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Vacation



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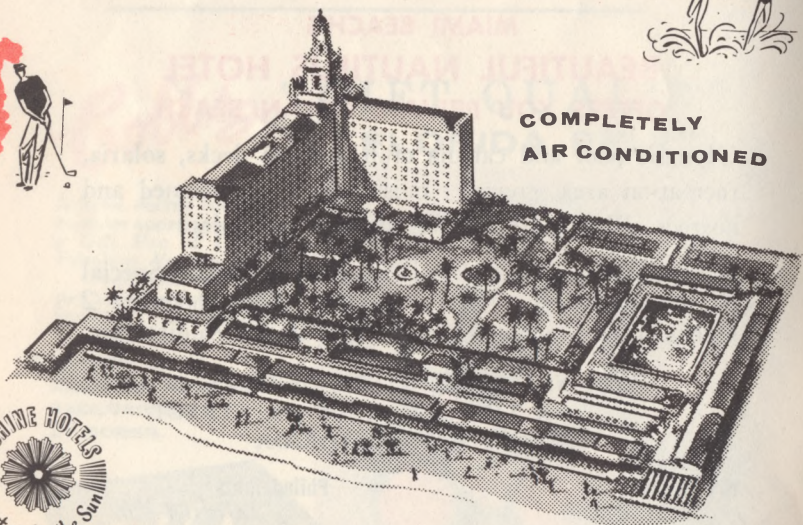
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This Is Miami Beach



ost to some 1,500,000 guests annually, Miami Beach attracts vacationers every month of the year from every part of the United States, Canada and Latin America.

Here are lodgings for 130,000 visitors in 379 hotels and 2,300 apartment buildings, all within a few minutes of ocean beaches, golf courses, fine shops, restaurants, deep-sea fishing, night clubs and numerous spectator sports ranging from horse racing to football, depending on the season.

SUMMER OR WINTER

In winter Miami Beach bases its appeal on its sub-tropic climate that permits swimming, tennis and other summer sports. In summer the great attraction is luxury at low cost, although climate also has its appeal in that heat waves in the high 90s are unknown, thanks to cooling sea breezes and surrounding waters. Air conditioning assures comfort in most hotels and places of business and in many apartments.

PRICES VARY

Prices for rooms, or apartments, vary considerably, depending upon the season, the location and the lavishness of appointments. The extreme high for mid-winter is about \$40 a day, double, for a hotel room. The low, for the same period, is in the neighborhood of \$60 a week. From this peak, rates drop in summer to a maximum of \$15, or thereabouts, a day for the finest rooms, to \$20 a week for modest but comfortable quarters.

Apartment prices range up from about \$1,800 for a six-month winter period to perhaps \$50 a week in summer. Incidentally, practically all apartments are completely furnished, including kitchens.

A SERIES OF ISLANDS

Miami Beach is built on a series of islands one to three miles off the mainland, with Biscayne Bay separating this city from Miami on the west and the broad, blue Atlantic stretching away eastward. Train and plane passengers disembark on the mainland, arriving here by bus or automobile across one of the three causeways spanning the bay. That the air and rail terminals are across the bay, along with all other industrial activity, pleases the officials of this resort capital devoted completely to the care and comfort of visitors.

SPARKLING CLEANLINESS

This maintains what always is one of the first impressions a stranger receives in Miami Beach—the sparkling cleanliness of the city. Smoke, smog and dust are pleasingly absent, as also are most of the pollens that cause hay fever. Many people come here in summer to escape the latter.

A VACATION PLAYLAND

Miami Beach was founded in 1915, designed from the start as a vacation playland. One of the results is the abundance of recreation areas, including eight oceanfront parks with nearly two miles of bathing beach, numerous playground parks with facilities for various games, and two 18-hole public golf courses. The city also operates a year-round program of music, dances, cards, study groups and related activities at three civic centers where visitors may enjoy themselves at little or no cost.

PHENOMENAL GROWTH

The community's growth, to use an overworked but still appropriate word, has been phenomenal. Of the existing hotels, those more than 30

years old can be counted upon the fingers. Sixty have been erected in the last 10 years, probably as many as in all other resort areas combined. If the present trend continues, there will be no vacant lots in another 10 years. Many older buildings already have been demolished to make way for modern structures.

SWIM YEAR 'ROUND

Although blessed with nine miles of sandy, palm fringed beach, Miami Beach could be known as a city of swimming pools. There are more than 500 here, many of them surrounded by sundecks and cabana colonies and attached to hotels and apartment buildings. A before-breakfast swim adds zest to the vacation day; long lazy hours in the sun and sea breeze untangle nerves and bring relaxation. This is part of every vacation here, as close as the hotel coffee shop or the corner restaurant, winter, summer, spring or fall.

MOST MODERN CONVENIENCES

Convenience is a key to the advantages the visitor enjoys at Miami Beach. A permanent population of 52,000, doubled and tripled by vacationers, assures such big-city services as modern stores, hospitals, bus and taxi transportation, banks, brokerage houses, restaurants, night clubs, libraries and schools. Yet the out-of-doors is close at hand, deep-sea fishing 30 minutes away, golf courses no more than 10 minutes and the wilderness of the Everglades National park little more than an hour's drive from the luxury and fashion of the ocean-front hotels.

Miami Beach is seasonal, but the seasons are more dependent upon the weather elsewhere than here, where the winter temperature averages 68 degrees and the summer reading is but 13 degrees higher at 81. Days above 90 or below 55 are rare.

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WINTER EXCITEMENT

Winter brings greyhound racing, starting about Nov. 15 and continuing until June; horse racing with late November and late April opening and closing dates; jai alai from December until April, and such feature events as the Orange Bowl football game, Orange Bowl regatta, flower shows, sailing races, major league baseball training games, golf and tennis tournaments.

SUMMER BARGAINS

Summer starts May 1, when hotel and apartment rates drop to their yearly lows, where they remain until Nov. 1. This is the time of year for conventions, package vacation tours and more leisurely living. Summer visitors make full use of the city's golf courses, the fishing, sightseeing and other natural attractions. Honeymoon couples, in particular, have found the combination of luxury at low cost especi-

ally attractive, with the result that newlyweds form a substantial proportion of the visitors.

CONVENTIONS

Conventions, ranging from groups of less than 100 to 25,000 and more, also bring many people here for the first time. Surveys show convention delegates stay longer in Miami Beach than in any other city, partaking of the holiday life after business sessions are completed.

FISHING AT ITS BEST

Fishing deserves special mention, winter and summer, for it is one of the most popular diversions here. Fishing cruisers with a crew of two and tackle can be chartered for about \$70 a day for Gulf Stream trolling, where the big game includes marlin, sailfish, wahoo and dolphin. These craft accommodate six persons and usually troll four lines. Half-days on drift fishing

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double occupancy
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Two stars on our sparkling beach

boats, with 25 to 50 persons aboard, can be bought for about \$3.50.

Tarpon are sought in the inlets and over the reefs on light or heavy tackle and are most numerous in March, April, May and June. Bonefish, permit, snapper and other light tackle species may be taken from small boats in the bays throughout the year. There also is fishing from seawalls and from the municipal pier at no cost.

FOOTBALL THRILLS

Football, here as elsewhere, is a fall sport but usually played in shirt-sleeve weather. The University of Miami ordinarily is host to six or seven of the better teams of the country at home games during October and November.

Few other resorts anywhere can match the brilliance of the Miami Beach winter season, the economical luxuriousness of a Miami Beach summer. But to this must be added as an attraction the many points of interest in and about the city.

SIGHTSEEING

Waterway tours enable visitors to obtain intimate glimpses of the homes of the many famous persons who live here during the winter, as well as the tepees of the Seminole Indians who still have a village on the mainland.

Just south on the mainland is Fairchild Tropical Garden with the largest collection of palms, and many other tropic plants, in this country. Also just south, on the second island below Miami Beach is an aquarium that is among the largest in the country with an extensive display of the fish, from the largest to the smallest, found in waters hereabouts.

Further to the south on the mainland, easily reached in less than an hour, is the Parrot Jungle, with macaws and other colorful birds flying free in a lush tropical setting. Nearby is a serpentarium, where visitors may watch cobras and see their deadly venom ex-

Sun Tan Tips

Too often all the pleasure of a vacation is spoiled because of a lack of knowledge of getting a tan. Persons vary greatly in their reaction and sensitivity to ultra violet rays. Blondes and the Reddish types generally are more susceptible than Brunettes. Men are more reactive than women, and young infants more than adults.

Clouds do not necessarily remove ultra violet rays, and reflection from sand and water greatly increases exposure. High altitudes and more perpendicular sun rays also increase exposure.

Prevention of sunburn and the acquiring of a beautiful tan can be accomplished by sensible exposure and the use of modern suntan creams or lotions. Extreme sensitivity of certain areas such as the lips or nose require that they be given extra protection by applying your suntan lotion more often and in slightly larger quantity to those areas.

In using a suntan lotion some of the

important things to remember are that when applying you do not miss even the slightest area. Also be sure to apply below the top line of your bathing suit so that if your covering should slip even in the slightest you would not get a burn within that small area. Another precaution is to allow the lotion to be absorbed by the skin for at least a minute before you allow your suit, towel, or clothing of any kind to touch it thereby removing the lotion. Some lotions should not come in direct contact with clothing because they will actually tan the material, resulting in a stain which cannot be removed.

Suntan which peels or is tan in patches is certainly not attractive. To avoid this it is important to re-apply the lotion generously during and after a long day's exposure to the sun, and even after the shower. This will keep your skin soft and smooth, avoid peeling and result in a beautiful tan.

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PREVENTS
SUNBURN**



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tracted. Just beyond are the Monkey and Orchid Jungles, both in the midst of South Florida's tropical fruit groves, where winter visitors may pick oranges and avocados and summer visitors may sample the luscious mango.

EVERGLADES NATIONAL PARK

An hour and a half by automobile or bus is the entrance to the Everglades National park, third largest such preserve in the country and unique for its bird, animal and plant life. Egrets, ibis and many other species of aquatic birds may be seen in the park, as well as alligators, all completely wild, yet reasonably unafraid of man under the protection of U. S. rangers. Fishing in the salt water rivers, bays and channels of the park is fabulous.

In the park the visitor can obtain a not too far-fetched picture of what Miami Beach was before the turn of the century when little development had been started.

STARTED WITH COCONUTS

The first commercial undertaking in what is now Miami Beach was a coconut plantation, planted in the 1880's. Although the coconuts thrived the venture failed because of a heavy drop in the copra market. Development then turned to the growing of tropical fruits and winter vegetables, shipped to northern markets on the railroad built to Miami in 1896.

METEORIC RISE

Miami Beach as a playground and vacation land had its inception around 1912, and an ambitious promotion to sell residential and commercial building sites got under way in 1914. By 1915, when the city was incorporated by the unanimous vote of its 31 freeholders, dredges were put to work filling in low areas and pumping new islands in Biscayne Bay. A causeway also was built, connecting with the

mainland, and the city began its meteoric rise to its present eminence in the resort world.

RETIREMENT HOTELS

The following hotels are being operated in this city for the Senior Citizen:

BLACKSTONE HOTEL, Washington Avenue at 8th Street.

***BOULEVARD HOTEL**, 775 Dade Boulevard.

HELENE HOTEL, 1030 - 15th Street.

MONTEREY HOTEL, 959 West Avenue.

In order to be accepted, applicants for the plan must be in good health, certified by a doctor. The program is designed primarily to accommodate folks who are retired, on social security or old age pension. There are no special diets provided. So far as can be determined, there are no extra costs involved, other than for personal items.

FOR BEST RATES

In some cases for best rates, two persons are assigned to each room and each person is expected to take care of his own quarters.

Whether this type of accommodation is suited to every person is a difficult question to answer. It will depend upon your past way of life, your particular needs and requirements, habits formed and your ability to adjust to new friends, surroundings and environment. Being in good health will be your greatest asset.

A personal visit, if convenient, and without financial strain, is suggested before a definite reservation is made or final decision is reached.

* * *

This resort center with population of 54,000 has municipal off-street parking facilities for almost 8,000 cars.

* * *

NEWSPAPERS

Listed below are the *daily* newspapers published in Greater Miami:

SUBSCRIPTION RATES

	Daily	Sun. Ed.	Wk.	Mo.
MIAMI HERALD, 200 S. Miami Avenue, Miami, Florida	5c	15c	45c + Sun.	\$1.95
MIAMI NEWS, 1001 N. W. 7th Street, Miami, Florida	5c	15c	45c + Sun.	\$1.95
MIAMI BEACH SUN, 1753 Alton Road, Miami Beach, Florida	5c	10c	30c	\$1.30

For subscriptions, advertising rates or other information, please write to the publication of your choice.

Since the end of World War II annual uncollected taxes have never amounted to more than seven-tenths of a per cent in Miami Beach.

* * *

Flower beds in Miami Beach parks are abloom throughout the year. Planting of annuals is staggered to provide a gaiety of blossoms all the time.

* * *

The famous resort hotels of Miami Beach, almost 400 of them, could be encompassed in less than two square miles of land if these vacation properties could be joined.

* * *

Air studies have shown Miami Beach's atmosphere to contain fewer irritating pollens than that of any other area east of the Rockies.

* * *

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Umbrellas

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Miami Beach Hotels

- The following rates are applicable for July, August and September 1958. Please note rate changes on insert for balance of year.

NAME AND ADDRESS	DAILY RATES					
	July, 1958 Sgl.	July, 1958 Dbl.	August, 1958 Sgl.	August, 1958 Dbl.	September, 1958 Sgl.	September, 1958 Dbl.
ADAMS—JE 8-8148 2030 Park Ave.						
ALBA—JE 8-0932 1455 Michigan Ave.						
ALGIERS—JE 1-6061 2555 Collins Ave.						
ALLISON—UN 6-8881 6261 Collins Ave.						
ARLINGTON—JE 8-3831 445 Ocean Drive	3	3	3	3	3	3
ATLANTIS—JE 1-0381 2655 Collins Ave.						
AVALON—JE 4-4601 700 Ocean Drive						
BANCROFT—JE 1-5751 1501 Collins Ave.	5	6	5	6	4	5 E
BEACON—JE 1-5891 720 Ocean Drive						
BELVEDERE—JE 1-1103 843 Euclid Ave.						
BILLOWS—JE 1-7401 2701 Collins Ave.						
BLUE WATERS—UN 6-6231 74th and Ocean	5-7	6-10	5-7	6-10	5-7	6-10 E
BOMBAY—UN 6-8734 6901 Collins Ave.	8	8	8	8	6	6 E
BOULEVARD—JE 8-8321 775 Dade Boulevard						

WEEKLY RATES ONLY

A—American Plan • E—European Plan • MAP—Modified American Plan

NAME AND ADDRESS	DAILY RATES					
	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
BREAKWATER—JE 1-1184						
940 Ocean Drive						
CADET—JE 1-6688						
1706 James Ave.						
CAMEO—JE 8-9107						
405 Espanola Way						
CARIBBEAN—JE 1-0061						
3737 Collins Ave.	8-10	8-10	8-10	8-10	6-8	6-8 E
CARILLON—UN 5-7561						
6801 Collins Ave.	14-20	19-25	14-20	19-25	12-18	17-23 MAP
CASABLANCA—UN 6-8851						
6345 Collins Ave.	10-14	10-14	10-14	10-14	8-12	8-12 E
CASA FRANCESCA—JE 1-0129						
1120 - 6th St.	2.50	1.25	2.50	1.25	2.50	1.25 E
CATALINA—JE 8-4316						
1732 Collins Ave.	4	5	4	5	3	4 E
CAVALIER—JE 1-7661						
1320 Ocean Drive	4	4-5	4	4-5	3	3-4 E
CHESTERFIELD—JE 1-5831						
855 Collins Ave.						
CLAREMONT—JE 8-4661						
1700 Collins Ave.	4	5	4	5	3	3 E
CLARIDGE—JE 1-6727						
3500 Collins Ave.						

WEEKLY RATES ONLY



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NAME AND ADDRESS

CLYDE—JE 1-5861

1430 Ocean Drive

COLLINS PARK—JE 1-6787

2000 Park Ave.

CONTINENTAL—JE 8-6721

4000 Collins Ave.

CORSAIR—JE. 1-7447

101 Ocean Drive

CRESCENT—JE 1-6868

1420 Ocean Drive

CREST—JE 1-0321

1670 James Ave.

CROWN—JE 1-5771

4041 Collins Ave.

DEAUVILLE—UN 5-8511

6701 Collins Avenue

DELANO—JE 8-7881

1685 Collins Ave.

DRAKE—JE 1-6681

1460 Ocean Drive

DU-BARRY—UN 6-8701

7320 Ocean Terrace

EDISON HOTEL—JE 1-0461

960 Ocean Drive

July, 1958		August, 1958		September, 1958	
Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.

