

CORAL GABLES WEEKLY BUSINESS REVIEW

Sixth Store Is Added to Holley Five and Ten Chain; Ware Reports on Bottled Gas Dealers' Convention

Acquisition of the sixth store in the F. H. Holley Five and Ten Cent Store chain was announced today by Frank N. Holley, Jr., Coral Gables city commissioner and operator of the group of popular priced stores.

The latest Holley store is located at 57 Beacom Boulevard, just south of Flagler Street in Miami. It was formerly known as Blackwood's Five and Ten.

Willard Ware Attends Meeting in Chicago

Between 3,000,000 and 4,000,000 American families are using butane and propane as fuel for cooking, refrigeration, water-heating, and home heating it was learned here today at a meeting of the board of directors of the Liquefied Petroleum Gas Association.

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petroleum gas and gas appliances was attended by Willard M. Ware, of Gas-Oil Products, Inc. of Florida, Coral Gables a member of the board of directors of the association.

"A complete survey of our industry was impossible during the war years," Charles O. Russell, president of the association and head of Thermogas Co., Inc., of Des Moines, which distributes LP-Gas throughout Iowa, told the group.

"Recently, when we were attempting to show government agencies the hardships that lack of priorities worked upon our industry, it became necessary to reach a more accurate concept of our present status. Although we know that large scale installations for vital housing during the war had boosted our total business, most of us in the industry were surprised at the extent of our growth. At the present time, however, continuing shortages of steel for railroad tank cars, tank trucks, and storage containers for use of both customers and distributors prevent our satisfying the demands of more than 3,000,000 potential gas users at normal speed."

Excuse It, Please

The Riviera reported incorrectly last week that the Huddle Bar and restaurant had been taken over by a partnership.

Robert Zieve, who came to Coral Gables from Baltimore where he was in the restaurant business for many years, is sole owner of the familiar rendezvous.

An ex-serviceman, Zieve formerly owned and managed the Triangle Lunch in Baltimore and the Fairfield Inn, in a suburb of the Maryland city. He was in charge of the Bethlehem-Fairfield shipyard cafeteria during the war.

Lorayne's Features Feminine Apparel

New avenues to fashion were opened to smart Gables women who prefer to shop in their own home town, with the formal opening of Lorayne's at 2125 Ponce de Leon Blvd., in the Sevilla Hotel Building.

Owned and operated by Herman L. Alienier, who came to Florida from Amsterdam, N.Y., the new boulevard shop features nationally advertised sportswear, lingerie and accessories.

The merchandise here complements the full line of moderate and

Near Record Milk Supply Available For County Diets

Dade County residents will consume more than 66,925,000 quarts of milk and milk products this year in maintaining the county's high nutritional standards, it was predicted today.

With a near record supply of milk coming from the nation's dairy farms, consumption of dairy products this year is expected to equal that of 1945 when more than 60,000,000 quarts were consumed. A 22 per cent increase in per capita consumption of milk during the war years helped overcome the loss of nutrition caused by curtailed supplies of fats and oils and helped bring about the nation's high nutritional wartime levels.

A greatly increased supply of most cheese products is now available in many sections of the country and other milk products are expected to continue plentiful during the fall and winter months. These products contain nearly 14 per cent of the calories, 24 per cent of the proteins, 18 per cent of the fats, 74 per cent of the calcium and 45 per cent of the riboflavin consumed by the average individual.

Modern refrigeration equipment and improved handling methods were cited as instrumental in maintaining the high nutritional qualities of dairy products.

If your bread does begin to mold, trim off the bad parts and dry the remaining good bread in a warm oven. This can be used for crumbs for breading or topping other foods, or for baked dishes such as bread pudding and cheese fondue.

Remember, we still need to conserve food!

Shoe Rebuilders In New Quarters

The Boulevard Shoe Rebuilders moved into new and larger quarters this week at 138-144 Giralda Avenue. The business had been located at 2324 Ponce de Leon Boulevard.

"We'll be offering our same, complete shoe service," Guy Smith, operator of the business said yesterday. "We hope to be able to take care of our customers more efficiently in the larger quarters."

Gableites Told How to Prevent Mold on Bread

Timely tips on how to keep mold from sabotaging Coral Gables housewives bread-saving efforts during these moist, warm days, were given today by Mrs. Vera Walker, State Board of Health nutrition consultant.

Many women have found that keeping their bread in the refrigerator helps prevent mold, said the nutritionist. At any rate, bread should be kept in a cool, clean, covered container that can be washed and aired.

Mold on bread isn't exactly palatable but it isn't poisonous. So

Wedemeyers Count Queen, First Ladies Among Clients

A breathless bride phones three hours before the ceremony—just to make sure the white orchids have arrived for her bridal bouquet, and are really white orchids.

A red-faced 'teen-ager asks for "Some pretty flowers fixed up with that green stuff" for his first date, then gulps, "Gosh, do you have to know that?" when asked the color of her gown.

Mr. and Mrs. Hans Wedemeyer may hide a giggle behind sympathetic, helpful smiles—but to both these Very Important Occasions the owners of the Coral Gables Flower Shop and Multiflora Gardens give the same careful attention that went into flower arrangements for Queen Elizabeth, or the bouquets and corsages they fashioned for Mrs. Roosevelt and Mrs. Truman.

This week the Wedemeyers marked a milestone of their own—removal of their Coral Gables shop, a branch of Multiflora, to a new building at 2511 Ponce de Leon Blvd., especially designed and equipped to serve an expanding clientele. In charge at the new location are Miss Nell Harbeson, who has won friends for the concern during the past several years with her original flower designs; and Robert Schelzer, creator of flower fashions who came to the Gables from Breitmeyer's in Detroit, Mich.

Wedemeyer set up shop here—

Crack Trains To Run Again This Winter

Anticipating one of the largest tourist seasons in history, railroads serving the Miami area and the lower Florida East Coast will resume operation of six crack Winter trains in December, it was announced this week.

The Seaboard Air Line will operate three special trains, J. R. Getty, general passenger agent, announced. These will be the Orange Blossom Special, an all-sleeper

train between Miami and New York; The Sun Beam, serving Cleveland, Detroit and Chicago; and a second Silver Meteor will be inaugurated on the Miami-New York run.

Three Florida East Coast-Atlantic Coast Line Railroad tourist trains will be run again this season, J. D. Ingraham, assistant general passenger agent for FEC announced. Present plans call for inauguration of service by the Florida Special, the Miamian and the Vacationer about December 12, between New York and Miami.

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"Everything For The Motor Car" Have You Ever Visited Our Beauty Shop? No, Charlie, the printer didn't get confused and switch our copy with that for one of the local beauty salons. That statement is referring to Parks Motor Service and we really meant it when we said "beauty shop"—for that's exactly what it is. We're talking about that section of our business devoted to keeping your car looking just the way it did when they rolled it off the show room floor. It's a funny thing about a man and a car... When the car is new and shiny, with nary a dent or a scratch to mar its gleaming beauty, he'll run it in at least once a week to have it "prettied up" and he'll do his darndest to keep it with that "right off the line" appearance. But after the wife has accidentally bit the garage door on her way out—or Junior has carved his initials in the front fender, he suddenly loses all interest—and apparently all pride—in the appearance of his car. And that's not good business, Charlie! During the course of it's lifetime, any car is bound to acquire a few dents and scratches—and in a good many instances, it will meet with a really serious mishap that bangs it up to the point of stopping operation. Well, Charlie, that's where our "beauty shop" comes in! Jack Britton (who's in charge of our metal shop) and his crew of experts can take over that buggy of yours and give it a beauty treatment that will make you feel that you're riding around in a brand new car—and you won't even recognize it as the "old rattletrap" the family has been complaining about for years. And that IS good business, Charlie—for the appearance of your car adds dollars to its value—and a great deal more to your pride of ownership. Why not call and make an appointment today, Charlie—and give the old car a beauty overhaul that will also give it a new lease on life. PARKS MOTOR SERVICE 1607 Ponce de Leon Blvd. Coral Gables Tel. 4-3211 -- 48-4612

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Lutheran Church Meets In School Auditorium

The congregation of St. James Evangelical Lutheran Church was notified this week that worship services will be transferred to the auditorium of the Coral Gables Elementary School on Ponce de Leon Blvd., beginning Sunday.

Expansion and the new development program of the University of Miami made it necessary for the University to withdraw use of the Music Work Shop, where Lutheran services have been held for the past year.

The Rev. C. J. Sutorius said that the church has been granted the facilities of the public school auditorium until its own building is ready for occupancy. St. James is awaiting CPA approval for construction of its own house of worship on East Ponce de Leon Boulevard at Phoenicia.

Services will be held Sunday at the Elementary School at the usual hours: Sunday school at 10 a.m. and Church Service at 11 a.m., Eastern Standard Time. Friends and visitors are invited to join the worship.

The Rev. Sutorius has chosen "Past Redemption Point" as topic for his sermon.

Presbyterian

Rally Day will be celebrated at First Presbyterian Church of Coral Gables, beginning at the 9:30 Sunday School hour, when the entire church school will join in the program "Radiant Christians." Graduation Certificates will be given to those completing each departmental curriculum, by Dr. Charles R. Foster, Superintendent of the Church School.

At 11 o'clock Morning Worship Service, Dr. Nevin H. Schaaf, Pastor, will speak on "Our Bonds of Fellowship in Christ." Musical numbers will include, "Hear Thou My Prayer" (Hamblen), sung by Marion McCreeley, Soprano, and two organ numbers played by Warner Hardman, "Melody in F" (Rubinstein) and "Allegro Risoluto" (Tours).

Rally Day programs will conclude with the seven o'clock meeting of the Westminster Fellowship group of young people, at the home of Miss Katherine Skogstad, 2716 DeSoto Plaza. A panel discussion on Christian Endeavor and Westminster Fellowship will feature the program, and a social hour will follow.

Country Club Christian

At the Country Club Christian Church, 1009 E. Ponce de Leon Blvd., Coral Gables, the Pastor, the Rev. Harvey John Fritsch, will speak on, "Israel's Great Day of Atonement," at the Eleven o'clock Morning Worship Service Sunday. Holy Communion will be observed. Eugene Seaward, pianist, will supply the music to assist in the congregation's worship.

Bible School meets at Ten A. M. with classes for every age. Visual Teaching is used in the younger age groups.

Evening Service is at 7:45 and the message of the hour will be "Hidden Manna," by the Pastor. Spirited singing of the old and new hymns and choruses is a part of the service.

"Going to church should be as much a part of our lives as eating and sleeping or any other act that contributes to the well-being of our individual lives and the life of our community," observed the Rev. Mr. Fritsch. "Go to church—the church of your choice—but GO TO CHURCH."

Catholic

Church of the Little Flower, 1120 Avenue Anastasia. The Rev. Thomas Comber, pastor. Sunday masses 8:30, 8:30, 10, 11 and 12 a. m. Daily mass 6:30 and 8:30 (Convent chapel). Confessions Saturday, 4 to 5 and 7:30 to 9 p. m. Baptisms at 4 p. m. (by appointment only).

