

"YOUR SKYLINE REMINDS ME OF NEW YORK"

PUBLISHED AT 715-716 OLYMPIA BUILDING, MIAMI, FLORIDA. BY MIAMI LIFE. PHONE 37737.

ne 5, Number 37. nber Seventeen, Nineteen Twenty-eight.

## Brother

ISCOURAGED, drawn-faced citizens are daily being forced out of Miami. Some are down-hearted derelicts of the boom, others are the unlucky losers to the elements, affectionately termed hurricanes. Many, and the majority, are those who came optimistically to Miami, with a nice little stake as ballast, prepared to launch a small and profitable business, and voyage through a calm and secure existence.

But the ways of Miami are strange, new, devious. Although the skies smile, and nature is most prodigal, there is a suggestion of bared teeth behind the pleasant expression, an undercurrent of greed that leads inevitably to disaster. Miami is not kindly to her own offspring nor to the stranger within

Fortunately, Miamians, native or adopted, are fighters. They hang doggedly on, struggle along, even after the last toe-hold has been kicked out from under them. They're proud of their city, delight in its beauty, dream of becoming part of its inevitably brilliant future. They're not kicked out easily. They exhaust every resource. They move often, and to cheaper quarters, but the same old scourges, the same whip lash, await.

Little Nell, the great, munificent Florida Power and Light Company, is one of these pernicious cato'-nine-tails, ready and waiting to administer a final lash, a farewell kick in the pants to the poor beggar moving to cheaper and meaner quarters, to the incoming tourist, eager and optimistic, but a bit short of ready cash.

Twenty-five dollars cash deposit before one is privileged to fill his hungry stomach, before one can turn on the light to read of the amazing and prodigious wealth daily amassed by that incomparable being, Little Nell.

Twenty-five dollars cash, and a meter rate proved to be exorbitantly high. And Little Nell's smooth alibi, "We lose so much money on customers. They 'beat us' so often.'

Why?

An honest fellow, a square-shooter, is seldom

Little Nell has 45,000,000 others to flash when she smashes an opponent blind.

Does the annual loss by the not dishonest, but disgusted, patron balance the rich interest rolled up by the excessive deposit toll? The poor sucker who tries to beat them out of 40 cents loses his deposit. Why not loosen the thumbscrews awhile, give the public an even break instead of arousing endless hostility and antagonism?

Friends pay better than enemies, even as to

Miami Life offers a remedy, an antidote, possibly, for Little Nell's favorite alibi, "collection loss.

Why not inaugurate a bi-monthly, or possibly a weekly collection plan, thereby cutting collection loss in half or even to lesser fractions? England has solved her particular problem by installing daily meters. One puts a quarter in the slot and turns on a quarter's worth of gas. The milk man and ice man serve the public daily, and there is no great crabbing about "collections."

It strikes us that Little Nell's alibi is a bit shopworn, a bit antedated—in fact, a trifle fulsome and ridiculous.

It's not only the hard-pressed local man who objects to that unfair deposit. The tourist's immediate reaction is one of antagonism and he says "Miami's up to the old gyp game again, and I'm the

Even a millionaire hates to be played for a sucker.

And, Brother Telephone Company, ditto for you.

## What a Christmas Tree!

DEAR SANTA CLAUS HOOVER:
You may be awfully surprised to receive this letter from us, but we want to tell you what good little boys and girls we have been for the past four years and when you find out, we know you'll grant our request.

We have never asked for anything before, as we didn't do right by other Santa Clauses. We always tried to put in Santa Clauses which rode donkeys instead of elephants.

All we want in Dade County to hang on our Christmas tree is a new postoffice, a new federal judge, a customs district, an income tax district. You can send all the prohibition men to Georgia—it went Democratic, you know.

After you place these requests on the "Hurry-Up-Must" orders, you can dig our harbor 40 feet and widen it to 200 from the docks to the ocean.

And then you can send down the Marines or somebody and have them scoop the water out of the Everglades. The water can be used nicely in some of the Wall Street stocks.

You might have the Florida railroads reduce freight charges so that we don't have to try and borrow money from the banks to meet the invoices.

the invoices. You could also get after the meat packers and tell them to quit killing wild horses and shipping us Western beef. And an embargo can be put on China to keep that country from sending us back the eggs which were donated to the starving Armenians a few years back. If you stop off here in Miumi on your way back to Washington, we'll tell you lots of other things. We might even give you one of our repossessed lots and make you forget California and its native sons. Remember, we are only Republican to see how you act. Leopards can't change their spots, but us Crackers sure can change our votes.

HOOVER DEMOCRATS.

swindled. Men don't waste much time trying to "get" the straight guy. But they do love to outsmart an organization that kicks 'em when they're down, that always has the upper hand and relentlessly

T'S A SHAME to keep harping on high rents, right at this time, when landlords are so busy looking over highpriced car advertisements and trying to decide on whether it's to be the Orient or Nice next summer. But somebody's got to do it, and as the self-appointed guardian of the public weal, we shall again brave the wrath and the torrent of abuse that only a flock of Greater Miami apartment house owners turn loose when anyone, even mildly, suggests that there should be an open season on them, a state bounty on their scalps and the destruction of their young wherever found.