3	4	3	4	3	4E
2.50	3.50	2.50	3.50	2.50	3.50 E
10	10	10	10	8	8E
14	14	14	14	12	12E
3-5	4-6	3-5	4-6	2-4	3-5E
	5-10		5-10		4-8E

the

Crown

HOTEL

Talk-of-the-Town"
Vacations!

ALL THIS FREE: Moonlight
Swim Parties • Wienie Roasts
Dance Lessons • Cocktail Parties
Dancing and Entertainment Nightly
and Much, Much More

FABULOUS FOOD! Luscious lobster,
Juicy Roast Beef or Thick Prime Steaks
on our menus every day

COMPLETELY AIR-CONDITIONED

**SEE YOUR TRAVEL AGENT
for FREE FRIENDLY SERVICE**

**OCEANFRONT 40th TO 41st STS.
MIAMI BEACH, FLORIDA**



IN THE HEART OF THE LINCOLN ROAD AREA

NEW
HOTEL Tropics

**COLLINS AVENUE
AT 16th STREET
MIAMI BEACH**

\$2.50 Daily, Per Person
Dbl. Occ. to Dec. 15

\$5 & \$8 Per Person Dbl. Occ.
Dec. 15 to Mar. 15

\$5 & \$6 Per Person Dbl. Occ.
Mar. 15 to May 1

Studio Apartments Available •

Air Conditioned • Parking Facilities

• Coffee Shop • Pool on Premises

• Solarium • Completely Equipped

Movies • Splash Parties • Wiener

Roasts • Bingo • Cocktail Parties

PHONE: JE 1-0361

always MIAMI BEACH'S finest
now MIAMI BEACH'S newest!

Introducing America's Most Exciting New Rooftop Rendezvous

....the ivory tower

THE ONLY ONE ON MIAMI BEACH

reached by a glass-walled elevator...gliding glamorously skyward on the outside of the towering Saxony!



- member Diner's Club charge Room, Food, Beverage

- 100% AIR-CONDITIONED

- 600 feet of private Sandy Beach

RE-OPENING OCTOBER 1958...with 446

luxurious new rooms and magnificently enlarged facilities, plus Miami Beach's smartest service and most famous food (lavish meals included on the superior **Saxony Style** plan) with Complimentary Golf, Tennis, Poolside accoutrements (Lounges, Beach Mats, etc.) all at the most value-full rates. See your local Travel Agent (no one can serve you better!) or write us for handsome new Color Brochure.

the **Saxony**

ROBERT "Robbie". ROBINSON
 Executive Vice President

ALWAYS...THE PRIDE OF MIAMI BEACH

ON THE OCEAN at 32nd STREET • Jefferson 8-6811

NAME AND ADDRESS	DAILY RATES					
	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
EL MOROCCO—JE 8-2591	4- 6	4- 8	4- 6	4- 8	4- 6	4- 8E
3200 Collins Ave.						
EMBASSY—JE 8-2731						
2940 Collins Avenue	4	5	4	5	4	5E
FLAMINGO—JE 1-0311						
1500 Bay Road						
GALE—JE 1-6861						
1690 Collins Ave.						
GOLF PARK—JE 4-2915						
330 - 19th St.						
GREENBRIER—JE 1-0051						
3100 Indian Creek Drive						
GULFSTREAM HOTEL						
UN 6-1431						
6039 Collins Avenue						
HALCYON—JE 8-9608						
1231 - 17th St.						
HARDING—UN 6-0528						
210 - 63rd St.	4	6	3	5	2.50	4E
HOLIDAY MANOR—UN 6-5421						
6000 Indian Creek Drive						
JAY MAR—JE 4-2956						
1685 James Ave.	4	5	4	5	4	5E



1100 Ocean Drive On The Ocean

100% Air Conditioned and Heated
Beautifully Equipped Solarium

Hotel • Pullmanettes • Apartments

Average Rates Per Room for 2 Persons

Summer \$2.50 to \$ 7.00*

Winter \$8.00 to \$18.00*

*Weekly, Monthly, Season & Yearly Rates

More water than land area is embraced within Miami Beach city limits and this resort center has almost as many miles of shoreline as it has of streets.

* * *

Miami Beach's new exhibition hall will provide 200,000 square feet of floor space including 108,000 square feet of uninterrupted exhibit area.

* * *

The dolphin, colorful to view and a table delicacy, is taken in greater numbers and on more trolling excursions in the ocean off Miami Beach than any other species of salt water gamefish, according to a recent fisheries' survey.

* * *

Flowers familiar to summer time up north bloom all year in Miami Beach parkways. The mild climate here permits several plantings a year of some annuals.

NAME AND ADDRESS	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
JEFFERSON—JE 1-1141						
121 - 15th St.	6	7	6	7	5	6E
JO-EEN—JE 8-9344						
1900 West Ave.	7-9	9	7-9	9	7-9	9E
JOHNINA—UN 6-6821						
6995 Collins Ave.	5-9	6-10	5-9	6-10	5-9	6-10E
KENT—JE 1-6771						
1131 Collins Ave.						
KING COLE—NORTHSHORE						
UN 6-1441						
6845 Bay Drive						
LEONARD—JE 8-9557						
54 Ocean Drive						
LOMBARDY—UN 6-7761						
6305 Collins Ave.						
MARE GRANDE—JE 8-1441						
524 Ocean Drive						
NATIONAL—JE 2-2311						
1677 Collins Ave.	8-12	8-12	8-12	8-12	6-8	6-8E
NAUTILUS—JE 8-6841						
1825 Collins Avenue	10	16	8	14	8	14E

A MUST FOR
EVERYONE
WHO COMES
TO MIAMI
BEACH...

The ALL New

SPANISH MOROCCO RESTAURANT

Superb Spanish and American
Cuisine at Most

MODERATE PRICES!
THE SHOWPLACE OF SPANISH CULTURE
IN THE SOUTH

FOR RESERVATIONS
PHONE:

JE 8-2591

AIR
CONDITIONED

Directly op. Saxony Hotel
32 to 33 St., Collins Ave.
M I A M I B E A C H



EL MOROCCO

SUMMER RATES

\$ 4 TO \$ 8 2 ADULTS
1 CHILD
APRIL 18
TO DEC. 20

WINTER RATES

\$ 8 TO \$ 14 2 ADULTS
1 CHILD
DEC. 20
TO APRIL 18

AMERICAN PLAN AVAILABLE
2 Swimming Pools • Private Beach
Playground • Sitter Service

**FREE SUPERVISION
FOR CHILDREN**

Apartments accommodate 4 to 8 persons

Daily Maid Service

Linens • Utensils • Utilities

AIR CONDITIONED

NAME AND ADDRESS	July, 1958		DAILY RATES		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
NETHERLAND—JE 4-4791 1330 Ocean Drive	4-6	5-7	4-6	5-7	3-5	4-6	E	
NEW CADILLAC—JE 2-4541 3925 Collins Ave.		10		10			10	E
NEW TROPICS—JE 1-0361 1550 Collins Ave.	5	6	6	8	3		4	E
NEW YORKER—JE 1-5502 1611 Collins Ave.	6-7	7-8	6-7	7-8	5-6	5-6	E	
NORMANDIE—JE 1-7603 349 Ocean Drive	4-8	5-9	4-8	5-8	2.50-6	3-5	E	
OCEAN HAVEN—JE 8-8533 155 Ocean Drive								
OCEAN SURF—UN 6-1648 7436 Ocean Terrace								
OLSEN—UN 6-2451 7300 Ocean Terrace	4-8	5-10	4-8	5-10	Closed		E	
PIERRE—JE 1-7477 216 - 43rd St.	3-7	4-8	3-7	4-8	2-8	3-7	E	
PRINCESS ANN—JE 4-2196 920 Collins Ave.								
PROMENADE—JE 8-5721 2477 Collins Ave.	8	8	8	8	6		6	E
RALEIGH—JE 1-0792 1777 Collins Ave.	7-9	8-10	7-9	8-10	5-7	6-8	E	
RENDALE—JE 1-6604 3120 Collins Ave.								

A Brilliant New Way of Resort Living!

SPRING 'N SUMMER SENSATION
100% AIR CONDITIONED

NEW Vendôme HOTEL
VARIETY VACATION

7 DAYS \$39
6 NIGHTS ONLY

per person
2 in room
Apr. 15 to Dec. 15th.

INCLUDING M-M-M-M MEALS!
(Breakfast and Dinner)

Let's have a party! Complete with
Cocktail parties, dancing, shows,
moonlight swims, and many, many
entertainment surprises! Also—BREAKFAST
and 8-COURSE DINNER daily and the luxury
of our pool, beach and beautiful rooms!

BILL O'SULLIVAN, Mgr.
Write direct for reservations and free color brochure

**New York Off.
CI-7-8220**

**EVERYTHING IS
BETTER INCLUDING
RATES AT THE
NEW... VENDÔME**

\$3 Per
Person
Double
Occu.
to
Dec. 15

\$5 Per
Person
Double
Occu.
Dec. 16 to
April 14

All of the above
rates are
predicated on
30 of 100 rooms

ON THE OCEAN AT 43rd STREET, MIAMI BEACH

In the
Fontainebleau—Eden Roc section

NAME AND ADDRESS	July, 1958		DAILY RATES		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
REVERE—JE 8-0731								
1100 Ocean Drive	4- 6	4- 7	4- 6	4- 7			2.50-5 3-	6 E
RICHMOND—JE 8-2331								
1757 Collins Ave.	7- 9	7 9	7- 9	7- 9			5- 7	5- 7 E
ROBERT RICHTER—JE 8-2776								
3301 Collins Avenue	12	15	12	15			10	13 A
RONEY PLAZA—JE 1-6011								
2301 Collins Ave.	12-18	12-18	12-18	12-18			10-15	10-15 E
ROWE—UN 6-1617								
6600 Collins Ave.	5- 9	5-10	5- 8	5- 9			4- 8	4- 8 E
ROYAL PALM—JE 1-7381								
1545 Collins Ave.								
SAGAMORE—JE 8-7211								
1671 Collins Avenue	8	14	8	14			6	12 E
SANDS—JE 1-5881								
1601 Collins Ave.	8-10	8-10	8-10	8-10			8-10	8-10 E
SAN JUAN—JE 8-7531								
1680 Collins Ave.								
SAN MARINO—JE 8-5731								
4299 Collins Ave.								
SAXONY—JE 8-6811								
3201 Collins Ave.								
SEA GULL—JE 8-6631								
100 - 21st St.	10-16	10-16	8-16	8-16			8-14	8-14 E

CLOSED FOR SUMMER

SENSIBLE RATES

AIR CONDITIONED

ROYAL PALM

OCEANFRONT Luxury
Friendly Hospitality

- Private beach,
- new crystal clear pool
- planned entertainment
- coffee shop • **FREE PARKING**
- TV theater • bingo
- AAA approved
- Recommended by Duncan Hines

Write direct or see
your travel agent

JOSEPH M. ROSE,
Managing Director



DIRECTLY ON THE OCEAN
COLLINS AVE. OFF LINCOLN ROAD
MIAMI BEACH, FLORIDA



In the Heart of Miami Beach

the
Sands
HOTEL & APTS.

- Hotel Rooms, Efficiency Apartments and Bedroom Apartments Available
- Jamboree Lounge
- Nightly Entertainment
- Coffee Shoppe and Poolside Dining Terrace
- 300 feet of Private Beach
- Large Fresh-water Olympic Swimming Pool
- Colorful Cabana Colony and Tropical Gardens
- Ping Pong, Shuffleboard and Game Room
- TV Theatre • Card Room
- Solaria and Masseurs
- Wiener Roast, Free Movies, Bingo, Water Carnivals
- Teenage Activities, Supervised Play Area for Kiddies

OCEANFRONT ON LINCOLN ROAD

NAME AND ADDRESS	Sgl.	DAILY RATES			
		July, 1958 Dbl.	August, 1958 Sgl.	September, 1958 Dbl.	Sgl.
SEA ISLE—JE 8-7841					
3001 Collins Ave.	10	10	8	8	8E
SENATOR—JE 1-7491					
1201 Collins Ave.					
SEVILLE—JE 2-2511					
2901 Collins Ave.	16.50	18-21	16.50	23-27	15.50 16-27 MAP
SEYMOUR—JE 8-1065					
945 Pennsylvania Ave.					
SHORE CLUB—JE 8-7811					
1901 Collins Ave.	9	10	7	8	7 8E
SHOREHAM—JE 1-6626					
535 Ocean Drive					
SHOREMEDE—JE 1-5301					
3585 Collins Ave.	6-10	6-10	6-10	6-10	6-10 6-10 E
SORRENTO—JE 8-5421					
4391 Collins Ave.					
SURFCOMBER—JE 8-7511					
1717 Collins Ave.		8			
TIFFANY—JE 1-5796					
801 Collins Ave.					
TRAYMORE—JE 1-0331					
2445 Collins Ave.					
TUDOR—JE 4-2934					
1111 Collins Ave.					

CLYDE HOTEL

1430 Ocean Drive Between 14th and 15th Sts.
 MIAMI BEACH 39, FLORIDA
 Air Conditioned Rooms Available
 European Plan — Open All Year

Directly on the Ocean . . . Conveniently
 Located to Fashionable Shopping Center . . .
 Golf Courses . . . Restaurants and Theatres
 . . . All rooms with Private Bath, Shower
 and Telephone . . . Elevator Service . . .
 Solarium . . . Spacious Veranda Overlooking
 the Ocean . . . Television.

Just look at these sensible rates:

\$2.50 daily for one in a room
\$3.50 daily for two in a room
\$4.50 daily for three in a room

MAY 1st to Dec. 15th.

You'll be glad you chose the
 ocean front CLYDE! We suggest
 reservations.

Cordially yours,
CLYDE HOTEL
 Owner-Management



ANY ROOM IN THE HOUSE
 Including Oceanfront & Oceanview

ONLY
\$3 daily per person
 double occupancy
 May 1 to Dec. 15
 Add \$1 daily per person
 July & August

SPECIAL REASONABLE RATES
 for Winter & Spring

100% Air Conditioned & Heated
 Private Beach • Pool
 Coffee Shop • Cocktail Lounge
 Planned Entertainment

FREE PARKING ON PREMISES
 —Member Diners' Club
 Write for Color Brochure

On The Ocean at 69th St.
MIAMI BEACH

NAME AND ADDRESS

VENDOME—JE 8-1451
4301 Collins Ave.
VERSAILLES—JE 1-6092
3425 Collins Ave.

		DAILY RATES					
		July, 1958		August, 1958		September, 1958	
		Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
		5- 7	6- 9	5- 7	6- 9	4- 6	4- 6E

APARTMENTS — MOTELS

HARDING COURT—UN 5-2896
8340 Harding Ave.

* * *

Miami Beach has an acre of public park area for each 72 residents.

* * *



Golden sands

**IN THE HEART OF THE
 LINCOLN ROAD AREA**
 MORE FUN! MORE CONVENIENCE

*See
 Enclosed
 Supplement
 For Rates For
 Other Periods

- Air Conditioned and Heated
- 200 ft. Private Beach • Pool • Cabanas
- Solaria • Luxurious New Decor
- Dining Room • Cocktail Lounge
- Radio in Every Room • Entertainment

\$4

*Daily Per
 Person
 Double Occ.
 May 1 to
 Dec. 20
 40 Rooms

Add \$3 Daily Per
 Person for Modified
 American Plan

**THE SPARKLING
 NEW**

National

HOTEL • POOL • CABANA CLUB

OCEANFRONT JUST NORTH OF LINCOLN ROAD

Write for Color Brochure and Full Information

Crescent Hotel

1420 Ocean Drive Between 14th and 15th Sts.

MIAMI BEACH 39, FLORIDA

Air Conditioned Rooms Available

European Plan — Open All Year

Directly on the Ocean . . . Conveniently
 Located to Fashionable Shopping Center . . .
 Golf Courses . . . Restaurants and Theatres
 . . . All rooms with Private Bath, Shower
 and Telephone . . . Elevator Service . . .
 Solarium . . . Spacious Veranda Overlooking
 the Ocean . . . Television.

Look no further. All the above
 features plus solid comfort at
 rates you can afford.

NOW HEAR THIS:

\$2.50 daily for one in a room

\$3.50 daily for two in a room

\$4.50 daily for three in a room

May 1st to Dec. 20th.

You'll be glad you chose the
 ocean front CRESCENT HOTEL!
 We suggest reservations.

Cordially yours,
CRESCENT HOTEL
 Owner-Management



Apartmentments

ABBOTT ARMS—UN 6-5430

7834-42 Abbott Ave.

