Woman Cowardly Attacked By Bayfront Astrologer

7th street went to Prof. Seward's joint on the Boulevard at Flagler street on the night of Dec. 6th.

She sat in the front row. Some women behind her were talking. Prof. Seward was over in one joint gypping people on a hand-writing gag, but his assistant and son-in-law, LeRoy Howell, was on the platform selling horoscopes.

Mrs. A. Marie Altemus, 55 years old, a widow and swung a terrific blow at Mrs. Altemus' head record for \$4,500 damages. who owns her own property and lives at 511 S.W. from behind. The blow was so hard that it drove a hat ornament into her head and she bled. When he hit her he said, "I'll teach you to talk so much!"

"I wasn't talking," she remonstrated. He then said, "I've a good mind to wring your neck!"

Friends took Mrs. Altemus away. Prof. Seward and Howell became alarmed, and hurriedly folded up the joint for the night.

Mrs. Altemus retained Attorney William T. Mc-

McCaffery filed the practice for a subpoena Jannuary 23rd and according to his agreement with Mrs. Altemus was to have filed the declaraton on the Feb. 5, rule day Mitchell D. Price and Charles W. Zaring entered appearance for Seward and Howell. But when rule day came McCaffery failed to file any declaration.

Howell became irritated at the talking. He wrap- Caffery, Seybold building, to file suit against Prof. Randolph Bell, Ingraham building, but his entrance of savagery on his part is the straw that broke the ped several heavy horoscopes together, walked over A. F. Seward and Leroy Howell in the civil court of in the case will not be official until the court recog- camel's back.

nizes him as the new lawyer.

Theory is that Prof. Seward can't stand the heat during the season. There is no proof of course,, but the case is rather smelly. Mrs. Altemus has a number of witnesses who have made depositions. She is still suffering from shock. Witnesses say the wad of horoscopes was almost as thick as a baseball bat. She is a pioneer Miamian. MIAMI LIFE thinks it is time to rid Miami of Faker Seward who has always taken too Whereupon Mrs. Altemus secured a new lawyer, many liberties with the populace, and this last bit



VOL. 14-No. 18

Miami, Florida, Saturday, February 10, 1940

"YOUR SKYLINE REMINDS ME OF NEW YORK"

Reubin Clein, Publisher

L PALM CONTINUES CROOKED GA

N THE FACE of the FBI and state cleanup in the county north of us, and the unqualified lidclamping order issued in Miami, the gambling fraternity marvels and wonders where the gambling O. K. comes from anyway-and who is powerful enough to openly flaunt their independence of the law, while, as, one might say in truth, the entire world looks on!

It is admitted the Royal Palm club has a very expensive floor show. Their salaries run around \$20,-000 weekly! Mere night-clubbers can't justify that kind of money.

Terrace Room" is nothing more or less than an in- crooked gambling of the worst order. If the truth tion of the Royal Palm license-when, and if the FBI vitation to wilful suckers whose ego can be played upon by the cunning management that seeks only to get them into the clutches of the renowned Eddie Padgett, Charlie Thomas, and "Ace-Deuce" Jake Solomon, all three convicted felons, and their cohorts in crooked gambling! There the suckers are flattered

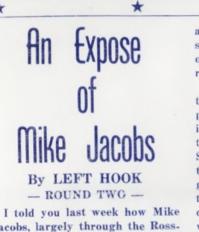
yes'd, and fawned upon; they ar handed grattuitous drinks, made to feel like big shots, and pleasantly The Royal Palm ad in the papers, advertising soothed and eased until-until all their money can

"special shows for special people" in the Bamboo be slyly stolen through games of chance that feature will have no other course open to him than revocacould only be told about the "sneak room" at the Royal Palm!

They must be crooked to "make the nut" (overning night at the Royal Palm, with the expenses these promoters have! They can't-and don't-ever give sucker a fair shake!

or any other organization, or persons, or officials, prefer charges against the Royal Palm Club for maintaining a gambling room. Or if the gambling head expenses)-and they must be crooked EVERY room is padlocked, the beverage dept., must act! NIGHT to keep going! Every night must be a win- then listen to the gnashing of teeth! And watch the pulling of hair around Miami's bayfront night club!

How long will the city commissioners continue But a day of reckoning is bound to come. H. H. to allow this place to have exclusive license to steal Hair, beverage department head in this territory, from our winter visitors? We can't help wondering!



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ACH

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(AND!

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fot

Jacobs, largely through the Ross-Klick fight in Miami six years boxing monopoly. ago, got his first coast-to-coast recognition as a fight promoter. assistant in the Hon. Ambrose It was here (where he's returning soon) that he perfected the Maryland, who is also gunning metamorphosis from ticket scalp- for Jacobs and Col. J. Reed Kil-

after Mike Jacobs. Senator Johnson is investigating his activities of the last year and is almost ready to begin tossing bombs. Jacobs has been able to fix the ordinary run of political appointees who have charge of boxing, but he has finally run into the battling Senator from the State of Colorado. Johnson is determined to clean up the boxing game, may invoke the powers of the anti-Sherman Act to prosecute Jacobs, the ticket scalper, who now is at the head of the Senator Johnson has an able

*

J. Kennedy, Congressman from munity.

Chamber

VER SINCE, back in 1925, L the Miami Chamber of Commerce directors tried to keep Miami Beach from developing its harbor facilities through the purchase of Fisher, or Terminal Island south of the Government Cut, we have seriously questioned the right of the Miami Chamber of Commerce to exist, except as a strictly private and selfish institution, solely concerned with furthering the economic ambitions of two or three of the biggest grabbers in the com-

In the many years he

was president of it, the

"Great-I-Am" Ev Sewell used

to partly satisfy his abnorm-

al vanity and mostly to pro-

tect and please the F. E. C.

railroad. (Publicizing Miami

was only incidental to publi-

cizing Sewell, by the way-or

Chamber's No. 1 God. Only a few weeks ago the Chamber of Commerce directors begged the people of Miami to vote for the "Power-Trust Steal." Although in so doing it ran the risk of angering more than half its dues-paying membership, the directors scarcely hesitated before giving their full approval to what will some day be known as a "Steal" second Trust franchises back in 1925!

the Chamber of Commerce has a population of 140,000! went beyond the bounds of given credit for 127,000, and decency.

er or not we make the F. E. C. treat us more decently, through track removal downtown or a union depot.