Last year rents, we must admit, were away ow—to the apartment house owners then in

possession. This year it is entirely different.

One beach apartment offers a good example. It cost \$400,000 to build. The original owner is now in possession of it. His foreclosure gives him the apartment house for barely more than \$100,-000. And yet he asks five times more this winter on his \$100,000 investment than last year's owner asked on his \$400,000 investment. Actually, 2,000 per cent more than the poor landlord he foreclosed on.

The apartment house owner who has retained his place through the last four years is to be pitied. His figures on investment and net revenue are indisputable. How he is going to make a profitable return on his boom extravagance is enough to make the world's finest economists burn to be more pitied than censured.

Our grudge is against the fellow who has foreclosed at an extremely comfortable figureand now thinks we're coming back into the boom days. By this we mean principally the banks and trust companies—and there are three that control most of the apartment houses and hotels in the Greater Miami area. These touted far-sighted and civic-spirited" business men have, for example, combined to put all their thusly seized holdings on strictly a six-month seasonal basis, half-cash in advance, the other half the first of the year. In other words, if you wanted to send your family south for one month, you'd look at the Miami season price—and probably send

them to some nice cheap watering place on the Italian Riviera this winter.

The old November-First-to-May-First hokum persists, and even the kindergarten students are beginning to wonder whether the leading spirits of the world's greatest playground are as-tute or just plain asses—and, furthermore, if they are working for the city's future interests or for quick getaway money.

Until human nature changes entirely, and visitors don't like to be back at the old northern fireplace with the folks on Thanksgiving and Christmas, or get back to the old lowa farm for their early spring planting, or to make up their March income statements, we cannot expect a six month blaze of glory.

And we'd better adjust prices to that basis.

TAPPEARS as if every time a tourist arrives in town a new sandwich emporium or tea room opens up. It's the "Magic City."

THE new courthouse is a wonderful building. It is just full of law-enforcing agencies. Yet, we noticed that the elevator license permits expired on November 14th.

#### The Meeting Was a Success

POLICE DEPARTMENT Miami Beach, Fla.

DAILY REPORT SPECIAL DATE: Nov. 14, 1928.

TO ALL MEMBERS OF THE

MIAMI BEACH POLICE DEPARTMENT

If not TOO INCONVENIENT, would like to meet this Department's members in conference in my office tomorrow, Thursday afternoon, at 2 P. M., for the purpose of Daying salary for first half of month of November, 1928. Will appreciate large attendance at the proposed hour. R. H. WOOD, Chief of Police.

### "Learn to Read Your Meter"

The above caption is one of the slogans put out by the Florida Power and Light company as a means of advert It's clever, frank, and utterly misleading.

—But yet the electric bills mount upward!

Well, the average bulb is a 40-watt affair, calling for 110 volt-The company also has 120 and 130 voltage. It is suggested that the company go a little further in its edu-

cational campaign.

Suggest to the consumers that they learn how to test the voltage. The 120 and 130 voltage thrown into a 40-watt lamp might burn it out. If they don't the electric bill increases.

The man who owns a Ford shouldn't be made to carry the ex-

#### Save It for the Games

penses of a Rolls-Royce.

The college football spirit is a wonderful thing—and yet we wonder why the city police will allow a gang of young hopefuls to rend the night air with shrieks and yells, the tooting of sirens and reckless driving at 10:30 p. m., displaying all the marks of a hoodlum crowd. Can it be that a new brand of Hialeah liquor has arrived on the local market?

HAVE you registered over at Miami Beach for next month's election yet?

ENVOYS of Kellogg, the sanitarium man, gave Miami the once-over this week, seeking a site for an institution. They probably won't come back, unless they import patients.

#### THIS IS THE LIFE!

Dear Wen:

The highest price I ever paid for Miami Life was \$16. At that, it was worth it.

This is how it happened.

I was in an oasis on West 49th street, New York City, and I saw a copy of the paper that is read and not skimmed. It was right down at the other end of the bar, and 20 people in line waiting to read it.

Before I got my turn at it I had to buy \$16 worth of liquid refreshment.

And by that time I had to shut one eye to read it.

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WINTER in this wonderful, A WINTER in health-restoring climate, sun bathing, sea bathing and breathing our pure iodized salt air, will

strengthen and invigorate you.

young again.

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ed when you deal thru Fisher

CARL G. FISHER

Properties

LINCOLN ROAD AND JEFFERSON AVENUE

Miami Beach, Fla.

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Age of March 8, 1879.

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Advertising contracts are solicited and accepted by the business office—or by any representative

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refuse publication of any unreliable or undesirable.

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#### Why the East Coast Canal?

THE State of Florida once was generous. Twentyfive years ago, by legislative grant, it donated 1,031,-128 acres of land to the East Coast Canal company without receiving any compensation, other than that the canal would be completed in four years. And the work has never been completed up to today. But the land came in handy. It has been sold for

The 1917 legislature appropriated \$10,000 with which to survey the proposition and return it to the state on the ground that the charter had been cancelled by the inactivity of the company. The 1925 legislature did the same. And the 1927 legislature granted \$35,000 for the same thing, as Governor Martin said \$10,000 wasn't enough (Chapter 12025, No. 220). And the very next act of the legislature was a bill (Chapter 12026, No. 221) authorizing the state to secure back the grant by donation, condemnation or purchase.

