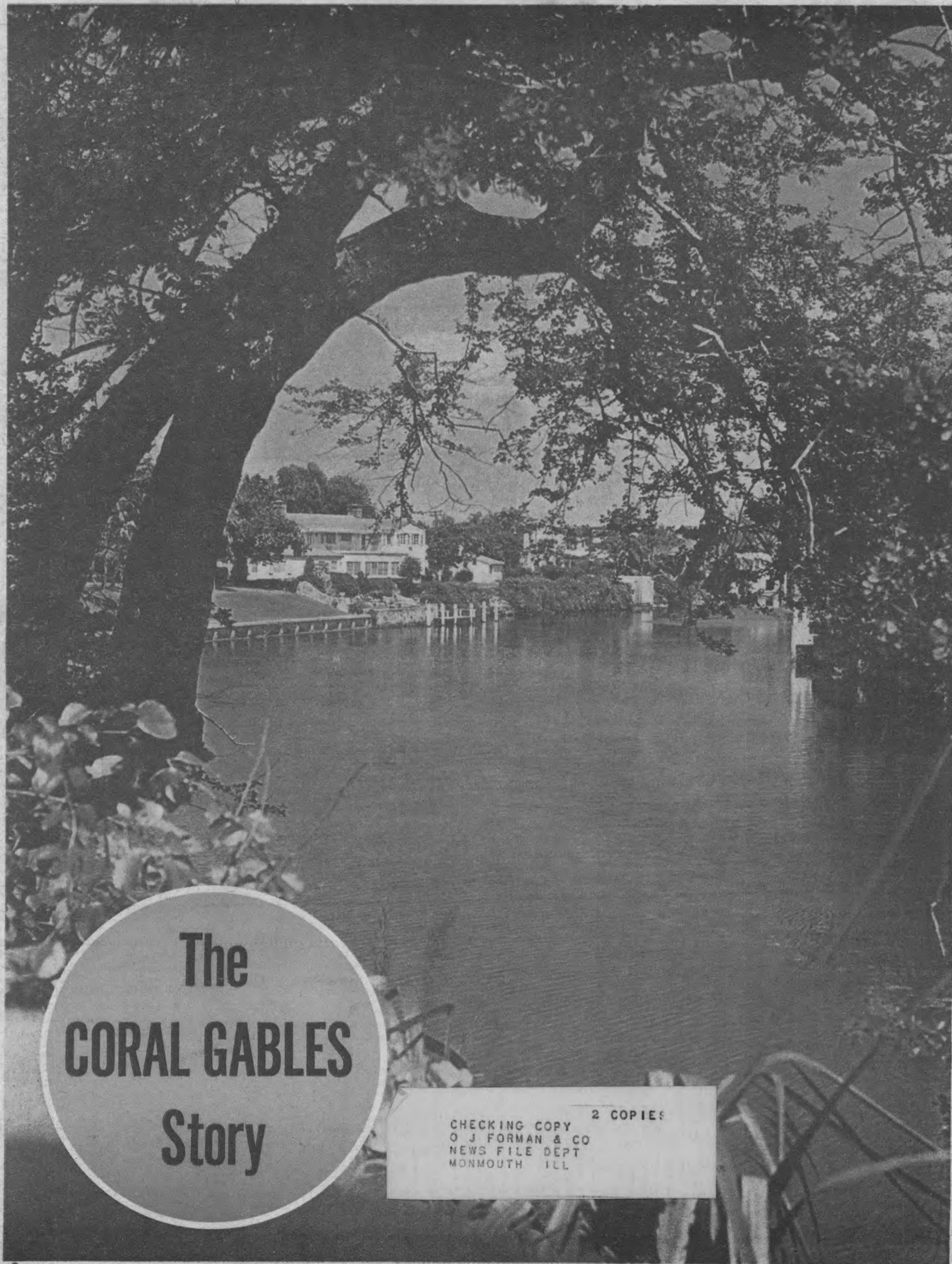


May 20



**The
CORAL GABLES
Story**

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NEWS FILE DEPT
MONMOUTH ILL

Something More Than Place to Live

By **PAT MURPHY**
Editor, The Coral Gables Times

What hasn't been said about Coral Gables might fill the head of a very small pin.

But in all the millions of words written and spoken about this place, none ever seem to adequately portray or characterize this veritable paradise.

Somebody with a touch of eloquence came close, though, when he said:

"Coral Gables is a state of mind surrounded by sights and sounds which only God himself might have created for some very lucky people."



MURPHY

★ ★ ★

NEARLY everything that is Coral Gables today — and, hopefully, will always be — grows out of what can best be described as the "planned madness" of its founder, George E. Merrick, son of an ailing Congregational Pennsylvania minister who came here with his family at the turn of the century and settled on a 160-acre tract of wilderness southwest of Miami.

It was this 160-acre tract — carved out of land which attracted no one's attention then — that gave birth to the 16-square-mile City Beautiful that Merrick dreamed, planned and started to build.

After college and some 10 years of furious work selling real estate elsewhere in the then-aborning Miami area, Merrick plunged into his dream — creation of Coral Gables.

Quietly, he had bought 1,600 acres of what was to become a dream city, and had managed to save \$500,000.

The year was 1921.

While other Florida communities greedily sold off land helter-skelter in those insane days of unplanned land development, Merrick carefully plotted every move.

His architects were sent to the Mediterranean and Europe to study the ageless architecture and city planning which made cities showcases for centuries.

Edition Going Far and Wide

Some 70,000 copies of this special edition of the Coral Gables Times are being distributed nationally and in the Greater Miami area this week.

Copies are going to persons on private corporate and congressional mailing lists, visitors at the World's Fair and Florida Showcase in New York and on airliners arriving in the Miami area from throughout the United States.

The section has been designed to tell, in one package, the story of Coral Gables in the past, present and future, and why it is an ideal community in which to live, work and go to school.

His landscape engineers imported plants from around the globe.

And Merrick himself went from bank to bank and friend to friend looking for the money which would make dreams real.

★ ★ ★

MERRICK strictly enforced his ideas. Original architecture — his fountains, his homes, his roadways and landscaping — were Spanish and Italian. Then came "villages" of homes — French, Chinese, Dutch.

In the seven years between 1922 and 1929 — when the tragic crash brought economic doom — more than \$150,000,000 was spent on building in the Gables.

But Merrick himself sought no profit — only absolute execution of his dream of a perfect city.

He made and lost millions as he plowed fortunes back into his city.

Millions were spent on national advertising. William Jennings Bryan, former Presidential candidate, was hired at \$50,000 a year to extol the city.

A then-modern rapid transit trolley system was brought to the area.

The \$10,000,000 towering Biltmore Hotel — a haven for society's blue-bloods — was erected.

Gondoliers were imported to traverse the Gables waterway to enhance the Mediterranean flavor.

Land and money was donated to start the University of Miami.

★ ★ ★

GEORGE MERRICK watched helplessly as the Bust of the 1930s halted development. In 1933, only four homes were built here.

But in the early 1940s, the city came to life again and Merrick was to see a new start on a dream in which he never lost faith.

He died in March, 1942, with but modest savings.

★ ★ ★

THE CITY Merrick wanted, as he said in his own words, had to have "the fundamentals of romance, beauty, inspiration and home."

His descendants have carried out his wishes faithfully.

Those of us who were born here, have traveled and seen what the world has to offer elsewhere and then come back here to live can see the vivid difference.

Imagine, if you will, living 12 months a year in a lush green garden, the fresh fragrance of blooming flowers, the warmth of an eternal sun, the laughter of children, the sounds of families at play, the sight at every turn of charm and elegance transplanted from Mediterranean showplaces.

★ ★ ★

AS FIERCELY as we preserve and nourish this traditional concept fathered 40 years ago, Coral Gables also is a city with a future.

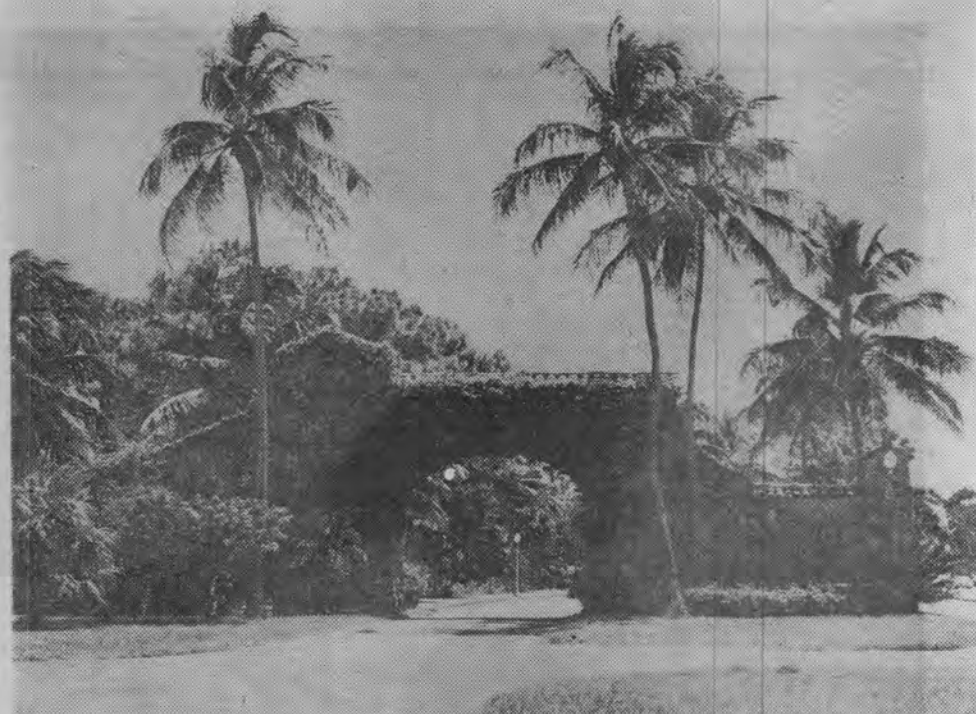
More and more businessmen of the Space Age have found here a place for their international headquarters.

Our well-defined and strictly zoned industrial section bustles with the manutronic gear.

Our shops cater to the most exquisite modern tastes of milady.

Our schools rank nationally in their curriculum.

Come on and see for yourself!



Why Shouldn't a City Have Gates, Asks Baggs

... here is one the distinctive entrances to Gables

Gables Creates Mood, Gives You Identity

The editor of the Pulitzer prize-winning Miami News, Bill Baggs, is one of Coral Gables' best-known residents — and, for that matter, one of its most ardent disciples. Baggs, who lives in a large picturesque home, gives a few of the reasons why he loves and lives in Coral Gables.

By **BILL BAGGS**
Editor, The Miami News

My impression of George Merrick is that the gentleman was against cities and that is why he built Coral Gables.

At least as early as the yawning years of the 19th Century, men looked around and noticed that the cities rising on all sides of them were not exactly urban gardens.

Lord Byron, a century and a half ago, complained: "High mountains are a feeling, but the hum of human cities torture."

Like Byron, Mr. Merrick was a poet, and a sense of poetry poured into the plans for his new city. On many occasions, I find small and large reasons to like the municipal poetry of Mr. Merrick.

Why shouldn't a city have gates? The old European cities had gates because they had walls, and had to protect themselves from visiting bands with conquest on their minds.

But in our time, the gate strangely gives you identity. When you drive past the gate, you know you are in your own city.

Why should all roads be as straight and indifferent as lines on a factory's

graph? Why should merchants intrude into the sky with large, blinking neon proclamations? Why shouldn't we borrow the architectural tastes of European periods, proved by time, and adapt them to a subtropical environment? And finally, why shouldn't a cop be friendly?

Mr. Merrick created a mood, among other things, but the mood, in my opinion, was the largest of his gifts.

In this mood, people were encouraged to plant ficus trees and hibiscus bushes, put in lawns, care for their houses, and, most of all, not succumb to the anonymity which distinguishes urban life today.

Then, too, the mood moved the people to take an interest in city hall . . . to keep an eye on how their city was being governed. I think it fair comment to say that many men of achievement, in business and the professions, have served in our city hall, but would not have involved themselves in politics in other cities.

But back to the mood. What Coral Gables means to me is very much related to the mood which Mr. Merrick began and which somehow had survived the drain of 40 years. Tranquility, or as much of it as you can get in a city, is born of the mood. A number of crazy streets, with amusing and often gentle names, winding and winding.

And best of all, identity. It almost makes you feel like an individual somehow surviving as an individual in what has become an urban country.



BAGGS

On the Cover

The cover photo, taken by Coral Gables Times Staff Photographer Raymond Lang, shows one of the picturesque spots along the Coral Gables waterway leading from Biscayne Bay through the heart of the city's residential area.

Coral Gables  **TIMES**

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City-Maintained Trees Form Arch Over Street
... 6.3 per cent of budget is spent on maintenance

The City's a Beauty-- And Here's the Reason

Coral Gables did not acquire the title, "The City Beautiful," through some natural quirk.

Approximately 6.3% of its annual budget is spent on maintenance of parks and parkways.

This is equivalent to more than two mills, or \$390,000.

While this may seem like a disproportionate portion of the over-all budget, there has never been any serious grumbling about the expenditure of such a large sum to keep the Gables looking trim and proper.

As a matter of fact, most Gableites pride themselves in having probably the most beautiful parkways any-

CITY SERVICES

where in the nation, if not the entire world.

The clamor has been for even more beautification.

A special beautification committee made up of persons from all walks of life was created a couple years ago when some residents complained that not enough was being done.

The Garden Club and various individuals have made substantial contributions in time, labor and money to

various beautification projects.

Restricted mostly to non-flowering trees, shrubs and plants, the trend now is to colorful flowers.

The annual cost of maintaining three streets alone — Miracle Mile, Ponce de Leon Boulevard and Alhambra Circle — is more than \$8,500.

Planting supplies, such as trees and shrubs, sod seed, fertilizer, weed killer and insecticides add up to another \$8,000.

Office supplies add another \$60,000, but the greatest single cost is labor, \$300,000.

Is it all worth it? Gableites think so.



Fountains, Reflecting Pools at Prado Entrance
... Gableites like the look of their city

Congratulations

to the
City of

CORAL GABLES

On Its
40 Years as the
City Beautiful

things go
better
with
Coke



Satisfying
the demand
for the
pause that
refreshes

Something for Everyone . . .

LOW CALORIE TAB
BRIMMING WITH FLAVOR



ADULT TASTE
TINGLING TARTNESS

KEEPING PACE IN THE CITY BEAUTIFUL

CORAL GABLES COCA-COLA BOTTLING CO.

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TAXES

Gables Rates Tops As a Buying Area

That taxes are lower, and level of service performed is higher in Coral Gables than in surrounding similar cities was proved by a recent survey of the Coral Gables Finance Department.

Many people are surprised to discover that taxes are lower in Coral Gables than in other surrounding communities. The tax cost is less, even though the city is widely known as a prestige community and has received wide acclaim for the high level of public service which it performs.

An April, 1965, tax comparison brought this to light and indicated that a piece of property of similar value would provide a savings of from 8 per cent to as high as 23 per cent if located in the Gables.

High level of service is readily observed in the continuous display of competence of all city activities. An unusual level of performance is found in the field of public service in maintenance of all parkways and plazas within the city. Included in the parkways and plazas are 65,000 trees which have been meticulously planted and are carefully maintained by the city.

Zoning laws were rigidly established in 1925 and have been continuously maintained to insure that the private investor's rights would be carefully protected. Many attacks have been made toward tearing down these zoning regulations. However, the basic qualities have been maintained, and there is no indication that future plans will drastically depart from the high level of the original ones.

The accompanying table details cost factors involved in taxation by various municipalities.

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COMPARISON OF RESIDENTIAL TAXES AND FEES FOR 1964

(Based on a Home Costing \$22,000 to Construct in 1961)

| | Coral Gables | Miami Beach | Miami | Miami Springs |
|--|-----------------------|---------------------------------|-----------------------|-----------------------|
| 1961 Cost | | | | |
| Land | 8,000 | 8,000 | 8,000 | 8,000 |
| Building | 22,000 | 22,000 | 22,000 | 22,000 |
| | 30,000 | 30,000 | 30,000 | 30,000 |
| 1964 Assessment Basis | | | | |
| Land | 50% of 1961 Market | 65% of Current Market | 65% of Current Market | 75% of Current Market |
| Building | 60% of 1961 Cost | | | |
| Personal Property, Households | 10% of Building Value | Estimated 10% of Building Value | 10% of Building Value | None |
| 1964 Assessed Value excluding Exemptions | | | | |
| Land | 4,000 | 5,200 | 5,200 | 6,000 |
| Building | 13,200 | 14,300 | 14,300 | 16,500 |
| Personal Property | 1,320 | 2,000 | 1,430 | -0- |
| 1964 Millage Rates | | | | |
| Levied on Excess over Homestead Exemption | 12.34 | 17.00 | 18.24 | 12.00 |
| Levied on Full Value of Homestead Property | 1.46 | -0- | -0- | -0- |
| TOTAL | 13.80 | 17.00 | 18.24 | 12.00 |
| 1964 Tax Amount Including Homestead Exemption | | | | |
| Real Estate | 175.66 | 246.50 | 264.48 | 210.00 |
| Personal Property | 4.42 | 17.00 | 7.84 | -0- |
| TOTAL | 180.08 | 263.50 | 272.32 | 210.00 |
| Other Comparative Annual Residential Taxes and Fees | | | | |
| Waste and Trash Collection | 38.00 | -0- | -0- | 24.00 |
| Utility Tax on Electric, Water, Phone, Gas on \$25 monthly bills | 2.50 | -0- | 2.38 | 2.50 |
| Sewer Charge - minimum | 1.50 | -0- | 1.25 | -0- |
| Automobile Inspections | 1.50 | 1.50 | 1.50 | 1.50 |
| Fire Insurance Premium at Standard Rates x | 10.10 | 10.10 | 10.10 | 15.50 |
| Total Comparative Annual Costs | 233.68 | 275.10 | 287.55 | 253.50 |
| xFire Insurance Only | | | | |
| Grade 3 - 30 Cents M plus 3.50 | | | | |
| Grade 7 - 50 Cents M plus 4.50 | | | | |

Source: City of Coral Gables, Finance Department

Ambassador's Home Here

The late Grant Stockdale, U.S. Ambassador to Ireland and one of the closest friends of the late President John F. Kennedy, lived in Coral Gables.

