## OUR NEWSPAPERS:

They First Said: " 7 Known Dead" Now They Say Between 1500 and 2500--Laugh That Off!


## HOKUM Still PERSISTS!

20E HAD a big hurricane two years ago, if you remember.
Governor Martin and Ed Romfh, the president of one of our favorite banks, told the world at large, a couple of days later, that Miami wasn't in need of outside assistance. We'll leave it to you, the dear public, in the light of developments just how much we were in need of assistance at the time.
Another hurricane hit these parts a few days ago-barely missing Miami, but apparently doing much damage, and over a wider area than in 1926.

And yet we still find the governor of our state minimizing the disaster. He still insists upon our

## A Fighting Irishman

$A^{T}$ EIGHT o'clock last Sunday night our little freckled-face, A civic-spirited Jack Cleary took his Ford sedan, a flashlight, West Palm Reach. Wor fiffy of the seventy odd miles he had to drive his Ford over telephone poles, pine trees and palms, wreckarge and debris
from fallen buildings. It was a wild ride over terrible roads into from fallen buildings. It was a wild ride over terrible roads into
the tail-end of a hurricane. But Jack made the grade, soaked to the tail-end of a hur
It took him very little time to find out that the need of West Palm Beach was desperate. So he turned his car and started back for Miami, while wind and rain stopped his progress ad times.
Back he came over the fallen trees and telephone poles to tell Back he came over the fallen trees and telephone $p$
Miami of the disaster that had visited the twin cities.
Miami of the disaster that had visited the twin cities.
He arrived in Miami on rims. Every tire was torn off and He arrived in Miami on rims. Every tire was torn off and sturdy car that won out and made it possible for Miami to start the work of caring for the victims while the hurricane was still cavort ing through the state.
Miami Life's bravery medal for the year goes to Jack Cleary
his wonderful work. Paul Revere had nothing on our little for his wonderful
red-headed Elk.

## Telling the World!

$D^{0 \text { CTORS, nurses, common laborers and other hurricane relief }}$ ightly-our editorial hat, a battered but still serviceable object, is off to the personnel of the Tropical Radio and Telegraph company's station in Hialeah. For the second time in an emergency
that meant life or death to hundreds they have proved their metal by giving to the outside world the first detailed accounts of the awful havoc wrought by the full fury of a West Indian hurricane at grips with lower Florida.
Telephones are all right when you have plenty of time and are
yearning for a heart-to heart tik with your best oirl in Biloxi or yearring for a heart-to-heart t.llk with your best girl in Biloxi or White Sulphur Springs; the telegraph is reasonably effective in case you take the wire companies ${ }^{\text {a }}$ advertising seriously and be-
come seized with an overwhelming desire to send congratulations to sucessful political candidate; and even courier service is not to be sneezzed at under normal circumstances; but listen, when
you want to get an all-important message through to its destination without any ifs, ands or buts about it, the radio man is your kellberry!
All credit to E. F. Bourne, superintendent, and his tried-andtue crew of able assistants, the self-sacrificing dot and dash
hounds who in 72 vibrant hours handled more words in press dispatches tho New Orleans and Boston than the station ordinarily handes in that many days. They deserve a vote of thanks from everyone interested-and who isn't? - in the welfare of the stormtricken districts to the north of Miami. Here's ours!

## Put in Sorme Peppers

$M_{\text {and five new is coincilmen are election in December. A mayor }}^{\text {LAMI }}$ chance for the beach voters to put in some men of action instead the usual variety of "yes" boys.
tion in the council. And of all spots on the beach the men and women of the south And are all spots on the beach the men and Month out, season or no season, they stick.
Miamin Beach has eeased to be just a winter resort. It is a year-round place where many thousinds live. And the next elecThe old caupe the voters self consider that fact. The old type of self-ppaisers should be routed and
Tallahassee


[^0]bankrupt municipalities (and that's exactly what they are) bearing the full burden. Red Cross aid, and all help from the country is scorned. Florida hokum still persists in the face of irrevocable nature.

There's only one thing lacking in the picture. That is Banker Romfh telling newspapers that

| Always a boy at heart- | Because I still was able to langh |
| :---: | :---: |
| That was I. Worke, playy, fights, | That tone of uns really mornows anys |
|  |  |
| But still I was a boy. | Going through this funny old world |
| 1 lost everything. | d Lio |

The F. P. \& L. Co. on the Job
$S^{\text {TRANGE as it may seem, but a fact nevertheless, the octopus }}$ Girst forces as the Florida Power \& Light Company was one of the first forces operating in the storm area, and not alone attended to
its own loss but aided those in distress.