Spiritual Needs Greater Now Says Governor

TALLAHASSEE (FUS).—"The need of the people for spiritual guidance hasn't been diminished since the end of the second World War but, on the contrary, has been intensified by the disturbed conditions prevailing at home and abroad," the Honorable Millard F. Caldwell, governor of the state of Florida, declared in endorsing the 16th annual observance of Religious Education Week, September 29-October 6.

"The 16th annual observance of Religious Education Week under the direction of the International Council of Religious Education will provide the opportunity for the people of all of the states to gain the inspiration for lives rededicated to service to their fellowmen in the spirit of brotherhood and good will," Governor Caldwell maintained.

Traditional Rally Day or Promotion Day services will be held in more than 200,000 church schools of the United States and Canada on the opening day of Religious Education Week emphasizing educational evangelism. Christian fellowship in the community will be developed through special weekday programs, climaxing on World Community Sunday with emphasis on world-wide Christian unity.

Religious Education Week will be observed in 90 per cent of American Protestant churches through the 40 denominations and 173 state, city and provincial councils of churches and religious education which are member agencies of the International Council of Religious Education.

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Knowing People Second Nature To Jaycee Edward L. Myers, Jr.

"Ted knows everybody in Coral Gables," is what his fellow Jaycee members say about Edward L. Myers, Jr., who came to Coral Gables from Bethlehem, Pa., in 1930 and has made it a practice to broaden his acquaintance every day since that date.

The 26-year-old salesman for the Skageth Stationery Store attended the Coral Gables Elementary School, Ponce de Leon High School and topped it off by attending the University of Florida at Gainesville.

Ted's belief that one should start at the bottom and work up, is exemplified by his Army career. He enlisted as a private in June, 1941, and was released as a major in the Army Air Corps on March 10, 1946.

During his tour of duty with Uncle Sam's boys in khaki he saw service in New Guinea, the Philippines, Okinawa and Japan. He has nine campaign stars and six awards.

Ted says that his hobbies are fishing, dancing and athletics, which should manage to keep him occupied during his leisure hours.

Ted, incidentally, is evidently more wary than the fish he catches while pursuing one of his hobbies. No one has caught him yet, and he still bears the sobriquet of bachelor.

Myers is a director of the Coral Gables Junior Chamber of Commerce and as head of its publicity committee is responsible for the appearance of the name "Jaycee" in print as many times as possible. (Editor's Note: The lad does all right for himself.)

Ted resides with his mother and father at 418 Avenue Almeria. In addition to the Jaycees he is a member of Post 98, American Legion, Executive Association of Miami, Country Club of Coral Gables and the Beta Theta Pi Fraternity.

The staple product of the Australian pearling industry in normal times is not the pearl but the shell, and the discovery of a pearl is considered so much velvet.

"Live as long as you can; die when you can't help it," is the motto of a 100-year old Negro in Virginia.



TED MYERS —Charbeau photo

Governor Urges Gables Housewives To Conserve Fats

Governor Caldwell today endorsed and called public attention to the campaign to save waste kitchen fats to meet the national shortage of materials for soap making.

"The Coral Gables housewife who cooperates in this campaign," Governor Caldwell said, "is paid a fair price for the conserved fats by her meat dealer and she also helps to replenish the depleted supply of soap which has been scarce and hard to get.

"The campaign is in the public interest since the economy of the state and nation has been disrupted by this shortage and any measure to fill it will help keep things moving safely ahead towards re-

conversion and recovery from the effects of the war." Meat markets pay four cents a pound for kitchen fats. The campaign is being supported by the U.S. Department of Agriculture.

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With this issue, The Riviera takes over the duties of the Coral Gables Country Clubber, house organ of the Country Club of Coral Gables which terminated publication with last month's issue.

In addition to the weekly club calendar, it is hoped to furnish club members with news embracing the entire scope of activities at the Country Club.

Bridge, tennis and golf chairmen are urged to furnish the Riviera with news of their various groups as early as possible every week. Final deadline for all Country Club material will be noon on Wednesday preceding publication.

Stories of social events and other functions at the club may appear under separate headings elsewhere in the paper, but will be also included in the Club Calendar, whenever possible.

So watch The Riviera every week for news of activities at your Country Club.

CLUB CALENDAR
Friday, Sept. 27
Dining Room open. Bar open

from 10:30 a. m. to midnight. Rotary Luncheon, 12:15 p. m. Regular Club Bridge, 8:00 p. m.

Saturday, Sept. 28
Luncheon and Dinner served. Bar open from 10:30 a. m. to 1:00 a. m. Regular Club Dance, 9:00 p. m. to 1:00 a. m.

Sunday, Sept. 29
Bar open from 10:30 a. m. to midnight. Dinner only served. Music, 7:00 p. m. to 9:00 p. m.

Monday, Sept. 30
Dining Room closed. Bar open from 10:30 a. m. to midnight.

Sandwiches served. Regular Club Bridge, 8:00 p. m.

Tuesday, Oct. 1
Luncheon and Dinner served. Bar open from 10:30 a. m. to midnight. Kiwanis Luncheon, 12:15 p. m. Regular Club Bridge, 1:45 p. m.

Wednesday, Oct. 2
Luncheon and Dinner served. Bar open from 10:30 a. m. to midnight. Lions Luncheon, 12:15 p. m. Regular Club Dance, 9:00 p. m. to midnight.

Thursday, Oct. 3
Luncheon and Dinner served.

Per Capita Civilian Income Averaged \$1,005 in Florida

Per capita civilian income of Floridians averaged \$1,005 in 1945 and ranked first in the South, the research division of the Florida State Chamber of Commerce stated yesterday in the third of a series of studies on income to individuals.

The first of the series reported that the net income per farm operator in Florida in 1945 was \$3,906. The second study dealt with total income to all individuals of the state, which amounted to \$2,387,000,000 during that year.

The third in the series relates to per capita income, with the observation that more people with more money are living in Florida today than ever before.

"Increases of 111 per cent in total income payments to Floridians, 1940 to 1945, and of 6 per cent, 1944 to 1945, are to some degree the result of population shifts and growth, but to a greater extent the result of the general upward sweep of income payments nationally," the researchers stated.

"By expressing income on a per capita basis, and in noting relationships to national averages, the improved financial condition of Floridians can be accurately studied. Average per capita income includes all income of civilians, mus-

individuals by military personnel. "Last year the average Floridian received 115 per cent more than in 1940 while the average American received 102 per cent more. Although the 1945 per capita income in Florida was first in the South, other Southern states (with two exceptions) showed still greater period increases because of relatively lower incomes in 1940.

Two Nabbed for Car Theft

Theft of an automobile from the southwest section of Miami, Monday with the arrest of two youths at Ponce de Leon High school.

The youths, both residents of the southwest section of Miami, were turned over to the juvenile authorities.

The New Deal started out years ago on the theory that the people ought to let papa fix. So what? Aren't we in a fix?—Memphis Commercial Appeal.

ERL ROMAN



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County Commissioner
(Paid Political Adv.)

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Bar open from 10:30 a. m. to midnight. Junior Chamber of Commerce Dinner. University of Miami Reception (Dr. Ashe), 8:00 p. m.



COMPOSING ROOM CONFERENCE

There's many a step twixt the copy and the final printed matter. Above you see Artist M. J. Davis' impression of just one of them, in The Riviera's composing room. Both the linotype operator, who has just cast the last line of type, and the boss man watch anxiously as it is lovingly placed in the "form." There it will be "locked up" and sent to one of the high speed presses where the printed impressions will be made.

We pride ourselves, here at the Riviera plant, in seeing that each step in the process of creating printed matter from customer's copy is watched just as carefully. From lay-out stage to bindery, each operation is given the undivided attention of craftsmen who are highly proficient in their art.

Whether your job be large or small, business cards or complicated color booklets, it will receive the same careful treatment in the Riviera's commercial printing division. Our employees, all members of the Allied Printing Trades Unions, are men who know their jobs, with years of experience in the graphic arts behind them.

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Gables Organization Welcomes 40 New Members

JUNIOR CLUB LEADERS



MRS. M. C. WEIR

—Charbeau Photo

Her years of working in the Florida State Capitol, close to the legislative and judicial bodies, as a secretary in the executive department fitted Mrs. M. C. Weir for a top job with the executive board of the Coral Gables Junior Woman's Club. She has been successively, treasurer and auditor. This year she serves as second vice president.

The club has never lost sight of the fact that this week's club leader was well fitted for the top position, but she has refused the presidency, thinking she can better serve her club in other ways. As second vice president she will have direct charge of the year book, a job that requires infinite patience along with final speedy preparation against the publisher's deadline.

Mrs. Weir was born and reared in Georgia. Her education was completed at Georgia Southwestern College, Americus, where she was active in sports and other extracurricular activities. Almost on the heels of graduation, in 1930, she moved with her parents, Mr. and Mrs. H. W. Reddick to Tallahassee. "Flying" really brought the former Grace Reddick and Mr. Weir together. A native of Alabama, Mr. Weir also found himself in Tallahassee following schooling, where he did commercial flying and owned his own plane. However, Mrs. Weir insists that her then future husband did not teach

her the intricacies of the 'stick! She took lessons, learned to solo and received her student's license.

Married in 1939, the Weirs moved to Miami and to 1105 Avenue Almeria, their home in Coral Gables. A captain with Eastern Airlines, Mr. Weir was with the Army Air Corps during the war serving as an instructor at Randolph Weir, and "Smokey Pokey" dolph Wier, and "Smokey Pokey" their cocker spaniel comprise the Weir household. Little Jimmy will enter Exmoor pre-school this fall. This summer while her young son he's four, visited his maternal grandparents at Avon Park, Mrs. Weir choose her favorite mode of travel and took off for a fortnight in New York City, seeing the shows and shopping.

This soft spoken and dark haired club leader serves the Coral Gables Youth Center, one day a week, in the canteen. Trained to do this work for the Red Cross during the war, Mrs. Weir, as well as many other members of the

CLUB NOTES

The Horticulture Circle of the South Florida Garden Club will hold its monthly meeting Wednesday at the home of Mrs. Henry W. Baird, 251 Aladdin St., Opa-locka. The session will be convened at 10 a.m.

The topic "Vitamins from Our Gardens" has been chosen for discussion by members of the Circle at the meeting.

Mrs. Baird is new president of the South Florida Garden group and Mrs. Theron W. Ames is Circle chairman.

The Estrellita Club of Coral Gables Chapter No. 174, O.E.S., will sponsor a dessert bridge party Tuesday at the home of Mrs. Anna Randall, 3046 S.W. 14th St.

Mrs. Marion Nazworth will serve as co-hostess at the party scheduled for 12:30 p.m. on that day.

The Officers Club of Coral Gables Chapter No. 174, O.E.S., will have its regular monthly meeting Thursday evening.

Hostess to club members at the session which will get under way at 8 p.m. will be Mrs. Raymond J. Brown, 4206 S.W. 13th Terrace.