His widow, Alice Boyd Stockdale, still lives in their large pink home on North Greenway Drive. She was the city's official hostess during this year's 40 birthday celebration.

Still a Few Foxes Left

When you talk about pioneers, in Coral Gables, you aren't only talking about humans.

Every now and then, the Gables Police Department gets a telephone call about a fox harmlessly roaming one

of the city's largest and lavishly landscaped homes.

The foxes — what few there are — are descendants of some imported to the Gables during its founding days for special fox hunts staged for wealthy visitors.

Coral Gables TIME

Coral Gables TIME

Coral Gables TIME



The
CITY
OF
SOUTH MIAMI

Extends Sincere
GREETINGS
to the City of
CORAL GABLES
on its 40th
Anniversary

YOU'LL LOVE Shopping in

SOUTH MIAMI



JUST A SHORT HOP TO SAVINGS FROM ANYWHERE IN THE SOUTHWEST SECTION . . .

South Miami Merchants are constantly alert to your Shopping needs. Their stocks are Complete . . . their values are outstanding. Yes, you'll Love Shopping in South Miami the City of Pleasant Living.

University Fulfilling Its Destiny

By MARJORY STONEMAN DOUGLAS

The meaning of the University of Miami, to me, and to Coral Gables, its home city, from its beginning over 35 years ago, has been a profound one.

It was then that this country of sun and sea beaches began to be known as something more than a winter resort.

It was the end of a frontier of frenzied real estate success and failure. It began our modern day when this



MARJORY STONEMAN DOUGLAS

whole great urban complex in South Florida has an intellectual, artistic, scientific, musical and creative focus at last, an emphasis on ideas and values more enduring than money. The creation of the university lifted all this into the category of the great city-regions of the world, none of which would have been great or famous if its center had not been a university.

At the very beginning, to be sure, it seemed that it owed its origin to the hectic real estate boom which began here in the early 1920's.

George Merrick had already laid out the quaint streets and fountain-avenues of Coral Gables on one of the few and finest city plans in the entire country. But Coral Gables was caught up in the wave of real estate gambling which swept northward to end only in the great depression.

The idea of a university, such as William E. Walsh envisioned and George Merrick believed in and gave land for, seemed doomed to be part of the failure and ruin that followed.

Perhaps it was just as well. Because no great institution can spring up overnight out of a lot of paper prom-

About The Author

Marjory Stoneman Douglas was one of the early faculty members of the University of Miami. But she is better known nationally as a famous author of books about Florida. Here she writes about the University of Miami which has been a large part of her life.

ises of millions. It takes men and women of character and learning who know what that is worth, to build a pioneer university such as was needed here, and cities and citizens to want it and work and sacrifice for it.

That is the character and integrity and true sense of values which are the bedrocks stuff of the now splendid, various and living University of Miami.

IT HAS BEEN a thrilling adventure, all these years, to have been, in various ways and times, concerned with it, always observant of it, critical demanding and hopeful. It has broadened and enriched my entire life as it has the life of this whole region.

For when the dust and bust of the boom settled, with only some uncleared acres and useless paper to show, one man was left hanging on. And it is his great mindedness, his courage, his wisdom and his bull-dog tenacity that is the foundation rock and the keystone of this enormously expanding, forward looking, busy and crowded University of Miami today, Bowman Foster Ashe.

He stands there in life-size bronze in the porch before Beaumont Hall in the beautiful Memorial Class Room Building, eternal metal, life himself.

Almost more than anything else, it has been of inestimable value to me to have known B. F. Ashe, to have learned from him what is important and what is not, and to have studied how patiently and enduringly to work as he did.

He got hold, somehow, of the shell of an unfinished hotel that is still the North Campus. He scraped and borrowed enough money from business men and townspeople to put in chairs, desks and blackboards, the beginning of laboratory equipment and a library. Somehow he got together men and women like himself, with a passion for ideas and knowledge, willing to gamble their lives on laying down the foundation of a school that could become great.

He got together enough students to pay tuition as the first class and fought for money enough to graduate them after four years of remarkable and devoted teaching.

And for years, until the townspeople and business people began to be proud of it and give it money to it, the university ran on its tuitions.



New Library: One of UM's Many Modern Structures

WHEN I THINK of that first faculty, I remember with deep appreciation and pleasure my years of association with them; with Orton Lowe, who shaped the first English Department and began the Winter Institute of Literature that brought here Robert Frost, Edward Davison, Hervey Allen, Eunile Tietjens, John Dewey and so many others of the best minds in the country for students, faculty and townspeople alike to know; and Mary B. Merritt, who taught English before she became the first Dean of Women; with Virgil Barker, whose magnificent mind enriched the Art Department for years and years; with Bertha Foster who began the Music Department and Arnold and Marie Volpe who began and carried on the Symphony, of such great value to the entire community that it can now be taken over by the community; with Howard Southgate, whose first Drama Department well began what is now the Ring Theatre; with F. G. Walton Smith, who has made the Institute of Marine Science a nationally famous part of the university, collaborating with the U.S. Navy and oceanographers and marine biologists from everywhere; with many, many more but perhaps, next to B. F. Ashe himself, that lovable and wonderful man, Franklin Harris, musician and composer, but more than that, the ambassador of good will between the university and all the people.

There were no great hunks of foundation and government money in those days. People sacrificed to keep the university going. The Memorial Classroom Building was paid for by donors of memorials, room by room. The cities gave money.

Dr. Ashe borrowed on his life insurance to keep it going.

The faculty gave up their pay; the students worked to give.

We were proud that the debts were slowly paid. And when the time came that the old campus acres and the skeleton building could be brought into being, I am proud to say that the first person whom B. F. Ashe called in to draw up what the University of the future should look

like. Robert Law Weed, Robert Little, Frank E. Watson and more have all added their abilities to its growth.

TODAY, when I see the Merrick Building long in use, the Memorial Classroom Building, the Ashe Building, the great new Library, the Music School, the Ring Theatre, the dormitories rising like handsome cliffs around the Lake, the Lowe Gallery, the Law and Engineering Schools, the Computer Center, the University College Building, the Graduate School, the stunning new Student Building, the old temporary buildings that have been useful for years, the lawns, the trees, the walkways filled with thousands of students from everywhere, I rejoice deeply in seeing a great idea beginning and becoming.

Meet you at the
HASTA
2665 S.W. 37th Avenue
At The Gables
HI 5-3636

HASTA MANANA
Restaurant & Lounge

Coral Gables' Miracle Mile — Then and Now



INAUGURATION of trolley service between Coral Gables and Miami in 1925 brought out a crowd to listen to William

Jennings Bryan at the corner of Coral Way (Miracle Mile) and Ponce de Leon Blvd.

FORTY YEARS LATER, the same intersection is the bustling heart of Coral

Gables. The trolley lines vanished long ago, as did the vacant, pine-studded lots.

It's Chic on the Streets Where You Shop

Everything from A to Z — art to zinnias—is available in world-famous Coral Gables shopping areas, as millions of local and out-of-town visitors pleasantly discover annually.

Beautiful Miracle Mile and Ponce de Leon Boulevard feature the latest in fashion and attire in many specialty shops and department stores. Strollers along the streets also can window-shop to their heart's content and receive a capsule course in tro-

pical gardening. The sidewalks are dotted with islands of tropical and sub-tropical plants — all labeled for those who are interested.

Parking, both on and off-street, is plentiful — in many cases just outside the doors of the shops.

These are some of the reasons why shopping figures are increasing in Coral Gables while they are dropping in metropolitan areas of South Florida.

A recent report by the U.S. Census Bureau stated that annual retail sales in Coral Gables spurted from \$58 to \$68 million in a five-year period ending in 1963 while Miami sales dropped \$97 million and Miami Beach sales slipped seven million.

Within the four-block Mile, are 61 varieties of palms, shrubs and other foliage from Asia, Africa, Australia, South America and the islands of the tropical world.

Here the amateur home gardener and the do-it-yourself landscape artist can ex-

Diverse Groups Sits On Council

Businessmen with as diverse interests as possible make up the five-man City Commission which currently governs Coral Gables.

The Mayor, C. L. (Jerry) Dressel, is a cattleman horse breeder and dairyman with extensive Florida ranch property who lives in a baronial home built in the 1920s.

Vice Mayor is George Wilson, a young, active civic worker who is chairman of the Holsum Baking Co. here, a firm which serves all of Florida and parts of Latin America.

The other commissioner are former Mayor Joseph Murphy, an attorney and father of 10 children; W. Keith Phillips Jr., an insurance executive whose father was once mayor of the city, and newly elected William Chapman, also an insurance executive.

City elections are held every two years.

Carols Sound Through City

To the Northerner, Coral Gables might not look very Christmasy without snow — but it sure sounds Christmasy.

Each Yuletide, the city and Chamber of Commerce team up with merchants to install special sound systems throughout the gaily decorated shopping area to broadcast Christmas carols and songs.

amine many of the most beautiful and useful plants for adorning residences. The varieties used were chosen for their adaptability to our climatic conditions, their resistance to pests and diseases and their suitability for use in limited space.

The city, which has landscaped 95 per cent of its streets, later beautified Ponce de Leon Blvd. making it equally attractive for shoppers. Fashionable stores meet every taste and offer

convenience, diversity, quality and service. A third fashionable shopping area encompasses the centers along U.S. 1, just east of the University of Miami while another area, offering a wide variety, is located on the north side of Sunset Drive.

And all areas have restaurants featuring adventures in good dining. The range goes from speciality foods of gourmet quality to simple hamburgers, snacks or ice cream sodas.



WHEN WORLD WAR II ended, the city fathers of Coral Gables decided to do something to commemorate their war dead. Instead of a heroic statue, however, they built a youth center, designed to

serve the living youths for whom the commemorated dead had lost their lives. In 1956, the old structure was razed and the present half-million-dollar complex above was constructed.

DEERBORNE SCHOOL

311 SEVILLA AVENUE IN CORAL GABLES

Pre-School
Kindergarten
Grades 1-9

- Music
- Dancing
- Creative Arts
- Handicrafts
- After School Program
- Supervised Sports
- Field Trips
- School Bus Transportation
- Cafeteria

Congratulations to the City of Coral Gables . . .

40 YEARS, The City Beautiful

Accredited By

Florida State Department of Education
Association of Independent Schools of Southeastern Florida
Florida Council of Independent Schools



International Petroleum Co.'s New Building
... arched building in front is old office

Thousands of Firms Operating in City

Diversity is the keynote to commercial and business activity in Coral Gables. The 3,766 business firms operating in the city today represent activity in practically all of the U.S. standard industrial classifications.

Categorically, the 1,301 contractors engaged in Coral Gables construction represent the highest number of firms. Gables construction in 1964 reached the highest peak since 1925 and was more than double that of 1963.

The next largest activity, as ranked by number of firms, is retailing, with 424 firms. These 424 retail operations employed over 3,500 persons last year and did more than \$78 million in sales.

Insurance agencies and branches, with 385 firms, and selected services with 384, are extremely well represented for a city of 40,000. Activities in both of

★ ★ ★

BUSINESS IN CORAL GABLES

| CLASSIFICATION | NUMBER OF FIRMS |
|------------------------------------|-----------------|
| Construction, and related | 1,301 |
| Retailers | 424 |
| Insurance agencies and branches | 385 |
| Finance, Baking & related | 377 |
| Medical, dental professions | 348 |
| Wholesalers | 84 |
| Technical business offices, n.e.c. | 76 |
| Manufacturers | 68 |
| Medical laboratories | 24 |
| Utility companies | 7 |
| Total | 3,766 |

these categories serve a far wider area than just Coral Gables and are located in Coral Gables to take advantage of the city's geographic position and prestige factors.

Direct company branches make up 286 of the 385 insurance firms. Insurance headquarter activity is a dynamic aspect of the Coral Gable business picture. Two large modern buildings were constructed in 1964 to house operations of one national firm and another national operation was moved into an existing structure.

Next in size are medical profession activities. Attractive physical surroundings and close proximity to the area's burgeoning population have played a large hand in the establishment of medical offices here.

Eighty-four Coral Gables wholesalers enjoy annual sales of nearly \$34 million dollars and employ over 500 people.

The 76 technical business offices represent services of diversified professional skill levels. Many of these firms have chosen a Coral Gables location because of the convenience to their home and also to be near the University of Miami. The University of Miami's new School of Space and Interplanetary Science is attracting nationwide attention and will undoubtedly create many satellite activities in the Coral Gables area.

Manufacturing in Coral Gables is represented by the production of a wide diversity of products from food items and electronics to fiberglass boats. The 68 firms in this category employ 1,364 people. Activities are restricted solely to light manufacturing.

Holsum
the bread to buy



**BAKERS to
South Florida
Families for
53 Years....**

**We Congratulate the
City of Coral Gables
On Its 40 Years of
Progress . . .**

The City Beautiful!

Holsum
the bread to buy

One of America's **FINEST SHOPPING STREETS**



**OVER
125
QUALITY
SHOPS and
MERCHANTS**

**Banking
Restaurant and
Office Facilities**

**AMPLE, EASY
OFF-STREET
PARKING**

**Where Shopping
is a Pleasure!
in the
City Beautiful!**

the **CHARM** and **BEAUTY** of
**MIRACLE
MILE**

The Miracle Mile Property Owner's Association

HOSPITALS



Modern Doctors' Hospital a Major Medical Center
... Gables physicians founded growing center near University

Major Medical Centers Call the Gables Home

Hospitals with a heart — that's what you'll find in Coral Gables.

While 'The City Beautiful's' hospitals rank with the best in the country, they've never forgotten that the patient is the most important element.

A Cuban refugee found at Doctors Hospital he could not scrape together the money to pay for delivery of his wife's baby.

Doctors Hospital agreed to let him work at odd-jobs in the building to pay off the bill.

A little girl found herself at Variety Hospital with a lump over one eye where a mischievous boy had struck her with a rock. While there, she became greatly attached to one of the parakeets the hospital has in its ward to entertain the children.

Variety opened up its heart and let her keep the bird.

An elderly blind man laid alone in his bed at South Miami Hospital, just outside the Gables. He yearned for an old friend.

South Miami Hospital broke an age-old rule and let a pet into the building — the old man's seeing-eye dog.

And at the Veterans Administration Hospital — the tallest building in Coral Gables — the chief of staff and his assistants chartered a sleek boat and took a group of World War II and Korean War amputees fishing.

★ ★ ★

THESE ARE the kind of hospitals here in the Gables. They're modern, too!

Doctors Hospital, only built in 1949, recently an-



VA Hospital
... old hotel

nounced plans for a multi-million dollar, nine-story wing that will double its present 213-bed facilities.

The new addition will provide 250 beds for acute cases and 150 beds for the more chronic.

Centrally located, Doctors' emergency room is among Dade County's busiest. It is the second largest hospital south of Miami and its payroll ranks among the top.

★ ★ ★

VARIETY — which operates solely on donations and turns no child away because of color, creed or religion — is an example of what a community can do when all join hands.

Built in 1949 as a hospital

for children with polio, it soon outgrew its original purpose and found it was caring for youngsters suffering from stubbed toes to curved spines to psychiatric disorders.

Early this year, Variety, which had ailed from growing pains, completed a 2-million-dollar addition.

It is now the first children's hospital in the southeastern U.S. to have a ward entirely for emotionally disturbed youngsters.

Variety has added a total of 84 beds, expanded its X-ray, pathology and dietary facilities. It even has an auditorium with closed-circuit television where visiting doctors can watch an operation while being conducted in one of the surgical rooms.

Just across a parkway, the Variety Research Foundation is conducting experiments in the transplantation of organs and limbs on animals so that some day such operations on humans will be a reality and not just a dream.

★ ★ ★

SOUTH MIAMI Hospital, was recently cited by the Joint Commission on Accreditation of Hospitals "for constant effort to improve the quality of patient care."

The Veterans Hospital not only treats veterans for their bodily ills, but maintains an extensive ward, both in-patient and out-patient, for men suffering from emotional problems linked to their service.

No one wants to become ill, but if it happens in the Gables, you're in good hands.

Healthy Sign

\$287 Million Assets

Assets of \$287,551,694 in six financial institutions, coupled with seven thriving stock brokerage firms, is a healthy testimony to sound Coral Gables' and growing economy.

A major monetary institution is the six-story Coral Gables Federal Savings and Loan Association, the largest mortgage lender in Dade County.

One of six county branches, the Coral Gables office boasts assets of \$172,075,940.

City National Bank has assets of \$18,438,477 and two other affiliates in Miami and Miami Beach.

Exciting Mayan architecture and its proximity to the

University of Miami campus are two distinct features of the University National Bank, \$7,850,000.

Three financial centers on the Gables' famed Miracle Mile include Florida National Bank, with two Miami affiliates, \$23,313,886; Central First National Bank, with two affiliates in the northwest Dade County, \$41,998,391; and University Federal Savings and Loan Association, \$23,875,000.

The latter plans to build

FINANCIAL INSTITUTIONS

an eight-story high rise building.

Meanwhile a group of men have applied for a charter for the Ponce Savings and Loan Association, which would make it a lucky seven for the city Beautiful.

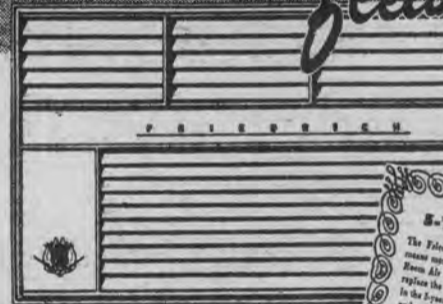
Stock brokers in town include the offices of Goodbody and Co., Hayden Stone Inc., H. Hentz and Co., Thomson and McKinnon, Walston and Co. Inc., Francis I. Du Pont Inc. and Wall Street Corp. of America Inc.

