



"CHEAT YOUR PATRONS OR LOSE YOUR JOBS" WARNS A. & P. BOSS

U. S. HITS FLA. P. & L.

THE Florida Power & Light Company is whipped—if the Herald and the News don't succeed in "touting" the people of Miami off their course. The Power-Trust is desperate. Uncle Sam is cracking down on Trusts such as the Florida Power & Light Company, that control more than one public utility. . . . For here the Power-Trust controls not only electric light and power but gas and water distribu-

tion and transportation! You read garbled accounts in both News and Herald this week about the government going after the Electric Bond & Share Company, owning the Fla. Power & Light Company and utilities all over America.

Uncle Sam was particularly interested in stopping the electricity combine from also controlling gas companies! . . . NOW YOU SEE WHY THE FLORIDA POWER &

LIGHT COMPANY WAS SO ANXIOUS TO GET RID OF ITS WATER DISTRIBUTION SYSTEM. . . . UNCLE SAM WAS GOING TO COMPEL IT TO GIVE UP THE SYSTEM ANYWAY!

The entire record of the Florida Power & Light Company in the Miami area has been one of gross deception. Its rate base was made to appear two, three times greater than the government found it actually was. Ever since the city of Miami instituted the rate reduction ordinance eight years ago, the Power-Trust has tried to bluff succeeding city commissions into withdrawing that action. People were told that "hell would freeze over" before courts would give a final decision to the people. For most of that time the Power-Trust had its chief stooge, Alex Orr, on the city commission SIMPLY TO PROTECT THE POWER-TRUST!

Now we KNOW that the Florida Power & Light Company was lying then and that the newspapers that printed its propaganda were also lying then. . . . We have every reason to believe they're lying now. Especially since the new action by the government shows the insincerity back of the Water Deal—which failed to get an actual majority at the polls in January and which will be contested in the courts.

Another Power-Trust item that the newspapers likewise garbled—purposely, no doubt—was the Federal Power Commission's report placing Miami among the nation's top sucker cities in the matter of light and power rates.

Both Miami papers refused to give a clear account of Miami's status—rather gleefully asserting that Miami wasn't—as in the past—the highest-priced municipality—and giving readers the impression that since the reductions ordered by the Supreme Court have become effective, Miami's rates are reasonable.

This is far from the truth. The highest electric rate for any American city is the relatively small city of Altoona, Pa., where \$5.84 is paid for 100 kilowatt hours.

In Miami (as the local dailies did NOT tell you) 100 kilowatt hours cost the consumer \$4.48! . . . Which is damned costly electricity! . . . considering the fact that Tacoma, Wash., folk pay only \$1.70 for the same current . . . and that only a few cities in the United States have higher rates than Miami—and they are cities that are notoriously in the grasp of the Electric Bond & Share Company. Incidentally, Miami pays \$5.23 for 125 kilowatt hours! . . . In other words, before a current-user is enabled to obtain the benefit of the nice rate of 1½ cents per kilowatt hour, he must

BELOW is a widely distributed card—in certain areas of the city. It should interest every white voter in Dade county. There are at present nearly 30,000 negroes in Miami eligible to vote.

Negroes aren't populous enough in Miami to be politically dangerous, because they're only a fifth of the population in Miami, whereas in some parts of north Florida, notably in Jacksonville, the population is more than half negro. But it's enough, possibly, to constitute a margin of victory for one white candidate over another white candidate—and thus becomes a menace.

We print the contents of this widely circulated placard to apprise Miamians of what's happening. Note the frank, open bid for Republican support. Remember that the Knight boys from Akron, O., who have taken charge of the Herald, run Republican papers in Ohio!

Important To Negro Citizens

The Registration Books Are Open Now

ALL CITIZENS OVER 21 YEARS OF AGE WHO HAVE LIVED IN FLORIDA ONE YEAR AND IN DADE COUNTY SIX MONTHS ARE ELIGIBLE TO REGISTER AND VOTE IN THE COMING ELECTION.

REGISTER REPUBLICAN — DO NOT REGISTER INDEPENDENT.

Stop grumbling about conditions—Insure your Future. Register Today! Vote in the Coming Elections!

Registration Books Are Open Daily, Except Sunday, From 8 A. M. Until 5 P. M. Books Will Remain at Registration Places listed below until March 5th, After which They Will Be Removed to the County Courthouse and Will Remain Open There until April 25th.

LOCATION OF REGISTRATION PLACES		
FISHER'S STORE	PRECINCT 15	8155 N. W. 2nd Ave.
CHRISTMAS SER. STA.	PRECINCT 16	700 N. W. 69th St.
MARSHALL DRUGSTORE	PRECINCT 17	653 N. W. 62nd St.
Earlington Heights Grocery	PRECINCT 36	4775 N. W. 22nd Ave.
White Swan Laundry	PRECINCT 37	3600 N. W. 27th Ave.
Monark Market	PRECINCT 38	4031 N. W. 22nd Ave.
Jenkins Bros. Grocery	PRECINCT 54	2283 N. W. 5th Ave.
Leonard Bros. Transfer Co.	PRECINCT 57	1944 N. W. 7th Ave.
	PRECINCT 58	1400 N. W. 7th Ave.
	PRECINCT 62	900 N. W. 7th Ave.
	PRECINCT 70	244 N. W. 2nd Ave.
Professional Pharmacy	PRECINCT 59	1124 N. W. 7th Ave.
White's Sundry Store	PRECINCT 104	2833 Bird Rd., C. G. FLA.
Martin Electric Co.	PRECINCT 105	3462 Main Highway, C. G. FLA.
Goulds Supply Co.	PRECINCT 141	Goulds, Fla.
McVicaria Store	PRECINCT 112	Princeton
Chamber of Commerce	PRECINCT 113	Homestead
City Clerk	PRECINCT 114	Florida City, Fla.