Visit Canadian Rockies

Enjoying a brief respite during a cross-country motor tour, Mrs. Lawrence Priddy of 3278 Riviera Drive and Mrs. Claribel Warner, also of Coral Gables, this week were guests at the Palace Hotel in San Francisco. Since June, their travels have taken them north to New York, then westward to Glacier Park, Jasper, Lake Louise, Banff, Vancouver and Crater Lake. They will continue to visit points of interest until their return to Florida around the first of November.

club take their turn at serving the youngsters at the Center.

She is passionately fond of flowers and said to your reporter: "Someday I am going to have a real flower garden, just as I am going to fly again and have my own plane, but until that time comes, I'll just keep busy with little Jimmy and club work."

Friends Fete Betty Ellis At Parties

Guest of honor at a round of pre-nuptial parties recently was Miss Betty Ellis, daughter of Mr. and Mrs. A. Clyde Ellis, who will become the bride of Ensign W. A. Murauskas, USN, of Schnectady, N. Y., in an elaborate ceremony at the Coral Gables Presbyterian church next Thursday.

Miscellaneous gifts for her new home were showered upon the pretty bride-to-be at a party given by Mrs. Hugh Booher and Mrs. Howard Burdin, at the Booher home, 540 Minorca Avenue.

Mrs. Dwight Barnes, Mrs. Charles Filler and Mrs. George Kestler were hostesses to Miss Ellis and a score or more of her friends at a dinner party held at the Green Lantern. Climax of the evening was presentation of a set of California breakfast ware, in varying pastel shades.

A double surprise was in store for the bride-elect at a shower given by Miss Mary Karp, daughter of Capt. and Mrs. H. Karp, of Opa-locka. After spending the evening unwrapping personal gifts and presents for her home, Miss Ellis was led by her hostess to a table dominated by a candle-decorated cake, provided in honor of her birthday.

Await Reassignment

Pvt. William H. Saeger and his wife, who is daughter of the A. D. Bresters of 4100 Granada Boulevard, are visiting her parents pending reassignment by the Army. A Flight Radio Officer for Pan American Airways before induction, Pvt. Saeger is now serving in the Army Air Corps Communications system. The Saegers own their own home at 3355 S.W. 11th St.

Alumnae to Meet

Kappa Delta Alumnae of the Greater Miami area will meet Tuesday evening at the home of Mrs. Harrell Fincher, 529 Avenue Santander, at eight o'clock.

FASHIONS FOR THE MATRON

"Madame President" might be the designation of the black crepe frock from Allan Abess, suitably modeled by Mrs. William Cox (right), president of the Coral Gables Woman's Club. Simple lines, relieved by lace frou-frou at the neck and a shoulder posey, make it the ideal costume for presiding at meeting or tea table.



Smart tailor is the charm of the soft gray wool go-to-meetin' dress worn (left) by Mrs. H. O. Johnson. Designed by Abess for the mature woman, its sole adornment is a gleaming gold belt. Jeweled accessories from Dewey's and snakeskin shoes complete the costume. The club women's coiffures were styled by Baldi.

—Photo by Charbeau



Woman's Club Inaugurates 23rd Year of Activity With Luncheon, Reception

Hospitality will be the keynote Thursday when the Executive Board of the Coral Gables Woman's Club entertains 40 new members of the organization at a reception and luncheon in the hall of the Clubhouse.

Mrs. William Cox, president, and members of her executive staff for the coming year, will extend a welcome to newcomers at the event, which has been scheduled for 12 o'clock noon.

Among guests that day will be the following Gables women recently elected to membership in the women's group: Mrs. Wyatt Alexander, Mrs. James H. Thayer, Jr., Mrs. John J. O'Day, Mrs. Edward H. Cowell, Mrs. Emery E. Millican, Mrs. Ferdinand A. Vogt, and Mrs. Alfred E. Raia.

Plans for one of the busiest Winter seasons in the Club's 23-year history will be formulated at a meeting of the Executive Board preceding the luncheon. Mrs. Cox has called a meeting of Club officers for 10 A. M. to discuss a program to achieve civic, charitable, educational and social aims of the group.

Monthly entertainment of hospitalized veterans at Pratt General Hospital will occupy Mrs. Leland Shepard, Chairman, and her committee tonight.

Mrs. Shepard will direct the serving of refreshments to convalescents in the hospital wards, while Mrs. George Henry presides as hostess at the dance sponsored by the Women's Club for the G.I.s.

A fashion extravaganza that promises to dwarf any similar event ever held in this area was outlined by Mrs. H. O. Johnson, club finance chairman and director of the style show, at a committee meeting at Mrs. Johnson's home Tuesday.

Over luncheon, committee members discussed continuity and theme for the fashion presentation which will be held at the Coral Gables Country Club on the evening of Nov. 19. Coral Gables toddlers, school children, members of the younger set, college students, and matrons will turn models for the evening to display fashions available locally, in keeping with the Woman's Club campaign "Be Smart—Shop In Coral Gables."

Assisting Mrs. Johnson will be Mrs. Cox, Mrs. G. W. Weller, Mrs. Ernest J. C. Doll, Miss Paquita Rabell, Mrs. Julian P. Jordan, Mrs. J. Coleman Jones, Mrs. Reid Bronson, Mrs. Harry Rath and Mrs. William T. Law.

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Gables Collegians Depart For Campuses of Choice

Frank N. (Buddy) Holley III, son of Mr. and Mrs. Frank N. Holley, Jr. of 611 North Greenway Drive, this week left for Gainesville to enroll as a freshman at the University of Florida. He received his prep school diploma in June from the Columbia Military Academy in Tennessee.

Bound for Stetson University, Leland, Fla., was Miss Helen Wooten. The daughter of Mrs. Charles Young, Miss Wooten this year captured State honors in the American Legion Oratorical Contest, and placed second in competition with young speakers from all Southern states. She will put her oratorical talents to use by majoring in law at the up-State University.

Joining the collegiate exodus was Miss Daphne Shaver, daughter of Mrs. I. H. Shaver, 322 Avenue Aragon, who will don a "frosh" cap when she reaches the campus of Cornell College, at Mt. Vernon, Iowa. Miss Shaver was graduated from Ponce in June.

Charles Alenier, son of Mr. and Mrs. Herman L. Alenier of 30 Alhambra Circle, has left for the University of Michigan to resume his study toward a degree in dentistry. He was recently released from service with the armed forces.

Hollins College for Girls, at Hollins, Va., was the destination of Miss Claire Beyerle, daughter of Mr. and Mrs. Arthur F. Beyerle of 2900 Granada Blvd. She enters as a freshman.

The Frederick H. Weeds of 2714 Alhambra Circle saw three daughters off to college. Eleanor was bound for the University of Maryland Medical School at Baltimore; Mary, left for Hood College at Frederick, Md., while daughter Jane entrained for her freshman year at Oberlin College in Ohio.

Helen Lane To Conduct Charm School

Guidance of Gables women to self-improvement—from toe to crown—is the metier of the Helen Lane School of Charm, which has taken over the building located at 317 Avenue Alcazar.

Helen Lane heads a staff of fashion and beauty experts, each specially trained in his or her line, who will make the school one of the most complete of its type in the Greater Miami area.

A complete hair-styling salon and a make-up salon which will feature cosmetics being manufactured for Miss Lane by a nationally known cosmetic house will be among the facilities offered.

In addition to a course in self-improvement, instruction in professional, photographic and fashion modeling for both adults and children were included in the school's "curriculum."

Well known as a leading Miami and Miami Beach photographic and fashion model, Miss Lane served several years as fashion stylist for one of the outstanding fashion houses of the Middle West.

During her modeling career, her pictures appeared in such national publications as Harper Bazaar, Woman's Home Companion, the Saturday Evening Post and Better Homes and Gardens.

To serve Coral Gables Merchants and clubs planning fashion presentations, the school will also operate a Professional Model Agency.

Andrew N. Houstons Schedule Northern Tour; Late Vacationers Return to Gables Homes

For their first real vacation in many a day, City Commissioner and Mrs. Andrew N. Houston intend to point the radiator of their car toward the North Pole and just drive—with no particular destination in mind.

"We'll go where and as far as we please, but I have a suspicion that each Saturday will find us—by sheerest coincidence of course—in a football town!" said Mrs. Houston.

The city executive and his wife plan to leave next week and to travel for a month. For a glimpse of autumn scenery they will head for the Carolina mountains and may possibly travel as far north as the Poconos. A visit with Mr. Houston's brother, Denis Houston, of Norristown, Pa., is on the agenda if their travels take them that far.

Prior to their departure, the Houstons expect to have as guest at their home at 709 Avenue Majorca, Miss Lucille Maul, of Denver, Colo. While here, Miss Maul, who is a niece of Mrs. Houston, will also visit her sister, Mrs. John Gregg Pressley.

Mrs. Harry Trafford found herself elected a one-man, one-newspaper circulation department (Hendersonville division) for The Riviera this summer during a stay in the North Carolina mountain country.

"Friends up there for two short a

period to have their own copies forwarded waited in line for my Riviera!" she reported. "We kept our Gables coterie supplied with home town news by passing the paper along from one to the other."

Mr. and Mrs. Martin Hourie will leave Tuesday for Switzerland, where they intend to remain for a year. They will be accompanied on their European journey by their daughter, Claudia, four, and son Theodore, five.

The final vacation stop of Mr. and Mrs. Robert L. Farmer and their daughter, Vivian, this summer was at Hendersonville, N. C., to make final arrangements for construction of a summer cottage which they hope will be ready to receive them next year. The Farmers are once more at home at 825 Avenue Milan, after a motor tour that took them to Crisfield, Md., for a visit with friends; to Medford, N. Y., for a brief stay with Mrs. Farmer's brother, then on to Lake Sebasticook, Me., where they took a cottage for a week.

Highlight of their Maine stay was a trip to Bar Harbor where they went aboard the battleship "Missouri," on whose deck was signed the U. S. armistice with Japan.

Coco Plum Woman's Club to Hear Talk by Newspaper Columnist

Herald columnist Jack Kofoid will address members of the Coco Plum Woman's Club and their guests Wednesday at the first program of the year at the Clubhouse, Mrs. W. Scott Jones, program chairman, announced today. The speaker will be introduced by Mrs. Fred Ravlin, president.

Earlier in the afternoon, members will gather for the first formal business session of the 1946-47 year.

The playschool sponsored by the Coco Plum women for children between the ages of two and a half and five years swung into action in the clubhouse patio this week, under the supervision of Mrs. Manning. Hours are from 9 a.m. until noon.

A desert bridge will take the social spotlight on Wednesday, Oct. 9, according to an announcement by Mrs. Alfred Elgie, bridge chairman. She is being assisted in arranging the event by Mrs. H. R. Sylvester, co-chairman, and committee members Mrs. James Campbell and Mrs. C. E. Shiek. Reservations for members and friends should be made by telephoning 4-6314.

Let us decide honestly what we can do, and then do it with all our might.—Amelia D. Barr.



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Ann Goodenow Bride of Marine

First Sergeant William Talbot Wilson, U. S. Marine Corps, and Mrs. Wilson returned to Coral Gables this week after a wedding tour of 18 states.