Just why the Miami Chamber of Commerce should take it upon itself, right at this juncture, to do any forecasting about popu lation can't be laughed off.

Dade county's population, says the Chamber of Commerce, is now 225,000 ----as only to the original Power- against 180,998 five years ago.

in 1930 it was 110,637.

Miami, says the Miami Last Tuesday, however, Chamber of Commerce, now . . .Alhough in 1935 it was

In other words Miami has

gained no more in the last

five years than it did in the

five years preceding - al-

though those first five years

were all Depression years! . .

Similarly Dade county-

whose increase, according to

Chamber figures, was only

(Continued on Back Page)

Curdled Charity

+

UP IN Atlanta they also have a Community Chest. But how different from Miami's! Up there they don't try to solicit with the high-pressure, soft-soap, bull-dozing, intimidating sort of technique our own Community Chest promoters are emoting with at the present moment. Up there they admit they're strictly administrative in naturestreamlining the whole charity situation, to facilitate the efforts of the various organizations benefitting.

What's nappening up there should give pause to the local situation.

Objection was made last week before the county commissioners at Atlanta that more than half of the funds given by the county for charity never reached the intended beneficiaries! The story was in the Atlanta Constitution this week. The county commissioners ordered an investigation.

It is probably worse in Miami. Things of this sort usualare. The annual drive has been staged for Februarythen folks are too busy to be cautious. It's the height of season when slick-talkers have the help of gambling and alcohol-laden atmosphere in trimming the gullibles. So it is that the already over-charged, over-burdened tourist is made to support Dade charities-plus a high-powered out-of-town sales organizations . . . ALTHOUGH the tourist, if he investigated, would find that he himself, if he happened to go broke unexpectedly in Miami and be forced to appeal to others for aid, could not possibly avail himself of the Community Chest he is asked to subscribe to-because he's "not a local!" Yet the tourist, among others, is being shamed into contributing to the local Community Chest! . . . That's the shameful part of this drive . . . that people should be "shamed" into donating! . . No comprehensible report has ever been made public of the local Community Chest. Just what it eliminates no one can find out. One hears a lot of generalities-but no understandable facts. Organizations benefitting by it keep on carrying on charity drives as they always have in past years-and the Community Chest merely gives 'em more money!

er to fight promoter-which, considering everything, was actually all that the word metamorphosis implies.

And then I told how, with the backing of Hearst, which meant Mrs. William Randolph Hearst's milk fund as sponsor for his 20th Century Athletic Club, he began to accumulate the gold of the realm. And how he whipped Jimmie Johnston, Madison Square Garden matchmaker-and then stepped into Madison Square as big boss-and then, that not being enough for him, set about to perfect a complete monopoly of boxing.

This is the gentleman that is going to stage the world's light heavyweight championship fight in our midst on February 28.

Now with what I pointed out last week, sports fans who read MIAMI LIFE should be in the mood to learn more about Mr. Mike Jacobs, what he has done, what he is accused of having done, and what the future holds in store for him.

Now United States Senator Edwin C. Johnson of Colorado is on Mike Jacob's Fight Racket.

Greedy Herald Robs Newsboys Pennies

UST because it's big enough to get by with it-and because lowly newsboys are unorganized—"Florida's Most Important Newspaper" has started out the New Year by appropriating to itself a cent a week from the already slender profits of its route carriers.

At the same time the Herald notified street-sales newsboys that they would have to pay a half-cent more for the precious morning paper.

This gives the Herald 3 cents of the nickle the customer hands the newsboy. For his job of selling the bulky conglomeration of ads, press-agentry, inflated ego, and vicious propaganda the major part of the day, the boy gets 2 cents.

No other paper in America would have the nerve to do such a thing!

The afternoon News didn't! ... and the newsboys (and, we hope, the public) have Mr. Dan Mahoney to thank for it. The Herald wanted the News to go along in this epochmaking assault upon lowly newsboys-but Mahoney refused.

We just can't help but believe there's a day of reckoning ahead for the Herald. We can't help believing the Herald eventually is going to have to pay-and pay dearly-for its contemptible behavior towards people, for its amazing selfishness, for its vicious deceptions, for its part in bankrupting the city. What it is doing to the lowly newsboy right now is what it helps its close friends in business and politics do to the people as a whole! The people are finding it out.

patrick of Madison Square Garden. Kennedy, it is said, has been watching with a great deal of interest, the investigation of the Max Schmeling-Harry Thomas fight staged by Mike Jacobs in Madison Square Garden, Thomas has signed written confessions that he made a deal to take a dive to Schmeling. The writer suggests to these two eminent statesmen that a bill should be passed making it a crime to sell fight tickets over the box office price. It is a well known fact that

Make Jacobs and the sanctimonious Garden has been peddling tickets marked Box Office Price Twenty-Five Dollars, for as much as \$100,00 and over. Uncle Mike stops at nothing in his madness to make all the dough, stealing fighters, and breaking other promoters are merely a pastime to this Adolph Hitler of the Ameri-:an prize ring. Whether Sen. Johnson and Congressman Kennedy stop Jacobs and his monopoly remains to be seen. Watch next week's issue of

MIAMI LIFE for the low down

was it necessary to remind anyone of that?) The Power Trust was its next idol-and remains the

Jerry Carter

-the Herald's treatment of Jerry Carter this week? Jerry, as railroad commissioner, warned the city of Miami that it was falling down in its case of proving the need of a union depot-and two days later the Herald, learning that Jerry had just cornered the Townsend vote in Florida, in his race for United States senator, lights on him with both feet! Wednesday's Herald: "Warning the city that more conclusive evidence must be produced, Carter commented: 'Off the record as a citzen I thought Miami needed a

new station the first time I saw the Miami Station, but whether you are going to produce evidence to warrant an order of this board is another thing." So far, so good. But Thursday morning, after

the Townsendites of Florida had boosted Jerry Carter's stock considerably and made his election over the Herald's candidate (probably "Socker" Coe) and incumbent Senator Charles Andrews a likelihood, the Herald editors F.E.C. railroad to take up its

CLORIDA'S MOST COMPLETE NEWSPAPER" demonstrated its completeness on Page 6-B yesterday.