ALGEOLA—JE 1-7260

1407 West Ave.

ARCHWAY-OCEANIC

6780 Collins Ave.—UN 6-2775

BELLE ISLE COURT—JE 1-7134

31-A Venetian Way

BISCAYNE BEACH—UN 6-8969

8300 Crespi Blvd.

James Manor Apartments

1849 JAMES AVENUE

MIAMI BEACH, FLA.

32 Complete Bedroom Apartments — Fully
furnished — Air Conditioned — Maid Ser-
vice — Cabana and Pool for guests.

Yearly Rentals From \$1850 Up

No Children, Quiet Building

JOSEPH CANNON, Proprietor

GULF STREAM

Hotel • Apartments • Villas

MIAMI BEACH
On the Ocean, 60th to 62nd Sts.

A celebrated Winter address
for distinguished people

2 and 3 bedroom Villas
2 and 3 bedroom Apartments

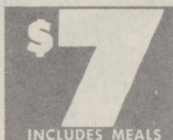
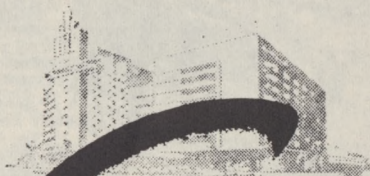
Season or shorter periods

500 ft. private, beautiful beach
Hotel service • Private garage
Servants' quarters • Near all
sports and social activities

See your Travel Agent or write Manager

NAME AND ADDRESS	DAILY RATES					
	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
BLUE SKY—UN 6-5500	75	100	65	85	65	85
7300 Byron Ave.	mo.	mo.	mo.	mo.	mo.	mo.
BRICK—UN 6-5526		35		35		35
8011 Abbott Ave.		wk.		wk.		wk.
BYRONAIR—UN 6-9314						
8401-11 Byron Ave.						
BYRON COURT-BYRON MANOR		100	100	100	100	100
8535 Byron Ave.—UN 6-9178	mo.	mo.	mo.	mo.	mo.	mo.
CARAVAN COURT—JE 4-2366						
1348 Drexel Ave.						
CORAL—UN 6-0754	5	6	5	6	5	6
7435-45 Harding Ave.	day	day	day	day	day	day
EDGEWATER MANOR						
8500 Byron Ave.—UN 6-4141						
EL MIRASOL—JE 1-3376		8		8		5
148 - 27th St.		day		day		day
ESQUIRE—JE 8-6937						
4710 Pine Tree Drive						
EVERGLADES—JE 1-7451						
536 - 14th St.						
FABER'S PARK—JE 8-4726						
928 Ocean Drive						
FERDINANDE—JE 4-4532	65	75	65	75	65	75
400 Euclid Ave.	mo.	mo.	mo.	mo.	mo.	mo.
FILLARD—JE 8-8341	5	6	5	6	5	6
2000 Liberty Ave.	day	day	day	day	day	day
GOLD COAST—UN 6-2551						
7780 Tatum Waterway Dr.						
HAMPSHIRE HOUSE—UN 6-9217		100		100		100
6727 Indian Creek Dr.		mo.		mo.		mo.
HEATHCOTE—JE 1-9521						
626 Ocean Drive						
HIRBESS—UN 6-7104						
7350 Byron Ave.						

100% Air Conditioned.



Daily, per person, dbl. occ.
50 of 300 rooms. European
Plan also available. Star-
Studded Entertainment.
Around-the-clock activity.
After Dec. 19, contact Hotel
for Winter Rates.
\$7 April 30-Dec. 19. Add \$1
July 1-Aug. 31.

go
first
class *Cadillac* HOTEL

OCEAN FRONT AT 40TH STREET MIAMI BEACH, FLORIDA

JE 2-4541



A sailing regatta or sand castles on the shore. Isn't it great to be in Miami Beach?



North Shore looking south



Looking west on fabulous Lincoln Road

NAME AND ADDRESS	DAILY RATES					
	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
JAMES MANOR—JE 1-3459						
1849 James Ave.						
JERRICO—UN 5-5556	60-80	90	60-80	90	60-80	90
235 - 78th St.	mo.	mo.	mo.	mo.	mo.	mo.
KASKADES—JE 1-1881		125		125		125
300 - 17th St.		mo.		mo.		mo.
KENMAE—JE 1-7861						
1201-41 - 14th St.						
LA CORONA—JE 1-3305						
2814 Collins Ave.						
LIGHTHOUSE—JE 4-2477						
4730 Pine Tree Drive						
LINCOLN BAY—JE 1-3730						
1491 Lincoln Terrace						
LINCOLN TERRACE—JE 1-9772						
1602 Meridian Ave.						
LORD BYRON—UN 6-2502	5	6	5	6	4	5
7332 Byron Ave.	day	day	day	day	day	day
MARK-ALAN—UN 5-9128		150		150		100
7301 Harding Ave.		mo.		mo.		mo.
MAYFIELD COURT—JE 1-9315						
730 Pennsylvania Ave.						
UN 6-3441						
2131 Calais Drive						
OCEAN CREEK—UN 6-9232						
5970-80 Indian Creek Dr.						
OCEAN FRONT—JE 1-9235						
1230 Ocean Drive		8-10		8-10		
OCEAN HORIZON—UN 6-4283	25	35	25	35	25	35
7420 Ocean Terrace	wk.	wk.	wk.	wk.	wk.	wk.
OCEAN SIDE—UN 6-9114						
7135 Harding Ave.						

For the Most Glamorous
Vacation You've Ever Had
it's the *Hotel*

CONTINENTAL

FACING THE OCEAN
40th ST. AT COLLINS
MIAMI BEACH, FLORIDA

COMPLETELY
AIR CONDITIONED





- Coffee Shop
- Cocktail Lounge
- Beach • Pool
- Air Conditioned and Heated
- Parking on Premises

From

\$2⁵⁰

per person
double
occupancy

20 rooms out of 102
April 10 to Dec. 15

FOR RESERVATIONS
JE 8-6721

NAME AND ADDRESS	DAILY RATES					
	July, 1958 Sgl.	July, 1958 Dbl.	August, 1958 Sgl.	August, 1958 Dbl.	September, 1958 Sgl.	September, 1958 Dbl.
OCEAN STRAND—UN 6-7891 175 - 71st St.		200 mo.		200 mo.		150 mo.
OCEAN TERRACE—UN 6-7371 7410 Ocean Terrace	4 day	5 day	4 day	5 day	3 day	4 day
POOLSIDE MANOR 8636 Harding Ave.—UN 5-2141						
RIVIERA PLAZA—JE 1-6843 337 - 20th St.						
ROSEMARY MANOR—UN 6-9208 8118-28 Harding Ave.						
SCHNEIDER'S—JE 8-6351 242 Meridian Ave.						
SEA SURF—UN 6-7396 8315 Byron Ave.	25 wk.	30 wk.	25 wk.	30 wk.	25 wk.	30 wk.
SEA VUE—UN 5-8200 330 - 74th St.	5 day	6 day	5 day	6 day	5 day	6 day
SHERIDAN PARK—JE 8-9682 315 - 28th St.	75-90 mo.	75-90 mo.	75-90 mo.	75-90 mo.	75-90 mo.	75-90 mo.
STARLITE—JE 4-2161 750 Ocean Drive						
STEPHEN FOSTER—UN 6-9284 6300 Collins Ave.						
TROPIC-FAIR—JE 1-5225 1520 Meridian Ave.		75-150 mo.		75-150 mo.		75-150 mo.

Jerrico Apartments

235 78th STREET

Owner: Gus Georges

Manager: H. Tackett

- Full Kitchen . . . Bedroom . . . Living Room
- Accommodations for 4 people in each apartment
- Quiet . . . refined neighborhood
- Only 1 block from Ocean beach
- 3 blocks from large Shopping Center
- Solarium . . . Free maid service
- \$80.00 to \$100.00 per month, summer
- Yearly, Seasonal and Monthly rates available

Be Thriftywise — Economize

Save at . . .

THRIFTY SUPER MARKET

**527 WASHINGTON AVENUE
MIAMI BEACH, FLORIDA**

"Better Food for Less"

Apartment Hotels

NAME AND ADDRESS	July, 1958		DAILY RATES		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
ABBOTT TOWERS—UN 6-2478	30	35-50	30	35-50	25	30-45		
8035-45 Abbott Ave.	wk.	wk.	wk.	wk.				
ALAMO—JE 4-2106	4-6	4-6	4-6	4-6	3-4	3-5		
4121 Indian Creek Dr.	day	day	day	day	day	day		
GULFSTREAM—UN 6-1431								
6039 Collins Ave.								
LONDON HOUSE—JE 8-5531	4	5	4	5	4	5		
1975 Washington Ave.	day	day	day	day	day	day		
QUEEN ELIZABETH—UN 6-9626								
6630 Indian Creek Dr.								
RIVIERA OCEAN VILLAS		8-20		8-20		7-18		
6757 Collins Ave.—UN 6-2830		day		day		day		
SEA SURF—UN 6-7396								
8315 Byron Ave.								
SHERBROOKE—JE 8-9354								
901 Collins Ave.		25		25		20		
SUN COAST—UN 6-9141								
420 - 78th St.								

With golf, tennis, waterskiing, sailing and boating as well as swimming and sunning always on tap and within easy reach of all sections of Miami Beach, the city offers vacation activities for every member of the family.

* * *

More extensive municipal auditorium parking will be handy to Lincoln Road when double-decking construction is completed. With some additional 600 spaces available, the area adjacent to the famous shopping street and to the auditorium will accommodate a total of about 3,500 automobiles.

* * *

Because so many families with children come to Miami Beach for summer vacations much of the activity here is slanted towards teenagers, insuring them plenty of fishing, tennis, golf and dancing all arranged for their especial benefit.

Stores at Miami Beach employ Spanish-speaking personnel during summer to take care of Latin-Americans who come here to shop and to have fun in the sun along the ocean sands.

The Only Authentic
French Restaurant in Miami Beach

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IN MIAMI BEACH

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Endorsed by COSMOPOLITAN MAGAZINE

NAME AND ADDRESS	July, 1958		August, 1958		September, 1958	
	Sgl.	Dbl.	Sgl.	Dbl.	Sgl.	Dbl.
COTTAGES						
WALLACE BEACH—UN 6-1280	6	6	6	6	5	5
6928 Collins Ave.	day	day	day	day	day	day
ABBOTT TERRACE—UN 6-2319						
8116 Abbott Ave.						
ANKARA—JE 8-6666			8-10		8-10	6- 8
2360 Collins Ave.			day		day	day
BLUE BAY—UN 6-5921						
2070 Bay Drive						
JACK FROST VILLAS			5-10		5-10	5-10
UN 6-1351			day		day	day
1901-11 - 71st St.						
ISLAND HOUSE—JE 1-6473			6- 8		6- 8	6- 8
46 Venetian Way			day		day	day
MONTERREY—JE 8-4621	6-10	6-10	6-10	6-10	5- 9	5- 9
40 Belle Isle	day	day	day	day	day	day
MOTEL SIVAL—JE 1-0422	3.75	6	3.75	6	3.75	6
236 - 21st St.	day	day	day	day	day	day
PALM TERRACE—JE 8-0823	6- 8	7- 9	6- 8	7- 9	4- 6	5- 7
1500 Lenox Ave.	day	day	day	day	day	day
PATIO—UN 6-9263		4		4		4
7320 Byron Ave.		day		day		day
VENETIAN ISLE—JE 8-7261	6-10	6-10	6-10	6-10	6-10	6-10
20 Venetian Way	day	day	day	day	day	day

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Donny's Restaurant &
Steak House
902-904 Lincoln Road
El Morroco
32nd to 33rd St. on Collins
Embers, 245 -22nd Street
House of Prime Ribs
1900 N. Bay Causeway
Jimmie's Just A Hobby
4110 Meridian Avenue
Junior's, 2947 Collins Avenue
Lincoln Lane, 1669B Meridian Ave.
Maurice's Steak House
2705 Collins Avenue
Parham's, 7301 Collins Avenue
Penn Lincoln Coffee Shoppe
525 Lincoln Road

CHINESE

Fu Manchu—325 - 71st Street
Mei Yin, 1660 Collins Avenue

FRENCH

Le Parisien, 474 Arthur Godfrey Rd.
Maxim's, 9516 Harding Avenue

ITALIAN

Angie & Fred, Italian-American
2039 Collins Avenue
Betty & Frank's Red Devil Italian,
163 Collins Avenue
Gatti, 1427 West Avenue
Luigi of Key West
435-37 Washington Avenue
Victor Bidone, 1334 - 18th Street

JEWISH-AMERICAN

Darby's, 216 Lincoln Road
Famous, 669 Washington Avenue
Pumpnik's, 6700 Collins Avenue
Rascal House, 17190 Collins Ave.
Wolfie's, 1 Lincoln Road
Wolfie's Sandwich Shop
2038 Collins Avenue

POLYNESIAN

Luau, 1755 - 79th St. Causeway

SEA FOODS

Mike Gordon
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RESTAURANTS AND LOUNGES

Bonfire, 1700 N. Bay Causeway

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Dubrow-Lincoln, 330 Lincoln Road
Governor, 1225 Washington Ave.
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the day, we have
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(Breakfast a



(See Supplement
at other times)

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in the "fabulous forties" DIRECTLY ON TV

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SORRENTO

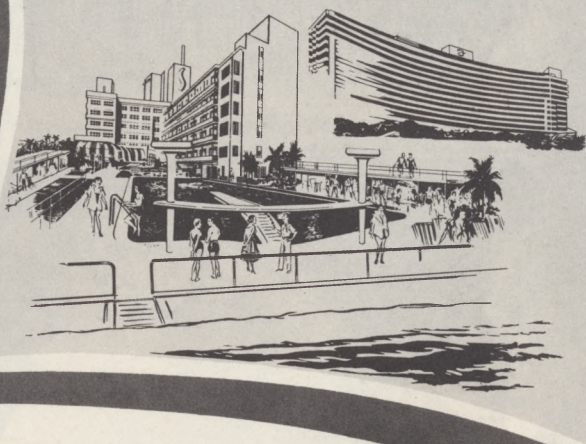
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double occupancy
(Aug. 15 to Dec. 18)
add 50c per person
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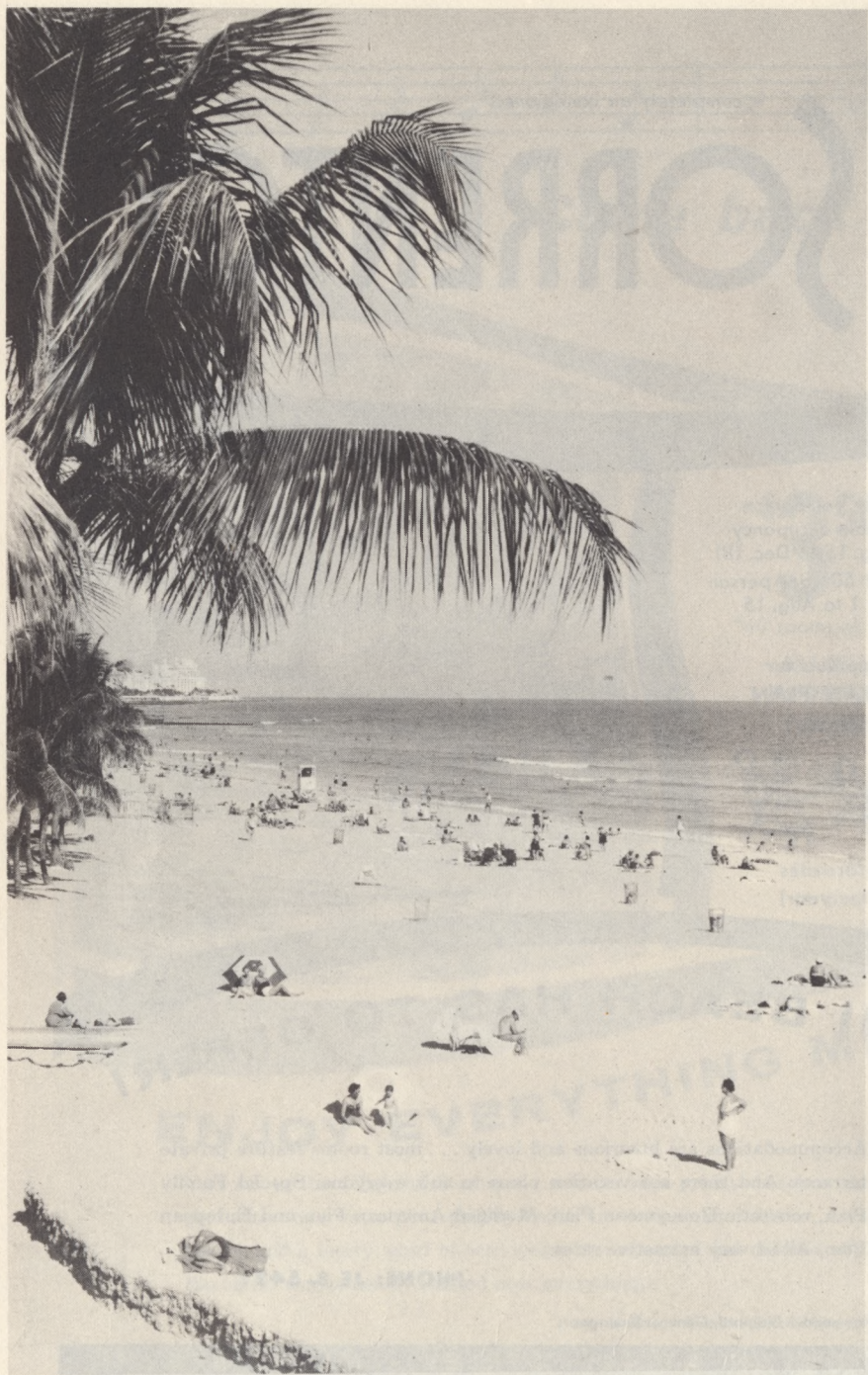
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Raymond J. Biagiotti, General Manager

