5000 Yards of Loveliest SILKS

Cheney Silks! Darbrook Silks! Plain Silks! \$1.69 for \$1.95 to \$4.50 regularly!

AND now the encore! As soon as we saw the great response to the unusual silk selling of two weeks ago we sent Burdine's silk buyer to the market. And on Saturday, fashionable women again have occasion to buy silks at exceptional concessions.

More than 15 weaves and 30 shades! Plenty of White!

BURDINE'S—SECOND FLOOR.

**Burdine's**  
A COMPLETE DEPARTMENT STORE • TELEPHONE 4141  
FLAGLER & SOUTH EAST FIRST STREETS & MIAMI AVENUE

# The Low Down on the Weeks Happenings

**FLORIDA** delegates to Democratic convention fail to heed the Smith landslide \* \* \* Miami Beach council room scene of heated arguments between delegation of citizens and Mayor Newt Lummus, Jr. . . . citizens discover a so-called undesirable visits the beach \* \* \* City commission refuses to pay attorney fees for Ex-Chief Quigg \* \* \* Miami to be attacked by enemy in sham battle July 4th \* \* \* Local lodge of Elks initiate nearly 100 new members \* \* \* Howard Beck found guilty of first-degree murder, but jury recommends mercy . . . Beck alleged to have killed Police Officer Bearden of Miami Beach \* \* \* Rotarians give musical program in Bayfront park \* \* \* County Solicitor Robert Taylor to have recount \* \* \* Employers of young girls—those who hire the curbstone sitters, face arrest under the juvenile act \* \* \* SS. Laura goes to Bimini on an excursion July 4th . . . no prohibition there . . . while the Princess Montague takes a crowd to Nassau \* \* \* Local boys hold up liquor boat in Gun Cay, tie crew, and escape with money and liquor . . . Coastguard boat 220 captures liquor but culprits escape \* \* \* Cuban government sticks \$3 entering and \$3 leaving tax on visitors . . . they're after the gravy \* \* \* EXTRA! . . . Miami baseball team gets out of last place \* \* \* Liquor market quiet . . . supplies arriving for Elks' convention . . . prices reasonable . . . quality terrible \* \* \* Police school progressing . . . some of the students can now spell "Cat" without using two t's \* \* \* Summer widowers getting lonesome and hungry \* \* \* Rev. Merrill tells local club that Miami should show some action instead of "playing safe" \* \* \* Miami Beach second city in South in building permits for May \* \* \* Mayor Sewell believes farmers should have help \* \* \* "Pop" Neale taken to Savannah for sentence \* \* \* MORE NEXT WEEK.

## Round the Town with ROD

### DANCING MOTHERS

There seems to be a regular army of mothers who leave the baby in bed and hie themselves off to the nearest dance hall. This is all right while baby remains asleep, but when the youngster wakes up and insists on raising the neighborhood with its cries, then it's a little troublesome. In the first place, the baby should not be left alone in the house. But if it is, some neighbor should have the key so that she could soothe the unhappy kiddie when he begins to holler. Then there is the mother who drives her car to market while nursing the youngster between herself and the steering wheel. It's not very safe—even if the mother is a really good driver.

### YOU CAN'T DO THAT!

George Bing does special work for the state's attorney's office. George is a deputy-sheriff and is well versed on the intricacies of the law and can spot a violation whether it is in a Ford car or alongside a truck.

George was coming in from Fulford. He noticed a car along the roadside. He noticed the occupants, one man and two girls. He noticed the man stop two truck drivers and hand over a bottle from which the hardy sons of toil took a long swig. As it was a very public thoroughfare, George investigated.

"What are you doing there?" asked George of the man who sat with the two girls.

"Who wants to know?" came

**BOOKLOVERS' PARADISE**  
In Miami  
**The Magic City Book Store**  
at 29 S. E. First Avenue  
Has largest stock of books "Worth Reading" on all subjects in Florida; also Rental Library where books can be rented for 3c a day, adv.

**FOR SALE**  
**One Magnovox Radio Power Speaker**  
In perfect condition  
Price \$10.00  
1528 S. W. 3rd Street  
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**Auto Collision Body Works**  
**BODY WORK A SPECIALTY**  
18 Years Factory Experience  
125 N. E. 13th St. Phone 36414  
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Electric Ch.  
**ELECTRICISTS-ARTISANS**  
IN WROT IRON  
ARTISTIC INTERIORS  
MIAMI, FLA.  
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1845 Biscayne Blvd.

