

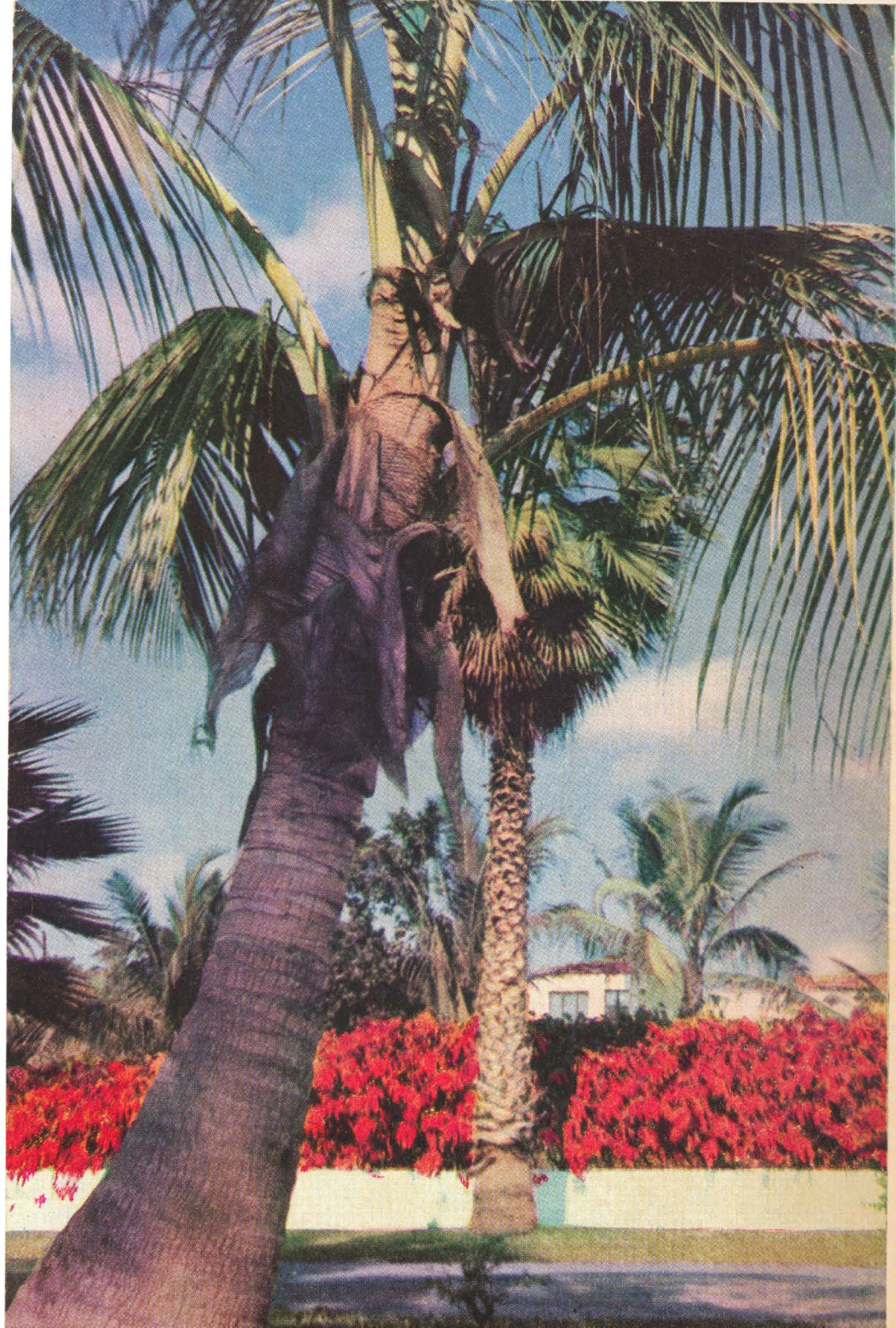
*Highlights of*  
**GREATER MIAMI**

*Bertha Aldeide*

**MIAMI • MIAMI BEACH • CORAL GABLES**

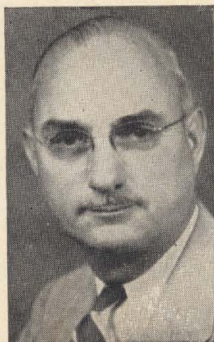
**F I F T Y C E N T S**







## HIGHLIGHTS OF GREATER MIAMI



- *THE PURPOSE OF THIS BOOK is to present the colorful and ever-fascinating picture of the metropolitan Miami area. It is designed for the pleasure of the visitors and the resident . . . As a momento of the joys and sights of the city . . . As a source of authentic information for the student . . . As a library reference . . . And as a mailing piece to friends.*
- *Each is a distinctive community with its individual interest, beauty and tempo, yet all blending in one of the most magnetic and cosmopolitan centers in the Western Hemisphere. Through nine editions of Highlights of Greater Miami, millions of readers have learned to know and love these cities and their tropical surroundings.*
- *Having sprung from an Indian trading post to a prominent place among the great maritime and resort cities of the world in a little more than 50 years, Miami has a great deal of magic in its being. Principal components of the metropolis are the cities of Miami, Miami Beach and Coral Gables.*
- *This is the most colorful and comprehensive of all the previous printings of the book. More than 20,000 words, some 170 carefully chosen pictures and a special colored pictorial map, tell the Miami story in this edition.*

*J. Calvin Mills*

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### ELEVENTH EDITION



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PHOTOGRAPHS: The publisher wishes to thank the many contributors who furnished the fine photographs used throughout this book. For those who may be interested their names can be supplied upon request.





*Downtown Miami, Bayfront Park in the foreground, famous Biscayne Boulevard, hotels and office buildings.*

## THE MIAMI STORY

In a little more than half a century Miami has grown from a thatched-roof outpost to one of the most charming and thriving metropolises in the Western Hemisphere.

On all sides building is soaring . . . new hotels, apartments, homes and commercial structures greet the eye in all sections of the city. Thousands of Latin Americans, finding Miami their most convenient shopping and play center, have joined the city's annual pilgrimage of millions, thus giving a distinctive Latin note to its colorful cosmopolitan life.

In 1870, William Brickell and his family arrived at Fort Dallas. He had decided to settle in this new country and bought two tracts of land south of the Miami River, of 640 acres each. Land originally acquired

under the Settlement Act of Congress. Mr. Brickell, a former resident of Cleveland, Ohio, built and operated on the south side of the river Miami's first store, only one in this vicinity until after the city was incorporated. He also built his home on what is now known as Brickell Point.

In 1880, Mrs. Julia D. Tuttle and her ailing husband paid a visit to her father, Ephriam T. Sturtevant, who was then living near what is now Little River. Shortly afterwards Mrs. Tuttle returned to her home in Cleveland and after the death of her husband returned to Fort Dallas. She had decided that this was the ideal place in which to live. She purchased 644 acres on the north side of the river at a cost of \$12.40 per acre.



By 1890, a small settlement had mushroomed around Fort Dallas near the mouth of Miami River. Mrs. Tuttle, hearing of the railroad Flagler was building as far south as West Palm Beach, made a trip to see him and promised to hand over half of her extensive acreage if he would extend his railroad this far. His first answer was a refusal. Then came the "Big Freeze" of 1894-1895 when the ice was reported to be an inch thick in some parts of northern Florida. She again contacted Flagler sending him flowers to prove that Miami was below the Freezing Line. This time, Flagler came to Miami and agreed to build the railroad. Mr. Brickell also put in his share of the property; thus Flagler's property included half of the original townsite, 640 acres of the best land from what is now Flagler Street to the river, except the Dallas Park site. Work was immediately launched on the railroad and completed April 15, 1896, and officially opened one week later.

A small town sprang up like a mushroom almost overnight. On July 28, 1896, Miami was incorporated as a city. Up until this time it had been named Fort Dallas.

Naming the city created quite a discussion among the 480 inhabitants. Flagler and the railroad group wanted to call the city "Flagler." Mrs. Tuttle and Mr. Brickell wanted it named "Miami" after the Miami River. An election was held and the name, as you know, is Miami.

Arrival of the railroad brought many of Miami's pioneers; among Flagler's "Men of Action" were Joseph A. McDonald, John B. Reilly, John Sewell and Everest G. Sewell. Mr. McDonald later became president of the Miami Chamber of Commerce; John B. Reilly was Miami's first mayor; the Sewell brothers, from Georgia, worked negroes as their specialty. With hundreds of them, they accomplished wonders in clearing land so that buildings could be erected. The Sewells later went into the mercantile business and soon became active in public life; John was mayor four times, but retired shortly before his death. Everest ("Ev") was first president of the Miami Chamber of Commerce and held this position for eight years; later, he was elected mayor and held this office many times. He was serving in this capacity at the time of his death, April 2, 1940.

*\*Miami is the French orthography of the Indian Word "Maumee," meaning "mother."*



*This Beautiful Miami Skyline was once mere Everglades*





*Great areas of shining, new homes . . . mark the Greater Miami area. The University of Miami reports that per capita home building in metropolitan area outstrips all other cities in the U. S. Further study discloses over 80,000 new dwellings have been built here since World War II. The homes pictured are somewhat characteristic of whole new communities in this vast Biscayne Bay region.*

#### THE MAGIC CITY OF YEAR-ROUND SUMMER

Pioneering in Miami was just that. Harassed by millions of mosquitoes, hundreds of poisonous snakes and continual land-clearing difficulties, the far-seeing pioneers nevertheless labored on with the constant knowledge their territory was blessed with a perfect climate. The period between 1910 and 1920 was of little historical importance except that each winter brought new visitors and most of the old ones returned—many of them purchasing property and delving into real estate. The area began to take on the unmistakable signs of a city.

At the turn of the century, Miami's population was but 1,681—a village; ten years later it had increased to 5,471—a town; by 1920 the population had soared to 29,471—an infant city, fastest growing in the world over the next decade to 1930. (All this despite the bursted Boom Bubble from 1924 to the fall of 1925.)

Downtown streets were jammed with real estate offices, skyscrapers shot heavenward, shaky wooden buildings were replaced by heavy modern structures, property values soared and money flowed freer than water. Even the summer of '25 found Miami as busy, bustling as the previous winter season; accommodations sold at fab-

ulous prices as visitors poured into the city. After the Boom subsided, property values decreased and real estate was stymied temporarily—soon, however, the residents caught their breath and activity hummed once more.

A year later, the 1926 hurricane struck Miami—winds attained a peak velocity of 150 m.p.h. ripping through the city. It left much damage in Miami and destroyed the hastily-built boom-buildings. Rebuilding and cleaning up, Miamians learned their lesson well—today, hurricanes do but slight damage to the city's iron-and-steel structures.

"The Magic City"—no truer name could be given this metropolis of the tropics! By 1930, the population had reached 110,637, proving that it was the fastest growing city in the world. The census in 1945 gave Miami 192,122, of which 78.3 percent is white, 21.6 colored (negroes live in segregated districts) and 7.4 percent foreign-born. About 93 percent of the white permanent population migrated from north and central Florida, Alabama, Georgia, Kentucky, North and South Carolina, Tennessee and many northeastern, mid-western and western states, thus making it a truly cosmopolitan city.



During 1950 it is estimated that more than four million persons visited here, some staying a few hours, some a few days, some a week or two, some staying through the season and others decided to make their homes here. Greater Miami is rapidly gaining favor among summer vacationists from the nearby southern and many northern states, chiefly because of the extremely low living costs that exist here throughout the summer months. Cool trade winds from the southeast keep an average temperature of 80.4 degrees (heat prostrations are unknown in this vicinity); recreational activities are offered in summer as well as winter.

From Pearl Harbor until the war's end, August 14, 1945, Miami bristled with war-time activities.

Where coastwise and ocean-going steamships once docked, the United States Navy established a Submarine Chaser Training Center, and Miami's shoreline along Biscayne Bay was a beehive of Navy "blue"

and "white." Famed bayfront hotels were converted into Navy barracks and Bayfront Park became their recreation center. Shipyards, drydocks, airplane plants and many products for war use were manufactured here, and thousands of men and women used to leisure became defense and war workers.

Opa-locka was the home of a huge Naval Air Training Base and Supply Center for the Seventh Naval District.

At Richmond, south of Miami, a blimp base with giant hangers\*, was the home of the cigar-shaped dirigible whose watchful patrol aided many convoys through submarine infested waters off the South Atlantic Coast.

West of Miami, airports were developed. The Miami Air Depot received and disbursed thousands of tons of supplies, parts and material of war by means of transport planes of the air transport and ferry commands.

*\*These wooden hangars were the largest in the world and were destroyed by fire Sept. 15, 1945.*



*Colorful homes, from modest dwellings to palatial estates grace Miami streets*





*City's gorgeous front lawn familiar to travelers the world over.*

## MIAMI'S BAY FRONT PARK

Almost as famous as the city itself is Bay-front Park. Here it was that the late President Roosevelt escaped death at the hands of the assassin of Mayor Anton J. Cermak of Chicago. A plaque memorializing Mayor Cermak is placed in the park.

Eminent men and women, statesmen, artists and educators have spoken at the amphitheatre. Millions of travelers, people of all walks of life have enjoyed the restful beauty of this tropical garden overlooking Biscayne Bay.

In 1922 the city acquired the park site at the foot of Flagler Street from the East Coast Railway for \$1,000,000. Later Elser Pier, its site and riparian rights were purchased by the city for \$340,000.

Dredging created the municipal Yacht Basin and at the same time gave the park its present outlines. It took seven months to pump 1,014,514 cubic yards of sand from the bottom, thus creating the present yacht basin one-half mile long, 800 feet wide and 20 to 40 feet in depth. This operation at the same time created the present park and a part of the boulevard, costing the city \$166,380. Grading was completed in April, 1925, it was then landscaped and one realizes that this \$1,500,000 was well spent as he strolls through its 39 acres studded with trees, flowers and shrubs from tropical countries around the globe. There are about 10,000 individual plants and trees. The park was designed by Warren Henry Manning (world-famous landscape artist) of Cambridge, Mass.





*Traffic artery and route of parades and pageantry.*

## WORLD FAMOUS BISCAYNE BOULEVARD

When Bayfront Park was in the making, city officials decided to widen the Boulevard, which then was about half its present width. Today Biscayne Boulevard presents a picture of extreme beauty—three rows of islands supporting Royal Palms, walkways and ample parking space, bounded on the east by the park, on the west by year 'round modernistic hotels: McAllister (540 rooms); Miami Colonial (196 rooms), Columbus (300 rooms), Alcazar (250 rooms), and the Everglades (500 rooms), Biscayne Terrace (200 rooms), Miami's newest and completely air-conditioned hotel; incidently this was the first new hotel built on Biscayne Boulevard since 1926. With the exception of the Miami Colonial, these hotels housed U. S. Navy personnel during the emergency.

The Boulevard is a part of Federal Highway No. 1, which begins at Fort Kent,

Maine, at the Canadian border, and ends at Key West, southernmost city in the United States.

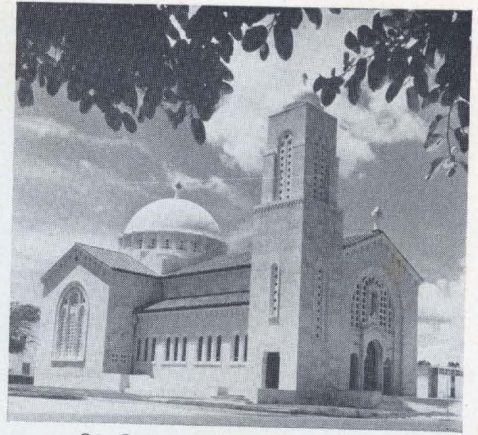


*New amphitheatre recently completed in Bayfront Park. Huge crowds enjoy concerts and other entertainment throughout the year.*





*Grace Methodist Church Founded 1893*



*St. Peter and Paul, Catholic*

## CHURCHES OF ALL DENOMINATIONS

Churches have played an important part in the spectacular development of Greater Miami. Picturesque edifices, reflecting the architectural influence of the Old World, add imposing beauty! Little Flower—Spanish Renaissance; Miami Beach Community—Spanish Mission; Temple Israel—Syrian Saracenic; First Church of Christ Scientist—Classic; Trinity Episcopal—Italian Romanesque; White Temple—Modified English Renaissance; St. Patrick's—Lombardy Italian; Plymouth Congregational—Rugged Spanish Mission; Central Baptist—Italian Renaissance; First Presbyterian of

Coral Gables—Spanish; First Christian—Modified Romanesque.

In 1876 the first house of worship was erected in what is now Miami. There were two families of Catholic faith, the Adamases and Wagners. In 1893, the small wooden church was destroyed by fire. The Holy Name church was built in 1897 on property donated by the late Henry M. Flagler. The congregation, having outgrown this church, saw need for a new and larger one and December 10, 1922, the cornerstone was laid for a beautiful \$400,000 church (not shown).

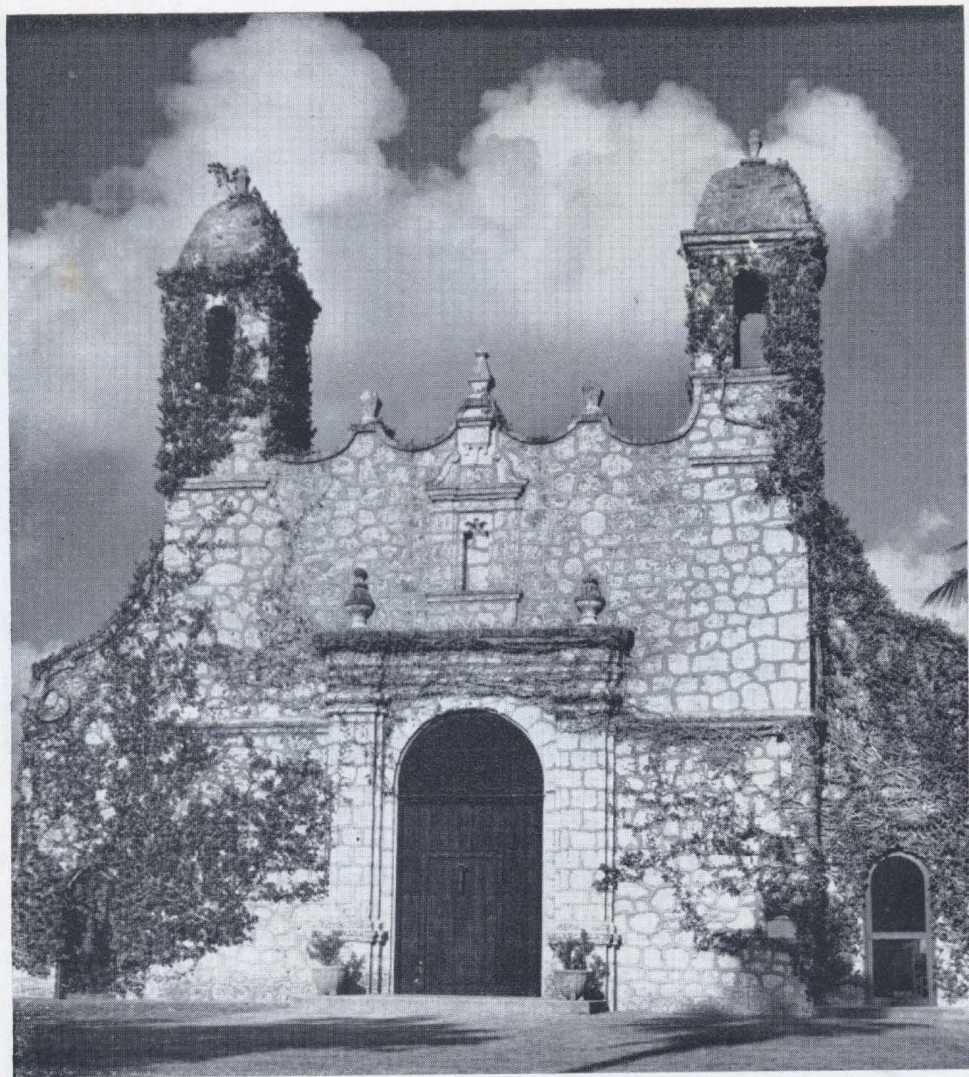


*Beth David Congregation, Jewish*



*Greek Orthodox Church*





### PLYMOUTH CONGREGATIONAL CHURCH

In 1893, Commodore R. M. Monroe gave a deed for land on which to build a Union Church. It was to be one of the first Protestant churches in this area, dedicated March 25, 1900. One year later, the Rev. Solomon G. Merrick, George E. Merrick's father, became pastor. The present building was erected in 1917. Through the late Mr. and Mrs. Arthur Curtis James and many others with large donations, the

architect, Clinton McKenzie of New York, was able to bring here the great Spanish door that had swung for three centuries in an old Basque building in the Pyrenees Mountains; too, he brought Phillippi, a Spanish mason, who alone and with his own hands put each piece of coral rock in place and completed in a year's time this magnificent twin belfry church—replica of a Spanish cathedral.