NEGRO REPUBLICAN CLUB OF DADE COUNTY INC.
Sam B. Solomon, President
223 N. W. 10th Street Phone 3-9161

Otis Mundy, Vice Pres., Rev. J. R. Harrison, Sec., Dr. W. H. Murrell, Treasurer, —DIRECTORS: D. A. Dorsey, Rev. S. A. Sampson, R. E. S. Toomey, Paul W. Cobb, Dr. A. B. Benson, Dr. I. P. Davis, Jas. C. Gray, Jr., Chas. A. Lockhart.

already have spent \$5.23 with the power trust for 125 kilowatt hours, which means a price of slightly more than 4 cents a kilowatt hour—which, as said before, is damned costly electricity for any American city!

The general trend of electricity is downward. The more current used, the cheaper is the cost of its production.

Our present bills are based upon reductions ordered in 1933.

The Power-Trust is selling twice as much current today as it was in 1933—because Miami consumers have doubled in that length of time! . . . Commissioner R. C. Gardner declares that we are entitled to at least a million-

You must cheat and steal from your customers at every opportunity or we will all lose our jobs, are the orders given A. & P. butchers by the managers of their stores, at least that is what Wilson Adkins (a butcher formerly employed by the A. & P. Super-Market at 1551 N. W. 36th street) swore to before a Notary Public, Wednesday, in a signed affidavit which said in part; that L. L. Seay told him and another experienced butcher that he was relying upon them to make a good percentage of profit on meats that were advertised at a lower figure than it was billed to the store for.

Adkins in discussing the reasons for quitting the A. & P. said "I did not have the heart to steal from women who came into the store with small children, it made me feel as if I was taking food out of the mouths of these kids, and I had to fortify myself with drink to continue this practice as long as I did.

"He told us to watch the people and use our judgement on how much to take, but warned us not to try it when the scales stopped on the even pound, but get it when it stopped between pounds, as the average person trusted a butcher and couldn't figure ounces anyway.

They force men who are inherently honest to become crooks so they can make a living for themselves and their families.

"I remember distinctly on one occasion when the men who had done the cheating thought they should have a little bonus, and Mr. Seay said, that he could not give it to us because he didn't have charge of the cash registers in the Super-Store as he had in his former location, where he only took care of the meat department, but would speak to the meat supervisor, Mr. Martin, and request a few extra dollars for us as we had done a good job, and showed a nice percentage of profit. Mr. Martin later gave us two dollars each."

Now if advertising an article for one price and then, giving instructions to your help to sell that article at a higher price, and watching them very closely to see that those orders were carried out, at the same time knowing that the paper in which the ad was run . . . went through the U. S. mails does not come under the heading of, using the mails to defraud, then there is no such offense. If the government officials who have jurisdiction over such cases wish to see this sworn statement, MIAMI LIFE will be glad to show it to them.

Mr. Adkins knows that it is a penitentiary offense to give false information to a newspaper for publication, and seemingly had no reason for making this practice public except to enlighten the grocery buying public, as to how they were being cheated.

MIAMI LIFE was told of instances of short weights at the super-market at 12th avenue at southwest 1st street, and when these purchases were taken back and complained about to the management their money was refunded with the simple excuse "it was a mistake I am sorry."

The least the City of Miami can do is to investigate Mr. Adkins accusations, and to force this chain outfit to discontinue gypping the people.

If you buy from this chain store, be sure and watch the scales, and check your cash slip with each purchase, because if they steal from you in one way (which seems to be a certainty) they will in another. Be careful where you trade.

AXIOM (YOU ONLY GET WHAT YOU PAY FOR).

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MIAMI LIFE can't help remembering that in the year 1933 when depression was worse, the A. & P. chainstore system in America did a gross business of one billion dollars, one-twenty-sixth of all the grocery business in the U. S., and its profit averaged \$1600 per store—or twenty-six millions of dollars.

Last week MIAMI LIFE related how a regular customer of the S. Miami avenue A. & P. store was shortweighted nearly half on a single meat order and then was rebated \$55 for shortweights in the past.

"Faker" Seward Flees

MIAMI's most prominent faker, "Phoney" Seward—the Bayfront Park astrologer who failed to forecast MIAMI LIFE's expose of his activities!—has taken run-out powders, apparently. He can't be found. Audiences are told he's gone to Atlantic City to open up that branch—but people who know him say that's not the reason. He's scared out!

His son-in-law, Leroy Howells—who is even more insulting and dirty toward the women customers than the old "professor," isn't putting in appearance lately. The excuse given out is that he is giving private readings at clubs, etc.

It would be good riddance

to bad rubbish for that sector of our beautiful boulevard if this old faker's license is not granted again.

He's a most ungrateful cuss. Horoscope selling is, of course, a racket—but he's been allowed to sell them, without paying a license. He's charged plenty for everything he's done. He's been getting more obnoxious every winter, more insulting toward women, more sexy, more degenerate! . . . His son-in-law has followed the same trend.