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Why Three Families Like Life in Coral Gables



Dr. Charles Berg and His Family
... 'we're real water dogs,' he says

One Visit Decided Them

If it hadn't been for a Christmas holiday trip to Florida, Dr. Charles Berg and his wife Virginia might today be living unhappily in San Francisco or Greenwich, Conn.

But the fact is, they did visit Coral Gables and their minds were decided — they'd start their new life and home in Coral Gables.

Berg, who attended the University of Pittsburgh for his medical degree, had three choices to begin his practice.

"After we saw Coral Gables and spent a few days

here," 38-year-old Dr. Berg recalls. "I don't think there was any question."

Today, some five years after moving here, Dr. Berg is building a charming new home on elegant Granada

Blvd. He and Virginia have three small children, Nancy, 7½, Andrew 4½ and Virginia, 1½.

"We're real water dogs," Berg says. "Virginia and I and the kids live in our pool.

The some 13,000 families who call Coral Gables home represent virtually every slice of Americana in age, occupation, interests and birthplace. They have come here to live, work, play and to retire. Here are glimpses of three such families picked at random.

I take a swim with them every morning about 6:30, and at night when I can.

"And what a place for sailing, water skiing, fishing, tennis and golf!"

As for family life:

"We've looked at a lot of cities. But this place is absolutely incomparable for raising children and enjoying real family living."

Dr. Berg, a third generation physician, added:

"Coral Gables is where we have come to live and spend the rest of our lives. It's the only place like it on earth."

The Outdoor Life Did It

Kenneth and Frances Kamberg came to Coral Gables because of professional opportunity — but they doubt now that a bigger offer could pry them away from the city they now call home.

Kamberg, 49, a tall, smiling financial wizard, is executive vice president of the Coral Gables Federal Savings and Loan Association which has six branches and this year was rated as South Florida's biggest mortgage lender.

"There isn't a day that

doesn't go by," Kamberg says, with nodding agreement from his wife, "that we don't say, 'Isn't it great to live in Coral Gables.'"

And no wonder. The Kambergs — along with their football star son John, 17 — love the outdoors. They golf, swim in the pool of their \$40,000-plus home and take long walks along the winding street on which they live.

Kamberg came here from Kansas City, Mo., where he was executive vice president

of Home Savings Association for 12 years. He has been here four.

"Not only can we enjoy the outdoors 12 months a year instead of five months like back in Kansas City, but it takes me 10 minutes to work instead of 15," he says.

Mrs. Kamberg is a volunteer hospital worker in addition to being a housewife. Kamberg is a director of the Greater Miami Crime Commission, vice president of the Florida Savings and Loan League, Chamber of Commerce treasurer, a YMCA

director, and a member of Rotary.

"One plus factor, too," he adds, "is that along with the lovely, small-town flavor we have here we also have just enough of the cosmopolitan advantages of a larger city nearby."

"This is a wonderful place to raise kids," said Mrs. Kamberg. "I'll tell you, you just can't find all these advantages — beauty, marvelous weather, family atmosphere — in any city but Coral Gables."



Kenneth and Frances Kamberg
... outside their Gables pool home



Mr. and Mrs. C. James Millar
... they enjoy retirement in Gables

We're Breathing Pure Air

Coral Gables — for the retired couple — is a lot like an old pair of shoes.

It's a great place to settle down.

A least, that's what the C. James Millars ... who live in a lovely, waterfront home and spend their evenings relaxing under the star-kissed sky in their Florida room ... think about "The City Beautiful."

Millar is very much typical of the man who has retired from active business and who yearns for a spot where he and his wife can spend their days in gentle leisure.

For more than 40 years of his working life, he traveled North and South America for International Petroleum Co.

But in 1951, International Petroleum — lured to Coral Gables by its soothing climate and closeness to South

America — uprooted its executive office in Montreal and relocated in Coral Gables.

Since that time, the Millars have chosen to live in the Gables.

Why?

"The best thing I could say," said Millar, who retired two years ago as controller, is that here you're able to go out each day — particularly when you're retired — and go golfing, swimming, fishing.

"Or lay on the beach or do some gardening."

Casually dressed in shorts and a T-shirt, he propped a leg up on a flower-laden coffee table and talked about he spends three afternoons a week walking the golf links at the Riviera Country Club.

For Emily Millar, his wife, it's the year-round climate and casual dress that appeal to her.

"That's one of the things that's so charming down here. You can slip in and out of the house so easily. Up North, you have to bundle up. I have lived in the North and I like the clean air down here.

"I have the feeling," said Mrs. Millar, "that I'm breathing really pure air. You have that feeling — especially when you have just come back from a city like New York.

"It's the nights that are really lovely," she continued, stepping out into her screened-in patio. "I love the stars ... and the sky at night."

The Millars, though their home is nestled at the far southern end of Coral Gables and away from the downtown, are just five minutes away from the shopping area, thanks to Old Cutler Road, the well-paved, banyan-tree-

lined avenue.

They like to play duplicate bridge and find many such clubs in the Gables. Dabbling in painting, Mrs. Millar has taken lessons at the Gables Youth Center, where everything from guitar lessons to Little League baseball are held.

"And I find the people exceptionally pleasant — sort of a little of the Southern graciousness," said the transplanted Yankee, "and you do not find this in the Northern shops."

From a man's view point, Millar found that the City Hall administration was very "efficient and democratic." He has also served on its Zoning and Planning Board and remarked how strict the city fathers are in keeping the Gables residential and not giving in to the flood of commercialism.

Some Live Here, Work In North

Question: how can you live in Coral Gables and still keep office hours in New York City?

Answer: Be a jet-age commuter.

Several corporation executives and airline captains have moved to Coral Gables and commute to their jobs in the New York area.

One airline captain said that he moved here from a suburban home in Connecticut to save on taxes, enjoy better weather and cut down on the travel time to his job.

Here's how:

When he and his family lived in Connecticut, he drove for nearly two hours to get to Kennedy International Airport in New York where he boarded a jet as its captain and flew to Europe.

He analyzed taxes, housing, schools and weather in Coral Gables, and decided to move here.

Now he drives 10 minutes to Miami International Airport, boards a jet which arrives in New York in about two hours and then "goes to work."

Another jet age commuter is a stock broker in New York.

He boards a plane here on Mondays, and spends four days in New York where he maintains his apartment.

His wife and two teenage children maintain their regular home in Coral Gables.

"I'll tell you," the commuting broker explained. "The little inconvenience involved is more than offset by the weather, the lovely house we have and the schools my children can attend."

Coral Gables Runs Own Bus System

Coral Gables is the only city among 27 in Dade (Miami) County which operates its own municipal bus system.

The colorful blue and white buses — more than half of them modern air conditioned coaches — also are used as school buses in the morning and afternoon for Gables school children.

The system is one of several city services which make the city a desirable home for new families.

You're Not Imagining It

Think you see pink? Then you're walking down some Coral Gables sidewalk.

They're all pink!

The city, which wanted to avoid the usual drab gray, has nothing but light pink sidewalks.

Waterfront residences in the City Beautiful... Coral Gables



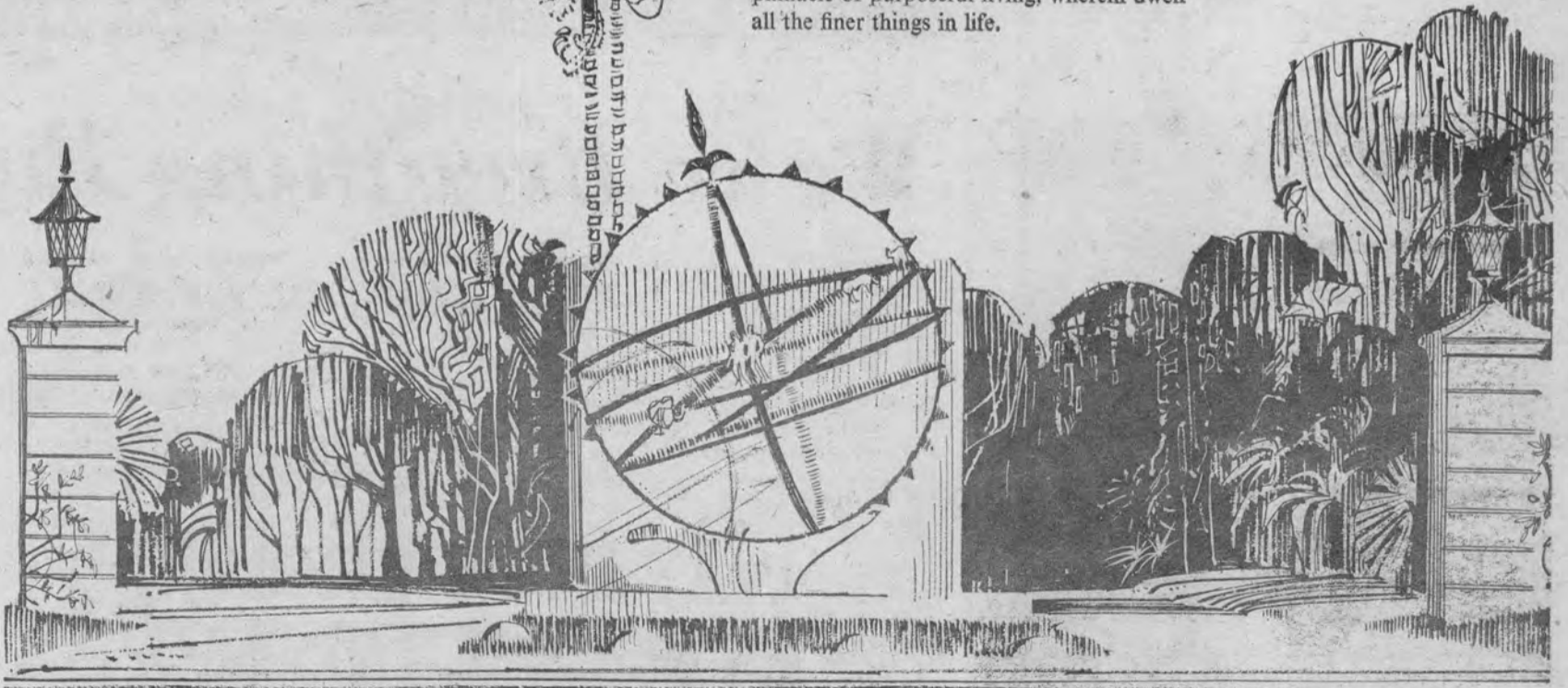
You are cordially invited
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OLD CUTLER road to the
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Here you will find every wonderful reason for wanting Florida in the first place.

Overwhelming splendor, wherever you look... both man-made and natural. Wide, sea-walled waterways weaving their unobstructed paths to the sea. Elegant boulevards and underground power lines. And all... decorated in colorful profusion by a lavish Mother Nature.

Here you may now erect your family estate on selected sites with broad bayfrontage of 100 to 400 feet. And your home will be luxuriously custom-built... distinctive and gracious, as all homes of this lovely Coral Gables community must be. It will be serene, tranquil and private. Your home in Old Cutler Bay—a reflection of your good taste and stature—will mean that you and your family have achieved the pinnacle of purposeful living, wherein dwell all the finer things in life.



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Beaches to Bowling, Gables' Got It

Coral Gables, internationally known as The City Beautiful, is not only a community of residences and downtown shopping areas as it has a very wide variety of recreation and entertainment facilities in and around its boundaries.

With the notable exceptions of mountain climbing and skiing, virtually all forms of recreation are available and many are free or reasonably priced.

About the most popular pastime is swimming and there are two beautiful tropical beaches within city limits. Both Tahiti Beach and Matheson Hammock feature lagoons, shady palms and salt water swimming. Tahiti is private while the Dade County Parks Department operates Matheson Hammock.

But the most popular swim-

Author Wylie Lives Here

Philip Wylie, the articulate and sometimes acid novelist and lecturer who made "Momism" a household word lives in the Coral Gables area.

And much of his writing was done in a small, second-floor downtown office hideaway identified only by a sign on the locked door which read, "Genius."

ming site in Coral Gables is the city's famous Venetian Pool. Located in the heart of the Gables, this pool is often referred to as "the world's most beautiful swimming hole" and contains 810,000 gallons of fresh water, along with rock towers, caves, arched bridges, a waterfall, islands and a sandy beach.

Once a rock pit, the pool was the focal point of the boom in 1925 with Jan Garber, Paul Whiteman and other orchestra leaders supplying entertainment.

Golf is a favorite sport and there are two 18-hole courses and one nine-hole layout. The city operates the regulation 6,365-yard Biltmore Course, the site of the annual Junior Orange Bowl and University of Miami-Coral Gables competition. Also municipally operated is the nine-hole Grenada Course, a favorite for golfers wishing to spend only a few hours on the links. Riviera Country Club, a private club, is the third course in the city.

Tennis courts are available at Salvadore Park, also operated by the city. Here, seven clay, one cement, and two asphalt courts are available.

Fishing can produce many new thrills and there are many varieties in Coral Gables canals, in Biscayne Bay and out in the ocean. Skin diving is another favorite

sport at beaches in the Gables.

Hunting, camping and horseback riding are popular with many and there are facilities not far from this city. Bowling is a popular family sport and there are two establishments here.



Matheson Hammock Has a Palm-Fringed Beach

... with a marina and hammock trails nearby

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A Section of the Venetian Pool
... it has rock towers, caves, islands

UM Takes Big Role

By DR. WILLIAM F. LEE
Dean of the School of Music

Music, a very old art, has always belonged to the people and been a part of the community.

History tells us that music played a major role in the lives of ancient peoples — the Egyptians, Babylonians, Indians and Chinese. In China music was so integrated into public life and government that the five notes of the Chinese scale were named: Emperor, Chancellor, Common People, Politics and Universe.

Perhaps facetiously, but consistent with the fantastic amount of music activity in the Greater Miami area, one might name the twelve notes of the present-day chromatic scale: Coral Gables, Coconut Grove, South Miami, West Miami, Miami, Miami Springs, Miami Shores, Hialeah, Opa-locka, Miami Beach, Golden Shores and Golden Beach.

The School of Music of the University of Miami attempts to provide music training, participation, and appreciation through six distinct approaches: (1) degree programs, (2) non-degree programs, (3) adult study groups, (4) Preparatory Division, (5) ensemble participation, and (6) public performances.

Undergraduate degree programs leading to the degree of Bachelor of Music are offered with majors in music education, performance, theory-composition, music literature, music merchandising, and studio music and jazz.

The Master of Music degree is realized through majors in music education, performance and theory-composition. Many courses in music are offered to provide service for other degree areas and to furnish musical enrichment for the interested adult.

Through the Division of Continuing Education adult study groups are organized to discuss and listen to various aspects of music and its influence in the life of man.

Pre-college age students are given an opportunity to enroll in the Preparatory Division, where they may study applied and lecture courses in music in private and class situations. More than 400 youngsters are currently taking advantage of this situation.

Many adults in the community enjoy leisure hours by participating in the School of Music's twenty instrumental and choral ensembles. Several of these performing groups are organized, designed, and scheduled to provide specifically for housewives, doctors, lawyers, and other business and professional personnel.

The School of Music provides more than one hundred public performances annually by way of student forums, student and faculty concerts, recitals, festivals, lectures, and performances via radio and television.

Giving these programs are the Choral Union and its several components, including the famous "Singing Hurricanes," a brass choir, a string orchestra and quartet, a Baroque ensemble, a percussion ensemble, a jazz combo, a chamber music group, a woodwind ensemble, the

University's symphonic band and many others.

The University of Miami Symphony Orchestra, composed of students only, will be under the direction of Frederick Fennell next fall and will also present concerts for the public.



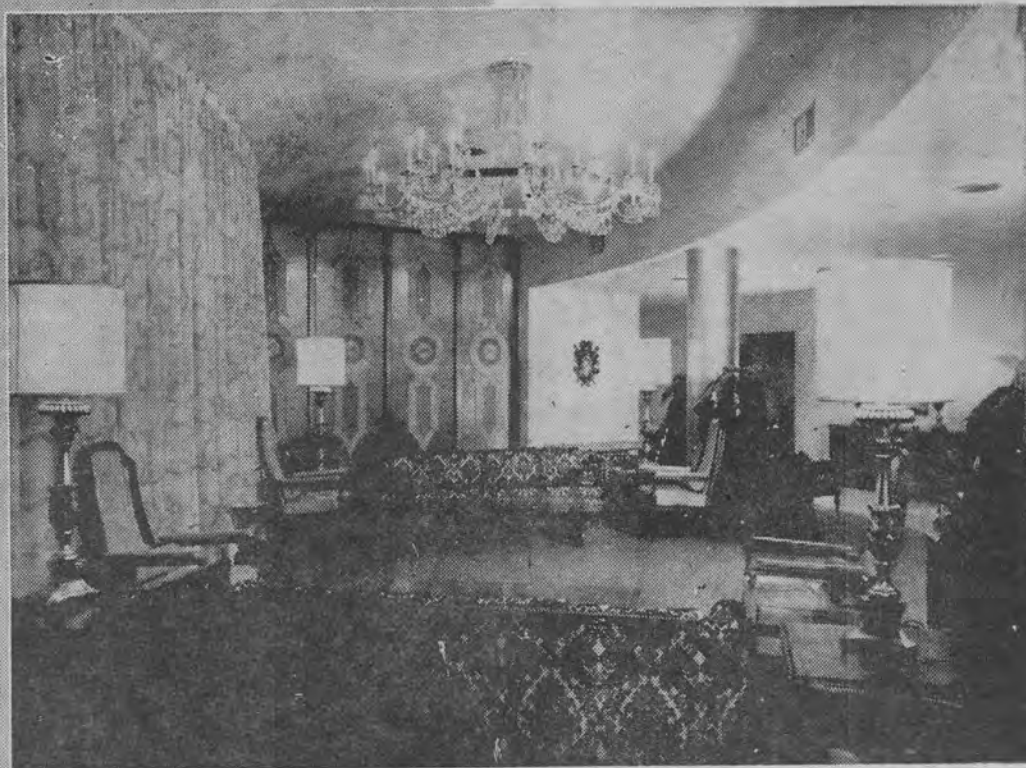
UM's Dean of Music, Dr. Lee, Scans a Score

... with students at school's modern building

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Simply fill out the coupon, enclosing \$4.20, and send or take it to The Times office. You'll receive a coupon redeemable at the Ponce Seed Store, 226 Almeria Ave., for your Peace Rose Bush. And you select the bush from the store's regular stock of blooming Peace Rose bushes.

