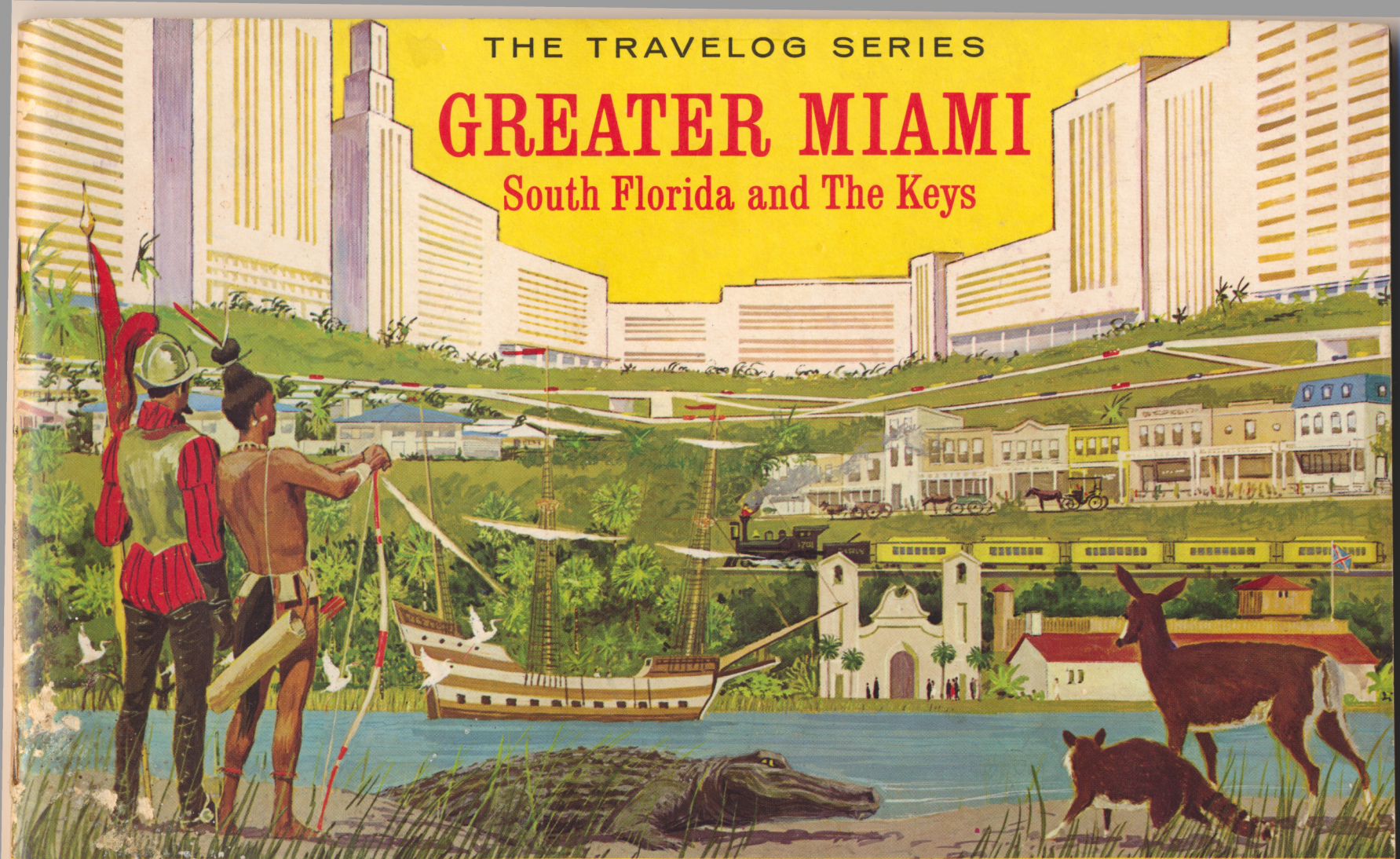


THE TRAVELOG SERIES

GREATER MIAMI

South Florida and The Keys



195 FULL COLOR PHOTOS OF THE ONLY U.S. TROPICS • 189 BLACK & WHITE PHOTOS • 38" x 25" LOCATION MAP • Price \$1

Psssssssssssssssssst!

I'm a Pan Am Jet!

Every day Pan Am Jets fly from Miami nonstop to Nassau, nonstop to Jamaica, nonstop to Puerto Rico—with connections to all the Caribbean.

And we fly to exciting cities in South America and Central America and—

Well, that's not all! Pan Am Jets fly to more than 100 cities on 6 continents!

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I know.

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I know.

I'm a girl-jet, handsome.
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FLORIDA UNDER FIVE FLAGS



From that fateful Palm Sunday in 1513 when Florida was discovered by Ponce de Leon on the present site of St. Augustine, our great state has grown and prospered under the aegis of Five Flags: Spanish (twice), English, French, The Confederacy, and, of course, the Stars and Stripes.

The United States claimed the western part of Florida around 1800 as part of the Louisiana Purchase, and in 1819 Spain sold East Florida to the United States . . . and on March 3, 1845, Florida became the 27th State in the Union.

The recent growth of Florida, bringing it to 17th place in the nation, has astounded even its most optimistic promoters. And with a moment's reflection there is, indeed, little wonder.

With its pine-clad forests and countless lakes, its vast mineral deposits, the enormous reaches of the Everglades National Park, its great natural beauty, the magic of its fairyland of resorts, the fabulous Keys to the south, and last but not least, its beneficent climate that grows healthy bodies, lush vegetation and contentment the year 'round.



SABAL PALM
State Tree



MOCKING BIRD
State Bird



ORANGE BLOSSOM
State Flower

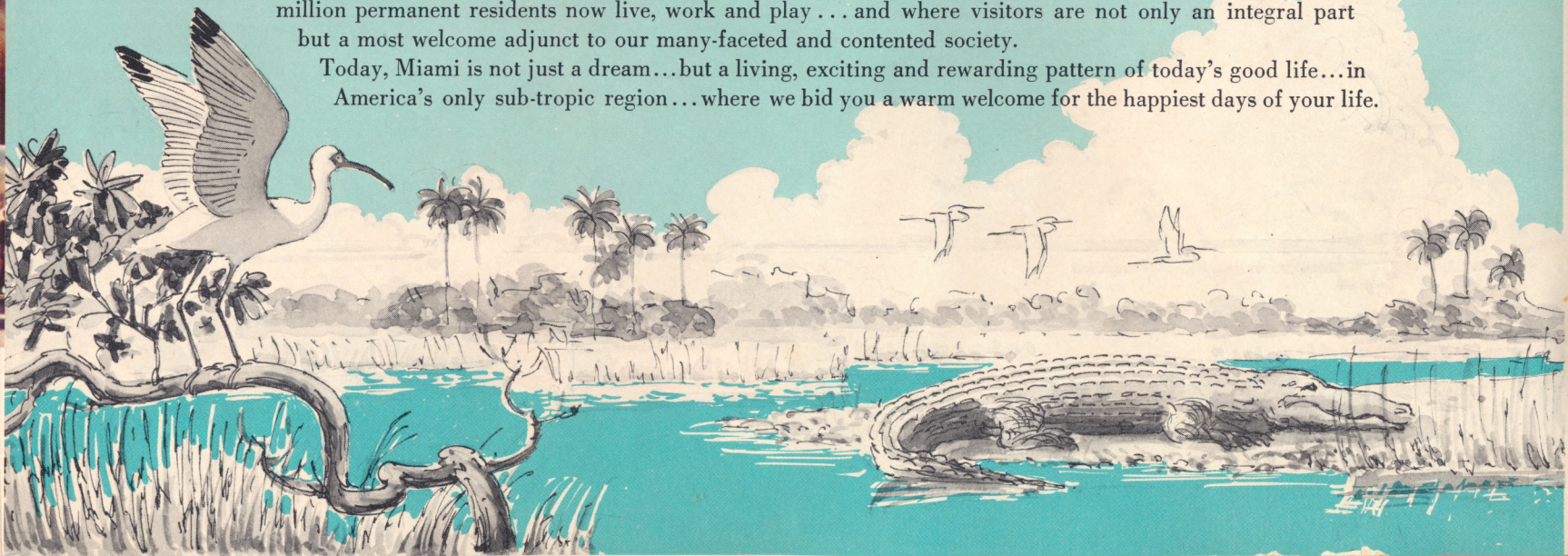
The Only Tropics in the United States

Situated some sixty miles northwest of Miami, the great Lake Okeechobee provides an immense fresh-water drainage basin . . . acting as the central and controlling factor for one of the most unique and fascinating regions on earth. This area, completely sub-tropic in nature, extends south through Miami, the Florida Keys and the vast expanse of the fabulous Everglades.

In addition to housing the most famous resort area in the world, much of it is a naturalist's dream. From the tropical splendor of the Royal Palm—nature's most distinguished offspring—to the vari-colored orchids and orchid trees . . . scarlet and pink hibiscus, crimson ixora, lemon alamanda, purple bougainvillea . . . provide a heady ecstasy. Likewise the birds in all their hues afford a spellbinding witchery . . . the native mockingbirds in mystic song . . . the multi-colored, long-tailed parrots, cardinals, jays and yellow-breasted nectar-seekers, paint the green foliage and the blue-and-white skies with dashing blurs of rainbow pigments.

That is the nature and substance of the *urban* heart of the region—Greater Miami and Dade County, where over a million permanent residents now live, work and play . . . and where visitors are not only an integral part but a most welcome adjunct to our many-faceted and contented society.

Today, Miami is not just a dream . . . but a living, exciting and rewarding pattern of today's good life . . . in America's only sub-tropic region . . . where we bid you a warm welcome for the happiest days of your life.



CONTENTS

EDITOR'S NOTE: In 1545, the first white man, Escalante De Fontenada, landed on the South Florida coast and greeted the Calusa Indians. On the cover, our artist has telescoped the dramatic history of the ensuing 418 years, starting with the erection in 1568 of the first Mission at the mouth of the Miami River, by Father Sedano.

Introducing Greater Miami and South Florida

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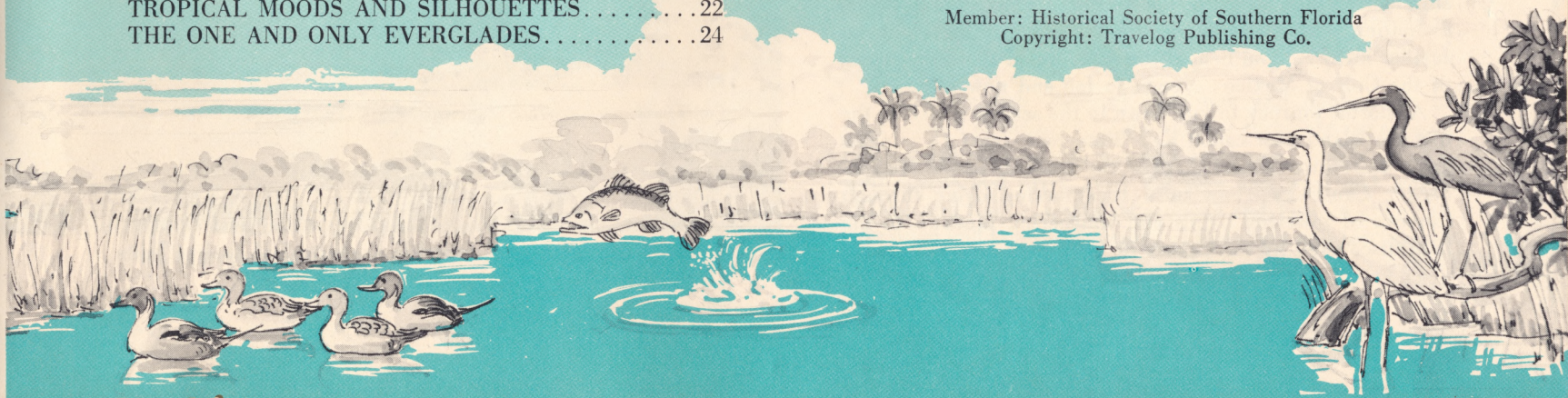
Map and Transportation Chart.....(Back Pocket)

This is the first of a new series that will depict other sections of Florida and departs from the usual stereotyped Guide format.