The Seward racket has undoubtedly kept many legitimate, entertaining, wholesome exhibits from taking up quarters along Biscayne Boulevard.

SHERIFF MUST STOP MOB GAMBLING --- OR ELSE!

MIAMI's Only Organized Gambling Mob—notoriously crooked—is all set to go again at its bayfront palace, the Royal Palm Club, after a lull of a few nights which resulted from a combination of circumstances, not the slightest of which was the presence of the First Lady of the Land. Even the Mob realized that it might not be wise to flaunt gambling—crooked gambling especially—right in front of her observant eyes!

Now there's a new obstacle—Sheriff D. C. Coleman.

For Sheriff Coleman is running for re-election. He's already got a couple of opponents and there may be more—and any or all of them might suddenly try to place responsibility for the Royal Palm Club's gambling monopoly squarely upon the sheriff's office—which, obviously, Sheriff Coleman doesn't want.

Now Sheriff Coleman is a liberal. He announced from the platform that he was liberal in his views. He has reiterated his policies since election.

But he never contemplated turning over the city to an exclusive monopoly headed by "Mealy-Mouth" Charlie Thomas, "Welsher" or "Ace-Deuce" Jake Solomon, and Eddie Padgett. All three are convicted felons! . . . To identify himself closely with this trio—which, of course, will happen if the Royal Palm club's gambling enterprise re-opens any more this season—would be political suicide—and Sheriff Coleman knows it!

Many people called MIAMI LIFE this week to report that B. H. Hadely, named to succeed the late Louis K. MacReynolds as civil service secretary, was an alien.

It isn't true. He became a naturalized citizen in 1918, and the number of his certificate is 1,014,436—if anyone wishes to verify this, MIAMI LIFE is glad to correct this impression.

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Miami Life

"Florida's Most Influential Weekly"
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(A FLORIDA CORPORATION)

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"Cabbages and Kings"

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.

One of Sigmund Freud's greatest works, "Freud and The Future" ends with this significant passage: "The free folk are the people of a future freed from fear and hate, and ripe for peace . . . Evidently Adolph Hitler, who practices Freudism, otherwise closes the book before he reaches the end . . . Goethe died writing . . . On the morning of the 22nd of March 1832 he sat up in his sick bed and asked what day it was . . . When told that it was March 22nd he replied, "Since spring has come it will be easier to get well . . . His hand traced signs in the air . . . He was actually writing, line beneath line . . . He seemed to be repeatedly writing the same thing in his invisible lines and was seen to punctuate with precision . . . His hand dropped to the coverlet and he was dead . . . Attempting to eulogize the life of Stephen Foster presents many problems . . . Why not just say, "His songs will live forever" and let it go at that" . . . "Walter Winchell seems very anxious to have it known that HE the Great Winchell originated "Confucious Say" . . . So what? . . . Streamline trains running out of Miami are booked solid until the middle of March.

Approximately 100,000,000 able bodied men will become job seekers when the present world war ends . . . At least 25,000,000 are actively engaged in the conflict and no less than 75,000,000 others are engaged in war work in one form or another . . . Canada is now the world's greatest producer of radium . . . In 1930 there were only 300 grams of radium in the whole world . . . This was about two-thirds of a pound and had taken twenty years to accumulate . . . The price was \$70,000 per gram and production was only increasing 35 grams per year, principally from Belgium . . . Now the world has 800 grams and the price is \$25,000 per gram . . . One man is largely responsible for this—Gilbert La Bine, Canadian explorer . . . La Bine discovered pitchblende at Great Bear Lake and plans to produce more than 100 grams of radium in 1940 . . . The actual cost of extracting a gram of pure radium from pitchblende ore is upwards of \$18,000 despite the fact that the formula has been reduced from 45 chemical steps to 33 . . . Monsieur Marcel Pechen, of France, is head of the plant actually engaged in getting out radium.

J. P. Morgan, spending a vacation at his camp in the Adirondack's suddenly decided to return to the city . . . He telegraphed the president of the railroad to have the 10:24 train stopped at Paul's Station the next morning . . . Morgan arrived five minutes before train time and found the aged station master engaged in checking some figures . . . "Did you receive a telegram to flag the 10:24 train?" he queried . . . "Nope," replied the old man continuing with his figures . . . "I am J. P. Morgan, are you going to flag that train?" . . . "Nope," answered the old man whereupon Mr. Morgan grabbed the flag and ran out into the middle of the tracks waving it wildly at the oncoming train . . . "You'll hear from this," he

THE SACRIFICE OF THE THRIFTY

By ALICE H GRADY

(Concluded from Last Week)

The following facts will further illustrate the shocking waste involved in the weekly premium insurance system: In the single year 1931 the number of weekly premium policies written in the United States was 9,691,894; and in the same year the number of weekly premium policies which were utterly lapsed and forfeited was 7,383,414. On these 7,383,414 policies the policyholders received back not a single dollar of all that they had paid in. In Massachusetts alone during the two years 1930 and 1931 the people of Massachusetts lost all that they had paid in on 1,362,664 weekly premium policies. During those two years the wage earners of Massachusetts paid to the insurance companies the colossal sum of \$110,694,481. The reports do not disclose what part of this was paid on account of the 1,362,664 forfeited policies.