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Dear Sir:

Please start my subscription to The Coral Gables Times. I am enclosing \$4.20.

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HISTORY

Magic Day With Merrick

Kathryn S. Murphy came to Coral Gables in the mid-1920s, and went to work for Gables founder George E. Merrick as one of several hundred office girls. She weathered the peripatetic growth of the Gables and today is one of the Gables' foremost real estate personalities. Here is a small recollection of the colorful Merrick as she saw him as an employee.

By KATHRYN S. MURPHY

George E. Merrick was the first "space" man — he aimed for astronomical goals and attained them because of his vision, his persistence, his ability to attract others by the very force of his conviction — his charm of manner — and maybe because just in case he could do it, no one wanted to be left out!

KATHRYN

What was he really like? People who knew him well socially and professionally could tell you their views and they may all be different, but if you want to know how he appeared to an obscure office worker, ask me!

He was a not tall, but not small, figure — always in a hurry. Dressed in excellent taste, with a flair for color suitable for the Tropics, he was just as fresh at the close of the business day as at the beginning.

Sometimes he seemed to me like a "blur" — rushing by my office on his way to the elevator which led to the roof-top office which he shared with Telfair Knight and F. W. Webster, and which boasted a roof garden, complete with tropical planting and a fish pool.

He had a smile, a nod and a hello for all his office staff. His Pierce-Arrow open touring car (later his limousine) driven by his ever-faithful chauffeur, Bob Crittenden, was always at the curb, with motor running. I used to wonder if Bob ever slept!

He was the kind of man who was always doing something, and by his very presence, he inspired others to be busy. There was a noticeable air of excitement when he came through the office — typewriters went faster, adding machines clicked more rapidly — everybody on their toes, doing their part to make this man's dream come true.

★ ★ ★

AND THEN one day it came my turn to be of personal service to the Big Man. He was noted for calling the switchboard at any time for a secretary to come immediately to wherever he might be at the time, to take down his thoughts for when he had a vision, it must be recorded,

to be reduced to writing, and submitted to his advisors.

My day began one morning at 7:30, when I arrived at my office to do some filing. The call came.

Miss Fleming, his ever-faithful switchboard operator, a red-haired girl who was never flustered, looked out from her vantage point in the balcony of the Administration Building (now the 220 Miracle Building), explored the situation, and seeing not a single executive's secretary, sighed deeply and settled for this lowly one, who had been hired first to address envelopes for sending out advertising matter telling the story of Coral Gables.

She alerted me, and before I had time to gather my thoughts or to refuse this awesome assignment, the limousine appeared like magic and whisked me away to the Giralda Tower at the Biltmore Hotel where Mr. Merrick maintained offices and where many a conference was held with men from Wall Street — bankers from New Orleans, Bridgeport, Baltimore, etc., and others interested in his enterprise.

I was nervous and wondered if I would survive the ordeal of working personally for this magic person. My fears were soon allayed. Mr. Merrick knew what he wanted to say and, I might add, lost no time saying it. I was grateful for the speed I had attained and for my easy-to-decipher Isaac Pitman system.

After a session of note-taking, I was asked to stand by and spent the rest of the day filling and handing pens (the old fashioned ink kind) to Mr. Merrick while he signed separately and individually bonds for a new \$750,000 issue.

Denman Fink was present at this bond-signing event, and between us we kept the pens and blotters ready.

★ ★ ★

FROM THE VIEWPOINT of the obscure office worker, who became a part of the big dream in July 1926, Mr. Merrick was a warm, generous, cordial, person — the kind of man you would expect to have been the originator of an idea which grew into the City Beautiful.

And from that day in 1926 to the present time, the magic of his dream remains so I have not been able to divorce myself from the romantic business — of real estate.

He Refereed Title Fight

Remember the controversial Floyd Patterson-Igmar Johannsen heavyweight boxing title fight?

It was a Coral Gables fireman, Billy Reagan, who refereed the bout that brought the title back to Patterson.

Gables Firm

Air Safety Their Business

Wherever you go in the world today aboard a modern jet airliner, your safe arrival depends on equipment manufactured and sold by a little-known Coral Gables electronics firm.

Gables Engineering, Inc., is the sole manufacturer of

sophisticated radio-navigational systems, and a special instrument warning device used by most airlines.

The company, local family-owned enterprise, also manufactures a stereo-hi-fi music system installed in hundreds of airliners

Third Oldest Miami Paper

Coral Gables boasts the third oldest newspaper in all of Greater Miami.

The Coral Gables Times, formerly known as the Riviera Times, published its first issue on Jan. 15, 1926.

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University's Program a Major One

One of South Florida's major economic assets is the University of Miami's research program, with an annual budget of approximately \$8 million.

Although the prime concern of UM's research is seeking answers to some countless medical, scientific and social problems in over 400 projects, it also is a weighty community asset.

Many small local electronics firms, for instance, supply specially-designed instruments. These range from

buoys to track the ocean's currents to radiation-measuring devices.

Local representatives of national firms often find the University among their best customers. IBM has four computers at UM, three devoted to teaching or research.

The salaries of the nearly 200 UM faculty and another 200 assistants engaged in research return in large measure to the community via the grocery or clothing

store, gas station, etc.

The dollar value of UM's research has increased more than 16 times in the past decade. A recent Congressional compilation found UM among the top 50 U.S. universities in research.

The National Science Foundation lists UM among its top 30 recipients of basic research funds. The Department of Defense places it 32nd among university "contractors."

Some 88 per cent of the

University's research funds come from federal agencies. These include not only NSF and Defense, but the Atomic Energy Commission, National Aeronautics and Space Administration, National Institutes of Health and others.

More than 62 per cent of the studies are in the life sciences and biology. Physical sciences account for another 28 per cent. The remainder are taken up by engineering, the behavioral and

social sciences and others.

By far the University's largest research-oriented units are its School of Medicine (\$3.8 million in 1964) and Institute of Marine Science (\$3.1 million).

The dollar value of UM's sponsored research increased \$1.6 million from 1963 to 1964. The 1964-65 figures will show a growth at least matching the previous year, Dr. Eugene H. Man, coordinator of research, predicts.

For Development

School's Goal: \$93.4 Million

In 1925 the University of Miami held its first development campaign. Local leaders pledged \$10 million to put the University on "its feet."

But the South Florida real estate "bust" and subsequent nationwide depression made these pledges worthless paper.

Fourteen months ago the University launched its Golden Anniversary Development Program. Its total goal is \$93.4 million over 10 years. Target date: 1975, the University's 50th anniversary.

First milestones, with a five-year deadline, are new physical facilities for science and medicine, whose total cost is estimated at \$36.8 million.

It is expected that both the two-building Science Center and multi-structure Medical Center will be completed by 1970.

Their costs: \$21.8 million for a six-building medical complex adjacent to Jackson Memorial Hospital; \$14.9 million for the science structures on Main Campus.

Some \$7.25 million has currently been pledged or contributed to the first phase of the new program. Members of the UM Citizens Board—a 300-man group of business and civic leaders—are conducting a community-

wide effort to raise \$3.8 million from 500 local firms and corporations.

Completion of the Science Center will radically change the face of UM's 260-acre Main Campus.

To rise between the J. Neville McArthur Building of the School of Engineering and the newly-opened Computing Center, the first unit will contain classrooms, laboratories and offices spread over three stories and a basement.

Architecturally the science buildings will blend with those nearby, turning Memorial Drive into a fully-developed avenue of education.

The University's departments of biology, chemistry, physics and mathematics will be principal occupants of the Science Center.

Some eight miles away, the University Medical Center will include a half-dozen interlocking structures to be built adjacent to Jackson Memorial Hospital. Nearby are the National Children's Cardiac Hospital, the under-construction Veteran's Hospital and several other healing and research centers.

The UM construction will be devoted to teaching facilities and research laboratories.

The goals beyond the program's initial five years also will change the face and character of the university. An estimated \$34.3 million will be used for other new construction; \$6.2 million for renovating and expanding existing buildings.

An additional \$16 million is sought for endowment to increase student scholarships and to establish distinguished professorships throughout departments of the university.

65,000 Trees

Coral Gables maintains parkways along 95 per cent of its 221 miles of streets. Planted along the parkways are 65,000 tropical trees.



Dr. Dean J. Clyde Examines Tapes, Part of Huge IBM 7040 Computer ... largest on any Florida campus, it occupies most of first floor of center

Biggest 'Brain' in Gables

The University of Miami's \$1.37 million Computing Center — populated with the best of human and electronic minds — opened in January of this year.

The electronic thinking is done by IBM 7040 and 1401 computers, operated by a full-time professional staff.

The 7040, 400 times faster than its helpmate 1401, has a memory for 32,768 mathematical facts. Its speed is such that the smaller computer is needed just to print the larger's answers and feed it more questions.

On the floors above the glass-enclosed computer room, the human minds dominate.

Offices of the Biometric Laboratory and the School of Environmental and Planetary Sciences are centered on the second floor. The Biometric Lab, directed by Dr. Dean J. Clyde, searches for new uses and side-effects of experimental drugs, utilizing computers to analyze data received from researchers around the country.

Dr. S. Fred Singer, former director of the National Weather Satellite Center of

the U.S. Weather Bureau, is dean of the graduate-level school established in September, 1964.

Teaching is combined with research in the interlocking areas of marine science, space physics, atmospheric science and molecular evolution.

The Computing Center's upper two stories are occupied by the Miami office of the Weather Bureau and the National Hurricane Research Laboratory. Gordon Dunn heads the Miami Weather Bureau team, which becomes the National Hurricane Center during the tropical storm season.

Dunn and his fellow scientists also provide support for the manned space flight programs at Houston and Cape Canaveral. Direct telephone lines link them to the National Aeronautics and Space Administration offices at both sites.

The hurricane researchers, also a Weather Bureau unit, are directed by Dr. R. Cecil Gentry. With data gathered by storm-penetrating aircraft and other sources, the group

hopes to achieve a better understanding of hurricanes. The computer, of course, is a prime helper.

The roof of the Computing Center is no less an electronic wonderland than the ground floor.

Various communication and weather-scanning devices include a unit for receiving pictures transmitted by TIROS satellites passing

overhead.

In addition to the building's occupants, many students come to the Center to use the computers. The School of Engineering now requires a computer programming course for all its students.

Many of the professors engaged in some 400 research projects also use the computers for data reduction and analysis.

Order Copies For Friends

Extra copies of this special edition are available through The Coral Gables Times.

Copies will be mailed anywhere in the U.S. or Canada for 10 cents on request.

Send your order and 10 cents for each copy to Development, Coral Gables Times, Coral Gables, Fla. 33134. Please print addresses of persons to whom the copies should be mailed.

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CORAL GABLES CITY HALL is one of America's most photographed landmarks, embodying design features and natural rock materials used for centuries in Europe. The coral rock structure sits at the end of the Gables' famed Miracle Mile and is at the hub of the city's downtown business district.

U.S. Magazine Calls Gables Tops

Top quality is the classification applied to Coral Gables as a buying area. This rating placed the city in a category attained by very few U.S. cities.

Sales Management's "Survey of Buying Power," one of the nation's major interpreters of marketing data, has given the Gables this classification.

This city received a ranking of 159, compared to a rating of 94 for the state and 103 for the county. Miami

Beach received a ranking of 157, even after consideration was given to the high flow of tourist dollars upon which the Beach thrives.

The quality index is a measure of the purchasing ability of each county and city as compared with the nation, and is designed as a handy guide to sales and advertising managers who are considering intensive sales drives in a restricted number of above-average income areas.

He 'Saw' Future

Blind Man Built Famed Street

Skeptics called it "Zain's Folly."

Or "Mortgage Mile."

Beautiful, picturesque Miracle Mile was envisioned by a man who never saw it

George K. Zain, 76, is blind.

But that didn't stop him from seeing his dream fulfilled.

Today, over 20 years after the birth of the Mile, from his home in Boca Raton, Zain talked about the future of the Gables.

"It's wonderful now," he

said. "The city can be truly proud."

"People must be broad-minded," Zain stated. "You have to work for the community, instead of what you like and don't like."

After the boom burst, Coral Gables needed help. And it came through Zain.

"I helped resurrect Coral Gables, you know," he said thoughtfully. "We came in 1936, we'd bought property in 1923. There were more than 12,000 Gables lots being given away. Even the foundations were full of rocks."



George K. Zain
... wanted it special

"We started promoting the city," Zain reminisced. "We

had horse shows, anything."

A long-time link with newspapers, Zain started taking out ads between 1937 and 1944 to make the Gables known.

"I like to live in Coral Gables because," the ad would say," he said, "Then I'd list all the reasons and sign it, 'an enthused resident, so they never knew who it was.'"

"How did I get the idea for the Mile?" he mused. "Well, a small city is nothing without a nice place to shop. The place becomes the city's mirror."

Why not consider A NEW ENVIRONMENT FOR YOUR INVESTMENT DOLLAR?



Miles of white sandy beaches beckon to you in Lucaya. You've heard about the silver treasure found just off the Lucayan shore. You've heard about this "Riviera of the new world."

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Let us tell you about the birth of a country just a few minutes away by air. In 1955 Lucaya and Grand Bahama Island were hardly on the map. Today—10 years and \$250 million later—there has been an astounding transformation—significant growth on an island truly "on the move." For exciting investment opportunities in mortgage free land, we invite you to learn—while you're here—about LUCAYA, Grand Bahama—the island on the move. • A fabulous resort area, Country Club, luxurious hotels • A whole new city, Freeport—only 5.2 miles from Lucaya • A deep water port and bunkering terminal • Amazing industrial and commercial growth.



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A City You Care For

A city is many things.

It is a focus of life; a place to live in, to work in, to play in; a place to care for and be cared for.

People in Coral Gables — with a choice of other municipalities in Dade County — like this city best because it offers so much more.

It is not just a place to live in, but a superior place to live; it is not just a place to work in, but an excellent place to work. And it is a city that wins the support of its citizens, a place you care for.

Several vignettes of life in Coral Gables are on this page. A glance at them may just start to tell why Gableites love their city.





FOR SHOPPERS, Coral Gables' Miracle Mile offers the quiet elegance and charm of chic shops and leisurely atmosphere framed in exquisite decor and surrounded by lavish, colorful tropical landscaping. The four-block thoroughfare, terminating at the distinctive City Hall, is world famous.

FOR BOATMEN, Coral Gables' Matheson Hammock marina launching ramp is an easily accessible jumping off point to any of the fishing, water-skiing or cruising areas bordering Greater Miami.



FOR FAMILIES, the Junior Orange Bowl Parade held in Coral Gables the last week in December is one of the nation's most spectacular and colorful youth shows, attracting upwards of 50,000 spectators every year.

Gables' People-to-People Program Tops

By MAURICE LABELLE
Staff Writer

PEOPLE

One of the most active and successful People to People exchange programs in the world is being carried on between Coral Gables and its Colombian sister city, Cartagena.

Begun in 1957, after former President Dwight D. Eisenhower issued a call for social and cultural exchanges not directly affiliated with government, the program has promoted close ties between Cartegenas and Gableites.

Its successes and accomplishments were highlighted by U.S. Representative Dante Fascell in the Congressional Record March 15, 1965.

Speaking of the private efforts of Coral Gables Peo-

ple to People Program, Inc., Rep. Fascell said:

"One of the outstanding undertakings of this type is the People to People Program of the City of Coral Gables, Fla. This program involves a variety of projects and exchanges between Coral Gables and its sister city, Cartagena, Colombia.

"It is a constructive, well-thought-out program which has received enthusiastic support from the citizenry and the officials of the two cities.

"Just the other day, I read the status report of this program as of January 1965.

And it occurred to me that the Members of the House, and other interested persons, may also like to read it and see how much can be accomplished through private efforts to build good will for the United States, and to promote self-help on the part of the people of friendly nations."

Fascell then placed into the record the report of the Program, one of 1,600 similar exchanges throughout the country.

CAPPING recent accomplishments were the successful negotiations between the exchange groups, to provide

Cartegena with a dozen used police cars, vehicles that were purchased for the South American city by Rotary Club members there.

People to People also sponsored scholarships for exchanges between the University of Miami and University of Cartagena.

Twelve-hundred pounds of technical publications were made available and the group is working on a project to send medical texts and equipment.

Approximately 60 badly needed reconditioned bicycles were shipped recently to Cartagena to help persons in need of transportation.

Exchanges of baseball teams and conducting of

baseball clinics have done much to create a spirit of competition in a sport highly popular in both countries.

A VARIETY of other projects are being developed between the two cities, including such practical aides as setting up a course at the University of Cartagena on dredging and dredging engineering employ the handicapped, movie festival and even an exchange beauty contest.

A social highlight of the program have been the exchange visits which feature dinners, sightseeing tours, entertaining of guests in pri-

ivate homes and shopping sprees.

Although the program has been largely a private one, the good offices of the government of Coral Gables has always been available to help.

The radio-equipped police cars, the bicycles and much of the manpower needed to make the program go were made available by the City.

Workhorse of the program has been Joe Mantinan, administrative assistant to the city manager who has worked after hours and week ends with various leaders to make it a success.

R. E. Westling, currently heads the 82-member group.

Then and Now



BACK WHEN Florida's disastrous real estate bust left Coral Gables a shell of a town in the early 1930s, the top photo shows the major street, Ponce de Leon Boulevard, almost deserted. The few buildings were

among the first constructed. But now (bottom photo) the same streets pictured from the same point shows what prosperity brought. At right is one of four first-run movie theaters in the Gables.



1925

1965

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Busts of Latin Heroes Dot Lawn Outside Lowe Gallery
... University of Miami's art center houses priceless collection

College Art Gallery Centers Culture Here

By Dr. August L. Freundlich
Chairman, Art Department
and Director, Joe and Emily
Lowe Art Gallery

While a university art gallery must serve the needs of students, it also must be a center for the cultural enrichment of the community.

