

V.F. MIAMI BEACH c. 3

MIAMI BEACH

MAY 12 1965

# HOLIDAY HANDBOOK

*S. Miami Beach*



MIAMI BEACH  
PUBLIC LIBRARY  
**MIAMI BEACH**  
**VACATIONLAND USA**

Reference Department

# HOLIDAY HANDBOOK

## **MIAMI BEACH** **VACATIONLAND USA**

Here is your personal holiday guide to MIAMI BEACH—America's most complete resort city. In these pages, we shall tell you about Miami Beach, try to give you answers to frequently asked questions, and provide you with a colorful descriptive map of the city and the surrounding area showing you the location of the many vacation activities you will enjoy during your visit.

First, you will be interested in a bit of the history of Miami Beach — and how it came to be one of the world's most famous resort cities. The Miami Beach story really began in 1915 when the little town on an island between Biscayne Bay and the Atlantic Ocean officially became a city. Ribbons were cut, champagne was quaffed, and fireworks and fanfare celebrated the new status of the town, which now is the world's best known holiday resort. Then, as now, its most priceless asset was the incomparable climate, with more days of brilliant warm sunshine than almost anywhere in the world. In those days, only millionaires traveled to Miami Beach in winter — and when they got here, there really wasn't much to do except bask in the sunshine. Today, visitors to Miami Beach enjoy the same wonderful sunshine in every season, and they also find an unsurpassed variety of holiday activities to entertain every member of the family.



Beach scene 1915



Beach scene 1965





Oceanfront, north from 18th St. — 1914

In the decades of the '20s and '30s, more automobiles and more roads were built . . . and travel to Miami Beach increased every year. Then in 1941, Miami Beach became a military training center. Thousands of young Americans had their first glimpse of the ocean as they marched on Collins Avenue to Air Corps training classes — their classrooms and living quarters were luxury hotels, stripped down for wartime duty.



Lincoln Road, west from Meridian—1905

With war's end, Miami Beach entered a new era of growth. Americans had learned to travel, and they wanted to visit the places they had only heard about before. So they came to Miami Beach — and they've been happily coming back ever since. New and more luxurious hotels were built and apartment houses constructed for those who wanted to stay for more than a brief vacation. As the city grew, more and more thousands came to bask in the tropical sun and enjoy the luxuriant multi-hued foliage of Miami Beach — where the gentle trade winds make the winters always warmer and the summers always cooler than at home. And Miami Beach offers far more to today's holiday visitor than to yesterday's millionaire — with an unsurpassed variety of fascinating vacation activities!

## THE CITY BEHIND THE RESORT

To more than 2 million yearly visitors, Miami Beach means miles of white sandy beaches, an unexcelled choice of places to stay, fine restaurants, a variety of stimulating things to see, things to do, places to go . . . and above all, blue skies and brilliant sunshine that give a special lustre to every pleasure.



Public Library



High School

To its more than 66,000 permanent residents, Miami Beach means home—with schools and churches and synagogues, with boy scouts and girl scouts, with Lions, Kiwanis, Exchange and Rotary Clubs, with senior citizens' organizations and young people's activities . . . with public parks and playgrounds, community centers and art museums, little theatre groups and auditoriums . . . in fact, with all the things you'd expect to find in a modern American city. But above all, there is a community dedication to one purpose . . . to make sure that every visitor to Miami Beach enjoys the most perfect holiday under the sun. And now . . . Your Personal Guide to MIAMI BEACH.



Bass Museum (interior)



Indian Creek



Conservatory (exterior)



Conservatory (interior)



Miami Beach is easy to reach by plane, train and bus — and of course, by automobile and boat. Traveling by car, our visitors find excellent roads and superhighways, fine overnight accommodations along the way, and a host of interesting scenic views throughout the State of Florida. Those who travel here by small boat find great enjoyment in a leisurely journey via the Intra-coastal Waterway, with dockage and marinas available all along the way.

#### **BY PLANE**

Most major airlines offer direct, non-stop jet flights daily into Miami — and economy fares are available on mid-week or off-hour flights. Consult your travel agent or favorite airline for particulars.

#### **BY CAR**

Detailed, easy-to-follow route maps, showing major arteries and highways leading to Miami Beach are available at almost any service station — or your local Automobile Club will assist you with a completely planned itinerary, including recommended overnight stopping places.