Above the pictures of three pretty stars, the Herald had the caption, "Streamlined Stars Will Appear in Operetta 'Blossom Time.'

Under the pictures were the cut-lines, starting thusly: "Streamlined operetta singers will be seen in the cast of Opera Under the Stars, etc."

"Slim, sleek, streamlined and beautiful," were the opening adjectives in the story that followed.

If the reader by this time isn't gagging over the word "streamlined," the next paragraph will supply the fatal wretch: "Taller, but still on the streamlined side is Zella Russell!"

It gave to both papers here (and undoubtedly to the eager newspapers of North Florida) its private estimate of Miami's 1940 populationjust as the .U S. Government is getting under way the fedderal census here- and incidentally just as the railroad commission begins a hearing to determine wheth-

be adduced by later witnesses."

(Mind you, this was two days

Realizing that Carter's Town-

sendite strength might easily run

into 200,000 votes, making him

somewhat of a cinch, the Herald

then proceeded to say, editorially,

"If Miami loses in this hearing,

we will regard it as merely a bat-

tle in a war that ultimately we

must win, if this city is to con-

ously unjudicial attitude towards

the problem may make the war a

little more difficult, but he

doesn't hold a fee simple title to

his post, and this is a war to the

Well-and then a couple of

more wells! . . Jerry Carter, get

the Herald to write a couple more

like that-and you'll be certain to

The Herald doesn't want the

"Commissioner Carter's obvi-

later!)

tinue to grow.

finish."

win!

scorched their typewriter ribbons tracks, Jerry. That's a bunch of in trying to burn him down. The bunk. A new station, maybe-but Herald said his "off-the-record the Herald doesn't want what the statement" was "in execrable people want--eliminating of the taste." "The city had not com-F.E.C.-as well as the Seaboardpleted its testimony, and he from any part of Miami south couldn't have known what might of 79th street!

> Put it to a vote of the people in the next city election and we guarantee that the people would vote a dozen to one in favor of removing both railroads completely from the city limits and forcing them to use only belt-lines about the city!

> The Daily News, however, made up for the Herald's unwarranted castigation of Carter. Jerry should thank the News editor for his truthfulness. We're glad to reproduce it:

> "STATISTICS WANTED-Railroad Commissioner Jerry Carter seems to be doing his best to get some evidence into the commission hearing which would justify an order for a new F.E.C. depot, and what the commission wants is comparative statistics. The idea of a union passenger terminal apparently is definitely out, so far as the commission is concerned, but Carter is outspoken in his views that Miami needs a new F.E.C. depot. What City Attorney Twyman should endeavor to do is put in some statistics. comparing Miami's depot with the union station in Jacksonville, giving the number of seats, square feet, toilets and the like in each. The commission has to have something it can put its teeth into, not glittering generalities and visions of the future, to give the city a favorable ruling."

Now every man and woman interested in the solution of the railroad problem should be glad we have a man on the railroad

The Salvation Army, for instance-it solicits funds and clothing (which it sel's, doesn't hand over to needy people free of charge!) 365 days out of the year-and its sizable slice doesn't diminish its steadily increasing activities one iota.

The various heads of our department stores and other businesses, without asking if they may, arbitrarily take certain percentages from the pay envelopes of their employes-to turn over to the Community Chest! Even city employes' pay envelopes are tapped without the consent of the employes!

Yet last year our papers were full of pitiful cases in which no succor was available to unfortunates, no funds for people in need. We have our Empty Stocking Fund drives, our Christmas basket funds just the same-in fact, various organizations who have found organized charity work pretty profitable now go in for these Chistmas funds on a big scale-because anything goes around Christmas time!

People of Miami should be given an explanation of these pitiful cases that bob up in the papers from time to time, showing charity is being misapplied. Even the pro-Chest newspapers can't ignore them! Why is there never an instance of the Community Chest taking care of such things-before they get into print?

Pause before giving! That's the best advice MIAMI LIFE can offer at the moment. Let's have an explanation that will settle everybody's minds.

has nerve enough to stick his neck out in telling us the truthinstead of hiding behind pleasantries and stall until the election is over-and we find out that we weren't going to get anything in the first place. Jerry chose the proper moment to warn us that the technique was wrong-and we'd better get hep to ourselves and get a clear case on record. He told us what we should lovethe truth-and we hope the proper parties took advantage of it.

Now that the News has come out and given the people the truth about the matter-that Jerry's quick wit was working in Miami's

commission like Jerry Carter who behalf, not against her-everyone realizes that Jerry is a true friend not only to Miamians-but to all the masses in Florida!

JERRY'S OPEN HOUSE

Jerry Carter, who expects to be the new United States Senator from Florida, is holding open house today from noon to 5 p.m. at the Ponce de Leon hotel to meet his friends. He is broadcasting his invitation, because he's been too busy at the railroad commission hearing to get about personally as he had wished. He has a special message for the ladies, too.

TERY peculiar, don't you think?

Page Two

Miami Life

"Florida's Most Influential Weekly" Published on Saturday by LIFE PUBLISHING COMPANY (A FLORIDA CORPORATION)

R. J. CLEIN, PRES.

Executive Offices: 110 W. Flagler Street, Miami, Florida **TELEPHONE 2-2681**

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The time has come, the Walrus said, To speak of many things; Of ships and shoes and sealing wax, And cabbages and kings.

-The Walrus and the Carpenter. A total of 28,300,000 telephone calls were made last year in the United States. . . This country has 29,-485,680 automobiles and the rest of the world has 14.-334,240 motor vehicles . . . A phylcian's official color is green ... A dentist's color is lilac, and a horse-doctor uses gray . . . Out of 21,587 students attending 77 schools last year, studying medicine, only 5,194 were graduated ... This is approximately 400 less medicos than were turned out in 1905 . . . Montreal University, opinion of the third term. Do you the largest in Canada, has 8,539 students enrolled ... Columbia University, in New York, has an enrollment of 17,639 . . . Only 49 persons paid income tax on net incomes of \$1,000,000, or more, in the United States last year ... There were only 20 in 1932 ... The gross debt of the United State at the end of 1939 was \$40,439,532 all which means \$308 per capita . . . The per capita debt in 1897 was \$11.83 and laughable as it may seem, a panic was sweeping the country at that time ... Isabella d'Este, the Marchiones of Mantua, posed for Leonardo daVinci's "Mona Lisa" in 1504 . . . The famous painting was stolen from the Louvre gallery, in Paris, but was later returned . . . Verdi, the Italian composer, and Richard Wagner, the German, were contemporaries, and critics claim that each drew inspiration from the other.