The University of Miami offers a diverse campus-community program that meets both of these needs.

Through its Joe and Emily Lowe Art Gallery and a broad art curriculum, the University's program is geared to stimulate as well as educate the student. In addition, it encourages and gives direction to the community-wide interest in art.

As one of the most important museums in the South today, the Lowe Gallery has much to contribute to the development of art in the area. It has the nucleus of a fine art collection which will be enriched in the future with new acquisitions.

Chosen as one of the recipients of the Kress Foundation's Renaissance art collection, the Gallery has a special wing for permanent exhibit of the works.

In the Barton Wing in another section of the Gallery is a collection of American Indian Art covering the work of 36 principal tribes of North America as well as Central and South American cultures.

Designed to act as a companion collection to the Indian art is the recently established Virgil Baker Memorial American Art Collection. A \$5,000 contribution was made by the Beaux Arts last month to launch this collection.

Many other outstanding works are in the Gallery's permanent collection. Included are oriental art, classical pottery and sculpture and paintings by such well known artists as Inness, Rembrandt Peale, Monet, Picasso, Van Goyen, Constable, Raeburn, Whistler, Soulages and many others.

It is the aim of the Gallery

to continue expansion of this collection to provide as complete coverage of the history of art as possible.

★ ★ ★
THE ART TEACHING
program at the University provides classes for the gen-

CULTURE

eral University population as well as the specialized art student.

Among the studio faculty are practicing artists of professional stature whose works are exhibited and sold throughout the country.

Because of the continuing growth of the department — both in faculty and students — plans are being made for the inauguration of a master's program in art.

The activities at the gallery are intimately tied in with the work and needs of the art department. The department utilizes exhibitions at the Gallery for teaching purposes and in the future, we hope to provide a museum training course for art majors.

Students are encouraged to visit exhibitions regularly. In May, the gallery will have an exhibition of student art which will include oils, watercolors, graphics, sculpture, ceramics, drawing and other art forms.

★ ★ ★
A VIGOROUS program of



Dr. Freundlich

exhibitions, lectures, workshops and related activities is carried on at the gallery during the year.

The exhibitions have included one-man shows by artists of professional note. Artists whose works have been shown are legion — among them Van Gogh, Gauguin, Leonardo da Vinci, Renoir, Cezanne, Braque and just recently, the exhibition of Hans Hofmann and His Students, organized by the Museum of Modern Art, New York.

A Winter Institute of the Arts is held at the Gallery annually, bringing noted lecturers to the campus. Among those heard during the current academic year were Rudolf Arnheim, professor of psychology and aesthetics at Sarah Lawrence College; Harvard Arnason, vice president for administration, Guggenheim Museum, New York; Robert Iglehart, chairman of the art department, University of Michigan, and painters Ludwig Sander and Elliot O'Hara.

The gallery had printmaker Carol Summers as an artist-in-residence for a month this year and on several occasions has sponsored an afternoon-with-the-artist when students met with visiting painters and sculptors.

The local Ceramic League has its headquarters at the gallery and will hold a national competition on the campus this fall.

★ ★ ★
ONE OF THE HIGHLIGHTS of the gallery's program is the annual Clothesline Art Sale sponsored by the Beaux Arts. A popular community event, the sale drew more than 5,000 persons this year.

The Beaux Arts has been a major supporter of the Gallery for many years. Composed of 100 young women, it was organized to promote interest in the Gallery and to encourage understanding and appreciation of the arts.

Here He Is

Who's Typical Student?

One project the University of Miami's computers have never taken on is profiling the "typical" UM student.

Coral Gables residents don't need a computer to tell them "who" the UM student is. Everyone has a personal image of the students who have been a major part of the community since 1926.

To the Miracle Mile merchant the Miami student is a regular customer. To other residents the student may be the occupant of their apartment, the boy who mows their lawn or the football hero seen from the Orange Bowl stands.

And, to the one-in-four

Gables residents who is a UM alumnus the "typical" students may be himself twenty years ago.

Statistics do, however, reveal who the typical UM student is likely to be.

HE IS MORE likely to be a man; 7,547 of the current student body of 12,445 are.

HE MAY COME from Greater Miami, as do some 6,000 of the current enrollees. Or his home may be in any one of the 50 United States or 54 foreign countries.

IF HE'S from Greater Miami, the best odds are he graduated from Coral Gables High. More than 220 current full-time students are Gables

graduates, far more than any other local school.

IF HE'S A part-time student — there are more than 3,500 of these—the best bet is that he is a local professional. Perhaps a teacher or an engineer working toward his Master's degree, sometimes a housewife unwilling to stop learning.

THE AVERAGE here is \$937 for the Greater Miami student, \$1,900 for the scholar from out-of-town.

THE PARENTS of the latter visit him for an average of ten days each year, spending an average of \$15 per person, per day, excluding accommodations.

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BURDINE'S

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Then and Now



BEAUTIFUL Country Club Prado Entrance to Coral Gables looked like this when work was beginning on it in the 1920s. Today the colonnaded entrance,

with its reflecting pools, loggias and vine-covered archways, is one of the prettiest spots in the city.



This Gables Teen Tops in the State

By **BETSY POLLER**
Staff Writer

George Lister Jr. is one of the "new breed" of Coral Gables teenagers. In the top 5 per cent of his class, he sits in a room jammed with books and admits that "girls" are his favorite recreation. He couples a polite manner with explosive ideas and peppers even the most serious conversation with flashes of humor.

A three-year letterman of the track team, he plans to become a doctor; and although he sits on the Student Council cabinet, he realizes that the major problems he will have to cope with emanate from places like Moscow and Selma.

When he came home from the American Legion Boys' State last summer, after having been elected Governor, he handed his mother pictures and programs for the scrapbook she keeps, and went to work... doing household repairs.

"He worked all summer doing small jobs," she recalls. "Things like broken belts on dryers and other similar jobs. He's very dexterous, and he loves to tinker with things."

He built a telephone, once, from a kit. "The instructions were all fouled up, so I went to work learning the parts. When I got familiar with them, it was easy to put everything together," he explained.

GEORGE HAS has a curiosity that just won't stop. "I've read through the atlas a coupla times... and I used to know all the capitals of all the countries in the world. I've forgotten some now. And there was a time when I knew the batting av-

FAMILY LIFE



George Lister Jr.
... the 'new breed'

erage of every major league player."

Bookish, George Lister is not a bookworm. He likes poetry, "but not the modern stuff. I like what I can understand."

"And he prefers the active to the passive path; 'I think civil rights is the major problem we all have today. It's the most important thing to try to do something about. Sure, I'd march in a demonstration. I know it's dangerous, but I think it's dangerous for a whole group of people to be inhibited and victimized, too."

"I'd write a letter if I thought it would do some good, but I think there are better ways to get something accomplished."

Last summer, as Governor, George introduced legislation

to integrate Boys' State. He was unsuccessful, but he feels that eventually such a plan will be realized.

WHEN GEORGE was in the second grade, he gave an impromptu report on cannibalism; when he was 14, he made a study of streptococci for the Science Fair; this year, he was elected "Outstanding Senior Boy" at Gables High.

What does he do for recreation?

"Mostly sports. I've enjoyed track ever since I ran in the elementary school relays in fourth grade. On weekends, I play tennis with Dad. And I like football and volleyball and softball — I like to water ski, too, when the track coach lets me."

"I love to build things. I built my desk and bookshelves, hooked up a radio, and I've hooked speakers into cars."

"George is the kind of boy who's at home in any situation," says Track Coach Ed Injayeck. "He likes rock 'n' roll, but he likes classical music, too. I thought that there might be some jealousy on the squad, because he's won a ribbon in every meet he's run in. But the boys all like him — they tease him, and he teases back."

But he's got a lot of compassion, too. He'll come up to me when a kid complains about something and say, "When I was in his place, the same thing happened to me, and I didn't like it either." It's not just a matter of being polite... he has a real consideration for other people.

"He's just a bundle of energy going in the right direction."

Got a Question?

This Department's Got the Answers

Want information on buying a home?

Or where to build a new business?

Or help in getting research done?

For any answer — and hundreds of others — you'll eventually have to turn to the new Coral Gables Development Department, a many-function new economic development service designed to guide the City Beautiful in its new era of growth.

Director Jack Suiter, who

Bryan Well Paid

William Jennings Bryan, the noted orator, in 1925 was employed at a reputed salary of \$50,000 annually to make daily sales speeches at Coral Gables' famed Venetian Pool.

for years was No. 2 man in a comparable but much larger department maintained by Greater Miami communities, heads up the small but versatile new operation.

His assistant, Marty Rosen, was with the City of Miami News Bureau.

Basic function of the new city service — operated with an \$88,000 budget — is to work closely with corporations in relocating their offices and operations here and coordinating overall economic growth of the city.

Suiter has made several trips to Northern cities to discuss relocation plans with several space-age industries.

The department also assembles economic information for guidance of businessmen seeking new sites, and handles the city's advertising and publicity programs.



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Coral Gables At a Glance

FOUNDED: April 29, 1925.

POPULATION: 41,000 (est.)

INCOME: Average income over \$10,000.

SIZE: 16 square miles.

LOCATED: Only four miles from downtown Miami, eight miles from Miami Beach, three miles from the giant Miami International Airport, on the route to the Florida Keys and Key West.

GEOGRAPHY: 40 miles of waterfront, a winding waterway through its middle on which luxurious homes are built, richly landscaped streets and private lawns.

CLIMATE: Average year-round temperature in mid-70s.

RECREATION: Three tournament golf courses, public and private tennis courts, city-maintained bicycle paths, shuffleboard, badminton, 600,000-gallon picturesque Venetian Pool, three miles of beach, organized youth recreation and sports programs.

GOVERNMENT: City Council-Manager form, five-man commission, \$6 million annual budget.

One of the World's Richest Lived Here

One of the world's wealthiest men called Coral Gables his home for several decades before his death.

And Arthur Vining Davis, who died in his 90s, left a palatial estate — called "Journey's End" — which today is still an architectural masterpiece and breathtaking sight.

Davis, who helped found the Aluminum Co. of America (Alcoa) and who built a Florida land empire worth hundreds of millions, picked Coral Gables as his home for its botanical beauty and planning.

City Parkways Offer Safe Haven for Children, Too

Children Love the Playground



Great Place to Stroll—or Ride Bike
... Merrie Christmas Park

Where can a child play in Coral Gables?

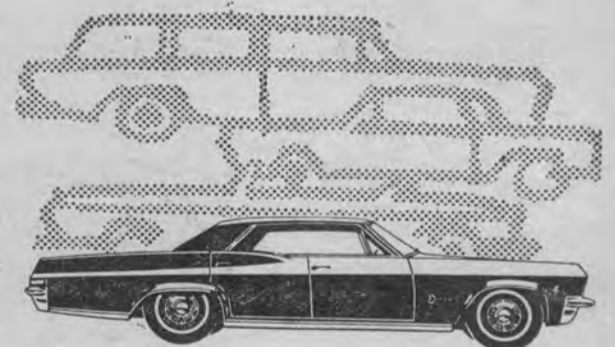
There are several parks, all centrally located, away from the roar of traffic and geared to the child's fun.

There's Salvadore Park, a haven brimming over with swings, slides and sand boxes. And for mom and dad, there are comfortable, shady shelter huts where you can relax and watch your child play.

There's also a park with a wide range of colorfully painted swings and slides, donated to the City by the Gables Junior Chamber of Commerce. While Salvadore Park is on the north end, this one is on the south side for residents who live in this neighborhood.

And there's Merrie Christmas Park, a bit of children's heaven with undulating hillside and shady banyan trees sweeping around an assortment of swings. A great place to take a stroll in the evening time, too. It's well-lighted.

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Hertz stations are located in Miami, Miami Beach and the Miami International Airport.

Easy Way to See the City

Whether looking for the unusual in color or design, visitors to Coral Gables will find its unique Self-Guided Tour a scenic 20-mile drive never to be forgotten.

Picking up a free, newly-revised tour map at the Coral Gables Chamber of Commerce or City Hall, located just six miles from downtown Miami, motorists will find green and white directional signs to guide them to more than 100 places of interest.

For bicycle fans, there's a newly laid-out path which covers much the same route as the motorists' tour. Blue and white signs guide the bicyclists through the city.

The self-guided tour signs, mounted at eye-level along roadways, are distinctive and easy to follow with clearly marked arrows pointing the way.

Let's take a quick tour and follow some of these signs.

★ ★ ★

AT THE WESTERN end of Miracle Mile, a superb shopping center, is the Coral Gables City Hall. Of Spanish architecture, and constructed of native rock, the City Hall's tower and belfry, a replica of that found in Seville, set the atmosphere of predominately Mediterranean charm.

Wrought-iron balconies, wooded grilles, pastel tinted stucco and brightly hued rooftops all help preserve the sub-tropical scene.

Exotic trees and plants raise a colorful "umbrella" over the city. These include sprawling banyans from India, Australian pine, China's flaming hibiscus, pink, purple and scarlet creeping bougainvillea, brilliant flame vines and purple, lavender and indigo orchid trees.

Skirting the nine-hole Granada Golf Course, the Coral Gables Country Club and many of the lovely homes for which the area is famous, the winding drive passes one of the Gables main attractions — Venetian Pool.

Once an unsightly rock pit, this large pool with grottoes, caves and beach landscaped with tropical plants and trees is now called "the world's most beautiful swimmin' hole."

Sweeping by Romanesque DeSoto Fountain, dominating the next large circular intersection, the trail quickly leads past the Veterans Administration Hospital — once the famous Miami Biltmore Hotel of boom days. Behind it is the municipally-operated 18-hole Biltmore Golf Course.

Adjoining is Coral Gables Congregational Church — first church built in the city in 1924, and noted today as one of the most beautiful mission-type edifices in America.

The tour winds past the luxurious Riviera Country Club, past ornate homes of mixed Spanish and Italian design and French Provin-



You Can Start 20-Mile Tour at City Hall
... free map, signs guide you to 102 attractions

cial, Dutch and American Colonial styling.

ALL AT ONCE you emerge upon a clearing with modern buildings and much activity. It's the sprawling University of Miami. Once called a "cardboard college"

TOURISM

because it was entirely within an old building with rooms divided by plywood and cardboard to make up classrooms, this institution now has a 260-acre main campus containing many buildings of functional design and walks lined by stately palms.

Moving swiftly southward along Old Cutler Road, the tour reaches Matheson Hammock Park, a public area with a tropical, lagoon-type beach; and Fairchild Tropical Garden, a spectacular collection of tropical and sub-tropical plants and trees spanning 83 acres. There is no admission charge to the



Bicycle Path
... indicated on sign

garden which has more than 2,000 species of trees, palms, shrubs, vines, orchids and lush tropical foliage.

Returning along beautiful Riviera Drive you pass by many of the lovely waterfront homes which have helped build Coral Gables' reputation as "The City Beautiful."

Along this route is the surprising Chinese Village of houses with curling roofs, arched gateways and gaily-colored galleries. Blazing scarlet, raw orange and brilliant blue, make the village very easy to identify. Tiny dragons, watchdogs and fish perch on roof ridges and eaves.

Other little colonies of unusual architecture include provincial, city and country French villages; a Dutch Colonial and Dutch South African village. All are in sharp contrast to the rest of Coral Gables and are most typical of their environment.

JUST BEFORE returning to Miracle Mile for a leisurely stroll, window-shopping and a thirst-quencher or snack in one of many fine restaurants, you spot the War Memorial Youth Center, a six-acre plant that is one of the most complete and beautiful recreation and community centers in America.

Miracle Mile also is the business and economic hub of the city as it is the location of many office and professional buildings and financial institutions.

One of the favorite features of the tour is that it allows motorists to stop whenever and wherever they desire. They also can pause for photographs and chat with friendly residents.

The three color map and brochure also contains a complete street index of Coral Gables, a listing of all 102 points of interest and pictorial highlights.

Through the tour, the color and design-conscious visitor can find a showcase of antiquity blending with futurism which leaves a lifetime of memories.

Residents Read Like Who's Who

Of all 27 cities in the Greater Miami area, none has more of what can be described as opinionmakers than Coral Gables.

Among its residents are:
ATTORNEY GENERAL for the State of Florida.

MOST of Greater Miami's circuit judges.
ONE of the two daily newspaper editors.
OWNER of the nation's most celebrated new home.

HUNDREDS of airline executives and pilots.
MANY RETIRED military officers of major rank.

NOVELISTS, artists, symphony conductor.
A CONGRESSMAN and two state representatives.

ASSISTANT manager for Metropolitan Miami county government.

PROMINENT physicians and medical research men.

Different? Yes!

No walls separate Coral Gables from other communities in this area, but as soon as a motorist passes through its graceful gateways, he is conscious of the air of relaxation and restful living.

Streets are tree lined with tropical varieties and many of the thoroughfares curve in great arcs, opening here and there into plazas decorated with pools of water or lazy Spanish fountains.

Even a visit to the downtown shopping area is a restful adventure with the latest fashions vying with tropical flora for the stroller's attention. Famed Miracle Mile and Ponce de Leon Boulevard both have hundreds of magnificent types of trees and vegetation decorating the streets.

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The decision was that Doctors' be a personal hospital with a heart for its patients.

Its professional quality had to be maintained and is considered one of the finest in the metropolitan area. This appraisal has been given not only by the medical profession and the patients it has served, but also by the American Hospital Association, Florida Hospital Association, South Florida Hospital Council, and Joint Commission on Accreditation of Hospitals.

The hospital can be likened to a human being in that it has a personality, responsibilities, accomplishments, and the emotions of happiness and sorrow. However, unlike an individual, it has *no time off* and has to be alert and active 24 hours a day every day of every year. Like a person, it has to strive for achievement and face up to its problems. Just as an individual desires the most modern and finest for himself, the hospital must keep abreast of medical advances. The modern practice of medicine requires a modern, up-to-date building completely supplied with the expensive and complicated modern medical equipment. With such facilities, this hospital and its personnel can render the patient the finest of medical service.