The eleven commissioners of the East Coast Canal draw \$1,500 each for yearly expenses. All that is left of the canal is the water and the ditch which the state granted to the company and which the state now would buy back under the recent bond issue authorized by East Coast voters. which to survey the proposition and return it to the state

East Coast voters.

East Coast voters.

Three-quarters of a million dollars will go to the Kelsey interests if the Supreme Court upholds the validity of the bond issue—for something which the state already owns because the company has violated and never lived up to its charter, as ably stated by former Attorney General Thomas West in 1917.

What the East Coast canal means to the people of Dade county is more taxes. It is one of the smoothest bits of propaganda ever put over on little-thinking voters. And the only state's attorney in the entire district with guts enough to fight the steal was Hawthorne and Hunt of Dada county. Hunt of Dade county.

#### A Rolling Charlie Celmars Gathers No Kid Moss

A Rolling Charlie Celmars Gathers No Kid Moss

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## NOW!

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A Column of Good Cheen

Keep Laughing 2500 Years Ago Frogs to Tell a Lesson Faith in Miami People

#### By CHAFRAJON

I know it is terribly discouraging to have things go continually wrong. But it does not help things to let the world know that you are discouraged. It is a true saying: "Laugh and the world laughs with you, weep and you weep alone."

There is another true saying that "the man worth while is the man who can smile, when everything goes dead wrong."

It is the one who does not show, or admit his discouragment but who keeps plugging at it that eventially wins big success.

That is true now and it has been true ever since the world began, and it will be true as long as the world lasts. That is why Miami is still very much on the map, there are so many of us who don't give a dam as to what has happened, we are going to keep going until things do come our way.

Old Aesop was one of the wisest men of 2500 years ago. He told us in fables things that are still true today. One of his fables was the story of the jumping frogs.

Two frogs in a country spring house by accident fell into a jar of cream. The jar was so tall and the cream so deep that they could not get out and could only get a breath of air by jumping up. One of the frogs was immediately discouraged and said, "What is the use, I can't keep jumping forever, as I am going to be drowned in this cream eventually, I might as well do it and get it over with. So he stopped jumping and died.

The other frog said, "That is not the right spirit, I am going to keep jumping and died.

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The other frog said, "That is not the right spirit, I am going to the limbed out of the jar and was saved.

that he climbed out of the jar and was saved.

But to add a little humor to the subject, if you are going to do much jumping you want good shoes. Probably arch supporter shoes, which reminds me of an interesting thing.

Cromer-Cassel's recently advertised an arch supporter shoe for women, that they thought was so good, that they made this offer: Buy these shoes and wear them for ten days. If you don't like them at the end of ten days, bring them back and get your money.

Now I thought sure they would get back three-fourths of them, so I asked Lee Roth, "What is the big idea?"

Lee Roth is the department huy-



### Liquor Cutters Busy

CCOTCH	RYE AND BOURBON
Vat 69\$3.0	Old Overholt \$2.50
Vat 69	Walker's American Rye 250
	2.50
	2.50
Ichanic Walker of	2.50
	F D-100
Gavin Dick25	Pebblebrook 250
Ferguson's 2.5	Old Judge 250
Munro Square	
Lochness	Iv. I Canadian Rve
	American Bourbon 2.50
	Club Rye 2.50
John Adair 2.5	CIN
Amstei's \$1.0	White Satin
Amster's	Gilbey's
Beck's	Gilbey's
Carlsberg	Gordon's
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	RUM
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Heidsieck Dry Monopole 8.0	
Mumm's Gordon Rouge 7.00	Gilbey's 3.50
Mumm's Gordon Rouge	
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Formal Opening

Saturday, Nov. 17th BRASS RAIL No. 2, Inc.

155 East Flagler Street

SANDWICHES DELICATESSEN

FREE BEER ALL DAY

#### They Tell Me

121311199122321233331993994188566988332119951

That Kathryn will not have any complaint against Miami Life this week !!!

Life this week

That C. P.'s enthusiasm for
Holland gin is not confined to
his artistic appreciation of the
stone jug it comes in
!!!

That at least one of the Toon-erville commissioners is in fa-vor of importing some Chicago bomb throwers to solve the Mi-ami Coliseum question

That Hulda might have a good

#### SIP & BITE 115 E. Flagler St.

Next to First National Bank

**CLUB BREAKFAST** 25c

No Charge For Our Extra Cup of Thermos Coffee with Cream

The Bonita Coffee House Delicious Food Luncheon \_\_\_\_50c, 65c and 75c Dinner \_\_\_75c, \$1.00 and \$1.25 150 S. E. FIRST STREET MIAMI

OPENING OF

Moulin Rouge Saturday, Nov. 24th 65th and Dixie Hi'way

G. UTERMOEHLEN Formerly with Olympia Orchestra
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### RENT A CAR

REASONABLE RATES

AUTO RENTORS, INC.