**PRINCESS ZORAIDA**  
Now Located at  
30 N. E. 2nd AVE.  
Here for a short time only, and will give a \$3.00 reading for the special price of \$1.00.  
"See her before it's too late."  
OPEN TO A. M. TO 10 P. M.  
Daily Except Sunday.

**SEMINOLE Ice Delivery, Inc.**  
We have been serving Ice to Miami for 20 years.  
Dependable service by courteous drivers is the foundation upon which our business has been built.  
Ice Has No Substitute  
63 S. W. Sixth Street  
J. G. Crosland, Pres.  
Quality Ice  
Full Weight  
Phone 23924.

**General Admission 99c**  
**AUTO RACES-POMPANO-JULY 4**  
General Admission 99c  
TIME TRIALS START 1:00 O'CLOCK. RACES START 2:30 O'CLOCK  
SEE THE DAREDEVIL DRIVERS IN FOUR FAST SPEED DUELS. 16 FAST CARS

read "Deputy Marshall, Fulford."  
And George somehow didn't believe in the power of badges. He took the famed deputy to the county stockade. And he left him there. And the man kept calling for higher ups like Hugh Peters, while George went on his way looking for other lawless hombres.

## Miami Life's Society Column

(Continued from Page One)

### MIAMI BEACH SOCIETY

Miami Beach Democrats applauded the doings at Houston last week, having heard them through the new-fangled radio at Flamingo park. The Republicans there did not declare themselves.

The Village Blacksmiths, a new social organization in the Spanish Village, have elected Jim Hickland, our new constable, treasurer. Nice work, boys.

Squire Val Cleary, who sold a piece of land a few years ago and retired from active business, is ready to sell another lot. (adv.)

A large party from Miami attended a picnic on the beach this week and reported the water just fine. Refreshments of pickles and potato salad were served.

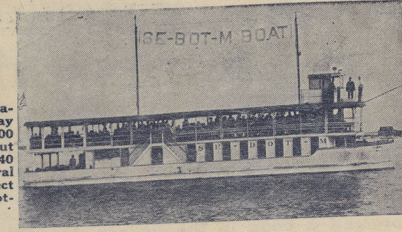
Doctor Daniels, our genial sanitary inspector, was host to an anti-mosquito meeting the other night. The evening was spent in the study

back the snappy reply.

George walks over. The man sits looking wise. It's all right, buddy; go about your business. See who I am? And the man flashed a dazzling star which

## The Se-Bot-M Boat

Leaves City Yacht Basin Sunday, Tuesday and Thursday, at 2:00 P. M., returning about 6:30 for a wonderful 40 mile trip to the Coral Reef. Schedule subject to change without notice.  
FARE \$2.00



**CIVIC LUNCH, INC.**  
40 N. W. FIRST ST. PHONE 36678  
A REAL PLATE LUNCH!  
Your Choice of 10 Different Combinations..... 30c  
A REGULAR DINNER..... 40c  
With soup, salad, choice of meats, three vegetables, dessert and coffee, tea or buttermilk..... 50c  
SPECIAL!  
Chicken—Duck—Steak or Chops—Plate

of rare mosquitoes.

Kent Watson, the Texas publisher of the Miami Beach Sun, has been farmed out by the New York Sun to a Newark paper for further instruction.

The city fathers met this week and listened to some angry citizens. One of the lawyers got mad because Dan Hardie said something about shirt-tail lawyers. You should be glad your shirt has got a tail, Mr. Ward.

Jim Hickland who constables, says he wishes somebody would do something so he could make him some fee money.

Between playing tennis and eating of chop suey, Glenn Mincer

ain't got much to do except go washing in Grandpa's ocean.

Mr. Carter recently painted the doors of his apartment, the Flambeau. He used some of Harry Platt's paint, which Harry Platt says is good paint.

### ROMANCE

**TALK** about real romance and nerve—look at these two beach kiddies who got married just two weeks after they graduated from high school—Julia Strasser, daughter of Mr. and Mrs. Will Hale, and Kenneth John Berry, whose parents, Mr. and Mrs. John L. Berry, operate the Palm Tree Room on Lenox avenue. Julia and Ken were two of the most popular seniors in school this year. They are now on their way to Tennessee for a honeymoon visit to Julia's father, who is a banker there, and then will go to Chicago and New York. Wouldn't you have liked to have married your school-girl sweetheart just after commencement?