A hospital must try to make itself understood by the community as well as by its patients. After all, Doctors' Hospital is concerned with the total health of the entire community. The hospital contributes its share of services and cooperation with the various health agencies. It never denies treatment to any patient in an emergency whether or not the patient is able to pay.

Doctors' Hospital always practices the policy that each patient is a person — an individual with individual needs and desires. The personality of Doctors' Hospital is brought to focus on this individual's requirements. The hospital manages this patient's problems with a high standard of professional accomplishment and with a full measure of friendship.

Many unsolicited letters received in appreciation of this extra measure in human attentions indicate that we have a gratifying measure of success in carrying out that policy. Always striving to maintain high professional standards plus the human touch that means much to the comfort and well-being of the patient.

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Owned and Operated by the
John T. Macdonald Foundation**



A Lot of Room For Visitors, Too

Coral Gables has come of age in the tourism world with the recent construction of two modern luxury resorts.

These two, the Chateaubleau Inn and the David William Apartment Hotel, join 12 additional hotels and motels plus swimming, golf, tennis and other facilities which form the nucleus for a fun-filled Florida holiday.

The 28-room Chateaubleau Inn features a sun-drenched patio and pool, spacious rooms and a beautiful bridal suite complete with circular bed.

The city's first high rise residential building since the boom days of 1925 is the 12-story, 200-unit David Wil-

RESORTS

liam Apartment Hotel opening in March. Built and furnished at a cost of more than \$2 million, it sports a rooftop pool.

An elegant dining room with continental cuisine and lounge are found on the ground level while a private club serving beverages and dinners is located just under the rooftop pool.

Nearby are the Granada Golf Course, Venetian Pool and Salvadore Park, all city-operated.

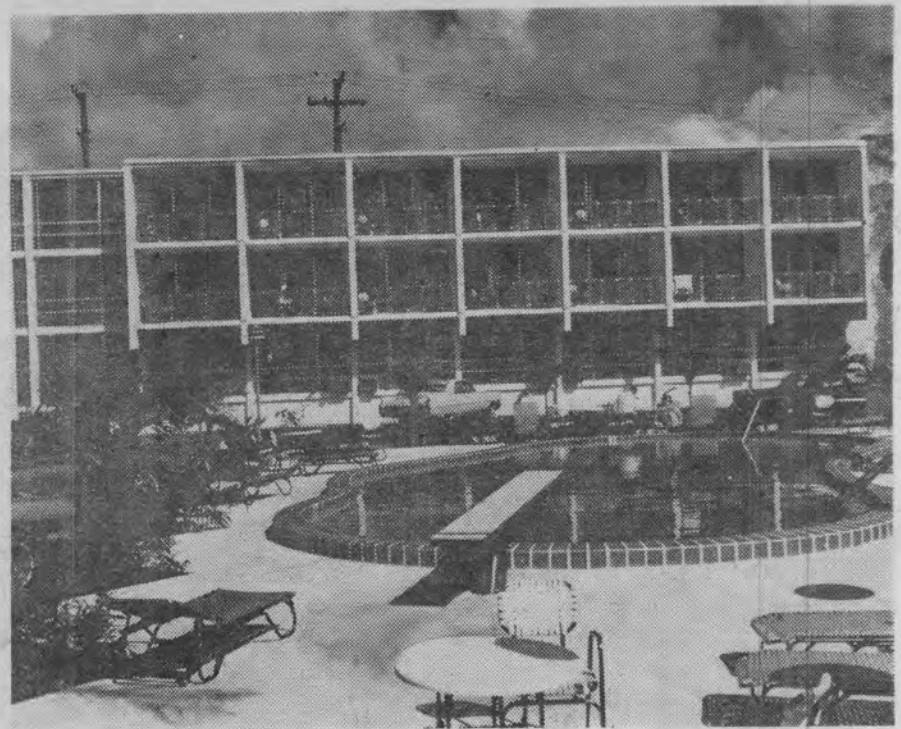
Other resort motels, such

as the University Inn and Holiday Inn, feature swimming pools and a location on U.S. 1 adjacent to the University of Miami. Both cater to small convention groups.

The 160-room University Inn, with two pools, is situated on both sides of a scenic waterway and fishing boats dock right at guest's doors. It also has a popular lounge and outdoor dining room.

Next door, the Holiday Inn has a cabana area surrounding the large free form pool. Its restaurant and lounge help make the resort an after-sundown favorite for residents and visitors alike.

Additional motels and



Chateaubleau Inn Is Gables' Newest Hostelery
... Holiday Inn, University Inn are other large hotels

hotels are found along Tamiami Trail — the highway that joins Tampa and Miami,

as it cuts through Coral Gables — and in various other sections.

Apartment accommodations play an important role in the city's tourism picture and there are thousands of units for the visitor preferring this type of unit. An active Coral Gables Apartment Association, with more than 100 members, has an office in the downtown Ponce area to assist interested persons. The Coral Gables Board of Realtors provides similar service.

The city's Community De-

velopment Department, at 405 Biltmore Way, is eager to answer questions of would-be or actual visitors, as is the chamber of commerce.

VIPs Appeared

Paul Whiteman, Jan Garber, Glen Gray and many other famed entertainers of the Roaring 20s played a big part in the development of this city. They appeared at Venetian Pool, the boom-time Biltmore Hotel and Coral Gables Country Club in 1925.

Provides Aid to Needy Nations

Doctor Program Began Here

The Doctor to Doctor program, which some day may be a world-wide humanitarian organization, was conceived right here in Coral Gables.

Dr. Robert L. Cherry, a dentist, gave birth to the idea a few years ago.

An informal doctor-to-doctor exchange program proved so successful and was received with so much enthusiasm that Dr. Cherry and a group of other participating dentists and doctors decided to make their group legal.

They applied for and received a charter from the State of Florida in March of this year.

Doctor to Doctor International, Inc., is now in the serious business of providing



Dr. Robert Cherry
... founded movement

medical supplies, equipment and knowhow to underdeveloped nations all over the world.

If the experience of the experiments in Ecuador, Cos-

ta Rica and Colombia, are any indication, the same efforts extended on an international scale utilizing the skills and resources of all great boon to medicine and mankind everywhere.

Dr. Cherry got the idea for his doctor to doctor exchange program from the People to People exchange program, of which he was an early member.

The need for medical knowledge, medicine and equipment became very evident on the exchanges that he and other Gableites participated in.

Soon he was so taken up that he and other physicians and dentists began to make independent trips.

This will do more to arrest

the spread of communism than merely sending more and more money, Dr. Cherry contends.

What the underdeveloped nations need is men and knowhow, Dr. Cherry said.



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THIS 300-CAR parking garage is one of many parking areas provided by the city. The three-story, \$600,000 structure was opened in 1963. Cost is 15 cents the

first half-hour, a nickel for each additional half-hour, with a flat 25-cent fee after 6 p.m.

Man With a Mission

University Keeps Its President on the Go

Into a compact frame, immaculately attired, University of Miami President Henry King Stanford packs so much energy that many of his associates find it difficult to keep pace.

In between appointments with officers, deans, professors or VIP visitors, he finds time to chat informally with students, answer a voluminous number of letters, and somehow prepare major addresses ranging from an inaugural address for another university's president to notes of welcome for a national conference on the campus.

Colleagues arriving at their offices early, find the president already at his desk; those leaving late, see his car still in its slot. When he does leave, he carries a full briefcase.

Behind glasses that accentuate the scholarly aspect of his character, Dr. Stanford gazes from blue-gray eyes whose expression can quickly change from a twinkle to perceptive judgment of his visitor.

His conversation sparkles with an originality of expression both refreshing and stimulating and is frequently laced with quotations remembered from his wide-ranging reading. A serious topic may be graced by a verse from his favorite poet, Emily Dickinson, or sharpened by a sentence from novelist-philosopher Goethe.

The reporter unfamiliar with the hieroglyphics of shorthand is hard put to keep up with his notetaking since Dr. Stanford's speech races along with his mind.

★ ★ ★

TO HIS CABINET of university officers responsible for areas of academic affairs, student activities, finance and development, he brings a mind honed by years of experience as professor, college and university administrator and overseas consultant to the ministry of education in Turkey.

A two-year stint as assistant to the secretary of the National Association of Manufacturers, while he was working toward his



Dr. Stanford
... dynamo



UM President Stanford With Students
... he likes to 'stretch' their minds

doctorate in public administration at New York University, stands him in good stead when he is outlining business affairs of the university to its largely business-oriented board of trustees.

The university student who seeks his counsel finds him both cooperative and charming — unless said student is having academic difficulties. The ear may seem sympathetic, but the voice is brisk in buckle-down advice. For Dr. Stanford has little sympathy with the student who seeks a degree, but is unwilling to devote the study required for the learning it symbolizes.

To him, the major purpose of a university is to stretch students' minds, to provide a forum for inquiry and exploration into the realm of ideas. As he said recently:

"Unless intellectual interest becomes a dominant motivation of the student, he makes no contribution either to his own success or that of the collegiate enterprise. If he is not interested in learning — in participating in the exciting pursuit of ideas — his presence on the campus becomes dead inertia, slowing down the ideal pace of operation and taking the place of someone else with good potential whom the university may have turned down because of limited classroom or dormitory capacity."

★ ★ ★

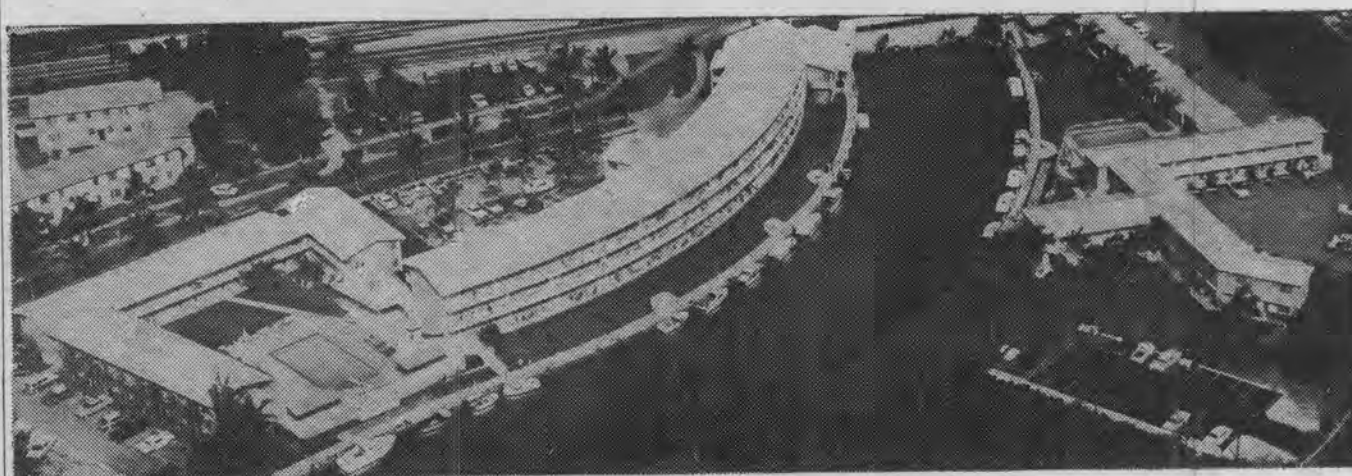
PRESIDENT Stanford has defined his concept of the role of the University in today's civilization as follows: "The university must stim-

ulate the creative among us to reach their potential. And this is a basic role of the university, for it is on the men that civilization advances for the benefit of countless common ones.

"That the success of a democracy such as ours depends on an educated citizenry is self evident; and no nation provides more schooling for its people. But our citizens must, in their education, learn more than facts; they must exercise their minds in order to use them as individuals rather than parrots. To be effective, action and interaction must be preceded by ideas, the greatest forces in human history. The university, therefore, must be heavily concerned with the kind of education most likely to develop leaders in the realm of ideas and ideals.

"The true University also has a responsibility to the society in which it lives. But it can never be the pliable servant of political authority or any special group. In its role of providing an intellectual forum, it becomes at times a critic, a prophet and a conscience of society. The great university maintains its equilibrium when society reacts against it. For to be worthy of the name, the university must maintain its integrity, must control its destiny."

ulate the student to think for himself — something too few of us do. Such a climate of questioning and questing in-



Growing with "the Gables"

TODAY — We have 160 Waterfront Rooms and Apartments, 2 Swimming Pools and the Superb Waterway Restaurant, Dining Terrace and Cocktail Lounge.

University Inn provides every facility and excellent location. Convenient to beaches, Tropical Park and Hialeah race tracks, Jai-Alai Fronton, West Flagler Kennel Club, Parrot Jungle, Monkey Jungle, Seaquarium. For the golfer, two municipal courses in Coral Gables; guest privileges at nearby 18-hole private Club. All 160 rooms are cross-ventilated, air-conditioned and heated. Elevator service and private balconies. Two luxurious swimming pools and sun decks, acres of lawns and gardens, fishing from our own dock or charter boat "Sea Ray." You'll love our Waterway Dining Room, Dining Terrace and Cocktail Lounge overlooking the Scenic Waterway.



We Congratulate the City of Coral Gables on Its 40 Years As "The City Beautiful."

On U.S. 1 Opposite the U.M. Campus



As CLOSE as your front door, Coral Gables' Granada Golf Course is typical of the three golf courses designed into the City Beautiful's layout of residential area. Here a pair of residents amble along a Granada fairway past a North Greenway home.

THAT THE ROLE of the university president is not an easy one has long been recognized. The University of Miami is fortunate that its president is the kind of man who knows that nettles grasped do not sting and that problems met disappear.

President Stanford marked his 49th birthday April 22 — a day the student body chose to dedicate the

University's new \$3.3 million Student Union.

The Phi Beta Kappa president inspires respect and admiration not only from students and faculty on the Coral Gables campus, but from his colleagues in the national world of academics. He has already received the honorary degree from four universities in recognition of his contributions to higher education.



A Masterpiece

..... AND ITS CREATOR



GEORGE E. MERRICK

Time spent in planning and making dreams come true — sharing bright and dark moments, too — these are the memories of the Coral Gables Pioneers evoked here today.

May this special Anniversary you celebrate today be as satisfactory as the years we've shared along the way.



W. L. PHILBRICK
Coral Gables

The history of Coral Gables is the story of George Merrick, poet, dreamer, lover of the land and designer-builder, extraordinary.

The creation of the City Beautiful, a world-famous center of culture, art and education, will remain forever a tribute and monument to the artistic and aesthetic foresight of this remarkable giant among men.

After 40 years, Coral Gables presents a well-rounded picture of landscaped beauty, lovely homes, hundreds of fine stores, a clean thriving industrial section, schools, clubs,

He made it so

Our 40th Birthday Was Like Yesteryear

Flapper dresses and skimmer hats were the rage the week of April 25 when Coral Gables observed its 40th birthday.

The Good Ol' Days come alive again in the Gables as everything from old cars, old fashions, old homes and even old songs came in the spotlight when visitors and residents turned back the clock to the Roaring 20s.

More than a week of gaiety wound up on May 1 with a parade of antique cars down Miracle Mile, the cutting and serving of a 40-foot long birthday cake at City Hall, a fashion show at Venetian Pool featuring "the latest" in 1925 swimwear and a

Roaring 20's dance at Coral Gables Country Club.

Headliner at the dance was Rudy Vallee, the singing idol of the flapper age and popular symbol of the era.

Pilgrimages to historical homes, public buildings, plazas and entrances to the city were held during the celebration.

Just as George Washington is known as father of his country, another George — this one named Merrick — is father of this city, and due to his rigid plans and determined efforts, it became The City Beautiful. Merrick was born in 1886 in Springdale, Pa., and moved to this area with his family when he was 12.

One of the most impressive attractions on the historical tour is the Venetian Pool, which lies in a tropical setting in the heart of the city. Once an unsightly quarry, the irregular-shaped pool now contains 810,000 gallons of fresh, continuously changing water and features rock towers, caves, arched bridges, waterfalls, islands, a sandy beach and even a jungle setting complete with growing bamboo.

Known as "the world's

most beautiful swimming hole," the pool was a focal point of the city in the boom era and Paul "Pops" Whiteman and his orchestra was a daily attraction. The band even took to the water to cool off, on occasion.

Big-name bands like Whiteman's played an important part in the development of the community. Jan Garber was an attraction too, while Glen Gray's Casa Loma Orchestra got its name when the musicians started play-

ing in the Gables' Casa Loma Hotel.

Vallee, the ever-popular symbol of the '20s with his megaphone and "My Time is Your Time," sang many of his old hits along with some of the newer ones. He also helped judge a fashion show, a Charleston contest and a 1925 swimwear contest.