0-

Greta Garbo was born in 1906 . . . Clark Gable was born in 1901 . . . When it is "eight bells" what time is it?... It is 205 miles from London to Paris via air . . . It is exactly 600 miles from London to Berlin via air ... The liver is the heaviest organ in the huhuman body . . . The brain is next heaviest . . . Muscles and flesh of the average body weigh three times as much as the skeleton . . . General election day this year will fall upon Nov. 5, in all states except Maine where it will be held September 9th and that's where we got the slogan, "As goes Maine so goes the nation"... Most people do not know it but Florida once went Republican . . . In 1928 Herbert Hoover received 144,168 votes against 101,764 for the Democrat, Al Smith . . . Only four persons rate a 21 gun salute according to army regulations . . . They are, the President, Ex-President, Chief Magistrate or sovereign of a foreign country and members of a reigning family . . . The Secretary of War gets a 19 gun salute and a Brigadier General receives just one shot ... Four ruffles and flourishes accompany the upper bracket salutes . . . A deserter, in time of war, rates one shot—but he don't hear it . . . Approximately 450 aviators are graduated each year at the Naval Air Station in Pensacola. Air speed of 600 miles per hour is predicted by Hugh Latimer Dryden, noted engineer . . . He says "When we learn how to make air currents flow evenly across the wings of a plane, ships will need only one-fifth of the power now used to travel 200 miles per hour" . . . "The Star Spangled Banner" is the official National Anthem, but do you know how long it has been designated as such . . . Only 9 years . . . Congress approved an act March 3, 1931 designating it as the National Anthem . . . Original title for "Star Spangled Banner" was "Anacreon to Heaven" . . . The song has never been copyrighted . . . Although Robert H. Harrison was nominated and confirmed by the Senate as associate justice of the supreme court in 1789 there is nothing affirmative on the records to show that he ever accepted the commission or took the oath of office . . . Massachussetts has fewer divorces than any other state ... The reason is because a residence of three years is required before a suit can be filed . . . Idaho and Nevada require only 6 weeks ... A total of 4,687 persons have been lynched in the United States since 1882 . . . Of this number 3,398 were negroes and 1,289 white . . . The highest year on record was 1892 when 231 lynchings were reported . . . Mississippi leads the nation with Georgia as runner up . . . Since 1882 a total of 568 lynchings have been staged in Mississippi and 480 in Georgia . . . The Florida chart shows 276 for the same period . . . Only 10 white persons have been lynched during the last 10 years . . . Six negroes took care of the total lynching figure for 1939... Tuskegee Institute keeps a strict record of all lynchings ... A year's subscription free to any person who can give the text of the twenty-third ammendment to the constitution of the United States.

MIAMI LIFE

"Who's kiddin'?" snapped

NO THIRD TERM SAYS GREEBY

Man who has dodged "Hobo Express" for two consecutive years makes definite prediction

R. HAMMERHEAD GREEBY, who boasts that he has avoided the "Hobo Express" for two consecutive years, come next St. Swithen's Day, was found this week by the MIAMI LIFE reporter sprawled on a bench in Bayfront Park. "I do not desire no publicity,"

ding?"

he yawned as the reporter approached.

"Pipe down stupid," thundered Greeby, the reporter, 'and come out from under that tree. I want to talk to you."

> nothin' to say to you and besides why should I come out from under this trep ?'

those pigeons doing to me what they have been doing to you," answered the scribe. "I thought it was hailin", bel-

ched Greeby crawling out from under the tree, "Now I'm mad. I'm gonna have me a mess of squab. No damn birds can do this to me.'

"So I see," remarked the scribe sarcastically, "But enough of this trivia and drivel, I wouldst have important words with thee. I want to interview you upon your think there will be one?'

"Certainly not," flared Greeby, "And furthermore I resent you insinuatin' that anyone could be that dumb.'

"Oh," answered the reporter, Then you think he is a dummy. I know a lot of others who think the same thing but I-----

"He ain't no dummy", shrieked Greeby, "He is the smartest feller in the world and he'll make his mark in a big way. Why he already knows----

"Hold it," roared the reporter, "Make up your mind. First you say he is dumb to consider the third term and then you start telling me how smart he is. Be definite, is he dumb or is he smart?" "He's smart," yiddled Greeby, "and I'm gonna get him a new bicycle and a airgun just as

"A what?" gasped the scribe. "You heard me," replied Greeby, "A bicycle and a airgun and maybe I'll get him some new rol-

ler skates too. "Give me air," gulped the reporter.

"I guess you think he ain't good enough for roller skates and a airgun," snorted Greeby, "I only wish I had more money I'd buy him one of them there Shetland ponies and a little two wheeled gart. Then I'd start lookin' around----.

They Tell Me ...

THAT there won't be any postmaster named for Miami-soon . . the dope is that the appointment will be stalled off at least until after the primary election-so it. can be seen for certain whether Rep. Pat Cannon is going back to congress

111 THAT Pop Burns, veteran barthe money I got!"

THAT the pretty moll who week . .

uneasy

where he used to vacate often

111 crawled into her shell . . her



quiet on the Power-Trust front, don't think that activities behind thick doors aren't keener and more obvious than ever

111

THAT Dr. Jim is still encountering repercussions from his nocturnal journey of the other night -when he absent-mindedly walked into the wrong house-and a red-headed widow happened to be home-and not alone



Saturday, February 10, 1940

PLEASURE ISLES CLUB

2403 N. W. 79th St.

(La Paloma Club's former

Location)

JERRY REO, M. C.

VIOLET CLEMONS

Songbird girl of 1,500 Songs'

VICKY JOYCE-VIVIAN RAE

Dance" "BUBBLES"

"Electric-Veil Dance"

"OH, JOHNNY!"