Publisher and Editor..... John S. Giffin
Associate Editor..... John P. Gilbert
Art and Production Manager..... Walter Wagner
Photography..... Special scenes by Frank Boran of Miami

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THE SEAS AROUND US

Four hundred miles long, Florida's position—nearer the Equator than sunny Italy—is an enviable one, for the Gulf Stream flows on both sides of the state . . . which accounts for the pleasingly mild climate.

Seas the world over have always had a strange call and a forceful lure for men of adventurous souls. And the seas around Florida are no exception . . . one big difference being their unspoken fascination even for the landlubber. To appreciate this truth, a leisurely drive from Miami to Key West is suggested. As you pass over the magnificent stretches of this picturesque span, you see a few yards to your left the shimmering blue waters of the Atlantic seeming to lap-lap its dwindling waves across the coral reefs. To the right no further away . . . you behold the splendor of the deep greens of the Gulf of Mexico . . . once so far and now so near.

A shorter journey to go “down to the sea” is a visit to the historic island now called Key Biscayne . . . just 18 minutes from downtown Miami . . . over the modern, scenic Rickenbacker Causeway . . . on to a breathtaking drive through canyons of towering palms and whispering pines . . . to the land discovered by the Cabots in 1497 . . . a land that was a



Contributing to our store of marine knowledge is the Seaquarium boat

favorite haunt of such sea marauders as Black Caesar, Dan Whittiker, James Blake, Gasparilla, and other infamous pirates. Because not all their ships disappeared over the horizon, the Key became a veritable graveyard of sunken hulls.

Then the Government took action and built the famous Cape Florida Light . . . still a mecca for tourists and natives alike. Stand here for a moment, motionless and silent . . . and soak up the witchery and the richness of the past and present as



The skin-diver is an indispensable part of our continuing marine research

your gaze wanders far out to the horizon without an outline save the silhouette of a distant ship.

For the bold and the young, here is a skin diver's watery paradise, cuddling the sunken riches of an inglorious past.

For the young at heart, here is another kind of adventure . . . the sea around Florida in all its majesty and warmth . . . the provider of powder beaches, strange sea shells and storied driftwood, and other bounties of a natural sea garden for you to behold in open-eyed wonderment.

As you ponder the wonders and depths of the seas around Florida, it is refreshing to know that through such institutions as the Marine Laboratory of the University of Miami, man has taken his genius beneath the sea, to plumb and search for the natural resources that defy calculation—more food than the world could eat, more minerals than two worlds could use, a wealth that is all but beyond imagining . . . a wealth for which the seas around Florida hold so much . . . merely awaiting the pleasure of man.

Above and below, our seas hold much for us now and in the years to come.

Florida's immense coastline, its bountiful waters, are yours here and now to enjoy in whatever manner is dictated by your pursuits.

Sail, swim, fish, dive, or just look and photograph in your camera or memory . . . the calm or turbulent sea around Florida will fill you with awe and reverence, console and lift your spirits and drive away the care and wear and worry of time and toil . . . where inhabitants and visitors alike can gaze upon and revel in the glory of their rare and fascinating wonders.

HISTORIC HIGHLIGHTS



- 1500 Coast first mapped by Gaspar Corte-Reale.
- 1545 First white man to land was Escalante De Fontaneda
- 1657 Menendez established first white settlement.
- 1568 Father Sedano established first white mission.
- 1743 Mission reestablished on site of Coconut Grove.
- 1771 Governor Patrick Tonyn brought in first white settlers.
- 1796 First land grant given to Frankie Lewis.
- 1835 Fort Dallas built on original Miami site.
- 1836 Dade County named for Major Francis Dade, killed in Indian War. Cape Florida Lighthouse built . . . still standing.
- 1838 Dr. Henry Perrine established first experimental fruit farm. Later killed by Indians.
- 1856 Wm. Wagner took up first homestead in Miami.
- 1866 Charles M. Lum built first home on Miami Beach.
- 1888 First public school was a driftwood cabin.



- 1895 Miami townsite laid out and Julia Tuttle contracted with Henry M. Flagler to bring first railroad to Miami.
- 1896 Miami incorporated as a city with 343 registered voters. John B. Reilly became first mayor. First train came to Miami and the famous Royal Palm Hotel started. First newspaper was the *Miami Metropolis*, now the *Miami News*.
- 1902 Oldest bank—the First National Bank of Miami established . . . now the largest in Florida.
- 1907 First ferry was opened between Miami and Miami Beach.
- 1909 Everglades Reclamation Project was commenced, making possible the development of the citrus industry in the area.
- 1913 First Causeway, the wooden Collins Toll Bridge, was opened June 12th.
- 1917 Miami Beach incorporated as a city.
- 1921 First Broadcasting Station (WFAW) was licensed in Miami, operating a 50-watt station.
- 1925 University of Miami was inaugurated.

FACTS and FIGURES

AREA: Dade County—2109 square miles; Miami—46 square miles.

CLIMATE: Fifty year mean average: January 66.8°; July 81.7°; annual mean average 75.2°; surf 70° all year. 71% of the days are clear or only partly cloudy.

POPULATION: 1960 census: Dade County—935,047. Four largest communities as follows: Miami 291,688; Hialeah 66,297; Miami Beach 63,145; Coral Gables 34,793.

NATURAL RESOURCES: 850 species of plants, 90 forest trees, mainly pine, with some mangrove and cypress. About 125 small trees and shrubs and the balance seed plants and ferns, 130 grasses, sedges and rushes, 350 herbs, 40 species of palms.

FISH AND WILDLIFE: Thousands of birds, fish and animals. Sixty-five families and 450 species of birds have been identified.

FLOWERS: About 125 flowering shrubs, 25 vines, three families of bulbous and tuberous rooted families with 50 species and varieties and 40 foliage plants.

TOPOGRAPHY: Average altitude of Miami, 10 ft. Highest point, 21 ft. Highest point in Dade County, 42 ft.



EDUCATIONAL FACILITIES: 191 public elementary and high schools, 84 parochial and private schools. Lindsey Hopkins Vocational School, Dade County Junior College and University of Miami, with six undergraduate schools and colleges and three graduate schools.

AGRICULTURE: 1,151 farms on 145,763 acres. Size of the average farm: 110 acres. Crops: Largely avocados, limes, mangos, green beans, tomatoes, Irish potatoes and okra.

ECONOMIC ACTIVITIES:

1. Tourism and Transportation . . .	20.4
2. Manufacturing	10.1
3. Aircraft Maintenance	4.4
4. Wholesaling	3.4
5. Agriculture	1.5
6. Air Freight Activities	0.6
7. Airline Home Office Activities . .	0.6
8. Research	0.4
9. Other Basic Activities	22.8



The Seasons



Even a railroad track can give a promise

No sunrise is like a tropical one

When does Spring come to Miami? Who can say: In the north the crocus pokes its cheery head through newly-softened earth—and suddenly—it's Spring!

Here in Miami, and all of South Florida, Spring—or its counterpart—tiptoes in while the many-hued poinsettias are still blazing forth with their Noël cheer . . .

One of the countless blessings of the kindly South Florida climate is the gentle, unobtrusive melding of the four seasons. Here the tread of Summer comes as if on heels of fleecy clouds carried upward and onward by the amorous breath of our historied trade-winds.

In Miami you count your blessings all through each glorious year. *(Continued on page 12)*



Bougainvillea's an unforgettable treat



Fairchild Tropical Garden is for the nature lover



There's a mystical charm in a walk thru a Cypress forest



Yes, orange groves not very far from Miami proper



The spring-blooming bombax with its red flower is a native of Africa

The Seasons at Fairchild Gardens

To the uninformed there is a widespread belief that there is only one season in the tropics—Summer. In spite of continual blooming, this is not so.

While it is true there are no dramatic changes as in the northern climates, distinct changes do take place in semi-

The serenity and beauty of the lake in Fairchild Tropical Garden is unrivalled



A beautiful ramble showing Wedelia — a much used ground cover in Florida





Another of the many enchanting water vistas that meet the eye

tropical South Florida. There are deciduous trees that lose some or all of their foliage and there are various flora whose leaves turn color with the advent of a cold front.

However the real changes come with the wet and dry seasons rather than with the cold and warm seasons, which may or may not coincide. For the true nature lover Fairchild Tropical Garden is a wonderful depository of the tropical flora of the world where all seasonal and environmental factors can be observed and where, in or out of season, its beauty is unmatched.



The fall-blooming Pandanus Utilis — native to South Pacific — white flower



The spring-blooming Pandanus Utilis — orange flower



Winter-blooming Euphorbia Leucocephala — native of Central America — white flower — relative of poinsettia



The orchids can be seen at their gorgeous best all year-round at the famous Orchid Jungle south of Miami

THE SEASONS

(Continued from page 9)

The Fall of the year in the north brings glorious displays of breathtaking colors when the bright green gradually takes on its lustres of yellow, gold and red.



Still competing with the tractor in the bean fields of the famous Redlands district



Famous year-round hydroponic tomatoes



Strawberries—a winter delight for northern markets too

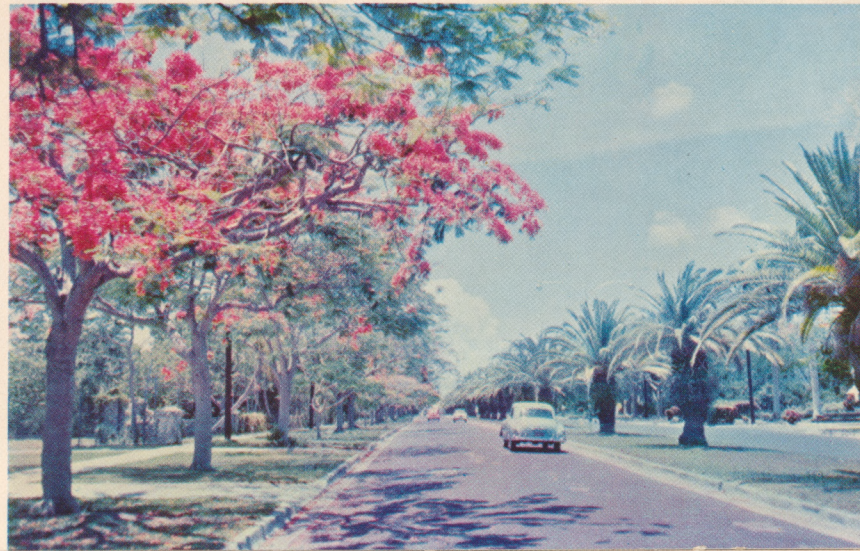


Acres and acres of winter pole beans dot the landscape

South Florida, too, stages its own kind of spectacular eye-ful of outdoor Fall magnificence . . . with its abundance of nature's colorful bounty . . . and the Pageantry of Parades, Football, and other thrilling outdoor classics.