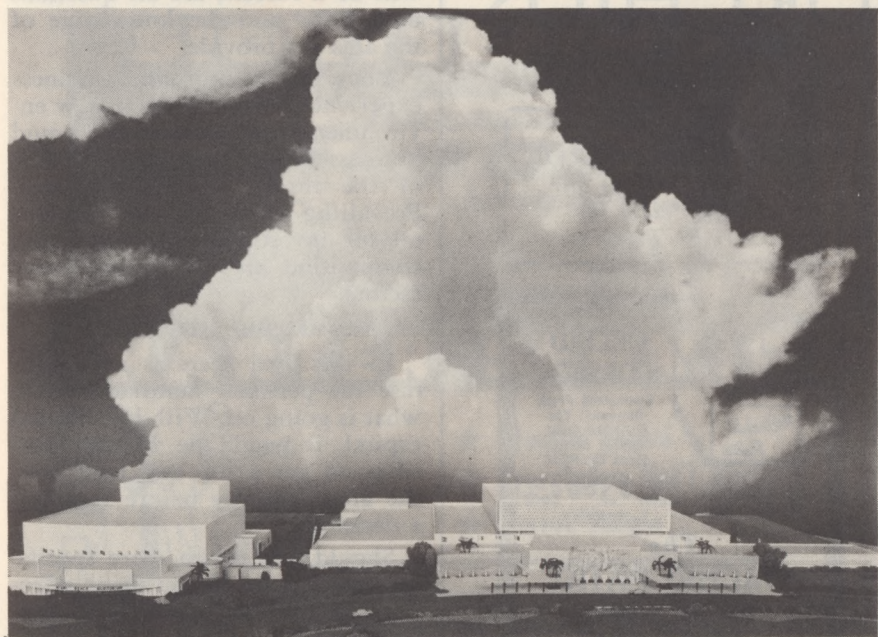
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Municipal Auditorium and Exhibition Hall—the nation's top facilities for conventions.



REAL ESTATE AND BUSINESS OPPORTUNITIES

he great State of Florida is experiencing its greatest period of growth and development, and most economists agree that it's basically sound and healthy.

In this growth, there are many types of businesses being started. Some grow and prosper; others don't. To go into business now requires an unusual amount of capital and experience.

Today, so much is going on in Florida that it becomes increasingly more difficult to keep up with it. In Greater Miami, for instance, whole communities are being built in a space of only several months. And in every direction!

Whether you should go into business for yourself or with a partner, whether you should purchase income producing property or vacant land, whether your venture will be a success, are all questions only YOU and the knowledge of the area can provide.

Your past background, business experience, adaptability to new environment and associates, sound business judgment, are but a few of the things to be considered. Prevailing prices, amount of capital for investment and operation, competition, are some of the other factors.

MOVE SLOWLY

In this area there is no substitute for personal familiarity with what is going on. With but limited capital, it would be wise, if possible, to get a job and look over the area carefully before reaching a decision.

Should you desire more specific information or if you want offerings to consider, then it is suggested that you write to the Miami Beach Chamber of Commerce for a

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list of member real estate brokers or dealers. They will be happy to be of service.



Summer at Miami Beach means an escape from the oppressive heat that at times sends the thermometer into the high 90s in many areas far to the north. It is a sure bet that during the heat waves of the temperate latitudes it is cooler in Miami Beach. Both Boston and Chicago, for example, have more days above 90 degrees than does this city of sea breezes at the southern tip of Florida.

NATURAL AIR-CONDITIONING

Insulation against extremes of temperature is provided by Biscayne Bay on the west and the Atlantic to the east, from which the prevailing winds come. This natural air-conditioning system is enlarged by

man-made ones in all the major hotels as well as many apartments, restaurants and shops.

Pleasant hours may be spent in relaxation on the beaches or around the many swimming pools, although winter or summer, the visitor must be careful not to spend too much time in the sun before acquiring a good tan. Nights are cool enough for comfortable sleeping, even without air-conditioning, if lodgings have windows in windward exposures.

SUMMER ECONOMY

But Miami Beach's greatest summer attraction is the low price of both hotel and apartment accommodations. These economy rates make it possible for visitors of average means to enjoy the same facilities that in winter can be afforded only by those whose incomes reach well into five figures.

SIGHTSEEING



CHARTER SERVICE



- ★ Greater Miami
- ★ Everglades Nat'l Park
- ★ Parrot Jungle

Pick-up and return to your hotel or motel
SEE YOUR SUPERINTENDENT OF SERVICE

OR
PHONE **FR 3-6371 TROPICAL COACH LINE**

GOLF AND TENNIS

The visiting golfer is welcome to either of the two 18-hole municipal courses, where greens fees are \$1.50. Both links have modern clubhouses as well as practice greens and fairways. Visitors also can rent courts in either of the city's two tennis centers for 50 cents an hour.

OFF-BEAT SPORTS

Vacationers seeking off-beat sports can become familiar with water skiing in a few lessons, or may try skin diving. Any of several ski schools can have the average tyro skimming over the bay and inland waterways within a few days. Arrangements also can be made for diving instruction, and equipment for this can be rented.

Summer vacationers in Miami Beach usually are pleasantly surprised by the mildness of the wea-

ther. Cooling sea breezes and surrounding waters, temper the climate in summer as in winter. It is rare for the temperature to reach 90 in summer and the average reading is 81.

AFTER DARK

After dark entertainment includes night club dining and dancing, Sunday evening "Pop" concerts in the Miami Beach Auditorium and even drift fishing offshore with the hotel lights a colorful backdrop to an ocean that is silver in the moonlight.

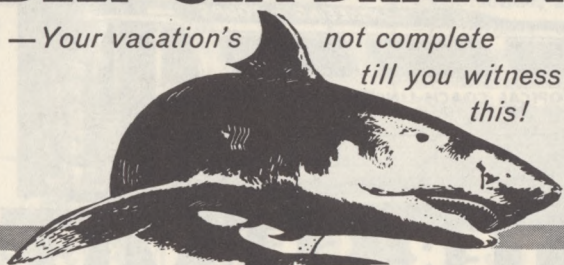
* * *

This resort center with population of 54,000 has municipal off-street parking facilities for almost 8,000 cars.

* * *

UNFORGETTABLE DEEP-SEA DRAMA

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- Watch daring divers feed monster fish by hand
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- Meet thousands of marine wonders **face-to-face** through 226 show windows



- Continuous entertainment... for adults, children, scientists... in the vast main tank, the reef tank, 26 corridor tanks, topside with the leaping porpoise, at the sea show arena.

MIAMI'S FABULOUS
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9 AM TO 5:30 DAILY

RICKENBACKER CAUSEWAY
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55 ACRES BIG

CONTINUOUS
ENTERTAINMENT



Porpoise leap through hoops, steal the show!

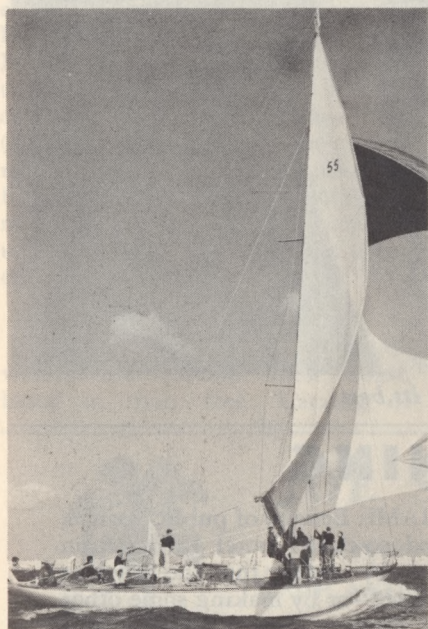


See giant Sawfish, whip rays, eels!

"SEA WONDER
OF THE WORLD"



Seeing the Gold Coast by boat



Sailing the briny deep with fabulous Miami Beach as a sparkling backdrop to your happy holiday.



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For fishing, sightseeing, water skiing, rent one of our all new, all safe, all Fiberglass boats. Available with 7½ to 40 H.P. motors. Our docks are close to the Atlantic Ocean and Government Cut, so you don't waste time getting to where you want to go.

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MIAMI BEACH
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Fishing at its best

WARNING

WHEN YOU ARRIVE IN MIAMI: Beware of public porters, taxicab drivers, hotel runners and so-called hotel information guides, who may try to mislead you by stating that the hotel or apartment house of your choice is filled—or by making some other misrepresentation.

Those persons may be paid by certain hotels or apartments for the purpose of procuring business. Do not allow anyone to direct you, under any pretext, from the hotel or apartment house which you intend patronizing.

INLAND WATERWAYS

CRUISING SOUTH



outh-bounders planning trips by boat either by ocean route or the Intra-Coastal Waterway (also referred to as the Inland Waterway and Intra-Coastal Waterway) should consult the following charts and other publications:

From U.S. Coast & Geodetic Survey, Washington 25, D. C. (or order through local Sales Agent) Charts, in order of use:

N. Y. to Manasquan, N. J. (outside), No. 1215. Manasquan to Cape May (outside) No. 1216-7. Manasquan to Cape May* (inside), No. 825-6-7. Cape May to C. & D. Canal, No. 1218, 294, 570. Chesapeake Bay, 1226-5-4-3-2. Cape May to Norfolk (outside), 1219-22. Norfolk to Miami, Nos. 830 through 847 (gives choice of Dismal Swamp and Virginia Cut routes). Miami to Key West, Nos. 848-9, 3261. (For Florida outside waters, Nos. 1242 through 1251). *Charts No. 825-6-7 covering Manasquan to Cape May (inside) which have not been corrected in accordance with changes listed in recent "Notice to Mariners" are out of date. Consult the nearest Coast & Geodetic Survey office.

RELATED CHARTS

Related charts, for harbors, side waters and Florida West Coast, listed in their free "Catalog of

Charts and Related Publications (No. 665)."

From same sources: "Atlantic Coast Pilot, No. 3 Sandy Hook to Cape Henry"; Atlantic Coast Pilot, Section D, Cape Henry to Key West". The latter contains information on the Inside Route.

The catalog mentioned above lists other Coast and Geodetic, Coast Guard, and Hydrographic Office publications. "Tide Tables, Atlantic Ocean" should be aboard; "Current Tables, Atlantic Ocean" is less apt to be used. Ordinarily the regular "North Atlantic Light List" suffices but "Light List Intra-Coastal Waterway Atlantic Coast" can be had from Superintendent of Documents, Washington 25, D. C.

From the Department of Army, Corps of Engineers:

"CONDITION OF CHANNEL"

"Condition of Channel", a regularly published report on the channel, bridges, etc. For the complete Norfolk-Florida set write each of their five divisional offices: (Corps of Engineers, U.S. Army, Office of District Engineer) Foot of Norfolk Street, Norfolk, Va.; Customhouse, Wilmington, N. C.; Customhouse, Charleston, S. C.; Post Office Bldg., Savannah, Ga.; 575 Riverside Ave., Jacksonville, Florida.

"The Inland Waterway Guide",



JOE SOLER

IMPORTER OF
SOUTH AMERICAN SOUVENIRS
AND JEWELRY

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MIAMI BEACH, FLORIDA

215 LINCOLN ROAD
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MIAMI BEACH, FLORIDA

Southern Edition-1957, \$1.50, from YACHTING'S Book Dept., 205 E. 42nd Street, New York 17, N. Y. An Annual guide to the route, about facilities, docks, supplies, etc.

CRUISABLE RIVERS

"Cruising Guide to the Inland Waterway and Florida", by F. A. Blanchard — \$5.00, from YACHTING'S Book Dept. Covers the area from Norfolk, Va. south, describing yachting facilities of the Inland Waterway, and the cruisable rivers and accessible lakes of Florida. Illustrated with charts and

photographs.

"Yaching Facilities in Florida", gratis, Florida State Advertising Commission, Tallahassee, Florida. Lists docks and their facilities.

Gulf Oil, Texaco and Standard put out useful booklets, which can be had for the asking, usually at any of their waterside stations. Or to insure having the current edition of Gulf's "Harbors of the South" and the companion "Cruise-guide Harbors of the Middle Atlantic" write Gulf Oil Corp., Gulf Bldg., Pittsburgh, Pa.

* * *

YOUNG MEN AND WOMEN'S CHRISTIAN AND HEBREW ASSOCIATIONS

Y.M.C.A.

Downtown Branch, 40 N. E. 3rd Avenue, Miami FR 4-8487
Southwest Branch, 2901 Ponce de Leon, Coral Gables HI 3-2597
Allapattah Branch, 1825 N. W. 28th Street, Allapattah . . . NE 5-1813
Hialeah-Miami Springs Branch, 231 E. 4th Avenue, Hialeah . TU 7-6205

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Central Branch, 350 S. E. 1st Court, Miami FR 9-1827
Murrell Branch, 340 N. W. 13th Street, Miami FR 1-5602

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Flagler-Granada Branch, 50 N. W. 51st Place, Miami . . . HI 6-5489



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Offering everything for a gay vacation,

Cocktail Lounge • Card Room • Television Room

Write for free brochure and additional information.

Owner-Mgmt.

**OVERLOOKING THE OCEAN AT 30th ST.,
MIAMI BEACH**

WEATHER INFORMATION

Completely surrounded by water and less than three miles from the tempering waters of the Gulfstream, Miami Beach has a splendid year 'round climate. Its clean air comes in on the trade winds that blow almost without cessation from the southeast, east and northeast. There are no factories, thus no smoke or soot. As a result, the city's atmosphere is one of the cleanest and best to be found anywhere. It is almost completely free from pollen, which makes Miami Beach a haven for most hay fever sufferers.

Miami Beach lies at sea level in a latitude 562 miles south of Los Angeles, 300 miles south of Cairo, Egypt. The average temperature at Miami Beach during 1957 was 77.0 degrees.

On only 23 days did the temperature reach 90 degrees or above. The highest temperature was 97 degrees which was rcordeed on June 10th.

Listed below are complete weather statistics for 1957 as compiled by the United States Weather Bureau:

1957	Average Daily Maximum	Average Daily Minimum	Mean	Total Rainfall	29-Yr.-Avr. Total Rainfall	40-Yr. Avr. Sun Hours	Ocean Temperature*
January	77.2	64.6	70.9	0.04	2.04	213	72.8
February	78.4	68.1	73.3	7.28	1.75	227	74.9
March	78.9	65.4	72.2	2.60	2.29	270	74.9
April	80.9	72.3	76.6	3.41	2.61	278	78.8
May	83.4	74.5	79.0	6.69	3.93	279	82.6
June	87.1	77.7	82.4	3.00	5.03	251	87.4
July	89.0	79.5	84.3	5.07	3.83	274	89.9
August	88.3	77.6	83.0	9.45	4.39	271	88.8
September	86.6	77.5	82.1	6.76	5.85	227	87.1
October	82.4	72.4	77.4	6.51	7.07	223	84.0
November	79.8	71.0	75.4	7.85	2.28	208	74.8
December	73.7	62.0	67.9	1.69	1.83	211	70.8

AVERAGES

& TOTALS 82.1 71.9 77.0 60.35 42.90 2,932 80.6

*Ocean Temperature taken about 10 feet into the surf at 3 p.m. each day.