The former Miss Ann Goodenow, daughter of Mrs. Jessica Idell, 6 Avenue Veragna, and Sgt. Wilson were wed in a double ring ceremony solemnized at Evanston, Ill., with the Rev. Hugh Elmer Brown of the First Congregational Church officiating.

The bride has been associated with the Seaboard Railway in Miami for the past two years and has made her home in the Gables during that time.

Her husband, a native of Baltimore, Md., attended George Washington University before enlistment in the Marine Corps.

The couple plans to move in the near future to Washington, D. C., where Sgt. Wilson is attached to Marine Headquarters.

Gables Girls Accompany Student Husbands To U. Of Florida

Mrs. Harry C. Burress and Mrs. Joseph G. Jamison, daughters respectively of Mrs. Paul L. Andre and the W. Keith Phillips, headed this week for the University of Florida—but it will be their husbands who do the studying.

The two young Gables women, friends of more than 16 years standing, will keep house for their menfolk while the latter resume their college careers in the School of Engineering at the up-State campus.

Mr. Jamison, who attended the University of Wisconsin and Miami before entering the service, recently was discharged from the Army Signal Corps. Mr. Burress called the University of Florida alma mater before induction into the Army as a member of the

Military Police.

With leases for apartments in Waldo, near Gainesville, firmly in their possession, the two couples already were planning house parties for Gables friends who float to attend the Florida-Miami football game. Their guests that weekend will include Mr. and Mrs. E. G. Grunder, Mr. and Mrs. Harold Hart, Jr., Mr. and Mrs. Harry J. Coleman and Mr. and Mrs. Joseph L. Purdy.

Mrs. Burress, the former Mildred Andre, attended the University of Alabama and University of Miami before her marriage, and Mrs. Jamison, the former Betty Phillips, was formerly a student at the University of Miami. Both intend to take courses at Florida—if housekeeping duties permit.

In the Campus Vogue . . .



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VOICE CULTURE
You learn how to make your voice a vital expression of your personality, are shown how to attract listeners by the sheer beauty of its tone. And these are but a few of the subjects covered in the new course starting soon at the Helen Lane School of Charm. Come in tomorrow for your private consultation with Helen Lane . . . without charge or obligation, or phone for an appointment.
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A FLOWER TO EVERY VISITOR OUR OPENING DAY

P-T.A. Executive Board Fetes Miss Bertha Webb

Miss Bertha Webb, new principal of the Coral Gables Elementary school was honored at a coffee party held this week at the home of Mrs. William Wigton, 832 Alhambra Circle.

Mrs. Wigton, president of the Elementary School Parents' Association, and her executive board welcomed Miss Webb in the name of the entire P-T.A. membership. Over the coffee cups, officers of the association and the new principal discussed informally plans for the coming year, which will get under way at the first regular meeting of the parents and teachers, tentatively set for Oct. 8.

Officers who will serve with Mrs. Wigton during the coming school year are: Mrs. J. E. Lindley, first vice president; Mrs. William George, second vice president; Miss Myrtle Madry, third vice president; Mrs. David Peene, recording secretary; Mrs. Robert Scholze, corresponding secretary, and Mrs. George Smith, treasurer.

The president announced appointment of the following committee heads: Cafeteria, Mrs. George; courtesy, Mrs. O. B. Sutton; Founder's Day, Mrs. Richard Oelkers, Jr.; grounds, Mrs. A. J. Lake; health, Mrs. R. B. Killen; hospitality, Mrs. G. H. Roerig; inside publicity, Mrs. John Rosasco; membership, Mrs. Edwin Poorman.

Movies and radio, Mr. Ray Miller; music, Mrs. Cecil Vaughn; outside publicity, Mrs. Byron Sperow; program, Mrs. George Dixon; publications, Mrs. H. D. Jarvis; purchasing, Mrs. Paul Brinson; recreation, Mrs. W. H. Davidson.

Room Mothers, Mrs. W. L. Gray, Jr.; safety, Mrs. Paul Wooley; study group, Mrs. Kenneth Close; telephone, Mrs. Frank J. Andre; ways and means, Mrs. Thomas

Mayes; welfare and student aid, Mrs. Alfred Eldredge, and scrap book, Mrs. Thomas Holdcraft.

Gables Bride-Elect Feted at Luncheon

Mrs. Edwin Scott Dawson entertained at a luncheon at her home, 344 Avenue Mendoza, Tuesday in honor of Miss Lareeta Cater, bride-elect of Richard Earle Davis of Miami.

Miss Cater, daughter of Mr. and Mrs. Robert Lawton Cater of 2718 Alhambra Circle, and Mr. Davis will be wed October 24 in a ceremony to take place at Forsythe, Ga., long time home of the Cater family.

Mrs. Dawson, who is the former Lois Estelle Pelgrim, will be one of Miss Cater's wedding attendants.

Musician Stationed Here

Chief Warrant Officer Paul Melrose, bandleader at Pratt General Hospital, his wife and their daughter, have taken the home at 913 Roderigo. Before entering the service, the musician was director of the Portland, Me., Symphony Orchestra and the Men's Singing Club there. A graduate of the Boston New England Conservatory of Music, he completed his musical education in France.

"The difference between you and other people, some one said, is that their money looks bigger and their troubles smaller."

Gables Girl Becomes Bride In Picturesque Ceremony



MR. AND MRS. EDWARD S. STOKES —Photo by Charbeau

Edward D. Stokes and his bride, the former Miss Mary McGuire of Coral Gables, took up residence in historical Tarrytown, N. Y., this week following a wedding journey to New York City.

The popular Gables girl, daughter of Mr. and Mrs. T. C. McGuire of 1509 Avenue Garcia, exchanged marriage vows with

the bride's book. A reception for 70 members of both families and close friends followed at the home of the bride's parents.

Mrs. Stokes received her preparatory schooling at St. Theresa's and her college degree from the University of Miami, where she was a member of Chi Omega sorority. She took graduate work at the National Catholic School of Social Work in Washington, D. C.

Mr. Stokes was graduated from the University of Colorado and obtained his Master's degree at the Catholic University of America in the nation's capital. He is a member of the staff of Marymount College, Tarrytown.

More than 330 billion packages of cigarettes were produced in the United States last year.

John McGuire, brother of the bride, served Mr. Stokes as best man, and ushers were Thomas A. Ramsay, Lt. Joseph Roach and George F. Murray Jr. Miss Joan Haywood of Miami took charge of

Coral Gables 'Little Season' In Full Swing

Coral Gables' "little season" was in full swing this week as residents here opened their homes to early visitors from north, east, south and west.

A separation of six years ended for two sisters when Miss Beatrice E. Airth of Buenos Aires clipped in from South America for a reunion with Mrs. E. U. Woodward. Miss Airth, who has spent several weeks at the Woodward home, 1800 Granada Boulevard, will return to the Argentine capital next week.

Mr. and Mrs. Matthew Van Winkle of 1148 Obispo have as their house guest Miss Catherine Hincke, daughter of Col. and Mrs. John I. Hincke of Pittsburgh, Pa. The visitor plans an indefinite stay in the Gables.

Mr. and Mrs. James C. Anderson, who have just returned from a three month trip to California, are hosts to their son, daughter-in-law and grandson, Mr. and Mrs. J. S. Anderson and James IV, of Charlottesville, Va. The Senior Andersons live at 2606 Alhambra Circle.

Miss Millicent Mattocks will entertain at a luncheon today for her sister, Mrs. Howard Cleaves, who arrived this week from New York. Mrs. Cleaves, a former resident and frequent visitor to the Gables, plans a month's stay at the home of her parents, Mr. and Mrs. S. J. Mattocks, 511 Avenue Cardena.

The annual loss to Forestry and Agriculture in the United States through the depredations of insect and rodent pests amounts to over \$1,000,000,000.

SOLEMN CEREMONY MARKS KINDERGARTENERS' GRADUATION

With solemnity proper to the first scholastic achievement of their lives, 17 half-pint graduates of the Jennie B. Ellis Kindergarten this week received their "degrees."

Clad in traditional caps and gowns of white, the youngsters were called individually to the rostrum to receive diplomas tied with blue and white ribbon from City Commissioner Paul Brinson.

While "undergraduates", dressed for the ceremony in white suits or white pinafores, looked on, members of the departing class transferred in unison the tassels of their scholar's caps from right to left in the symbolic gesture of graduates everywhere.

Those who received diplomas in the exercises postponed from last June because of the polio scare, were:

Barbara Jean Vliek, Susie Larson, Richard Winnan, Leonard Pickett, Chipley French, David Thomas, Exie Mae Tounsend, Teddy

Dentist to Open Office

Dr. and Mrs. A. Leo Vollmer, former residents of St. Mary's, Pa., have purchased a Gables home at 825 Avenue Sevilla. The dentist plans to open offices in the new Rogers Building, 225 Alhambra Circle, on or about Oct. 15.

The Vollmers have six children, Betty Ann, 14 and Evelyn, 12, who attend St. Theresa's, and Gary, 11, Dennis, ten, Sally, seven and Terry, just three.

Blimps of the U.S. Navy were helpful in maintaining our food supply during the war. While watching for subs, they located schools of fish and notified fisheries.

Back from New York

E. W. Deering returned from a New York visit this week in time for a reunion with his son, Donald who is enjoying a two-week Army leave from Fort Knox. Donald will leave shortly for California to await orders which he expects will take him overseas. Mr. Deering is Commander of the 10th District, American Legion.

Announcement

J. Baldi
hairstylist and owner of the tepee beauty salon will soon open his new and modern salon at

330 coral way
coral gables

with a staff of expert operators, offering a complete beauty service. our shop at 5728 s. w. eighth street will continue to serve you. telephone 4-0476 for appointments.

J. Baldi

FEATURING FASHION WISE LABELS FROM AMERICA'S FOREMOST MAKERS

HIDE AND SEEK

506 BILTMORE WAY
(Just Beyond City Hall)

"LOVE" DRESSES
"YOLANDE"
"LITTLE BLOCK" ORIGINALS

FROM TOTS TO TEENS
IT'S AN ADVENTURE TO SHOP IN THIS NEW AND GAY STORE PLANNED ESPECIALLY FOR THE YOUNGER SET.

TEL. 48-5929

FREE PARKING SPACE



BEAUTY KNOWS NO SEASON!

CORONET

ACADEMY OF MODELING AND AGENCY, INC.

OUR COURSES IN PERSONAL IMPROVEMENT

ARE TAILORED TO THE INDIVIDUAL

NEEDS OF WOMEN OF ALL AGES.