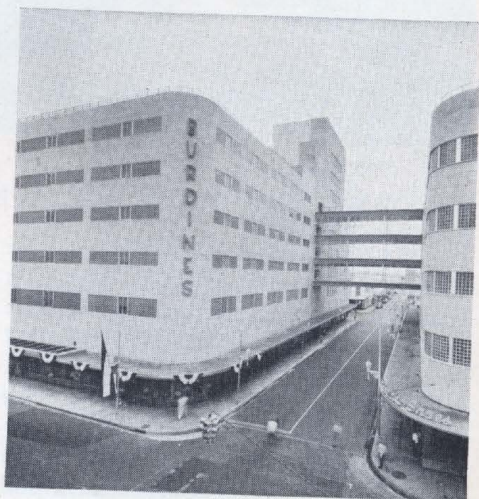


*Flagler Street, famous for shopping—looking west from 3rd Avenue*

## **MIAMI'S SHOPPING AND BUSINESS CENTER**

*Merchandise from the four corners of the earth are found here*

Originally named Twelfth Street, renamed Flagler for the late Henry M. Flagler. From a dusty little street with a handful of stores it has grown to one of the most famous streets in the world; gracing its sidewalks today are beautiful theatres, department stores with up-to-the-minute fashions, nationally-known chain stores, banks, office buildings, travel and souvenir shops and many others. It could well be called the "Broadway of the Tropics," mecca for visitors from all parts of the globe.



*Burdine's, Miami's Original Department Store, One of the finest in the south*



## ALFRED I. duPONT BUILDING

Florida's costliest and most magnificent modern skyscraper bank and office building. It is a 17-story structure, 257 feet, eight inches high, Miami's third tallest, equipped with the latest in air-conditioning; has a battery of six of the latest type improved high-speed signal elevators capable of a speed of 750 feet a minute. The main entrance is resplendent in bronze, polished golden vein St. Genevieve marble walls, while the interior boasts of Tennessee marble floors, cast bronze entrance doors and other ornamentation and escalator service. The mezzanine floor is occupied by Florida National Bank and Trust Company. The building was completed December 15, 1938, costing \$3,000,444; construction began in 1937 with the demolishing of the Halcyon Hotel, one of Miami's famous landmarks, built in 1901 and first named White Palace for its designer, the late Stanford K. White.



Except for the banking house, the duPont Building is used as a general office building, housing doctors, dentists, lawyers, numerous other offices, and WQAM Radio Station.



*Scottish Rite Temple, 471 N. W. Third Street*





*Post Office and Federal Courts Building on North East 1st Avenue*

## **FEDERAL AND OTHER IMPORTANT BUILDINGS**

Completed July 1, 1933, the material used in the construction was key limestone "Oolite." This material was mined in the lower Florida keys. When first mined, it is soggy like soft concrete; when exposed to sun and wind, stiffens harder than concrete. The patio is ornamented with a volcanic stone found in Texas near the

Mexican border; throughout the interior there are many types of marble, but most prominent is the Tennessee. This structure cost approximately \$2,000,000, designed by Phineas Paist and Harold Steward, associated architects. More general delivery is handled here than in any post office in the country!



*Jackson Memorial Hospital, showing ground being broken for additional buildings*



## DADE COUNTY COURT HOUSE

The contract for this building was let in 1925 and it was completed in 1928 at a cost of \$4,062,799.23. Considered one of the tallest courthouses in the world, the top floors hold prisoners confined by the city and county. Frank Vorhees was the first to escape from this seemingly escape-proof jail, in January of 1937. He was recaptured in Brooklyn three weeks later. Incidentally, this is the tallest building south of Washington, D. C., its pyramid top reaching 360 feet into the sky. It can be seen from a distance of 15 miles in any direction, a guiding tower to anyone who would become lost in the maze of streets and drives. It contains most city, county and state offices.



## FIVE-FIFTY BUILDING

Designed by Robert Law Weed, architect, and offering something entirely new in building. The outside wall consists of reinforced slabs with quartz chipped facing. The slabs are eight by twelve feet by four inches thick, bolted in this position. This is the first building of this type ever to be built in the U. S. It is occupied by doctors and dentists and is located at 550 Brickell Avenue.







### MIAMI PUBLIC LIBRARY

Located at the foot of Flagler Street in Bayfront Park, opened to the public July 1951; contains 61,000 square feet of floor space, is completely air-conditioned; 63,000 volumes are available, shelving will accom-

modate 325,000 volumes. The building is completely faced with marble and was designed by Stewart and Skinner of Miami; cost \$1,250,000.

### MIAMI WOMAN'S CLUB

Organized September 20, 1900, in the home of Mrs. Curtis W. Gardner, who was elected as the first president. Originally the Married Ladies' Afternoon Club, its purpose was the establishment of a circulating library for the small group of members. It was renamed "Woman's Club of Miami" on May 1, 1906, after becoming affiliated with the General Federation of Woman's Clubs. In 1912, Henry M. Flagler gave the club its first tract of land, located at what is now the northeast corner of East Flagler Street and Second Avenue. The name was changed again to Miami Woman's Club in 1925.

The Club is to be commended for its financial help in promoting public welfare and many other clubs and organizations in this area. This magnificent building situated on the palm-fringed shore of Biscayne Bay, was dedicated on December 14, 1926, the most elaborate woman's club in the South and among the finest in the United

States. Its final mortgage was burned at a ceremony on January 4, 1939. The entire first floor is being used by the Flagler Memorial Library, offering approximately 35,000 volumes. The library was named for its chief benefactor.





## MIAMI DAILY NEWS TOWER

This unique building, prominent in Miami's skyline, was built in 1925 by the present owner, James M. Cox, former governor of Ohio. The building cost \$800,000, has 18 stories, is 260 feet in height, and is the home of Miami's oldest newspaper. The newspaper claims a world's record, printing 504 pages on July 26, 1925. The original name, Miami Metropolis, was established May 5, 1896; its publisher, Dr. Graham. Here, too, we find WIOD, Isle of Dreams broadcasting station.

## MIAMI HERALD

Originally known as the Miami News-Record, the present morning daily and Sunday newspaper, Miami Herald, was founded by the late Frank B. Shutts, pioneer Miamian.

In 1913 it had a circulation of 2,189, today its daily circulation exceeds 200,000.

Purchased in 1937 by John S. Knight and brother, who were publishers of Akron, Ohio, and who also own the Chicago Daily News and the Detroit Free Press.

During the boom period of 1924-25, the Herald daily published a newspaper of 96 pages.

For the National Convention of the American Legion, the Herald printed a special welcome to Florida edition of 220 pages. More than 250,000 of those were sold and mailed throughout the United States. The edition consumed more than 13 freight carloads of newsprint.

As owner of radio station WQAM, the Miami Herald cooperates with the radio station broadcasts daily. WQAM and the Herald work as a team to provide South Florida with a most complete news coverage.



*A landmark by air or sea*



*New home of the Miami Herald*





*Fort Dallas Park overlooking Miami River. Site of original fort.*

## FORT DALLAS PARK

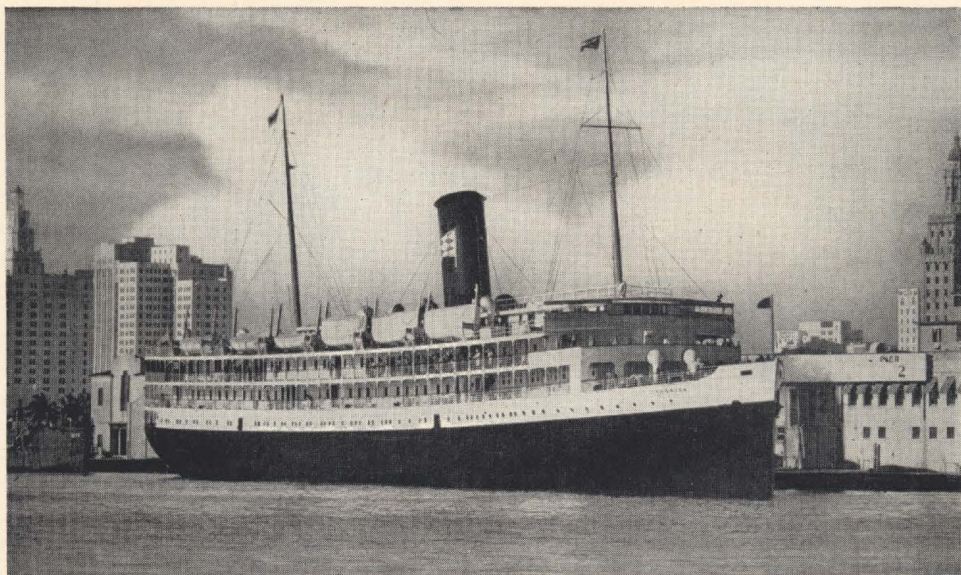
The United States government built Fort Dallas on this site in 1835. It was here that William Tecumseh Sherman launched upon his meteoric military career, while the fort was used as an outpost and garrison headquarters during the Seminole Indian war. It was also used as a post office for the few scattered settlers and soldiers stationed here, the mail and dispatches being delivered here by "Long John" Sturtevant, who had been commissioned to act as courier on foot between here and St. Augustine. The

fort was formally abandoned on June 10, 1838; later the buildings were occupied by settlers until 1871, when all but the stone barracks and one of the officers' homes were destroyed by fire. The latter was the home of Julia Tuttle, co-founder of Miami. The stone barrack has since been moved to Lummus Park. Located today in this historic site overlooking Miami River are beautiful, modern apartment houses and hotels such as the Dallas Park, Tuttle, The Towers, Patricia, Granada and Robert Clay.



*City Yacht Basin. Home of sightseeing and fishing craft.*





*Steamship Florida Berthed in Pier 2, Downtown Miami*

## MIAMI HARBOR

Heir of a long and colorful maritime history is the SS. Florida of the Peninsular & Occidental Steamship Company, whose ships have been plying Florida and West Indies waters for more than a half-century. Founders of the P. & O. were Henry M. Flagler and Morton M. Plant, pioneer railroad builders. The P. & O. has carried some 3,000,000 passengers between Florida and West Indies ports during its 50 years of service.

First coastal passenger liner to dock here

was the SS. Apache, with 200 passengers, Nov. 23, 1924. The SS. Florida maintains a thrice weekly schedule between Miami and Havana. The SS. Nuevo Dominicano, the latest passenger liner to operate out of Miami, offers ten day cruises to Nassau, Jamaica and the Dominican Republic. The Waterman Steamship Corp. and Pan Atlantic Steamship Corp. maintain cargo and limited passenger service between Miami, Atlantic and Gulf cities. Numerous small vessels ply between West Indies carrying freight.

## CITY YACHT BASIN

Draws more visitors than any other point of interest in downtown Miami, it is owned and operated by the City of Miami, this basin is one-half mile in length, 800 feet wide and 20 to 40 feet in depth. Operating here the year round are yachts that can be chartered for a trip to the finest deep-sea fishing grounds in the world—the Gulf Stream, where more than 600 varieties of

fish await rod and reel. Sightseeing boats offer many interesting trips, such as the Seven Seas, residential island cruise of Miami and Miami Beach; Uncle Sam, Venetian Islands, Deering Estate, Florida Keys; the Nikko, the trip beautiful, Miami Beach cruise; the Southern Cross, all-day trip to Fort Lauderdale; the Mermaid, glass-bottom for view of the marine life, moonlight excursions and many other exciting trips.





*One of the Fleet of the New Streamlined Trains of the F. E. C.*

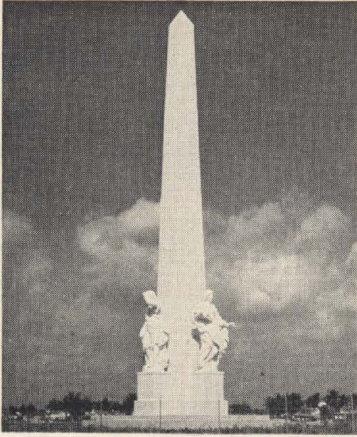
## HENRY MORRISON FLAGLER

Henry Morrison Flagler was born on January 2, 1830, the son of a Presbyterian minister, in Hopewell, N. Y. His parents were very poor and he came to know the meaning of want and woe at an early age, leaving school at the age of 14 to make his own way. His trek eventually landed him in Republic, Ohio; on his first job he received \$5 per month with board for working in a country store. Later he continued his journey to Fostoria, Ohio, where he found another job in the same line of work. He worked hard, saved his money, and at the age of 20 established himself as a commission merchant in Bellevue, amassing a small fortune of \$50,000. He then continued on to Saginaw, Mich., where he entered the manufacturing business, producing salt; the venture proved a failure—he lost all his money and fell heavily into debt. He then returned to Cleveland, Ohio, and re-entered the grain business. It was here he made the acquaintance of John D. Rockefeller, who worked for a merchant through whom he had business contacts. (At this time the financier was pioneering

in oil.) Rockefeller took an immediate liking to Henry and a partnership soon appeared in 1867, "Rockefeller, Andrews and Flagler," which was to become the "Standard Oil Company, Inc.;" in 1870. Flagler was Rockefeller's right-hand man in this immense organization and also his best friend. In later years they worked together, ate together and practically lived together. Flagler served as vice-president of the company until 1908 and as director until 1911.

In 1883, Flagler made his first visit to Florida, extremely impressed by the invisible wealth of this state. The first item that attracted his attention was the lack of transportation and hotels, the total railroad mileage in Florida at that time being approximately 500 miles. His first building venture in the state was the building of the Ponce de Leon Hotel at St. Augustine. In 1886, he purchased the Jacksonville - St. Augustine and Halifax River Railroad and several other lines consolidating them into the Florida East Coast Railroad. The road had reached Daytona by 1892; they im-





*Memorial to Henry Morrison Flagler*

Situated on a small island built for this purpose. Carl G. Fisher built the island, erected the monument, presented it to Miami Beach. At the base are four huge statues representing Prosperity, Industry, Education and Pioneering.

mediately started construction south and reached Palm Beach in 1894; his next step was Miami, reaching here in 1896. Later he built what was known as the "railroad that went to sea," of which 106 miles were built practically over the water. He completed that venture in 1912, ending that line at Key West, southernmost city of the United States. The Labor Day hurricane

of 1935 practically destroyed this section of the railroad, now converted into a beautiful scenic highway over a large portion of the original trestle work.

As he built railroads, he built hotels: the Ponce de Leon and Alcazar at St. Augustine, the Ormond at Ormond, the Royal Poinciana and Breakers at Palm Beach, the Royal Palm in Miami and the Colonial and Royal Victoria at Nassau.

He invested \$40,000,000 in this practically new state with little profit. From a country store clerk to one of the richest men in the nation required hard work and little play, but here Flagler found his fun in spending money, transforming wastelands into playgrounds and gardens (always lending a helping hand to those of his fellowmen who wished to establish a home in this new state) and taking a personal interest in the welfare of his employees.

He erected churches, hospitals, schools and libraries, donating to Protestant and Catholic alike, insisting always that his gifts be anonymous. A great capitalist, builder and humanitarian, Henry M. Flagler died on May 20, 1913, at the distinguished age of 83, at his home "Whitehall" in Palm Beach. He willed the bulk of his estate to his third wife.

*Two Railroad Systems, the Seaboard and the Florida East Coast, Serve This Area.*







*Florida's Seminole Indians—that band of some 823 survivors from the State's yesterday—still cling to primitive life and colorful costumes, but many of them are edging more and more into the white man's ways.*

## **SOUTH FLORIDA'S COLORFUL SEMINOLE INDIANS**

Although a peaceable people, the Seminoles are the only tribe of Indians that never made formal peace with the United States. In 1750 the Seminoles (wanderers or run-aways) separated from the Creeks in Georgia and began a trek which ultimately landed them in Florida.

Their secession from the Creeks was led by Seacoffee, who sought protection under the Spanish flag, the territory of Florida then being counted among the colonies of Spain.

Fugitive Negro slaves from bordering states found Florida's wilderness inviting. Many took refuge with the Seminoles. They became friends and were accepted into the tribe. Intermarriages resulted both with the Negroes and other races until now they represent a mixture of the red, white and black races.

The most outstanding figure in Seminole history is Chief Osceola. Osceola (Rising Sun) had an English father and his mother was the daughter of a chief of the tribe. He married the daughter of a chief whose mother was a descendant of a fugitive slave.

Osceola's first hate of the white man began when his young wife was captured and carried off in chains. Overcome with grief, he made many attempts to rescue her, resulting in his arrest by General Thompson. After his release, he murdered the General and Lieutenant Smith. The war then was on between Osceola and the white men. Through his cunning and able ability as a leader he soon became a chief. Over a period of five years he led his warriors against the United States armies, striking time and again, and then hiding deep in



the Everglades swamps which no white man could penetrate. He was a hero to his people and admired by his opponents—perhaps one of the reasons for this odd regard was his refusal to take a scalp or permit his men to do it. He refused many times to make a peace treaty, declaring the white man could not be trusted; after much persuasion from his people, however, he finally consented to talk peace and under a flag of truce he, with Wild Cat and other chiefs, met General Hernandez on October 21, 1837, at St. Augustine. Army leaders disregarded the white flag, captured Osceola and his lieutenants, then confined them for a short time at Fort Marion, St. Augustine. Two of the chiefs escaped from this prison and when Osceola was asked why he did not take advantage of the opportunity, he replied, "I have done nothing to be ashamed of—those who entrapped me should feel ashamed." He soon was removed to Fort Moultrie in South Carolina. Heartbroken, with his two wives and children at his side, he died January 30, 1838, at the age of 34 years.

At one time, the Federal Government set aside a tract of land out in Oklahoma for the Seminoles. Some refused to trek westward, but 11,702 started on the journey; 4,000 died in the course of detention and removal. A census in 1939 reported 581 Seminole Indians in this state, with at least half of that number living in and around Miami and scores out in the wild Everglades. During recent years the U. S. Indian Service, through its Dania office, has acquired more than 45,000 acres of land near here for their exclusive use. The government has been active in educational work among the Seminoles for more than 20 years and has operated schools in Florida for their exclusive use for more than 13 years. Most interesting about this tribe is the fact they as yet have not signed a peace treaty with the United States Government! Indian-like, the men live by trapping and hunting and by the making of scores of peculiar novelties which they sell to souvenir shops for the tourist trade. One may see them living in the village today as they lived a century ago.



*Seminole Grandmother With Grandchild*



*Typical Seminole Indian Chief*





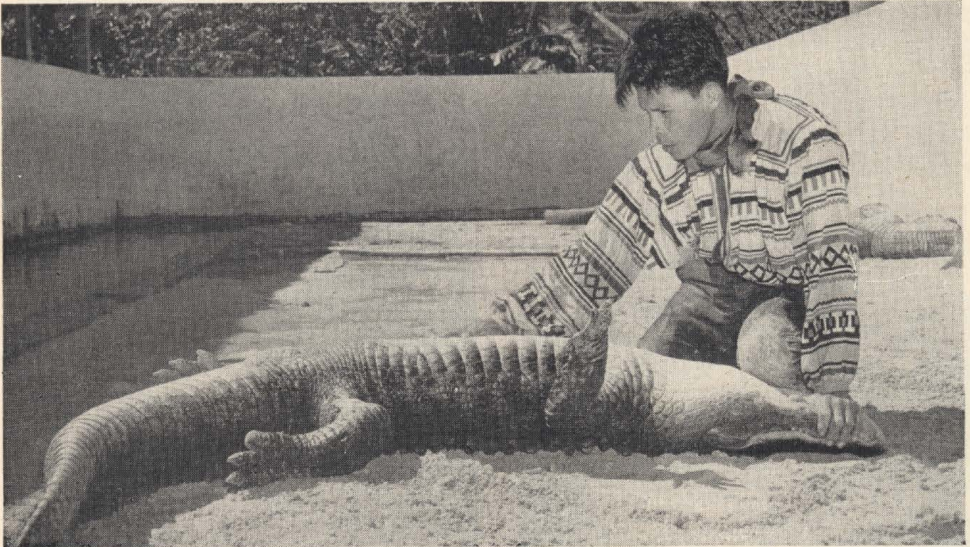
*Alligator Wrestler Selects Opponent*

## ALLIGATORS

Found wild in the swamp recesses of the Everglades, in small streams and fresh water lakes of this state. At the farm there are hundreds of these alligators from a few inches in length up to 12 feet, weighing

up to 400 pounds and up to 225 years of age. The alligator grows very slowly, about two inches a year. To determine their age, Indians measure the distance between the eyes and the scientists measure the jaw bone. They are hatched from eggs in groups of 20 to 60 in June and July of each year. These saurians are of cannibalistic nature, intensely so at feeding time. They are fed fish once a week and at this time would just as soon tear a leg off one of their own kind, often eating their young. Laws have recently been enacted to protect them from becoming extinct. They cannot be sold, transported or kept in captivity without a permit. Feature at the farm is a wrestling match between alligator and man, a most interesting spectacle.

In contradistinction to the alligator is the crocodile, which lives in salt water instead of fresh. They have a sharper snout and protruding teeth; the upper jaw is hinged, where as the lower jaw of the alligator is hinged, and crocodiles are more vicious.



*Wrestler succeeds in turning alligator over and by massaging the stomach produces paralysis-like effect, rendering saurian temporarily helpless.*





*The Flamingo is as much Florida as the Coconut Palms and Pelican.*

## FLAMINGO

One of the most colorful of Tropical birds, related to the heron family and called *Phoenicopterus*.

Flamingos prefer living in shallow water, for they are wading birds, and as such usually build their nests by the water's edge.

In the wild state they feed upon crustaceans and mollusks, which they obtain by loosening the mud below the water with a rapid stamping motion of their feet and sifting the muddy water through a sieve-like structure provided in their bills.

The most ornamental is the Pink Flamingo which is a native of Great Abaco and Andros Islands in the Bahamas, small islands off the northern coast of Cuba.