Inter-City Service to Jacksonville

TEL. 33037

That the University of Miami football team will have to Buck up if it expects to win any more games this season

THAT Bill likes company when he's in a strange town, and that somebody cares

That the editor-publisher was not wild over having the traffic cop horn in on an otherwise pleasant conversation

THAT when Brady isn't out with Vera he's out with the cute girl friend

case against the local newspa-per that spelled her name "Hu-la"

That a certain member of a municipal department should not speak so disrespectfully of his Czar

girl friend

!!!

THAT Bernard forgets that
Wess adopted the blonde when
he left for the north

THAT Jimmy Humphries,
proprietor of the Admiral hotel

That Jo really didn't mean it when she said that she could qualify as a man-hater

THAT Frank and Ray like Coral Gables best when they're thirsty.

Ships That Go to Sea

WORD has reached Miami from that old sea pirate, Captain Allan Johnson, the terror of the Bahamas.

Captain Allan left Jacksonville with a load of lumber some four or five months ago for Venizuela. He unloaded his cargo and then went to another port for a load of fertilizer. A stray hurricane beached the Nassauvian, and Allan went ashore to see the authorities. He met the president of the country, became friends, and the president reciprocated by ordering the Nassauvian to dry dock, where a new paint job was performed and complete overhauling of the boat at the expense of the government.

Captain Johnson was given an automobile with a black-skinned chauffeur and represented the Bahamas government with much credit.

Anytime that Allan is put ashore he will come out on top. He is probably the most likable chap ever piloting a boat through the Bahamian Cays. His boat will probably arrive back in the states some time next month.

A ROLLY TERROR

THE Munson liner Munamar arrived in Nassau two and one-half days late from New York. It got to tussling with the 100-mile gale which put the ill-fated Vestris to the bottom.

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TOMATOES MAKE BUSINESS

LVERY outgoing boat bound for the Bahamas is cargoing a flock of tomato crates. The crates are made in America. They go to Nassau and come back loaded with tomatoes which are sold in America. Thus 90 per cent of Miami's shipping originates from the friendly islands. This is the state of the past month laying out the routes. Take a trip.

Take a boat trip. It'll ease your the friendly islands.

America. Thus 90 per cent of Miami's shipping originates from the friendly islands. Think it nerves and awaken your appetite.

PROGRESSIVENESS

THE steamship Laura of the Florida Inter-Island Steamship company will be taken off the Miami-Nassau run next week. George T. Linton, head of the company, will refit and remodel the sturdy and speedy boat into one of the finest passenger and freight-carrying boats operating in the South. The Frincess Montague, just off dry dock, will take over the run. By the way, the Laura will also emerge with a new name, "The City of Nassau."

BARRON G. COLLIER, Florida's

B great transportation genius, and somewhat of a monarch in the state, is inaugurating something

ATWATER-KENT

R C A RADIOS

Flagler Radio Co.
22 W. Flagler. Phone 38331
5th St. and Collins Ave.
ami Beach. Phone M. B. 6596

with a new name, Nassau."

**PROGRESSIVENESS** 

J. Y. HOCKER USED CARS Of the Better Kind N. E. 2nd Ave at 19th St.

on the beach, came out victorious in the suit instituted by C. B. Geissenhainer

THAT the new sedan with the old driver is hunting 'em on Biscayne boulevard

1 1 1

Next to Home— This Is the Place to Eat Chicken and Steak Dinners
Home-Made Ice Cream
Old-Fashioned Ginger Bread
COTTAGE INN 227 Seventh St., Miami Beach CURB SERVICE

THAT Brother Elk Naiman will feed the herd with home-cooked meals at the Maryland Inn, 208 N. E. 2nd avenue. WHEN AT THE BEACH VISIT Miami Life is Read-Not Skimmed

Christ Restaurant and Grill 144-146 Biscayne St.

Miami Beach Steak - Chicken - Fish Hame-made Pies and Cakes

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Leaves Miami Tuesday and Friday, 4 P. M. Leaves Nassau Wednesday and Sunday, 4 P. M. Arriving Early Following Mornin, Phone for reservations 2-2431

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Featuring the same good home-cooked food that has built our reputation in the past

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CHESTER ALEXANDER & FRANKIE MADDEN COMEDY AND SONG

ROSE WYNN

Cyclone of Pep - Mistress of Ceremonies

BETTY JEWELL and \_ BEAUTIFUL CHORUS GIRLS \_\_

Phone 8803 For Reservations

## Things I'd Like CAP To Know

If Peggy will ever again take four P-K's and then discover-that Fenemints have been sub-stituted

If Attorney W. F. Parker will ever find out the truth about the "brown derby."

If the lady is still mad at the hotel man and why her hand-writing was detected

Who started the story about the stranded deputy sheriffs in Havana

Havana ? ? ?

If Soldier Leavitt wasn't surprised when the judge asked him for his seat

If a good golf teacher couldn't make some money instructing Arnold and Reeve , ? ? ?

Swigg . . . and if he really got elected to the Massachusetts legislature

Why Mac hid the \$20 bill Where Curley gets all those

A SET CHARGE ON EACH ITEM TO BE REPAIRED. THAT'S THE

XZI TRADE MARK

SYSTEM

PLUMBING

REPAIRS
You Will Save Half
At Your Nearest
FIXZIT STATION
MIAMI PLUMBING CO. CORAL GABLES PLUMBING Next to 1st Nat'l Bank Get our Catalogue ch

our Catalogue showing co labor and material. FT. LAUDERDALE PLUMBING CO. (Across from Band stand)

Connecticut Cafeteria 116 N. E. 3rd St.

ou will enjoy our Chicken Dinners and Fine Pastries. Moderate Prices.