Which somehow proves corporation
Which somehow proves corporations have a soul.
At various times, we've kidded 'em about their leaning poles
-but it makes us feel good to see the way they've so quickly re paired the damage in this new, and greater, disaster.

## Red Cross Delays

J D. BUTLER, chairman of the Deerfield chapter of the Red Cross, had to write in to Miami headquarters on Friday for clothing supplies. Up to that time Deerfield was being attended
to by private expeditions promoted by Miami citizens who col to by private expeditions promoted by Miami citizens who col.
lected clothing and delivered it as soon as collected. Deerfield is lected clothing and delivered it as soon as collected. Deerfield is
only one hour from Miami and the disaster was only six days old.
Give the Red Cross a chance Give the ked Cross a chance.

## And Every Soul Was Saved









banks are just as prosperous as they ever were and that if anybody says we're broke they're crazy.

If we could live and thrive on hokum, instead of cash, we'd be the most prosperous people on earth.
P. S.-It is worthy of note that Doyle Carlton, our Tampa governor-elect, beat Governor John Martin to the devastated zone by a day or so-and furthermore brought $\$ 10,000$ cash, which he was personally responsible for raising.

Somehow, we sort of get an idea that Carlton is going to be an ideal governor-especially, if this hurricane crop we've been nurturing for the last two years really matures.

## A Great Disaster

NO ONE can tell how many lives have been lost in the Okeecho estimates, running all the way from one thousand to two thousand five hundred have been made, and even the highest estimate is likely to be very far from accurate.
The district under water was well populated. It was dotted with farms employing from two to ten negroes. One construction company had nerys see housand negroes on the payroll How many of these negroes escaped?
There is a possibility that
around eight thousand and only hundreds got out ailive Each was makes it more certain that this is one of the country's greatest
misasters isasters

## Weatherman Gray

SOME complaint has been beard about the weather forecasts probably from the same weather bureau, and those complaints are probably from the same crowd of sidewalk blockers who hammer
by word of mouth-on every project advanced anywhere -by word of mouth-on every project advanced anywhere.
Forecaster Gray is probably the best informed meteriologist
in the United States-especially on hurricanes. He has weathered most of the severe storms of the past few years, and generally his forecasts, and they are scientists-scientists you know are not
theorists-have run true to form-but sometimes the hurricanes theorists-
Oldtimers used to say that no hurricane could cross the Gulf Stream. Then they argued that none could cross mountains. They did both in 1926 .
A great student and willing worker, knowing storms and their courses, and the probable outcome, Gray has probably become one of Miami's most valuable assets. And we should encourage him instead of the few petty knockers who are blaming im for the blows we've had recently
r, and the three in '26 makes him more valuable than one last Getting Storm News
$A^{S}$ WE are fated to have occasional hurricanes, whether we be made to tive information on the seem ing order that every effort the storm. With Weatherman Gray's office equipped with only one telephone that is continually busy, the newspapers busy as
well so that no real information can be secured from them there should be other arrangements made to handle from them, there -elieve the minds of thousands who are living in dread of disaster. An office should be used somewhere, possibly a city or county office, where a special switchboard would be placed for such occasions. Two or more operators could take care of all the calls
for hurricane information. The cost would to the immense amount of relief the office could give to the citi${ }^{\text {zens. }}$ Probably the greatest benefit to Southern Florida in times when hurricanes are romping over the ocean, would be a cable to Nassau. If we can keep in touch with that Bahaman city we
can forecast much more definitely the part of the coast the storm can forecast much
is likely to strike
is likely to strike. A cable would cost a lot of money, no doubt, but commercial messages would probably make it a paying proposition. In any
case it would be worth the state's while to sy case th would be worth the state's while to subsidize such a cable
for the information and help, to say nothing of the protection, it would give the Florida population.
The Coastguard Boys
NEVER having been friends of ours-or possibly we didn't care so much about the prohibition unit of the sea, yet the coastguard lent every feffort,
and all its members dug in nobly, aiding both the destitute, wounded and
dying. And they also used some of the con fiscated spirits which they had gathered
an thigh seas, to oase the sufferings of those in the back country. Something New
T HE streets of Miami will soon be torn up to permit the laying
$Q^{\text {UITE a few observers claim that the opening of the }} 1928$ football season TE school board may be able to make up its deficit by clever retrenchment
in the school cafeterias.