CLASSES ENROLLING NOW

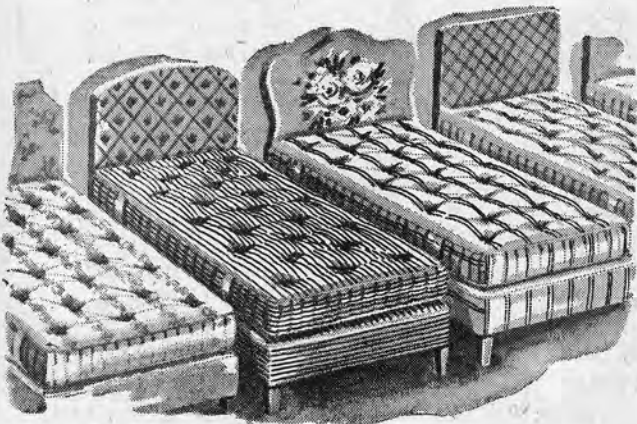
McALLISTER HOTEL

Mezzanine

PHONES 9-6172,

2-6151 -- Ext. 0-86

FEATURING FASHION WISE LABELS FROM AMERICA'S FOREMOST MAKERS



HOLLYWOOD BEDS

Complete for \$69.50

(Headboards Extra)

See our selection of Bedspreads priced at \$14.50

Now is your opportunity to obtain extraordinary quality in innerspring construction.

Examine our Innerspring Mattresses and Box Springs in new fancy ticking.

Mattresses with rolled edges . . . tufted with metal buttons . . . felt padded coil units.

Beautiful simulated leather headboards in variety of colors . . . similar in design to above illustration.

Coral Gables



FURNITURE CO.

221 ALHAMBRA CIRCLE

PHONE 4-3182



Jonathan Logan

\$12.95

The "oblique" look, for the girl who loves a touch of difference. The one sided stand-up collar . . . the metal ringed leather belt . . . the lowered waistline . . . all cleverly combined by Dorris Varnum In Tegra—a Labtex fabric of Bur-Mil quality, in Vineyard Hues . . . Sizes 9 to 15.

Air Conditioned for Your Shopping Comfort

Dorothy Ann's
OF FLORIDA

On Miracle Mile, 118 Coral Way, Coral Gables

YOU'LL

Relax In Style

IN THIS TRIM SLACK SUIT

Here's the very newest fashion note in lounging comfort . . . Lorch tailored slack suit in soft, comfortable rayon poplin. The solid front chartreuse blouse, tailored in simple comfortable lines, has a studded neckline. The zippered black slacks pack a single roomy pocket, and the wide belt and buckle are a fashion note in themselves. Sizes 10 to 16.

\$16.95

Air Conditioned for Your Shopping Comfort

Dorothy Ann's
OF FLORIDA

On Miracle Mile, 118 Coral Way, Coral Gables

PONCE NEWS

Local High School Opens With Record Enrollment

By BETTY NEWMAN
Riviera Staff Correspondent
Ponce de Leon opened this semester with a record enrollment of 1104 students.

"MEET ME AT THE HUDDLE"

JOIN THE FRIDAY NIGHT SPORTS ROUND-UP AT THE BAR
BALLANTINE BEER AND ALE ON TAP
THE HUDDLE
226 ALCAZAR BAR and GRILL
FEATURING THE FINEST SEAFOOD . . . IN . . . SOUTH FLORIDA STEAKS AND FRIED CHICKEN

Repeat Performance
Illustration of a man and a woman at a table.

THE San Sebastian RESTAURANT
335 University Drive
NOW OPEN FOR LUNCHEONS and DINNERS
IT WILL BE A PLEASURE TO SERVE YOU AGAIN
George C. Anderson
Telephone 4-0801, Ext. 96

RODEO RESTAURANT
BAR and PACKAGE GOODS
3488 CORAL WAY MIAMI, FLORIDA
Announcing Our New Policy
Open Every Day from 10:30 a.m. Till 1 a.m. - 2 a.m. Saturday
WE ARE NOW SERVING LUNCHEON DAILY
PEOPLE ARE STILL TALKING ABOUT OUR DELICIOUS STEAKS -- CHOPS -- CHICKEN
OUR SEAFOODS ARE THE TALK OF THE TOWN
Soft Shelled Crabs -- French Fried Lobsters -- French Fried Scallops -- French Fried Oysters -- Frnch Fried Shrimps
AT THE BAR
We Carry a Full Line of Popular Brands of Scotches, Bottled in Bond Bourbon WHISKIES At Popular Prices
Visit Our Package Goods Department We Meet All Competitive Prices
COME IN AND BE CONVINCED AT THE FRIENDLY RODEO SERVING ALL DAY SUNDAY
Phones 4-9479 and 4-3327

models will go on sale as soon as completed.
Student council cabinet officers, chosen last semester are: Darryl McCall, vice-president; Lester N. Nay, secretary of state; Mario Alfonso, secretary of interior; Bob Prah, secretary of defense; Helen Johanson, secretary of finance; Jerre Brigham, recording secretary; Barbara Browne, corresponding secretary; Ted Slack, secretary of publicity; Tom Wood, Sergeant-at-arms; and Jean McGowan, chaplain.

SEVEN TEACHERS NEW
Ponce added seven new teachers to its staff this semester, Mrs. Marie O'Neill, who says she has wanted to teach at Ponce for nine years, and now is teaching commercial subjects; Miss Alice Mumper, art teacher; Mrs. Vincent C. Steele and Miss Alice Jacobs, both of whom teach physical education. Also added to the staff are: Mrs. Marguerite Cleveland, home economics, who professes a liking for "anything to do with athletics," and Mr. Micah Ruggles, who returns to Ponce after four years spent in the counter intelligence section of the army. Mrs. Letitia Hinson has also come to Ponce this semester and is teaching English and mathematics.

SCHOOLHOUSE SHOWS IMPROVEMENTS
Ponce Students notices many improvements when they returned to their "little red schoolhouse" September 16. The cafeteria has been painted and completely cleaned. The tables have a new covering and electric dishwasher. The athletic field now has a perfect green covering because of the topsoil and fertilizer used. New benches have been added to its attractiveness. Shades have been put in the portables, and the furniture in the office has been reupholstered. SCIENCE ROOM GETS EQUIPMENT
New equipment and tables have been ordered for the science room, but they have not yet arrived.

NOW OPEN THE DINING ROOM AT HANDS BAR
Under Management of EDDIE SUMMERS
OPEN 5 P. M. TO 11 P. M. CLOSED SUNDAY
Phone 4-9188
STEAKS -- CHOPS -- CHICKEN
UNDER NEW MANAGEMENT THE SEVILLA HOTEL
INNER SPRING MATTRESSES HOT AND COLD WATER PHONE IN EVERY ROOM
L. R. MONTGOMERY Resident Manager
Cor. Ponce de Leon and Alcazar
Phone 4-2591

Fox's Restaurant and Cocktail Lounge
A Little South of South Miami on the Dixie Highway
SATURDAY NIGHT DINNER-DANCE ARTHUR PETERS AT THE PIANO NIGHTLY
PHONE -49134

FOLLOW THE TRAIL TO BRASS RAIL
DELICATESSEN -- RESTAURANT
(Opposite Douglas Entrance to Coral Gables)
WE ARE READY TO SERVE YOU AND YOUR FRIENDS
The Finest Provisions and Foods Available
OPEN EVERY DAY UNTIL 2 A. M.
Complete Line of DELICACIES and SALADS
Hot Sandwiches from Our Tiled Window Kitchen
CHOICE WINES AND BEER

NOW 100% AIR CONDITIONED
FIRE WATER
The Tepee
DANCING -- ENTERTAINMENT
Finest Package Goods at Ceiling Prices
5722 S. W. 8th St. (On the Trail at Red Road)
CALL HENRY -- PHONE 4-9258

Gables Students To Compete in Poster Contest

Coral Gables school-age students with a flare for art will get a chance this fall to try their creative talent in competition for material reward, under a state-wide poster contest sponsored by the Prevention of Blindness Division of the Florida Council for the Blind.

Purpose of the contest is twofold, according to Dr. Louis J. Colman, Director of the Prevention Division. It is designed to stimulate interest in art display work among school children and to add emphasis to the need for constant attention to eye safety and health.

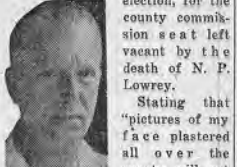
The army of visually-handicapped Florida citizens is increasing daily," Dr. Colman said. "It is our hope that this poster contest will enable us to reach more adults through creating interest among their children."

The Tiffin . . . NOW SERVING BREAKFAST 7:00 to 11:30 AT POPULAR PRICES
LUNCHEON 11:30 - 2:00 SUNDAY BREAKFAST 8 TO 12 -- DINNER 12 TO 8
DINNER 5:00 - 8:00
Spanish Chicken and Rice (ARROZ CON POLLO) \$1.35
2308 Ponce de Leon Boulevard TELEPHONE 4-9286

may arrange preliminary county contests. Any and all entries of posters, however, may be entered in the state competition if received at Tampa headquarters by December 1. A number of prizes will be awarded, and the championship poster depicting most cleverly the theme of eyesight conservation will be published by the Council for distribution during next spring's annual Sight Conservation Week, it was stated.

County Beauty Is Stressed By Erl Roman

With the objective of making Dade the most beautiful and most prosperous county in America, Erl Roman, for 17 years fishing editor of the Miami Herald has announced as a candidate, in the Oct. 8 special election, for the county commission seat left vacant by the death of N. P. Lowrey.



Stating that "pictures of my face plastered all over the county will not add to the beauty of the landscape," Roman has announced that he will not use photographic placards in his campaign. He advocates the outlawing of photograph-

ic placards in Florida political campaigns.
Noted as a conservationist, Roman is a director of the Dade County Conservation Council and the recipient of a gold medal from the State for his work in conserving Florida's fresh water supplies. In 1938, Roman organized the Quarterbacks' Club, which now has more than 12,000 members. Currently, he is vice president of the group and a director in Anglers, Inc., which conducts the annual Metropolitan Miami Fishing Tournament, which he also helped organize.

Roman was a GI in World War I, a member of the Masonic Lodge, Episcopal Church and the Kappa Sigma Alumni association. He resides with his wife at 2930 N.W. Eighth Avenue and has opened campaign headquarters at 1119 Congress Building, telephone 3-8784.