"Daring Dynamic Oriental

Vicky Joyce & V12S-

BRING YOUR OWN CONTAINERS TO Miami Home Milk Producers Assn. **769 NORTHWEST 18th TERRACE** For The Finest Golden Flake Buttermilk you ever tasted, 25c Gal.

"Quiet," bellowed the reporter fanning himself with his hat, "Who do you think you are kid-



Saturday, February 10, 1940

BACK --- LOOKING **Over Files of MIAMI LIFE**

A Woman Did It

(February 2, 1924)

CEVERAL centuries before old Doc Steinach learned to re-S vivify senile mankind by tansplanting monkey glands, our aged precusor to Florida, Ponce de Leon, was having the same qualms that haunted the demounted Kaiser Bill when gazing with amorous eyes upon the futile charms of his Hermione.

Ponce had lumbago in his back and rheumatism in his legs. Occasionally he felt the twinges of approaching neuri-Ponce was a brave man, which he proved beyond cavil, tis. but he wouldn't have cared about these uunmistakable signals of early decay if he had not been in love. The young woman who tantalized Ponce admired him as an heroic figure, but when it came to viewing the possibilities and disappointments of a matrimonial deadlock with him as her partner, she backed away, and frankly told Ponce that she didn't care to take the risk.

Ponce pondered. He had been in the habit of getting what he went after, and though he knew he could take this young woman by force and make her his wife, he craved that affection which elderly men find so comforting in their declining years-not that Ponce was a very old man-he was prematuurely decrepit on account of exposures and the hardships he had endured in many adventures.

Hence, when it came to his ears that there was a new land otherwise, it might go hang. The purposed rejuvenating an expedition to find it. For all that he cared about the new land otherwise, it migh go hang. Te purposed rejuvenating himself for wedlock and happiness. Sad to relate, our hero died a disappointed man, but if he had only lived to look in upon Miami of the present day he would have learned that the land which he is credited with discovering did the very thing that he so earnestly sought, though the coveted results are accomplished by a different method.

The lamented Flagler is credited with the statement that "Miami is a city of eternal youth. Those men and women there are just boys and girls. They accomplish wonders because they don't know defeat."

Flagler was wise in many ways, but he was not wise enough to see the possibilities at Miami until a woman pointthe way.

It is not to disparage Flagler that public appreciation of Mrs. Julia D. Tuttle should be exhibited. Flagler probably probably never would have discovered Miami if it had not been for Mrs. Tuttle's urgings. She made a trip to St. Augustine to see him when traveling was a task, wrote him many letters, and finally gave him a large land bonus to extend his railroad to Miami.

It is a matter of record that Mrs. Tuttle gave Flagler a tract of one hundred acres, embracing the site of the Royal Palm hotel, yards, sidings, switches and terminals, and the land upon which is built the very heart of the city, extending from the bay front to a line 660 feet west of the center of the main line of the railroad, excepting only the 13-acre tract which she reserved for a home-Fort Dallas Park. She also donated to Mr. Flagler every alternate lot in 540 acres outside of the 100-acre tract.

MIAMI LIFE

will be greatly interested in prov-

iding us with yet greater oppor-

tunities for us to misuse? Believe

you me, that question worries me

Well then, we are to be each

one a governor in a true sense.

We each criticize our own person-

ality first and most severely. We

each make sure that we oursel-

ves are fair and honest. Then we

keep a weather eye upon the en-

vironment to see that no brother

errs in a moment of weakness.

Alert,, always alert. That is what

evey good governor must be.

After a governor has made clean

his own house, he has every right

and DUTY to see that others do

likewise. It is his job to govern

others when they need it. He

must govern fairly, not upon sel-

fish nor prejudiced lines. Magna

Charta, the Bill of Rights, our

own Constitution with Amend-

ments, and our laws in general

define rather closely the person-

al rights of the individual which

every good governor should ob-

serve. But the good governor

must see that no one uses these

stated personal rights as a screen

behind which to carry on nefar-

ious actions. The spirit of these

personal rights is more important

than the letter. You do your duty

as a good governor, you do it,

you do it, I do it, we all do it.

What then? Why, the thing is

fool-proof! If we are all doing

our duty properly, who is left to

do wrong? If we are properly vi-

gilant no error can continue. If

some fellow continues to think he

is clever enough to "hornswog-

gle" all the rest of us by unfair

dealing, what to do? Well, we are

governors, aren't we? A governor

can and must punish upon occa-

sion. Have we got the intestinal

fortitude to do so? Yes, you say?

Well then, proceed, gentlemen.

How long will this fellow last

with honest sentiment against

him? No longer than the prover-

bial snow ball in the nether re-

gions. Thus all the chaff is burn-

ed away. There is not a hitch any-

where if you and you and you and

. . .

I and all do our whole duty.

no little.

COLONEL'S CAMPAIGN UP warming

All persons and things and groups must be governed and are it not follow that a just Provigoverned in some way by somebody or something. No one is us by the hand sublimely through completely independent. There never was an ungoverned people no matter how wild. The only question is, who does the governthink the said just Providence ing, and how? Is it an hereditary king? It has been, but our ancestors did not care for that mode because of the unfairness and inefficiency often prevaiing. Is it a dictator? Our contemporaries are reported ill at ease under the dictatorship for even weighter reasons. Is it a group or class government? Not fair to the unre-

presented masses! Is it a democracy? Ah! There you have it! Every man a king or governor in his own right. The great ideal! Yes, but there is a "catch" in this one, too. What "catch?" Why, the "catch" lies in the very definition of the word governor. A governor must be responsible for the welfare of those he governs, or he is no governor. He cannot be interested merely in what he can pilfer from his people for himself, or he is only a common thief, no whit better than the kings, despots, dictators and bureaucrats, the long-time enemies of social and civic progress. So, the first thing the real governor has got to do is to govern himself. He wields a great power and he must use it fairly for all concerned, and "touch not, tast not, want not" for his own selfish needs.