Who killed Winter? Miami must take a major share of the blame . . . or credit. You'll know it's Winter here only if you glance at a calendar. True, there are four seasons . . . but they fuse so gently you are almost unaware that one has gone and another has taken its place. Except for a few brisk days there is no Winter. Indeed, the lush tropical growth abounds the year 'round.

An unforgettable scene are the Royal Poincianas that bloom in May thru July





What compares to hickory-flavored meats of the outdoor barbecue?



The family swimming pool is becoming an indispensable part of living



Hook your boat to the car and head for the first Marina

Golf is at the top of the list for outdoor recreation, both spectator and active



Florida's an Outdoor Land

... and no matter what your age or inclination, there are limitless domains of diversion awaiting you here.

Indeed, so many are the things you can do, see and enjoy out under the South Florida sun that an old-timer was once prompted to remark to a newcomer, "Around these parts, indoors is for sleeping." And, in getting the best of everything our Outdoor Life has to offer in such exciting variety, you can participate as actively or inactively as you please. No matter where you're staying, not far away are fine public facilities for Golf and Tennis. And with the Bay and Ocean only expressway minutes from anywhere in the area, you can swim, sail or water-ski to your heart's delight. Yet there are some—and perhaps you'll prove one—who say nothing beats enjoyment of Florida's "Great Outdoors" better than just sitting—under a palm tree watching the cooling trade-winds change the faces on those great, big billowing clouds as they move across the indigo-blue backdrop of a sub-tropical sky

AQUA SPORTS . . . FISHERMAN'S PARADISE



Nothing compares to the thrill of catching the big ones in the Gulfstream, for amateur or professional



Early morning seems to be a favorite fishing time for small boys, particularly in the numerous canals



The inland lakes and waterways have their followers who love to catch the numerous fresh-water pan fish



Not the time, but the tide, is the only thing that means anything to this group of dusk fishermen



Water Skiing — an exciting water sport for the participant and spectator alike

FLORIDA'S AN OUTDOOR LAND

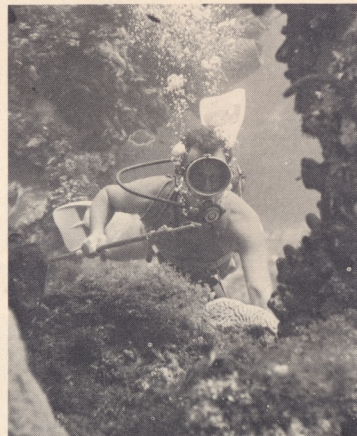
Fishing, did you say? Only short minutes from shore, in the Gulf Stream, you can match your skill with such mighty deep-sea battlers as Tuna, Marlin and the wily Sail. You can cast into the surf and take home such delicacies as Pompano and Blue. Over the reefs, plump Grouper and Snapper lurk while closer in, on the flats, Bonefish, the fastest fighters of 'em all, are waiting. From the cat-walk of a bridge or a rented putt-putt, your yield from the Bay can run from Mackerel to Barracuda to all kinds of panfish. And for some of the best eating you've



What can beat the thrill of manipulating a spread of canvas in a spanking breeze



Enough said — it's bonefishing on the flats



The skin-diver is a water breed apart



A new form of beach-combing — bottle hunting is great fun



A boat means all sorts of water activities



Lake Chehika — the only mineral springs near Miami, 40 miles S.W.



The famous cypresses of Corkscrew



And hiking for the outdoor enthusiast

At any time of the year you can see a twosome, a foursome or a tournament

ever enjoyed, plug-cast for the king-size Snook and Redfish which populate our Canals.

Or, if you're the sort who likes the "Sit-in-and-watch—stand-up-and-cheer" approach to Sports, Man, there's no want of day-in, day-out action in Miami . . . Even before the glittering Orange Bowl epic, the thoroughbreds are racing. Major League exhibition games are quickly followed by our own Class A League baseball play . . . and with back-to-back dates at the Dog Tracks, championship professional and amateur competitions, stock-car races, world-famous power and sail-boat racing, Jai-Alai, University of Miami's football schedule with other top College teams of the nation, and many other attractions, there's no such thing as an open-date on Miami's sports calendar.



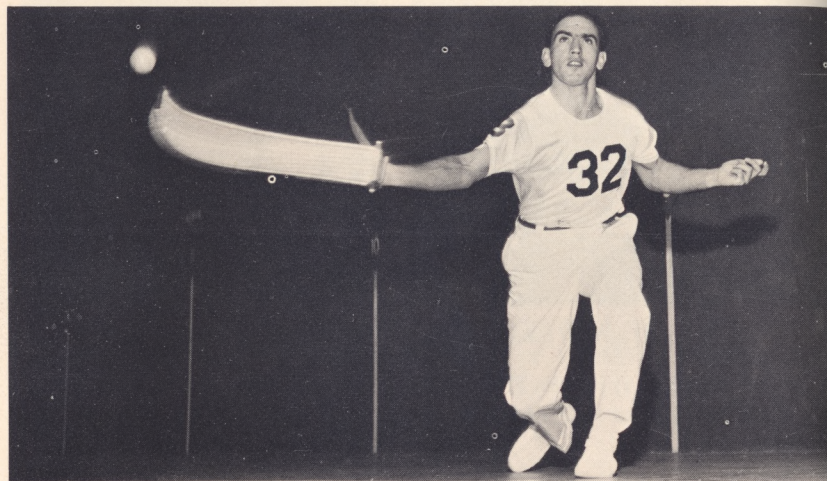


For the spectator who is also a night owl, pay a visit to the Biscayne Kennel Club for the best dog racing in this area, and a lot of fun



Dogs in action at the Biscayne Kennel Club

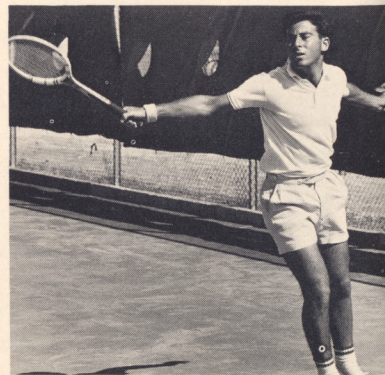
From the Spectator's Seat



A top notch professional at Miami Jai Alai



The fastest and most dangerous sport of all is Jai Alai and for Major League competition and World-Series play, it's the Miami Jai Alai fronton at 36 Street and 37th Avenue, N.W.



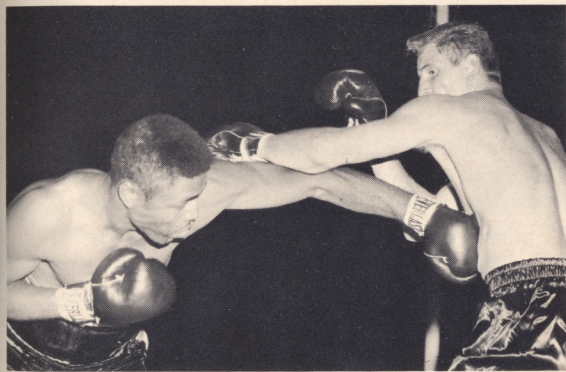
Top-flight tennis matches are frequent and exciting



The University of Miami and the sectional games provide top notch amateur and professional football for the most popular of spectator sports



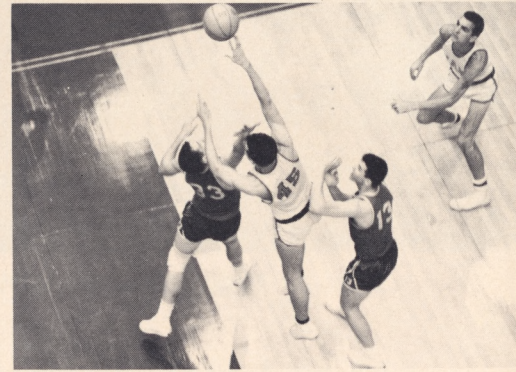
And what can beat the Sport of Kings for those who like to back their choice



Go to the Miami Beach Auditorium for boxing



The Marlins stadium is the training ground for the Orioles



The University of Miami provides the action for basketball fans — a fine spectator sport



Homestead Bayfront Park — A lagoon-like beach



Camp Owaissa Bauer — For organized groups



Vizcaya — A 17th Century Italian Palace in America



Redlands Fruit & Spice Park



Elliott Key Park

DADE COUNTY

What is a park?

A park is a place for children of all ages.

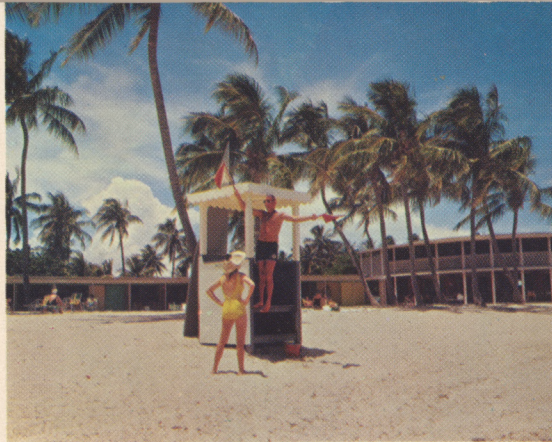
A park is for picnics . . . see-saws . . . jump-ropes . . . trees to climb . . . new worlds for the young to discover . . . and for seniors to reminisce . . . for squirrels to scamper, for birds and bees and trees and flowers to delight . . . a place for peanuts, popcorn, carousels, and organ grinders . . . choo-choo trains and zoos.

A park is a grassy plain . . . a sandy dune . . . an arbor of fruit trees . . . or sometimes just a shaded bench for quiet meditation.

Whatever your definition, a park is your haven



Haulover Beach — Bathing - Picknicking - Marina



Crandon Park — Cabanas



Crandon Park Zoo

PARK SYSTEM

... a place that gobbles up the woes and cares of a real and taxing world... or opens up new vistas of worlds unknown.

Because of its blessed climate, Miami means outdoors... and outdoors means to so many the deep and lasting satisfaction of a few moments or hours unforgettably spent.

That's why Dade County is so actively devoted to the support, maintenance and development of its natural and man-made scenic playgrounds.

There follows a partial list and brief description of these parks which we hope you will find time to visit.



Crandon Park — Picnicking

Greynolds Park — Boating - Fishing - Picnics



Sunset puts a soft patina on the harshest of scenes in the tropics



The dawn comes up quietly but with strength



One man — one boat — one net, and we have all the elements of a marine supermarket of the deep



TROPICAL MOODS

Most visitors to South Florida bring with them two types of camera . . . one mechanical . . . the other mental.

The former enables one to capture in black and white or in color the riches of our scenic tapestries, land and seascapes and historical landmarks . . . for viewing back home. For here is truly a photographer's paradise . . . amateurs and professionals alike have enriched their picture albums with never-to-be-forgotten memorabilia of their visits to this sub-tropic storehouse of rare beauty, scenic wonders and lofty majesty.

The latter camera is the one in the mind's eye . . . the magic human lens that transmits indelible impressions in your memory book that will never be dimmed or forgotten . . . the lens that

Little girls also have their dreams and their own adventures



A thoroughbred layout near Dania, a few miles north of Miami



It's two alone on a Tropical Island



What the ladies are talking about is anyone's guess and nobody's business

and SILHOUETTES

reveals the mosaic soul of our land.