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Newest and Most Magnificent Coastwise Steamers in the World  
**SS. IROQUOIS**  
Every Friday at 3 P. M.  
Calling at Jacksonville  
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**\$50.00 ONE \$85.52 ROUND**  
**UP WAY UP EACH WAY TRIP**  
MIAMI TO JACKSONVILLE \$14.00 up EACH WAY  
Transportation includes meals and minimum-priced state-room berth. Other staterooms of preferred location with or without private lavatory and shower, also bedroom suites with twin or double beds and private bath at varying extra charges. Unexcelled dining service—tables for two, three, four, six or eight persons.

For Tickets and Reservations Apply to  
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Miami Offices: 160 S. E. First Street and Pier,  
Foot N. E. 11th Street—Telephone 5156

Miami Life is Read—Not Skimmed

**ICE MAN'S LIFE**  
Published Every Now and Then by Peninsular Ice Co., 645 N. W. 13th St.  
A Cooling Thought  
Phone 2-1297  
A Cooling Thought  
Phone 2-1297

Volume II, Number 9

Saturday, June 30, 1928.

**Refrigerator Drippings**  
Dear Ice-man—  
What causes the drippings from the drain pipe of my refrigerator to have that slimy appearance and foul odor?—Mrs. H. J.  
ANSWER: The drain pipe in an ice-cooled refrigerator provides the means of disposing of those odors, impurities, germs and particles of dirt which are picked up by the circulating air and deposited on the film of the melting ice. Any so-called refrigerator which advertises "no drains" is simply putting you on notice that it is helpless so far as self-purification is concerned. The drip from your refrigerator, therefore, is the staff that STAYS IN a mechanical refrigerator. Melting ice TAKES OUT these things, leaving the cold, pure air to circulate and preserve your foods.  
PHONE 2-1297

**Why Is Ice Ideal**  
Dear Ice-man—  
Please tell me briefly why you consider ice superior to mechanical refrigerator for the home or retail food dispenser.—Mrs. S.  
ANSWER: Ice produces, in the refrigerator, a temperature COLD enough to keep foods fresh; DRY ENOUGH to prevent mould and MOIST ENOUGH to retard the drying out of meat, cheese, butter, vegetables or fruit. Mechanical refrigeration produces a temperature so dry that it takes the juiciness and flavor out of meats, butter and cheese, and has a tendency to wither fresh vegetables. Ice refrigeration is entirely automatic—witness the time of the hurricane—for the ice-man performs the whole service, whereas, mechanical outfits require defrosting, filling of ice trays and thawing them, oiling, replacement of fuses and parts and attention and repair of machinery, besides being subject to power interruptions for many causes. Ice is quiet, surer, safer, and more economical.

**EDITORIAL NOTE**  
If the rest of Miami Life is read and approved as thoroughly as the small section occasionally used by "Ice Man's Life," the publishers are certainly justified in claiming that it is not "skimmed."  
This number is devoted to just a few of the many verbal and written communications indicating that our little corner has been worth while.

**Peninsular Ice Prices**  
Dear Ice-man—  
What is your price for 25 lbs. of ice delivered daily to my home refrigerator in Grove Park?—J. M.  
ANSWER: The Peninsular ice-man, anywhere in the city, will be glad to sell you ice at 15 cents for 25 lbs., cash at time of delivery. Or you can buy for \$2.80 a box containing 20 consigns, each good for 25 lbs. of ice. If you care to drive by our plant at 645 N. W. 13th street any time, day or night, you can get 25 lbs for 10 cents.  
PHONE 2-1297

**The Ice Industry**  
Dear Ice-man—  
I have heard it said that the advent of mechanical refrigerators has sounded the doom of the ice industry. What do you think?  
—E. W. A.  
ANSWER: The ice industry has never in its history had as bright prospects as right now; never before has it been as keenly alive to its possibilities; never before has the business been in as good a repair as it is at this particular time with far-seeing financial authorities. Last year national advertising for the ice industry amounted to only \$150,000 against more than ten millions for electrical-chemical-mechanical substitutes; yet ice sales broke all previous records for total tonnage. Last week the common stock of one of the leading ice companies, on the New York stock exchange, advanced one-half point, while during the same week the common stock of one of the oldest and most widely advertised mechanical refrigerator companies lost one-half point; the ice stock closed at 36 3/4; the other at 24. What do YOU think?