RELATIVE HUMIDITY AVERAGE (Taken Over 10-Year Period)

7:30 A. M.	85%
1:30 P. M.	60%
7:30 P. M.	75%

ISSUED: MARCH, 1958 by the Miami Beach Chamber of Commerce

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BOULEVARD HOTEL

INCLUDES

3

WELL
BALANCED
NUTRITIOUS
MEALS
DAILY

YOU CAN \$20 A WEEK IN
RETIRE ON MIAMI BEACH

- Private swimming pool
- Spacious gardens and patios
- Current movies
- Shuffleboard, Bingo games
- Trial periods invited



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Our Plan Featured in Reader's Digest, Feb., 1956

Member: Miami-Dade County, M. Beach Chambers of Commerce

WORLD'S PIONEER RETIREMENT HOTEL



One of many Municipal parking lots

WARNING

It has been brought to our attention that certain agencies have been representing themselves to be "official" agents of the Miami Beach Chamber of Commerce.

This organization DOES NOT have offices nor representatives in any other city. Anyone who contacts you as being "referred" by us is attempting to solicit your travel business, under falsification. Please do not allow yourself to be misled by any such statement.

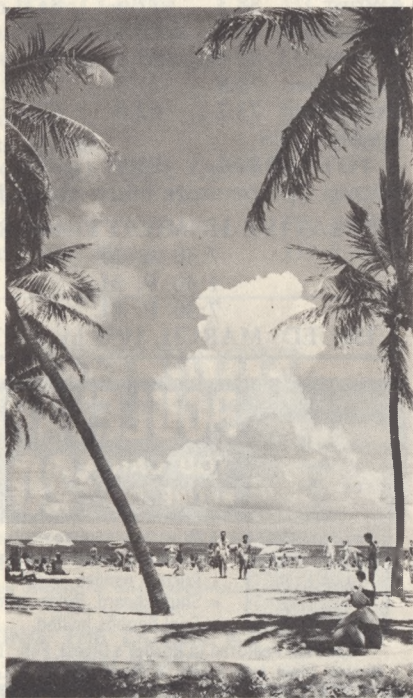
RENT AN **OLIN'S** CAR

WORLD'S LARGEST INDEPENDENTLY
OWNED RENTAL COMPANY

*Servicing
All Miami Terminals*



2830 N. E. 2nd AVENUE
FR 1-6591



Surf, sand and palms

WHAT TO WEAR?

Resort wear at Miami Beach is cool, casual and comfortable! Colorful cottons, especially strapless or sunback models with little jackets, are extremely popular for sightseeing, shopping and most daytime spectator sports.

Cocktail dresses or short formals are perfect for dinner dancing or nightclubbing. For less formal "after 5" activities or an afternoon at the races, bright prints or solid sheers are smart.

Men seldom wear dark business suits at Miami Beach. Tropical worsted suits or sport jackets, slacks and short sleeved sport shirts are standard resort wear.

You will know *after* you arrive what you'll really want and need in Miami Beach—and Miami Beach has it! So, "pack your bags empty". America's smartest shops and finest stores lead the resort and fashion parade. Miami Beach creates and produces its own styles, which later become the fashion for the rest of the resort world.

For your vacation in Miami Beach...

RESERVE A NEW HERTZ CAR THERE!

Get to Florida faster by plane or train, then rent a new Turboglide Chevrolet Bel Air or other fine car. Low rates. Cadillacs, convertibles and sports cars available, too.

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completely air-conditioned

hotel
Algiers
350 feet
On the Ocean

25th to 26th Sts.,
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SEE YOUR
TRAVEL AGENT

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SUMMER / AUTUMN / 1958

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*50 of 258 rooms—
other rooms

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Miami Beach



The South Shore, from Miami Beach Kennel Club North. Here one finds the fishing pier and Lummus Park, famous landmarks in the Miami Beach scene.

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\$3 DAILY,
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 40 OF 130
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\$3 daily per person double

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RONEY PLAZA HOTEL

There remains but one oasis of natural beauty on the Miami Beach shoreline, where the vacationer can really get away from it all, yet be in the heart of all Miami Beach activities—the Roney Plaza. The Roney Plaza—reigning queen of South Florida, with her acre upon acre of beautifully landscaped tropic gardens . . . three block-long swath of private sandy beach and colorful cabana colony . . . huge swimming pool with sun decks and terraces.

In the very midst of all this natural luxuriance the Roney boasts the finest guest accommodations, all air conditioned, with television in every room at no extra charge—most rooms overlooking broad vistas of the ocean and gardens.

Dining at the Roney is a distinct thrill . . . sumptuous dinners superbly served in the Candlelight Room—Sunday nights the famous Roney buffet—and every day at luncheon buffet in the Bamboo Room, with snacks out at the oceanside Cabana Coffee Corner. Roney chefs are world-famed for their excellence in preparation of quality foods.

Night time there is dancing and continuous entertainment in the festive Bamboo Room, where guests mingle with celebrities.

The Roney is also a mecca for sports lovers with two velvety putting greens and four championship Teniko tennis courts right on the premises—as well as badminton, shuffleboard and other sports.

The Program Director offers an exciting variety of activities, such as splash parties, “get-acquainted” cocktail parties, movies, and all types of special events to keep your vacation constantly fascinating.

SANDS HOTEL

Tensions ease, cares vanish, the complexities of life fade amid its restful surroundings . . . Yet . . . a galaxy of resort pleasures, in the heart of everything awaits you . . . just a whisper from world famous Lincoln Road, theatres, restaurants, gift shops, fashion salons, fishing piers, boat docks, golf courses, tennis courts, horse and dog tracks, and our new air-conditioned municipal auditorium . . . in a land overflowing with exotic beauty and pollen free to a blessed degree.

SAXONY HOTEL

SAXONY HOTEL OFFERS MANY INNOVATIONS TO VACATIONERS! Visitors to Miami Beach usually become immune, after a few hours of sightseeing, to the many dazzling, glamorous resorts that greet their widened eyes. For this El Dorado of the Gold Coast boasts the ultimate in modern architecture, in daring design and in courageous departure from the usual. But, even amid all this glitter and beauty, The SAXONY Hotel stands out in bright relief.

A multi-million dollar expansion program—the most extensive in Miami Beach in recent years—has placed The SAXONY at the fore of the nation’s most exquisite hotels. The first in Miami Beach’s procession of super-beautiful luxury hotels, The SAXONY has returned to its position with startling innovations that have even the most blase vacationers rubbing their eyes in disbelief.

The SAXONY has Miami Beach's only glass-enclosed elevator—one whose smooth, silent ascent affords its 50 passengers a thrilling panoramic view of this resort city. The over-all effect is, in many ways, comparable to the glide to the peak of The Eiffel Tower. At the top of The SAXONY is an unbelievable scene of breath-taking splendor—for here is the famed "Ivory Tower", the completely glass-enclosed Supper Club, and the delightful Upper Echelon Dining Room—high in the Miami skies! Among the other innovations created by Henry End, the noted Interior Designer, is the magnificent Grand Ballroom, whose floating-wall construction permits the serving of groups of from 10 to 2,200 persons. Two hundred and twenty additional modern guestrooms and suites have been constructed giving The SAXONY a total of 450 rooms, making it one of Miami Beach's largest hotels. New gleaming, ultra-modern kitchens have been constructed to bring to the many SAXONY dining rooms the finest foods available.

All these features combine to make good the SAXONY'S claim that it is Miami Beach's *first* luxury hotel and that it will always be *first* in the hearts of vacationers.



When the sun sets, the day just begins

A tropical TREAT...

at a RATE HARD to BEAT !



C the NEW **Caribbean**

HOTEL • POOL • CABANA CLUB

...and the treat's on the NEW CARIBBEAN—bringing you the most wonderful holiday ever! For here is a luxury resort that combines the relaxing, healthful climate of the tropics with the most modern, comfortable facilities conceivable—to create a carefree, joyous vacation that you will remember always!

So, this time, treat yourself to the
finest that Miami Beach offers
—a tropical holiday treat
... at the NEW CARIBBEAN!

treat yourself to...

FREE 21" TV in Every Room

**FREE Water Shows,
Dance and Swim Lessons**

**FREE Dancing and Nightly
Entertainment**

**FREE Cocktail Parties, Movies,
Wiener Roasts**

**FREE Full Program of Activities
and Continuous Entertainment
and SO MUCH MORE!**

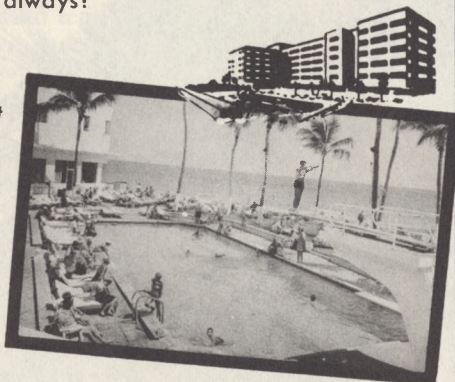
European Plan Also Available

Member of
DINERS' CLUB



For Color Brochure
Write Direct to the Hotel

MIAMI PHONE: JE 1-0061



**RATES
AS LOW AS**

\$ 5⁵⁰

DAILY, PER PERSON
DBL. OCC.,
50 OF 233 RMS.
'TIL DEC. 15th

INCLUDING

2 DE LUXE MEALS DAILY

Jack Muravchick, Owner-Management

**A FULL BLOCK ON THE OCEAN
37th to 38th Sts. • MIAMI BEACH**

ALGIERS HOTEL

"Vacation Magic" is more than just a theme at the lovely Hotel Algiers, Miami Beach. It's a magic-carpet ride to a thousand and one delights, a way of vacation life full of joy and promises fulfilled.

Under the excellent owner-management of the Algiers, visitors are accorded an "Aladdin's Lamp" treatment, so that their every wish for pleasure comes true. Guests are impressed with the Algiers structural beauty, its 350 feet of private oceanfront beach, the Olympic pool (one of the largest in the South). They also love the delicious food, sumptuous accommodations, sparkling entertainment and completely air-conditioned comfort of the 260-room hotel. And its full block on the ocean at 26th Street makes it one of the most superbly located of all hotels.

Setting it apart from other hotels similarly equipped is the spirit of warmth and friendliness that makes the guests say "We're not only happy we came, we simply hate to leave the Algiers."

BANCROFT HOTEL

Imagine, a motel right in the Lincoln Road area of Miami Beach, and right on the oceanfront too?

Beautifully situated, just one short block from Fabulous Lincoln Road, on the oceanfront at 15th Street, the Bancroft offers its guests every possible facility and convenience. It is one of the most beautiful hotels in the Lincoln Road section, and its brand-new Motel Building gives it the unique distinction of being the only ocean-front motel in the downtown area. And being a motel, it offers the wonderful convenience of having absolutely FREE PARKING right at the door.

The Bancroft has a magnificent, recently completed olympic-size swimming pool that features a continual-flow, mineral-fed automatic water system. And, on its wide expanse of private, sandy beach, as well as alongside the pool, beach chairs and beach umbrellas are FREE to all guests.

For those who prefer family-type hotel accommodations, the Bancroft features oversize, high ceilinged hotel rooms. Their apartments feature fully-appointed kitchens that make it a pleasure for the woman of the house to take her vacation and *enjoy* it with her family.

Among the other features are the friendly cocktail lounge, the beautiful coffee shop, two T.V. rooms and a private solarium which allows for private, carefree sun bathing. Movies are shown several times each week and there is always something "going on" at the Bancroft, like bingo, dancing, weiner roasts and lots more, because the owners feel that the only way to have a really successful hotel is to have happy guests.

BOMBAY HOTEL

Here you will find hospitality, comfort and a natural informality that will make this the vacation of your dreams!

The wonderful ocean-front location of the BOMBAY insures choice unobstructed views from all rooms . . . a wide expanse of private beach. You'll revel in the crystal-clear pool or sunning to a healthy tan at the Cabana Club or Pool Terrace or while enjoying a delightful meal or delicious snack right there under the sun!

Comes the magical evening and you'll want to visit the exotic Bombay Lounge, Miami Beach's most popular pleasure spot featuring soft lights, sweet music and sophisticated entertainment to 5:00 A.M. every morning.

Sea Isle

FULL AMERICAN PLAN
3 COMPLETE MEALS DAILY

FULL COURSE BREAKFAST...LUNCHEON...DELUXE DINNER

CHOICE OF FRUIT OR CEREAL
Freshly squeezed Orange or Grapefruit Juice
Peach or Apple in season • Tomato Apple or Prune Juice
or Prunes • Raisins • Raisins or Sliced Bananas
or Cereal with Milk or Cream

Any Hot or Cold Cereal with Milk or Cream

... of

Scrambled Eggs with Apples, Meringue, Smoked Sausage + Plain Ham or Sausage
Fried Eggs with Ham Bacon or Sausage + Plain Ham or Sausage
Poached or Baked Eggs with Ham Bacon or Sausage
Waffle with Syrup and Bacon Ham or Sausage
French Toast with Pure Maple Syrup
Coke or Bran Muffins
100%

...changed daily

447899

Indian River Grapefruit • Tomato Juice • Fresh Florida Fruit Cup
Anigasto • Melon in Season • Chopped Chicken Livers
• in Cream Sauce • Jumbo Florida Shrimp Cocktail

SOUPS

Marinated Herring in Cream Sauce

547255

ENTREES
 Braised Florida Red Snapper Anchovy Butter
 Pumpkin Savar Amalfino + Braised Goat Cranberry Sauce
 Roast Vermont Turkey Sage Dressing Gribet Goat Cranberry Sauce
 Braised Veal Culet Parmigiana
 Braised Genuine Calves Liver Smothered Onions or Rasher of Bacon
 Braised Leg of Spring Lamb Must Jelly + Baked Virginia Ham Steak Macaroni
 Roast Leg of Spring Lamb Must Jelly + Baked Virginia Ham Steak Macaroni
 Roast Flanken Must Jelly + Braised Double Rib Lamb Chops

1998

VEGETABLES
 Creamed Spinach = Cauliflower Potenaise
 Broccoli Hollandaise = Fresh Garden Peas = Fresh String Beans
 Baked Idaho Potato = Au Gratin Potato = Potato Grissini

SAL

Hearts of Lettuce - tossed salad
Thousand Island French Dressing

DESSERTS

Fresh Apple Pie • Layer Cake • Danish Pastry • Raspberry
Caramel Custard • Fruit Compote • Chocolate Whipped Cream Cake
French Ice Cream or Sherbet • Victory Layer Cake • Half Grapefruit

REYBAC81

Coffee Tea Milk Sanka Postum

LUNCHEON
Served from 12:30 to 2:00 PM.
Menu of

CHOICE OF

Served from 12:30 to 1:30

Choice Of

- Chicken Gizzards with Midget Meat Balls and Yellow Rice or Casserole
- Shredded Cabbage, Mexican Style with Lime, Bay Leaf, Pineapple
- 1/2 Pound of Meat Balls with Tomato Sauce and Spaghetti
- Swedish Meat with Cabbage Noodles and Gravy
- Chicken Chien Meat with Cabbage Noodles and Gravy
- Baked Vegetables with Cabbage Noodles and Gravy
- Ground Beef with Cabbage Noodles and Gravy
- Spiced Beef with Cabbage Noodles and Gravy
- White Meat Chicken with Cabbage Noodles and Gravy
- Spiced Beef with Cabbage Noodles and Gravy

and Tea

\$7

3 MEALS DAILY
UNSURPASSED FOOD!

UNSURPASSED
FULL COURSE BREAKFAST • DELUXE DINNER
PLUS A COMPLETE LUNCHEON (MMM-good)

EUROPEAN PLAN ALSO AVAILABLE
*add \$1 daily JULY 1 - AUGUST 15

**A COMPLETE FREE "ROUND-THE-CLOCK"
SOCIAL PROGRAM EVERY DAY**

1000 feet of private sandy beach
Colorful Cabana Club and Olympic Pool
FREE BEACH CHAIRS
FREE 21" TV IN EVERY ROOM
NOTHING EXTRA TO SPEND

See attached supplement for
current rate information or
mail coupon today

**Write for FREE vacation kit and rates
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A Fisher Bros. Enterprise

**MAIL THIS
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Address.....
City.....
Zone..... State.....
Dates of Holiday.....

Sea Isle

Oceanfront at 30th
Miami Beach, Florida

Please send me color brochures, rates and complete information.

BOULEVARD HOTEL

There's something new under the Florida sun—and it's all for the nation's oldsters! The Boulevard Hotel, located at 775 Dade Boulevard, Miami Beach, is the first hotel in the country to offer to retired persons lodging, plus three nutritious, well-balanced meals at a price well within the budget of the social security or pension retiree. Under the Boulevard retirement plan, senior citizens can enjoy their own comfortable, independent existence. Accepted guests must be able to take care of their own rooms, and may defray part of their expenses by volunteering to help with the operation of the hotel. Here, the golden years can be enjoyably spent amidst delightful surroundings and pleasant companionship.

CARILLON HOTEL

Towering high into the tropical sky, the Carillon—in its Premiere Year—is attracting visitors from all over the world.

This fabulous resort, luxurious from its unique entrance to the very top of its bell tower, offers more vacation versatility than any other Miami Beach hotel.