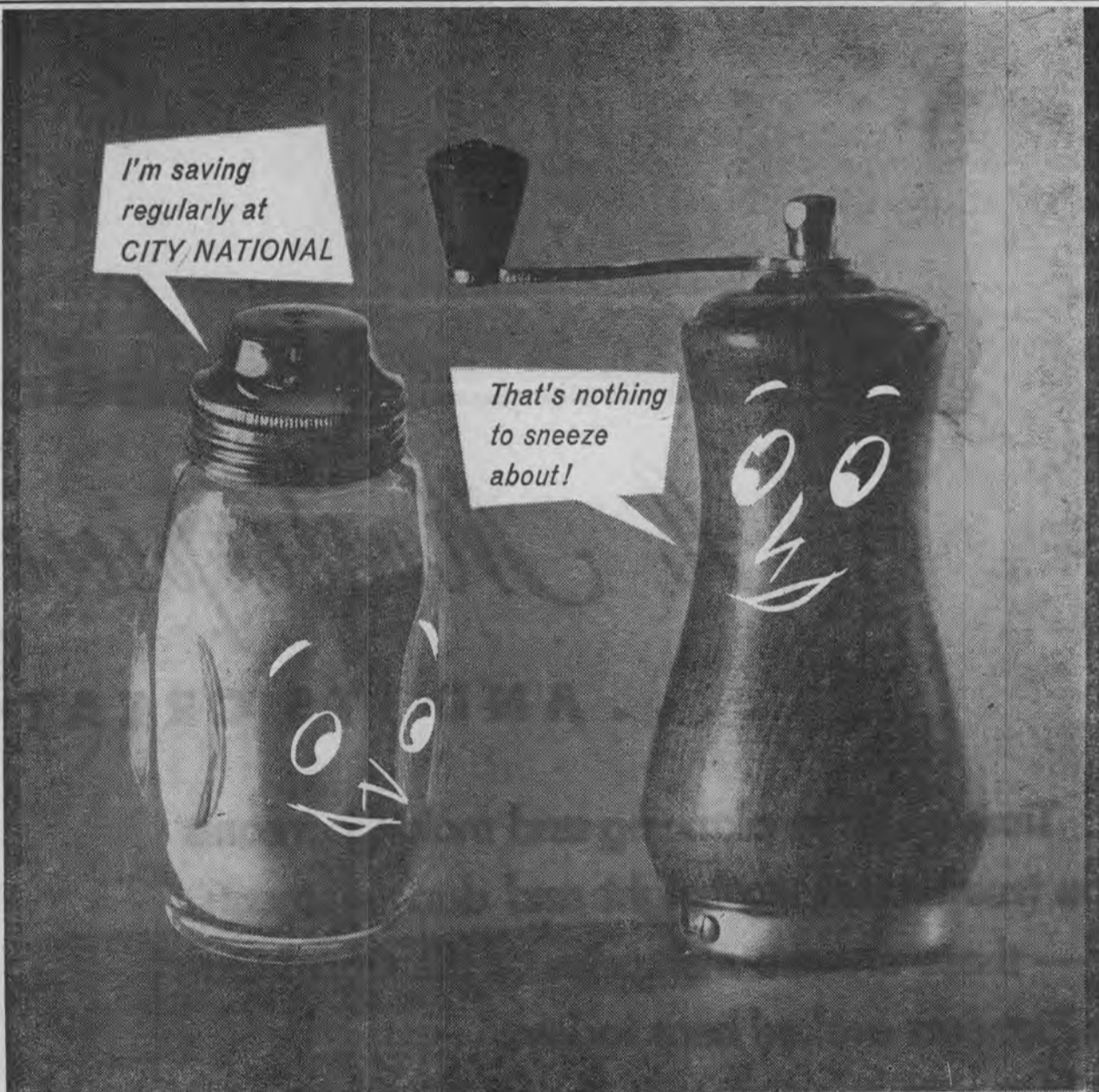
Other features included, a teenage street dance, junior

golf and tennis tournaments, a senior citizens' chess tournament, a field day at the University of Miami, gymnastics show, historical displays throughout the city and the formal opening of the brand-new 12 story David William Apartment Hotel.

Representatives of Cartagena, Colombia, Coral Gables' sister city, also participated. Pioneers were saluted with the presentation of certificates of appreciation at city hall.



Rudy Vallee Played the Sax ... at Gables' big birthday bash



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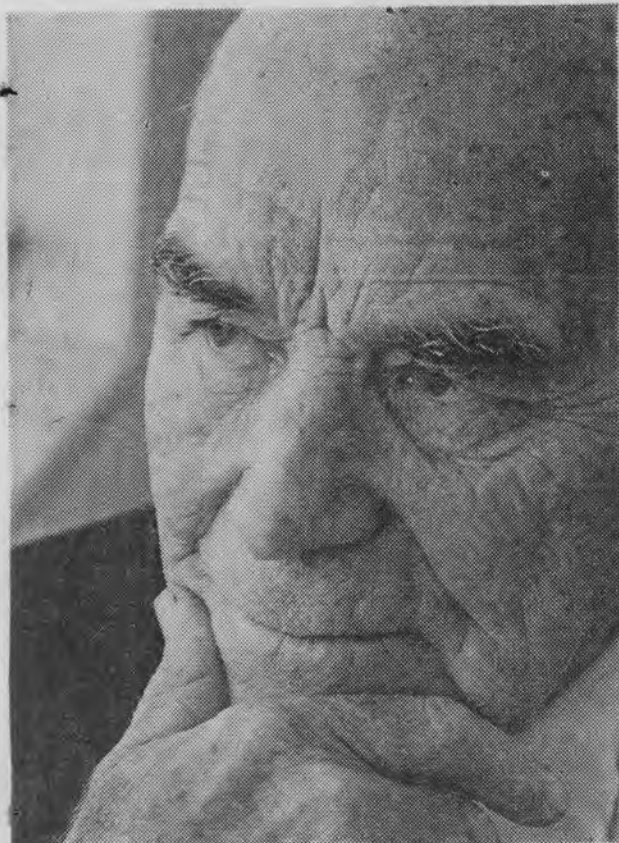
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yesterday's pioneers in Coral Gables
salute the City Beautiful during its
40th Anniversary.**

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Carl Sealander Looks Into the Past
... he bought five lots in 1916

He Remembers Birth of City

By SYLVIA SPRINGER
Staff Writer

It was the first public meeting for the Coral Gables Corporation.

Back in 1923, before the city was born.

Carl Sealander, a sparkling, energetic, 79, settled himself in his home and remembered.

"It was on a Sunday," he recollected. "The night before there had been a big dance at the Country Club and I danced with one of the Merrick girls."

"We needed somebody to take care of the water tower," Sealander continued, his bushy brows knitting together. "After all, you can't do much without water."

"So somebody was elected," the senior citizen said. "You could say, it was the first city employe. That was about the only point of business we had."

A booster speech. The spy pioneer whose roots in the Gables go back to 1916 may have made the first one.

"I told them, 'Coral Gables will be a city one day,'" he said proudly. "One day, we'll have our own administration, our own fire department. There's no telling what we can do. And we have."

What was the Corporation? "We were a group of builders, painters, carpenters, and the like who had interests here," he said. "The offices were on LeJeune Road and Coral Way. Merrick was one of us."

His mind went back further, to his first contact with the future Coral Gables. "I bought these five lots in 1916," Sealander reminisced,



Old Water Tower
... it needed care

"but I didn't see them till 1920."

"They were still surveying for Granada Blvd., when I went over to my lot on what's now Wallace St.," he related. "They were just breaking ground. Do you know it was the only street in this entire area?"

"And there was this lake they were going to make," Sealander remarked. "Now it's the golf course. We've sure come a long way."

Bryan Promoted Realty Here

The silver-tongued former candidate for President, William Jennings Bryan, was hired during the early days of Coral Gables to help sell real estate and promote the city with his elegant and remarkable speeches.

He reportedly was paid \$50,000 a year.

Coral Gables civic and social clubs are a major part of life in the Gables today.

It boasts all of the major men's clubs — Rotary, Kiwanis, Lions, Civitan, Sertoma, Exchange — plus fraternal groups such as Elks and Moose and all veterans organizations.

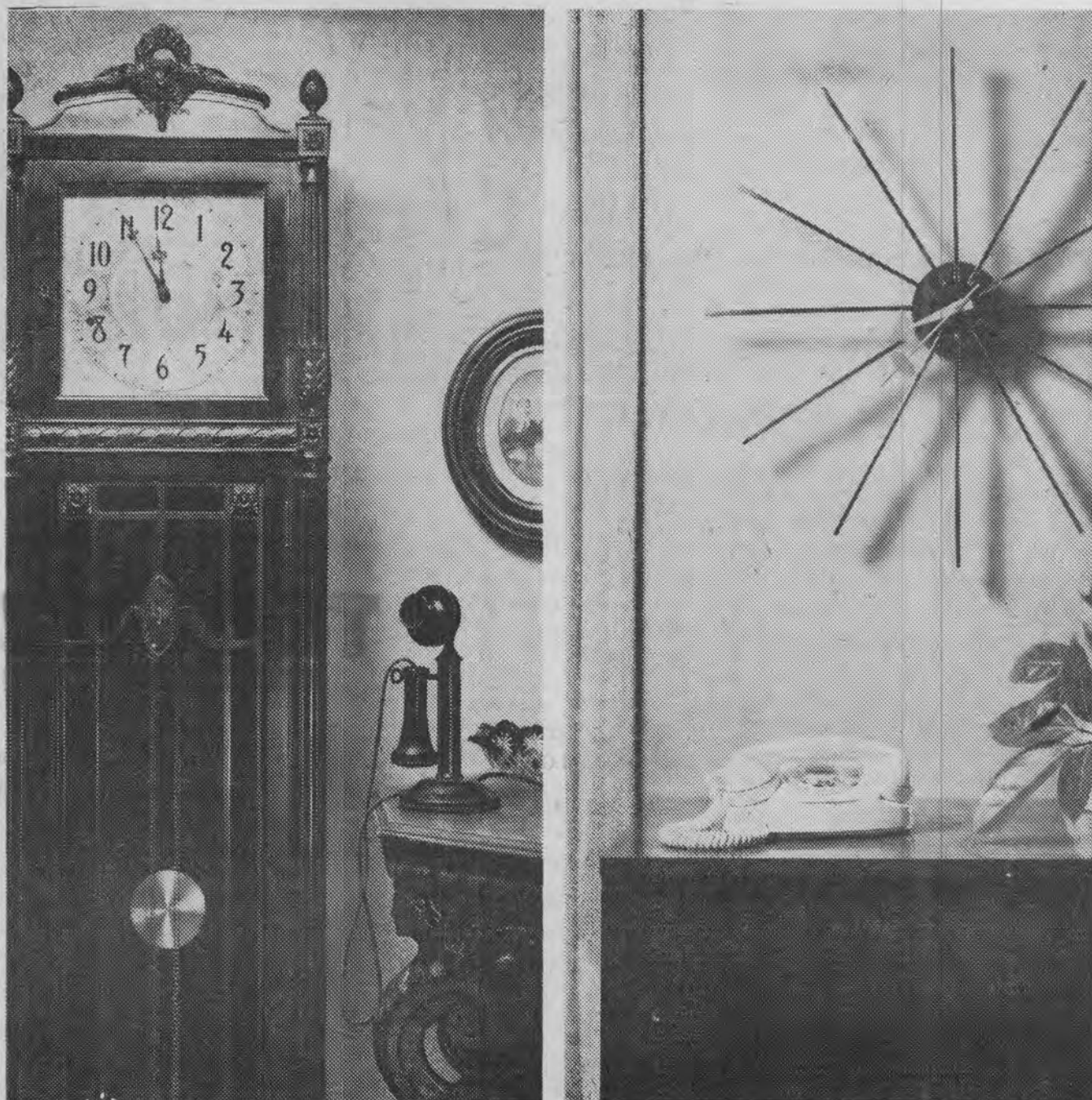
CIVIC LIFE

Its women's clubs are among the most outstanding in Florida.

The Coral Gables Junior Women's Club has repeatedly won state awards for its

charity dental clinic for underprivileged children.

The Garden Club has been a pioneer in the Greater Miami area in prompting business developers to provide rich landscaping around all new buildings.



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and so do telephones. Modern research and ingenuity bring daily miracles of communications into our homes and offices. Home interphones, bell chimes, data service, automatic dialers... these and many more make life easier, smoother. And there's always something new to come.

But some things stay the same. The dependability of your telephone and the company behind it. The sturdy sense of community responsibility of the men and women of Southern Bell. These qualities made your telephone a bargain in 1880, when Southern Bell began operations in Florida... and an even greater one today.



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... Serving You

Strict Rules Mean Lovely Homes

Since it was founded 40 years ago, Coral Gables has been known as "The City Beautiful" — and largely because of the enormous array of quality homes and architecture.

Price-wise, buyers can find homes in the Gables ranging from older Spanish-style structures in the \$15,000 class to modern homes in the \$250,000 and up category.

Architecturally, the Gables started with classic Spanish designs and motifs which appealed to the founder and master planner, George E. Merrick.

But the Spanish was to be followed by South African, French, English Tudor — and even Chinese — clustered in small villages which today remain and are eagerly sought as some of the most cherished residences.

But the old — which established a unique charm and character unduplicated anywhere in the United States — has blended easily with the new.

Modern classics, modern traditional, colonials of all types have joined with the stately old.

★ ★ ★

STRICT zoning and architectural requirements have multiplied the distinctiveness of Coral Gables.

For example, certain exterior colors — gaudy or brassy — are not allowed.

And the facade of a home cannot be duplicated anywhere within one mile.

Frame dwellings or wooden exteriors are not permitted.

Strict setback requirements give each residential lot ample landscaping room and a feeling of grassy spaciousness.

Gables zoning also is such that certain sized homes are required in certain areas.

No lot is smaller than 50 feet. And



Chinese-Style Homes Occupy Block
... enclave was built in the Boom days



Colonial Styles Like This Are Popular Now
... Gables' rules have kept standards high

even today in the period of growth, large and costly acreage can still be found.

Lot prices range from \$4,000 to \$12,000 for a 50-by-100-foot lot to \$65,000 for an acre.

★ ★ ★

PROJECT-TYPE building is not allowed in Coral Gables.

Yet several developers have acquired large parcels of woody bayfront land and began lavish new construction of custom homes.

One — picturesque Old Cutler Bay — is concentrating on construction of completely-furnished \$50,000 waterfront homes in a prestige atmosphere.

Developer **Al Aronson** is building a relatively small, but unique group of desirable homes in an area known as the most beautiful bayfront location of Coral Gables.

Homebodies

Where do the 41,000 persons in Coral Gables live?

For the most part, in homes.

In fact, there are 8,073 residences in the city.

Records show that there are 540 apartment buildings of various sizes housing several thousand more persons.

There are 317 duplexes, 77 combination apartments and stores and 362 miscellaneous dwellings.

SINCE Coral Gables and the rest of Florida recovered from the disastrous Boom and Bust of the late 1920s, land

values in the Gables have steadily gained in confidence.

Take the history of one 150-by-150-foot lot on the Coral Gables Waterway, a winding, picturesque haven overlooked by elegant homes.

In 1933, the lot was bought for \$1,000 during a tax certificate sale.

In succeeding years, it was resold for these prices:

- 1943— \$6,900
- 1946—\$10,000
- 1952—\$11,500
- 1953—\$13,000
- 1954—\$15,300
- 1956—\$24,500
- 1963—\$30,000

Last year, the last purchaser took a permit to build a \$50,000 home on the \$30,000 property.



View of Front Court of the Parker Home
... beyond lies Biscayne Bay

Picked by Magazine

Nation's Top Home Here

A home that experts call the nation's most outstanding is located in Coral Gables.

It's a breathtaking palatial residence designed for himself by architect Alfred Browning Parker — and selected by House Beautiful Magazine as the Pace Setter Home for 1965.

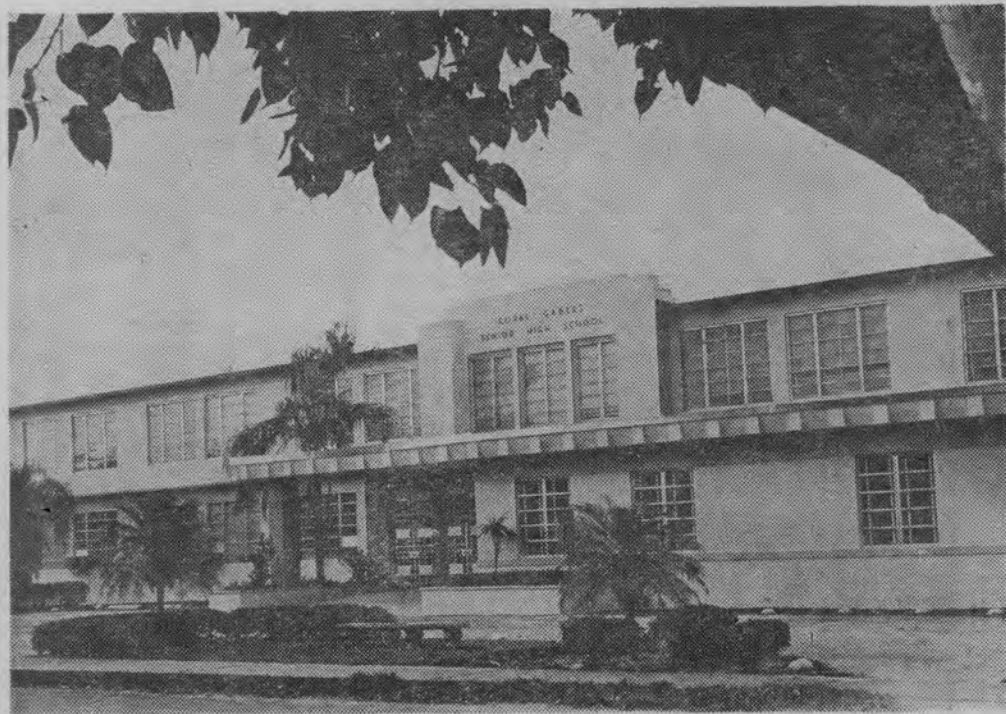
While no cost figure has been published, owner-designer Parker — one of

Florida's most eagerly sought architect — admits it is "in excess of \$100,000 value."

In its May issue, House Beautiful devoted 80 pages of color and black and white pictures and text to the remarkable waterfront home.

Nine editors studied the home for the story, and a photographer spent five weeks capturing its spectacular furnishings and airy, Florida decor and design.

Schools Top Notch In Every Way



Academically and Otherwise, Gables High Is Tops
... it's won many prizes, championships and scholarships

By **RAYMOND LANG**
Staff Writer

Time was when a youngster dreaded trekking off to school — but not in Coral Gables.

Sure, when that school bell clangs after a delightful summer of beach parties and backyard barbecues, left behind are a string of days linked together by memories.

But here in the Gables, the schools have something for everyone.

The athlete . . . the scholar . . . the club-conscious . . . those bent on their future.

Take Coral Gables High, the City Beautiful's high school.

Sports? Its teams have been state football champions two years in a row — and many of the players have won scholarships to some of the top universities. Last year, the team was named tops in the nation.

Gables High won last year's state track championship, too, and this year it is a top contender. When it comes to swimming, basketball and the other sports, the Gables Cavaliers are a team tough to whip.

★ ★ ★

BUT ACADEMICS are stressed — and Gables High is one of the top schools in the U.S. when it comes to sweeping up scholastic titles.

Year after year, dozens of students with a flair for mathematics, chemistry and English have wrapped up National Merit Scholarships — and the school often placed as many winners on the list as any other in the nation.