Bowl at the PLAYDIUM
AIR CONDITIONED
AFTERNOON BOWLING RATES 25c A LINE
Monday Thru Friday 2:00 to 5:30 P. M.
Bowl for Your Health at Florida's Finest-Equipped Bowling Center LUNCHEON and FOUNTAIN SERVICE
PUBLIC INVITED AT ALL TIMES
3737 S. W. 8th Street Phone 48-4335
On the Trail in Coral Gables

SOUTH MIAMI THEATRE
Two Blocks South of Traffic Light on Dixie Highway SOUTH MIAMI, FLORIDA PHONE 48-3911
FRIDAY, Sept. 27th Shows at 7 and 9 p.m.
LAST TIMES TONIGHT
JEAN TIERNEY and JOHN HODIAK, in "A BELL FOR ADANO"
John Hershey's Pulitzer Prize Winning Novel Also TRAVELOGUE, CARTOON and NEWS
SATURDAY, Sept. 28th Continuous 2 to 11 p.m.
GIANT DOUBLE FEATURE PROGRAM
EDWARD ARNOLD and FRANCES RAFFERTY, in "THE HIDDEN EYE"
PLUS JOHN MACK BROWN, in "EVERY MANS LAW"
Also Comedy and Final Chapter "JUNGLE QUEEN"
SUNDAY-MONDAY SEPTEMBER 29-30
SPECIAL EARLY OPENING -- THIS ATTRACTION ONLY
Sunday Continuous 1 to 11 p.m. -- Monday, Shows at 8:30 & 9:20
ALL STAR CAST, in "WILSON"
The 20th Century-Fox TECHNICOLOR Masterpiece
The Story of Woodrow Wilson -- Plus Latest News
TUESDAY-WEDNESDAY OCTOBER 1-2
Shows at 7 and 9 p.m.
DOROTHY LAMOUR and AUTURO DE CORDOVA, in "MASQUERADE IN MEXICO"
Also CARTOON and NEWS
THURSDAY-FRIDAY OCTOBER 3-4
Shows at 7 and 9 p.m.
HEDY LAMARR and ROBERT WALKER, in "HER HIGHNESS AND THE BELLBOY"
Also Technicolor Musical "BONNIE LASSIE" and News

AT YOUR NEIGHBORHOOD WOMETCO THEATRE
Fri. thru Sun. Sept. 27-29
Vivien Leigh • Claude Rains
Caesar & Cleopatra
In Technicolor
Mon.-Tues. Sept. 30, Oct. 1
"Spiral Staircase"
Dorothy Maguire • George Brent
Wed.-Thurs. Oct. 2-3
"House of Dracula"
Lon Chaney • John Carradino
PARKWAY
CORAL WAY AT 19th
DAILY 6:45
SAT. & SUN. 1:45

Sat. thru Tues. Sept. 28, Oct. 1
DANA ANDREWS
Susan Hayward • Brian Donlevy
"Canion Passage"
In Technicolor
Wed.-Thurs. Oct. 2-3
Helen Walker • Dennis O'Keefe
"Her Adventurous Night"
Fri.-Sat. to 9:30 p.m. Oct. 4-5
Henry Fonda • Gene Tierney
"THE RETURN OF FRANK JAMES"
GROVE
COCONUT GROVE
DAILY 6:45
SAT. & SUN. 1:45

MANSENE'S SPAGHETTI HOUSE
ACROSS FROM WEST FLAGLER DOG TRACK
291 N. W. 37th Ave. Phone 48-2356
SPECIALIZING IN HOME-MADE RAVIOLI HOT ITALIAN SAUSAGE WINE STEAKS
"DUKE" MANSENE, Owner and Operator
Choice Imported Wines All Brands of Beer (Spaghetti to Take Home)

LEO'S DELICATESSEN and SANDWICH SHOP
50 Aragon Avenue (ONE BLOCK EAST OF CORAL THEATRE)
BREAKFAST -- LUNCH -- SUPPER
GOOD FOOD AT ITS BEST -- EAT IT HERE OR TAKE IT HOME
FINEST DELICATESSEN CLOSED ALL DAY TUESDAY
SANDWICHES -- STEAKS -- CHOPS AT ALL HOURS
OPEN FROM 8 A. M. TO 1 A. M.

COOL -- COOL -- COOL -- COOL -- COOL -- COOL -- COOL
El Bolero MEXICAN LOUNGE BAR
3181 CORAL WAY
Open Daily 12 p.m. Till 3 a.m. Sunday 5 p.m. to 3 a.m.
From Coral Gables take Miami bus. From Miami Take Bus Number 4 FOR RESERVATIONS
Phone: 4-4390 or 4-9225
100% AIR CONDITIONED No Federal Tax At Any Time No Cover • No Minimum
UNDER THE PERSONAL MANAGEMENT OF GUS HANSEN and BERNEY HUTCHISON

AAA Organizes Conference

Daytona—Robert J. Finley, manager of the Southern Florida Motor club was elected president of the newly formed Florida AAA Motor club conference here Saturday.

The conference was attended by representatives of the four major Florida auto clubs—Miami, Daytona, Tampa and St. Petersburg. Unity of effort on behalf of the motorist was given by spokesmen as the prime purpose of the conference. It will be devoted to safeguarding the interests of motorists, promoting the tourist business in Florida and the promulgation of commonsense safety laws on the highways.



HERE'S SOME behind-the-scenes harmony that went on when they were making the Technicolor thriller "Canyon Passage." Dana Andrews, Susan Hayward and Hoagy Carmichael give out with a few passages on "Old Buttermilk Sky." "Canyon Passage" is the feature to be shown at the Grove Theater Saturday at 9:30 p. m. and Sunday through Tuesday, Sept. 28-Oct. 1.

We realize that this is a progressive age, but so far, thank goodness, we haven't seen grandma out driving one of those motorized scooters.

Man will find means to surmount the atomic peril, says a hopeful publicist—but we wonder. Did building a better mouse-trap evolve a better mouse?

Here's Inside Information On William and Mary Team

By LAURENCE LEONARD

College Colors—Green, Gold, Silver

WILLIAMSBURG, VA.—Having withstood player shortages during war years with reasonable success, Head Coach R. N. (Rube) McCray, of the College of William and Mary's Indians, can't get used to having a squad of 75 hopefuls, including 25 lettermen, on hand with which to mold his latest edition.

Named head coach at W&M in the Spring of 1944, McCray's teams in two years won nine and lost five games. But those were years in which you had a player today and maybe the Army or Navy had him tomorrow.

Now "Rube" has the players from war years, some of the pre-war Indian stars plus a fine collection of service veterans, if it wasn't for a difficult 10-game schedule things would look rosy.

VETS ARE BACK

Actually the returning veterans hold the key to the Indians' success—or lack of it. With a shortage of good ends, one returning veteran might solve the problem. Bob Steekroth, of Hazelton, Pa., who scales 195 pounds and stands an inch under six feet, gave indications in 1942 that he would be among the great ends. Steekroth went off to war. He came back in the Spring, showed he had lost none of his pre-war zip and ability. And in those days he was the kind of an end who gives the All-America pickers a rough afternoon.

Contending with Steekroth for the flanks are Captain Denny Mills, a junior; Dick Vaughan, a letter winner last year; Jim Sloan, a crack transfer from V.M.I., and George Hefflin, a freshman.

Knox Ramsey, an All-Southern veteran from Maryville, Tenn., and brother of All-American Garrard (Buster) Ramsey, of the 1942 team, leads the tackle candidates along with Ralph Sazio, of South Orange, N.J., a '42 veteran. Behind this pair will likely be George Gibbs, of Danville, Va., a member of Duke's 1944 team while in the V-12 program there; Harry Caughran, of Johnson City, Tenn.; Mel Wright, of Monongahela, Pa., and Earl Massey, of Hopewell, Va. There are 12 candidates in all for tackle, Ramsey, Massey, Wright and Sazio being former letter winners.

Bill Safko, letterman from Johnstown, Pa., is a top guard candidate, but vying for the other spot will be some 10 players, including veterans Regis Brown, of Natrona Heights, Pa.; Harry Wenning, of Bloomfield, N.J.; Ralph Hendrix, of Lynchburg, Va.; Abe Ferris, of Ithaca, N.Y., and newcomers Jim McDowell of South Charleston, Va.; Judson Nixon, of Suffolk, Va.; Bob McNamara, of Newport News, Va., and Jim Duckhart, of Richmond, Va.

VIE FOR CENTER

There's a merry battle for center between Lou Hoitsma, a sophomore from Paterson, N.J.; Dave Clark, of Maryville, Tenn., and Frank O'Pella, of Philadelphia, with George Hughes, of Norfolk, Va., also in the contention. Hoitsma played V-12 ball at University of Richmond and in 1942 here as a yearling he was considered a

The number of certified civil air men now is more than 10 times the prewar total, or about 342,000.

"Little Boy Blue, come blow your horn—" Petrillo's not looking, and the cow's in the corn.

The Short Snorter



Coral Gables' Newest and Most Up-to-Date

COCKTAIL LOUNGE

"YOU GET WHAT YOU ORDER"

Lejeune Road at N. W. 6th St. Phone 48-4248

THE ALHAMBRA DRIVE-IN

137 Alhambra Circle Curb Service

SANDWICHES — HOT SNACKS — BEVERAGES

ICE CREAM AND LUNCHES TO TAKE OUT

FROM AN OLD ENGLISH RECIPE

FISH and CHIPS

A FAVORITE OF MANY

SERVED WITH COLE SLAW, TARTAR SAUCE, AND PICKLE SLICES

65c

STILL FEATURING

FRIED CHICKEN and FRIED SHRIMP

Open for Breakfast 6:00 — 'Til Midnight Daily

Land and Take Off at the

HANGAR

BALLANTINE BEER AND ALE ON TAP

136 Giralda Phone 4-9591

ITALIAN FOOD

Prepared the Way You Like It

\$2 DINNER

INCLUDES CHOICE OF

ANTIPASTO

SHRIMP COCKTAIL

FRUIT JUICES

Soup or Fresh Cooked Spaghetti

CHOICE OF

VEAL SCALLOPINI

VEAL AND PEPPERS

CHICKEN a la CACCIATORE

PORK CHOPS

ALL OF ABOVE SEASONED WITH OLD WINE

VEGETABLES

CHOICE OF

FRESH PEACHES (Steeped in Old Wine)

PRESERVED FIGS

HONEYDEW MELON

All Foods Prepared by

SIGNOR THOMAS BERGO

Formerly Chef in Charge of Italian Foods at the LaSalle Hotel in Chicago

Intimate Atmosphere — Plenty of Free Parking

Santacroce Restaurant

Just West of Jimmies'

3679 S. W. 8th Street

Frank White's

SCIENTIFICALLY AIR CONDITIONED

HAPPY HOUR TAVERN

FULL LINE OF SCOTCH AT THE BAR

ALL DRINKS PREPARED BY SKILLED BARTENDERS, USING ONLY FRESH FRUIT JUICES

SPECIAL (LIMITED SUPPLY 6 Bottles to a Customer)

Nationally Advertised Rums

SIX BRANDS TO CHOOSE FROM

REGULAR PRICE \$4.15 to \$4.39

SPECIAL PRICE Full Fifth \$2.45

OPEN FROM 3 A. M. TO 1 A. M. SATURDAY'S TILL 2 A. M.

3680 CORAL WAY • MIAMI, FLA.

GABLES TAXI

Meter Starts

on

Receiving Patron

24 HOUR SERVICE

PHONE 4-5914

ALL EXPENSE

Ocean Front

WEEK-END \$6

Per person, 2 in a room, (single \$1 more)

In addition to your accommodations, this new "civilian furlough" includes:

- Full Course Dinner Saturday night
- Sunday Breakfast on Beach Terrace
- Ocean Beach and Pool privileges

Come anytime Saturday, stay all day Sunday.

*Also applies to any two days in the week.