High Priced Food
$A^{\text {TWENTY-FOUR ounce loaff of bread costs nine }}$ A cents in Cleveland. An eighteen ounce loaf costs eighteen cents in Miami. And so far we have not been
able to work out exactly why a loaf of bread should
 ing three times as much in Miami as in Cleveland sounds like a lot of bunk to the average citizen.
Admittedly, Miami is a long way from the wheatgrowing districts. But, even allowing it is so far away that is no reason for the teriffic difference in price. Obviously the bakeries in Miami are profiteering on the
product we must have.
Milk is another necessity that is terribly expensive

Miami. Milk is twenty cents a quart. in most place it is eleven to sixteen cents for the quart bottle. Cream is twenty-five cents' a half pint in the "XX." Thirty cents a half pint for real cr. And tittl Oranges, and we grow millions of boxes of them
Oran ight in the back yards of Miami, are terribly expensive. Dollar a dozen is common at this time of the year. They are seldom less than sixty cents at any time during the year-and not very good at that. We get the culls at a high price while the north gets the pick of the crop $t$ prices that can compete with California.
All fruit, vegetables and other home-g
All fruit, vegetables and other home-grown prod ucts are far too expensive in Miami. Lots of these prod chance to buy at a reasonable price. Tomatoes are shipped north and we buy culls at a higher price. Mil lions of pounds are thrown away that might be made into catsup. Arrangements in this state are perfectly rotten as far as the sale and
grown products is concerned.
There is no market for papayas. Something will have to be done pretty soon or a large crop of them will have to be thrown away. In the meantime we are paying about forty cents a pound for them with thou sands of pounds ready for the dump heap.

When the industrialists, agriculturists and others interested in bringing people to this district have the try to malke it possible for citizens to get the benefit of some fruit that is a little less costly than fine gold or cut diamonds.
Nore given away some six thousand pounds of carrot were given away because the California carrots sold for less money. Something is radically wrong when Califarm, than those grown in the muck lands at the rat of four crops a year. Something is seriously wrong.
In fact it sounds like a whole lot of silly nonsence to the When Mayor Sewell can spare a few minutes from filling apartment houses, he might do something about it. He appears to be the only individual capable of do is responsible for the high prices he should be approached to have them reduced. If he is not to blame he should stop trrying to fill apartment houses for long
enough to give the profiteers a good, stiff kick in the enough

## Cruelly to Prisoners

A SHORT time ago the county purchasing agent asked A for bids on felt mattresses for the new county jail on the top floor of the courthouse. He accepted the
lowest bid, of course, and the mattresses were duly delowest bid, of course, and the mattresses were duly
livered. Up to that time everything was all right. vered. Up to that time everything was all right.
But someone got inquisitive. They discovered that the felt mattresses were stuffed with cotton. And you all know what a cotton mattress does after being used
for a week or so. The cotton goes into hard lumps and for a week or so. The cotton goes into hard lumps and
the mattress is a flop, in more ways than one. Prisoners are being punished by being locked up, they shouldn't have to be tortured by lumpy mattresses.
When we have at least two splendid mattress com panies, the Miami Mattress Co., and the Sanitary Matpanies, the Miami Mattress Co., and the Sanitary Mat lent goods, why dicker with a tinpot mattress company that operates in a two by four shack?
Another thing we d like to know is if the county
officials are going to accept a cheap cotton mattress when they are paying for a felt one? It would appear that a whole lot of the buying for the county, and the city as well, might be done without advertising and receiving bids. On this mtater of mat
tresses it would be a simple matter to give the order to tresses it would be a simple matter to give the order to right. Having bids from irresponsible companies that substitute to make more money on a cut price is poor
business. Really, more trouble is taken to get bids on business. Really, more trouble like this mattress one, than on some things that are much more im

## Jax Gets Hot!


 all indignant 'neverything, and they're going to see
that their city's fair name is vindicated if it takes every
nickle in the treasury and the last gasp of its lawyers nickle in the treasury and the last gasp of its lawyers
choicest oratory. Nobody can insult them and get away with it.
What our sister municipality objects to, it appears,
wecording What our sister municipality objects to, in appears, to late advices, it is seeking damages to the amount of
$\$ 1,000,000$ from the United Press for a story sent out by one Lee Gebhart, a staff correspondent rushed down
from Washington to cover the blow, to the effect that from Washington to cover the blow, to the effect that
the storm actually hit north Florida and that some