Huggins Garage 2400 W. FLAGLER ST. "MY WORD IS MY BOND" PHONE 33619

SUN. THRU WED SAMMY COHEN

-IN-"PLASTERED

A Panic in Sound on the Movietone

stories he tells a certain writer

If the police will parade in the new monkey suits

Who the big oil man is at the McAllister ... and where will he find the stuff

If Joe wasn't considerably relieved to learn that the new films will not be paid for out of the C. of C. fund

Why the two publicity men guard the secret of their "110-proof" so carefully

How Ray is getting along with his so-called work ??

When Mrs. G. is going to make good her threat and begin to consider applications

IN PARIS"

To That Fresh Guy
(Via Miami Life)

Girls, let's make that travelling salesman who made all those wise cracks about us and our clothes in last week's life, eat up his words.

Comparing us to Sandusky villagers, and even remarking on our old style brassieres and corsets. My crowd hasn't even seen an old Ironsides or joy confiner except behind plate glass since Ev Sewell got a haircut. And what can we substitute for stockings except a coat of tan?

Personally, my ma says if I take off one more inch of yard goods, she'll help send me to jail herself.

What does this travelling trouble-shooter expect for nothing? Free show my eye out in Hollywood—but who wants to stand on a curb-stone all his life? And they pay for it sooner or later.

"Dark winter dresses—no style," etc. Well, my gang doesn't wear 'em, unless it was the day after election. He'd better make a return trip. Must be a cheap guy, anyhow, only two or three days a year in Miami.

I claim the Miami girls positively show more for less money than any Rio Rita from Mexico ever ly show more for less money than any Rio Rita from Mexico ever thought of doing, and if that curb-stone Romeo can suggest anything further us girls might abandon without the sheriff knowing it—well, ask him. That's all, ask him. ing it—

US GIRLS.

HERE'S MESS-CALL!

HERE'S MESS-CALL!

Editor of Miami Life:
What's this epidemic of restaurants? It seems to me that there's a new one every time I come down town, which is about every other day. I know that each winter we have this to contend with more or less, but have they ever been this thick?

And another thing as Andy

THE GIRLS COME BACK

Fo That Fresh Guy (Via Miami Life)

thick?
And another thing, as Andy Gump would say, whatever put it into the heads of these beanery proprietors that all they have to do when meal time rolls around is to open another can of string beans, or carrots and peas, or spinach, as the case may be?

I served my time in the army, and have seen some pretty sad

in the Is Editor's Mail

Gas and Little Nell

to gobble up another commodity.

Everything in the Line of Plumbing MUST GO!
"BUY NOW and SAVE DOLLARS AT MIAMI'S PLUMBING DEPT. STORE!"

Markowitz & Resnick, Inc. 2335 N. MIAMI AVE.

Just Received
MID-SEASON SAMPLES IN
THE SHADOW TONES
Green-Maroon-Tan and Reddish Tan
Suits, 30.00 and Up

EDDIE STEPHENS
"The Young Man's Tailor"
231 N. E. 1st City Club Bldg.

TRY OUR 50c and 75c Lunch and Dinners PREVO'S WAFFLE SHOP 19 S. E. FIRST AVE

ARDEN

What is the second state of the second

Dear Mr. Phillips:

I think some investigation should be made as to whether this outfit that is trying to get the gas franchise for the beach is even remotely connected with Our Little Nell, the Florida Power and Light Company. I have been familiar for some time with the advant ways of this gigantic monster that is gradually pany. I have been familiar for some time with the adroit ways of this gigantic monster that is gradually gaining control of every franchise of any kind over the country and it looks to me like the beach is about to be taken in the same way under the impression that this outfit is an independent concern. The election on the franchise is coming up very shortly and if you have any means of finding out, I think it is your duty to inform us immediately, before we tie ourselves up for thirty years. Goodness knows we need gas but I would rather do without than allow this power trust

ERIK DORN.

of meals offered in public eating places hereabouts beat anything I have encountered.

In northern cities of this size it's always possible to find at least well as the state of the size it's always possible to find at least well as the size it's some enterprising restaurated would come in and give the tourists some real food at reasonable prices for a change—the native prices for a change price

in one season.

PRESIDENT SMITH

Editor of Miami Life:
"Athlest Head Leaves Pris-"Athiest Head Leaves Prison," says a news headline.
When questioned by the head
reporter, President Smith
(Charles, atheist) assumed entire responsibility for the tragedy. "I lost my head, I guess,"
he said frankly, "but you boys
should be easy on me in your
news dispatches, remembering
how I have been persecuted on
account of my faith."

HAITCH.

MIAMI WAKES UP

MIAMI WAKES UP
Dear Wen:
For the past three years the question of whether horse races were beneficial to Miami or not has been a great subject of debate, with citizens about evenly divided on the subject, while merchants couldn't say yea or nay because they had no means of judging the results.
This year, after witnessing last year's anti-racing season, and noting the thousands of tourists who wended their way to Havana, merely using Florida as a junction point, both the citizens and merchants have realized that tourists expected something else besides climate.