The onerous provisions of the weekly premium policies make it somewhat difficult to determine what portion of this \$110,694,481 could have been saved to Massachusetts policyholders if the insurance had been carried in the savings banks instead of in the commercial companies. For instance, none of the weekly premium policyholders receive any dividend until the end of the fifth

policy year, whereas in Savings Bank Life Insurance dividends are paid beginning at the end of the first policy year. Such estimate as we are able to make, however, taking into consideration the high premium, the absence of dividend during the first four policy years, the absence of any cash surrender value during the early policy years, and the tragic sums wasted on lapsed policies,—places the figure at about fifty million dollars. That is, an average of twenty-five million dollars a year which could be saved to the wage earners of Massachusetts if their insurance were carried in the savings banks instead of in the form of weekly premium insurance.

On June 22, 1932 the Whitman Savings Bank celebrated the 24th anniversary of the first Savings Bank Life Insurance policy ever issued.

When the plan was submitted for adoption by the Massachusetts Legislature in 1907, there were those who prophesied speedy and total disaster for any attempt which sought to combine the function of a savings bank with that of a life insurance company. Conspicuous among these was Dr. Frederick L. Hoffman, Statistician for the Prudential Life Insurance Company, who said (January 4, 1907) "One might as well attempt to run a car by animal power over a system of electric

traction in the hope of developing a better transportation system as to attempt to run a savings bank in connection with an insurance company. . . . To combine the insurance function with that of a savings bank would be a most dangerous experiment, with every promise of disastrous failure and permanent injury to the cause of sound investment and insurance."

And Mr. Haley Fiske, then Vice-President of the Metropolitan Life Insurance Company, in a statement prepared by him and presented to the Insurance Committee of the Massachusetts Legislature on April 9, 1907, prophesied that the guaranty funds would disappear and the scheme collapse in two years.

Reviewing briefly the prophecies of ill-omen voiced by its opponents, Savings Bank Life Insurance in practical experience during twenty-four years has answered those who sought to prevent its being established:—

First. To those who prophesied that people would not voluntarily seek insurance: The answer is that during the three years ended October 31, 1931 insurance in the amount of \$29,726,417 was written strictly over-the-counter. This does not include any amounts written as the result of the educational work carried on by the two instructors employed by the State.

Second. To those who claimed that policyholders leaving the state would find it difficult to continue the payment of premiums: The answer is that the insurance departments of the savings banks are now receiving premiums from nearly every state in the United States and from nearly every country in the known world, from persons who were resident in Massachusetts at the time that their policies were issued, and who have voluntarily continued to send their premiums by mail from their new homes.

Third. To those who claimed that the death rate in Massachusetts was heavier than that in other parts of the country, that only substandard risks would seek insurance over-the-counter, and that therefore the savings banks would experience a much heavier mortality than the life insurance companies:—The answer is that the mortality experience in Savings Bank Life Insurance throughout its twenty-four years' experience has been consistently lower than that in the life insurance companies. For instance in 1931 the mortality experience was only 39.43 per cent. of the expected, whereas in the same year the average mortality experienced by the insurance companies in their ordinary business was 63.48 per cent. of the expected, and in their weekly premium business 59.50 per cent.

Fourth. To those who prophesied that because of the restricted opportunity for investment the savings banks would be unable to earn as high a rate of interest for the policyholders as the insurance companies could earn: The answer is that the average net rate of income earned on investments by the insurance departments of the savings banks has been uniformly higher than that earned by the insurance companies. For instance, in 1931 the net rate of income earned on investments by the insurance departments of the savings banks was 5.12 per cent. whereas the average net rate of income earned was only 4.91 per cent. in spite by the life insurance companies of their more liberal opportunities for investment.

Fifth. To those who prophesied that the expense ratio in the insurance departments of the savings banks would be disastrously high: Answer is made that the insurance expense ratio for the year ended October 31, 1931, was only 4.97 per cent. of premium income; whereas the average in-

surance expense ratio in the insurance companies on their ordinary business was 16.9 per cent., and on their weekly premium business 22.92 per cent. Even if the total amount expended by the State for Savings Bank Life Insurance in 1931 were added to the expense borne directly by the insurance departments of savings banks, the expense ratio would still be only 5.60 per cent. of the premium income.

Sixth. To those who claimed that the plan was financially unsound, the Savings Bank Insurance system points with pride to the fact that the percentage of surplus maintained over the required reserve is 9.24 per cent. This does not necessarily mean that the policyholders in the huge life insurance companies which maintain a smaller percentage of surplus are not adequately protected. It does mean, however, that the policyholders in Savings Bank Life Insurance enjoy a wider margin of safety.

Seventh. To those who claimed that the cost of Savings Bank Insurance would be inevitably high as compared with insurance furnished by the companies: Answer is made that the net cost is on the average 26 per cent. less than the average net cost in the companies on their ordinary policies, and about 50 per cent. less than the average net cost in the companies on their weekly premium policies.

Eighth. To those who prophesied that persons seeking insurance voluntarily over-the-counter would not continue to pay their premiums, and that the system would suffer through heavy lapses: Answer is made that in 1931 the number of policies lapsed in Savings Bank Life Insurance represented only 1.24 per cent. of the number written in that year; whereas in the life insurance companies the number of policies lapsed represented 35.61 per cent. of the number written in their ordinary business, and 76.38 per cent. in their weekly premium business.