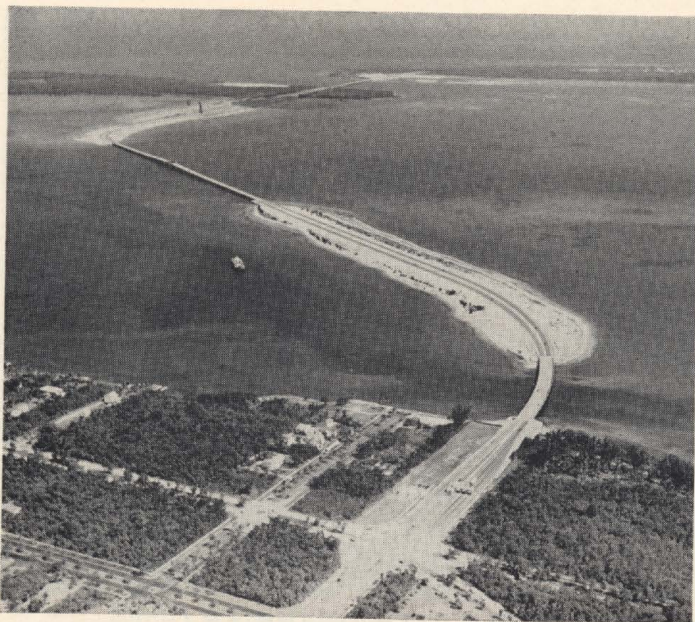
## PELICAN

There are about ten species of pelican (or *pelicanus*). The brown species, common in Florida, is chiefly dark brown and silvery gray. A similar species is found on the Pacific coast. They are a large totipalmate bird with an extremely large bill and distensible gular pouch in which food (fish)

is caught. Their wing spread is approximately ten feet. It was at one time believed that the pelicans fed their young with their own blood; hence the pelican is often depicted in heraldry and symbolic art in her piety, that is, over her nest, with wings extended and wounding her breast, from which fall drops of blood. This fabled practice of the bird became symbolic of Christ, and of charity. The pelican is Greater Miami's habitual visitor.







*Rickenbacker Causeway, Linking Miami and Crandon Park. Cape Florida Lighthouse*

## VIRGINIA AND KEY BISCAYNE

In November, 1947, the Rickenbacker Causeway was formally opened to the public. The completion of this new span across Biscayne Bay to Crandon Park on Key Biscayne gave Dade County a new pleasure land. The beach is one of the most beautiful in the country with thousands of coconut palms in the background. The park spreads over half the island, jungle trails are lined with palms. This exotic scene is so unique that many motion picture companies have made films here. The park was named for Charles H. Crandon, County Commissioner, whose untiring efforts and arduous labor brought about its completion.

Crandon Park Zoo has a great variety of animals, reptiles, birds and fish.

Another feature of the park is a narrow gauge railroad which operates over one and a quarter miles of track through the scenic southern section of the park. This trip is enjoyed by both adults and children.

A post office was opened in 1839 at Biscayne Key and following the massacre at Indian Key on August 7, 1840, this post office became the mail center of Florida.

Just off the southeastern tip of this key stands a familiar landmark, the old brick Cape Florida lighthouse. On the 23rd of July, 1836, John W. B. Thompson and a Negro helper were besieged by a band of Seminole Indians. The Indians filled the bottom of the lighthouse with wood and set fire to it, forcing Thompson and his helper to the tower's top. They were almost roasted alive. The Negro stuck his head over the railing and was promptly shot, dying a few minutes later. Thompson was rescued by United States Government ships, "Moto" and the "Concord." He had been shot many times and was taken first to Key West and later to Charleston, S. C., where he finally recovered.

Much of South Florida's pirate lore centers around one, Black Caesar, a giant negro



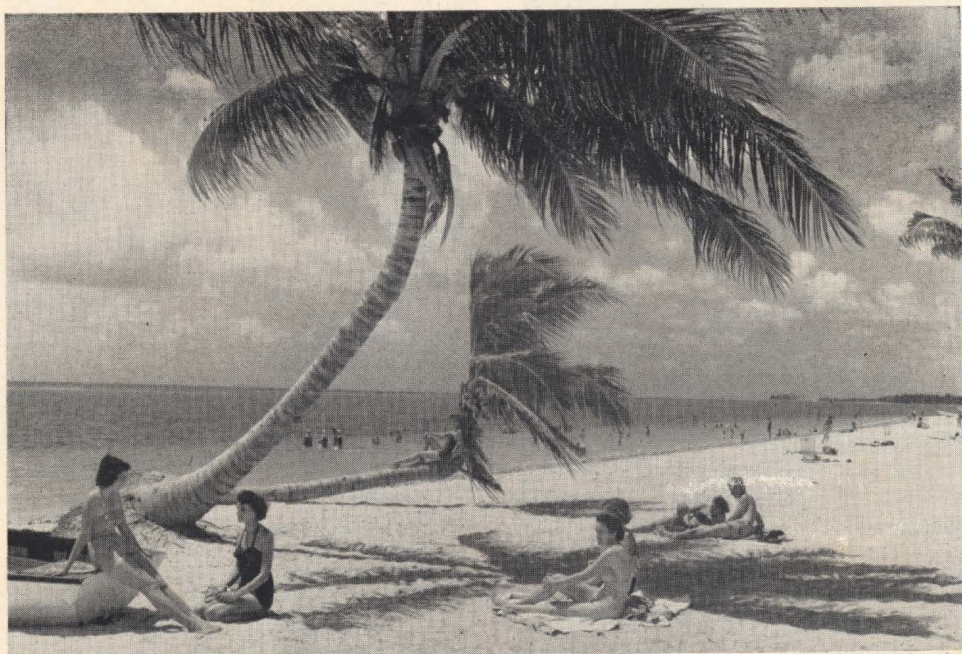
## BLACK CAESAR

Much of South Florida's pirate lore centers around one Black Caesar, a giant negro chieftain, who was seized and taken away from his African tribe by slave traders. As his captor ship neared the Florida coast it encountered heavy gales and was wrecked. Liberated by a mate with whom he had become friendly, Black Caesar and his benefactor were the ship's sole survivors and became fast friends. Naturally consumed by an intense hatred of all whites, Caesar turned pirate, luring ships by crafty methods to their doom, butchering and murdering crews, robbing and burning ships. Sometime later, he killed his white partner and rescuer in an argument over a woman captive. Caesar then joined fortunes with an ex-Spanish officer who turned pirate and adopted the name "Gasparilla." Their bloody operations waged be-

tween this section and Key West until the Federal Government launched its war on piracy—they then moved to Florida's west coast, where both finally were killed by the United States Navy.

Historical rumor has it that much of their loot was buried in this area and on several keys farther south—some of that treasure has been found and still today romance-minded adventurers search for the legendary caches.

Along the coral cliffs in the Silver Bluff section of Miami is still to be found a huge iron ring imbedded in the solid rock, to which Black Caesar and his band at one time tied their boats. Just a few paces away are steps carved out for the pirates to climb the cliff in order to get fresh water from the "Devil's Punchbowl." The "Devil's Punchbowl" is fed by a spring and now is a swimming pool in one of the south shore estates.



*Two miles of beach, palm trees and cool tradewinds for your comfort and pleasure.*





*Rod and Reel Club—Fish Tale of Swap Shop of Famed Deep Sea Anglers, World over.*

## WORLD'S GREATEST FISHING TOURNAMENT

The crowning glory of numerous deep sea and fresh water fishing events held throughout the year in South Florida's teaming waters is the Metropolitan Miami Fishing Tournament.

Offering \$15,000 annually in prizes, the tournament attracts around 300,000 fishermen during the winter season, opening on New Year's Day and closing in April. It is open to men, women and children, entries coming from all parts of the Western Hemisphere.

In welcoming all lovers of rod and reel, this event arrays an outstanding roster of important prizes, awards and citations for angling prowess aggregating more than \$15,000. There are no entry fees, and the rules and regulations are simple, being based chiefly on recognized sportsmanship of anglers.

The Metropolitan Miami Fishing Tournaments have proved that this is the Sport

Fishing Capital of the World. The warm river that flows past Miami—the Gulf Stream — has given this area fishing grounds unmatched anywhere else on





earth. These Tournaments are the world's largest amateur sports events. In them, the richest citizen with the biggest yacht may (and does often) find himself vanquished by a schoolboy with "five-and-ten-cent" equipment. The Tournaments are conducted by funds contributed by municipalities, corporations and individuals. The ramifications and details of the Tournaments are handled by volunteer citizens under the direction of Anglers, Inc., a non-profit organization. The scores of men who act as referees and judges, weighmasters, and inspectors, directors, advisers, rule-makers, finance experts and unofficial hosts, do so because of their own love of fishing and their intense loyalty to their community.

Anglers have a reputation for patience and grit; they are conservationists to a man; the very name of their sport demands character and a love of the outdoor as well as public-spiritedness. You—as a resident or visitor—will find this Olympiad of Big-Game Fishing, the Metropolitan Miami Fishing Tournament, the very essence of what is meant by "sportsmanship."

More than a hundred charter boats comprise the finest and largest fishing fleet in the world, each manned by experienced guide-captains and mate, carry sports and pleasure seekers to the Atlantic's greatest fishing ground, where nearly six hundred varieties of the "finny tribe" abound.

Sailfish, tuna, bonita, dolphin and marlin are among the wily fighters that strike hard in the Gulf Stream. Also there are snappers, groupers, jewfish, amberjack, kingfish. In the bay waters are bonefish, croaker, sailors choice, flounder, drum, pompano, sheephead, etc., etc.

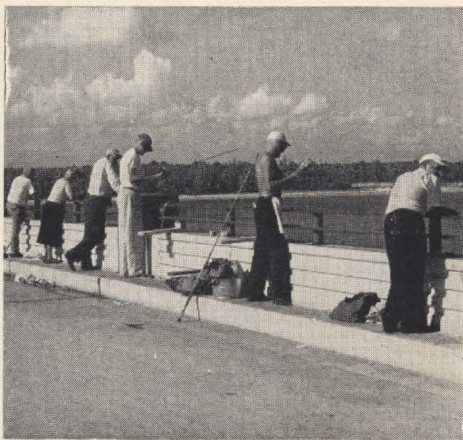
The saltwater fishing grounds extend all the way to Key West. Many of the best spots are easily accessible by auto.



*Prize winning sailfish like these test the skill of deep-sea anglers.*

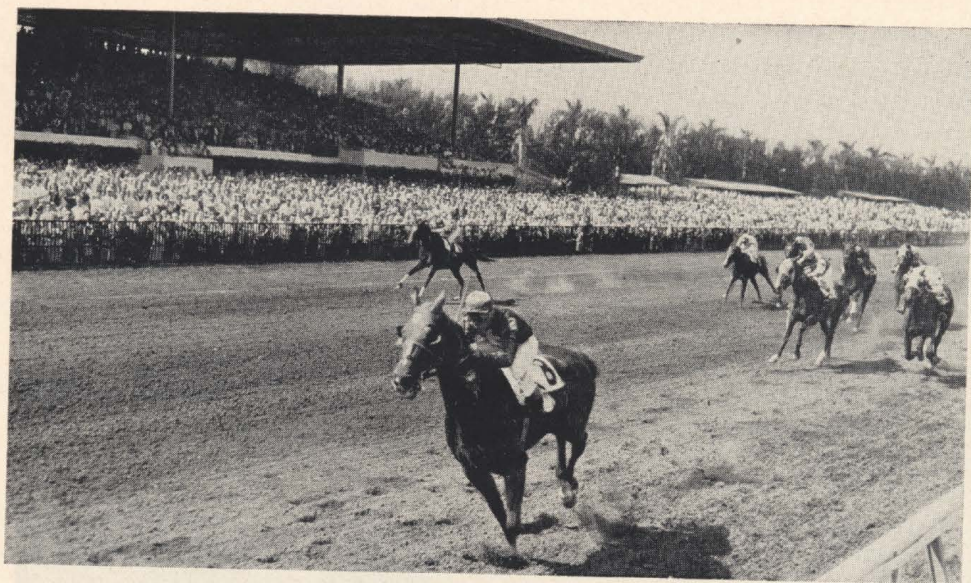


*"Small Fry" test skill with five and dime equipment.*



*Bridge fishing is permitted and enjoyed.*





## WORLD'S MOST BEAUTIFUL RACING GROUNDS

### HORSE RACING

The "Sport of Kings" is probably the most popular of Greater Miami's sports activities. Three major race tracks, the world-famed Hialeah Park, Tropical Park, and Gulfstream Park, provide one hundred and twenty days each year of State Supervised Racing with legalized pari-mutuel wagering, which brings to this area the finest racing stables in the world. Over a period

of years, it has been proven that the Fall and Winter months are most beneficial to the conditioning and training of the thoroughbred; and many of the turf's outstanding champions are to be seen in competition at Miami's Racing Plants.

Revenue derived by the State of Florida from horse-racing, greyhound racing and Jai-Alai, is apportioned equally among the sixty-seven counties of the state.







### DOG RACING

Greyhound racing is one of Greater Miami's leading nightly sports—four tracks flourish here throughout the winter season, starting their meets in November and ending in early summer, all enjoying capacity attendance. From all over the world, smartly clad men and women gather nightly at the Kennel Clubs to watch the lithe greyhounds streak after a mechanical rabbit which always manages to elude them on the brilliantly illuminated course. Miami Beach Kennel Club, was built by the great sports promoter, Tex Rickard, just prior to his death. An architectural masterpiece patterned after an old Spanish mission, lapped by the blue Atlantic's rippling waves and set like a jewel amid gently swaying palms at the entrance to Miami's harbor, the track presents a picture of unforgettable beauty and charm as a fitting background for the "Sport of Queens."

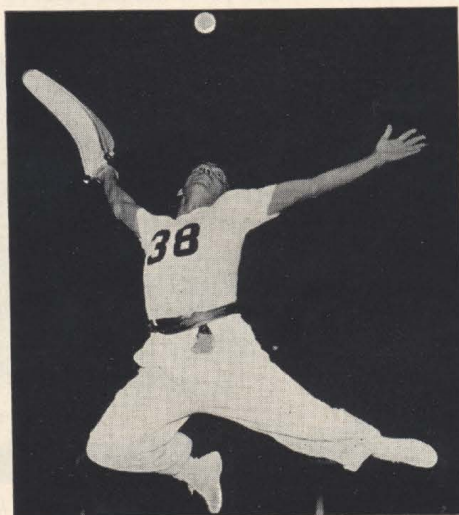
### J A I - A L A I (Pronounced HI-LI)

Typical of the Spanish influence in this area is the unique, spectacular sport of Jai-Alai which is presented during the Winter here at the Biscayne Fronton.

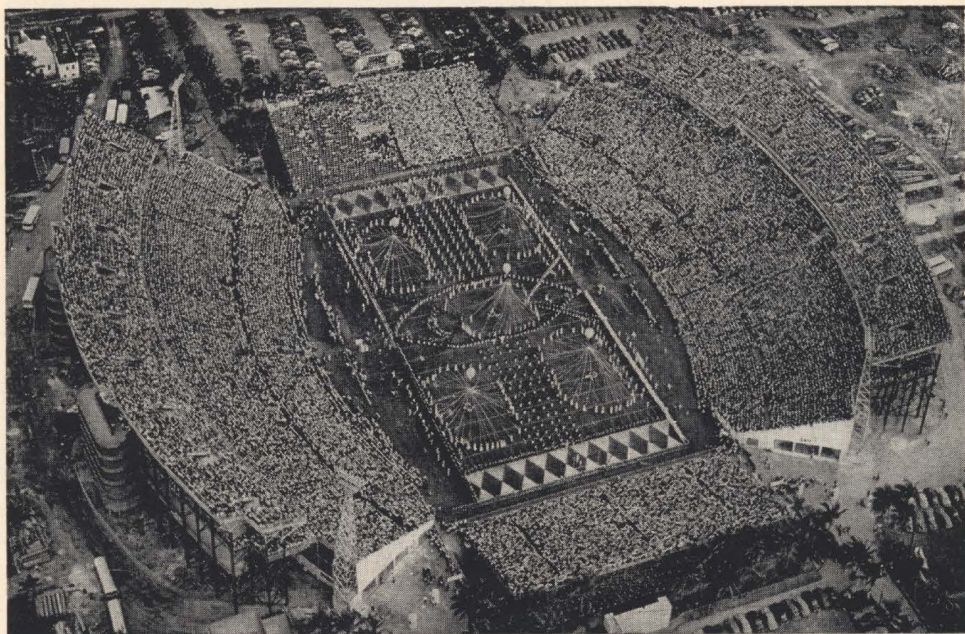
This Spanish game, also known as Pelota,

is one of the oldest ball games known. Its evolution from an ancient game played with the bare hands against the wall of a village church to its present grandiose form has brought it into legalized pari-mutuel wagering.

Jai-Alai calls for greater strength, endurance and skill from the individual player than any other ball game. The game itself is a curious mixture of Old World sport and New World competitive spirit—one of Greater Miami's most unusual and colorful Winter sports.







## RODDY BURDINE STADIUM (ORANGE BOWL)

Largest structure of its kind in the southeastern United States, completed and opened in the fall of 1937. The stadium was double-decked in 1947 and now seats 59,000.

The stadium was so named in honor of the late R. B. "Roddey" Burdine, pioneer merchant (Burdine's, Sunshine Fashions)

and one of Greater Miami's leading citizens. Orange Bowl Festival Week, outstanding event of the year, is held annually, featuring a parade of organizations and floats which has become as famed as the New Orleans Mardi Gras and Philadelphia's Mummers Parade for its splendor and spectacular pageantry.



*King Orange Jamboree Parade in Review at Biscayne and Flagler*



## CITY AND COUNTY STATISTICS

Agriculture (Dade County): 1951—94,000 acres cultivated, truck farms, fruits and vegetables.

Total value \$32 million.

Altitude: Sea level to 21 feet.

Area (square Miles): Land 30, Water 16.

Assessed Valuation: 1951 — \$1,268,926,854 (Dade County).

Automobile Tags: January through May, 1952—230,616.

Banks: 23 (this includes banks as well as building and loan companies).

Building Permits: 1951—

Dade County ..... \$42,073,938  
(unincorporated areas)

Miami ..... 38,323,552

Miami Beach ..... 26,986,629.70

(Jan. through Jun, 1952—\$5,674,628.77)

Coral Gables ..... 14,731,990

Churches: 211 white; 59 colored (more than 20 different denominations).

Housing Facilities (Dade County):

Hotels .....	615
Apartments .....	5,286
Rooming Houses .....	2,662
Motels & Motor Courts .....	282
Approximate No. of rooms ...	208,660

Hospitals: 16; capacity 1,642 (public); 1 government with 450 capacity.

Libraries: 14.

Manufacturing Establishments: 1,040 in Greater Miami.

Production of: Food and kindred products, apparel; lumber and wood products; furniture and fixtures; printing and publishing; chemicals, paints and similar products; stone, clay and glass products; fabricated structural metal products; metal stamping, coating and engraving; machinery; ship and boat building and repairing; breweries and others.

Newspapers: Miami Herald (morning);

Miami Daily News (evening); Miami Review (legal).

Parks and Recreation Centers: 49.

Population: Dade County, 495,084; Miami 249,276.

Schools: 56 elementary (white); 13 colored; 19 Junior (white); 4 colored; 8 senior (white); 3 colored; 2 colleges; 10 parochial with 7,246 students; 33 private. Scholastic population (public schools), February, 1952—73,822.

Radio Stations: WGBS, WFEC, WINZ, WIOD, WKAT, WLRD, WMBM, WMIE, WQAM, WVCG, WWPB (Greater Miami); Television WTVJ.

Tax: Homestead exemptions—homes up to \$5,000 in value are exempted from Florida State tax. Residents of Florida pay no state income or inheritance tax. Millage: Dade County basic tax rate is 29.5.

Telephones: June 1, 1952—226,268.

Taxes: 1951 real estate—\$29,144,984.85.

Temperature: June-September average, 81 degrees; Dec.-March average, 69 degrees.

Transportation Lines Serving Miami: 59 air lines; 2 railroads; 2 bus lines; 16 steamship lines (2 passenger).

1951 arrivals and departures: Rail, Air, and Bus, 3,322,181.

Theatres: 54 motion picture; 1 legitimate; 7 drive-in (motion pictures are viewed from your automobile). Seating capacity: 49,000. There are 42 meeting-places and halls; seating capacity 350,000.

Water supply: Artesian wells. 20,271,927,500 gallons (July 1951 through June 30, 1952).

Government: Commisisoner, city manager.



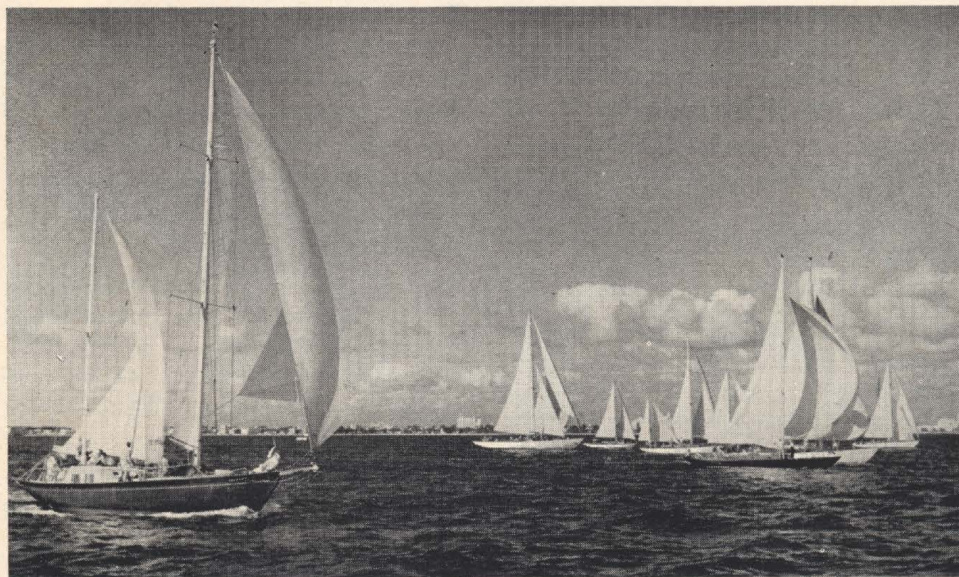


### **BISCAYNE BAY YACHT CLUB**

Sailboating is enjoyed the entire year. Within a 100 mile radius of Miami there are 640 square miles of inland fresh water and 730 square miles in Biscayne Bay; 3,200 square miles of sheltered water between the Florida keys and the mainland; 520 square miles between the Florida reefs and the chain of keys and 16,400 square miles between the chain of Bahama Islands and the Florida reefs.