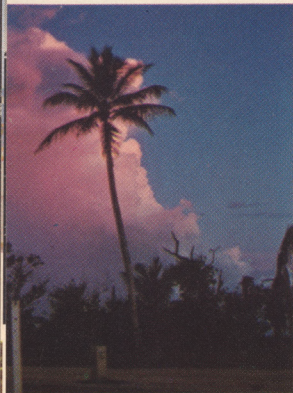
See at dusk or dawn, or sun-bright day, the secrets of our delights . . . from the northern pines to the southern keys . . . where trees rise up as though painted black on midnight's canopy jewelled with the glow of distant stars . . . where marble clouds are our mountains that surge up like the burst of an atom bomb . . . where orange blossoms' perfume blends with heady jasmine scent . . . where tarpon are like silver ghosts in a world of white-capped green . . . and pompano roam with bluefish, bonefish, amberjack or mullet.

Such as these . . . and a thousand others . . . are the true souvenirs of your visit to South Florida.

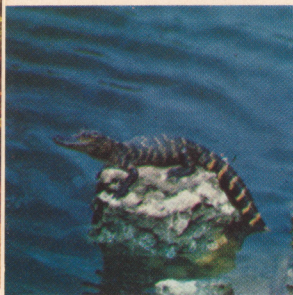
When nature turns ugly in the tropics, the palms seem to take on a special kind of beauty



THE EVERGLADES



A sunrise over the River of Grass is breathtaking



Home on an alligator range, with no welcome mat

Why is the everglades? Many factors meet in South Florida, and it is this meeting that produced and maintains the everglades.

First, the tropical climate means a long growing season of warm moistness. Hence there are hundreds of tropical plants growing in the 'glades and no farther north. Temperate zone plants find it hard to compete, as they cannot adjust to a life of all growth and no rest.

The soil is not unrelieved richness. Only in hammock or cypresshead is there relatively fertile peat soil.

Next, the fires which through the ages past have swept South Florida. Where



Most are not but this one is dangerous

they burned repeatedly, fire-tolerant Caribbean pinelands or sawgrass grow; where they have been excluded by moisture in some form are the fire-destructible mahogany, mangrove and jungle hammock plants.

Hurricanes periodically batter the land, laying over the weak and some of the strong, destroying, rearranging, carrying salt inland.

But the most definitive element in the everglades is water. All life—plant, animal and human—depends on it. The presence or absence of water determines the 'glades and who can live there.

Plant life—individuals as well as vegetation areas—relies on water, one of its raw materials and the modifier of its environment. The open sawgrass marsh which typifies the everglades represents a low area covered during half the year with slowly drifting fresh water. In a natural state this water came meandering southward from Lake Okeechobee, and it makes the everglades—in reality, a broad shallow river.

The hammocks and intrusions of Caribbean pine are the “high” elevations, perhaps all of seven feet above the level of the sea. And these islands do not



The deer seem to know they are protected

flood when summer rains raise the level of the drifting water. Here grow plants whose water needs are more moderate. In deep spots where soil collects and water lingers grow the cypress. Where the fresh water merges with the salt grow the mangroves.

The animals of the 'glades base their lives on the summer-wet winter-dry cycle. The rains bring the flood and in its shallow warm depths little creatures multiply in unbelievable numbers. These are the fresh water plankton—insect larvae, copepods, other minutiae—they are the basic links of the food chain which feeds the fish—bream, bass, gar, catfish—and eventually the alligators, turtles

and birds.

Winter brings a concentration of life in deep pools left by receding waters, and the most fortunate of all the species remains after the drought-testing to pro-



The hammocks are the naturalist's dream create its kind.

Great flocks of leggy wading birds winter in South Florida, lifting their fishy meals from the bountiful waters. Thousands raise their young in huge rookeries, possible because of their isolation amidst abundant food.

Research has only begun to unveil the many kinds of sea creatures that depend on conditions in the everglades.

The waters of the Gulf Coast and the

Keys are justly famous for the great sport fish caught there. These predatory fish work their way inland along the mangrove rivers until they reach the area of brackish water where the fresh water blends with the salt. Further they do not go. Great bass and bream of the fresh water do not enter the brackish zone either, and so here in this no man's land—a land in summer floodtime near the coast, in winter drought pushed in-



The very rare roseate spoonbill

land—the little fish can live to grow up. Here is the nursery for snook, tarpon, mullet, sea trout, redfish, snapper. Here they attain size enabling competition.

Here too is the shrimp nursery whose

tiny denizens later swim to Dry Tortugas to form the catch of the multi-million dollar shrimping industry.

Hyper-saline and currentless, Florida Bay is a nursery ground too; the degree of hyper-salinity is important, for if the flow of fresh water from the 'glades is cut off, shallow, much-evaporated and almost tideless Florida Bay becomes a dead sea.

The immense productivity of living things in the 'glades themselves is perhaps less than half the total life resulting from the drifting waters of South Florida. The rest is in the vast sea where the effects are less obvious but no less vital.



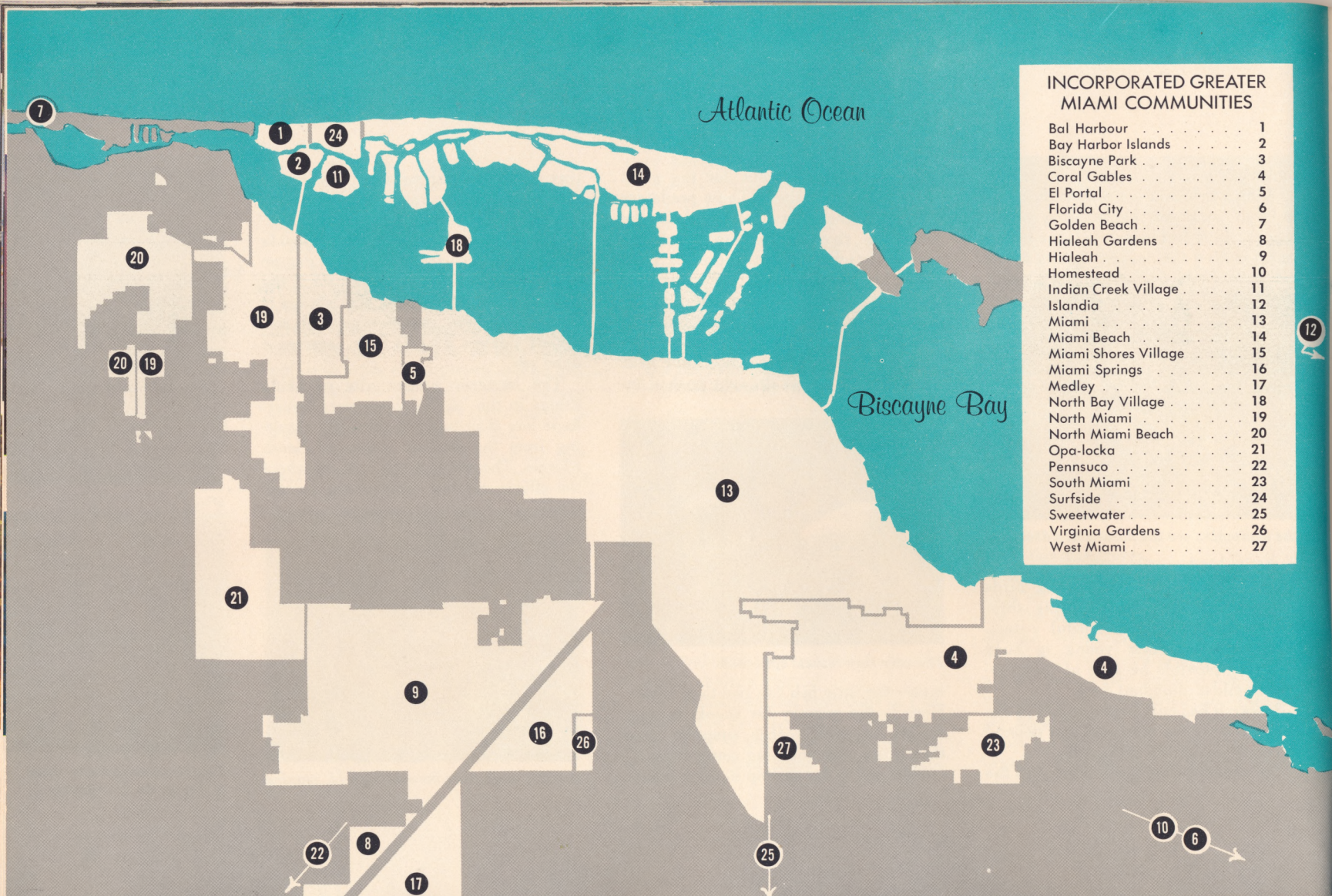
Another denizen of the snake world, sunning



Wood ibis are plentiful



Nature's masterpiece—close of day in the Everglades



Atlantic Ocean

Biscayne Bay

INCORPORATED GREATER MIAMI COMMUNITIES

Bal Harbour	1
Bay Harbor Islands	2
Biscayne Park	3
Coral Gables	4
El Portal	5
Florida City	6
Golden Beach	7
Hialeah Gardens	8
Hialeah	9
Homestead	10
Indian Creek Village	11
Islandia	12
Miami	13
Miami Beach	14
Miami Shores Village	15
Miami Springs	16
Medley	17
North Bay Village	18
North Miami	19
North Miami Beach	20
Opa-locka	21
Pennsuco	22
South Miami	23
Surfside	24
Sweetwater	25
Virginia Gardens	26
West Miami	27

12



10 6



25



22



The 27 Communities

Once upon a time, the visitor had only to be concerned with Dade County, Miami and Miami Beach. Now there are all of 27 municipalities to be oriented.

And Miami and Miami Beach have come to be known as integrals of Greater Miami (or Metropolitan Miami) which is now used to define all of Dade County.