Each of its 620 exquisite oceanview rooms has 21" TV, radio, touch control air conditioning, circulating ice water, private bath—and many rooms have private terraces.

This \$25,000,000 resort contains 4 dining areas, and although the Carillon is new, it is already famous for the serving of unsurpassed foods.

A dazzling array of vacation "extras" at no extra cost are included in every Carillon vacation: 18-hole pitch and putt golf course, 2 swimming pools, children's wading pool, children's program and trained counsellors, 4 special directors, over 2 full blocks of white sand private ocean beach, handball and badminton courts, shuffleboard, moonlight beach parties, get-acquainted cocktail parties, water shows, diving exhibitions, exciting cabana colony and spacious sundecks, bingo, movie theatre, TV lounge, dancing and swimming lessons . . . and gifts and surprises for honeymooners.

Modest rates prevail at this fabulous resort and a variety of plans are available to suit every vacationer's desire—European Plan, Modified American Plan, Family Plan and Single Plan arrangements.

COBBS

Tropical fruit and delicacies rank at the top of the popularity list of unusual Florida products sought by most of the state's tourist visitors.

Top dispenser of these tasty treats is the Cobbs Fruit Company, whose attractive Cobbs Shops have been Florida landmarks for many years.

Quality is the keynote on which Henry Cobbs, founder of the company, has based the growth of his business from a single orange juice stand on Flagler Street in 1934, to a two million dollar a year enterprise.

In the twenty-five years of his operation, he has become America's largest shipper of tropical gift fruits and candies; one of the largest and most selective buyers of Florida citrus products, and one of the state's largest national advertisers.

Cobbs specialties include a wide variety of top grade Florida fruits, imported food delicacies, jellies, marmalades, preserves and other similar fruit products.

Completely Air-Conditioned HOTEL AND APARTMENTS

THE *Billows* **HOTEL**

COLLINS AVENUE COR. 27TH ST.

MIAMI BEACH 40, FLORIDA

On the Ocean Side

Situated in the Exclusive North Beach Center Sector and on the Famous Promenade Walk — New — Modern — Fireproof Structure — Complete Hotel Service — Tropical Roof Garden — Surf Bathing Direct from Hotel Room — Sun Solarium — Ample Parking Space — Air-Conditioned Restaurant — Cozy Cocktail Lounge — Outdoor Dining Terrace — Kitchenette Apartments Available.

PRIVATE SWIMMING POOL AND BEACH CABANA COLONY — STEAM HEATED FULLY AIR-CONDITIONED

HOTEL RATES

DAILY RATE SCHEDULE—PER ROOM (Double Occupancy—Private Bath)

	\$ 4	\$ 5	\$ 6
To Dec. 19.....	\$ 4	\$ 5	\$ 6
Dec. 20 to Jan. 19.....	8	10	12
Jan. 20 to Mar. 19.....	12	14	16
Mar. 20 to Apr. 15.....	8	10	12
Apr. 16	6	8	10

APARTMENT RATES WEEKLY RATE SCHEDULE

Bedroom Living Room Kitchenette Apt.

	\$ 65	\$ 75
To Dec. 19.....	\$ 65	\$ 75
Dec. 20 to Jan. 19.....	100	150
Jan. 20 to Mar. 19.....	150	200
Mar. 20 to Apr. 15.....	100	150
Apr. 16	65	75

Including Daily Maid Service and All Utilities

Direct bathing from Hotel to the Pool or Beach — Pool-side Dining Terrace — Entertainment. Color photo booklet upon request. Please include deposit of \$10.00 per person to support advance early reservation and choice of rate selected.

Cobbs shops on Miami Beach are located at Lincoln Road and Washington Avenue; the Roney Plaza Hotel at 23rd Street; 2607 Collins Avenue; the Sheridan Theater Building on Godfrey Road; the Carillon Hotel, Collins Avenue at 68th Street, and at 18402 Collins Avenue. There are others throughout South Florida.



Cobbs Gift Fruit and Tropical Delicacy Shops are a landmark throughout Florida.

DARBY'S RESTAURANT

The new Darby's at 216 Lincoln Road (next to the Carib Theatre) probably offers some of the most versatile menus in all South Florida. Famous for American-style food, the menu contains from 300 to 400 individual items . . . offers an incomparable choice which includes seafood, Chinese specialties and Jewish-style dishes.

Popular favorites are Darby's Club Breakfasts, Full-course Luncheons, Complete Dinners and Fabulous Fountain Delights. One of Miami Beach's first choices, too, is the new Darby's Prime Club Steaks. You'll enjoy Darby's quick, efficient service and the fact that Darby's is open 'til the wee hours of the Morn every Morn. If you're a do-it-yourselfer, come in to Darby's and choose from the menu of Mix Your Own Sandwich which enables you to concoct a double or triple decker sandwich to your own taste. In short . . . from a sandwich to a meal, you can't do better on Miami Beach than the NEW Darby's, 216 Lincoln Road, Miami Beach (next to Carib Theatre).

EL MOROCCO

Along with excellent hotel facilities is the most beautiful Spanish-American Restaurant in this area. The Spanish Morocco Restaurant in the El Morocco Hotel is the only one in Miami Beach. Specializing in superb Spanish and American Cuisine in an authentic Spanish atmosphere.

EMBERS RESTAURANT

The Embers Restaurant in Miami Beach is rated as one of America's great restaurants by people who know and appreciate fine food. Run under the personal supervision of Sam Sterling, the Embers has been a Miami Beach landmark for over ten years . . . attracting to its doors discriminating people from all over the world.

The Embers traditional Quality-Courtesy-Service, typifies the atmosphere of the restaurant, which features Baby Ribs, Hickory Broiled Specialties, Prime Steaks and Ribs, Maine Lobster, Select Sea Foods and many unusual dishes served nowhere else in the area. The open hearth hickory broiling pits are responsible for the unusual savory flavor. Here is truly fine food to be enjoyed in a decor of quiet elegance . . . and each detail of the Embers . . . food, atmosphere, service, demonstrates "EMBERS EXCELLENCE WITHOUT EXORBITANCE."

LA PARISIEN RESTAURANT

Located at 474 Arthur Godfrey Road, Miami Beach offers authentic French Cuisine in delightful Parisien atmosphere. Many screen stars dine here. Surprisingly, their prices are most moderate. Cornelius Vanderbilt, Jr., in his last issue of "Vagabonding with Vanderbilt" called La Parisien one of the ten best French Restaurants in the United States.

LUAU RESTAURANT

In a city where success is no stranger, the instantaneous and lasting popularity of Luau Restaurant is still a topic of conversation.

Styled in an admittedly free rendition of South Seas atmosphere, Luau specializes in Cantonese and Polynesian food. Here the touch is authentic, however, for the entire cooking staff is Oriental, nationalities ranging from Chinese through Japanese, Korean, Philippine and Hawaiian.

Famed, also, are the potent tropical potions, made mostly with rum, fancifully named to attract attention and listed in a special, four-color drink menu.

Most practical proof of Luau's genuine claim to fame is its constant patronage by permanent residents of Greater Miami. Visitors can't go wrong when home folks themselves say a place is tops!

MIAMI JAI-ALAI FRONTON

Nowhere else in this country can you witness the spectacular ball game of the ancient Basques—termed the most dangerous and thrilling of all sports—at the peak of its competitive best. Enjoy the spirited play of the top international stars at the conveniently located Miami Jai-Alai Fronton—now entering its 33rd successful season, under the guidance of Richard I. Berenson, who pioneered this game in the United States.

Spectators will marvel at the condition of the players—their uncanny sense of timing—their calculated risks to life and limb every minute they are on the court. Too, visitors will get a big "kick" out of the popular forms of quiniela wagering, with invariably high returns.

At Miami Jai-Alai, home of the fabulous world series of jai-alai, when the rock-hard ball or pelota is in play, it travels at speeds in excess of 150 miles per hour! You'll be agreeably surprised how quickly you pick up the principles of the game and come to agreement that major league jai-alai is indeed South Florida's greatest entertainment value.

The season opens in mid December and continues nightly except Sundays into early April. President Berenson's roster includes the champions of frontons in Cuba, Mexico, Spain, the Philippines, France and other jai-alai playing lands. Because of the large attendance here, players are paid higher salaries than is the case in other countries, so that Miami Jai-Alai never experiences difficulty in attracting the top international stars to the local fronton . . . Miami Jai-Alai is "a must" on your Florida vacation!

NEW TROPICS HOTEL

Here at the New Tropics Hotel you will find a wonderland in the sun. A smartly intimate hotel with a charmingly hospitable atmosphere of congeniality. Enjoy air conditioned luxury in your smartly decorated room or studio apartments.

Never ending days of sun-worship beside the pool, or on our spacious private beach, and the friendship of other pleasure loving guests who, like yourself appreciate the finest.

OCEAN FRONT APARTMENTS

Ocean Front Hotel Apartments face scenic Lummus Park and the warm waters of the Atlantic. Consisting of one-room Pullmanettes, equipped with built-in- kitchens, a large refrigerator and private bathroom. Our bedroom apartments consist of one bedroom with twin beds, a living room with double Hollywood bed and studio couch. Dinette, separate kitchen and private bath.

We are one of the few apartments in this area able to accommodate up to six persons comfortably in our spacious apartments. Children are cheerfully welcomed here.

Ocean Front Hotel Apartments are owned and operated by Morris and Albert Schonwetter.

ORCHID PATIO

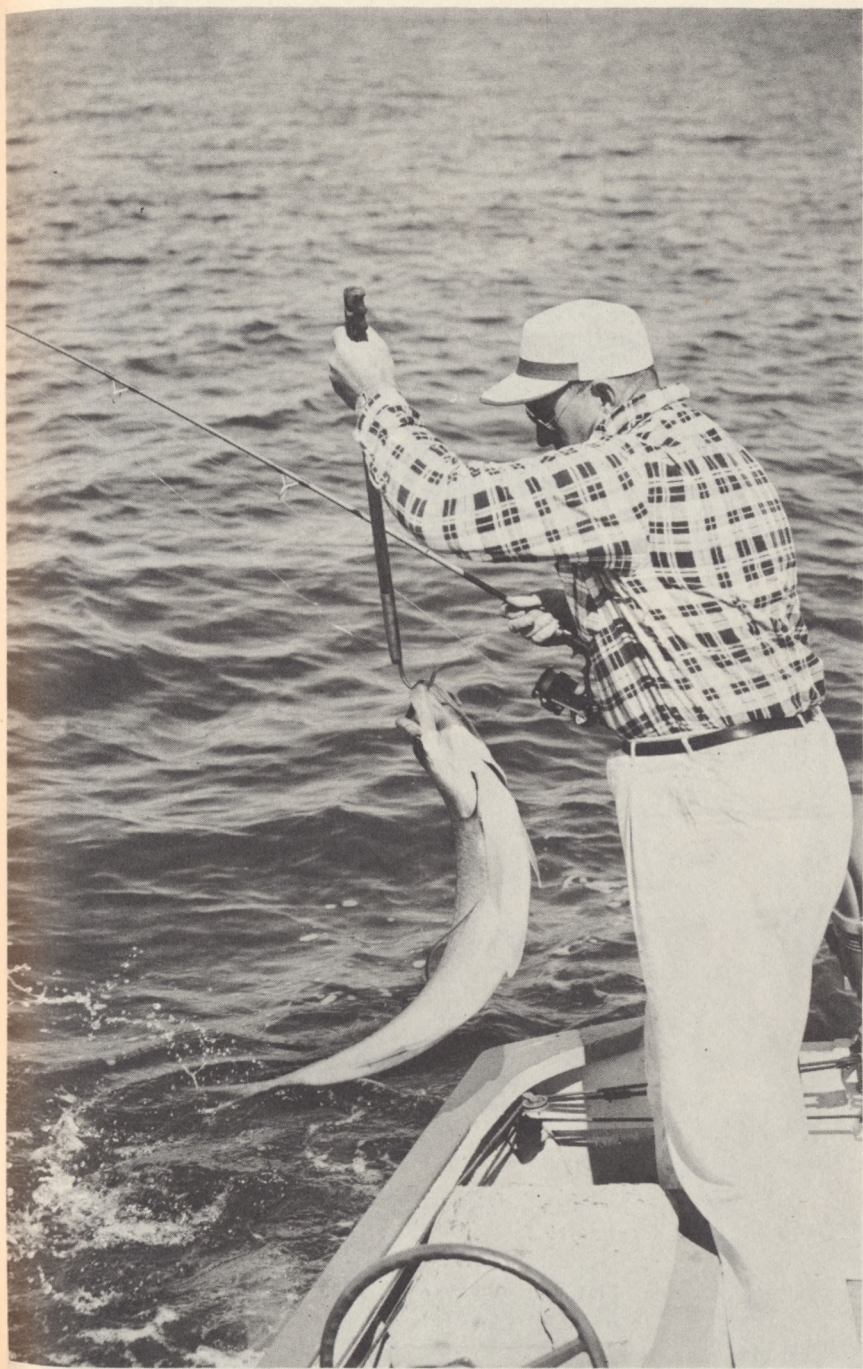
ORCHID CORSAGES — CONVENTION DELIGHT — Convention Specialists. Orchid Patio has created quite a local sensation by offering beautiful large cattlya orchid corsages—attractively boxed. These blossoms are guaranteed fresh and you have your choice of color. The price a surprising \$3.00. Frank Castagne who believes beautiful things should not be the exclusive province of the rich offers these beautiful orchids to the masses at this low, low price. To make your convention a hit—contact Orchid Patio at 1075 N. E. 79th Street, Miami, for special low rates.

PROMENADE HOTEL

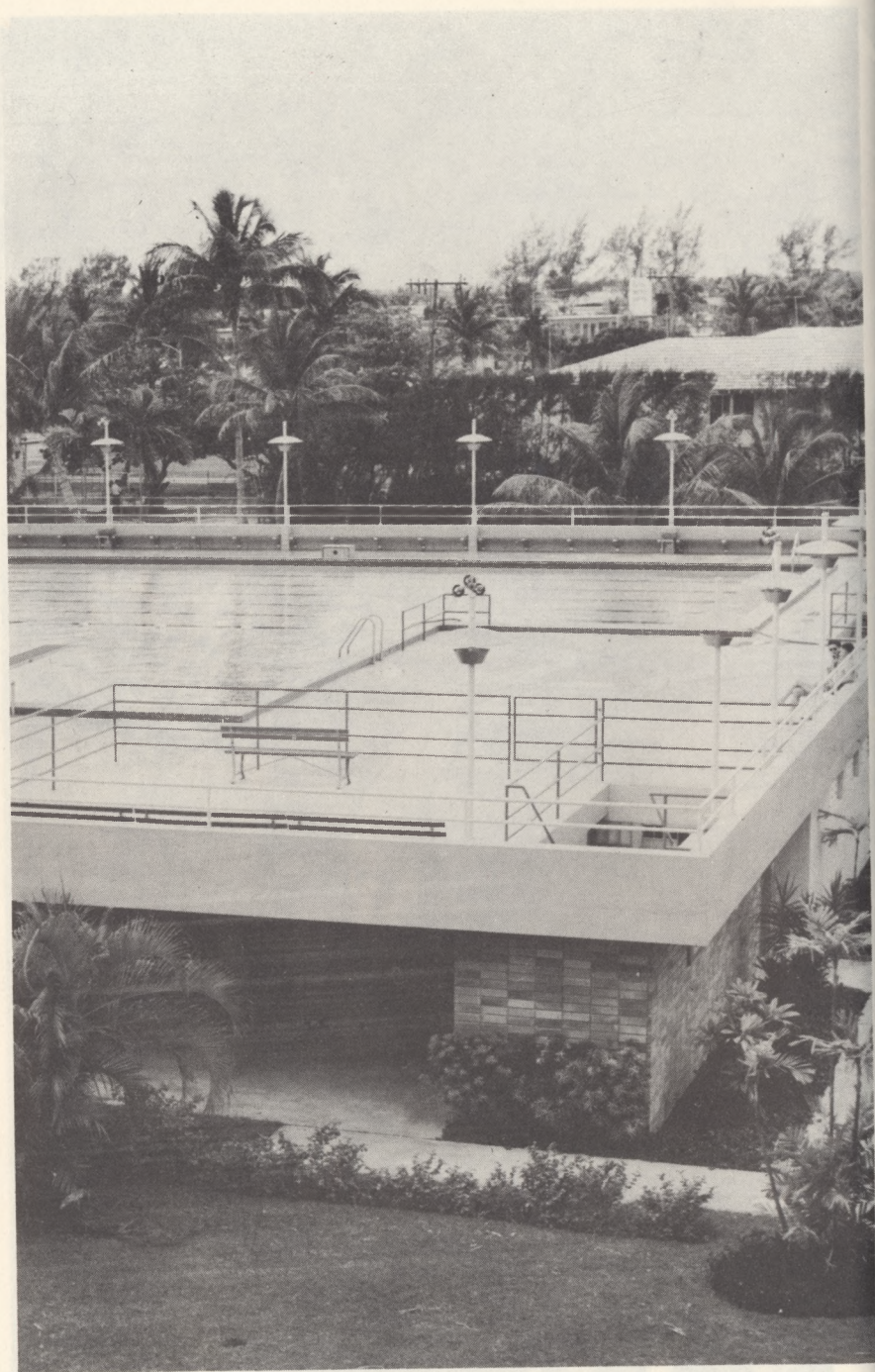
On the oceanfront "Flirtation Walk" and opposite beautiful Lake Surprise, this lovely resort invites easy vacationing—with the accent on your pleasures! The big pool and cabana area, with lounge chairs and umbrella-covered tables offers all its sun-filled beauty for long hours of casual relaxation and recreation. Planned entertainment goes 'round and 'round the clock . . . a stimulating variety of activities. The coffee shop and sparkling cocktail lounge add to the casual atmosphere and pleasure.