Among the outstanding sailing regattas held here are: Miami to Nassau Yacht Race, Sir Thomas Lipton Cup Race, Orange Bowl sailing regatta, midwinter sailing regatta and numerous smaller events.

During 1949 the International Lightning Championship Sailing Regatta and the National Moth Class championship were staged in these waters.



*The Azure Blue Waters of Many International Championship Races.*





## BISGAYNE BAY

No doubt this bay derived its name from Biscayan (a native or inhabitant of the Spanish Province of Biscay), a native of this country (Pedro Menendez de Aviles), who charted the east coast of Florida as far south as Cape Florida in 1556.

Biscayne Bay begins at Sunny Isles north of Miami Beach and extends south to Card Sound. Since the first bridge was completed across the bay in 1913 its surface has been disturbed many times; causeways and the many islands were built, the channel and turning basin deepened, yacht

basins made (many bay-front hotels have docks and mooring masts for the convenience of their guests) and with its many marked channels is navigable to almost any size craft. Each season a colorful regatta is held, bringing together a top-ranking choice of contenders.

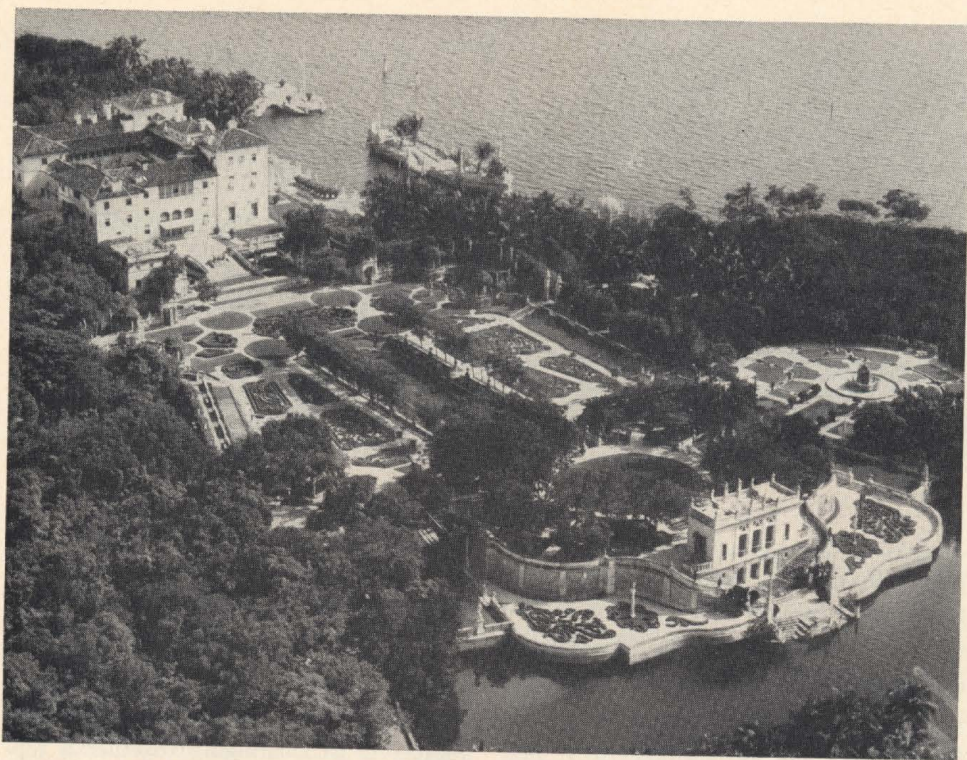
At almost any time of the year the bay is dotted with picturesque sail boats. Biscayne Bay plays hosts to hundreds of palatial private yachts representing literally millions of dollars each winter.

## MIAMI RIVER

One of the shortest in the world, only 7 miles long. During pioneer days of Miami the Indians traversed this stream to paddle in from the Everglades, their canoes loaded with pelts and skins for the trading posts located at the mouth of the river. It was also used as a water supply by pirates and Spanish explorers who once frequented these shores and by the earlier settlers. Crossings were made in the earlier days on hand-propelled barges.







*Villa Vizcaya from the air, in the foreground formal Italian gardens; in the background the mansion and stone boat*

## **JAMES DEERING ESTATE**

On December 30, 1912, Mrs. Mary Brickell sold 130 acres of land to James Deering, son of William Deering, who had founded the family fortune with the Deering Reaper and Harvester Company of Chicago. For years Mr. Deering searched the world to find a proper setting for the estate he hoped to build. The Riviera, Egypt, Italy, the north and south, east and west were visited in turn until he discovered that right here in his own country was the place he sought so long.

The contract for the mansion was signed in March, 1914. The house itself, designed by Burrall Hoffman, Jr., and Paul Chalfin, associated architects, was planned to accommodate a remarkable collection of antique doorways, mantelpieces, wall panels and

ceilings; priceless originals removed from such great European castles as the Chateau de Regneville, the Rossi and Pisani Palaces in Venice, the so-called Torlonia Palaces in Rome, Brignana Gera d'Adda, the ancestral home of the famous Visconti family near Milan. More than a thousand artisans and laborers were employed in the construction of this gigantic replica of an Italian fortress palace of the 15th century. The material used was chiefly native Florida coral, a stone resembling the warm and creamy Travertine of Rome; with a harder variety imported from Cuba to stand the strain of heavy construction which made it unnecessary to use much steel. Also from Cuba came the beautifully hand-made, antique red tile taken from ancient houses, for the roof, and the century-old tiles for the floor.



December 24, 1916, Mr. Deering, a bachelor, stepped from his yacht "Nepenthe" amid salutes from two ancient Italian touch-hole cannon, passing through the great doorway of his domain. For 25 years he had been an ambitious collector of architectural backgrounds, rare period furniture, textiles, paintings, sculpture and ceramics; all housed in a succession of loggias, salons, a banquet hall and other chambers too richly furnished to be simply called rooms. There were splendid tapestries from the looms of Brussels and Ferra; suites of French furniture in every great period from Louis XIV through The Empire; a silk-hung room with panels designed and woven by Philippi de Lassalle, a favorite decorator of Marie Antoinette; a commanding fireplace in Caen stone made for an unfinished wing of the famous French Chateau de Chenon Ceaux; superb rugs, Aubusson, Oriental and Hispano-Maurenque including one of the most famous 15th century Spanish carpets in the world (designed for Admiral Enriquez, grandfather of King Ferdinand the Catholic, and bearing his emblazoned arms) and collections of English and Italian porcelain.

Later, Deering added 50 acres to this already enormous estate to make a total of 180 acres. The formal Italian gardens rival in perfection of detail and ingenuity of plan the great landscape triumphs of Villa

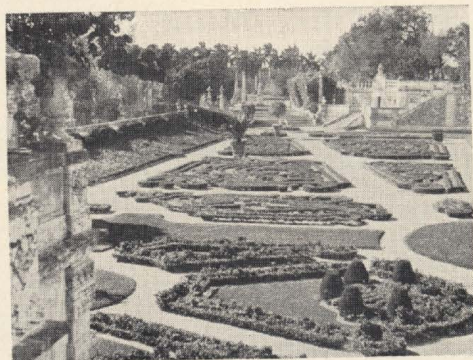
Albani in Rome, or the Villa de'Este in Tivoli. Here, palms are excluded and the atmosphere is distinctly of the formal 17th century—clipped hedges, ornamental borders, jets, ripples of water and calm pools. Antique marble columns, garden statues and benches are included.

Working under the directing genius of Paul Chalfin, eminent painter and sculptors such as Paul Manship, designed the birds and pillars for "Peacock Bridge," while Robert W. Chandlee created decorations for the inner swimming pool and A. Sterling Calder sculptured the figures on the stone boat facing the east facade. Also in the garden are latticed tea houses, fantastic stone bridges, an open air casino with painted ceiling and a tiny rustic theatre, winding paths heavily arched over with Florida foliage ending unexpectedly in a flowering spring deep in exotic verdure. All this required scores of landscape gardeners—swamps were drained, artificial canals and lagoons dredged and thousands of lovely tropical trees and plants incorporated into the various gardens.

Mr. Deering died aboard the French liner "Paris" in 1925, leaving the estate, valued at \$17,572,000 to his heirs. Much of the property has been sold and at this time there are only 52 acres of the original property left. Recently the estate was assessed at \$838,900 by the county for tax purposes.



*Mercy Hospital, Ground donated by Deering Estate. Opened 1950*



*The Sunken Gardens. Fabulous in design and coloring*





*"Villa Serena" former estate of the late William Jennings Bryan*

## COCONUT GROVE

Dr. Horace Porter opened the first store here in 1870, Biscayne Bay's original settlement. In 1873 the town was awarded a postoffice of its own. Soon after this, the post office was withdrawn and Charles Peacock, who had built the first and only hostelry south of Lake Worth, "Peacock Inn," was awarded postmastership in 1884. Some time after, Ralph M. Monroe of Staten Island was sent to Miami to supervise work of the Merritt Wrecking Company of New York City. Mr. Monroe settled in Coconut Grove and soon became quite active among settlers of this section. Kirk Monroe, a distant kin to Ralph, migrated to this region in 1886 with his wife, a daughter of Amelia Barr, the authoress. A short while later, Kirk and Ralph organized the Biscayne Yacht Club and Ralph spent the next 22 years as commodore of one of the finest clubs in this area. The organization still operates today. Coconut palms found here suggested the name "Coconut Grove." This section was filled with romance and adventure—many ships were wrecked off the coast, furnish-

ing a large portion of the lumber used to build the homes.

In 1925, Coconut Grove was annexed to Miami. Today, it has a small business district, Woman's Club, library, theatre, public schools, ancient churches, winding streets graced with old, palatial estates of many of our noted and prominent people: Chauncy M. McCormick (International Harvester Company), Chicago; Commodore Hugh M. Matheson (pioneer settler and part owner of Biscayne Key); Arthur Curtis James Estate; Dr. Leo H. Baekeland (inventor of Bakelite products), who on May 15, 1940, was awarded the Franklin Medal, one of the highest awards in the field of science; the former home of Mrs. Ruth Bryan Owen Rohde (former Ambassador to Denmark); Richard C. Meeker (who owns the only English thatched-type home in this area); the former home of W. T. Grant (chain store magnate). Incidentally Mr. Grant presented his home to the University of Miami to be used for the botany class of the University and the president's home.



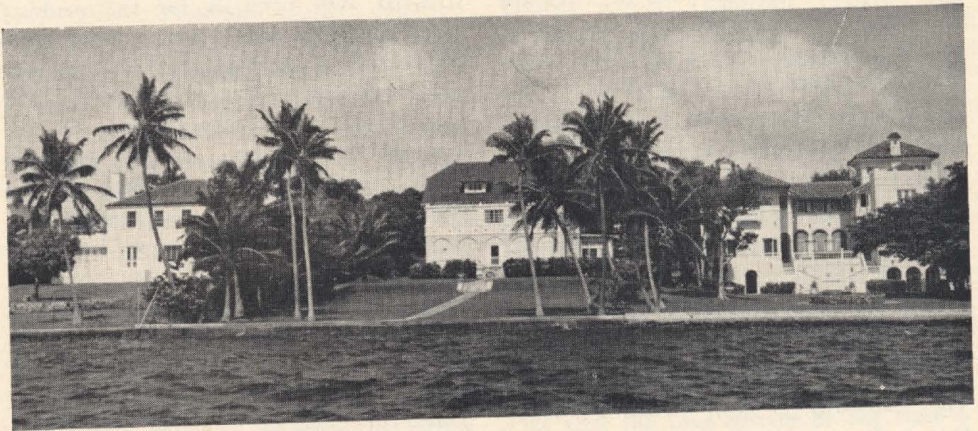
## BRICKELL AVENUE

A highway originally built of coral rock through the jungle thicket from Coconut Grove to the Miami River, it was used by the pioneers between these two settlements long before Miami was incorporated. Originally nothing more than an Indian path, it was later named Coconut Grove Road and later the name was changed to Brickell Avenue in honor of the Brickell family, early pioneers. Today it is one of Miami's exclusive streets, the area's original "Millionaires' Row," boasting natural jungle hammocks and rambling estates of many of our prominent people.

The Mary Brickell estate; Miss Harris' Florida School (preparatory school for girls); former home of the late Arthur Brisbane; "Villa Serena," former estate of the late William Jennings Bryan, the great Commoner, now owned by William F. Cheek (Cheek-Neal Coffee Company — Maxwell House), and many more.



*This home, the original residence of the Brickell family, is located at 501 Brickell Point. It was completed in 1871 and is still occupied by the Brickell family. When Mr. Brickell decided to build his home he made a special trip to New York for the sole purpose of buying all the necessary materials, which were not available at that time anywhere near Fort Dallas. His trip was quite an extended one, for he not only needed materials, but tools, too, with which to have the work done. With capable assistants he bought all the materials, equipment, household goods and tools. He then purchased a schooner, had it all put aboard, and set sail for Fort Dallas.*



*Prominent Estates Along the Silver Bluff Section*





*Man-Made Causeways Link Miami and Miami Beach*

## **VENETIAN WAY**

The first transportation between Miami Beach and the mainland was accomplished by small excursion boats operated by the Biscayne Navigation Company. That was the reason Collins received a refusal when he applied for a permit to build a bridge across to Miami. Undaunted by this refusal, he continued his efforts and finally was granted the permit because the boats could not carry his car. In June of 1913 the first bridge to span the bay was opened to the public, charging a toll; that bridge was in use until sold to the Biscayne Bay Improvement Association then developing the Venetian islands. Today, the Venetian Way (a toll causeway), with its unique and magnificent viaducts, serves Belle Isle, San Marino, San Marco, Rivo Alto, Di Lido, Biscayne Islands and a shorter way to the central and northern part of Miami Beach. The Venetian Way was opened to the public March 1, 1926. It cost \$2,505,300. The Causeway is now owned by Dade County Port Authority.

## **MacARTHUR CAUSEWAY**

The old Collins bridge, unable to handle the ever-increasing traffic of a growing city, forced the City Fathers to ponder traffic conditions. Something simply had to be done and in March, 1917, the causeway was started. It was completed and opened to the public in February of 1920 at a cost of \$740,000. It was an immense job; viaducts with "draws" were constructed and materials for the roadway (sand and soft coral) was pumped from the bottom of the bay. In 1925, the narrow viaducts could not handle the heavy traffic and new contracts were let; the viaducts were widened as you see them today. This brought the total cost to approximately \$1,500,000—then in September, 1926, the South's worst hurricane (with its 150-m.p.h. wind) pounded away most of the south side. It was closed for six months while undergoing repairs. Today, you see and traverse three miles of a beautiful and picturesque roadway. Re-named in 1942 in honor of Gen. MacArthur.





*Wild Bird Life Along the Tamiami Trail in Natural Habitats*

## TAMIAMI TRAIL

In 1857, an old Indian squaw named "Old Polly" guided Captain Jacob Mickler and a small detachment of the United States Army infantry from the west coast to Fort Dallas. Poisonous snakes, countless alligators, boggy soil, fever-carrying mosquitos and unfriendly Indians made this a perilous and hazardous task. To them goes the honor of being the first to conquer the vast, mysterious Everglades. William Stewart Hill conceived the idea of a highway built through this swampland and with the aid of Capt. J. E. Jaudon interested the authorities in Tallahassee, Tampa and Miami. It finally was started in 1916. After 11 years of many casualties, contractors losing their contracts and many other hardships, the highway completed at a cost of \$7,000,000, between Fort Myers and Miami. It was opened to the public

on April 25, 1927. The original name was Miami-Marco Road. To L. P. Dickie, who was secretary of the Tampa Board of Trade at that time, goes the credit for the present name, "Tamiami Trail." The entire cost of the highway was \$13,000,000, one of the most expensive highways ever constructed in this country. The highway is probably the only road in the United States which has a flag of its own. At the request of the late Barron Collier, a flag was designed by a Miami man for the opening celebration and over 3,000 in various sizes were used. The body of the flag is red and a white stripe running on an angle, symbolic of the white man invading the Indian's domain. The black circle around the monogram is significant of the fact that the road system of the state is continuous.





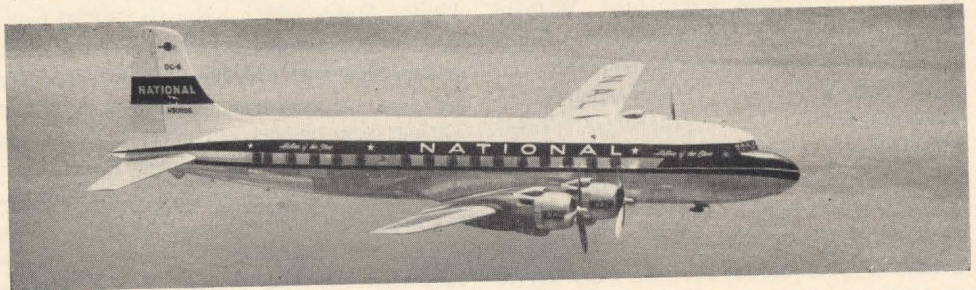
## MIAMI INTERNATIONAL AIRPORT

The Nation's leading port of entry for air travel is Miami's International Airport. It now ranks fourth in volume of traffic among all the airports of this country. Costing \$47,000,000 the field covers 3,000 acres; buildings and facilities alone are valued at \$35,000,000. The airport is owned by Dade County and operated by the County Port Authority. Eighteen regularly scheduled domestic and foreign airlines use the field, as well as some 30 non-scheduled lines. In 1951 a total of 1,654,954 passengers passed through the four main terminals. Of these 554,993 were foreign travelers, making Miami the leading airport of entry of the nation. In the first five months of 1952 the total was 842,460.

Planes land and take off every two and a half minutes. Mail, freight and express exceeded 48 million pounds thru May '52.

This was approximately 50 percent of all air exports handled in the United States. The airport was purchased from Pan American Airways and Reconstruction Finance Corporation for \$3,200,000. In 1948 the Port Authority acquired from the United States government the 2,000-acre Miami Army Air Depot and Airfield for the sum of \$1. Since then 1,000 acres have been added to the site and \$3,000,000 spent in removing the Seaboard Railroad tracks to make the plant one of the safest and most modern in the world. It is the second airport in the nation to be awarded a Certificate of Merit by the U. S. Department of Commerce and the Civil Aeronautics Administration.

For the passengers' use there is a restaurant, barber shop, International Center, Railway Express Agency, United States Public Health, Immigration, Customs,



*One of National's fleet of DC-6s coming into port*





*Eastern Air Lines New Passenger Terminal, with longest airlines ticket counter in world*

Weather Bureau and Department of Agriculture. There is now a branch post office adjacent to the terminal.

Value of the aviation industry to the community is estimated at \$120,000,000 annually. Approximately 15,000 persons are employed in the industry—more than 12,000 of these at International Airport. Two of the world's largest airlines, Pan American World Airways and Eastern Air Lines, have maintenance shops for repair and servicing of aircraft from all parts of their vast systems.

Several Central and South American companies operate their own planes from here to Mexico, Cuba, West Indies and the Latin American countries.

Direct service to California is maintained by two lines and Eastern Air Lines operate a direct service from Chicago to Puerto Rico. From Miami all of the ten South American Republics can be reached in 24 hours and most of the principal cities of the world are within a 48-hour flight from the city.

There are four main passenger terminals. The 20th Street terminal is used principally by the non-scheduled lines and private aircraft. Other terminals are those which are used by Braniff, National, Delta, British Overseas, KLM Royal Dutch, Aerovias Guest, Cuba Aeropostal, Cubana, Avianca Colombia and Pan American Grace Airways (PANAGRA).



*One of Pan American's Famous Double-decked Strato Clippers*





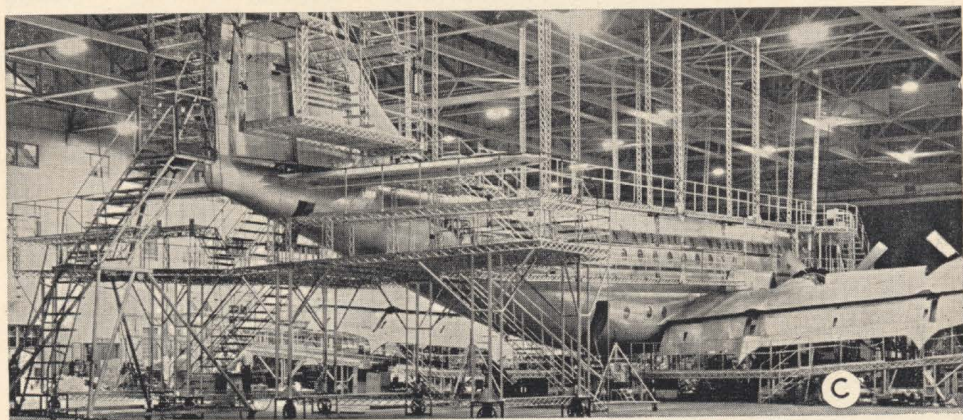
Leading gateway to all Latin America, Miami International Airport is the scene of frequent daily arrivals and departures of PAA's vast Clipper Fleet.