However, with reference to visitor-interests in such pursuits as sightseeing, shopping, entertainment, accommodations, recreational and diversionary facilities, the four most significant components of the area are:—

- Miami proper
- Coral Gables
- Miami Beach and its satellites
- The Perimeter Communities



Looking west on Flagler Street from Biscayne Boulevard — in downtown Miami



Dallas Park — on the river — where Miami really began



Lily pond in the rock garden, in Bayfront Park—for camera fans



A beautiful formal planting, off the mall in the Park — one of many



Biscayne Boulevard Hotels, from a seat in the Park, a place for contemplation

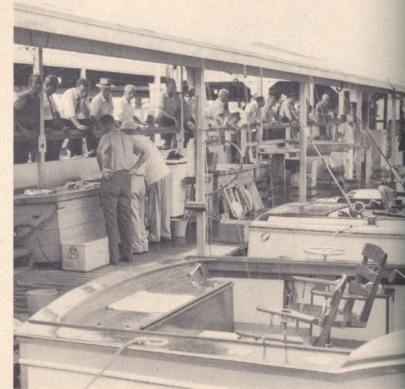
DOWNTOWN MIAMI



Looking out at beautiful Biscayne Bay — a matchless spot for the imagination



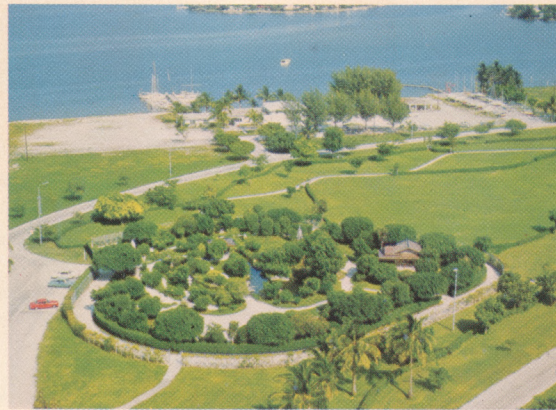
The Mall — a panorama of tropical beauty



Sea loot — a typical daily scene at the famous Pier 5 in the Park



Another scene in the Rock Garden in beautiful Bayfront Park



Japanese Tea Garden — just north of the Park, on MacArthur Causeway, gift of a Japanese businessman



The Torch of Friendship, facing the Boulevard — a tribute to Latin America and the Good Neighbor

. . . Dupont Circle . . . Bayfront Park

Dupont Circle — where the massive bulk of the First National Bank dominates the scene — in the City's financial center



Diners at the "Top of the Columbus" are treated to an unequalled view of the Bay



Meet me at the "Top of the Columbus" is the open sesame to fine dining in Miami



The Courthouse — a publicity symbol of the Miami skyline for many years, still dominates the scene



Crandon Park — It might be said of the ostriches, who's looking at who? But it's fun for all

The Orange Bowl—symbol of an incomparable New Year's Day pageant



Bayfront Auditorium in the Park is a civic center

INTEREST



The Library in Bayfront Park is a peaceful haven for study, research and the hometown newspaper



Another scene in the Japanese Tea Garden



Downtown Postoffice — a familiar spot to visitors



The County Auditorium on West Flagler Street at 28th Avenue accommodates the large conventions, musical productions, lectures and other civic activities



BUSY PORT OF MIAMI

Day and night, the year 'round, majestic cruise ships and mighty freighters come and go at the bustling Port of Miami. It's a sight to rival the departure and return of the great whalers of New England's heyday. Just to watch the squealing gulls, the dancing white-caps flirting with the gold-tipped crests amid the bay's deep green that barely touches the pink-kissed azure sky at the hazy horizon so near and yet so far . . . will make you wonder where the time went . . . as if you cared.

From and to all parts of the free world the great ships load and unload cargoes and excited people daily. No less than 2,000 vessels use this throbbing and efficient port each year.

The Ariadne — Queen of the Eastern Steamship Line — a romantic symbol of magical cruises thru the Tropics



Unloading supplies — an indispensable scene in any busy port



The ever-present tug literally keeps port business on the move



The comings and goings still stir the imagination



The Cruise business grows and grows in our "Gateway" port



Sunset — The more it changes the more it's the same thing



The same moon — but there's only one moon over Miami



Biscayne Boulevard and Flagler Street just as night is falling

DUSK AND DARK

Shortly after the sun has settled down to shine elsewhere, there comes a pause in the day's reflections . . . gentle twilight and softening shadows. Suddenly the darkness is gladdened by a moon . . . a moon now orange . . . now amber and soon a brilliant silver . . . a moon immortalized in song and picture. Yes, the moon over Miami is the finest work of the Greatest Scene Designer.

(Continued)

A familiar night scene on Biscayne Boulevard is the glowing signs of the Coppertone Co. and the Hertz Co. with the News Tower as a backdrop — caught by Travelog's roving cameraman





A roman candle view of Miami. What is a holiday without fireworks at night?

DUSK AND DARK

Miami after dark gives forth other lights below. Lights that create a mood . . . lights that exude cheer . . . lights that form patterns of stillness and quiet motion.

Stand silent for a few minutes in Bayfront Park and drink in the message these lights seem to tell. The gaiety of the store lights illuminating their unusual wares . . . street lights that play hide-and-seek with the waving fronds of the stately Royal Palms. The flashing headlights of cars carrying people to and from their frolics . . . the lights of the great Causeways winding darker toward Miami Beach . . . lights of airplanes and blimps vying with the blinking stars.

Yes, Miami after dark is good music . . . and the lights are the sprightly tones of an unforgettable rhapsody.



Undercover night activity — supplying and moving the food a big city lives on



This fisherman likes to pick the time and the place



What would Miami be like without the night concerts in Bayfront Park?





Looking north on Biscayne Boulevard in downtown Miami — a composite picture of Hotel Row and Bayfront Park separated by three rows of magnificent Royal Palms

MIAMI IS A BIG CITY

To be reasonably specific about it, the City of Miami is bounded on the east by Biscayne Bay, on the north by Miami Shores, on the south by Coral Gables, and very little of it lies west of International Airport. And while this leaves a great deal of Dade County to be accounted for, the City of Miami *per se* is one of the most gratifying to visit in the Nation by any count.

There's a majestic sweep to Biscayne Boulevard; an aura of tropic seclusion is peculiar to Bayfront Park; a splendor to Vizcaya unmatched in the New World. Fine hotels and luxuriant shops have an international clientele, for this is the two-way Gateway of the Americas.

And conjure up, if you can, any spectacle the thrilling, glittering equal of the fantastic Annual Orange Bowl Program.



Indian Mound in El Portal just north of the Miami line



Entrance to Bay Point — a residence park on upper Biscayne Boulevard



The Marina at Dinner Key on South Bayshore Drive



First rate theater is the usual fare at the Coconut Grove Playhouse

With it all, the City of Miami is a city of substance. And, while it is indeed the glowing heart of the greatest "playground" on earth, it is also the financial and economic capital for all of South Florida and a good part of the Caribbean, as well.

Residents of the Everglades Hotel on the Boulevard at Third Street have a "Mind's Eye" camera view of the Park that often is better than the actual shot



A helicopter view of the Islands between Miami and the Beach. But a view from any of the tall buildings that face the Bay can achieve the same results



The Everglades Hotel Pool—the only rooftop pool in Miami



Boats come naturally to home owners along the Little River Canal



Flagler Street, looking west, and the Halcyon Hotel. Same spot today, looking west on Flagler Street

THEN and NOW

Most every great Metropolis has undergone vast changes in the several hundred years of our nation's growth. Expansion has been in all directions including "up" . . . the face-lifting has changed sky-lines and living, playing and working habits and locales.

Miami, too, has gone through a similar growth pattern . . . but the amazing changes in Miami have occurred in only about fifty years! Indeed, if a modern Rip Van Winkle were to emerge from his Miami cocoon, he would scarcely believe his eyes.



Band Concert in old Royal Palm Park. Same place — Bayfront Park — same subject

From a tiny frontier town, the visions and dreams of the Flaglers, the Tuttle, the Fischers, the Perrines, and others, have been realized in the great forward march undaunted by depressions, hurricanes and booms-and-busts.

Today, Miami has come of age. And although the momentum of progress promises greater things to come... Miami stands high in the ranks of Metropolitan standard-bearers as the city with an historic past, an exciting present, and a glittering future... but always with a glad hand and a warm heart.



County Court House — the new



In the good old days?



Looking north on Biscayne Boulevard today from N.E. Second Street



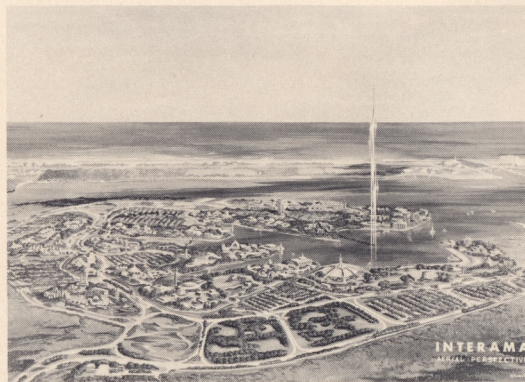
The same spot as it was in 1910.



The Miami Herald — the finest newspaper plant in the world — a recent addition to the skyline



Helicopter landings on the Herald roof speed up the service



Interama — A permanent Pan American Exposition dream, now in the building stage

THE NEW LOOK ... and Shape of Things to Come

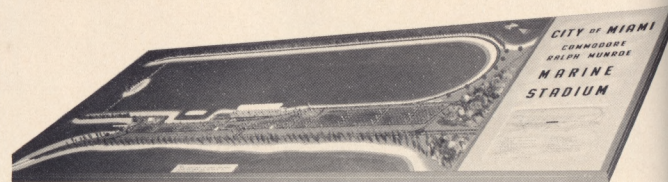
To the many who return to the Miami area it will be evident all around that the past decade has been a rewarding period of progress in every direction.

There's the ultra-modern North-South Expressway still in process of completion, the new town of Islandia and the many new homes, apartments and skyscrapers on every hand.

To the newcomer it's an exciting vista and yet an old one for the experienced sidewalk superintendent. Now building is the Interama—an old dream of a permanent Pan American Exposition coming to fruition, and the exciting brand new port on Dodge Island to accommodate expanding commerce and Tourism. Scheduled for completion in the autumn of 1963 is the Sports Marina on Virginia Key, a real mouth-watering tidbit for the water sports fans.



From the architect's board — new Dodge Island Seaport



Also from the architect's board — a new sports marina



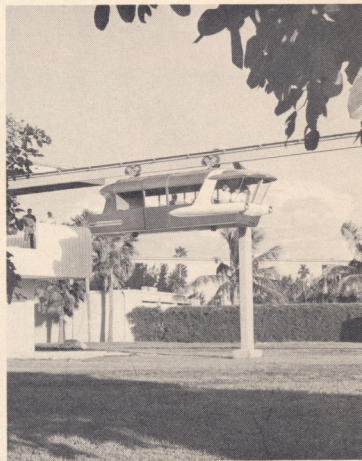
The Sunshine State Industrial Park on the Palmetto Expressway — a forerunner of the industrial complexes of the future



An unforgettable night scene at the Orange Bowl in the football season



Typical of the new high-rise apartments



Monorail transportation has arrived at the Seaquarium

The famous Orange Bowl has a new look. Here is the beautifully landscaped main entrance on the east





One of the exhibits at the Museum of Natural Science

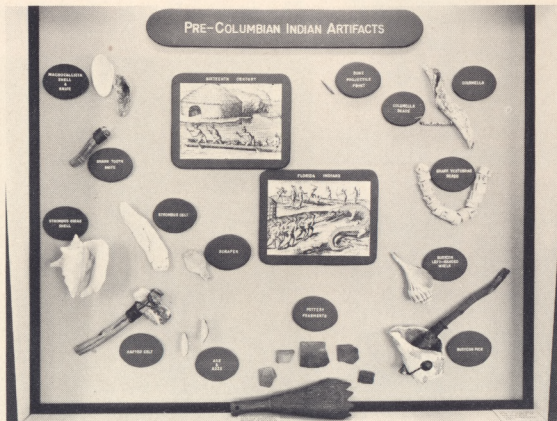
SOUTH FLORIDA'S

An unequaled glimpse of South Florida's historical heritage is at hand for those who like to savor the past interwoven with an unusual living tapestry of the present. It is yours for the looking in the Seminole Indian Villages and reservations in and around the Greater Miami area.

And for those who like to trace history chronologically with artifacts, two rewarding trips are also yours for the taking. A few miles north from downtown Miami is the beautiful new building of the



Beautiful building of the Historical Association of Southern Florida at 2010 North Bayshore Drive



Pre-Columbian Indian display in the showroom of the Historical Association of Southern Florida



Museum of Natural Science building at 3810 South Miami Avenue

HISTORIC HERITAGE

Historical Association of South Florida and to cap the treat retrace your steps to a few miles south of downtown for an unforgettable trip to the Museum of Natural Science, just opposite famous Vizcaya.