Slowly and steadily this over-the-counter system has grown in the confidence of our Massachusetts people, and on June 30, 1932, the amount of Savings Bank Life Insurance in force was approximately \$91,000,000, representing nearly 102,000 policies. During the 24 calendar years that the system has been in practical operation, the savings banks have

received premiums from policyholders aggregating \$20,947,859.51. Interest earnings on invested funds have amounted to \$3,726,100.07. Matured endowments have been paid to policyholders amounting to \$683,128.48. Death and disability claims have been paid to beneficiaries amounting to \$2,936,500.51. Cash surrender values have been paid to policyholders on surrender of their policies in the amount of \$1,483,990.98. Holders of annuity policies have received cash payments of \$682,195.43. Dividends have been paid (and apportioned) to policyholders amounting to \$5,329,084.51. And the funds now held in reserve and surplus for the benefit of policyholders exceed \$12,000,000.00.

The aims and purposes of Savings Bank Life Insurance are non-sectarian, non-political, non-commercial. It is founded on the theory that life insurance for the person of moderate means should be conducted as a social service and not as a commercial undertaking. The banks do not employ solicitors, and the only way in which a wide dissemination of the knowledge of its benefits can be achieved is for the workers and the employers to join hands in a determined effort to make the facts known to our people in every part of the Commonwealth.

shouted as the train ground to a stop and he tossed the flag aside . . . "Aw keep your shirt on," grumbled the old man, "The 10:24 allus stops here." . . .

All of which is remindful of the one about the negro preacher catching the ferryboat . . . The colored minister, carrying an umbrella and a carpet bag raced madly toward the puffing ferry boat . . . When he reached the edge of the dock the boat was six feet away . . . Throwing his carpet bag and umbrella across the open space of water he stepped back and made a running jump landing smack on his stomach knocking the wind out of himself . . . "De Lawd be praised, Ah made hit," he finally wheezed when able to speak again . . . "Hell's fish parson," ejaculated a wild-eyed negro deck hand, "We's jist comin' in." . . .

There is no disease that doctors know they know less about and laymen think they know more about than the common cold . . . If you really want to avoid colds go to the Arctic not the tropics . . . An expedition headed by two doctors recently went to Spitzbergen to study common colds . . . Throughout the winter not one of the 504 persons on the expedition had a cold . . . In May a passenger ship arrived and two weeks later there were 84 cases of colds . . . Two months later 90 percent of the whole town was sneezing which proved conclusively that colds are not caused by low temperature but by contact with cold infested persons . . . Cases of common cold outnumber any other disease 15 to 1 yet no one has ever died of a cold alone . . . Medical men are certain that colds are spread by the sub-microscopic organisms known as "filterable viruses," so called because they are small enough to pass through a porcelain filter which will catch ordinary bacteria . . . Scientists are working to develop a vaccine against colds but so far it has not proved very successful . . . The University of Michigan vaccinates all students and claims that while colds are almost as numerous they are not nearly so severe.

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Shop at "El Encanto," Havana's Largest Modern Department Store

A beautifully appointed establishment, newly re-decorated and refurbished. Its fame is international. "EL ENCANTO" is the house of precious French Perfumes and their exclusive perfume creations: "KISMAJU," "FOR-BIDDEN LOVE," "NUIT ESPAGNOLE" and "NUMBER 85" are simply exquisite and can be bought only at "EL ENCANTO." The ladies will thrill at seeing the gorgeous Spanish shawls, Spanish hand-drawn and lace dresses. Lace by the yard from Italy, France and Spain can be had at attractive prices. Men and boys will find genuine Panama Hats from Ecuador; imported ties and pure linen handkerchiefs and Irish Linen Suits. Gifts like: Petit-Point handbags and enduring alligator leather goods, lovely costume jewelry and souvenirs and novelties are lavishly displayed and tempt one's purse.

Bring Home Imported Delicacies from "Casa Potin"

CASA POTIN on 363 O'Reilly st. opp. Nat. City Bank, is an old established firm (Since 1898). Famed for finest and best in Wines, Liquors, Cordials, Champagnes, "Mallard" Chocolates and "Jaquin of Paris" Bonbons. Exquisite delicacies from Spain, England, France and the Orient.

Cuervo Y Sobrinos. Havana's "Tiffany"

The foremost jewelers in Cuba, Cuervo y Sobrinos, are often called "The Tiffany of Havana." Their shop at SAN RAFAEL and AGUILA STS. caters to the most exacting clientele in Cuba. For 69 years this establishment has been building its remarkable business. Here you will find exquisite "Lalique" glass, "Copenhagen," "Goldscheider" and "Rosenthal" porcelains. Precious stones of the first water. Crystal ware. Oriental and Costume Jewelry. Objects d'art. A large assortment of famous "Longines" watches at a great saving. A complete assortment of "Lantheric" perfumes and cosmetics.

Eat and Drink at the "Saratoga" Sidewalk-Cafe

Facing the Famous Fraternity Park and the grand Capitolito—the popular "Saratoga" Hotel and Sidewalk Cafe occupies one's attention. Americans find this spot as their most favorable meeting place. The food, the liquors and cocktails will excite your appetite. The HOTEL SARATOGA itself is a lovely building in 100 rooms, each with private bath and phone. American or European.

A "Tip" on Real Bargains in Jewelry

If you are looking for real "buys" in gems at great bargain prices, then you should browse in the attractive store of BAYON Y RUISANCHEZ, 163 NEPTUNO ST., NEXT DOOR TO THE EL ENCANTO THEATRE. Here you will find antique and modern jewelry, rare pearls, fine silverware. Because much of this is pledged luxuries that have been sacrificed, you are certain of getting excellent value for your money.