Water, water all around



Landing a tarpon



Municipal swimming pool



Sailing on the blue Gulf Stream



Your choice of 26 municipal tennis courts



Venetian Causeway entrance to Miami Beach

SEA ISLE HOTEL

Created for the absolute pleasure of its guests, the Sea Isle "Food-o-rama" is one of the unique features on the wonderful strip of land known as Miami Beach. What is the "Food-o-rama?" Simply the greatest presentation of food ever arranged for the pleasure of people who enjoy good eating.

It all started with the idea that when people go away on a vacation they want to enjoy at least as many meals every day as they have at home. So while most hotels feature a Modified American Plan of only two meals daily, the Sea Isle features a Full American Plan of three complete meals every day . . . breakfast, a delicious lunch and one of the most elaborate dinners you could imagine of eight delicious courses. The Sea Isle meals are prepared and served as if the people who did the work were dedicated to the art of good eating.

Add to this some of the other little touches that you'll find at the Sea Isle and you have one of the greatest holidays you could possibly want. Free orange juice served while you enjoy yourself at poolside . . . daytime weiner roasts . . . night-time barbecues . . . a delightfully informal "get-together" cocktail party at which you get a chance to meet the social staff as well as your fellow-vacationers. And that's only the beginning. There are games and parties at which expensive prizes are awarded. Dancing every night and, of course, a new and different floor show every night, featuring the greatest acts in show business.

SEA GULL HOTEL

EVERY ROOM HAS AN OCEANVIEW AT THE SEA GULL HOTEL

The unique location of Miami Beach's luxurious Sea Gull hotel insures every room a clear view of the ocean. Zoning rules forbid any structure being built close enough to shut out the sunlight reaching pool and cabana areas or blocking the oceanview of any room in the hotel. In a resort where oceanfront and oceanview rooms command premium rates, this fact is an outstanding attraction to tropical vacationers.

The Sea Gull is just minutes away from fine shops, theaters, night clubs, golf, fishing, boating and the starting points of many land and water sightseeing tours. Nearby, also, is the beautiful Miami Beach Auditorium and the new Miami Beach Convention Hall with accommodations for cultural and sporting events as well as conventions, meetings and exhibitions. These wonderful public buildings seat up to 15,000 people.

The Sea Gull vacationer need never leave the premises. The luxurious accommodations, fine coffee shop, restaurant, 300 ft. of beach, pool, solarium, a full program of activities and entertainment, nightly dancing to a famous orchestra in the delightful "21" Cocktail Lounge, all make it possible to enjoy a complete vacation with a minimum of moving about.

For those who drive to Miami Beach or rent a car after arrival, parking facilities for over 300 cars adjoin the hotel. Very few hotels offer all the prerequisites for a Miami Beach vacation the Sea Gull does.

SHOREMEDE HOTEL

J. M. Birenbaum, General Manager of the SHOREMEDE HOTEL, Oceanfront at 35th Street, on Collins Avenue, announced the start of complete redecoration and refurbishing.

Famous as the Shoremede is today, for its wide strip of private sandy beach and gay, colorful cabana colony and olympic swimming pool, the new decor will add immeasurably to the celebrated attractiveness of the hotel.

The coffee shop and cocktail lounge are popular for their ocean-frontage views, and as a rendezvous for most guests. The Hotel features the modified American plan and European plan, and adds the feature of one child free in the same room.

SORRENTO HOTEL

Harry Simberg of the Sorrento Hotel has a new mission in life. He is determined to bring a touch of sunny Italy to sunny Collins Avenue, and Harry is a man who usually accomplishes what he sets out to do.

As his next door neighbor to the North, the famed Fontainebleau, represents the tradition and elegance of France, the hotelman plans to re-map his little corner of Miami Beach to represent the relaxed and charming atmosphere of Old Napoli.

With many ideas and tricks up his ample sleeve, Simberg is presently in the throws of completely redecorating and revamping his 225 room hotel. The lobby will be resurfaced with imported rustic marble. Large colorful murals depicting the rise and fall of the Roman Empire are being readied for the dining room and cocktail lounge. The Florentine Dining Room itself will be greatly enlarged to include the open terrace, now glass enclosed.

No newcomer to the hotel field, Simberg, who also owns and operates the famous Mayflower Hotel in Plymouth, Mass., enjoys a reputation as a gourmet. His dining room at the Sorrento reflects his joy of fine food and his menus contain selections calculated to gladden the hearts of Italian cuisine lovers.

Sunday evenings the Sorrento will feature lavish buffet dinners in the true Neapolitan style. Chosen with loving care by the owner himself, the dishes will include the finest imported meats, cheeses, oils and spices. On a less formal note, Wednesday evenings will be set aside for Pizzas, replacing the Beach's traditional barbeques. Pizza ovens have already been installed and a cafe espresso machine is presently making its journey from Rome.

Even the Pompeii Room Night Club will not escape the management's fine Italian hand. Strolling troubadours will provide a melodic setting for the romantic; huge sixty pound imported provolone cheeses plus plenty of crackers at the busy bar will take care of the more practical minded.

All guest rooms in the hotel will be redecorated with an additional 25 rooms now under construction. The entire refurbishing job will be completed in time for the coming season, but regardless of any work now underway, the welcome mat will remain at Harry Simberg's front door throughout the summer.



WHERE TO WORSHIP IN MIAMI BEACH

CATHOLIC

ST. PATRICK'S CHURCH — 37th Street and Alton Road. Msgr. William Barry, Pastor.

ST. JOSEPH'S CATHOLIC CHURCH — 8675 Byron Avenue. Rt. Rev. George Rockett, Pastor.

SYNAGOGUES

CONGREGATION BETH JACOB (Orthodox) 311 Washington Avenue. Tibor H. Stern, Rabbi.

AGUDATH ISRAEL HEBREW INSTITUTE (Orthodox) 7801 Carlyle Avenue. Isaac H. Ever, Rabbi.

TEMPLE EMANU-EL—1701 Washington Avenue (Conservative) Irving Lehrman, Rabbi.

TEMPLE BETH SHOLOM—Chase Avenue and 41st Street. Leon Kro-nish, Rabbi.

NORTH SHORE JEWISH CENTER — Dickens Avenue at 75th Street. Mayer Abramowitz, Rabbi.

KNESETH ISRAEL CONGREGA-TION—1415 Euclid Avenue. David Lehrfeld, Rabbi.

BETH ISRAEL CONGREGA-TION (Orthodox) 711 -40th Street. H. Louis Rottman, Rabbi.

CONGREGATION BETH TFI-LAH — 936 Euclid Avenue. J. E. Rackowsky, Rabbi.

TEMPLE NER TAMID — 80th St. and Tatum Waterway Drive, P. O. Box 4301.

PROTESTANT

COMMUNITY CHURCH — Lin-coln Road at Drexel Avenue. Dr. R. Wiley Scott, Minister.

CHURCH-BY-THE-SEA (Congre-gational) 501 96th Street. Dr. John Lawrence Yenches, Pastor.

MIAMI BEACH FIRST PRESBY-TERIAN CHURCH — Daniel Iver-son, Minister (Dedicated to Christ for the services of our visitors) 2410 Pinetree Drive. Free parking.

MIAMI BEACH BAPTIST CHURCH—2814 Sheridan Avenue. Maurice Fain, Pastor.

FIRST CHURCH OF CHRIST SCIENTIST—1920 Alton Road.

FIRST CHURCH OF CHRIST SCIENTIST — Surfside, 89th and Harding.

ALL SOULS EPISCOPAL CHURCH — 4025 Pinetree Drive. Sunday services: 8:30, 9:30, 11:00 a.m. Wednesdays: 8:00, 10:00 a.m. Holy Days: 10:00 a.m. Canon J. Mitchell Taylor, Rector; The Rev. W. R. Rowe, Assistant.

UNITED LUTHERAN CONGRE-GATION — 9550 Harding Avenue. Dr. Luther A. Thomas, Minister.

ST. JOHN'S ON THE LAKE FIRST METHODIST of Miami Beach—4760 Pinetree Dr. Joseph Crawley, Minister. Services: Sun-day School, 9:45 a.m. Morning Worship, 11:00 a.m.

MIAMI BEACH INDEPENDENT PRESBYTERIAN CHURCH—7141 Indian Creek Drive. Willis E. Gar-rett, Minister.

Welcome to the SHOREMEDE

HOTEL AND ANNEX

DAILY ROOM RATES • Single or Double Occupancy • EUROPEAN PLAN

	\$ 6.00	\$ 8.00	\$10.00	For Triple Occupancy Add
November 1st to December 19th	\$ 6.00	\$ 8.00	\$10.00	\$ 2.00
December 20th to January 5th	14.00	18.00	20.00	3.00
January 25th to March 10th	20.00	22.00	25.00	3.00
March 11th to March 31st	14.00	16.00	18.00	3.00
April 1st to April 25th	8.00	10.00	12.00	2.00

SUMMER RATES

April 26th to December 19th	\$ 6.00	\$ 8.00	\$ 2.00
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Lower Rates at Shoremede Annex



for a vacation you will long remember! Located in the very heart of the luxury hotel area, near every scene of social and sports activities, fine shops, theatres, famous restaurants. Shoremede hospitality assures its guests the fullest enjoyment of their vacations . . . dancing, superb food, movies, shuffleboard, beach parties.

• Parking

RESERVATION REQUEST FORM

**THE
SHOREMEDE**
35th to 36th St.
Miami Beach, Fla.

PLEASE ENTER MY
RESERVATION AS
FOLLOWS:

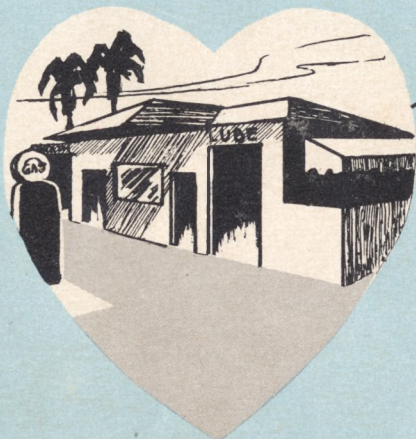
NAME _____
 ADDRESS _____
 CITY _____
 Number of Rooms _____
 Rate Desired _____
 Date of Arrival _____
 Date of Departure _____
 Signature _____

Single ☐ Double ☐ 3 in Room ☐

ENTIRE OCEANFRONT BLOCK
FROM 35th TO 36th ST.

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QUALITY WORK • GUARANTEED

HOTEL AND MOTEL
RESERVATION ASSISTANCE

STOP IN FOR FREE MAP OF OUR CITY

UN 6-7986

UN 6-9156



BATTERIES



CLEAN
REST ROOMS

Accommodations Directory

OCTOBER - DECEMBER DIRECTORY

HOTELS

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
ADAMS	JE 4-2114	RATES WILL BE GIVEN UPON REQUEST					
	2030 Park Avenue						
ALGIERS	JE 1-6061	RATES WILL BE GIVEN UPON REQUEST					
	2555 Collins Avenue						
ALLISON	UN 6-8881	RATES WILL BE GIVEN UPON REQUEST					
	6261 Collins Avenue						
ARLINGTON	JE 8-3831	3	3	4	4	4	5
	445 Ocean Drive						
*ATLANTIS	JE 1-0381	6	7	8	6	7	8
	2655 Collins Avenue			To Dec. 19			To Dec. 19
AVALON	JE 4-4601	2	3	4	3	4	6
	700 Ocean Drive						
BANCROFT	JE 1-5751	4-8	4-8	5-9	5-9	5-9	6-10
	1501 Collins Avenue			To Dec. 20			To Dec. 20
BEACON	JE 1-5891	3	3	3	3	3	3
	720 Ocean Drive			To Dec. 20			To Dec. 20
*BELMAR	JE 1-6741	6	6	6	7	7	7
	2613 Collins Avenue			To Dec. 19			To Dec. 19
BLUE WATERS	UN 6-6231	5-8	5-8	5-9	6-10	6-10	6-10
	74th and the Ocean			To Dec. 10			To Dec. 10
BOMBAY	UN 6-8734	6	6	6	6-8	6-8	6-8
	6901 Collins Avenue			To Dec. 20			To Dec. 20
BREAKWATER	JE 1-1184	RATES WILL BE GIVEN UPON REQUEST					
	940 Ocean Drive						
CADET	JE 1-6688	RATES WILL BE GIVEN UPON REQUEST					
	1706 James Avenue						
CAMEO	JE 8-9107	RATES WILL BE GIVEN UPON REQUEST					
	405 Espanola Way						
*CARIBBEAN	JE 1-0061	3-6	3-6	4-7			
	3737 Collins Avenue			To Dec. 20			
*CARILLON	UN 5-7561	9	11	11	5.50	6.50	6.50
	6801 Collins Avenue			To Dec. 19			To Dec. 19
*CASABLANCA	UN 6-8851	8	8	8	8	8	8
	6345 Collins Avenue			To Dec. 20			To Dec. 20
CASA FRANCESCA		RATES WILL BE GIVEN UPON REQUEST					
RESIDENCE FOR							
WOMEN	JE 1-0129						
	1120 6th Street						
CATALINA	JE 8-4316	4	5	6-14	5	6	6-16
	1732 Collins Avenue						
CAVALIER	JE 1-7661	RATES WILL BE GIVEN UPON REQUEST					
	1320 Ocean Drive						

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
CHESTERFIELD	JE 1-5831 855 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
CLAREMONT	JE 8-4661 1700 Collins Avenue	3	3	4 To Dec. 20	3	4	5 To Dec. 20
CLYDE	JE 1-5861 1430 Ocean Drive	RATES WILL BE GIVEN UPON REQUEST					
COLLINS PARK	JE 1-6787 2000 Park Avenue	RATES WILL BE GIVEN UPON REQUEST					
CONTINENTAL	JE 8-6721 4000 Collins Avenue	4-6	4-6	4-6 To Dec. 15	5-8	5-8	5-8 To Dec. 15
CORSAIR	JE 1-7447 101 Ocean Drive	3	3	4-5	4	4	5-6
CRESCENT	JE 1-6868 1420 Ocean Drive	RATES WILL BE GIVEN UPON REQUEST					
CREST	JE 1-0321 1670 James Avenue	3	4	5	6	7	8
*CROWN	JE 1-5771 4041 Collins Avenue	8	8	8 To Dec. 19	8	8	8 To Dec. 19
*DEAUVILLE	UN 5-8511 6701 Collins Avenue	12	14	14	12	14	14
*DELANO	JE 8-7881 1685 Collins Avenue	8-10	8-10	8-10 To Dec. 19	12-14	12-14	12-14 To Dec. 19
DRAKE	JE 1-6681 1460 Ocean Drive	3-5	3-5	3-5 To Dec. 20	3-5	3-5	3-5 To Dec. 20
DU-BARRY	UN 6-8701 7320 Ocean Terrace	4-8	4-8	4-8 To Dec. 20	4-8	4-8	4-8 To Dec. 20
EDISON	JE 1-0461 960 Ocean Drive	RATES WILL BE GIVEN UPON REQUEST					
EL MOROCCO	JE 8-2591 3200 Collins Avenue	4	4	4	5	5	5
EMBASSY	JE 8-2731 2940 Collins Avenue	4-5	4-5	4-5 To Dec. 19	4-5	4-5	4-5 To Dec. 19
FLAMINGO	JE 1-0311 1500 Bay Road	RATES WILL BE GIVEN UPON REQUEST					
GALE	JE 1-6861 1690 Collins Avenue	3	4	4 To Dec. 20	3	4	4 To Dec. 20
GOLF PARK	JE 4-2915 330 - 19th Street	RATES WILL BE GIVEN UPON REQUEST					
GREENBRIER	JE 1-0051 3100 Indian Creek Drive					5-8	10-14
HALCYON	JE 8-9608 1231 - 17th Street	RATES WILL BE GIVEN UPON REQUEST					
HARDING	UN 6-0528 210 - 63rd Street	3	3	3 To Dec. 20	5	5	5 To Dec. 20
HOLIDAY MANOR	UN 6-5421 6000 Indian Creek Drive	RATES WILL BE GIVEN UPON REQUEST					
JAY MAR	JE 4-2956 1685 James Avenue	25 Week	25 Week	35 Week	35 Week	35 Week	50 Week