The visitor to these two fine museums will come away with a clearer understanding of the geology, the marine, animal and plant life of our country's only tropics. He will also have a good conception of how the early Indians adapted themselves to their environment.



Typical scene of Seminole life along the Tamiami Trail and deep in the Everglades



Aside from their handcrafts, Seminole women have taken to the sewing machine



Billy Bowlegs — a Seminole patriarch — 102 years old



The Okalee Indian Village in W. Hollywood, under the direction of the U.S. Indian Bureau, offers a genuine peek behind the scenes



No large metropolitan center can survive today without a fast-moving expressway system. Miami is fast catching up with a well-planned complex second to none, as shown in this typical section



Helicopter service for business, industry and sightseers is an integral part of the transportation scene. Shown here is the Sunline Helicopter base on MacArthur Causeway.

BUSINESS AND INDUSTRY

As a result of our marvelous climate and the many other pleasant attractions, it soon became evident that, as our population grew and continued to expand, certain steps would have to be taken to provide greater employment to establish and maintain a proper and healthy balance.

This was undertaken through a carefully worked-out program of selective Industrial Development.

Based upon an established ratio that in order to attract 1,000 new inhabitants our area requires new industry afford-



Well-planned Industrial Parks are rising in zoned areas. This is in Hialeah



Beautifully landscaped entrance to the Cutler plant

Dade County is the industrial center of Florida with more than 2,700 manufacturing plants with an employment capacity of in excess of 60,000 people.

Mention real estate to Floridians — its Keyes Realty Companies they think of, the largest complete real estate organization in the South . . . to buy, sell or exchange — for management, mortgage financing or insurance.

ing 300 to 400 jobs, the Dade County Development Department spearheaded a drive which resulted in attracting 1,372 new firms to the area in the period 1957 through the first half of 1962. These firms provided employment to 29,501 people. As a result,



The tremendous expansion of Florida Power & Light plants is pacing the industrial growth of the area. Shown here is the Cutler plant



Keyes general offices—234 Biscayne Boulevard, Miami, Fla.



A Keyes-managed office building



An apartment-hotel financed through Keyes



Old Fort Dallas originally stood in Dallas Park but was removed to Lummus Park at N.W. Third Avenue and Fourth Street



Cape Florida Light was built in 1825 to combat the shipwreckers of that period. It survived the Seminole Indian wars and still stands at the tip end of Key Biscayne, opposite Coconut Grove



San Sebastian — The Hotel which became a dormitory. Purchased in 1939 by the struggling University of Miami, it has succumbed to modernity. Sold, it still stands but its future is uncertain

SOME OLD LANDMARKS

Like every large city in the country, Miami is in the constant process of tearing down and building anew. But Miami has a special situation and therefore a special dream of its own, unhampered by the problem of saving a lot of historical landmarks, because it is a young city—sixty-five years young.

Several really historical places remain out of the early part of the nineteenth century but for the most part they are associated with the city when it began to grow at the start of this century and are part of the living memory of many of our senior citizens.



The oldest church from the standpoint of continuous service still stands at 6329 N.E. 2nd Avenue. It was originally the Lemon City Methodist church and was built of driftwood



Merrick Manor at 907 Coral Way, the home of the founder of Coral Gables



The first public school, now a private residence, still stands at 2916 Grand Avenue, Coconut Grove



The oldest public Library still stands in Coconut Grove



Villa Serena, 3115 South Miami Avenue, is the former home of William Jennings Bryan

					★—Indicates Facilities Provided ☆—Indicates Permissible Use—No Facilities																					
Name	Address	Location	Highway	Acres	A—Archaeological	S—Scenic	R—Historical	Re—Recreational	Picnicking	Bar-beque	Swimming	Fishing	Boating—★	Boats—★	Vacation Cabins	Trailer Camping	Tent Camping	Group Camps	Refreshment ★	Vending Mech. ★	Restaurant	Recreation Lodge	Museum Exhibits	Historic Structures	Nature Trails	Colored Areas
Anastasia.....	St. Augustine.....	3 mi. S. of St. Augustine..	Fla. A1A.....	852	SHR	★	☆	☆	★	★	☆								☆							
Collier-Seminole.....	Everglades.....	17 mi. S. of Naples.....	U.S. 41 Jct. Fla. 92.....	6,423	SR	★	☆								★	★			☆			★				
Florida Caverns.....	Marianna.....	3 mi. N. of Marianna.....	Fla. 167.....	1,131	SRA	★	☆		☆						★	★			☆		★	★	★	★	★	★
Fort Clinch.....	Fernandina.....	Adjoins Fernandina.....	Fla. A1A.....	1,086	SHR	★	★		★	☆					★	★			★		★	★	★	★	★	★
Fort Pickens.....	Gulf Breeze.....	Go W. from Pensacola Beach	U.S. 98, Fla. 399, Fla. 399A.	1,659	SHR	★	☆	☆	★	★					☆	★			★		★	★	★		☆	
Gold Head Branch	Keystone Heights.....	6 mi. N. of Keystone Heights..	Fla. 21.....	1,338	SR	★	★	★	★	★	★	★	★	★	★	★			★						★	
Highlands Hammock.....	Sebring.....	6 mi. W. of Sebring.....	Off U.S. 98.....	3,800	SR	★	★								★	★			★	★	★	★	★	★	★	
Hillsborough River.....	Zephyrhills.....	Zephyrhills-Tampa.....	U.S. 301.....	2,802	SHR	★	★	★	★	★	★	★	★	★	★	★			★		★			★		
Hugh Taylor Birch	Box 4415, Fort Lauderdale..	Fort Lauderdale	Ela. A1A.....	180	R	★	★	★	★	★	★	★	★				★		★	★	★	★				
Jonathan Dickinson..	Hobe Sound.....	13 mi. S. of Stuart.....	U.S. 1.....	9,563	SR	★	☆	☆	★	☆				★	★			☆								
Killearn Gardens.....	Route 1, Tallahassee.....	5¼ mi. N. of Tallahassee..	U.S. 319.....	300	SR	★	☆	★	☆	☆								☆						★		
North Little Talbot Island.....	Fort George.....	17 mi. E. of Jacksonville..	Fla. A1A.....	1,230	SR	★	☆	★	☆	☆								★								
South Little Talbot Island.....	Fort George.....	17 mi. E. of Jacksonville..	Fla. A1A.....	750	SR	★	☆	★	☆	☆								★	★	★					★	
Manatee Springs.....	Chiefland.....	Turn W. at Chiefland.....	6 mi. W. U.S. 19.....	1,620	SR	★	☆	★	★	★	★	★	★	★	★	★			☆					★		
Myakka River.....	Route 1, Sarasota.....	17 mi. E. of Sarasota.....	Fla. 72.....	26,898	SR	★	★				★	★	★	★	★	★			★		★	★	★	★	★	★



TOMOKA — on the same river, which runs into the Halifax near Ormond Beach

State of Florida

For the millions of visitors who, each year, journey to and through Florida by car, one of the greatest boons is the fine system of Parks which has been developed and so well maintained by the State. Some are historical, others are scenic or archaeological, yet all, save a very few of the former types, are en-



JONATHAN DICKINSON — between Jupiter & Hobe Sound



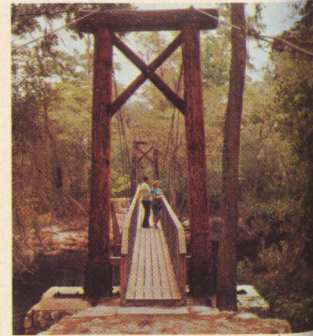
BAHIA HONDA—just beyond the 7-mile bridge in the Keys



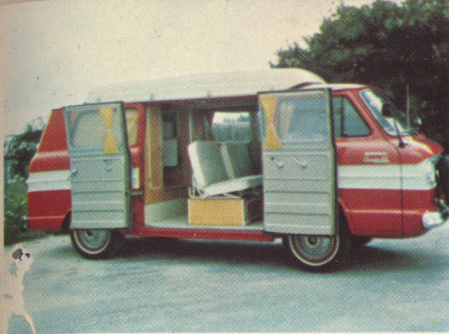
KILLEARN GARDENS — beautiful and exotic, near Tallahassee



MYAKKA RIVER—a resemblance to an African Veldt—just out of Sarasota



O'LENO—site of an old town on beautiful Santa Fe River



The International Rent-A-Car "Safari," ideal for touring the State Parks

Park System

ed by extremely complete recreational facilities.

In size, Florida's State Parks range from the 1-acre Dr. John Gorrie Park in Apalachicola to the 26,898-acre O'Leno Park 11 miles south of Lake City on U.S. #41.

★—Indicates Facilities Provided ☆—Indicates Permissible Use—No Facilities						Archaeological	S-Site	H-Historic	R-Recreational	Picnicking	Barbecue Pit	Swimming	Fishing	Boating—☆ Boating—★	Vacation Cabins	Trailer Camping	Tent Camping	Group Camps	Refreshment Vending Mach. ☆	Restaurant	Recreation Lodge	Museum Exhibits	Historic Structures	Nature Trails	Colored Area
Name	Address	Location	Highway	Acres																					
O'Leno.....	High Springs.....	20 mi. S. of Lake City.....	U.S. 41.....	1,427	SRH	★	☆	★	★	★				★	★	★			★	★			★		
St. Andrews.....	Panama City Beach.....	3 mi. E.....	Fla. 392.....	1,022	SR	★	☆	★	★	☆					☆	★	★					★		★	
Suwannee River.....	R. 1, Live Oak.....	Madison-Live Oak.....	U.S. 90.....	1,831	SHR	★	☆		☆	☆				☆	★		☆					★			
Tomoka.....	Ormond Beach.....	3 mi. N. of Ormond Beach.....	Old Dixie Highway.....	712	SHRA	★	☆		★	☆					☆		☆							★	
Torrey.....	Rock Bluff.....	Turn off Bristol-Greensboro.....	Off Fla. 12.....	1,098	SHRA	★	★		☆	☆					★		☆				★	★	★		
Bulow Ruins.....	Flagler Beach.....	S.E. of Bunnell.....	Off Old Dixie Highway.....	109	SHR	★	☆		☆	☆					☆		☆				★	★			
Constitution.....	Port St. Joe.....	E. of Port St. Joe.....	U.S. 98.....	12	H																★				
Dade Battlefield.....	Bushnell.....	1 mi. S. of Bushnell.....	U.S. 301.....	80	HR	★	★											☆		★	★				
Dr. John Gorrie.....	Apalachicola.....	In City.....	U.S. 319-98.....	1	H																★				
Gamble Mansion.....	Ellenton.....	Ellenton.....	U.S. 301 and U.S. 41.....	5	H																★	★			
Fort George.....	Fort George.....	Fort George.....	Fla. 105.....	262	SHR	★	☆		☆	☆													★		
Natural Bridge.....	Woodville.....	6 mi. E. of Woodville.....	E. of U.S. 319.....	6	HRS	★	☆		☆																
Sugar Mill Ruins.....	New Smyrna.....	Edge of Town.....	U.S. 1 Fla. 90.....	17	HA																		★		
Olustee.....	Olustee.....	Olustee.....	U.S. 90.....	5	H																★				
Yulee.....	Homosassa.....	Old Homosassa.....	W. of U.S. 19.....	6	H	★	☆																★		



KILBUCK GARDENS—the lake is a favorite spot for all



FALLING WATERS—State Road 77, just south of Chipley



ST. ANDREWS—bordering Gulf of Mexico, Panama City



MANATEE SPRINGS—flows into the Suwannee River at Chiefland



ST. ANDREWS—the beautiful lagoon, famous for picnics

The Perimeter Communities

To the north of Miami Beach—fronting on the ocean—are the communities of Surfside, Bal Harbour with its latter-day colony of fine resort hotels, and Golden Beach with its fantastic “Golden Strip” of spectacular deluxe motels. Contiguous to this area are the pretty island villages of Indian Creek and Bay Harbor.