#### **BY BUS**


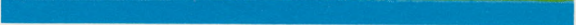
Major bus lines offer excellent service to Miami from most large cities across the United States — direct, or with convenient connections from every point, and with generally modest fares.

#### **BY TRAIN**

Two railroads — the Seaboard Air Line and the Atlantic Coast Line — offer passenger service to Miami from the eastern seaboard and the Midwest, with regular and frequent runs to and from New York City. Accommodations vary widely with a corresponding range of fares. Check with your travel agent or railroad.

#### **BY BOAT**

The Intracoastal Waterway, which closely parallels the coast of Florida, covers a distance in the state of 349 miles from Jacksonville to Miami. Many visitors enjoy the experience of traveling to Miami Beach along this interesting and protected water route.

Miami Beach offers an incredible array of fine accommodations in hotels, motels and apartments. All accommodations are well appointed, well managed and are either on or have access to the beach — and children are welcome everywhere. Rates range from deluxe to modest, so when you write for details and information, be sure to indicate which type of accommodation interests you. It is advisable, particularly during the winter season, to secure reservations in advance of your arrival.



Aerial view of famed Miami Beach oceanfront



High-rise apartment building



Low-rise apartments



## GENERAL INFORMATION

### DRESS

Miami Beach, sunny the year 'round, has average temperatures of 68° in winter, 81° in summer — surf temperature is always above 68°. Evenings bring the cooling breezes of the trade winds, so light wraps and sweaters should be included in your Miami Beach wardrobe. In the evenings, most hotels and restaurants request that gentlemen wear coats and ties. Daytime streetwear is casual and slacks and shorts attire are acceptable in most places.



Lincoln Road—Stroll and shop along one of America's most beautiful Malls—ride and sightsee on gay Mall electric trams.

### TRANSPORTATION

All attractions and shopping areas in Miami Beach and the Metropolitan Miami area are served by an excellent system of air conditioned buses — taxi service is always available — and you may rent virtually any model car or limousine. Car rental service is available at Miami International Airport, or at your local address. If you drive your car to Miami Beach, all hotels, motels and apartments provide ample parking space. Four magnificent, landscaped causeways offer you a pleasant drive to Miami from Miami Beach: MacArthur Causeway, Venetian Causeway, Julia Tuttle Causeway and North Bay Causeway.



Garden scene

THERE'S EVERYTHING

*"Under the Sun"*

IN MIAMI BEACH!

There's something for everyone – and everyone's for something in wonderful Miami Beach! America's most complete resort city includes everyone in the recreational enjoyment of Miami Beach – so just choose your favorites and have fun!



Golf



Deep sea fishing



Sunning and swimming on the beach





Sailing



Tennis



Water-skiing



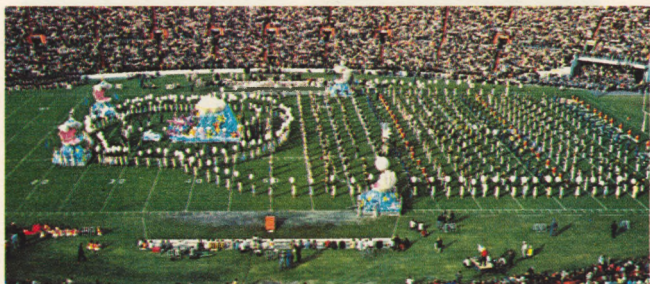
Skin diving



Square dancing

Shown and listed here  
are but a few  
of the many outstanding attractions  
of Miami Beach  
and the surrounding area,  
all within easy reach of your hotel,  
motel or apartment.

Remember  
to take along your camera  
for pictures  
you'll always treasure!



Orange Bowl



Dog track



Seaquarium



Vizcaya garden



Sight-seeing on waterway



Jai-alai



# ACTIONS

- Ancient Spanish Monastery and Gardens
- Gold Coast Railroad and Museum
- Miami Museum of Modern Art
- Fairchild Tropical Gardens
- Musa Isle Seminole Indian Village
- Monkey Jungle
- Orchid Jungle
- Parrot Jungle
- Serpenterium
- Japanese Gardens and Teahouse
- Vizcaya – Dade County Museum



Basketball



Horse racing



Crandon Park Zoo



Night club show



Dining



Bridge fishing

## FACILITIES

Miami Beach has all the cosmopolitan city pleasures of living, dining, entertainment and cultural activities. America's most complete resort city proudly offers you the holiday of a lifetime – at prices you can afford, in a climate that blesses you, and in a place you will always love – Miami Beach, Vacationland, USA!