National Theatre Havana's Best

In the heart of Havana, right in front of PARQUE CENTRAL, in the most beautiful building in Havana, you will find this famous theatre "TEATRO NACIONAL." It offers nightly: BEST VAUDEVILLE SHOWS IN HAVANA. INTERNATIONAL ALLY FAMOUS ARTISTS FROM MIAMI AND NEW YORK'S FIRST CLASS THEATRES. SUCCESSFUL FIRST-RUN MOVIES.

You Owe Yourself A Visit To

Restaurant "Paris" Havana's oldest restaurant "Paris" is located on the old Plaza de Catedral. It is housed in the ancient home of the Counts of PONCE DE LEON. The food is simply delicious. The drinks served by expert mixologists. The prices are always reasonable. NONE LEAVE HAVANA WITHOUT FIRST EATING AT RESTAURANT "PARIS!"

"La Protectora," Old Reliable Pawn Shop

"La Protectora," in the person of Sr. Mariano Rouco, invites you to visit their shop. You will find there a large assortment of DIAMONDS, PEARLS, RARE ANTIQUES and FINE FURNITURE. It is located at 263 ANIMAS STREET. You can borrow money on things of value at low rates. It is established since 1909 and anyone will find this firm dependable.

Cuban Carved Woods Make Useful Gifts

At prices, very low, you will find "USEFUL GIFTS" at GOMEZ SISTERS, CONSULADO 412, Cor. S. RAFAEL ST. Precious Cuban woods, manufactured into artistic novelties and souvenirs, on own premises. A large assortment of articles that you can give to your friends.

For Best Camera Work Go to Caribbean Photo Co. S. Rafael St. No. 62

Just a few feet from Central Park, you will find the CARIBBEAN PHOTO CO. They are known for artistic PHOTO ENLARGING and ENLARGEMENTS. Cameras. Very Reasonable charges. English spoken.

SZUCHMAN BROS. own and manage the perfume and souvenir Department in the Lobby of Hotel Plaza.

Their assortment is ample and the prices are very attractive. The finest hand-made Havana Cigars are at factory prices.

SINCE 1845 CONNOISSEURS PREFER OUR CIGARS

WHILE IN HAVANA YOU ARE INVITED TO VISIT



Paragas AND Raman Allanes CIGAR FACTORY LOCATED AT

520 INDUSTRIA Street OPPOSITE THE CAPITAL BUILDING Cifuentes, Pego y Cia MANUFACTURERS

THE VERY NEWEST PERFUME CREATIONS!

The Last Word in Artistic Perfumery! ALLURING! TANTALIZING! PERSISTENTLY CLINGING! "I N T R I G U E" by GABILLA OF PARIS, FRANCE. "X. Y. Z." by VINEUIL OF PARIS, FRANCE. BOTH PURE ESSENCES. COME IN VARIOUS SIZES. THESE ODEURS ARE OFFERED IN A COMPLETE LINE OF GABILLA and VINEUIL COSMETICS. YOU'LL FIND THE ABOVE IN BEST HAVANA SHOPS.

Cuban Electric Co. Renders Fine Service

If any enterprise can feel proud of its contribution to national progress, then the CUBAN ELECTRIC CO. (Compania Cubana de Electricidad) may well feel proud of what it has accomplished in the past decade. Its 3,000 employees are always ready and happy to serve the public in Cuba. In its vast field of electrical activities it operates aqueducts, manufactures ice in the Island's interior, provides power for Cuba's industries, including remote sugar plantations, and gives power and light for cities and towns serving more than 50% of the Country's people. In addition to the electrical service, the company has a supplementary gas service in Havana. Health protection has been increased through the Company's installations of electrical refrigeration, air conditioning, scientific lighting system, laundry and dry cleaning improvements and many aids to proper sanitation.

Want Quiet? Homey Atmosphere? Stop at "8 y 19" Apt. Hotel

Whether you stay a day, a week or a month, "8 y 19" Apartment-Hotel, in Vedado, Havana's most beautiful residential district, should be your home in Havana. Rates are reasonable. Full Hotel Service. Garage. Kitchens and Refrigerators. Restaurant on premises. Clean, roomy and comfy! Cable: "APARTMENT-HAVANA." Someone will meet you upon arrival.

Dine Atop "Ambos Mundos" Hotel

"AMBOS MUNDOS" Hotel and its roof-garden offer a quaint corner in old Havana. The ancient Morro Castle, Havana Bay and old Colonial Bldgs., on a moonlit night, from this roof, take you into a world of romance and day-dreams. Owner, Sr. Manolito Asper, is a perfect host. Write or cable him.

Preferred by Tourists HOTEL SAN CARLOS

Ave. Belgica #507 Single \$1 up—Double \$2 up Delicious Lunches and Dinners 50 Cents

Crocodiles? Sharks? Made Into Bags, Belts, Shoes, Etc.

On Neptuno st. 210, you will find CASA DEL PERRO, Makers, by hand, of wonderful handbags, and all sorts of leather nicknacks, especially when they are well made and attractively priced by these folks for gift seekers. Many useful things for Ladies, Men and Young Folks. Artistic workmanship and satisfaction.

Ladies! Misses! Hand-Drawn and Hand-Embroidered Dresses in Silk or Pure Linen

THE FAIR located at 203 S. Rafael st. offer the above at special prices as well as street, evening and sportswear. The latest mode and excellent workmanship. This is a good "tip!"