MACFADDEN

Warren C. MacFadden

Deauville

PHONE 6-1421

AT THE BEACH AT OCEAN MIAMI BEACH

"WHERE FRIENDS MEET"

The Friendly Bar

305 Coral Way

HANDS

HUPP'S RESTAURANT

NOW SERVING

DINNERS AND LUNCHEONS

FAMOUS FOR

FRIED SHRIMP STEAKS and CHOPS

LUNCHEON SPECIALS and SANDWICHES

Orders Prepared to Take Out

OPEN 11 A. M. TILL 8:30 P. M.—CLOSED SUNDAYS

234 Alhambra Circle PHONE 4-9197

BETWEEN RENUART HARDWARE AND FORD AGENCY

HOWARD JOHNSON'S

ED HASSEN Owner

THIRTY-SEVENTH AVENUE AND SOUTHWEST 5TH STREET

VISIT OUR

NEW DINING ROOM

Large — Comfortable — Airy

11 A. M. to 1:30 A. M. Daily

11 A. M. to 2:30 A. M. SATURDAYS

CLOSED EVERY WEDNESDAY

SPECIALIZING IN DELICIOUS

STEAKS — CHOPS — SEA FOODS

OUR FRIED JUMBO SHRIMP WITH COLE SLAW, FRENCH FRIED POTATOES FOR 85c IS A REAL MEAL AND A REAL TASTY TREAT

OTHER PLATE DINNERS AS LOW AS 65c

ALL MENU ORDERS PUT UP IN SPECIALLY PREPARED BOXES ON A MINUTE'S NOTICE TO TAKE OUT

New Specials Every Day

STOP IN FOR A MIDNIGHT SMACK!

Beer & Wine

Open-Faced Hot Roast Beef Sandwiches

Frankfurters — Hamburgers

TAKE HOME SOME OF

Howard Johnson's Delicious Ice Cream

'MY BROTHER'S PLACE'

910 Ponce de Leon Boulevard

FOR GOOD FOOD

GO NO FARTHER

AND WITHOUT . . .

'PARKING METER BOTHER'

NOW SERVING COMPLETE MEALS FOR LESS THAN

-ONE DOLLAR-

COMPLETE THAT IS!

PARAMOUNT THEATRES

In Coral Gables

GABLES

SEPTEMBER 28-30

SATURDAY—MONDAY

PAUL HENREID • ELEANOR PARKER

"OF HUMAN BONDAGE"

Alexis Smith Edmund Gwenn

TUESDAY—WEDNESDAY

OCTOBER 1-2

WILLIAM POWELL • ESTHER WILLIAMS

"THE HOODLUM SAINT"

James Gleason Lewis Stone

THURSDAY—SUNDAY

OCTOBER 3-6

DENNI MORGAN • JACK CARSON

"Two Guys from Milwaukee"

Joan Leslie Janice Paige

AIR CONDITIONED

2112 PONCE DE LEON Ph. 4-1221

CORAL

SEPTEMBER 29-30

SUNDAY—MONDAY

ALAN LADD • GERALDINE FITZGERALD

"O. S. S."

TUESDAY—WEDNESDAY

OCTOBER 1-2

MAUREEN O'HARA • DICK HAYMES

"DO YOU LOVE ME"

THURSDAY—FRIDAY

OCTOBER 3-4

PRESTON FOSTER • MARIA MONTEZ

"TANGIER"

SATURDAY ONLY

OCTOBER 5

MONTE HALE • ADRIAN BOOTH

"Man from Rainbow Valley"

AIR CONDITIONED

2315 PONCE DE LEON—PH. 4-4422

CHEF HENRY

Announces . . .

The Ponce de Leon

RESTAURANT

NOW OPEN

SERVING

BREAKFAST — LUNCHEON — DINNER — SUPPER

AND

By Popular Demand Open

Every Day from 7 A. M. 'til 2 A. M.

A finer and better Ponce is ready to serve you — with that master of the range Chef Henry — serving only food that comes under the heading — good food is good health.

Your Genial Host and Hostess

LOUIS and LILLIAN

Your Chef

HENRY CONKLIN

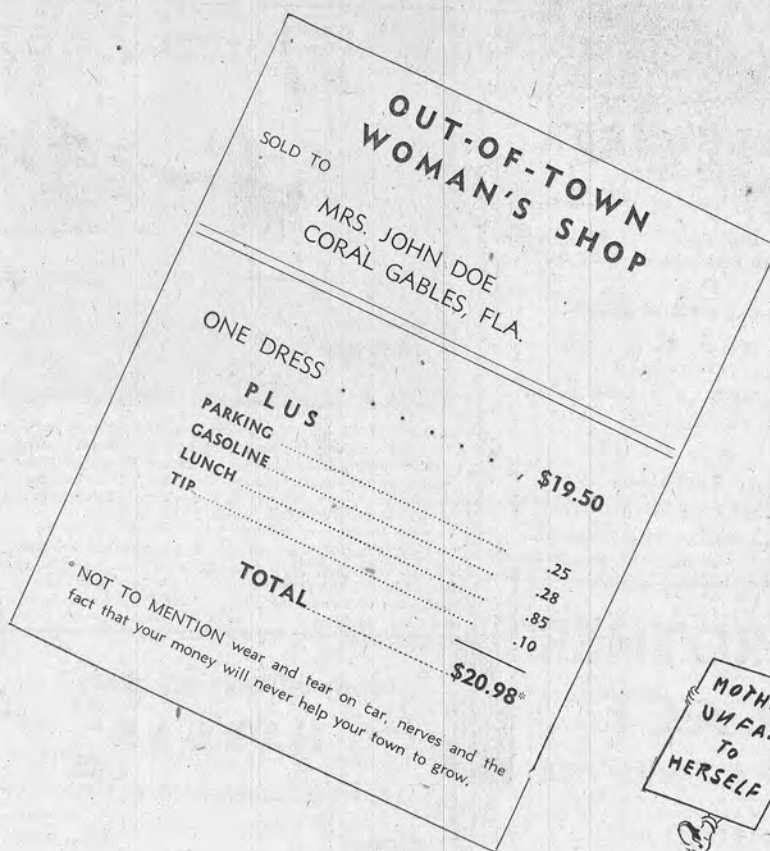
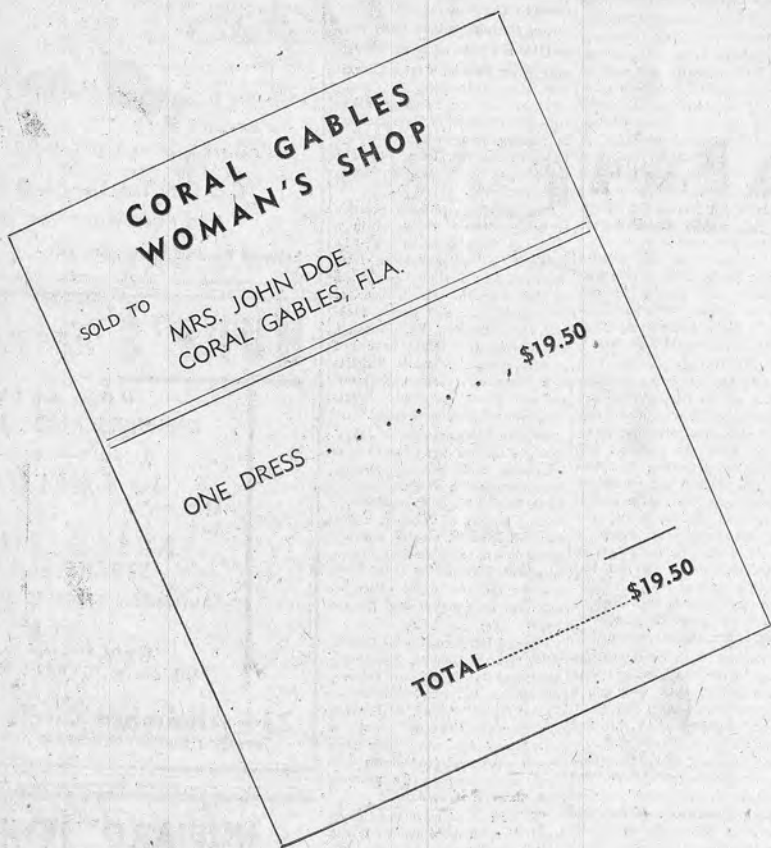
For These Who Care It's

Ponce de Leon

RESTAURANT

2309 Ponce de Leon Boulevard

Phone 4-3527



IS PART OF YOUR BILL IN INVISIBLE INK?

DID YOU ever stop to think that every time you go out of town to shop you are adding to your bill? You can't see it, but it's there just the same—just as though it were written in invisible ink!

Isn't it foolish to spend money for gasoline or bus fares, parking, lunches, tips, in order to obtain a piece of merchandise that your own Coral Gables merchants can sell you for the same price? Don't you realize that you are not only paying MORE for the same article when you go out of town for it, but you are also not being fair to your fellow townsmen and yourself.

Dollars spent outside Coral Gables will never help Coral Gables to grow and prosper. So why pass your local merchants by when actually their stocks are as complete and as up-to-date as you can find anywhere?

Don't add invisible additions to the price of the merchandise you buy, by going out of town to buy it. Buy from the men and women who are paying taxes and who are working with you for the betterment of the entire community . . . Your local merchants.

You BUILD Coral Gables When You BUY in Coral Gables

Presented in Co-operation With the Merchant's Bureau of the Coral Gables Chamber of Commerce



YOUR COMMUNITY NEWSPAPER

NOW IN OUR NEW LOCATION AT

2128

Ponce de Leon Boulevard

CORAL GABLES INSURANCE INC. General Agents

Rees Marshall PRESIDENT

R. A. Marshall VICE-PRESIDENT

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JUST IN CASE

"This is the best ring I have," the jeweler told the moonstruck youth. "It's pretty expensive but I'll give you a good price. I think your girl will be very pleased with it."

"All right," replied the young man. "I'll take it. And will you have 'From Frank to Jessica' inscribed inside it, please?"

"Now wait a minute, son," cautioned the jeweler, "don't go overboard on this thing. As I said before, this is an expensive ring. Why don't you be satisfied with just 'From Frank' on it?"

Heavy Influence

A tall skinny dorky, made beligerent by too much liquor, laid violent hands upon his much smaller partner because of some fancied slight, and when interrupted by the police was sitting astride his diminutive companion and pummeling him with more force than science.

The court seemed satisfied that the larger man had been drunk at the time of the fracas, but wanted more information about his damaged partner.

"You say," prompted the judge, "that the tall man was plainly under the influence of liquor? What about the little man?"

"Oh," replied the officer, "he was underneath the influence."

BIG FEED COMING



The cannibal chief called his cannibal wife on the grapevine, and warned her: "Make the necessary preparations, honey chile, I'm bringin' a man home fo' dinner."

More Lenient

A church worker knocked at old Zeke's door, and asked for a contribution for the new building. Poor old Zeke refused to give anything. "I ain't got nothin'," he protested. "I owes practically everybody in dis town."

"But don't you think you owe the Lord something, too?" asked the collector.

"I sho do," agreed Zeke, "but he ain't pressin' me like my other creditors."

Too Lively

Algernon: "Darling, I'd do anything for you. I'd even face death for you!"

Just then a bull snorted and charged, Algernon dashed off at high speed, leaving Alice to shift for herself. She hid behind a tree. Later she said accusingly, "Algernon, I thought you told me that you would face death for me!"

"Yes," replied Algernon, ruefully, "but the bull wasn't dead."