A



B



C

A—Meal time aboard a Flying Clipper. B—Jeeps like this are just part of the varied shipments which Clipper Cargo carries to all parts of the world. C—Double-decked "Strato" Clipper in "dry dock" for overhaul.



Miami has another aspect of interest to visitors. It's the nation's largest international aerial gateway and the headquarters of the famous Flying Clippers of Pan American World Airways, serving our good neighbors to the south.

Clippers carried a total of 212,218 passengers to and from Miami during the first six months of 1952 in swift, luxurious DC-4's, Convairs, and Constellations.

From Miami International Airport the Clippers leave regularly for the Caribbean, Mexico, Central and South America, visiting countries and colonies where five major languages are spoken—English, Spanish, Portuguese, Dutch and French, with the usual smattering of dialects.

Occupying a place of honor as the queen city in the Pan American World Airways System, Miami is also tops in its possession of a fine airline terminal that has a two-story, air-conditioned wing exclusively for Pan American's passengers.

This wing contains the smartly styled passenger terminal which buries forever the uncomfortable memories of the institutional-looking, hard-seated waiting rooms once so prevalent. On the second floor of the new wing is the Clipper Passenger Club, a comfortable lounge for PAA passengers and their guests. The Club offers

bar service and a place of relaxation before, or after, flight time.

Miami is also the site of Pan American's mammoth Overhaul Base, largest airline shops in the world, serving as a centralized maintenance and overhaul headquarters for PAA's world-wide fleet of Clippers.

Besides the Miami-based Clipper CV-240's and DC-4's, mighty double-decked "Strato" Clippers, sleek Clipper Constellations, and powerful Clipper DC-6's from other parts of the Company come to Miami for overhaul.

Pan American takes the lead, too, in the swiftly expanding air cargo field as its fleet of regularly-scheduled all-cargo Clippers carry their payloads throughout Latin America. You'll probably be able to see these cargo Clippers being loaded on your visit to the airport.

In order to know Miami you should know Pan American World Airways with whose success so much of the city's growth and economic health is connected.

It was in Miami that Pan American emerged as the leader in world aviation after that one small flight from Key West to Havana, Cuba, 25 years ago. Since then PAA has grown to a system which girdles the globe and which has made the proud old name "Clipper" live again.

*Only Pan American flies double-decked airliners to Port of Spain, Rio, Buenos Aires, Paris, Rome, Brussels, Frankfurt, Amsterdam, and Beirut. These giant "Strato" Clippers also fly to New York, London, Glasgow, Shannon, San Francisco, and Hawaii. The Club lounge (right) is on the lower deck, giving passengers a chance to intermingle socially and get acquainted.*





## SCHOOLS AND COLLEGES

### DADE COUNTY PUBLIC SCHOOLS

The Dade County School System was organized at a meeting in Miami, Florida, June 27, 1885. Since then its growth has been tremendous, replete with fine, outstanding accomplishments. At present the system includes hundreds of buildings of all descriptions, several hundred thousand items of equipment, in some 1,500 classrooms, auditoriums, cafeterias, etc., having a combined value in land, buildings and equipment exceeding \$24,000,000. The total budget for 1951-52 is \$18,151,506. The first budget, 1885,

was but \$500; then there were 50 pupils, while today it will exceed 68,000 enrollment; in 1885 there were three employees, while today the number is 4,000 including teachers, janitors, bus drivers, maintenance, general administration, cafeterias, etc. There are 35 junior and senior high schools, 69 elementary schools and 69 cafeterias, four agriculture departments, six other vocational departments and a veteran's school, with one large vocational school having a budget in excess of \$1,000,000.

### PRIVATE EDUCATIONAL INSTITUTIONS

Numerous private schools and colleges of the highest type are available in the Greater Miami area, including Miami University, Barry College, Miss Harris' School

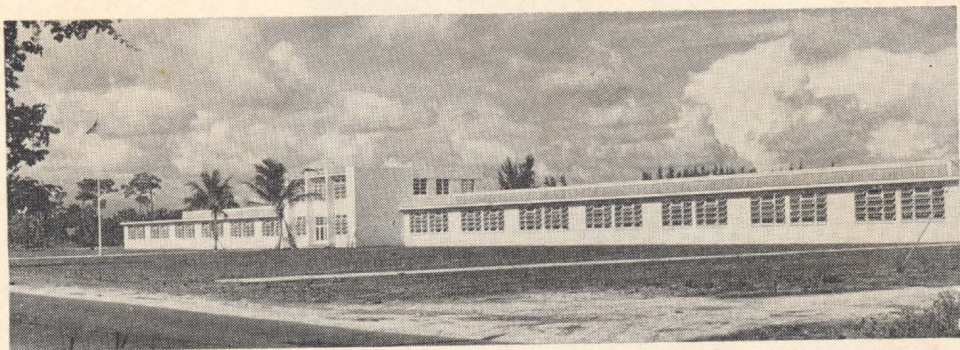
for Girls, business colleges, art and music schools, language schools, dramatic, aviation and others, making this a truly educational center.

### LINDSEY HOPKINS VOCATIONAL SCHOOL



For many years a "skeleton of boom days," the uncompleted Roosevelt Hotel was purchased by the Dade County Board of Public Instruction, and with the assistance of WPA funds, the 15 story building has been converted into one of the finest and most completely equipped technical high schools in the United States. Here the student learns to sew, design clothes, paint, repair engines, radios, to mention a few of the choices open to students. The school now has a complete hotel training schedule offering eight courses which cover instruction in front office procedure, cashiering, telephone switchboard, dining room service, maid service, linen room work, houseman's work, etc.





*One of Dade County's newest school buildings, Allapattab Elementary, Miami.*



*Color scene shows students on lawn of Ida M. Fisher Junior High, Miami Beach.*

*Miami Senior High School.*







*Merrick building which was recently completed*

*. . . A non-sectarian, co-educational institution serving the Americas.*

Few schools of modern times have grown so rapidly and developed along so many lines of higher education as quickly as the University of Miami.

## UNIVERSITY OF MIAMI

Starting with 372 students in 1926, the University roster has now passed the 10,000 mark, with some 7,500 regular students and 3,000 in the Evening Division. The faculty numbers more than 500 and approximately 9,600 have graduated since the school was founded.

Since the last war the center of operations has shifted from the old North Campus to what is now known as the Main Campus. Both are in Coral Gables, the former being near the center of the city, and the other, four miles south of the City Hall.

The two are connected by a series of parks and golf courses and broad, slightly high-ways, making the University grounds, with their lakes and streams, virtually a scenic tour in themselves.

Most impressive of the University's late achievements is that of its new buildings. More than \$8 millions have been spent on the construction of 27 new dormitories, the Memorial Classroom and Merrick buildings, the Ring Theatre and the Student Club on the Main Campus.

Representing the ultra in modern institutional designing, the buildings are creations of glass and masonry, providing the ultimate in comfortable outdoor living and lending an air of distinction and youth to a sunny tropical atmosphere.

At the North Campus are three of the original buildings, the Anastasia, the San Sebastian dormitory, and the Marine Laboratory building. The grounds embrace a total of 290 acres, 265 of which comprise the Main Campus. The North Campus covers 25 acres. The new dormitories accommodate 2,400 students. The Student Club is the center of social activities. These buildings overlook a lake at the head of Coral Gables Canal, which flows into Biscayne Bay.

Most recent to the modern campus is the three-story Merrick Building, which utilizes a maximum of glass walls and open hallways to capture prevailing sunshine and breezes. It contains 26 classrooms, 75 faculty offices, a branch library, and bookstore.



The first line of the first Bulletin issued by the University quoted Emerson to the effect that "an institution is but the lengthened shadow of a man." Subsequent events in the history of the school have made the words most prophetic.

As its first and only president is the man who piloted the shaky young craft through its darkest days and most perilous storms, Dr. Bowman F. Ashe, who has cast his "lengthening shadow" into the very fibre of the University. The University will always be a monument to his unshakable courage, tenacity and vision.

The University includes College of Arts and Sciences and Schools of Business Administration, Education, Engineering, Music, Graduate School and the Evening Di-

vision. Four-year courses are available in military training through both the Army and Air ROTC. There are 35 national social fraternities and sororities, 10 national honor societies, 14 national professional fraternities, 9 local honoraries, and 12 religious organizations on the campus.

The University is accredited by the Southern Association of Colleges and Secondary Schools, the official crediting agency for all Southern colleges and universities. It is also a member of the Association of American Colleges, Association of Urban Universities, the National Association of Schools of Music, the Association of American Law Schools, the Florida Association of Colleges and Universities and the Southern Inter - Collegiate Athletic Association.







## FABULOUS MIAMI BEACH

Miami Beach is a community of superlatives. Here the grandiose predominates. Here concentrates more wealth in the winter months than any place on the globe. Its streets and shops glitter with riches. Its five miles of fabulous oceanfront hotels has no counterpart, nor comparison in the world. Here gather the tycoons, social, theater, film and literary celebrities from everywhere.

It is the land of escape, the Casba, from the inclement weathers of other parts; and, because of this it is only natural that it was the logical place to construct all the facilities, both for the comfort, and pleasure, of the myriads of its visitors, with varied needs and desires.

It is the world's greatest and most fashion-

able horse racing and dog racing center, with tracks that burst forth with tropical flora and botanical species not found in other climes.

It is the world's most renowned fishing grounds, where national contests are held annually, in all classes of the sport.

Originally called Ocean Beach, first incorporated as a town on March 26, 1915, Miami Beach was incorporated as a city on May 21, 1917; thus was born a city destined to push aside short-sighted critics and become the nation's No. 1 playground, in the land of perpetual summer.

John S. Collins, a merchant from Moorestown, N. J., first visited Miami in the early '90's. Hiring a rowboat, he visited this peninsula. Much of his earlier



life was spent on a farm and he realized this soil was rich and could be cultivated—too, the climate was ideal. At this time most of the land on the beach was owned by two partners, Elnathan T. Field and Ezra Osborn, who were trying to operate a coconut plantation (with little success). After returning to his home in the North, Collins continued his attempts to purchase some of the property. Finally, in 1907, a deal was consummated with Osborn which made Collins a partner with Field. Most of the land at that time was covered by a dense jungle of palmetto

scrub, finally cleared at enormous expense. Eventually, 10 acres were ready for planting. Collins attempted to raise avocados, but the venture was a failure. Field, by this time was thoroughly disgusted, that being his second failure, so he sold out to Collins, leaving the latter as sole owner of 1,670 acres of land along the ocean-front. Undaunted by his first failure, he kept on trying, and soon had the largest plantation of its kind, raising potatoes and the usual garden vegetables, cavendish bananas, mango trees and an assortment of tropical fruits.

*Left, typical Miami Beach waterway estate. Below, One of the many beaches in the area*





In 1911, Collins recognized the need of a waterway or canal which would save him time and money in marketing his produce and fruit.

Thomas J. Pancoast, Collins' son-in-law and vice-president of the Collins & Pancoast Supply Company of Merchantville, N. J., came here in 1911, perhaps out of curiosity and to please his father-in-law.

He was completely sold on the prospects here, placing capital with that of Collins and attempting to complete the Collins Canal which runs from what is now Pancoast Lake to the bay. The following year he terminated his business in the North and with his wife returned to this land of eternal sunshine and opportunity.

Collins, 74 years of age at the time, let it be known he intended to build a bridge across the bay to the mainland. Pancoast had great faith in this project and after much delay it finally was launched, the project costing both of them untold worry

and money. When completed, however, it was the turning point for Miami Beach.

Next person to become interested in this Land of Promise (and very welcome indeed with his capital) was Carl Graham Fisher from Indianapolis. Fisher and one of his closest friends, James E. Allison, also of Indianapolis, had incorporated and amassed a fortune from the Prest-O-Lite Company.

John H. Levi, a marine engineer, then a guest on Fisher's yacht, had started out for Jacksonville, around the peninsula of Florida, but happened to make a stop at Miami and liked it so well he asked Fisher to meet him here. Fisher was so enchanted with Miami that he bought a home here to settle down and enjoy a good vacation.

Fisher then came forward with sufficient money for Collins to finish his bridge, receiving 200 acres of beach land in return. He then purchased an additional 200 acres near the company's holdings and 60 acres on the bayfront.





Miami Beach Improvement Company, with Collins as president; his son, Arthur, as vice-president; and Pancoast as secretary and treasurer, decided to hold an auction sale of property so that they might raise more money for development purposes. The sale was engineered by E. E. ("Doc") Dammers, who could, by reputation, "sell fur coats to south sea islanders." The first sale was held on February 19, 1913, attended by 3,000 persons, with the total value of lots sold amounting to \$66,000.

Soon after this Fisher returned to Indianapolis and left John Levi in charge of his holdings, then known as the Alton Beach Property. Up until this time about two-thirds of what is now Miami Beach was covered by mangroves and under water at high tide. To promote sales and increase the value of the real estate was a very real task for the improvement companies. The first order was for 6,000,000 cubic yards of "fill" to cover 1,000 acres, accomplished with a half-million dollar steel-hulled dredge which could fill 20,000 cubic yards within 24 hours. In addition, the pioneers had two lesser dredges which filled in at the rate of 6,000 to 8,000 cubic yards a day. After the fills were completed, loads of soil had to be brought in from the Everglades; grass was sown and trees, plants and shrubs transplanted—creating the Venetian-like beauty that we see today, with lakes and the many waterways which separate and slice Miami Beach into islands.

The southern end of the beach had been the bathing place for residents of Miami



*Royal Poinciana, profuse when in full bloom*

since the '90's. The first casino there was built by Dick Smith of New York City, the first building with its high-peaked roof resembling an Egyptian pyramid. By 1908, the building had become run down and Avery C. Smith of Norwich, Conn. (no relative of Dick Smith), bought out Dick Smith's interest and proceeded at once to make it go—accomplished by inaugurating a boat service from the mainland to a landing near the casino. It was called "The Cross-the-Bay Service" and operated two boats, "Lusitania" and the "Mauretania."

At the opening of Collins Bridge, Mayor J. W. Watson of Miami delivered an address, stressing the importance of this bridge to Miami as well as Miami Beach. Although the original idea was to fill 1,000 acres, Fisher reclaimed 2,760 acres, using 14,300,000 cubic yards of fill. These holdings extended along the bayfront from the southern tip to a point approximately six miles north.





*Silky Sands, Rolling Surf for Relaxation*

By this time, Miami Beach really began to take on the appearance of a resort. Main arteries of traffic were Collins Avenue, Alton Road and a few cross streets. The city had a summer or permanent population of about 400 persons. With all this new man-made land, real estate values increased by leaps and bounds. Prior to this time, the Beach had no electricity so Fisher built his own power plant. He then set about the work of building hotels, golf courses, setting aside space for public parks and many other improvements. The first hotel was the Lincoln (razed in 1940). This hotel was such a success he soon had others under construction, the next being the Flamingo and then, going farther north, the Nautilus.

He built the Nautilus Polo Field and imported polo players from Europe (paying them \$15,000 a year apiece) to show "the locals" how it was done.

John H. Levi handled practically all the engineering in this enormous land-making job. He was a member of the City Council for a number of years, was responsible for a

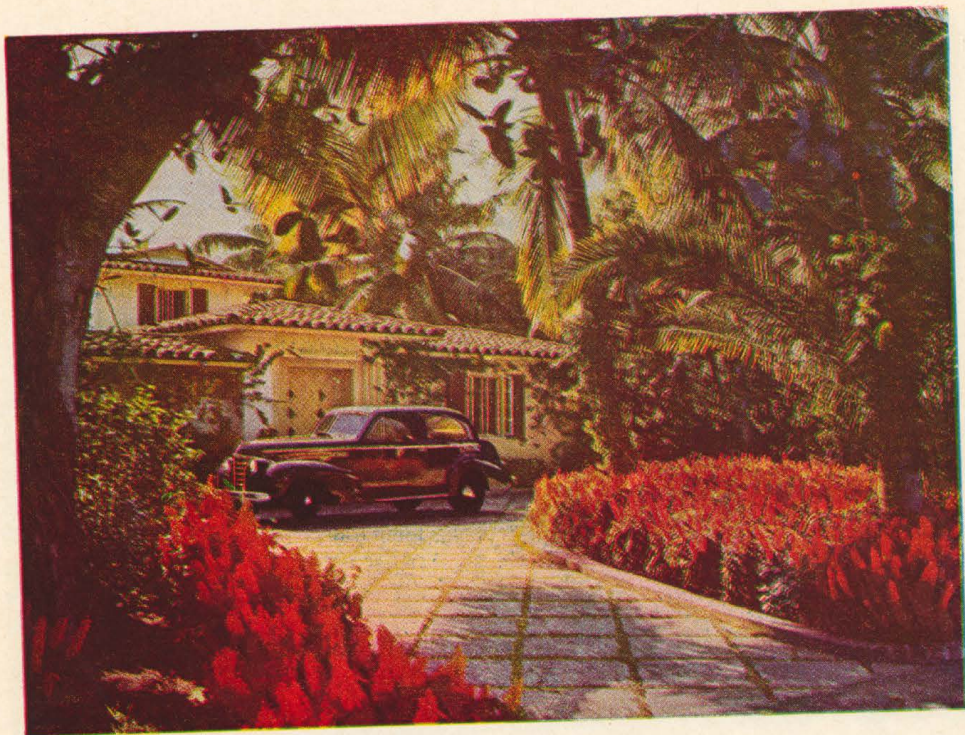
large portion of the city's affairs and served as mayor many times. Mr. Levi died January 27, 1948.

The official enumeration of 1925 gave the summer population at



*A Modest Home in a Tropical Setting*





*Color in Profusion, Defying Description in Words or Oils*

15,000 and its winter population 40,000; its assessed valuation in 1920 was about \$225,000; this mounted to \$5,500,000 by 1925. Miami Beach was now commanding attention from every city and hamlet in the country—each visitor seemed to find “sand in his shoes” and on his return to his home, wherever it might be, had nothing but praise for Miami Beach. The pioneers and never encouraged speculation—lots 50 x 150 were priced at \$3,500 and up. In fact, it was foremost in their minds to discourage the buying and selling of lots for gain. Toward that end, they gave each person a \$500 discount provided he built on the lot within the year. There was, however, a group of speculators (mostly from New York and vicinity) who came here for that express purpose. They were commonly called “The Binder Boys.” Their method was to place a deposit, or what they called “a binder,” on

some property and then try to dispose of it before it expired. These notes changed hands many times before they fell due and each time with what they called a profit.

The City Fathers did everything in their power to stop this wild speculation, even withdrawing their property from the market, but that move only seemed to increase the frenzy of the speculators and the condition continued through May, June and July of 1925. The largest of the landholders decided the only way to call a halt to the practice was to throw all their lots on the market at a price far less than “the wolves” had purchased theirs. This they did, with the result that the Paper Millionaires returned to their homes in the North sadder but wiser and leaving five or six million dollars here.

During the Boom period they came from far and near. The city was over-



crowded a place to live in could hardly be found at any price; food prices were above normal, traffic conditions were in a deplorable state with only one causeway leading to the mainland. This causeway had only a single viaduct at each end and traffic sometimes would be tied-up for two and three hours in making this three-mile journey.

The Boom did overinflate property values, but good common-sense buying and building still predominated; permits issued that year amounted to something over \$17,-000,000.

Thus it is told, this story of a peninsula of partly submerged mangrove swamps magically transformed and man-made into "America's Year 'Round Playground."

Miami Beach today represents a miraculous picture of beauty difficult to describe by mere words—the island proper is one and a half miles wide at its broadest point and seven miles long; also within the city limits are 16 man-made islands; making a

total of 17.1 square miles of land and water; the islands have nine miles of ocean front and 26 miles of bay frontage, 30 miles of shore line along strikingly beautiful inland waterways such as Collins Canal, Biscayne and Flamingo waterways, Indian Creek, LaGorce Canal, Sunset, Surprise, Pancoast and Point Lakes.

The permanent population is 46,282 according to United States census. The total population, counting visitors, is over 200,-000 during the height of the winter season.

Soon after Pearl Harbor, Miami Beach began to take an active part in wartime preparations. Due to its geographical location, its ideal climate conditions, it became a leading training center for the Air Corps. Palatial hotels, numbering more than 200, were leased by the United States Army, and hundreds of thousands of our armed forces received their training here. One of every five enlisted men and one of every four officers in the Army Air Forces received part or all of their training at Miami Beach.



## PORTALS

*Some of the finest examples of architecture in America are to be found in Greater Miami. Portals portraying personality vital to the architectural design of a home, range from the entrance of a modest dwelling to the gateways of palatial estates — reflecting the styles of many ages and countries and contributing everything charm.*





*View along one of Miami Beach's many breathtaking waterways*

Many are under the impression that Miami Beach is a part of Miami. This, however, is untrue; Miami Beach is a separate municipality with a city manager form of government. The present city manager, Claude A. Renshaw, has occupied the office since 1925.