**Chemicals For Refrigeration**  
Dear Ice-man—  
Why are household mechanical refrigerators most often referred to as "electrical refrigerators"? Isn't it true that CHEMICALS really do the work of making ice or cold air?—STUDENT.  
ANSWER: The word "electrical" refers only to the kind of power used to drive these small machines. In the large commercial plants, like Peninsular's, the power is electricity, oil or steam engines (Peninsular uses Diesel oil engines), but the refrigerant is ammonia and this ammonia is used to produce cold brine into which cans of water are set to freeze—and the ammonia never gets into either the brine or the water. The small house-hold units use SULPHUR DIOXIDE, METHYL CHLORIDE or ETHYL CHLORIDE, chemicals which quickly change from a liquid to a gas, highly irritating, often offensive and generally detrimental to health, comfort and peace of mind, and absolutely dangerous when their fumes escape into a closed-up place as they may do from leaky valves, faulty connections, defective pipes or coils. The block of ice in a refrigerator is positively free from any of these chemicals and therefore guarantees against such results as are known right here in Miami affecting life and property.

**They Tell Me**  
THAT business at the Alta Vista cigar and news stand is going up by leaps and bounds.  
THAT Julie has an idea of going north because she's lonely, and that it's the farm in Penn., she's headed for!

THAT parties in the Ritz are not going off on schedule the last two days  
THAT the new boy friend has a hard time convincing HER mother that there are SOME good people in New York  
THAT O. S. is hopping off over the fourth, and if it won't be a great flight  
THAT there's one summer bachelor who regrets sending the News up north without first having read the last page

**TEN PER CENT COMMISSION For Selling Elks Grandstand Seats**  
Men and Women and Boys and Girls of responsibility are offered an opportunity to sell tickets for the Grandstands for the Elks National Convention, before the opening of the convention. Tickets, \$3 for single seats, (no war tax); box seats of eight, \$44, or \$5.50 for single box seats, including war tax of 50 cents per seat. Those desiring to sell tickets will report at once at Room 306, Ingraham Building, Convention headquarters. Ten per cent commission paid on all seats.

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## "HOW WE CAN INCREASE OUR POPULATION"

By FREDERICK J. OSIUS

"How We Can Greatly Increase Our Population Each Year." This seems to answer the most serious problem we have to solve today, especially those of us who are holding vacant lots or who have money invested in improved property. If we do some hard thinking and act quickly we are not only going to bring back normal conditions but we are going to bring back conditions far more active than they were in 1925.

No two cities in this whole world have the wonderful opportunities as presented by Miami and Miami Beach. This wonderful health-giving climate makes it the most outstanding spot on earth for a health paradise. Some day these two cities will be known the world over as the "Magic Health-Restoring Cities" in place of simply the "Magic City" of its work.

Let's seriously analyze our condition very carefully as it is, indeed, important to those who have made large investments here. The vital question is: "Are we taking advantage of all of our unlimited opportunities?"

Today our vacant lots do not seem to have any value whatsoever. No matter where your property is located or how valuable it may be you cannot borrow any money on it and there is very little market for it.

What are we going to do about it? Shall we let opportunities slip by or are we all going to get busy and find out how this problem can be solved?

As a seaport we have some opportunity. There is going to be considerable shipping but that is going to take a long time to build up our cities.

We know our Health-Giving Paradise has never been sold to the public. Don't you believe our wonderful Health-Restoring Climate has more claim next year than the Yeast? The reason I refer to Fleishman's Yeast is because this is the highest class of salesmanship in the world today. Nearly everybody is eating yeast for their health.

Let's suppose we had merchandised our climate and sold it to the one hundred and twenty-five million people in the United States in the same business-like way that Fleishman sold yeast, and only sold ten people out of a thousand. Do you know what would happen? With the beginning of winter we would have such an influx of people you could not stop them if you tried. It would be like trying to stop Niagara Falls.

Some people claim our cities are over-built. I claim next year we will be underbuilt if we go about it in a business-like way to get the people that will find it necessary to come down on the first of June. You will find hundreds of thousands of people in the United States today, and in comfortable circumstances, who will find it necessary to make this their all-year-around home, especially elderly people who receive such great benefit from this climate.