Harder to Extract

A lady tourist in Florida was admiring an Indian's necklace.

"What are those things?" she asked.

"Alligator teeth, ma'am," replied the redskin.

"Oh, I see. I suppose they hold the same meaning for your people that pearls do for us."

"Not quite," he answered gravely. "Anybody can open an oyster."

KEEP ON THE LEVEL



A little girl was speaking to her father on the telephone for the first time. As the phone was a little above her reach, her mother tipped the mouthpiece down toward her. "Oh, don't do that, mother," exclaimed the child, "Daddy might fall out!"

MUTT AND JEFF



By Bud Fisher

NANCY



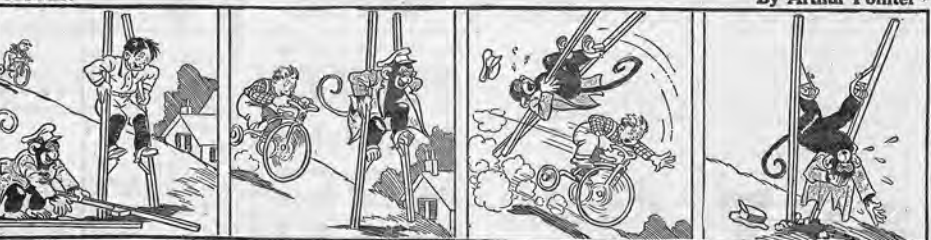
By Ernie Bushmiller

LITTLE REGGIE



By Margarita

JITTER



By Arthur Pointer

REG'LAR FELLERS



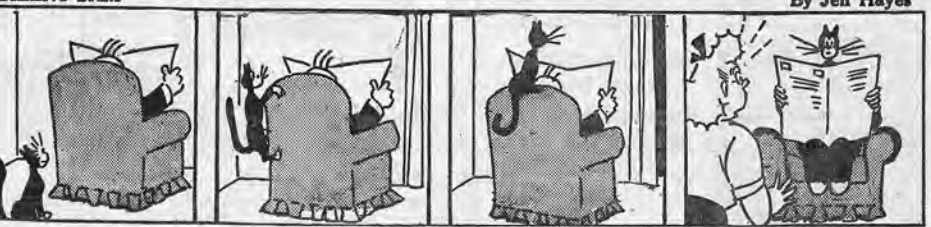
By Gene Byrnes

VIRGIL



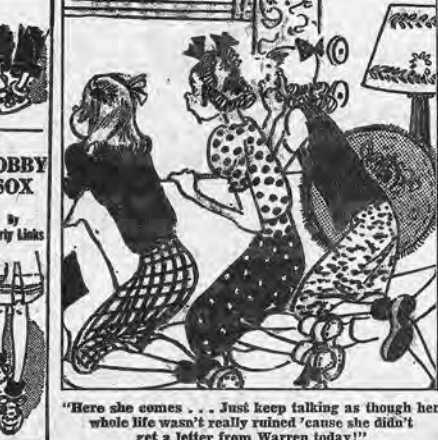
By Len Kleis

SILENT SAM



By Jeff Hayes

BOBBY SOX



By Marty Links

CROSS TOWN



By Roland Coc

Gags BEST LAUGHS OF THE WEEK

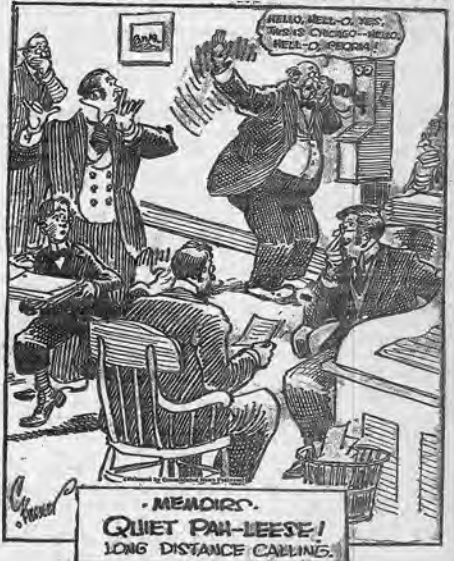
MOPSY by GLADYS PARKER

STICK AROUND, I MAY HAVE ANOTHER JOB FOR YOU. THE BEST MAN JUST KISSED ME!



Home-Town Echoes

By C. Kessler



DUETS by JO FISCHER



FELL OVER THE BAG? Sports Broadcast: Now Ted Williams is racing around the bases—he passes first... now second... there, he pulled up at third. Williams has tripled! Mrs. Gooch (to husband)—For goodness sakes! Did he hurt himself? Too Close to It Archie—What are those marks on your nose? Thaddeus—Oh, those were made by my glasses. Archie—You should learn to tilt your head farther back when you are drinking. Stay Where It's Cool Patient in hospital — Doctor, do you thing I should go to a warmer climate? Doctor—Well, that's what I'm trying to prevent. WELL FED "I've put a fortune into that girl's face," remarked Papa to a friend. "You shouldn't let her spend so much at beauty parlors," admonished the friend. "It isn't that," replied the parent. "It's her appetite that keeps me broke." War Plant "And what did you make during the war?" a visitor asked a big manufacturer. The manufacturer pointed to a picture of a heavy tank on the wall. "See that tank?" he asked. "Well, we make the paper clips that hold the blueprints together." Helen—Joe talks an awful lot, doesn't he? Betty—I'll say so. Why he even bores me when he talks about me!

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HERE Caesar's right hand man questions Caesar's judgment in dallying when there's a war to be won. But Caesar considers Cleopatra a dilly of a dilly. Basil Sidney, Vivien Leigh and Claude Rains play the roles in "Caesar and Cleopatra," Technicolor spectacle which will be showing at the Parkway Theater Friday through Sunday, Sept. 27-29.



ELEANOR PARKER AND PAUL HENREID starring in the movie "Of Human Bondage" opening at the Gables Theater this Saturday and running through Monday.

Unique Service Helps Riviera Report News of 'Gables Gobs'

Did you ever wonder how news about Coral Gables men in the Naval service reached the columns of The Riviera? It is all accomplished by a unique department of the U.S. Navy, known as the Fleet Home Town News Center, devoted to helping home town papers keep tab on the activities of local men in the service.

The Center, which has operated at 844 North Rust St., Chicago, since April, 1945, was transferred to Great Lakes, Ill., this week.

An outstanding project of the Navy's Public Information program, the Fleet Home Town News Center was established toward the end of World War II to service home town media with news concerning individual Navy men and women. In its new quarters at Great Lakes, the Navy news syndicate will continue its work of distributing items of interest about Naval personnel to these newspapers and local radio stations.

Organized, and directed until recently, by Lt. Cdr. Charles W. Payne, USNR, the News Center is now headed by Lt. Cdr. E. P. McDevitt, USNR, a veteran newspaperman. In the past 16 months more than a million and a half home town news and picture releases have been sent out by the Center, an average of over 100,000 per month.

Another of the News Center's activities is the distribution of news maxis. Navy pictures of national interest are given nationwide circulation by the Center. Sent out in newsmax form to facilitate handling for the newspapers, the pictures have been well received by editors throughout the country.

Hartnett Earns Center Post On Union College Grid Squad

William J. Hartnett has earned a position as center on the Union College football squad, it was announced today by the Schenectady, N.Y. school's athletic department.

Bill, who lives at 1412 Avenue Algeria, held down the center position on the Ponce de Leon High School football team for two years.

Mel Hein, retired "iron man" of professional football, opens his first full season as coach at Union College this year after 23 years as a player. Hein set a world's record in playing more than 270 games in four years of high school, four years of college and 15 years. He was appointed head coach at Union in 1943, but disrupted academic schedules caused canceling of all games in 1943 and 1944 and all but five in 1944. Hein is assisted by Arthur J. Lawrence, Purdue athlete who was head coach at Union during the interim following the resignation of Nels Nitchman after the 1940 season.

The Union squad now numbers 48 men. After a week of drill starting Sept. 3 and ending with first scrimmages on Sept. 7, Hein said that the squad had shown more development than normally could have been expected in a month of "after classes" workouts. No cuts have yet been made and Hein is reserving all comments on individual abilities, maintaining equal prospects for all.

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National Newspaper Week Draws Comment from Kay

By RUSSELL KAY
Secretary, Florida Press Association

Next week the nation will honor the press through the observance of National Newspaper Week, an event established by resolution at the annual meeting of Newspaper Association Managers, Inc., at Chicago in 1939.

From its inception Kiwanis International has participated in the event with special newspaper programs and has encouraged other organizations to do so.

The theme of the 1946 observance is "The Newspaper As a Public Servant." Keeping Americans the best informed people in the world is the greatest public service our newspapers render.

The newspaper is so close to the life of the average American that its true worth is often overlooked. People have come to take their newspapers for granted, and they fail to realize how much they depend on them from the standpoint of information and service.

No single industry contributes as much to the national life as the newspaper; from the date of the nation's birth until the present the press has stood as the voice of freedom and guardian of our liberty.

We are so accustomed to stepping out on the front lawn and finding our morning or evening paper awaiting us or receiving our weekly paper through the mail or by local carrier regularly, that it is difficult for us to imagine what it would be like if all newspapers suddenly suspended publication.

A year ago when a printers' strike caused a shut down of the newspapers in the city of Rochester the people of that community learned just how much they had come to depend on their newspapers and how lost they were without them.

The Rochester Democrat & Chronicle told what happened in the following editorial:

"The people of Rochester awoke to find themselves without a newspaper for the first time in 26 years. Anxious citizens scanning the streets from their doors asked each other, 'Did you get your paper this morning?'

Newsstands were bare, trains, trucks and buses left without their

usual shipments of papers for more than a hundred surrounding cities and towns. People as far away as 65 miles questioned friends, 'I wonder what could have happened to the Rochester-Democrat today?'

How did Rochester fare without its newspapers? Could modern science through newer means of communication, provide a substitute? Would Rochester people really miss their newspapers?

Well, here's what happened... At 5:30 A.M. the morning of the shut down the three newspapers began announcing over the radio that there would be no newspapers. These announcements were continued throughout the day over the three local stations.

However, early in the day the phone lines became so choked the telephone company had to make special arrangements to accommodate the load. By noon more than 30,000 persons had phoned to inquire about their paper.

By night the total number of calls had reached 50,000. When papers from out of town arrived in the city, people fought for them on the streets and at the newsstands offering to pay almost any price for a copy.

Publishers arranged for frequent news broadcasts over the radio. One announcer was put to work reading death notices. It took fifteen minutes to list those deceased and listeners who tuned in late heard only a part of the list and called the office for more information.

And they missed the advertising columns almost as much as the news. Shoppers were lost without shopping information. Business organizations in need of help missed their want ads. People with lost articles wanted to advertise for them and couldn't.

It is well that we pause for a moment and consider just what the newspapers really mean to our community and to us as individuals. And newspaper week would be a mighty good time for you to drop in and pass out a word or two of encouragement to your local editor and incidentally pay your subscription.

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Easy to clean, no polishing, it's safe, not slippery. Wear resistant, it protects the surface from water and other liquids.
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