Bimini Hit By Storm

little damage resulted
in-skinned, though? Although as we giggle off to press we have not yet
had an opportunity to examine the details of Jacksonville's suit, we have a pretty good idea as to what its ville's suit, we have a pretty good idea as to what its
charges are based on. We suspect, moreover, that dear charges are based on. We suspect, mo signed story in question and failed
belous in it from the date-line down.
 Gebhart-he was a member of the reportorial staffs
both the Miami Daily Tab and the Miami Tribuneand are reasonably sure that he knew what he was narily cautious Atlanta Constitution, not the reporte or the press association, that is at fault. The Constitution headlined its Monday morning story, "JACKSNN, VILLE HIT BY HURRICANE; 15 BODIES FOUND."
Of course, the fact that the part of the headline after the semi-colon belonged to an altogether different story the semi-colon belonged to an altogether differ
was entirely irrelevant to the touchy Jaxons.
But the justice or injustice of this particular claim is not what matters, it strikes us. What is important is viduals, sufficiently grown up to ignore anything that seems to us unfavorable publicity. Enough energy was wasted over refuting the palpably absurd claims of thwarted binder-boys to build a dike 12 feet high
around Lake Okeechobee. It was the petty indignation of Governor Martin and a pack of money-mad real es-
tate operators that kept the Red Cross fund after the 1926 hurricane down to about $\$ 3,000,000$ when easily twice that much was needed. If Jacksonville's present
suit has the same effect on the money raising campaign suit has the same effect on the money raising campaign
going on now, at Jacksonville's door the claims of our present hurricane sufferers can be lai

## We Need a Law Like This

IN ST. LOUIS not long ago Arthur A. Dunn, head of days in the woritouse $\$ 100$ and sentenced to thirty interest on a ten dollar loan. A workman twad pawned a musical instrument for ten dollars plus sixty cents interest. The right interest for that period should have
been forty cents, thus the charge brought against the head of the firm
Lucky St. Louis to be able to borrow ten dollars for six weeks at an interest payment of only forty cents,
Try and do that in Miami! You will find that it will cost Try and do that in Miami! You will find that it will co
you two dollars to borrow ten dollars for six weeks. pawned a ring with a Miami loan company for $\$ 40$. He took it out a year later and it cost him $\$ 88$ to get it back. But the law allows the loan companies to charge that
Bear amount of interest. And they are playing safe because
they will only lend ten per cent of the value of any ar they will only lend ten
ticle pawned with them.

## Hialeah Citizens League

TAX PAYERS of Hialeah, having formed a league
are hitting on all six at the Tuesday night meet ings. They seem determined to bring about a change city administration there and they are goin Where it is all going to end, we, of course, don't
know, but we believe that several changes will take place before the winter sets in. Investigation into the financial condition of the city has brought to light sev meetings of the league.

Everyone seems in earnest about the matter, and the one object in view, something is bound to break loose before long.

The auditor who made the city audit we referred to last week asked for fairness to himself in dealing
with it. He is exonerated, as far as we are concerned His audit was excellent. There was nothing in it tha reflected in any way on himself. He was not to blam money. His audit was made from the city books of made at great pains to get it as accurate as possible. If the city books show that certain moneys are spent in
the audit. Possibly the bookkeeping is lax in Hialeah as it is in many cities. There are always difficulties encounto get to the bottom of any item that does not meet with
their approval.

## They All Did Well

THE thanks of the whole community goes to those men under terrible conditions to bring order out of chaos in
the hurricane area. Such self-sacrifice is worthy of great
The boys of the American Legion, the Shriners, Ma did their bit and did it well. Many private citizens, too did great work.
They are all worthy citizens.