North of the City of Miami, one encounters the municipalities of El Portal, Miami Shores, Biscayne Park and North Miami Beach — no relationship to *the* Miami Beach.

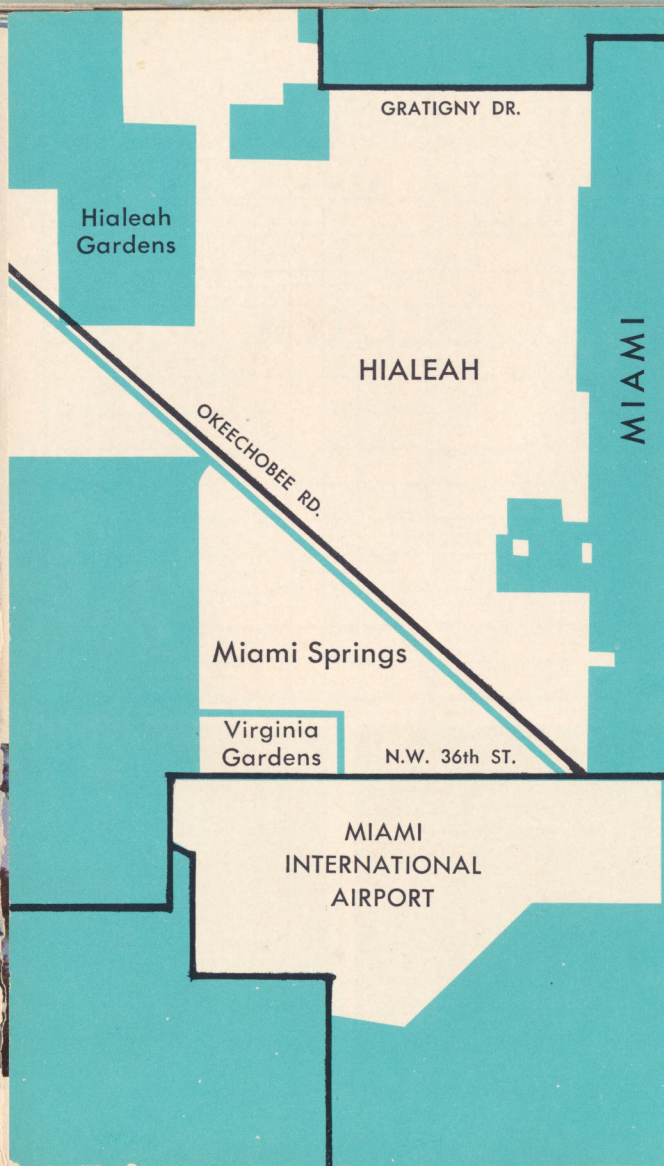
To the northwest, while Miami Springs and Virginia Gardens are largely residential, Hialeah—long so well-known because of its magnificent thoroughbred racing facilities — and Opa-locka have become the homesites of many, many new light industries which have moved to Florida from the North.

Farther, as U.S. #27 cuts through this sector of Miami’s outer perimeter, Medley, Hialeah Gardens and Pennsuko are encountered.

To the west, bounded by LeJeune Road



The Miami International Airport, west of Miami proper, is a vast airport complex that is strategically the hub of access roads to Miami, the Beach and the expressways





Town Hall of Miami Shores, typical of the perimeter communities north of Miami



This beautiful upper-bracket colonial home is also in Miami Shores



The golf course at the Palmetto Country Club development

and 36th Street, N.W., is one of South Florida's most dramatic installations, Miami International Airport—one of the nation's busiest—with its never-ending succession of arrivals and departures from and to domestic points, as well as those abroad and throughout the Caribbean, Central and South America. And, even without the thrilling spectacle of the Jet-Age in action, the dazzling "Bazaar" of specialty shops and stores here make a visit to the International Airport an exciting experience. Further to the west, along the Tamiami Trail, are West Miami and Sweetwater.

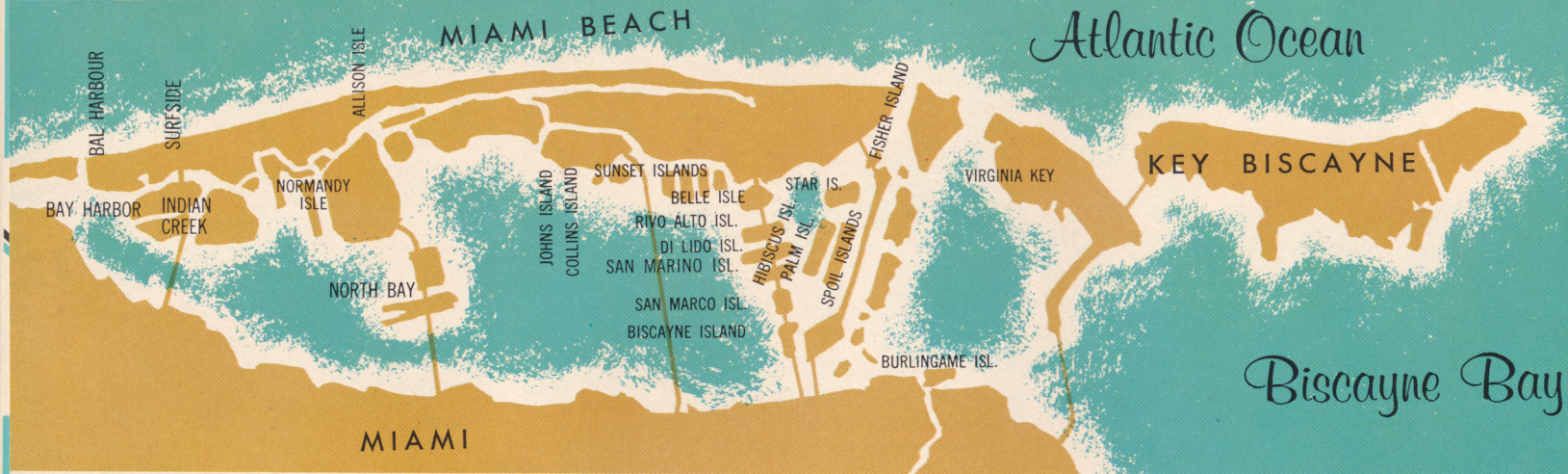
To the south of Miami lies one of the

richest truck-farming regions on the eastern seaboard. In traversing it via U.S. #1, one first encounters the bustling community of South Miami and from there, for some 25 miles through the municipalities of Homestead and Florida City, you will be regaled with a never-ending succession of interesting vistas and attractions.

Not yet open to the public, but nonetheless a soon-to-be-incorporated municipality with 13 registered voters and a wealth of blueprints for the future, is Islandia—a picturesque section of keys separating Biscayne Bay from the Atlantic which one day will be joined to the mainland by a Causeway.



South of Miami and stretching to Homestead are many newly developed home communities, particularly of the wide, open, large acreage type. This beauty is located in the Palmetto Country Club development at Perrine



THE ISLANDS

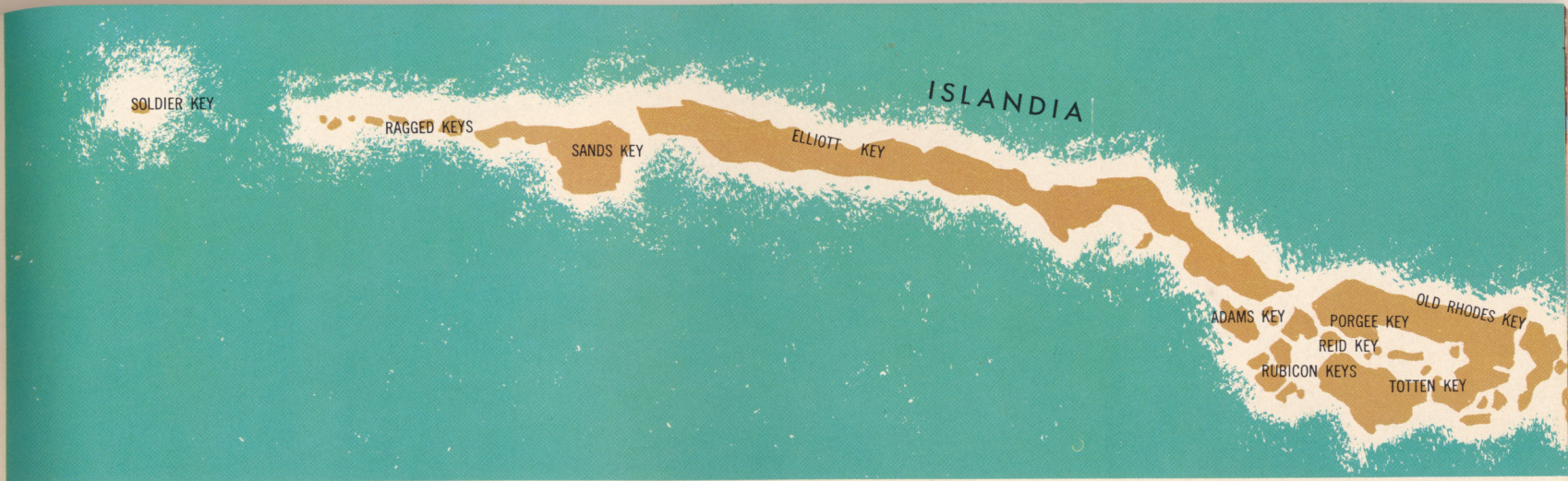
The Islands of the Greater Miami area have a special flavor of their own—tight little communities that are still part and parcel of this vibrant metropolitan center but at the same time withdrawn, living a special kind of existence that suits their particular tastes and cultural habits, to say nothing of their pocketbooks.

They fall into three groups—those that are part of the municipal governments of Miami and Miami Beach, those that are self governing and the others part of the unincorporated areas of Dade County.

Key Biscayne, the largest of all, fits very snugly into this special category, a wonderful little community that keeps its own particular flavor, yet manages to do a grand job for the tourist, in accommodations, attractions and things to do. You can get away from it all only fifteen minutes from downtown Miami.



