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Miami Beach News Bureau

~~For The National Association of Sanitarians~~
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MIAMI BEACH, FLA. -- Miami Beach, host city for the next ~~National Association~~
~~of Sanitarians~~ convention, is recognized as the resort capital of the South, and plays
host to more than a million visitors every year.

Geographically, Miami Beach is at the southeastern tip of the Florida main-
land, a series of 30-odd islands dividing the Atlantic ocean from Biscayne bay. Three
causeways link the city directly with the mainland while Route Al-A island-hops to
reach Miami Beach from the north.

Miami Beach now is a city of approximately 45,000 permanent residents, with
³⁷⁵/~~372~~ hotels and ^{1,600}/~~1,500~~ apartment buildings. The hotels boast some ^{28,000}/~~27,000~~ rooms, or more
than one-fourth the number in the entire state. There are ^{17,000}/~~16,000~~ living units in the
apartment buildings.

At Miami Beach may be found some of the most luxurious hotels and apartments
in the world. Here too, live in winter many of the nation's prominent business people
in homes they have maintained for years.

This, briefly, is the picture of Miami Beach today -- a city that is bright
and new, as modern as tonight's newscast; given to the proposition that fun and relaxation
beneath a kindly sun is the world's best tonic.

Almost since the discovery of the New World, the picturesque beaches upon
which this city now stands, have been beside but never in the boisterous tumult ^{that} marked
the settling of the Americas. The first settlement here, in the middle of the sixteenth
century, soon was abandoned by the Spaniards and was lost without trace in a matter of
decades.

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Three and a half centuries passed before white men made a serious effort to live and build again on this sand and coral coast. But the second effort blossomed more breathtakingly than was dreamed by the new people who came to Miami Beach.

Miami Beach's modern story had a modest beginning. A few years before the turn of this century two men from New Jersey began building a coconut plantation here. This became another instance of an operation being a success, although the patient died. The coconuts thrived but prices took a dive which made the venture unprofitable. For a short period thereafter, tropical fruit such as the avocado and mango were grown on Miami Beach, along with the winter vegetables.

However, it was at this time that the railroad was opening South Florida to travel, and stories of the mild climate, the wonderful fishing and the beautiful flowers were luring more and more people into the wilds which were this part of the coast in 1900. Residents of the mainland, in those days, acquired the habit of sailing across the bay to swim and picnic on the beach.

By 1910 there was talk of building a bridge across the bay and in 1915 Miami Beach was founded, by unanimous vote of the 30 residents then here. Streets were beginning to get pavements, the first causeway finally was completed and the old pitcher pump water supply was replaced by a main which brought water from the mainland. The 1920 census gave Miami Beach a population of 644. Then came the Florida land boom.

Fill was pumped from the bay, swamplands converted into subdivisions and whole new islands were dredged. Miami Beach's real growth had begun. The city's salvation was that its ^{from 1915 to 1930} destiny was in the hands of a man who knew the value of planning, who set about creating a resort that would be second to none, and who surrounded himself with men capable of putting into effect his ideas. That man was Carl G. Fisher.

It was Fisher who preserved the great park spaces, reserved ^{2vcs} for golf courses and who insisted that zoning be established and maintained. However, Miami Beach grew far more in the 30's than it did in the 20's. The story is verified in census figures, which gave Miami Beach a population of 6,494 in 1930 and 28,012 in 1940.

And thus it is that the great majority of Miami Beach living accommodations are less than 15 years old. The vacationer coming to Miami Beach seeking antiquity will be disappointed. The vacationer looking for a modern room or apartment, built to take advantage of the sunshine and fresh salt breezes, winter or summer, will be pleased.

A few weather bureau records will attest to Miami Beach's claim of having one of the finest, most equable year-'round climates to be found anywhere. The average winter temperature is 68.2 degrees. The average for summer is 81.2 degrees. Snow and ice are unknown. On the other hand, it is rare for the thermometer to rise to 90 degrees in summer, although cities many hundreds of miles to the north may be sweltering in temperatures around the 100-degree mark.

The reason for this is the natural air-conditioning provided by the adjacent waters. In summer they absorb the sun's heat, while in winter they give out heat to warm the cooler atmosphere. In addition, the southeast trade winds blow in almost constantly from the far, fresh reaches of the Atlantic.

Visitors in Miami Beach can find plenty to see and do at any time of the year. Eight miles of ocean beaches form the city's eastern shore, nearly two miles of which are reserved in public parks for the use of all. Lifeguards are on duty throughout daylight hours to assist any swimmers who might get in trouble. Swank hotels and cabana colonies have their own beaches as well as swimming pools.

In other public parks, visitors will find tennis courts, shuffleboard and other recreational facilities for both young and old. During summer the city maintains a full day-long program for children on their school holiday. A varied program includes handicrafts, story hours and even classes in Spanish.

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Two 18-hole golf courses, Bayshore and Normandy Shores, are operated by the city and are open to the public. Both have complete clubhouse facilities and with the palms, hibiscus and other tropical plants adorning the grounds, are among the most attractive in the country. Golf and tennis, like swimming and sunbathing and other summer sports, may be enjoyed all year in Miami Beach. Boating, both power and sail, have many devotees here, as would be natural with the proximity of both the bay and the ocean.

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Fishing has been a major interest at Miami Beach for many years. Few places in the world can compare with this area in the variety of game fish that may be taken in any given day. Just offshore, in the blue waters of the Gulf Stream, are such prizes as sailfish, marlin, Allison tuna, kingfish, wahoo, dolphin and bonito. Excursions of a day, or even a half day, can produce thrilling sport in this famous fishing ground.

In the bays and inlets the angler can catch tarpon, bonefish and snook, wading if he wants to forego the use of a boat. Inland, of course, the black bass is king of the fresh waters, as elsewhere in Florida.

Vacationers will find a fleet of some 50 sleek sports cruisers based at Miami Beach and catering to fishing parties. Bait and tackle are furnished with these charters. Each cruiser will carry up to six in a party and may be engaged from half a day to a week or longer. Larger boats are available for drift fishing over the reefs, where grouper, jack, snapper and other varieties abound.

Several world records have been taken off Miami Beach. Interest is added to the fishing by the Miami Beach summer tournament.

Sailfish usually are the most sought after game fish, as they make attractive trophies. The Atlantic sail, caught here, will range up to 100 pounds, the average being about half that weight and more than seven feet long. White marlin will range well above 100 pounds, while the blues will go several hundred. Tarpon may weight 100 or more pounds, but the small 20 and 30-pounders are exceptional fun on a fly rod. Bonefish in these waters will weigh six or seven pounds with a few up to 10 and 11 pounds.

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Numerous spectator sports may be attended in summer at Miami Beach. Class B baseball is the popular drawing card. There are, in addition, boxing, wrestling, sailing races and a wide range of night clubs and theaters.