That is the beautiful theory upon which America was really launched. Every man a governor in his own right! But selfish desire for personal freedom, independence, profit and protection does NOT come first in importance in a democracy. The FIRST requirement is that each and every governor be willing and able to govern himself with primary regard for the interest of others, and not his own alone. And with such a plan prevailing what would we have? Well, ladies and gentlemen, I'll tell you what we would have. We would have a sure Heaven on earth right here and now, good enough for anybody. We would not have to wait and fear and shudder before the horrid shades of death, and rejecting frown of the guardian Peter, nor the "trembling swift vicissitudes" of "that strange land from whose bourne no traveler e'er returns"; and to which, consequently by the

DR. WEST'S TOOTH FAKE own merit and fair dealing, does dence would the more surely lead REVEALED the evening shadow to still greener fields in yet farer lands? I say, He will. And, if we can't make good now, what makes you

R. WEST'S Tooth Paste "has run afoul of the Federal Trade Commission," we discover in the current issue of American Bizarre, which has just reached our editorial desk, "It should be explained that the Federal Trade Commission acts only when it re-

MIAMI LIFE has, from time to time, reprinted lively food and drug exposes from the American Bizarre, which is published in Pittsburg and distributed nationally to consumers. This week its author and publisher, Robert . Zerick, was a visitor in Miami and called at MIAMI LIFE office. Not only has American Bizarre a good Miami circulation, but its pet hobby, Technocracy (that super-scientific economic system that we shall be forced to adopt some day unless we prefer chaos!), is going over in Miami, a local chapter already having been formed, and a constantly increasing group of people discovering what this important production-and distribution survey and analysis means to the North American continent.

ceives a complaint that a corporation is resorting to unfair trade practice. The action is generally instituted by a competitor.

This is the well-advertised toothpaste that claims to clean and "double polish teeth-quickly, safely," with results "measured and photographed by a great University Laboratory," and makes many other statements about its superior and supposedly exclusive powers.

West's product, as revealed by American Bizarre:

In December, 1932, after the corporation had filed an answer to the complaint, the Federal Trade Commission issued an order directing that the Western Bottle Manufacturing Company "cease and desist" from "representing to customers or prospective customers, either directly or by implication: "1. That certain tests pur- J Week begins Monday, Februporting to show the comparative ary 26, with the Florida State cleansing, scratching and erosive Bar Association Committee on Juproperties of its own and nine venile Courts and the Prevention unnamed tooth pastes, to the dis- of Invenile Delinquency appointparagement of the latter, are tests which have been authorized, stitution, shall have so authorized made, checked or adopted such tests; "2. That certain pictures of teeth purporting to show the comparitive results of such tests are the work of a university unless and until such time as some university, as an institution, shall have authorized, approved or adopted such comparative photographic results; "3. That Dr. West's tooth paste is the only one of any number of competitive tooth pastes that can be used safely or without injury to the teeth; "4. That it is safer to use

NOW OPEN

Hof-Brau

for

AND A GOOD TIME

Imported Amstel Holland Beer

on Draft-Choice Liquors

SMILING FRITZ, M. C.

FOODS

FAMOUS

petitive tooth pastes merely by reason of the fact that Dr. West's contains two polishing agents."

The reiterated assurances of the advertisements of Dr. West's Tooth Paste are particularly offensive in view of the Commissioner's severe indictment of the MIAMI LIFE: veracity of the statements made by its sponsors.

Despite all its protestations of being safer than other dentrifrices, Dr. West's Tooth Paste, in 1929, contained 21/2 per cent of silica, an ingredient that injures enamel. Its formula at that time was:

per cent Calcium Carbonate, Sturge 39.71 Carbonate of Magnesia76 Soap, Imported Castile 1.51 Milk of Magnesia..... 17.80 Silica 2.50Simple Syrup 2.50 Glycerite of Starch 30.54 Mineral Oil 3.75 Gum Tragacanth . .06 Sacharne . .07 Flavoring Oils . .78 Color Solution02

In 1934 the formula of the tooth paste was:

100.00

per cent Glyercite of Starch 30.72 Milk of Magnesia... 18.00 Powdered Castile Soap ... 1.25 Precipitated Chalk 38.90 Petrolatum ... 2.70 Tricalcium Phosphate (Victor) 5.00 0.06 Gum Tragacanth Simple Syrup 2.50

100.00 Here's the low-down on Dr. (Read the book "Paying Through The Teeth")

Flavor and Color

AMERICAN BIZARRE NAMES NAMES-STATE CASES

Round The Town

TUVENILE Crime Prevention

Page Three

bation workers is being conducted at Gainesville, February 18, 19 and 20 for those interested in making every community in our State a better place in which to live and rear a family by teaching law observance, enforcing laws for the protection of children and against coentributing to the delinquency of minors, encouraging church attendance, wholesome recreations, more parks and playgrounds, and the support of all child welfare organizations.

SO YOU SAY.

BABY SHOW RACKET?

Why not look into the racket the baby show held at Bay Front had! The D A. R. sponsored it and is entirely alright, but look into the promoter!

In the health contest, twelve boys and girls (six each) tied for first place with a score of 98:5 percent. The healthiest was to get a cup. Nothing was said of the cup and after the show some mothers went to the loud "promoter" and asked him about it. He became very nasty and said to one of them, "Here you take it, if you want it so bad." Finally he had the 12 mothers vote for which one they wanted.

After all the money this racket brought in, they couldn't even give twelve cheap cups to the kids who so rightfully deserved them after the mothers worked so hard to sell their books for them -24 tickets in a book at 25 cents apiece, and some had even more than seven books sold for them!

If the D. A. R. knew of this, I know the wrong would be righted -but it is this loud-faced, fat promoter that is trying to make every cent he can. I hate to think of all the money they made today and couldn't even be fair about it-Look into it!

0.87 Every contest gives duplicate prizes to winners scoring the same points but not the baby show promoter!

AN INDIGNANT MOTHER.



Now and again, since the Brickell Estate has been dragged into the limelight by contentious lawyers the remark is heard that the Brickells never did anything for Miami. The Brickells donated every alternate lot in a 400-acre tract to induce Mr. Flagler to build his railroad to Miami, and at that time the State of Florida was paying a bounty of ten thousand acres of land for every mile of railroad constructed in the State.

So, by and large, it seems to have been rather a coldblooded business proposition with Mr. Flagler. And at that he didn't build his railroad to Miami until after the disastrous freeze of 1894-5, when the more northerly sections of Florida were laid waste by the Frost Knd, and the sagacious Flagler eye saw that it would be good business to open up a section which with some reason might be advertised as "frost-proof."

Well, that's how it happened.