That they wanted to enjoy themselves. And today there is a feeling all over Florida enthusiastic to the winter meet of the Miami Jockey Club, which starts on January 31, 1929.

And, while on the subject of entertainment for our visitors, it might not be amiss to again call the attention of the people of South Florida to the work being performed by George "Tex" Rickard and George Carter on South Miami Beach, where the most elaborate greyhound racing track in the South is rapidly nearing completion.

When we give the tourists what they want, then we are building up our cities and our bank accounts. With healthy bank accounts. With healthy bank accounts, prosperity hangs around, and development and industries thrive, and agriculture also.

We've theorized long enough and at an exceedingly heavy

Bob.

Dear Editor: Tell me something. "Red" Snedigar running for mayor on his past record, or

SOUSE BEACHITE. Miami Life is Read-Not Skimmed

Marine Hardware
Paints and Oils
Fishing Tackle
Prices Right Plenty Parking Space
Phillips Hardware Co.
GENERAL HARDWARE
301 N. Miami Ave. Miami, Fla.
J. D. PHILLIPS, President

DEMAND UNIVERSAL CIGARS

Sold All Over Miami Not Only Made In Miami-But Made Well.



# NO COUVERT OR

ADMISSION CHARGES

LA MARIPOSA **PATIO** 

FLORIDIAN HOTEL

MIAMI BEACH

A gloriously cool spot where music lifts the tired spirits and lends to the weary mind the feeling of a newly discovered fountain of youth.

> Every Saturday Night For Reservations Phone M. B. 6646

BEACH COFFEE SHOPPE

9 Ocean Drive Reopened under same management

Open Day-Night We specialize: Sea Food, Steaks, Chops Lunches and Dinners Served



SUN. - MON. - TUES

"THE WHIP" With an All Star Cast

WED. - THUR. - FRI. - SAT.

DOLORES DEL RIO



Home of Paramount Pictures

Shows at 7 and 9 o'Clock Home of Paramount Pictures



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Home of Paramount Pictures

PALM GARDEN SPANISH VILLAGE

MIAMI BEACH

BEVO BY THE CASE

Phone M. B. 6651

DO YOU PREFER SCOTCH? S. A. RYAN, the lightning Ford-Lincoln man, says Miami Life is a tonic. "It's better than a Scotch highball the morning after," he says.

## Well Watch

our stomachs become sensitive about their food. Three times a day they demand the finest treat-

What wiser setting than The Green Candle? Here impressive surroundings is assurance of superb food for your most honored guest; metropolitan service; dishes for your daily well being.

You would surely like such menus as these-the niceties of preparation, the careful choice of foodstuffs. May we see you soon? Thank you.

The Green Candle

Famous for Food 226 E. Flagler St. IAMI LIFE'S SOCIETY M

M. KIMI S. IWAMI, who loaded down all lady guests of his Mandarin restaurant with cherry blossoms, is at it again. He is going to splurge with a 16th anniversary sale at his Nippon art store and you can buy your girl a lot of jiggilty garments for her Xmas there. (Note to adv. mngr. Try and get a ad on this.)

M. MORRIS HUGHES turned golf professional according to some inside information we heard at the police

TUDGE TOM NORFLEET took himself to Key West Monday and fined a man one dollar after which he enjoyed some of the fisheries cooked up by a Spaniard which came

 ${
m A}^N$  informant informs us that Mr. Eddie Eliscuie has dressed himself all up for some reason or other.

CRAZY people in Miami don't have to go to Chattahoochie any more.

They can patronize the Miami Retreat which is somewhere in town and should enjoy more patronage if all the crazy people would

MR. VICE-CONSUL POINTS of our country who helps
Miamians when they stumble through the doors of
Dirty Dick's at Nassau and land in the guardhouse there,
has been a Miami guest for a week. Mr. Points likes the
tropics and says he wants somebody else to like them, and is
willing to be transferred to China.

The pretty black-haired Georgia
girl which all the city hall bows
and some of the countv boys buys
coco-coles for is again back in
coco-coles for is again back in
coco-coles for is again back in
the pretty black-haired Georgia
for the country who helps
NEXT WEEK.

Chamber of Commerce reports the
recent arrivals of the following
tourists: James Humphries, a
short chap named "Gink," Bob
Ralston, Fred Bishop, Jim Yonge,
Hilliard Spaulding, Gus Mitchell,
three councilmanic candidates, Major Carter, and a man who later
registered as John Smith and wife,
all of North Beach, Fla.

Mr. Eli McDonald gave a mesterful address on the furniture business before the city commissioners. The sneech was good but Mr. Fli didn't say the same about the furniture business.

Colonel Duncan, who sometimes rides a horse in parades, says the new manager of the Cla Reina hotel is a perfectly charming ladv, and to please tell readers guests are welcome. (Adv. dept. See how about a ad.)

Sheriff-elect "Pop" Lehman is still busy selecting new deputies Mr. Coleman might get you on if you speak to him.

Sandwich shops have done right well since the Florida-Georgia game. Georgia banks report heavy overdrafts from Florida.