Gables is tops in debate, too. Not only its team this year's state champs, but also was named the tops in America at a tournament in Washington, D.C.

Music-wise, the Gables High 170-piece band was invited to perform at, and raised \$10,000 to go to Pittsburgh to play in the mid-West band clinic.

Gables High also has a club entitled Future Business Leaders of America, in which the students go to work for local businessmen to learn first-hand the profession or craft they're interested in dedicating their lives to.

Clubs run the gamut from the chorus and drama to weightlifting to chemistry and Latin.

There's a full assortment, too of nation-

al honor clubs, for those students who excel in scholastics, the sciences and languages.

Gables High even has a place for Dad. It's called the Booster Club and it's made up of fathers who literally get behind and 'boost' various projects.

A good example is the school's new, \$3,000 track and field area. It was paid for by The Booster Club, with funds raised from fried chicken and barbecued ribs dinners.

★ ★ ★

AN EXCELLENT preparation for the student who will attend Gables High in a year or two is Ponce de Leon Junior High, with an enrollment of 800.

It, too, has walked off with honors in sports, drama, debate.

But what is perhaps really unique about Ponce is that the Dade County School Board has tapped it to try out a new Community School project.

Under this project, the school building is used as a sort of magnet to draw in parents and children to engage in family-type activities — long after regular school hours.

There are father-and-son softball teams, sewing classes for Mom and her daughter, drafting, shop, languages, literature. Name it and the Community School at Ponce offers it . . . and at a nominal fee.

★ ★ ★

DURING the elementary school years, the children are mostly preoccupied with nailing down the rudiments of learning. The realm of extra-curricular activities lie before them.

But Coral Gables is blessed with elementary schools that are centrally located. No matter where you live in 'The City Beautiful,' there's a school close by where your child can walk, or safely ride his bike to reach.

There is Coral Gables Elementary, Merrick Elementary (named after George Merrick, the city's founder), West Laboratory, David Fairchild Elementary and Dade Demonstration lie just outside the Gables, but draw some of its youngsters.

West Laboratory School is of special importance. It's an ordinary school in most respects, with one main difference.

The Dade School Board, working with the University of Miami Education Department, uses it to test new teaching methods.



Old in Experience, Young in Spirit . . .

AN IMPORTANT PART OF CORAL GABLES

Here, in a gracious setting and handy location, you'll find complete banking service offered by experienced, helpful banking people. Under the same management since organization in 1944, we have grown with the City of Coral Gables.

We salute the City of Coral Gables in her 40th year as the City Beautiful.

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Bank at Coral Gables

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MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION, FEDERAL RESERVE SYSTEM, FLORIDA NATIONAL GROUP

Having an office in Coral Gables offers none of the usual fringe benefits: Industrial soot and smells. Huge traffic jams. Hot subways. Cold commuter trains. Or state and local income taxes.



But no-one complains.

On tree-lined streets named Granada, Alhambra, and Ponce de Leon, new concrete and glass office buildings rise in tacit agreement with Spanish architecture. Meetings are being held in offices overlooking the business district. Business never looked so good. ■ Here in Coral Gables, we have proven that a city can be beautiful, quiet, and clean, and still mean business. Without the familiar fringe benefits. Like traffic jams. Miami International Airport is ten minutes driving. Home is a ten-minute drive. And a championship golf course is within five minutes of downtown Coral Gables. ■ There are currently more than a dozen firms of international scope with home offices in Coral Gables. In fact, home office construction in 1964 surpassed every building record in the forty year history of our city. ■ What about you? Aren't you the least bit anxious to see a Coral Gables address on your letterhead? ■ We are.

**Find out what you're missing.
Mail this coupon.**

Jack D. Suiter, Director
Community Development Department
Room CG-1 / P.O. Drawer 1549
Coral Gables, Florida 33134

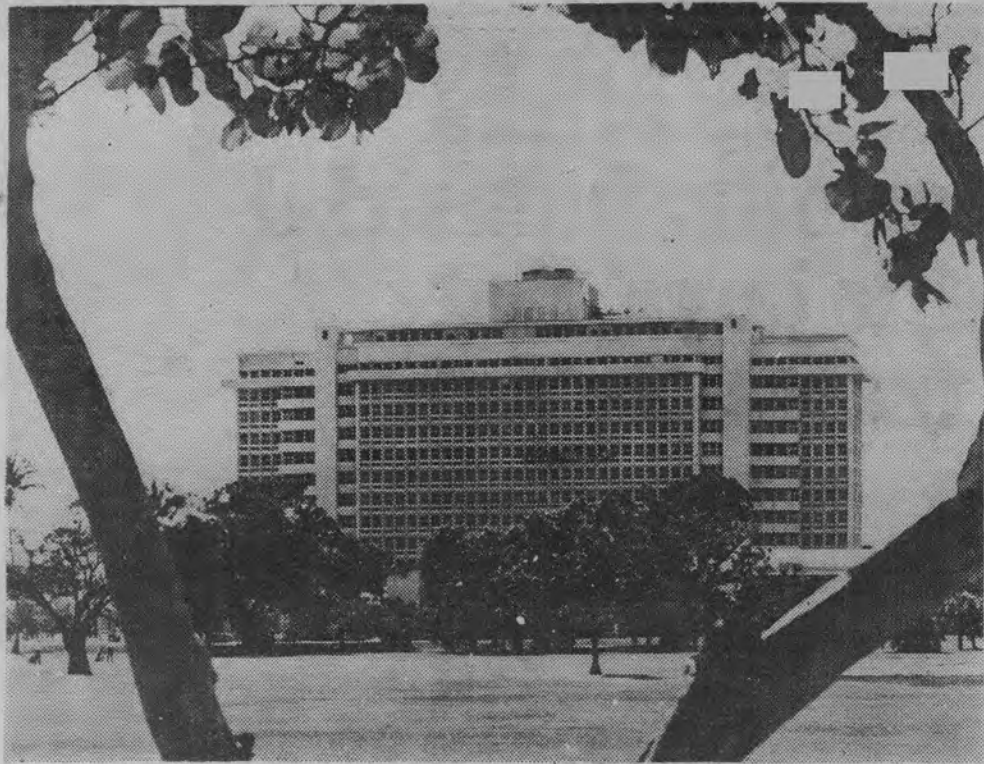
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Coral Gables, 'The City Beautiful', is America's most distinguished address.



New 200-Suite David Williams High-Rise Overlooks Golf Links
... modern new apartment is part of the building boom

High-Rise Buildings Part of New Era

When the huge, plush and unprecedented Biltmore Hotel was built in Coral Gables in the late 1920s, its towering 24-story shape was to be Florida's tallest building for years and Coral Gables' only high-rise building for nearly 30 years.

But now the Gables is seeing a rebirth of high-rise building in its business area.

First of the modern new buildings was the Gulf Oil structure, an eight-story downtown structure housing Latin American operations of the huge petroleum firm. Other professional offices occupy the building.

Then came Al Sakolsky's 13-story David-William Apartments, with its lavish suites near the famed Miracle Mile shopping area and overlooking the downtown area and Granada Golf Course.

A third new high-rise came this year — International Petroleum's new eight-story office building, headquartering its Latin American operations. It is a subsidiary of Standard Oil.

Other property is now being considered for future high-rise office buildings, and a new law has been written to control the location and height of the structures.

Wondered About the City Name?

Where did the name come from?

It was dreamed up out the fertile imagination of George Merrick, the son of a Congregational minister who founded 'The City Beautiful.'

Merrick got the idea from the home he lived in on Coral Way.

The home was made of 'coral' rock. It had 'gabled' roofs.

Presto — Coral Gables!

Like to Swim?

There are three spacious swimming areas in Coral Gables. Most famous is Venetian Pool, the "world's most famous swimming hole," built on the site of an abandoned rock pit and designed to give the illusion of a lagoon in a Venetian setting. The others are Tahiti and Matheson Hammock Beaches, both tropical in nature.

Among Top

Big Medical School Part of University

The days are long past when a South Florida physician had to ride alligator-infested swamp trails to reach his patients. But it has been only 13 years since the entire Sate had no medical school.

The University of Miami School of Medicine, established in 1952, was Florida's first such permanent unit. In the 1880's a Jacksonville medical school failed before graduating a single M.D.

Alumni of UM's medical school now number 493. This June, a record class of 73 men and women will be graduated.

At present, the first two years of the medical student's instruction are taught in a two-story building adjacent to the Veteran's Hospital in Coral Gables.

Medical upperclassmen receive most of their clinical training at Jackson Memorial Hospital, one of the South's largest medical centers.

The University's Golden Anniversary Development

Program, with a target date of 1975, includes a \$21.8 million medical center. Designed to merge smoothly with Jackson Memorial, the new buildings will include specially-designed instructional and research units.

An estimated 75 per cent of UM's medical graduates have returned after their internships to practice in Florida. Others are still refining their specializations in hospitals throughout the country.

The local medical community includes many of the nation's finest specialists. Many of these teach in the School of Medicine.

The 1,500 physicians in Dade County are a boon to the area's residents. But Florida's 66 other counties currently share less than 3,000 M.D.'s.

The University of Miami School of Medicine — and the younger University of Florida College of Medicine — have responsibility of providing more and more physicians for a growing State.

1923 -



*Our first yard
was established
in Coral Gables*



1965

*Now... 14 modern
complete yards
to serve your
every need.*

*Congratulations
to the City
Beautiful on
its 40th
Anniversary*

*We have grown and
progressed in steady pace
with Coral Gables...
and look forward to
the next 40 years with
youthful enthusiasm.*

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Alhambra Circle — Then and Now



FIRST CITY HALL was only building visible when this picture of Alhambra Circle was made in the 1920s.



THE SAME SCENE today shows how this beautiful broad avenue has grown along with Coral Gables.

Gables Puts Its Heritage to Good Use



Paul Whiteman and Band Got in the Swing of Things ... and 1925 opening ceremonies of Venetian Pool



Douglas Entrance Was Patterned After Spanish Fortress ... magnificent tower and arch dominate area

Coral Gables, a city built on tradition, has put its heritage to use.

The ten-million-dollar Biltmore Hotel, built by George Merrick and John McEntee Bowman, was the scene of entertainment on a grand scale: it was opened to the tune of a dinner dance for 2,000 guests, which set the precedent for future gaiety. It once was Florida's tallest building.

Its tall Spanish tower still can be seen for miles, but today the Biltmore Hotel is not a sterile museum, but a Veteran's Administration hospital, extending its services to former soldiers from all over the South Florida area.

The Douglas Entrance, whose magnificent arch and Spanish tower dominate the landscape, has been saved more than once from the bulldozers of progress. An association of architects is buying it, determined to maintain it as a showplace and commercial apartment building.

Coral Gables Military Academy, built in the '20's, is now Merrick Demonstration School.

William Jennings Bryan once sold acreage at, and Paul Whiteman's band once played in, the Venetian Pool, a swimming hole carved out of coral rock; the Great Commoner is gone, now, but Venetian Pool is still a popular place.

Like other cities, Coral Gables has had its conflicts between those who want to bulldoze down history for the sake of hamburger stands and those who want to seal up tradition in some inaccessible spot. But for the most part, George Merrick's City Beautiful has managed to maintain a functional heritage.



Old and New in Coral Gables ... DeSoto Fountain, modern automobile

WE SALUTE THE CITY OF CORAL GABLES ON ITS

40th Year as The City Beautiful

BUYING OR SELLING ?

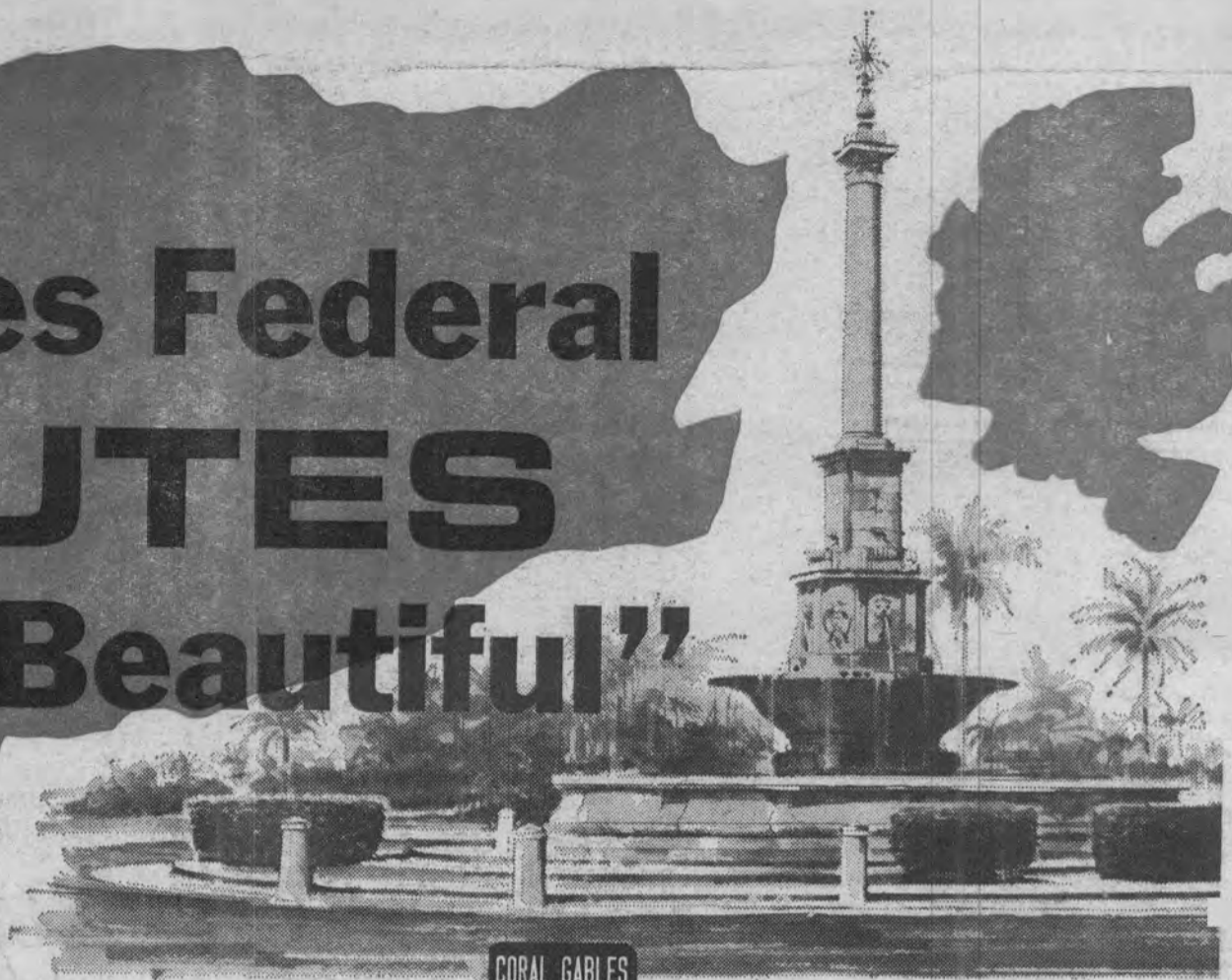
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Coral Gables Federal SALUTES "The City Beautiful"



A budding dream-coming-true in 1925...one of the nation's outstanding communities today...famed for its homes, parkways and waterways, its palm-lined shopping streets, its modern office and professional buildings! As long-time "residents" of Coral Gables, we're justly proud to join the celebration of the City's 40th Anniversary

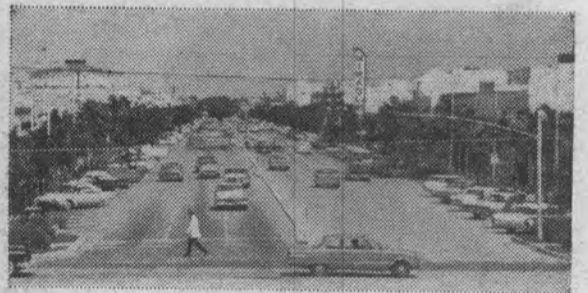


Take the Self-Guided Tour during Anniversary Week! Get free maps at Coral Gables Chamber of Commerce, 50 Aragon Avenue, City Hall, or Coral Gables Federal Main Office.

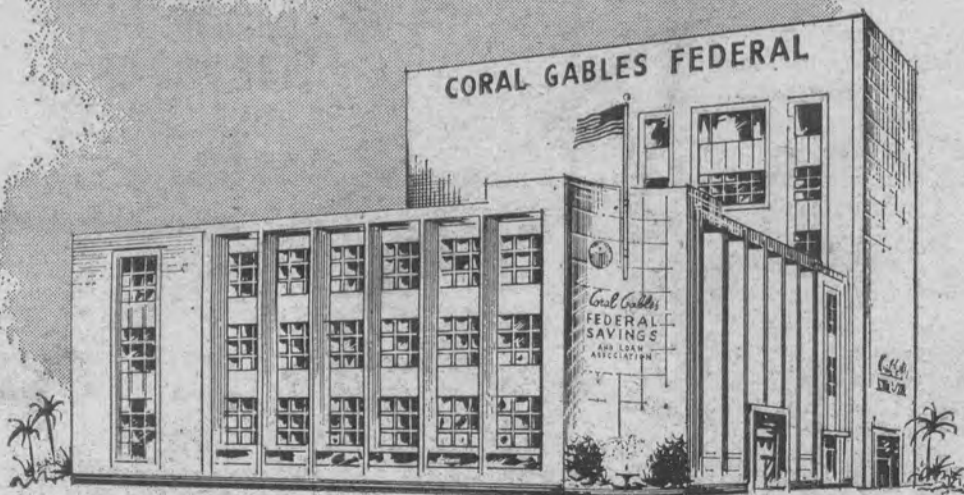
Founded in 1934, Coral Gables Federal has grown with the city, from small rented space to a six-story Main Office building, one of the most modern financial structures in the South. Six convenient offices now serve thousands of families throughout Dade County and the Florida Keys.



Otto G. Richter Library, University of Miami, has 1,000,000 volume capacity, is nationally-recognized for its Russian and Latin American collections.



Downtown Coral Gables — a palm-lined promenade for business and shopping.



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