There are 5,438 residences, 370 hotels with 27,014 rooms, and 1,676 apartment houses with over 16,000 units. In 1951 average mean winter maximum temperature was 77.4 degrees, average summer maximum temperature was 85.7 degrees. In the forty years' average of the United States Weather Bureau, Miami Beach's mean year-around temperature was 75.2 degrees. In 1951 there were only four days on which the sun did not show at all.

Miami Beach is a unique city, with no cemetery, no railroad or airport, no negro residential area, no manufacturing. It dis-

tributes its own water supply, although the water comes from the mainland.

There are three golf courses, 14 city parks, 12 theatres, two modern hospitals, three commercial banks and two federal savings and loan association, fifteen churches of nine denominations, four public elementary schools, junior and senior high schools and 50 private schools.

For recreation: Golf, motoring, tennis, fishing, cabanas, ocean bathing and pool water sports, dog racing, fashion shows, night clubs, badminton, sun bathing, bicycling, boating, handball, volleyball, shuffleboard, horseshoes, croquet, concerts, theatres and park entertainment.

Tax rate: Sixteen mills.

Estimated assessed valuation of property: \$289,954,300. Full sale value of assessable real and personal property, exclusive of intangibles: above \$500,000,000.



## LINCOLN ROAD

In 1905, woodsmen gathering mangrove bark for tannic acid cleared a wide path from the ocean to the bay; years later, it was widened and paved and today is known as "The Most Beautiful Shopping Lane in the World" formerly called "The Fifth Avenue of the South." The business district of this thoroughfare is only nine blocks long and yet with the exception of theaters, banks (the Mercantile Bank Building houses four chain stores under one roof, second largest completely air-conditioned building in the world), and a few scattered offices, it represents more prominent mercantile establishments than any other street in the South, unique branches of the finest exclusive shops from this country and the Continent: Hattie Carnegie, Saks-Fifth Avenue, Bonwit Teller, Burdine's, Milgrim, Peck and Peck, Jay Thorp, Lilly Dache, Delman, Ovington, I. Miller, John-Frederics, De Pinna, Kresge's, Trabert and Hoeffler, Greenleaf and Crosby and 185 others, transacting a gross business of approximately \$35,000,-

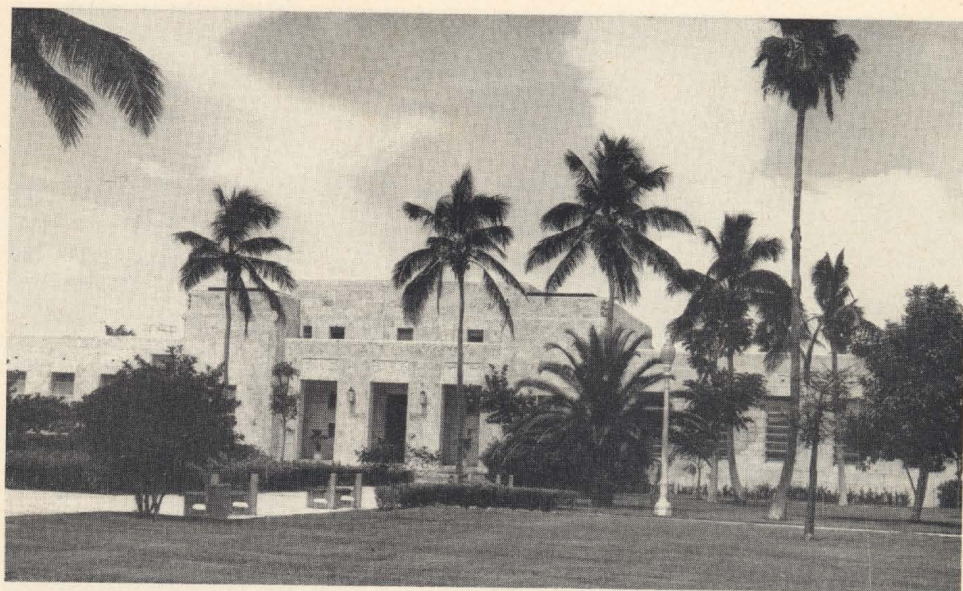


000 a year. The buildings are modern and beautifully designed, faced by a 25-foot sidewalk with small grassy plots between tall coconut and royal palm trees.



*All of New York's Finest Shops and Stores are represented here*





*An Architectural Masterpiece, Comparable to the World's Finest*

## MIAMI BEACH PUBLIC LIBRARY

The Library was created by the Miami Beach Women's Club, beginning with 899 books donated at a shower in the Pancoast Hotel. The Library has had several locations until its present home finally was built by public subscription on property presented to the city for a public park by the city's founder, John S. Collins. The main building, built in 1934, was designed by Russell T. Pancoast, Mr. Collins' grandson. Today, the Library has approximately 50,000 volumes for the pleasure of visitors and residents alike. It is maintained by the City of Miami Beach.

### THE JOHN S. COLLINS MEMORIAL

This memorial, comprising the south wing of the building, was erected in 1938 to commemorate the late John S. Collins, pioneer and early developer of Miami

Beach, by his daughter, Mrs. Thomas J. Pancoast, Chairman of the Library Board. The new wing is used as a reading room. Built into the walls are bookcases filled with reading matter, lining the walls are newspaper and magazine racks; over the cases are 13 enlarged pictures depicting Miami Beach in its pioneer state and a huge life-like painting of Mr. Collins painted by Kyril Vassilev. On the second floor is the Art Center built by the city in 1938, considered the finest art gallery in the southeast. Exhibits are held during the winter season by artists of national and international fame, many of whom have their homes in this area, such as Henry Salem Hubbell, N. A.; Charles Vezin; Ernest Ipsen; Kyril Vasilev; Denman Fink; Winfield Scott Cline; Sculptor Ralph Hamilton Humes; Gustav Bohland; Bessie Selstrom; Cecina Baekeland and Berenice Newman.





### ST. FRANCIS HOSPITAL

Originally called Allison Hospital, James E. Allison, Carl G. Fisher's partner in the Prest-O-Lite Corporation, built this institution in 1925 at a cost of about \$500,000. Shortly after Mr. Allison died, it seemed as though the hospital would be turned into a hotel. Fisher, noted for his charities, already had stipulated in the deed that it never could be used for anything except hospital. It was then taken over by an

organization of nuns, the name changed to its present one, efficiently staffed with graduates from Johns Hopkins, and equipped as one of the finest in the country. The hospital, under the supervision of the Order of St. Francis, has been extremely successful—several new additions being added in the past few years. Today, its peace and quiet are assured by a natural moat surrounding the entire island (33 acres) by the waters of Indian Creek.

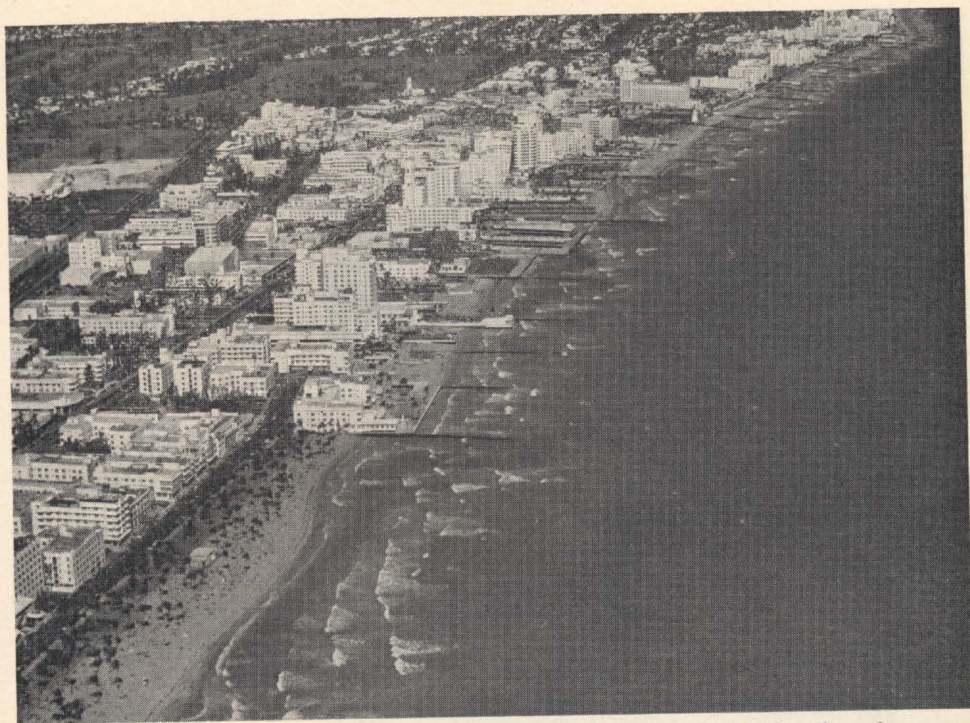
### PANCOAST LAKE



*Picturesque Pancoast Lake*

Originally little more than wading pool, Pancoast Lake formed the headwaters of Indian Creek and later served as an outlet for the Collins Canal. The pond was dredged to a navigable depth, the shores bulkheaded, then filled in and named Pancoast Lake in honor of the late Mr. and Mrs. Thomas J. Pancoast, prominent pioneers, who later built the first home of concrete construction to be erected on Miami Beach. Its graciousness and grace of architecture was a forerunner of the many larger homes that have appeared here since. Today, the lake presents a picturesque scene fringed with coconut palms. Sight-seeing excursion boats by the Gray Line, Wofford, Nikko and Pancoast offer many fascinating and interesting cruises daily throughout the year.





*Lower left hand corner shows part of Lummus Park surrounded by hotels and ocean*

## LUMMUS PARK

In 1882, Ezra Osborn and Elnathan T. Field of Middletown, N. J., purchased from the government a 65-mile strip of land on the lower east coast, including what is now Miami Beach. The purchase price ranged from 75 cents to \$1.25 per acre. The object was the planting of coconuts in the high land along the coast. The beach having no harbor, planters were forced to heave everything overboard upon arriving offshore (including the mules and coconuts) and to land through the surf. Captain Richard Carney, the leader or boss, built a home and headquarters at what is now Tenth Street in the center of the present park. His house, an assembled affair, was moved here from another location and was the first home to be built on what is now Miami Beach. Captain Carney (deceased) later moved his house near his home in Coconut Grove. After

Miami Beach was incorporated, J. N. Lummus (the city's first mayor) sold the city this property for \$40,000, stipulating in the deed that it was to be used for a public park only and could not be used commercially in any way. (The taxpayers at that time were very indignant that city officials should spend their money so foolishly.) Recently, the city purchased this restrictive clause in the deed for \$10,000. Today, the property is priceless.

The park is a veritable paradise for those who visit it for a swim in the surf or merely to stroll through the tropical foliage. The beach is patrolled by a corps of efficient lifeguards. There are rest rooms and numerous showers for the bathers. The park is bounded on the west by Ocean Drive, whereon are located scores of fine hotels overlooking the park and the pulsing Atlantic.





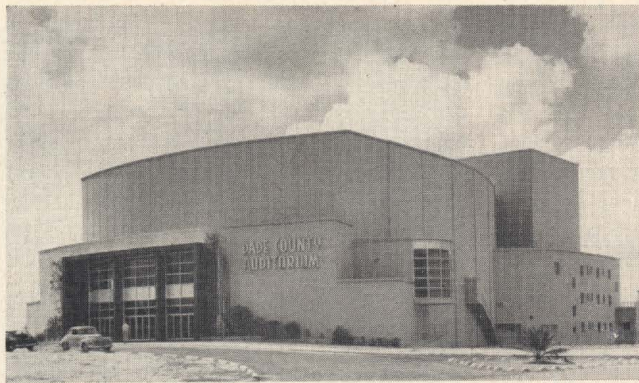
MIAMI BEACH  
MUNICIPAL  
AUDITORIUM

1700 Washington Avenue



MIAMI MUNICIPAL  
AUDITORIUM

320 N. E. 5th St.



DADE COUNTY  
AUDITORIUM

2901 W. Flagler

*THE GREATER MIAMI AREA is fast becoming one of the leading convention centers of the U. S. In 1952 the National Shriners Organization, American Legion, National Real Estate Organization, the American Society of Travel Agents, plus hundreds of similar and smaller organizations will hold their conventions in Miami Beach and Miami. The auditoriums and their seating capacities are: Dinner Key 13,500; Municipal Auditorium in downtown Miami 3,500; Dade County Auditorium 3,500; Miami Beach Municipal Auditorium 4,500,*



## WASHINGTON AVENUE

The "Main Street" or principal business thoroughfare of Miami Beach, catering to the masses: Nationally known 5 and 10 cent stores, 5 cent to \$1 stores, groceries, markets, chain stores, hotels, apartments, travel bureaus, theaters, a magnificent new post office building (branch of the Miami department) and the "Spanish Village," a two-block reproduction of Spanish quarters, built by N. B. T. Roney in 1925.

Focal point of the thoroughfare is the \$213,000 municipal building, the Miami Beach City Hall, built in 1927 as a civic monument to the pioneers and builders of this beautiful city. The Chamber of Commerce hung on its walls in tribute to Collins a bronze plaque, executed by Sculptor Lampert Bemelmans, and bearing a bas-



*Miami Beach City Hall*

relief bust of the pioneer, beneath which is inscribed the legend:

*"This tablet is erected in love and respect for this friendly man.  
Miami Beach is a monument of his vision and courage."*



*Miami Beach—once a coconut plantation—now a rendezvous for thousands of people from all parts of the globe.*





*Collins Avenue, between 29th and 63rd Streets, and Indian Creek, a natural body of water fronting many palatial estates.*

## **COLLINS AVENUE**

Named in honor of John S. Collins, pioneer, this thoroughfare runs the entire length of Miami Beach through the heart of what was once a large fruit grove and vegetable farm. Today, beginning with the southern part of this famous street, are business establishments, moderately priced hotels and apartments, while farther north the street makes rapid changes—from business districts to the semi-exclusive section and on to the residential sublime.

Collins Avenue is the "hoteliest" street in the world. You may consider that broad

statement, but if you were to drive the entire length of the avenue you could count 179 hotels, not to mention guest houses and apartments. The size of the hotels vary—from 15 rooms up to 300; rates begin at about \$2.00 and there is one that charges \$50 a day (winter season). They are modern, architectural masterpieces, with copies of towers from the old world.

The exclusive section referred to as "Millionaires' Row," the estates of some of America's most prominent citizens, bounded on the east by the Atlantic and on the west by Collins Avenue and Indian Creek, a natural body of water beginning at Lake Pancoast and ending at the headwaters of Biscayne Bay.

Harvey Firestone Estate, taking in 700 feet of ocean frontage, originally built by the late James A. Snowden of Standard Oil; Mrs. J. C. Trees of Pittsburgh, widow of oil man; Fred Fisher, Detroit; Major Albert Warner of Warner Brothers Pictures; home of the late Walter O. Briggs, Briggs Body Corp. and owner of Detroit Tigers baseball team; Nicholas Schenck, President of Loew's Inc.; Frank E. Gannett, publisher of Rochester, N. Y.; William Taradash, Chicago, Detroit and Miami real estate; Mrs. William H. Noll, Pinex, Fort Wayne, Ind.; Irving Kipnis, local hotel owner and operator.

The northern end of the beach is noted for those two exclusive clubs—the Bath Club, one of the most exclusive in America, and the Surf Club, likewise a rendezvous of the elite.







## BAY ROAD

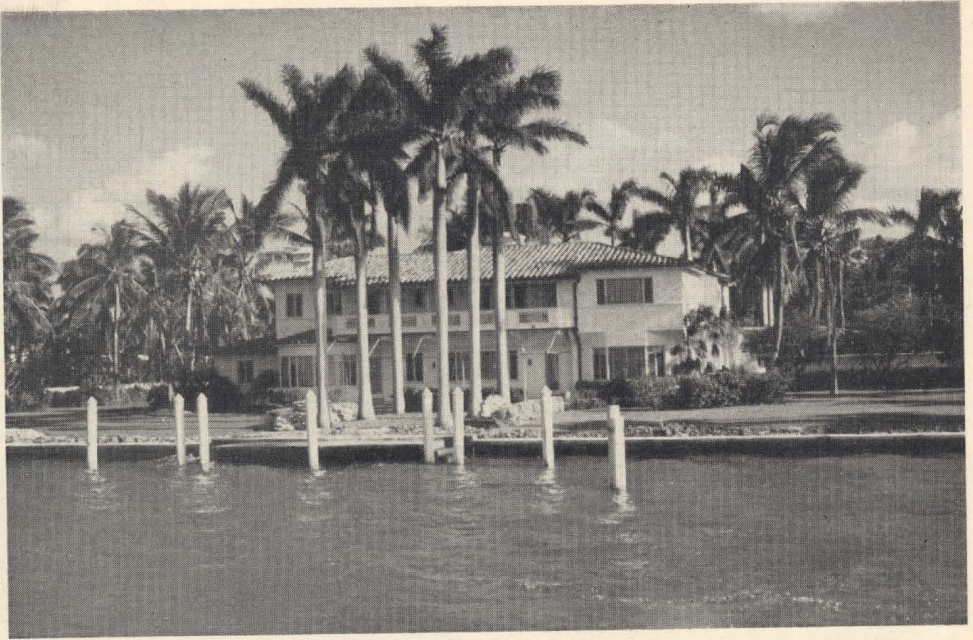
When all the fills were completed on the bay side of Miami Beach, Bay Road was one of the first roadways to be constructed. Carl G. Fisher owned practically all this land, laying out large plots to be used for the beautiful homes and estates that grace the road today: Richard W. Massey Estate, Massey Business College, Jacksonville and Birmingham; Mrs. Dolly Winton, widow of Alexander Winton, who invented the Winton Six, now a part of General Motors; James M. Cox, former governor of Ohio and candidate for President in 1920, owner of Miami Daily News and Broadcasting Station WIOD of Miami; Mrs. Henrietta C. Patterson, Dayton Coal and Coke Co., Dayton, Ohio; Alexander D. Thayer, attorney, Philadelphia; Leslie F. Buswell, general manager of Colonial Hotels; J. I. Holcomb, Hoke and Holcomb, Indianapolis, Ind.; Frank Hague, Mayor of Jersey City; Mrs. Marshall W. Allsworth; L. B. Wilson, owner of Broadcasting Station WCKY, Cincinnati, Ohio; J. E. Smallman, department store owner, London, Ontario; Ben Gaines, realtor, Miami Beach;

Sol Luber, world's largest manufacturer of educational toys and school supplies; J. P. Levy, Mary Jane shoes, New York; James Lowell Oakes, investment broker.



*Many Estates Have Private Pools*





*Home of R. J. Reynolds, Winston-Salem, N. C. (Camel Cigarettes)*

## WEST AVENUE

A picturesque street running parallel with Biscayne Bay. On the street are located rows of hotels, apartments and private estates. The Fleetwood, one of the earlier hotels, at one time was equipped with one of the most powerful radio stations in the United States. Its call letters were WMBF (Wonderful Miami Beach, Florida), operated by Jesse Jay. Floridian Hotel, located on the former site of the Miami Beach

aquarium, was erected in 1925 at a cost of \$1,000,000 by a group of financiers headed by Jerome Cherbino, a Texas cattle king.

The estates of Harry Richman (night club entertainer), the late Mrs. Katherine H. Earl, Mrs. William P. Adams, Charles Coryell (sugar beet refinery), Bay City, Mich., and Edward Grasselli are among the many lining West Avenue.

## INDIAN CREEK GOLF CLUB

Located on its own island built for this purpose, the highest point in Dade County—30 feet above sea level. Includes an 18-hole course, scene of many tournaments played by members whose names cram the Social Register.

The clubhouse and grounds of the ultra-exclusive Indian Creek Golf Club include a magnificent pool, tennis courts and formal gardens.





## PINE TREE DRIVE

At the time Mr. Collins was attempting to raise avocados he found it necessary to protect them by planting a windbreak. After trying many species, he finally was successful by planting Australian pines. These "whispering pines," as they are sometimes called, now have attained robust maturity, and grace this highly restricted thoroughfare whereon are found beautiful homes and estates of many prominent people: Fred B. Snite, Jr. (boy in iron lung), River Forest, Ill.; Sebastian S. Kresge, Kresge 5 and 10 cent stores, Detroit; Joseph B., Robert C. and Mrs. Margaret A. Graham, Graham Farms, Washington, Ind.; Willard F. Rockwell, Timken Detroit Axle Co.; Leo Gerngross, Schenley's, Inc., New York; Col. Ben Finkel, furniture manufacturer, New York; Al-

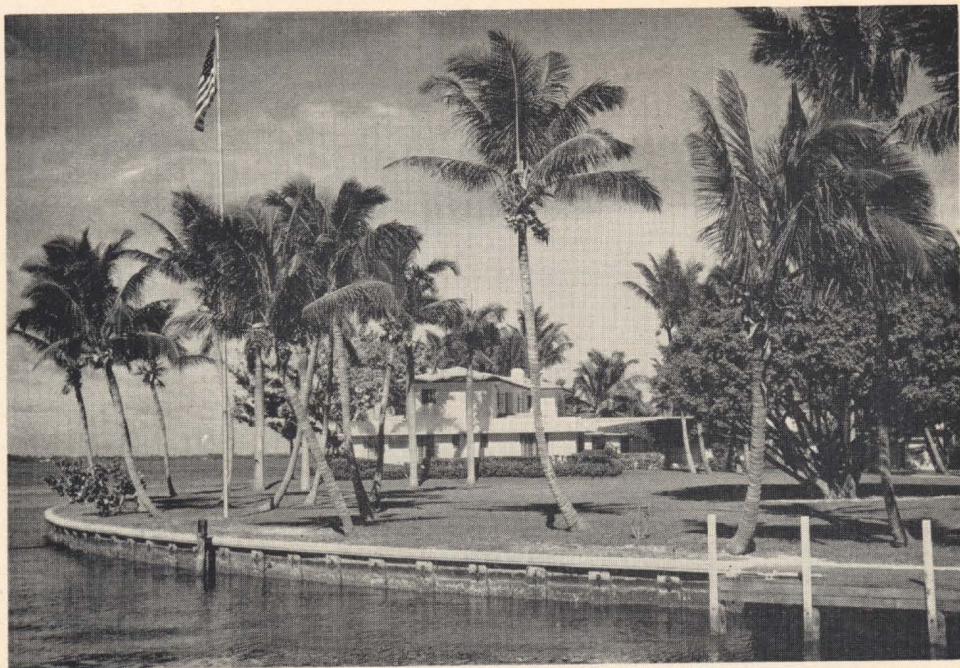


bert Pick, Pick Hotels, midwest; J. Meyer Schine, owner of Roney Plaza and many other hotels.