Public playground



Bass Museum (interior)



Synagogue



Church





Convention Hall



Bass Museum (exterior)



Marina

---

## QUESTIONS

## ANSWERS

Detailed information on just about any subject can be obtained through the Miami Beach Information Center, the Miami Beach Recreation Department, and the Miami Beach Chamber of Commerce.

**Q** *Is Miami Beach expensive?*

**A** Miami Beach has nearly 3,000 hotels, motels, and apartment buildings, offering a wide selection of accommodations at prices ranging from deluxe to moderate.

**Q** *How do I get detailed information about accommodations?*

**A** Your travel agent will be glad to help you and, of course, magazines and newspapers always include Miami Beach advertising—or you may write to Miami Beach Information Center, 1700 Washington Avenue, Miami Beach, Florida.

**Q** *When I have decided where I want to stay, how do I make reservations?*

**A** Through your travel agent—or write directly to the hotel, motel, or apartment you have selected.

**Q** *Should I make return trip reservations before leaving for Miami Beach?*

**A** Yes—especially during the peak winter season.

**Q** *Can I have a checking and / or savings account in Miami Beach?*

**A** Yes—your account is invited by Miami Beach banks and savings institutions.

---



---

**Q** *Are young children welcome in Miami Beach?*

**A** Children of all ages are indeed welcome! Most places have special programs and activities for them under the supervision of trained counselors, and baby-sitting services are easily obtained on short notice.

**Q** *Must I bring everything I need with me, or can I do my resort shopping in Miami Beach?*

**A** Miami Beach is “shoppers’ heaven”—famous Lincoln Road Mall with its fountains and tropical landscaping, the Washington Avenue area, Arthur Godfrey Road (41st Street), and the 71st Street area. With so many specialty shops, exclusive salons and well known department stores to choose from, many visitors prefer to do their vacation shopping in Miami Beach where there is always an unexcelled selection of resort apparel and accessories.

**Q** *Are there sight-seeing attractions nearby?*

**A** Yes. In no more than 30 minutes you can be at any one of the many world famous attractions of Miami Beach and the surrounding South Florida area.

**Q** *When does the racing season start?*

**A** The horse racing season begins on Thanksgiving Day and continues on through April, starting at Tropical Park and going on to Hialeah, and Gulfstream Park. Miami Beach, Biscayne, Flagler, and Hollywood Kennel Clubs rotate in providing nightly dog racing throughout most of the year, and Miami and Dania Jai-alai Frontons are open during the winter months.

---

---

**Q** *What about fishing?*

**A** Miami Beach is a fisherman's paradise! No license is required for fishing in the surrounding waters where every type of salt water game fish abounds . . . piers, bridges, and surf casting are easily accessible from your hotel, motel or apartment. Charter boats are available on an hourly, half-day and full day basis.

**Q** *What is the best time of year for spectator sports?*

**A** All year—every year! We have sports of all kinds each and every month—football, including the year-end Orange Bowl Classic, North-South Shrine Game, Orange Blossom Classic, and the NFL pro play-off game. Basketball, featuring the University of Miami and other nationally ranked teams, and an annual visit by the famed Harlem Globe Trotters, fills the winter months. Exciting boxing matches and title bouts are planned around the calendar. Many National and American League baseball teams have Florida training headquarters and in summer the Miami Marlins play night games at Miami Stadium just across the causeway. Ringling Brothers Circus opens its annual tour in January at Miami Beach. Year-round golf, tennis, and water-skiing tournaments, speedboat races and sailing regattas, chess and bridge tournaments—all keep the spectator's calendar busy. Our local daily papers give full details.

**Q** *If we plan an extended stay, are there schools in Miami Beach—and are our children eligible to attend?*

**A** Yes — to both questions. Under the Dade County Public School system, seventh largest in the nation, there is a tuition fee of \$50 for

---



---

non-resident students. For further detailed information on Miami Beach schools, call Dade County Board of Public Instruction (FR 9-4311).

**Q** *If we stay in an apartment, are there public recreation facilities?*

**A** Yes. In addition to public beaches, there are 10 oceanfront parks, 11 other parks and picnic grounds, 10 playgrounds, 3 golf courses, and 4 tennis clubs maintained by the City of Miami Beach and open to the public.