Besides her two sons working about the Wofford hotel, "Ma" Wofford has got her a couple of Seminole Indians chasing Bugs off the front lawn foliage.

Soveral tourists passed through here this week trying to escape the cold spell.

Mr Lucien "Schultz" Lance of North Beach has been seen lately surveying the lemon crop at the Snanish Village Palm Garden. There is every indication, according to Mr. Lance, that this year's lemon crop will be the most prosperous (for the proprietor) in history.

Already the northerners are coming south. The South Beach

EASY WASHER

WHY NOT TRY

GOLDEN

WEDDING

Electrical Co., Inc. 15 340 W. Flagler

NEW WRINGERLESS TIME PAYMENTS Guy H. Robinson

Phone 22815



Why not take a ride to South Miami Beach and drop in at

THE GREYHOUND

110 Biscayne St. Next to Smith's Casino

"Meet friendly, part quietly and call again"

Opening Announcement-A Good Place to Eat

Open For Business

SUNDAY, NOVEMBER 18, 1928.

New York Strictly Kosher Dining Room Miami, Beach, Florida 316-318 Collins Ave.

> TURN INN 62nd St. and N. W. 25th Ave.

MAY POWELL, Blues Singer HAROLD BARTON AND HIS ORCHESTRA With That Famous Singing Trio

No Covert or Admission Charges



ACCURAC EEDAND

Please List Your Real Estate For Sale With

62 West Flagler Street Phone 21314

**8 YEARS OPERATOR IN MIAMI** "Experience Tells"

MY SPECIALTY: Homes, Hotels, Apartments and Business Properties

ASK TO SEE MY LIST OF 300 PLEASED CUSTOMERS

# on the Weeks Happenings

JOHNB. REILLY, Miami's first mayor, dies \* \* \* U. S. postoffice committee visits Miami . . . we might gain by going
Republican \* \* \* Commodore W. H. Vanderbilt sails for trip
around the world on yacht Ara . . will seek strange specimens
of the deep \* \* \* Shrine band and drill team to attend Miami
U-Stetson game today \* \* \* Good fights at Miami Coliseum
Monday . . Slats has a fine card \* \* Governor-Elect Carlton
and motorcade on way to Florida from Washington, D. C. \* \*
Floridians to witness inauguration of Hoover \* \* \* Gulf stream
tosses about in heavy nor-easter . . works hardship on rumrunners . . liquor market fairly well supplied . . no change in
prices \* \* \* Shape-ups about city hall still imminent \* \* City
Manager Snow returns from vacation \* \* \* Work on South
Miami Beach Kennel club proceeds rapidly . . best dogs of the
International Greyhound Association booked \* \* Cold weather
of the North sends advance guard of tourists to Miami . . .
they all have new suits \* \* Cocobolo club opens December
15th \* \* County commissioners authorize new \$40,000 addition to Kendall farm \* \* \* Miami Beach politics warming up
\* \* \* Circuit judge tells Rotarians Dade county citizens shirk
jury duty \* \* \* Miami to get fast mail service December 1st
. . it's by plane from New York \* \* Routing of street cars
by new system due soon \* \* \* Santa Claus getting ready to visit
Miami \* \* Miami-Biltmore hotel in Coral Gables will open
for season \* \* Assurance of races attracts many horsemen
. . stables begin to fill up \* \* \* Business conditions show
upward trend . . . new capital arriving causes optimism \* \* Dade County Security Company issues healthy report under
direction of receiver \* \* Al Smith passes through Tallahasse
on way to Mississippi . . Florida went Republican \* \* \* MORE
NEXT WEEK.

T girl which all the city hall boys and some of the county boys bys coco-colas for, is again back in Mr. Arnold's office. She was laid up for a while account of not remembering not to fall down steps.

FOOTBALL CLASSIC



UNIVERSITY MIAMI

VS.

JOHN B. STETSON UNIVERSITY OF

DELAND, FLORIDA

AT

UNIVERSITY OF MIAMI STADIUM

3 P. M. Saturday

"Shrine Day"

Mahi Temple's Shrine Band and Patrol will be there en masse. Music will be rendered by the Band.

300 Students and 40-Piece Band from Stetson Univer-sity will add to the life, col-or and pep of the occasion.

General Admission \$1,00 per Person

Reserved Seats, \$1.50 Auto Parking: Driver and Car, \$1.75 Each Additional Person in Car, \$1.50 BOXES, \$2.00 Per Person Round the Town with Sho ROD\_A

ANOTHER GRAFT STOPPED THESE merchants of Miami who believe in an-all-year city, have spiked the "fly-by-night gypers who wend their way south each winter and, by glaring advertisement and vivid word pictures, entice the lazy dollars out of our citizenry's pockets. pockets.

It seems that household furnishings have been the main bait to mislead the unwary. Auctioneers, have a stiff fee and selling license to meet. The dishonest ones have been in the habit of placing a fictious lady's name in print, stating that the said lady will offer her household effects at auction. And prospective customers flock to thouse for the "bargains."

The truth of the matter is that the furniture and fixtures are repossessed goods from apartment houses and hotels. The "auctioneers" buy them for practically nothing, move them to the house in question, mislead the public into believing a private family is selling out, and dodge the license fee.