Things I'dLike To Know



If Bayard D. got as wet Tues-
day night as he thought he
would

| with the girl on the porch <br> Why Sue was so put out when she saw the revelation of her true story in print <br> Why Vida absolutely won't go into strange offices . . when she knows very well there's no gold at the end of the rainbow |
| :---: |

How Addy managed to lose
five punds overnight
.and if the isolation had any-
thing to do with it
 motatis


 Rob kixamo



mit Rutivatu may in in an

Mratician in


 maty yatma and


## Elks Appeal For

 Clothing

## AMBASSADOR

Presents the "AMBASSADOR FOLLIES" $\begin{gathered}\text { Miami's Foremost Nite Club Show, with a Huge Cast of } \\ \text { Stars and a Chorus of } 8 \text { Pretty Girls }-8\end{gathered}$
4—— COMPLETE SHOWS NIGHTLY - -4

## EDITOR'S MAIL

Tyler the Top Man



HOIT
They Tell Me
mur cam
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$\qquad$ mix


Al Shot to Pieces Coral Gables ex-orficicial of the
grown remation has
prewn grown remarkably cool since $h$ h
precious vanity yo stepen on
THAT J. C. B. cliaims she



| PLUMBING SUPPLIES <br> Can be bought here same as your groceries. Responsible Inc. Plumbing Contractors and Supply Deaten <br> Phone 33456 531 Collins Ave., M. B. 6390 |
| :---: |
|  |  |
|  |  |
|  |  |

Princess Zoraida
 written about him? What will
they do next?
Try and fore him to sub-
scribe for the NEWS-paper?


## DEMAND

OLD LOG
CABIN

## THE BEST FRUIT DRINKS IN THE WORLD!

## Tropical INN

## Old La Vida Club

Friend Meets Friend to Chase the Blues Away FEATURING SPECIALTIES

$M^{\text {R. PETE and Mr. Tite-Eyes have taken over the serv }}$ ice station on the causeway, $360 \mathrm{~N} . \mathrm{E}$. 13 th, an will be pleased to fill your gas tanl

In dow which he carried around on his head.
II office instead of keeping it.
GEVERAL of the 1926 Amateur Cops offered $t$ ices to the storm area, and did good work.
$\mathrm{VI}^{\text {ANY of our enterprising newspaper of the storm the past weel. The Cre }}$ Trossitall sendiang cout dent reported no houses damaged there, while Fulford university
came through unscathed.

ESSSRS. CURLEY AND NICK visited Miami one da
$M{ }^{\text {ESSRS. }}$ this week from Miami Beach.

GEVERAL school children have reported that they do not like their new teachers, and claim there is no need

They Just Sit and Wait


## They Tell Me

## THAT Vida felt very much put out over the fact that she put out over the fact that she got a write-up she doesn't want and that

 THAT the judges at the patiolast night were a very distinlast night were a very distin-
guished gathering
that Newt looked right in his
element. THAT the youngster who did
the tumbling during the show the tumbling during the show
at the patio ought to be spanked
and sent to bed without his supTHAT Gin looked very sweet
last night . but didn't outshine any of the other young la-
dies at her table. THAT Frank and Lucy can
certainly trip the light fantastic certainly trip the light fantastic
when Frank can keep from feel-
ing hot and bothered THAT Bett! !
riend made Bud and her boy
feel like a boss




M R. HAMMERHEAD GREEBY, inventor of the ose-way street
ar track, informs Miami Life that he is the sole inventor and
want his rights protected in what he terms to be the latest method
of advertising Miami.

Fluffy and Thomas, of the
hirid street Feine Society, staged
concert on the back porch Fri-
night. All the


What Others Say INTREPID FLORIDA The heavy death toll in the
wake of the tropical storm that
has just swept over setions of the
east coast and midland Florida is
 or oiling, like a Miami street car, just two years ago. It came al-
but keeps on going around, the e just tho immediately following the
cost will be very small. Think of most
the amount of revenue derived copse of a real estate boom
colle from the restal of the advertis- state.
ing space, For instance, Hialeah dealers could put up a big But Miami is today a greate
rye deate
advertisement, such as 'It'll Knock and more substantial city than it
Your Eye: Will Our Hialeah Rye. was before the boom collapse and "Or some enterprising real es- before the storm.
tate man could put up a sign, tell-
The whole state has made mar-
ing about the wonderful oppor-
tinities offous progress in the past two ing about the wonderful oppor- velous
tunities offered in a smart subdi-
vision where bright farmers are
crussing bees with firferlies so so as from the he heavy property losses
the bees can with the

mond mane


Panish Village Phone M. B. 6651




Diving into a padded cell, , Grea
by bieckone the reporter to
low



## 

Dowt throw away your old furniture The Roman Furniture and Manufacturing Co. Roman F
Repairing
7 lh Ave

## "Princess Montagu





[^0]:    They Can Do No Wrong
    
    