**Q** *Are restaurants expensive?*

**A** Miami Beach has more than 2000 dining places and restaurants — from inexpensive snack bars to deluxe cafeterias to the most formal type of gourmet cuisine in world-renowned restaurants — the choice is yours!

**Q** *Are there organized social programs and activities open to visitors?*

**A** The Miami Beach Recreation Department offers programs for every age group — social dancing, lectures, concerts, teen-age social centers, adult clubs and hobby groups, children's theatre, sports festivals and tournaments. For information concerning these and many more city-sponsored activities and events, please call JE 8-1141 or JE 1-0271.

**Q** *Are there churches and synagogues in Miami Beach?*

**A** Yes. Almost every religious denomination is well represented in Miami Beach — visitors and their families always receive a warm welcome.

---

## KEY TO MIAMI BEACH ATTRACTIONS GUIDE MAP

1. U. S. Coast Guard Station
2. Chamber of Commerce Docks  
Charter Fishing Boats / Group Fishing Boats  
Commercial and Private Dockage
3. Miami Beach Boys' Camp
4. South Shore Park
5. Miami Beach Kennel Club
6. Pier Park — Bandshell
7. 10th Street Auditorium — Servicemen's Center
8. City Hall
9. Flamingo Park  
Tennis center / Swimming pool / Handball courts / Playground  
Tot lot / Softball field / Football field / Basketball court  
Shuffleboard / Friendship Corner / Teen center
10. Miami Beach Civic Auditorium
11. Miami Beach Convention Hall
12. Miami Beach Community Center
13. Miami Beach Garden Center and Conservatory
14. Miami Beach High School
15. Bass Art Museum
16. Miami Beach Public Library
17. Bayshore Municipal Golf Course
18. Miami Beach Par Three Golf Course
19. Polo Park  
Tennis / Playground / Tot lot / Athletic field
20. Mt. Sinai Hospital
21. Miami Heart Institute
22. St. Francis Hospital
23. North Shore Park  
Tennis center / Softball field / Playground / Football field  
Shuffleboard / Teen center / Basketball court
24. Normandy Isle Park  
Swimming pool / Tennis / Tot and teen age recreations
25. Normandy Shores Municipal Golf Course
26. Fairway Park  
Athletic field / Tot and teen age recreations
27. Stillwater Park  
Athletic field / Tot and teen age recreations
28. Tatum Waterway Park
29. Public Beaches
30. Flagler Monument

**Miami Beach Recreation Department Information . . . 531-0271 538-1141**

To find exact addresses, bear in mind that Miami Beach streets, terraces and courts run east and west in numerical order starting with 1st Street on the southern tip of Miami Beach and going north as far as 87th Terrace. Through streets and avenues are marked on the map for your convenience. Refer to the street index for particular locations. Miami Beach police officers and residents will be happy to assist you in finding exact addresses.

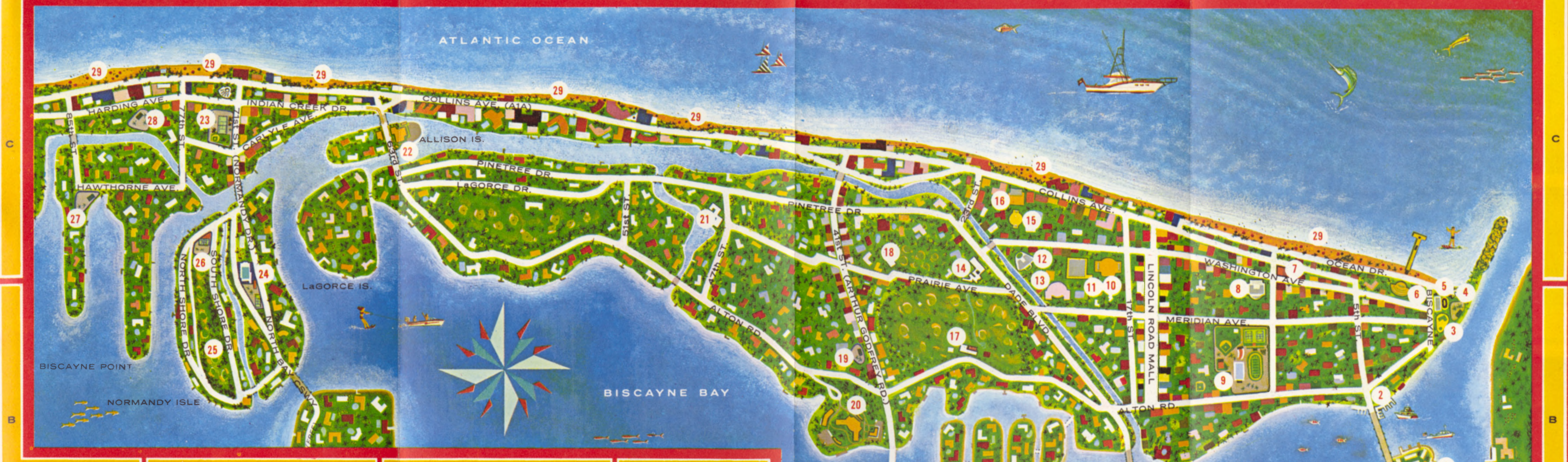
All causeways crossing Biscayne Bay exit on Biscayne Boulevard (U.S.1) for north-south travel. The Julia Tuttle Causeway (41st Street) continues directly to the Miami International Airport with interchanges to the North-South Expressway (95) which leads to the Sunshine State Turnpike. Collins Avenue (A1A) continues north to Surfside, Bay Harbor, Bal Harbour and Golden Beach.