\$ 1 25

Flagler came and saw and conquered. All honor to him. He opened up a wilderness and let sunshine and air into dark, dark spots, making thm productive and lovely. Best of all, perhaps, he taught men and women how to play by providing the means.

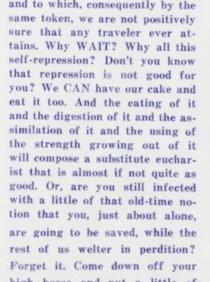
That is why Miami is a city of perpetual youth. It is a city of pleasure. Business is incidental. Nobody thinks too seriously in Miami. The atmosphere takes the wrinkle out of the brows as it takes the curl out of one's permanent wave.

In the public library is a large portrait of Mr. Flagler and a small one of Mrs. Tuttle. Yet Miami owes its being primarily to the possibilities which animated her vision and to the noble purposes energizing her spirit.

Is it not strange that in this fair city with all its boasted breath of spirit there is not a memorial of any kind to Julia D. Tuttle?

Call By or We Deliver - PHONE 2-7465 - "Til Midnight

330 N. E. 2nd AVENUE



high horse and put a little of your Christianity into practice. Limber up. We are going with you. And if we do experience this Heaven here and now through our the people what to do. Piffle!"

Soup or Salad, Three Vegetables & Drink.

1305 - 20th St.

MIAMI BEACH

Soup or Salad, Entree, Two Veg. Drink & Dessert ...

HEALTH RENDEZVOUS

DINE IN THE PATIO

129 N. E. 1st St.

Choice of Soup, Salad, Entree, Three Veg. Drink & Dessert 50¢

Lectures and Kitchen Conducted by Dr. F. Cornejo

"Well, well," observed the floor leader of the Miami Military Academy "brain trust" at the concluson of the Colonel's "blast." "It looks like the Colonel really got something on the ball that time. But it sure beats the band how he has got to drag the Golden Rule in by the ears every time he opens his mouth. The next thing we know, he will be accepting engagements to preach in the hinterlands."

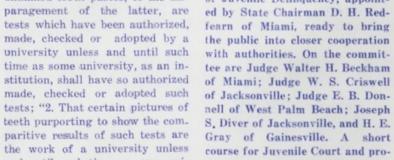
"Yes," wearily replied another, member, "it looks like it is hard to find a candidate that will keep his ear to the ground and promise everything the people want. They get notions they have got to tell

Chas. A. Pelton, Owner

Phone 5-7707

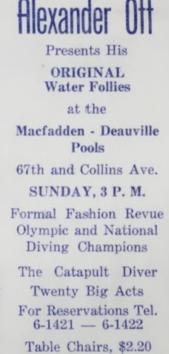
25¢

35¢





1513 S. W. 8th Street



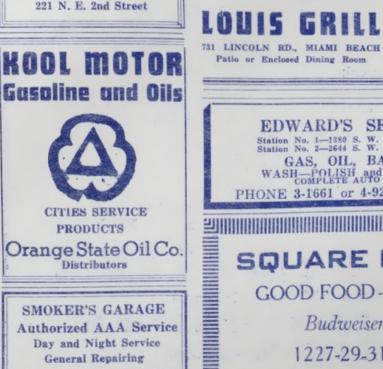
Reserved Seats; \$1.65

Gen. Adm. \$1.10

This Show Has Played to Capacity Houses for 16 Years . . .

Serves the Beach Since 1928 LUNCHEONS . . . 50c-60c & 75c DINNERS \$1.00 - \$1.25

THE CARROUSEL Restaurant and Merry-Go-Round Bar Florida's Most Beautiful Display Of SUNDAY STAR SESSION Pottery and China 4 to 7 P.M. for Souvenirs Luncheons - Dinners - Suppers HOME, GARDEN, APT. Dinner Ware In **Dancing and Entertainment** Williams Coral Way Pottery Pastels Cocktails 4 to 7 Daily POTTERY & CHINA 2931 CORAL WAY Collins at 20th Miami Beach Phone 5-6819 **OPEN EVENINGS & SUNDAYS** MAILING DEPT. A Fairyland Of Color **Charlotte May's** UMBRELLA SERVICE STATION WHOLE Est. 1926 **Glori-Fried Chicken** COMPLETE REPAIR SERVICE Twelve Pieces - Will Serve Four WASHING Add 10 ets Sealed HOT in a Box **BODY & FENDER** Add 10 cts POLISHING for Delivery WORK For Delivery SIMONIZING Including Salad, Stuffed Wings, Toasted French Loaf SUNOCO SPECIALIZED LUBRICATION



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SQUARE DEAL CLUB **GOOD FOOD - CLEAN SPORTS** Budweiser on Draught 1227-29-31-W. Flagler St.

Page Four

CHAMBER OF COMMERCE ANTI-MIAMI

(Continued from Front Page) \$44,002 in the last five years as against 38,043 in the five years preceding.

THE MIAMI CHAMBER OF COMMERCE PUTS MIA-MI'S 1940 POPULATION SEVEN THOUSAND UN-**DER JACKSONVILLE'S 1935 POPULATION!**

There's a chunk for the suckers who pay in dues to the Miami Chamber of Com merce!

Now is there a soul in Miami who believes that Miami has gained only 12,000 inhabitants in the last five years?

Is there a soul in Miami who believes that Miami has slowed up in the last five years, instead of gaining speed? . that, whereas it gained 17,000 from 1930 to 1935, it has gained only 12,-



ing which it has ranked consistently among the top halfdozen cities of the United States in building?

Does the Herald itself which not long ago predicted the census would show in excess of a quarter million for Dade county-believe the figures it gave first-page prominence to? Of course not. Anyone

with common-school arithmetic at his command knows better.

What was the ulterior motive behind this Chamber of Commerce move-and why should the daily papers (out of town owned and manipulated) print those facts unquestioningly?

While we are much con-cerned with Miami, let us show how ridiculous Dade county's population is made to appear in this garbled estimate:

figures: 1929-30 gasoline gallonge for Dade county, 31,000,000 gallons; 39,000,-000 in 1934-35. Gasoline consumption for the calendar year of 1939 was in excess of 58,000,000, indicating that 1939-40 will exceed 50,000,-000. What could be clearer-

> for no matter what you do in Dade county, it requires the consumption of gasolineand that gallonage depicts, more graphically than anyprogressing.