*Palatial Homes half hidden amid Tropical Shrubbery*





*Residence of Stephen A. Lynch, Sr., Hotel operator and Realtor*

## SUNSET ISLANDS

Man-made and groomed for over 12 years before opened for public inspection. Exclusive and quiet—four islands connected to Miami Beach by graceful white bridges spanning Sunset Lake, yet secluded by broad, picturesque waterways between.



They are an arboretum of tropical luxuriance, containing over 5,000 palm trees of a dozen varieties. In addition there are thousands of other trees—including oleanders, hibiscus, royal poinciana, several varieties of bougainvillea, rubber trees, night-blooming jasmine and other exotic plants too numerous to mention.

These beautiful islands hold many of the finest estates in America, the list of owners reading like pages from "Who's Who" and the social register: Stephen A. Lynch, Sr. (home shown above), owner of Columbus, Towers and Venetian Hotel of Miami; Julio C. Sanchez, Lindsey Hopkins, Jr., coca-cola, Atlanta; William D. Pawley, former ambassador to Brazil and organizer of Flying Tigers; W. C. Blakey, publisher, Columbus, Ohio; E. H. Munson, lithograph company, Long Island.





*Former Home of the Late Damon Runyan*

*Send your contribution to Walter Winchell for the Damon Runyan Cancer Fund*

## **STAR, PALM AND HIBISCUS ISLANDS**

These islands were man-made soon after the Miami Beach fills had been completed, surrounded by the iridescent waters of Biscayne Bay and landscaped with hundreds of tropical trees, palms and flowers. Today they are the location of many of

our finest homes: Former home of the late Damon Runyon; Col. E. H. R. Green estate; Russell Stover, Candy Company, Kansas City; Everett P. Larsh, Reel Club, one of the world's leading organizations of anglers.







## COLONEL GREEN'S ESTATE

During his lifetime, Colonel Green was a familiar and colorful figure on the streets of Greater Miami, where he could be seen daily riding about the area in his special-built automobile. His home, built on the north side of Star Island and bounded by the waters of Biscayne Bay, presents a panorama of immense grounds landscaped with varieties of tropical shrubbery surrounding the house of Spanish design. It is valued at \$632,000. Colonel Green was the son of Hetty Green, who was left \$2,000,000 by her father who had amassed this fortune from the whaling business in New Bedford, Mass. Hetty, often referred to as "The Wizardess of Wall Street," ran this amount to \$137,000,000 and at the time of her death (1916) was known as the richest woman in the world. She left the entire estate to Colonel E. H. R. Green and his sister, Syenia. When Colonel Green

died, he willed his \$44,000,000 estate to his sister and left \$1,500 a month to his wife for life. The will was contested and she later was awarded \$500,000 cash, with \$1,800 a month for life.



*Sight-seeing boat on Biscayne Bay*



CAMERA HIGHLIGHTS OF MIAMI BEACH HOMES



*S. S. Kresge*



*Mrs. R. O. Bacon*



*Albert Pick*





*Russell Stover*



*W. D. Pawley*



*Mrs.  
M. W. Allworth*



*Don A. Davis*

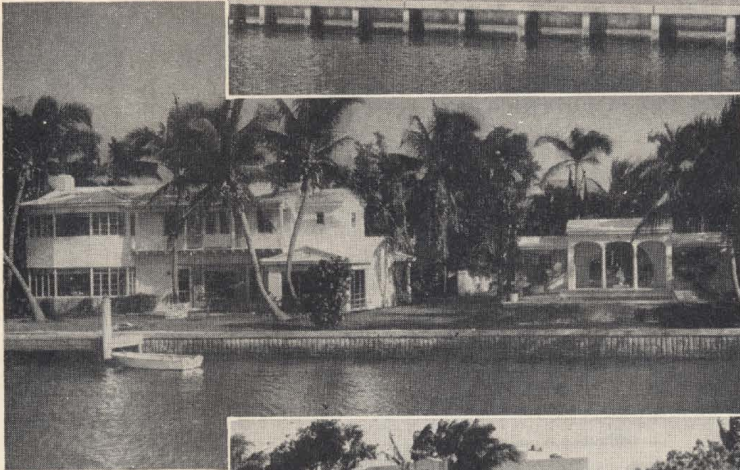




*Julio Sanchez*



*Fred Snite, Jr.*



*H. H. Bassett*



*Everett P. Larsb*





*The Estate of Carl G. Fisher, who "Carved a Great City from a Jungle"*

## CARL GRAHAM FISHER

On January 12, 1874, in Greensburg, Ind., a son was born to Ida Graham and Albert H. Fisher. Carl, as his parents chose to call him, left the proverbial little red school house at the age of 12 to make his own way and landed his first job as a train merchant (news butcher) on a narrow-gauged railroad. His next job was as a clerk in a bookstore, later obtaining a position in a bank where he learned the rudiments of finance. His next venture was the bicycle industry, where he achieved fame as a racer and soon had an established and profitable business in Indianapolis. In 1904, he turned automobile racer and held the world's record for some time—two miles in two minutes, two seconds. That same year Fisher bought a half interest, shared equally with James Allison, in a patent gas light for automobiles, and with the inventor formed a company under the name of Prest-o-Lite Corporation of Amer-

ica. Later, Fisher and Allison bought out the other partner for \$100,000. From this enterprise they amassed a fortune, selling it later to the Union Carbide Corporation for an estimated \$8,000,000.

In 1909, Fisher conceived the idea of building a race track and proving grounds for automobiles, so the famous Indianapolis Motor Speedway was completed and opened, known as the greatest automobile race track in the world, with purses of \$100,000 given away each Memorial Day.

Aware that American-made cars needed much improvement, he bought two foreign-made cars for \$75,000, brought them to Indianapolis for tests, and in this way was responsible for the building of the Lincoln Highway which now extends from coast to coast; in addition, the Dixie Highway that begins in the Middle West and ends in Miami.



Coming to Miami in 1912, it was he who had foresight to visualize a beautiful city on this seemingly worthless swampland—by pumping sand from the bottom of the bay and building magnificent buildings. The city of Miami Beach stands today as a memorial to this lovable character, a man

whose fairness and generosity to his fellowmen was known to all. Carl Graham Fisher died July 15, 1939, at the age of 65, his untimely passing mourned by his wife Margaret, and thousands of friends from every walk of life in all parts of the country.

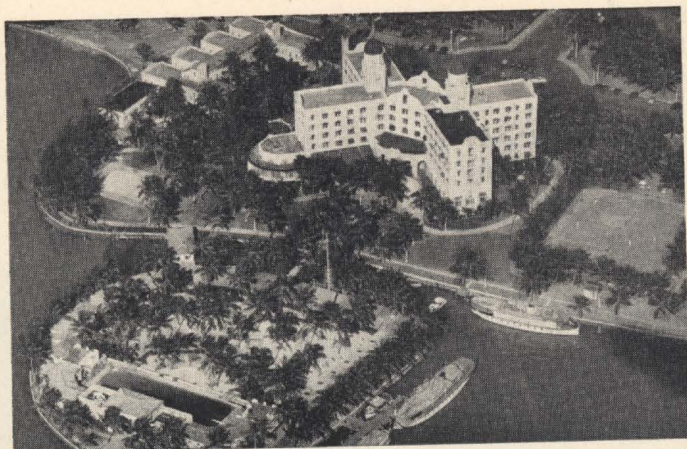
*A Group of Friends Headed by Dr. John Oliver La Gorce Erected This Memorial to Carl Graham Fisher. The Inscription says:*

**"HE CARVED A GREAT CITY  
FROM A JUNGLE"**



*Bird's eye view of part of Miami Beach looking north from First street.*





*Mt. Sinai Hospital (Formerly The Nautilus Hotel)*

## FISHER HOTELS

While the fills at Miami Beach were being completed, Carl G. Fisher envisioned beautiful hotels that could now be built on this newly made land whose patrons would be of the exclusive Station Wagon set.

In 1920, Fisher, sparing no expense, built the second tallest building in the state (154 feet), "The Flamingo." Its \$15,000 jeweled crown of ground glass illuminated with varicolored flood lights is visible for seven miles at sea. The Flamingo (considered the flagship of the fleet) also operates adjacent bungalows and includes for the convenience of the guests a yacht dockage and anchorage.

"The Nautilus," with its twin towers situated on 25 acres of tropical grounds and overlooking Biscayne Bay, was used for some time as a Veterans hospital; it is now the Mt. Sinai Hospital.

"The King Cole," built in 1925, overlooks Surprise Lake. Its register can proudly boast of two famous signatures, the late Will Rogers and the late George Ade, the

humorist, who later built a home here. The King Cole is now the Miami Heart Institute.

"The Boulevard," originally was built to solve the housing problem for employees forced to live on the Beach. Later, it was converted into a European hotel. Guests of the Fisher chain had the use of two private golf courses, the Bayshore and the La Gorce, located in the La Gorce section and so named in honor of Dr. John Oliver La Gorce, associate editor of the National Geographic Magazine.



*Miami Heart Institute  
(Formerly The King Cole)*





*Roney Plaza, with Gray Line Sightseeing Boats on Pancoast Lake in foreground*

## **RONEY PLAZA HOTEL**

Built by N. B. T. Roney at the height of the '25 boom, the "Roney" is Miami Beach's most famous hotel. Its formal tea gardens are familiar to visitors from all parts of the globe. It has a swimming pool built above the ground; tennis courts, cabanas located on the beach, 300 guest rooms and was recently completely air conditioned. It is now owned by the J. Meyer Schine Corp. Foreground are the docks of the Gray Line Sightseeing boats on Pancoast Lake.



*Scene at right pictures part of famous "hotel row" along Collins Avenue facing Atlantic Ocean. At the left is Indian Creek, a natural body of water. On both sides of the creek can be seen many famous estates, some eclipse villas of the Roman Empire*





*Sans Souci, 3101 Collins Avenue*



*Delano, 1685 Collins Avenue*

## HOTELS

Miami Beach has three square miles zoned for hotels. There are 375 of them, with 27,000 rooms. One of the most amazing sights to any tourist is Collins Avenue with its famous row of hotels. The rates vary in the winter season beginning with off-front hotels as low as \$8 to \$10 per day and ranging as high as \$45 per day, which would be the finest ocean-front corner room with balcony.





*Kenilworth, Collins Avenue at 102nd Street, a Kirkeby Hotel*

Today, during the summer months practically every hotel on the ocean-front is open. The newer hotels and many of the older ones are completely air conditioned. Rates begin as low as \$21 per week and go as high as \$20 per day.

The four hotels shown are of the finest and are pictured here because of their architectural design. All the better hotels are on the ocean-front, each having their own pools and cabanas.



*Saxony, 3201 Collins Avenue*



## CORAL GABLES CITY HALL

One of the most beautiful municipal buildings in the world. The majority of material employed was Florida key limestone, conceived and executed with boom-time prodigality at a cost of \$250,000. The bronze Spanish belfry atop the tower (a replica of the tower on the town hall in Seville, Spain) rises 90 feet from grounds surrounding the building and the magnificent colonnade of three-story rotunda columns. Denman Fink and Phineas Paist



were the architects who designed this municipal monument to Spanish Renaissance architecture.



## CORAL GABLES

The Beautiful City of Beautiful Homes

In 1898, the Rev. Solomon G. Merrick, a Congregational minister of Cape Cod, came here with his family to escape icy northern winters. Afflicted with ill health, he decided to remain here in this incomparable climate and establish a fruit grove. The elder Merrick, long since gone to rest, selected a 160-acre tract here because of the high land, rich and fertile soil underlaid with solid coral. His health improved greatly and he planned to establish a professional colony of small tracts for such men as himself. Carrying on the work he had started, his son, George E. Merrick, having abandoned his training and education in law and literature in the North, conceived the idea of building a modern city wherein nothing should be unlovely,

by November of 1921 his holdings had expanded to 3,000 acres. His task was not easy; friends tried to discourage him, begged him to scrap his Utopia ideas. Discouraged?—not Merrick! Perhaps the whispering of Caribbean pines and the rustling of the Royal Palm fronds inspired his poetic soul. At any rate, he proceeded to build his dream into a reality, even insisting on a certain type of architecture—Mediterranean style, as he called it, which was a combination of Spanish and Italian. On April 29, 1925, Coral Gables was incorporated. Today we find a city beautiful; suburban, yes—but easily accessible to metropolitan Miami. Hundreds of Miami leaders in business, financial, professional and social affairs make their homes here,



together with a strong permanent number of families originally from practically every state in the Union—beautiful homes half-hidden by vines and fragrant flowering shrubbery, wide boulevards, plazas with seductive Spanish names, entrance gateways constructed of native rock and built by imported Spanish masons, buildings topped with copies of famous towers of far-off Spain, elementary schools, university, cathedral-like churches, bathing beaches with the south sea glamour, thousands of transplanted tropical trees and plants thriving as in their native habitat. Yes, George E. Merrick's dream came true. Coral Gables is unique among American

cities inasmuch as it was already planned before the first construction was started. In the main portion, rigid restrictions limit building construction to the Mediterranean and Spanish style of rock, stucco, tile or concrete block, reinforced with steel. In the outlying sections are small areas restricted to Colonial, French country and city type homes; also Dutch South African and Chinese compound-types of same construction material.

The permanent population of Coral Gables is around 20,000, which increases to 25,000 during the winter season. The city covers an area of 14½ square miles and its assessed valuation is \$57,000,000.

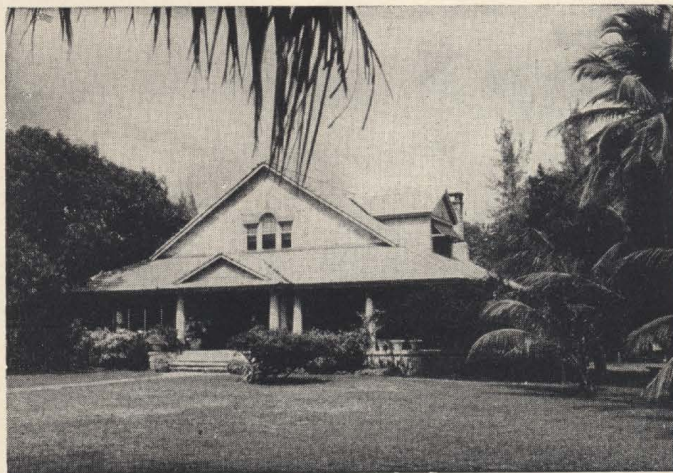


## MERRICK MANOR

This was the first house built in what is now the city of Coral Gables. Erected in 1906 by the late Rev. Solomon G. Merrick, a Congregational minister of Cape Cod. When the home was built (of coral rock), it stood in the center of 160 acres of a citrus grove which produced the first carload of fruit ever shipped from this area.

From this home arose Coral Gables' name. Reverend Merrick was

a great admirer of Grover Cleveland, whose home at Buzzard's Bay, Mass., was known as "Gray Gables." Rev. Merrick's home, however, was constructed of coral rock, its architectural design contained many



*Plantation Home of the Merrick Family*

gables—so he named his home "Coral Gables." The city's founder, George E. Merrick, gave the city its present name from this beautiful home. It is now being privately operated as a guest house.



CORAL GABLES...A City of Beautiful Homes







*Miracle Mile, Coral Gables Shopping Center*

*Deep  
Waterway,  
City's  
Access to  
the Sea*



*Douglas Entrance and Apartments*





*The World's Most Beautiful Swimming Pool, in Coral Gables*

## VENETIAN POOL

Formerly a stone quarry from which rock had been taken to build homes in Coral Gables, the pool now holds 810,000 gallons of fresh water originating from the wells near the enclosure. Distance between the racing platforms is about 165 feet, the length overall is 200 feet, the width about 140 feet and depths vary from  $3\frac{1}{2}$  to  $9\frac{1}{2}$  feet. (Its irregular shape makes exact figures on its size almost impossible.) It cost

\$375,000, is municipally owned and operated. The water is changed daily; twice each week, the pool is hand scrubbed with chlorinated lime and washed down with water under high pressure. Ye Olde Swimming Hole transformed by a master artist, Denman Fink, into a glorified pool with rugged coral-rock towers, cascades, grottos, islands, ancient handmade tile roofs—"The World's Most Beautiful Pool."



## CORAL GABLES WOMAN'S CLUB AND PUBLIC LIBRARY BUILDING

The library has approximately 30,000 volumes and is free to residents and visitors of Coral Gables. It also has a very unique

doll collection and an excellent Florida collection. The Woman's Club is a separate building from the library.





*This fabulous structure was formerly the Miami Biltmore Hotel*

## VETERANS' ADMINISTRATION HOSPITAL

This magnificent hotel of 516 rooms was built by George E. Merrick during the height of the Boom in 1925 at a cost of \$7,000,000, the high cost attributed to the high cost of labor and material at that time. The hotel was operated by Bowman of New York for some time; later, Henry L. Doherty (of the City Service Oil Company) purchased the hotel and operated it along with his other hotels, the Whitehall and Biltmore Palm Beach, British Colonial at Nassau and the Roney Plaza at Miami Beach. In 1938, George MacDonald (a Marquis of the Papal Throne, and honor

bestowed upon him by the Pope) bought a half-interest in the entire Doherty chain of hotels for \$7,000,000.

The tower atop the hotel is a replica of the Giralda cathedral in Seville, Spain. The hotel has tennis courts, golf course and outdoor pool.

In 1942 the Miami Biltmore Hotel was purchased by the U. S. Army (the reported sale being \$985,000) and was used as a government hospital.

The institution is now being operated as Veterans' Administration Hospital.



*Coral Gables Biltmore golf course, part of the main grounds*





*A typical sun-light cloud effect, amazing, dramatic*

## FLORA AND FAUNA OF THE AREA

On a bright Easter morning (March 27) 1513, Ponce de Leon discovered Florida, astounded and amazed at the mass of lush tropical verdure, he named the land "Pascua Florida" which means "Flowery Easter." And from the time our earliest settlers called the territory "Land of Flowers," naturalists and botanists of world-wide reputation have journeyed to this state for the study of its seemingly boundless variety of colorful plant life.

Nestling close to the temperate, mysterious Gulf Stream, Greater Miami lies in the very heart of the nation's only truly tropical sector—its climate steadied the year 'round with weather that is always spring-time. Naturally, here are found in profusion the myriad forms of tropical growth

otherwise native only to the Oriental and Western tropics.

An estimated 1,200-1,500 varieties of the magical palm are found throughout the world and a goodly portion abounds in Florida, lending inimitable charm to the landscape, the cities, the homes.

As a whole, the trees and plant life in this area are used mainly for their ornamental value and can be transplanted at will.

To the average visitor, perhaps one of Greater Miami's many points of interest is the foliage — trees, plants, shrubbery and flowers defying description in words or oils. Within and bounding the Miami area are numerous floral gardens, each most worthy of a visit—but, then, the entire section is a color-drenched tropical garden studded with thrilling, endless beauty!





CANARY DATE PALM  
(*Phoenix Canariensis*)

A native of Canary Islands, this date palm is one of the most satisfactory and widely distributed grown in Florida. The tree has a spread of 30 feet, but the dates do not mature in this climate.



CAVENDISH OR CHINESE  
DWARF BANANA  
(*Cavendishii*)

A stout-stemmed dwarf sort that reaches a height of but 5 to 7 feet at maturity, this species is considered by some as being the hardiest and is probably grown to a greater extent in this state than any other. There are numerous banana varieties in the tropics, but this one composes the larger proportions of Florida plantings.



#### HIBISCUS

A fast-growing shrub originally native of China. Several varieties of color of both single and double hibiscus are found in this area. One type is often referred to as the "Sleeping Hibiscus" because the flowers never open up. The Hibiscus is related to the cotton of commerce and the okra plant, all being members of the Mallow family. Although there are varied species of the Hibiscus the one shown is generally known as "The Bride." It is the native flower of Florida.





*An avenue of Royal Palms leading down to Biscayne Bay*

ROYAL PALM  
(*Roystonea Regia*)

A native of the West Indies, this palm is an erect-growing tree which attains a maximum height of 90 to 100 feet. The trunk is massive, sometimes three or more feet in diameter, its smoothness giving a concrete-like appearance. The fronds at time attain a length of 12 feet. The fruit is about a half inch in length, violet-blue in color. The Royal Palm is the peer of native palms and equal to any for ornamental planting.