Metro Transit System bus lines traverse Miami Beach and provide service to all areas in Dade County.

There are Municipal parking areas adjacent to all shopping areas (Washington Avenue, Lincoln Road Mall, Arthur Godfrey Road—41st Street and 71st Street) and behind the Auditorium and Convention Hall as well as near all public beaches.

**Miami Beach Information Center . . . . . 538-8521**





**STREET INDEX**

Abbott Ave. . . . . C-6, 7	Drexel Ave. . . . . C-2	Lincoln Rd. Mall . . . . . B, C-2	Post Ave. . . . . C-4	1st St. through
Adams Ave. . . . . C-4	E. DiLido Dr. . . . . A-2, 3	Lincoln Ter. . . . . B-2	Purdy Ave. . . . . B-3	8th Street . . . . . B, C-1, 2
Allison Road . . . . . B-6	E. Rivo Alto Dr. . . . . B-2, 3	Lucerne Ave. . . . . B-3	Ray St. . . . . C-6	1st Terr. through
Alton Road . . . . . B-1, 4, C-5	E. San Marino Dr. . . . . A-2, 3	Marseille Dr. . . . . B, C-6	Raymond St. . . . . C-6	8th Terrace . . . . . A-2, 3
Arthur Godfrey Rd. . . . . B-4, C-4	Espanola Way . . . . . B-2	Meridian Ave. . . . . B-1, 2, 3	Regetta Ave. . . . . B-3	9th St. through
Atlantic Way . . . . . C-6, 7	E. Star Island Dr. . . . . B-2	Miami Beach Dr. . . . . C-3	Roxbury Lane . . . . . C-6	16th Street . . . . . B, C-2
Bay Ave. . . . . B-3	Euclid Ave. . . . . B-1, 2	Michael St. . . . . C-6	Royal Palm Ave. . . . . B-3, 4	17th St. through
Bay Dr. . . . . B, C-6	Fairgreen Dr. . . . . C-3	Michigan Ave. . . . . B-1, 2, 3	Rue Bordeaux . . . . . B-6	20th Street . . . . . B, C-3
Bay Rd. . . . . B-2, 3	Fairway Dr. . . . . B, C-6	Mitchell St. . . . . B-6	Rue Granville . . . . . B-6	20th St. through
Biarritz Dr. . . . . B-6	Flamingo Dr. . . . . C-3, 4	Monad Ter. . . . . B-2	Rue Notre Dame . . . . . C-6	36th Street . . . . . C-3
Biscayne Pt. Circle . . . . . B-7	Flamingo Plaza . . . . . C-3	Nautilus Ct. . . . . C-4	Rue Vendome . . . . . C-6	37th St. through
Biscayne St. . . . . B-1	Flamingo Way . . . . . B-2	Nautilus Dr. . . . . B-4	Rue Versailles . . . . . C-6	47th Court . . . . . C-4
Blackhawk Ave. . . . . C-5	Fountain St. . . . . A-2	Noremac Ave. . . . . C-6, 7	Sarazen St. . . . . B-6	52nd St. through
Bonita Dr. . . . . C-6	Fowler St. . . . . C-6	Normandy Dr. . . . . B, C-6	Sheffield Lane . . . . . C-6	61st Street . . . . . C-5
Brest Esplanade . . . . . C-6	Garden Ave. . . . . B-4	North Bay Rd. . . . . B-3, 4, C-5	Shelter Ave. . . . . B-3	65th St. through
Brevity Lane . . . . . C-6	Gary Ave. . . . . C-6	N. Biscayne Pt. Rd. . . . . C-7	Sheridan Ave. . . . . C-3, 4	79th Street . . . . . C-6