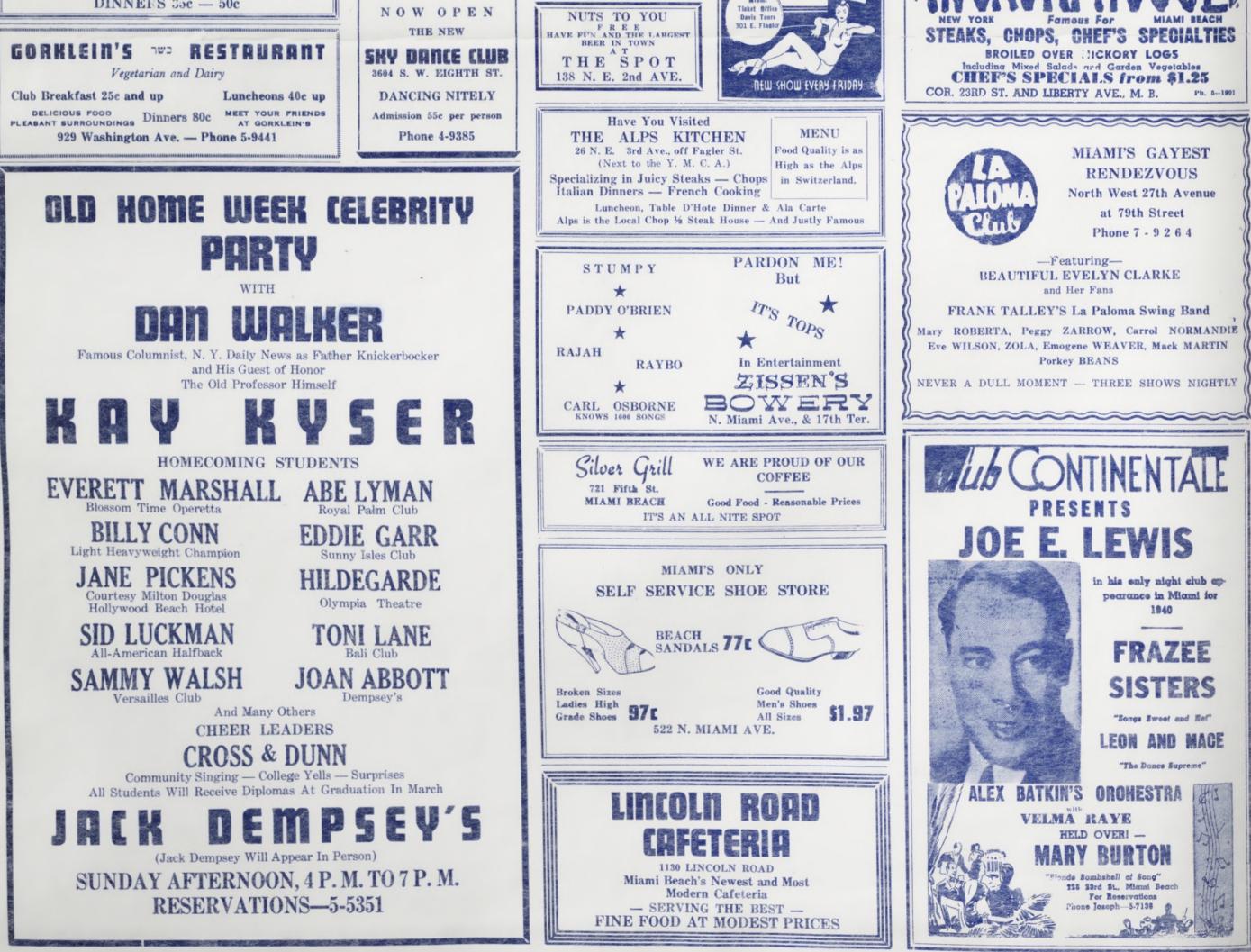
Commerce ignore this method of calculation?

Now about Miami-

TERMITES HAD BETTER **REFUNDING DEAL**

Commission can command.

our words!---and somebody will pocket the difference!



MIAMI LIFE

CIAL POPULATION! The Dade county. Slightly more lation at 140,000? Is the Mia- us of 1935. Jacksonville inthan that, according to the 1935 state census of Florida. As Mami has grown just

as fast in the last five years as any of the rest of Dade county, does the Mami Chamber of Commerce dare say the total for the fiscal year that it still isn't 70 percent of Dade county?

Yet that is what it says in effect when it declares Miami has a population of only 140,-000. Seventy percent of 225,-000 (the Chamber's Dade thing else, just how we are county estimate) is 157,000.

But that would be ahead Why did the Chamber of of Jacksonville!.. Is that the reason the Miami Chamber of Commerce, without one published fact to support it, Miami is 70 percent of arbitrarily set Miami's popu-

mi Chamber of Commerce terests will go to any length still licking Jacksonville's to keep Jacksonville's politicboots? al supremacy, because it

MIAMI LIFE warned a of dollars in federal pap and couple of weeks ago of what might be expected from Jacksonville while this federal census is going on. It looks like the warning was well-timed. We see manipulations already. We've got close to a half-million people in our midst-and at the psychological moment they are given to believe Jacksonville is still bigger than Miamialthough Miami is TWICE THE SIZE OF JACKSON-VILLE, in money, white people, and buildings!

We warned the Miami public-because it is vastly important that we exceed Jacksonville in the coming federal census-as we should have done in the state cens-



Saturday, February 10, 1940

hereby declares the population figures for 1940 should be:

MIAMI — 192,000.

means millions and millions

prestige and political influ-

ence to Jacksonville's well-

organized band of politicians.

Miami heading Florida muni-

cipalities, as Dade county

has begun to head the coun-

ties, would spell ruin for

Jacksonville's Florida Em-

Getting back to Miami's

population-figuring Miami

is still 70 percent of Dade

county-and Dade county has

grown 50 percent in the last

five years-MIAMI LIFE

25% Discount on

Goodrich Silvertown Tires

pire!

MIAMI BEACH - 25,000. Meanwhile, let us make the Miami Chamber of Commerce retract its statements -and the dailies first page the retraction-while our visitors are still here!

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Owned by a Registered

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