MADRAS THORN  
(*Pithecolobium Dulce*)

A native of Central America, Mexico and

the Philippines, a fairly large spreading thorny tree now exclusively used as an avenue tree in this area. It is rapidly growing and the trunk often is unsymmetrical unless properly staked for a time after planting. Fruit pods are narrow, much twisted, four to six inches long and constricted between the seeds.

WASHINGTON  
ROBUSTA

A native of Mexico, commonly found in Florida, this palm commonly is called the "Petticoat Palm" because of the dead fronds which hang down and hide the trunk of the tree.



PINWHEEL JASMINE  
(*Abernaemontana Cashmere*)

A native of India, blooms every day of the year, the flowers waxy white with a yellow center, the petals curving over each other like a pinwheel. The foliage is glossy green, similar to the other *Tabernaemontanas*, but with similar leaves, grows in either sun or half-shade and takes two years to mature.

POINSETTIA  
(*Euphorbia*)

A Mexican shrub of the spurge family, bearing large, prominent, bright-red bracts about the small yellow flowers. Commonly called the "Holiday Flower" because it blossoms here just before the Christmas holidays. In this area we have the red and the white, the latter being very rare. Named after Joel R. Poinsett of South Carolina, the discoverer.

DOMBEYA  
(*Assonia Wallichii*)

A native of Madagascar, it is a large round shrub, with large cordate leaves, pink flowers in compact, drooping heads in December and January. It is commonly called Pink Ball and makes a fine shrub for backgrounds. It is propagated from cuttings.

GOLDEN SHOWER  
(*Cassia Fistula*)

This tree is well suited for lawns, and makes splendid companion tree for the Jacaranda, as the drooping racemes of canary yellow blossoms are like glorified buttercups on a string, come at the same season, May and June. Should be planted against a green background, as in the spring the tree is truly a golden shower.

ALLAMANDA  
(*Williamsi*)

A native of Brazil. Has glossy leaves and bears large yellow, bell-shaped flowers throughout the year. This vine can be trained as a shrub.



MANGROVE  
(*Rhizophora Mangle*)

A tree of the East and West Indies. The wood is dark red, hard and durable and the bark is used for tanning. The seeds germinate in the seed vessel, the root growing downward until fixed in the mud. The fruit is said to be sweet and edible and the fermented juice is made into a light wine.



*Allamanda*





SAUSAGE TREE  
(*Kigelia Pinnata*)

A native of tropical Africa, this tree is of peculiar interest because of its status as a sacred tree in parts of Africa. It is planted here as an ornamental novelty, mainly for the odd fruits which resemble sausages suspended by long cords. Rather unsymmetri-

cal in growth habit, the tree has large, odd-pinnate leaves, each with seven to nine leaflets which are four to six inches in length. Its dull, brownish, red tubular flowers, 2½ to 3 inches long, are borne in large panicles at the ends of long stems.

FLAME VINE  
(*Bignonia Venusta*)

A native of Brazil. A climbing vine which bears a profusion of bright orange-colored tubular flowers two to three inches long, in pendulous clusters, during January and March.

CHALLICE VINE

A native of Jamaica, it is a large vine bearing long, trumpet-shaped flowers during the fall and winter.

COONTIE  
(*Zamia Floridano*)

This is a hardy Florida perennial valuable in the sub-tropical scheme, and as a winter box subject. The early settlers found this plant flourished around the shores of Biscayne Bay. It was one of their sources of livelihood; by an old Indian process they made starch in season and sent it to Key West where is brought good money in a ready market. For their own use they also made a wholesome flour from the same plant.



## COCONUT

(*Cocos Nucifera*)

The original habitat of the coconut is not definitely known, but it is supposed by some to be in the American tropics. It lends a truly tropical aspect to its surroundings by the tall, leaning trunks, immense fronds and large fruits that rarely can be attained by any other plants. The fruits are borne in clusters of 12 to 20. It also is a most important economic product. The fruit is used in confectionery and cooking, when dried it is known as copra and yields a valuable oil used in cookery, margarine, soap making, etc.; the fresh pulp, when mixed with coconut milk, makes a delightful coconut drink. The hulk is treated to make coir fibre used for rug matting, brushes, etc.; and from the flower can be made sweet wine or toddy (this is done by tapping), when distilled, becomes a strong alcoholic drink known as arrack.

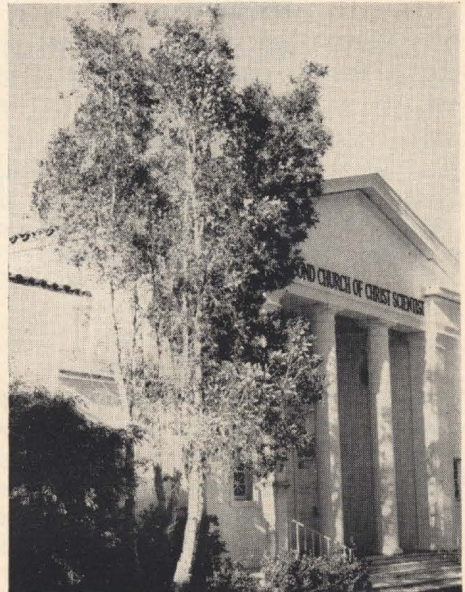


*Typical Miami Park Scene*

## CAJEPUT TREE

(*Melaleuca Leucadendron*)

A native of Australia, the Cajeput Tree is of medium height with slender, sometimes pendulous branches, narrow leaves and a conspicuous gray, thick, soft bark that peels off in thin layers. A volatile pungent, greenish oil is obtained from the bark and leaves, known as the oil of Cajeput (used as a stimulant, anti-spasmodic and anodyne); the bark is used commercially for insulation purposes and in Malaya for making torches and by native Singalese doctors for medicinal purposes.



*Leucadendron*





*When in full bloom the Royal Poinciana is truly Regal*

## ROYAL POINCIANA

*(Poinciana Regia)*

A native of Madagascar, the Royal Poinciana or "Flame Tree" is conceded to be Florida's most popular flowering tree. It blooms during the early summer months, a mass of scarlet overtopping the broad crown of deep green, finely cut foliage. In 1939, the Mayor of Miami proclaimed the first week of June as Poinciana Week.

## CROTON

*(Codiaeum)*

A native of south Asia. There are about 200 varieties of the "Curious Croton"—unique in that it has no two leaves alike, showing an infinite variety of sizes and shapes. Another member of the family is the "Corkscrew Croton," so named because of the corkscrew twist of its foliage.

## DWARF POINCIANA

*(Caesalpinia Pulcherrima)*

This shrub bears gorgeous clusters of red and yellow flowers surmounting the delicate pinnate foliage, most of the year. It is easily grown from seed, and thrives equally as well in either a sunny or half-shady situation.

## FRANGIPANI

*(Plumeria Alba)*

A native of the American tropics, it is a medium-sized tree which blooms in the summer, bearing large quantities of intensely fragrant flowers from May until November. At the first touch of cold the leaves drop and remain so until spring, thrives best if partly sheltered. It grows from seeds or cuttings, and may develop either pink or white flowers.



## S A P O D I L L A

(*Asbras Sapota*)

A tropical American indigene, is grown only in the southern part of the state. This tree is one of the species yielding a white latex from which chicle, a basic substance in the manufacture of chewing gum, is obtained. The dense hard wood of the sapodilla was used for the lintels of Mayan temples and has lasted for hundreds of years in some cases under tropical jungle conditions. The season of blossoming is irregular in southern Florida, resulting in a succession of ripening fruit throughout most of the year. The flesh when ripe is soft, spicy and very sweet; the sapodilla is eaten as a fresh fruit and is found in limited quantities nearly every month of the year.



*Arnotto*

## ARNOTTO

(*Bixa Orellana*)

A native of Tropical America, and is often referred to as the "lipstick tree," the dye or coloring matter is sometimes used in the manufacturing of lipstick.



*Australian Pine*

## A U S T R A L I A N P I N E

(*Casuarina*)

A native of Australia and tropical Asia, these trees are adapted to perhaps the widest range of ornamental uses of any tree in Florida. They are utilized extensively for closely clipped hedges, windbreaks and for street and highway planting. When clipped properly, grow very slowly; if unmolested, grow very rapidly (in some soils 3 feet a year) to a height of about 70 feet.

## M I L K B U S H

(*Euphorbia Intisy*)

A native of Madagascar. A curiously shaped, multiple-branched tree without leaves, fruit or flowers. A heavy, poisonous, white milk exudes when the thin skin is pricked and has been used in making rubber. It is sometimes called the "Monkey Tree."





STRANGLER FIG  
(*Ficus Aurea*)

A native of southeastern Florida. Seeds dropped by birds in crotches or crevices of other trees sprout there and roots reaching to the ground are entwined about the trunk of the tree on which they grow. These roots, as well as the tree's top, gradually increase in size with the result that its benefactor finally is killed. The leaves are 3 to 4 inches long, leathery and dark green; the fruit is small, sessile and reddish purple.

BOUGAINVILLEA  
(*Glabra*)

Genus of tropical South American plants, a climbing shrub of the family Nyctaginaceae (can be trained to a small bush at will), the flowers of which are almost entirely enclosed by large colored bracts. Flowers in winter and at intervals throughout the year. It was named after Louis Antoine de Bougainville, a French explorer of the seventeenth century.



Orchid

ORCHID TREE  
(*Bauhinia Purpurea*)

The orchid or butterfly tree, as it is sometimes called, is well adapted to this region. From February until April it is a mass of mauve orchid blooms, can be grown as a large shade tree or a background shrub. Grows very rapidly from seed and should be pruned often.

TRUMPET FLOWER  
(*Thevetia Nerifolia*)

A native of the West Indies, it is an upright shrub with fine leaves, glossy evergreen foliage, from early March to November, produces tubular yellow flowers, similar to Yellow Elder in form and color, but single. There is also an apricot and lavender flowered variety. It is sometimes called Nassau Lucky Plant.

NIGHT BLOOMING CEREUS  
(*Cereus Grandiflorus*)

A native of the West Indies, this is a climbing cactus, its magnificent and huge blooms opening only during the full moon.



## CASSAVA

(*Manihot Utilissima*)

A native of South America, this shrub is 6 to 7 feet high, is cultivated throughout the tropics. The roots or tubers yield nutritious starch, from which tapioca is made. The juice contains poisonous hydrocyanic acid which is removed by pressure and heating when moist. Natives of Caribbean and Asiatic tropics use the roots as a vegetable, or for making cassava meal and bread. The poisonous juice is used to make a powerful antiseptic, used for preserving meat, etc., known as "cassareep," and in sauces and "pepper-pot" of the West Indies.

## MONSTERA DELICIOSA

This evergreen Mexican ariod is grown in the more protected locations not only as an unusual ornamental vine, but also for its fruit. The plants are vigorous, scrambling climbers, having immense, broad, long-petioled, perforated and incised leathery leaves that attain a blade length of 2 feet or more. The flowers are like huge calla lillies with waxy white spathe enclosing a green spadix. From the spadix develops a large fruit the size and shape of an ear of corn which matures in late summer or fall of the succeeding year 14 months after blooming. The fruit is edible, the soft pulp having a delicate pineapple, banana odor and an agreeable, sweetish taste.



*Monstera Deliciosa*

## WOMAN'S TONGUE TREE

(*Albizia Lebbek*)

A native of tropical Asia and Africa. Grown in this area for its value as a doorway shade tree. Has greenish yellow flowers which produce pods 5 to 8 inches long. When the pods ripen, the small beans become loose and rattle continuously—hence the name "Woman's Tongue."

## PASSION VINE

(*Passiflora Laurifolia*)

A native of Brazil, rare in this area, bears a wax-like curious flower. So named because of the supposed resemblance of parts of the flower to the instruments of the Crucifixion—the corona represents the crown of thorns; the stamens and pistils the nails of the cross; the five sepals and five petals the ten faithful apostles.

## BANYAN

(*Benghalensis*)

A native of India and noted for its size and numerous secondary trunks which grow from overhanging branches and upon reaching the ground take root and extend other branches in turn. A Banyan has been known to cover enough ground to shelter 7,000 men. A species of birdlime and abundance of gum lac are obtained from its juice, and the bark is used by the Hindus as a tonic.



*Banyan*





*Garden of Rare Tropical Species. Only Tropical Botanical Garden in U. S.*

## FAIRCHILD TROPICAL GARDEN

It has taken more than 400 years after Ponce de Leon landed on the shores of Biscayne Bay, in the new world he had already named "Florida," to establish on the mainland of the United States its first truly tropical garden.

It was Col. Robert H. Montgomery's original and great hope to establish here one of the great tropical gardens of the world. It was named and founded in honor of Dr. David Fairchild, in recognition of his years of unselfish efforts for the future of plant life in this country and, in his lifetime, with the inestimable benefit of his advice and experience and wisdom, to give evidence of his lifework.

Col. and Mrs. Montgomery had already acquired before March, 1938, and dedicated as a nucleus of such a garden, eighty-three acres in the city of Coral Gables,

east of Cutler road, on the high land overlooking Biscayne Bay. It lies immediately south of and adjoining the Matheson Hammock and the Dade County Parks, in the city limits of Coral Gables.

The Fairchild Tropical Garden is the only tropical botanical garden in continental United States. It contains collections of some 300 species of tropical palms and some thousands of tropical trees, shrubs and vines, growing in the open. The unfamiliar and beautiful foliage, blooms and fruits of these exotic plants are a novel and instructive spectacle for the visitor from the north. The layout of the Garden displays these collections in pleasing, informal arrangements. In the Bailey Palm Glade and the Garden Club of America Amphitheatre, the use of palms is shown in more formal manner.



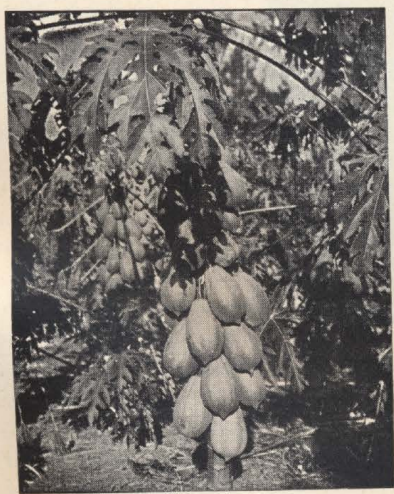
## M A N G O

Dr. Henry Perrine brought this fruit-bearing tree to south Florida from Mexico in 1881. (Dr. Perrine later was murdered by a band of marauding Indians). The Mango's original name was "Mankaka." It is as temperamental as a prima donna, always doing the unexpected. There are two types, the Indian and the Chinese. They are originally from Asia and Africa, there are several varieties grown in this area.

## P A P A Y A

(*Carica* or *Melon Tree*)

A native of Hawaii, also West Indies and Central America, the papaya is the favorite fruit of the tropics. The trunk bears melon-shaped fruit throughout the year, weighing from 2 to 10 pounds, and some trees may produce 250 pounds of fruit within 10 months of planting. After the fruit has reached maturity and been picked, the trunks are cut down—they will no longer bear—New plantings are necessary. It has few rivals as a table fruit and is deemed an aid to digestion. Papain, a digestive enzyme, is used in chewing gum, in invalids' and children's foods and in medicine.



*Papaya*

## O R A N G E S

The large globose fruit of the Rutaceous tree (*Citrus Aurantium*). Botanically the orange is a berry, consisting of 10 or more separable carpels, each containing several seeds and numerous juicy-filled cells. The exocarp is a yellow or reddish yellow leathery rind containing many oil glands. The orange tree is an evergreen—not over 30 feet in height, with oval unifoliate leaves and fragrant white flowers. The aromatic peel of the orange is used for confections and preserves.

## A V O C A D O

(*Persea Gratissima*)

A salad fruit, practically naturalized in south Florida. It is estimated that less than .01 per cent of the nation's population has become familiar with the flavor, healthfulness and cuisine possibilities of this vegetable and salad fruit whose food value is considered superior to eggs and milk. C. L. Trapp of Coconut Grove found the first avocado on his estate in 1901. They originated in China and Guatemala. The most popular varieties are the Fuchs, Pollock, Walden, Trapp, Taylor, Schmidt and Lulu.



*Avocado*





**MONKEY JUNGLE** Tropical Jungle inhabited by North America's first wild monkey colony, located 22 miles south of Miami, off U. S. 1. Early in 1933 a small band of monkeys was imported from Singapore and liberated in this natural jungle more or less as an experiment. Not only did this little band of immigrants from Asia decide the jungle was satisfactory, but they set up their own government ruled by a

chief who took over the jungle so completely that it was soon found necessary to construct a cage to protect the visitors from the jealous monkey inhabitants.

From the protection of the human's cage, visitors can walk with safety in the heart of this monkey domain and watch the intimate life of America's first native monkeys. The Monkey Jungle has the only permanent animal collection in Florida exhibiting the four anthropoid apes: "Bulu" the gorilla, orang-outangs, chimpanzees and gibbons.



**PARROT JUNGLE** Located on Red Road south of U. S. 1. Beginning with a South Sea atmosphere at the entrance, the visitor soon finds himself in the midst of fascinating tour of a real jungle tropical forest. Huge cypress trees, gnarled live oaks, strangler figs, cocoplums, wild coffee, airplants and orchids abound along a tortuous stream bordered by odd masses

of ancient coral rock. All around one finds such creatures as macaws, parrots, cockatoos, parrakeets, lovebirds, crowned pigeons, peacocks, monkeys—and a beautiful flock of flamingos and African cranes on a bougainvillea bordered pond.

An outstanding feature of this exhibit is the fact that brilliantly colored macaws fly about free, yet are so tame and trustful that on calling their names, they will alight on a person's shoulder or arm for a peanut or pose for a picture.



# MILLS' Pictorial Map of GREATER MIAMI

© J. CALVIN MILLS

DRAWN BY CARMEL WILSON



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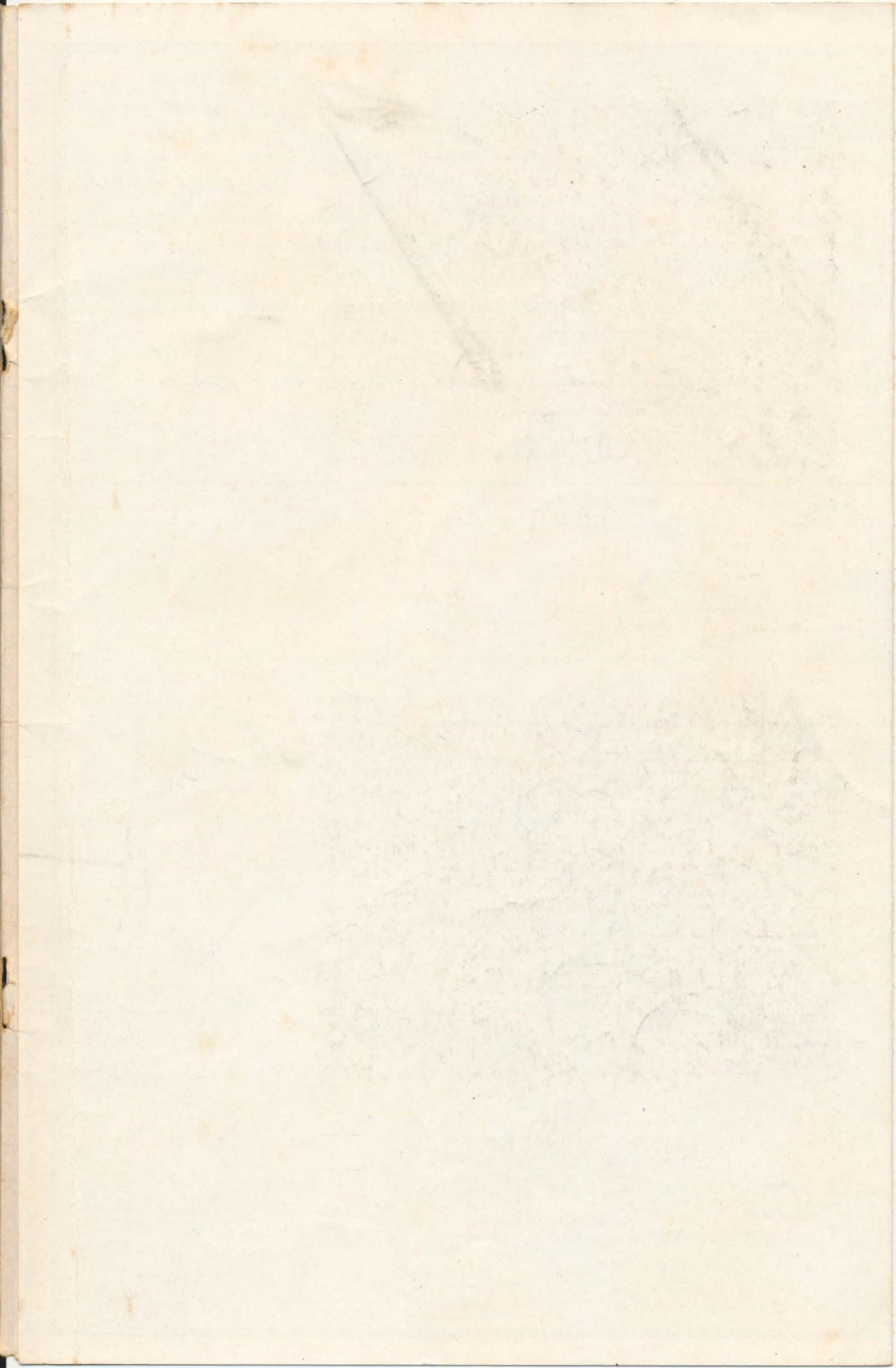
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