And thus both the legitimate merchants, and the easily-fooled showers are both stung It seems that household furn-

And thus both the legitimate merchants, and the easily-fooled shoppers are both stung. You'd better watch your bedsteads hereafter.

'KING DIES"

"KING DIES"

Police Officer John S. Phillips no longer walks his beat with a smile, although once in a while he glances behind him as if looking for the friendly fellowship of "King,"

"King," as you know, was one of the force. He was just a great hig pup of a police dog, but somehow in his canine way, he impressed you as being on the job, and should you fail to greet him with a friendly pat or word, he'd rub his warm nose against your hand.

"King" was poisoned. He went the route which several other dogs in the 300 block on N. W. 32nd street mysteriously took. Arsenic and strychnine, administered probably by one who should have taken it himself.

It may be all right, as O. Henry once said, to set fire to an orphan asylum, or to rob a blind man of his pennies, but the type of alleged human who will poison a dumb and faithful animal has not as yet been classified by those who seek the lowest form of beings.

STARTS NEW WORK

Joslyn (Pete) Yoder, who resigned recently as publicity director for Miami, is now assistant general manager of International News Service in New York.

York.

"Pete" has been shooting out publicity for the Miami district since 1925, having been publicity director for Coral Gables when that city was covering the earth with "forty miles of water These front" advertisements. Those were busy days for "Pete" but he managed to get more publicity for this district in northern papers than anyone else and still had time to make plenty

martin 1 and 1 and

LOW HOTEL RATES Private Bath (Tub or Shower) Twin or Double Beds

ONE PERSON

TWO PERSONS

 Day . \$ 1.50 \$ 2.00 \$ 2.50 \$ 2.50 \$ 3.00 \$ 3.50

 Week . \$ 9.00 \$12.00 \$15.00 \$15.00 \$18.00 \$21.00

 Month \$35.00 \$45.00 \$55.00 \$55.00 \$65.00 \$75.00

RITZ HOTEL

Two Minutes From Everywhere Down Town

East Flagler St. Between First and Second Aves., Miami, Fla. MINIMARIAN MINIMARIAN MINIMARIAN PHORE 3-7961

HENNESSEY'S, Inc. The Home of Quality Service Since 1880

345 Northeast Second Ave.

Formal Opening

SATURDAY MORNING, NOVEMBER 17

We carry a full line of Domestic and Imported Groceries, Western Meats, Fancy Fruits and Vegetables.

It has always been our policy to handle only the finest of Foods. Our Service is unexcelled by any.

REASONABLE ACCOUNTS SOLICITED.

Phone Orders Given Prompt Attention - Prompt Delivery.

Business on Business Princples.

HARRY HENNESSEY

EDWARD E. KNOX

friends here.

Joslyn P. has had a long career of publicity work and is a well known figure in newspaper circles throughout the country. He was assigned to cover the activities of the late President Roosevelt in the presidential camvelt in the presidential cam-paign of 1912, and is promi-nently mentioned in Roosevelt's biography.

SOMETIMES A JUDGE IS

WRONG

, Judge W. F. Brown of the Court of Crimes estreated a bond one day this week. The bondsman brought in a doctor's certificate which stated that a negro woman was unable to appear for trial. The judge, not being exactly strong for the pleas of professional bondsmen, experience having taught him somewhat different, estreated the \$500 bail.

Thinking the matter of \$500

the \$500 bail.

Thinking the matter of \$500 worth saving, Lou Schwartz, the bondsmen, gathered around him some huskies. They salvaged a stretcher somewhere, and went to the negro woman's house. Carefully placing the woman on the stretcher—she had backed into a passing automobile—they brought her to Judge Brown's court. He gave one look, and set aside the estreature.

MORE NIGHT CLUBS

There will be plenty night clubs this winter, and most of them are putting up some real entertainment. Turn Inn, N.

W. 62nd street and 25th avenue, a new place has a wow of a singing orchestra. Joe Lycell is opening up the Moulin Rouge again and Walter Krause is at the same place. Two good shows each night is to be the rule.

Ford LINCOLN

DADE MOTOR SALES 400 S. W. 2nd Ave. Phone 8145

One of the Largest Service Build-ings in the Country Center of Town Location

ANNOUNCING The Opening of THE ANTIQUE DOME 220 E. Flagler St. Antiques, Silver, Jewelry, Gits and Novelties

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 2333

#### **EXCLUSIVE FURNITURE**

REASONABLE PRICES

ELI Mc DONALD CO.

208-214 West Flagler St.

WHEN YOU THINK OF FURNITURE — THINK OF HELMLY'S



TERMS TO SUIT

And don't forget the baby; the little to likes comfort as well as the grown ups. One of these high chairs will also save mother lots of care

large or how small your requirements may be, we can take care of them for you. And you can get them on terms to suit your pocketbook.

No matter how



CASH OR CREDIT



Overstuffed Living Room Suites at Rea Bargain Prices. It's a real pleasure to entertain your friends if your house is really furnished

Don't Forget

"Your Credit Is Good at Helmly's"

**PHONE 3-7961** 

GREYHOUND RACING -- MIAMI BEACH KENNEL CLUB -- STARTING TUESDAY, JANUARY 1st