Think of the millions of people in this world who are suffering from rheumatism, kidney trouble, high blood pressure, nervousness and many other ailments that could be quickly benefited by this wonderful health-restoring climate. These people cringe with the fear of winter because they suffer more in bad

weather than they do when the sun shines through.

We all know that rheumatism is a very common ailment in the North and a person suffering from rheumatism has something else the matter with him. He has pus in his system which causes pain. This may come from bad teeth, bad tonsils, bad appendix or many other reasons and a person suffering from rheumatism is compelled to go through a clinic in order to find out the actual cause of this trouble. Therefore, it is essential that we begin to establish ourselves at once as the world's greatest clinic center.

You can be assured of relief from rheumatism the moment you step off the train. The work of the kidneys is reduced at least twenty per cent by compelling the skin to take care of part of its work. We know that high blood pressure is greatly benefited here. Nervousness and many other ailments are quickly benefited by Sun Treatments.

The death rate in the North increases tremendously in the winter time and a hundred times each year more people than all the hurricanes we have had in a thousand years. This is what worries the life insurance companies as they begin to take care of their policy holders how to take better care of their health.

Life insurance companies are spending hundreds of millions of dollars in an educational campaign on sun treatments and in national magazines you will find articles referring to the benefit of sunlight. On page 82 of the current issue of the "Red Book" you will find a tremendously interesting article recommending Sun Treatment. The first paragraph is as follows:

"Sunlight is the finest tonic and health-builder in the world. It works its cure, mysteriously, through the skin. In sunshine there is a wonderful healing power, the ultra-violet rays. These rays are most effective from April to November and are particularly strong from June to the end of September."

This article goes further into detail to explain the health merit of the sun. You should read it. It will show you how important life insurance companies think it is to educate the people in reference to the sun's treatments. This is only the beginning of a nation-wide campaign by all the different insurance companies. The next thing they will do will be advertising in winter time telling their policy holders to go South where the sun is bright. Let's co-operate with them and get the benefit of all this free advertising and maybe we can show them that it will be to their benefit to help us.

Just think what a great financial benefit this would be to our community which practically has a monopoly on the sun in the winter. They are helping us sell what we have most of in the winter when the North can't get it.

It should be very easy for us to sell our wonderful climate to the life insurance companies and if we can show them that we have hundreds of thousands of people coming here to spend the winter for their health and that if we can make this a good place where investments pay they will lower us part of their millions of dollars and help us refinance. They will gladly loan us money at six and seven per cent and without a commission if they find it difficult to make good investments even at this high rate of interest.

Do you know that it costs us more money to get a tourist down here than it could cost to get a person who is ailing? When you cater only to the tourist you cater to the class of people who have a lust for travel. They come—look and go. The majority of people in the United States are neither travelers nor tourists. They travel only of necessity.

Now, realize the tremendous market we have in the North with those people who are ailing. It should not cost us much money to bring them here and all we have to promise them is our wonderful health-giving sunshine, and when they come they come early and stay late. Some will bring their families with them and many of them will stay the year around.

Ask an ailing person in the beginning

of winter who knows the suffering he has to go through. Why wait until you are sick ahead? Come down to God's wonderful sunshine and be relieved of the terrible winter.

Don't you know that at least ten people in every thousand are ill and could be greatly benefited by our climate, and who can well afford to come to us. This would mean one million two hundred and fifty thousand out of the United States alone.

Just look at the number of people who travel all over the world for their health and who go to different watering places. There are people who come to this country from all parts of the world to go to Hot Springs, Ark., French Lick, Ind., Excelsior Springs, Mo., White Sulphur Springs, Va., and many other places for their health. Look at the people in this country that go to Baden-Baden, Germany. But none of these places have the wonderful climate we have, and people will always give their last dollar to regain their health.

I venture to say that the majority of people here today who have become permanent residents came originally for their health.

We have some of the best doctors here that you can find anywhere in the country. I have had two operations and found that we have wonderful hospital facilities. We have a perfect beginning to make this the clinic center of the world.

We have had much mention of making this an industrial city. If the water industry, the steel industry, the movie industry, to say nothing of other industries being centered here, it would be small in comparison to the one industry for which this spot was destined. I refer to an industry as old as the human race. The preservation of health and the lengthening of the span of years. If we but have the imagination to take advantage of the natural opportunities here, create such an industry and sell it to all mankind who will come to us for our product, we have solved at once at all our economic and industrial problems.



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