"Chic Parisienne" IN HAVANA! MATHILDE CUMONT'S FRENCH SHOP HAS ON DISPLAY LAST-MINUTE IMPORTS IN DRESSES, HATS, HANDBAGS and NOVELTIES.

Please keep in mind that Mlle. CUMONT KNOWS HER EUROPEAN MODE AS FEW KNOW IT! And at PRICES THAT WILL ENHANCE YOU TO BUY AND BUY! ADDRESS: PRADO #266.

"Vogue" Spreads Well of "Cosmopolitan" Tavern

Yours truly also boasts this wonderful "COSMOPOLITAN" RESTAURANT, located on Prado 412, directly facing Parque Central. Yes, the chefs are culinary artists. The dishes are "fit for the gods." The ingredients used—the very best that money can buy.

CLIP THIS AD. BRING IT TO FRENCH BROS., GET FREE PERFUME BOTTLE, "TONIGHT OR NEVER"

French Bros. Dept. Store, 307 Prado, 2 doors from American club, has been famous since 1900 for its French perfumes, lingerie, petit-point and raffia handbags, Cuban native artworks, Cuban rums, imported liquors. DO NOT CONFUSE THIS HIGH CLASS FIRM WITH ANY SHOP OF SIMILAR NAME!

A Truly Typical SPANISH TAVERNI

(Taberna Espanola) ALL FLOCK TO!



EGIDO 661 Two Blocks from Pan American Airport and P. & C. S. S. Co. Dock Imported Wines of Rare Vintage. Also Liquors, Cordials and Genuine Spanish Delicacies.

-- LOOKING BACK -- Over Files of MIAMI LIFE

No Teapot Dome—Just Plain Ivory

(February 23, 1924)

YES, there are a few advertisers left who regard newspapers as rather sacred institutions. Who, if they get into trouble, do not rush to the business manager and order him to keep the story out. Their wives sue for divorce, business fails, sons go out on merry bats and bust up automobiles, or other dire things happen—but they religiously expect to see their home newspaper chronicle the fact.

And there are some advertisers who never ask for column write-ups to accompany their ads or offer large contracts in return for editorial support of some highly profitable project of theirs.

They simply buy white space in a newspaper because they know a large number of prospective patrons read it. They pay \$50 or \$100 for an ad and expect to get back \$500 or \$1,000 or \$10,000. Just as they put an ad on a billboard or an electric sign visible to a large number of people, they put an ad on a page of news that is read by a large number of people.

Simple enough, isn't it? Why should it be otherwise? But the most ignorant newspaper reader knows that all advertisers don't buy space on this theory. He has a pretty good idea that some advertising is like "hush money" that the dive keeper slides over to the powers that be, and that newspapers very seldom come out and attack large advertisers. He knows that some advertisers are buying news and editorial opinion along with their white space. At least, they try to and there's a pretty general impression that some get by with it.

Sounds like a sermon But it isn't. It's a warning, and the warning's this:

If the Miami newspapers don't start in doing some very strict disciplining, if they don't apply the lash vigorously in certain directions, there won't be enough "reader confidence" left even to please a patent medicine advertiser.

Incidents like this week's fracas between the Venetian Islands Company and the News-Metropolis don't help bolster up the faith of the reading public in their newspapers.

What's the common impression of the whole affair, anyway?

Simply that the Venetian Islands Company was trying to control the News-Metropolis. And why this impression? Because the News-Metropolis came out in a rather surprising (surprising because it rapped a big advertiser) editorial last week opposing the Venetian Islands Company's plans to have the county help build a causeway to Venetian Islands. And because the Venetian Islands Company got peeved, took a full page in the Herald and announced that it would withdraw all advertising from the afternoon paper.

Poor sports! Remember all those pretty news items that the News-Metropolis printed day after day a few weeks back about the Venetian Islands Company having made this and that sales record, and the columns about the Venetian Islands Company preparing to build a beautiful causeway from Miami to the islands? The Venetian Islands Company asked for a bountiful lot of free publicity and got it. But at the first crack of opposition from the editorial writer—out with the advertising! And even the company must admit that the proposal was at least debatable.

Not long ago another advertiser withdrew because one of the papers had published a photograph of an ex-member of his family. Still another withdrew because a local paper had "written up" a bootlegger friend of his. Another didn't like a prohibition editorial and quit the paper. Another withdrew because a court case in which he figured was

At The Three Gables

We are in the deep South and one of the traditions of the South is fried chicken. We also know, the two chief screwballs of the Three Gables, Gerry Ruppert and Bill Acker have shattered the tradition by introducing barbecued chicken at The Three Gables and the Tropical Grill.

If you want something entirely different and toothsome, drive out to either The Three Gables at 1772 N. W. 79th street or The Tropical Grill, 114th street and N. E. 2nd avenue near The Biscayne Kennel Club for this new delicacy. "Mom" the expert cook will see that you are served a dish that you will remember.

They Tell Me!!!

THAT Tim Troyan, the Dapper Dan behind the frying pan at Zissen's Bowery, was once a nationally famous expert on girth control.

!!! THAT THE Poor Man's Sandwich Shop will soon be a rich man's rendezvous. !!!