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
JEFFERSON	JE 1-1141 121 - 15th Street	5	5	5	6	6	6
JO-EEN	JE 8-9344 1900 West Avenue	7-8 Week	10-10 Week	15 Week	10-11 Week	15-17 Week	20-25 Week
JOHNNIA	UN 6-6821 6995 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
KENT	JE 1-6771 1131 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
KING COLE - NORTHSHORE	6845 Bay Drive UN 6-1441		4-16	4-16 To Dec. 19		4-16	4-16 To Dec. 19
*LOMBARDY	UN 6-7761 6305 Collins Avenue	8	8	8 To Dec. 20	8	8	8 To Dec. 20
MARE GRANDE	JE 8-1441 524 Ocean Drive	RATES WILL BE GIVEN UPON REQUEST					
NATIONAL	JE 2-2311 1677 Collins Avenue	5-6	5-6	6-7 To Dec. 20	6-7	6-7	7-8 To Dec. 20
*NAUTILUS	JE 8-6841 1825 Collins Avenue	8-10	8-10	8-10 To Dec. 18	10-12	10-12	10-12 To Dec. 18
NETHERLAND	JE 4-4791 1330 Ocean Drive	3-4	3-4	4-5 To Dec. 19	4-5	4-5	5-6 To Dec. 19
*NEW CADILLAC	JE 2-4541 3925 Collins Avenue	8	8	8 To Dec. 19	8	8	8 To Dec. 19
NEW TROPICS	JE 1-0361 1550 Collins Avenue	4	4	8	5	5	10
NORMANDIE	JE 1-7603 349 Ocean Drive	2.50-6	2.50-6	3.50-8	3-7	3-7	4-12
OCEAN HAVEN	JE 8-5388 155 Ocean Drive	RATES WILL BE GIVEN UPON REQUEST					
OCEAN SURF	UN 6-1648 7436 Ocean Terrace	3-6	3-6	4-10	3-6	3-6	4-10
OLSEN	UN 6-2451 7300 Ocean Terrace	RATES WILL BE GIVEN UPON REQUEST					
PIERRE	JE 1-7477 216 - 43rd Street	RATES WILL BE GIVEN UPON REQUEST					
*PRESIDENT MADISON	JE 1-0741 3801 Collins Avenue	7	7	7 To Dec. 20	7	7	7 To Dec. 20
PRINCESS ANN	JE 4-2196 920 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
PROMENADE	JE 8-5721 2477 Collins Avenue	6-12	6-12	6-12 To Dec. 19	6-12	6-12	6-12 To Dec. 19
RENDALE	JE 1-6604 3120 Collins Avenue	4-6	4-6	4-6 To Dec. 15	4-6	4-6	4-6 To Dec. 15
REVERE	JE 8-0731 1100 Ocean Drive	1.50-2.50	1.50-2.50	2.50-4 To Dec. 19	2.50-5	2.50-5	4-7 To Dec. 19
RICHMOND	JE 8-2331 1757 Collins Avenue	5-7	5-7	6-8 To Dec. 19	5-7	5-7	6-8 To Dec. 19

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

NAME	SINGLE RATES			DOUBLE RATES		
	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
ROBERT RICHTER JE 8-2776 3301 Collins Avenue	7	7	7 To Dec. 20	7	7	7 To Dec. 20
RONEY PLAZA JE 1-6011 2301 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
ROWE UN 6-1617 6600 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
ROYAL PALM JE 1-7381 1545 Collins Avenue	4-6	4-6	5-6 To Dec. 15	4-6	4-6	5-6 To Dec. 15
SAGAMORE JE 8-7211 1671 Collins Avenue	6-12	6-12	6-12 To Dec. 15	6-12	6-12	6-12 To Dec. 15
SANDS JE 1-5881 1601 Collins Avenue	6-12	6-12	6-12 To Dec. 20	6-12	6-12	6-12 To Dec. 20
SAN JUAN JE 8-7531 1680 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
SAN MARINO JE 8-5731 4299 Collins Avenue	7-10	7-10	7-10 To Dec. 19	7-10	7-10	7-10 To Dec. 19
SAXONY JE 8-6811 3201 Collins Avenue	AMERICAN PLAN ONLY					
*SEA GULL JE 8-6631 100 - 21st Street	6-12	6-12	6-12	8-14	8-14	8-14
SEA ISLE JE 8-7841 3001 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
SENATOR JE 1-7491 1201 Collins Avenue				2	2.50	2.50 To Dec. 20
*SEVILLE JE 2-2511 2901 Collins Avenue	13.50	16.50	16.50 To Dec. 19	14-20	18-24	18-24 To Dec. 19
SEYMOUR JE 8-1065 945 Pennsylvania Avenue	21 Week	25 Week	35 Week	25 Week	28 Week	42 Week
SHERRY FRONTENAC UN 6-7711 6565 Collins Avenue	8-12	8-12	8-12 To Dec. 20	8-12	8-12	8-12 To Dec. 20
*SHORE CLUB JE 8-7811 1901 Collins Avenue	7	7	8 To Dec. 20	8	8	10 To Dec. 20
*SHOREHAM JE 1-6626 535 Ocean Drive	3.50	3.50	4 To Dec. 20	5	5	5 To Dec. 20
*SHOREMEDE JE 1-5301 3585 Collins Avenue	6-10	6-10	10-16			
*SORRENTO JE 8-5421 4391 Collins Avenue	7-11	7-11	7-11 To Dec. 19	7-11	7-11	7-11 To Dec. 19
*SURFCOMBER JE 8-7511 1717 Collins Avenue	7	7	9 To Dec. 19	7	7	9 To Dec. 19
TIFFANY JE 1-5796 801 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					
TRAYMORE JE 1-0331 2445 Collins Avenue	5	5-6	6-10	6	6-8	6-18
TUDOR JE 4-2934 1111 Collins Avenue	RATES WILL BE GIVEN UPON REQUEST					

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
VENDOME	JE 8-1451	4-6	4-6	4-6	5-7	5-7	5-7
	4301 Collins Avenue			To Dec. 20			To Dec. 20
VERSAILLES	JE 1-6092	8	10	10	8	10	10
	3425 Collins Avenue			To Dec. 20			To Dec. 20

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

RETIREMENT HOTEL

*BOULEVARD	JE 8-8321	135	180	180	103	140	140
	775 Dade Boulevard	Month	Month	Month	Month	Month	Month
					Per Pers.	Per Pers.	Per Pers.

* AMERICAN PLAN ONLY

KOSHER HOTEL

*BELVEDERE	JE 1-1103		45	45		35	35
	843 Euclid Avenue		Week	Week		Week	Week
RITZ PLAZA	JE 1-6881	6	6	6	6	6	6
	1701 Collins Avenue			To Dec. 18			To Dec. 18
*STRATH HAVEN	JE 4-4691	3	3	4	3	3	2
	411 Ocean Drive			To Dec. 20			To Dec. 20

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

APARTMENTS

ABBOTT ARMS UN 6-5430 RATES WILL BE GIVEN UPON REQUEST
7834-42 Abbott Avenue

ALGEOLA JE 1-7260 YEARLY RATES ONLY
1407 West Avenue

ARCHWAY- OCEANIC UN 6-2775 RATES WILL BE GIVEN UPON REQUEST
6780 Collins Avenue

BELLE ISLE COURT JE 1-7134 RATES WILL BE GIVEN UPON REQUEST
31-A Venetian Way

BISCAYNE BEACH UN 6-8969 RATES WILL BE GIVEN UPON REQUEST
8300 Crespi Boulevard

BLUE SKY UN 6-5500 RATES WILL BE GIVEN UPON REQUEST
7300 Byron Avenue

BRICK UN 6-5526 100 100 200
8011 Abbott Avenue Month Month Month

BYRONAIR UN 6-9314 RATES WILL BE GIVEN UPON REQUEST
8401-11 Byron Avenue

BYRON COURT-BYRON MANOR UN 6-9178 5-8 6-8 6-10 5-8 6-8 6-10
8535 Byron Avenue

CARAVAN COURT JE 4-2366 RATES WILL BE GIVEN UPON REQUEST
1348 Drexel Avenue

CORAL UN 6-0754 5-10 5-10 6-15 5-10 6-10 6-15
7435-45 Harding Avenue

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
EDGEWATER MANOR	UN 6-4141	RATES WILL BE GIVEN UPON REQUEST					
8500 Byron Avenue							
EL MIRASOL	JE 1-3376	RATES WILL BE GIVEN UPON REQUEST					
148 - 27th Street							
ESQUIRE	JE 8-6937	RATES WILL BE GIVEN UPON REQUEST					
4710 Pine Tree Drive							
EVERGLADES	JE 1-7451	RATES WILL BE GIVEN UPON REQUEST					
536 - 14th Street							
FABER'S PARK	JE 8-4726	RATES WILL BE GIVEN UPON REQUEST					
928 Ocean Drive							
FERDINANDE	JE 4-4532	RATES WILL BE GIVEN UPON REQUEST					
400 Euclid Avenue							
FILLARD	JE 8-8341	RATES WILL BE GIVEN UPON REQUEST					
2000 Liberty Avenue							
GOLD COAST	UN 6-2551	RATES WILL BE GIVEN UPON REQUEST					
7780 Tatum Waterway Dr.							
HAMPSHIRE HOUSE	UN 6-9217	100-150	150-200	250-325			
6727 Indian Creek Drive		Month	Month	Month			
HEATHCOTE	JE 1-9521	RATES WILL BE GIVEN UPON REQUEST					
626 Ocean Drive							
HIRBESS	UN 6-7104	RATES WILL BE GIVEN UPON REQUEST					
7350 Byron Avenue							
JAMES MANOR	JE 1-3459				400	500	600
1849 James Avenue					Month	Month	Month
JERRICO	UN 5-5556				85	100	125
235 - 78th Street					Month	Month	Month
KASKADES	JE 1-1881	RATES WILL BE GIVEN UPON REQUEST					
300 - 17th Street							
KENMAE	JE 1-7861	RATES WILL BE GIVEN UPON REQUEST					
1201-41 - 14th Street							
LA CORONA	JE 1-3305	RATES WILL BE GIVEN UPON REQUEST					
2814 Collins Avenue							
LIGHTHOUSE	JE 4-2477	RATES WILL BE GIVEN UPON REQUEST					
4730 Pine Tree Drive							
LINCOLN BAY	JE 1-3730	RATES WILL BE GIVEN UPON REQUEST					
1491 Lincoln Terrace							
LINCOLN- TERRACE	JE 1-9772	RATES WILL BE GIVEN UPON REQUEST					
1602 Meridian Avenue							
LORD BYRON	UN 6-2502	RATES WILL BE GIVEN UPON REQUEST					
7332 Byron Avenue							
MARK-ALAN	UN 5-9128	RATES WILL BE GIVEN UPON REQUEST					
7301 Harding Avenue							
MAYFIELD COURT	JE 1-9315	RATES WILL BE GIVEN UPON REQUEST					
730 Pennsylvania Avenue							

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

NAME	SINGLE RATES			DOUBLE RATES		
	OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
NORMANDY SHORES UN 6-3441 2131 Calais Drive				RATES WILL BE GIVEN UPON REQUEST		
OCEAN CREEK UN 6-9232 5970-80 Indian Creek Dr.				RATES WILL BE GIVEN UPON REQUEST		
OCEAN HORIZON UN 6-4283 7420 Ocean Terrace	4	4	10	5-6	5-6	12-15
OCEAN SIDE UN 6-9114 7135 Harding Avenue				RATES WILL BE GIVEN UPON REQUEST		
OCEAN STRAND UN 6-7891 175 - 71st Street				RATES WILL BE GIVEN UPON REQUEST		
OCEAN TERRACE UN 6-7371 7410 Ocean Terrace	4-6	4-6	5-7	5-7	5-7	6-8
RIVIERA PLAZA JE 1-6843 337 - 20th Street				RATES WILL BE GIVEN UPON REQUEST		
ROSEMARY MANOR UN 6-9208 8118-28 Harding Avenue				RATES WILL BE GIVEN UPON REQUEST		
SCHNEIDER'S JE 8-6351 242 Meridian Avenue				RATES WILL BE GIVEN UPON REQUEST		
SEA SURF UN 6-7396 8315 Byron Avenue				RATES WILL BE GIVEN UPON REQUEST		
SEA VUE UN 5-8200 330 - 74th Street	5-10	5-10	6-15	5-10	6-10	6-15
SHERIDAN PARK JE 8-9682 315 - 28th Street				RATES WILL BE GIVEN UPON REQUEST		
STEPHEN FOSTER UN 6-9284 6300 Collins Avenue				RATES WILL BE GIVEN UPON REQUEST		
TROPIC-FAIR UN 6-3741 300 - 74th Street				100 Month	100 Month	125-200 Month

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

APARTMENT HOTELS

ABBOTT TOWERS UN 6-2478 8035-45 Abbott Avenue				RATES WILL BE GIVEN UPON REQUEST		
ALBA JE 8-0932 1455 Michigan Avenue	3	3	4	3	4	5
ALAMO JE 4-2106 4121 Indian Creek Drive				RATES WILL BE GIVEN UPON REQUEST		
BILLOWS JE 1-7401 2701 Collins Avenue	4-5	4-5	4-5 To Dec. 20	5-6	5-6	5-6 To Dec. 20
GULFSTREAM UN 6-1431 6039 Collins Avenue				RATES WILL BE GIVEN UPON REQUEST		
*LONDON HOUSE JE 8-5531 1975 Washington Avenue	75-175 Month	90-200 Month	100-250 Month	90-200 Month	100-275 Month	125-300 Month

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

* MODIFIED AMERICAN PLAN — WRITE HOTEL OF YOUR CHOICE FOR RATES

NAME		SINGLE RATES			DOUBLE RATES		
		OCT.	NOV.	DEC.	OCT.	NOV.	DEC.
OCEAN FRONT	JE 1-9235	15	15	20	15	15-20	25
1230-38 Ocean Drive		Week	Week	Week	Week	Week	Week
RIVIERA OCEAN							
VILLAS	UN 6-2830	RATES WILL BE GIVEN UPON REQUEST					
6757 Collins Avenue							
SHERBROOKE	JE 8-7242					15-20	25-35
901 Collins Avenue						Week	To Dec. 15
STARLITE	JE 4-2161	25	25	35	25	25	35
750 Ocean Drive		Week	Week	Week	Week	Week	Week
SUN COAST	UN 6-9141	RATES WILL BE GIVEN UPON REQUEST					
420 - 78th Street							

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

* MODIFIED AMERICAN PLAN — WRITE MOTEL OF YOUR CHOICE FOR RATES

APARTMENT MOTELS

HARDING COURT	UN 5-2896	25-50	25-50	25-50	25-50	25-50	25-50
8340 Harding Avenue		Week	Week	Week	Week	Week	Week
PATIO	UN 6-9263				2	2	2
7320 Byron Avenue					Per Pers.	Per Pers.	Per Pers.
							To Dec. 20

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

MOTELS

BLUE BAY	UN 6-5921				5-8	5-8	5-8
2070 Bay Drive							To Dec. 15
ISLAND HOUSE	JE 1-6473	5-6	5-6	5-6	6-8	6-8	6-8
46 Venetian Way				To Dec. 15			To Dec. 15
JACK FROST	UN 6-9378	RATES WILL BE GIVEN UPON REQUEST					
1901-11 - 71st Street							
MONTERREY	JE 8-4621	6-8	6-8	6-8	6-8	6-8	6-8
40 Belle Isle				To Dec. 20			To Dec. 20
Venetian Way							
*PALM TERRACE	JE 8-0823	4-7	4-7	4-7	5-8	5-8	5-8
1500 Lenox Avenue				To Dec. 20			To Dec. 20
SIVAL	JE 1-0422	RATES WILL BE GIVEN UPON REQUEST					
236 - 21st Street							
*VENETIAN ISLE	JE 8-7261	6-9	6-9	6-16	6-12	6-12	6-18
20 Venetian Way							

(Many of the above accommodation members offer weekly, monthly, and yearly rates.)

* MODIFIED AMERICAN PLAN — WRITE MOTEL OF YOUR CHOICE FOR RATES