Bridge Rd. . . . . B-1	Harbor Lane . . . . . B-2	N. Coconut Lane . . . . . A-2	South Biscayne Pt. Rd. . . . . C-6	79th Terr. through
Bruce St. . . . . C-6	Harding Ave. . . . . C-6, 7	N. Hibiscus Dr. . . . . A-2	S. Coconut Lane . . . . . A-2	87th Terrace . . . . . C-7
Byron Ave. . . . . C-6, 7	Hawthorne Ave. . . . . C-6, 7	N. Jefferson Ave. . . . . C-4	S. Hibiscus Dr. . . . . A-2	E. 1st Ct. through
Calais Dr. . . . . B-6	Henedon Ave. . . . . C-3, 4, 6	N. Meridian Ave. . . . . B, C-3, 4	S. Shore Dr. . . . . B, C-6	E. 4th Court . . . . . A-2
Carlyle Ave. . . . . C-6, 7	Indian Creek Dr. . . . . B-7	N. Michigan Ave. . . . . B-4	Stillwater Dr. . . . . C-7	W. 1st Ct. through
Cecil St. . . . . C-7	Inlet Blvd. . . . . B, C-1	N. Shore Dr. . . . . B, C-6	Sunset Dr. . . . . B-3	W. 4th Court . . . . . A-2
Century Lane . . . . . B-3	Inlet Ave. . . . . B-2, 3	N. Shore Lane . . . . . B-6	Tatum Waterway Dr. . . . . C-6, 7	W. 21st St. . . . . B-3
Chase Ave. . . . . C-4	James Ave. . . . . C-2, 3	N. Shore Ter. . . . . B-6	Trouville Esplanade . . . . . B, C-6	W. 22nd St. . . . . B-3
Cherokee Ave. . . . . C-4	Jefferson Ave. . . . . B-1, 2, 3	N. View Drive . . . . . B-3	Verdon St. . . . . C-6	W. 23rd St. through
Cleveland Rd. . . . . B, C-7	Jones St. . . . . B-6	Ocean Drive . . . . . C-1, 2	Verdun Dr. . . . . B-6	W. 34th Street . . . . . B, C-3
Collins Ave. . . . . C-1, 7	LaGorce Circle . . . . . C-6	Ocean Terrace . . . . . C-6	Washington Ave. . . . . B-1, C-2, 3	W. 37th St. through
Commerce St. . . . . B-1	LaGorce Dr. . . . . C-5	Palm Ave. . . . . A-2	Washington Court . . . . . C-3	W. 47th Street . . . . . B, C-4
Crespi Blvd. . . . . C-6, 7	Lake Ave. . . . . B-3	Palm Midway . . . . . A-2	Wayne Ave. . . . . C-6	W. 48th St. through
Dade Blvd. . . . . B, C-7	Lake Pancoast Dr. . . . . C-3	Prairie Ave. . . . . C-3, 4	Windsor Lane . . . . . C-6	W. 50th Street . . . . . C-4
Daytona Rd. . . . . B, C-7	Lake View Ct. . . . . C-4	Park Ave. . . . . C-3	West Ave. . . . . B-2	W. 52nd St. through
Delaware Ave. . . . . C-4	Lake View Dr. . . . . C-4	Pennsylvania Ave. . . . . C-2	W. DiLido Dr. . . . . A-2, 3	W. 63rd Street . . . . . C-5
Dickens Ave. . . . . C-6, 7	Lennox Ave. . . . . B-1, 2, 3	Pinetree Dr. . . . . C-3, 4, 5	W. Rivo Alto Dr. . . . . A-2, 3	
	Liberty Ave. . . . . C-3	Pinetree Dr. Circle . . . . . B-6	W. San Marino Dr. . . . . A-2, 3	
	Lincoln Ct. . . . . B-2	Pinetree Lane . . . . . C-6	W. Star Island Dr. . . . . B-2	