Eddie's Tire Shop Super Retreading, Recapping 1501 N. MIAMI AVE. PHONE 2-0673 Road Service Anywhere in Greater Miami

NIGHT BEGINS AT WINNIE'S When the Hot Spots fold for the evening—Here's where the fun carries on. 233 - 23rd St. 1449 Wash. Ave. MIAMI BEACH GOOD FOOD -- GOOD FUN

PAUL'S BEER 5¢ WINE Hot Dog Hamburger Sandwiches of all kinds 431 N. E. Second Ave.

ZISSEN'S BOWERY SEE THE MILLION DOLLAR ART GALLERY N. Miami Ave., & 17th St.

NOW OPEN Hof-Brau FAMOUS for FOODS AND A GOOD TIME Imported Amstel Holland Beer on Draft—Choice Liquors SMILING FRITZ, M. C. 221 N. E. 2nd Street

KOOL MOTOR Gasoline and Oils CITIES SERVICE PRODUCTS Orange State Oil Co. Distributors

aired through the news columns.

They weren't buying advertising space. They were buying the whole newspaper. And the newspapers were suckers for permitting them to advertise at all! * * * The Venetian Islands Company had advertised all along through its unusually successful lot-selling campaign, that it would build a causeway replacing the present Collins bridge. But lately, in a moment of great desire to "Let George do it," the company proposed to the county commissioners that the county do the work, and then it would own another span across the bay. * * * The News-Metropolis . . . said: "There is no necessity of the county spending a nickel on it. We want no Teapot Dome scandal in Biscayne Bay."

Teapot Dome! The phrase stuck in the public mind. It rankled in the kind and philanthropic breasts of the Venetian Islands directors, who appeared to regard their proposal to the county commissioners as a public benefaction of the most altruistic order. And among those directors was Frank B. Shutts, publisher of the Herald.

On Tuesday morning a full-page letter shrieked a wail of distress at the public from the columns of the Herald. The allusions of the News-Metropolis were characterized as "scurrilous, libelous, and altogether unworthy and unjustifiable." Further arguments were made. The "unsullied honor" and integrity of the county commissioners were cited and stoutly praised; likewise the virtues and pure connections of the Venetian Island directorate.

And then came the return bomb directed at the News-Metropolis:

"We are withdrawing our advertisements from the columns of that paper; not through a spirit of revenge, but because we feel that our self-respect demands that we discontinue business relations with a newspaper which will, wantonly and without justifiable excuse whatever, publicly attempt to destroy the fair reputation of any citizen of Miami, whoever he may be."

Biff! Bang! What a blow! And did Jimmy Cox pale and tremble as he read it over his morning coffee. And did he kick out his editor, publicly rebuke his business manager, and prepare to go out of business and back to Dayton?

Strange to say, the News-Metropolis came out as usual. Minus the Venetian Islands ad, of course. But that wasn't so much, considering the fact that they had sold all their lots on the islands, and had little more advertising to do.

And Jimmy did none of the above things. Instead, he sat down and wrote an editorial that, very politely, declared the Venetian Islands Company had falsified and the News-Metropolis cared nothing about its advertising anyway.

In that editorial, Cox said a mighty wholesome thing. The News-Metropolis may not adhere to it in the future; probably hasn't in the past; but it is a fine newspaper ideal—worth reprinting—and here's hoping that newspaper men will try to remember it:

"Let it be understood that the policy of this paper will never be determined by what appears or does not appear in its advertising columns. It would not deserve the confidence which it enjoys, if its editorial attitude were dictated by attempted intimidation. The fact is, that the News-Metropolis will not permit any enterprise which is not disposed to deal fairly with both its patrons and the public to advertise in our columns, at any price."

Fine! But adhering to it will be the test. To make a long story short, the county commissioners Thursday rejected the Venetian Islands Company's proffer—or proposal.

Thus endeth the incident. Venetian Way will have to be built privately.

But, at any rate, remember the power of the press, and go accordingly.

PLEASURE ISLES CLUB 2403 N. W. 79th St. (La Paloma Club's former Location) GEORGE GREGORY, M. C. JERRY REO, M. C. VIOLET CLEMONS "Songbird girl of 1,500 Songs" VICKY JOYCE-VIVIAN RAE "OH, JOHNNY!" "BUBBLES" Leroy O'Berry, Manager and Producer "Pleasure Isle Shows" 25c Admission Frances Fay & Billie Sparks Ted HOWARD'S Swing Band

5¢ allowance on any used record in our store at 109 W. FLAGLER ST. Bring this coupon with you

WEIDENHOFF EQUIPMENT A COMPLETE MOTOR ANALYSIS FREE! WALDRON'S SERVICE STATION Factory Trained Mechanics 27th and Flagler

EDWARD'S SERVICE STATION Station No. 1—1380 S. W. EIGHTH STREET—Phone 3-1661 Station No. 2—2644 S. W. EIGHTH STREET—Phone 4-9230 GAS, OIL, BATTERIES, TIRES WASH—POLISH and LUBRICATION Also COMPLETE AUTO REPAIR DEPARTMENT PHONE 3-1661 or 4-9230 FOR ROAD SERVICE

MORE FOR YOUR MONEY SEARS, ROEBUCK AND CO BISCAYNE BOULEVARD AT 13TH ST. A COMPLETE DEPARTMENT STORE

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

Capri RESTAURANT on MIAMI BEACH SPAGHETTI STEAKS and CHOPS — OYSTER BAR CHARCOAL BROILER "Custom-Made Foods" Cor. Fifth Street and Washington Ave. . . . The Beach's Foremost Italian Restaurant . . .