Key Biscayne means Crandon Park to many



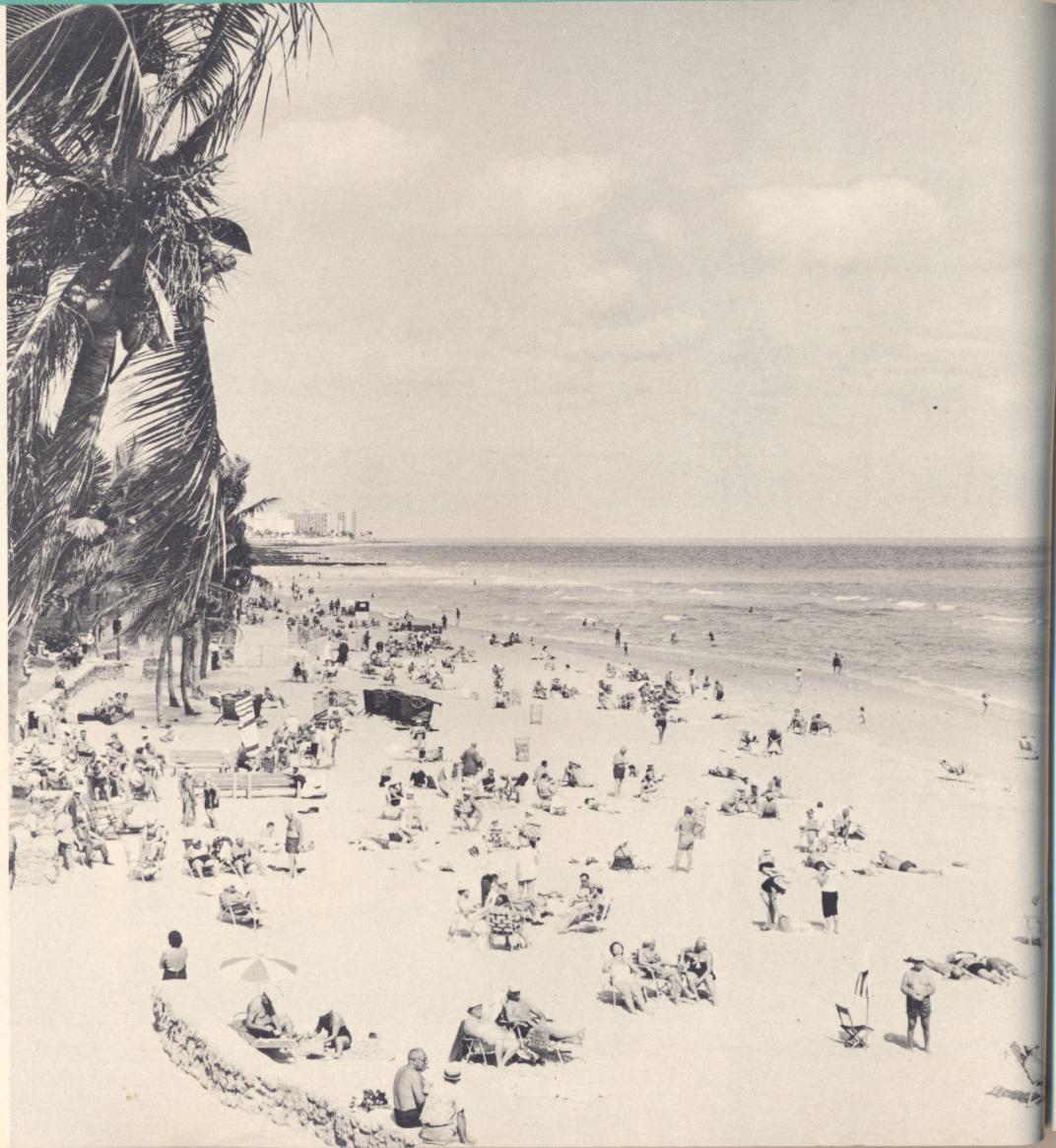
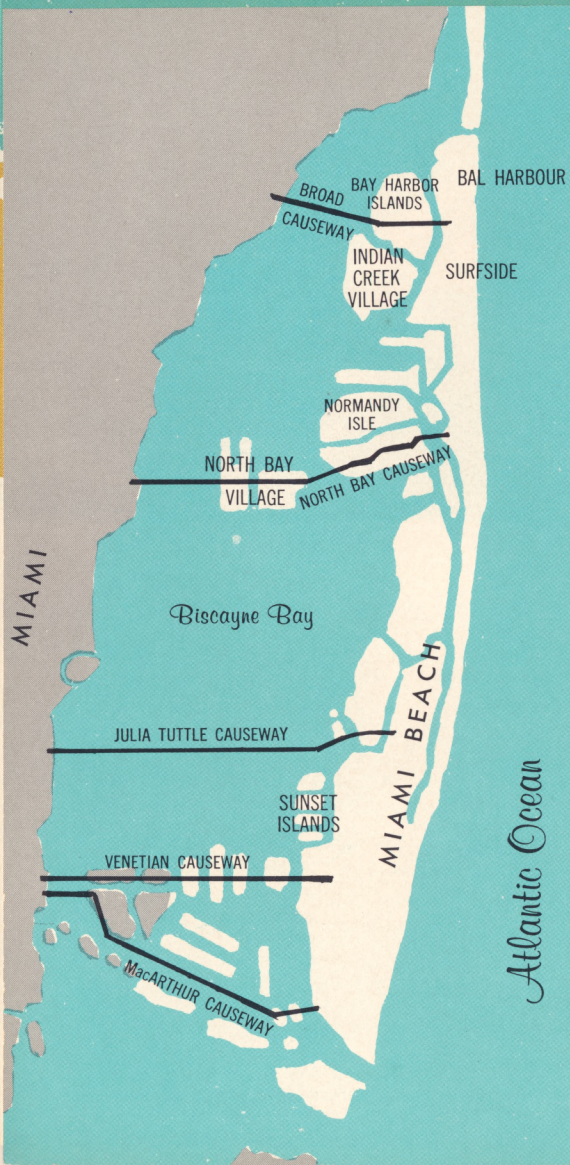
A beautiful vista on a Key Biscayne road



Homes express individual taste everywhere



CRANDON COURTS: Entirely in the best Key Biscayne tradition. Visitors to this beautiful and easily accessible motel find themselves experiencing a new dimension in resort living.



Profile of a Famous Beach

“What is Miami Beach?” To the visitor, this question will call to mind a host of extravagant adjectives. Summed up, these suggest Miami Beach well deserves its reputation as the world’s most renowned year ’round resort.

Yet, in truth, it can be said that Miami Beach is many things to many people, particularly insofar as statistics are concerned.

To the Travel Agent, for instance, it offers 370 hotels and motels with 31,000 guest rooms and, with the advent of the Package Tour, literally something to please everyone no matter what the depth of their purse.

To the Bon Vivant, it’s a glittering, never-ending parade of entertainment with a lav-

(Continued)

*Eight miles of surf-laced
sands include eight
public oceanfront parks
such as this*

*A profile that excites the
imagination everywhere*



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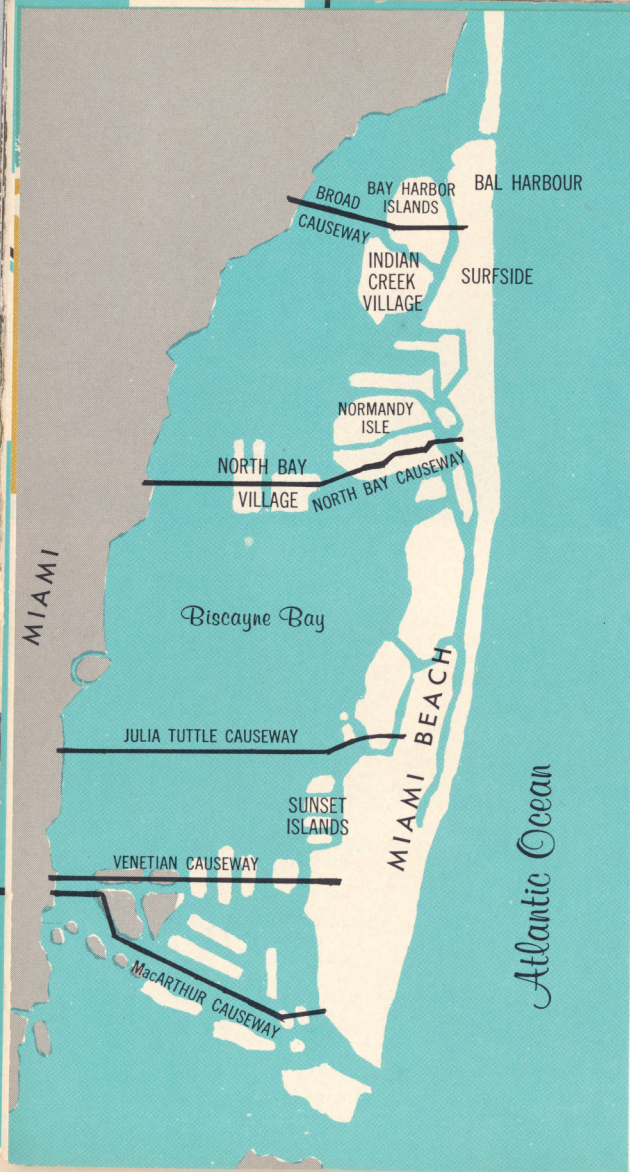
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(Continued)

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A hotel beach front and togetherness

Profile of a Famous Beach

ish assortment of Night Clubs and Hotel Cabarets which attract the brightest stars in the international firmament.

To the Gourmet, it is a paradise of no less than 350 restaurants offering the best of such diverse fares as Syrian, German, Scandinavian, French, Italian, Mexican, Kosher, Cantonese, Polynesian and traditional American.

To the Sportsman, its golf, tennis, swimming, surfing, sailing, water-skiing, reef and deep sea fishing, and quick, easy access to every spectator sport under the sun.

To the Geographer, Miami Beach is anything but just a beach. It's an 8-mile-long keystone to the tight compact

(Continued)



Flower beds, public and private, dot the streets



Take a camera shot like this anywhere on Indian Creek



Lincoln Road Mall at night is a fairyland that can excite anyone's imagination



Landscaping hotel areas is a fine art



An unusual eye-filling view of one of the beaches



The hotel pool is just the thing when the waves are kicking up a bit



The beautiful ocean front seems to encourage the strollers of all ages



Miami Beach homes and Royal Palms, the queen of them all



Miami Beach is now one of the great convention centers of the country, with unequalled facilities for business and entertainment



The imposing entrance to the Convention Hall



The Willy's sightseeing buses are a popular means of transportation

Profile of a Famous Beach

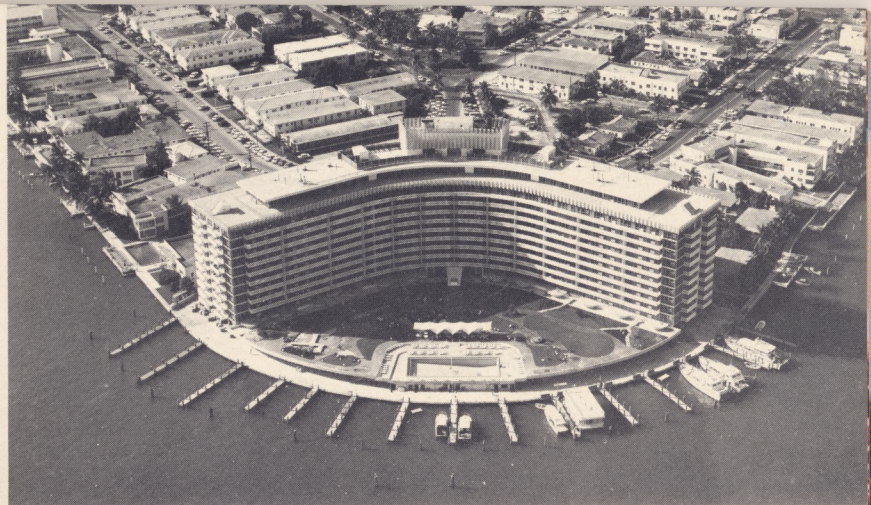
of other islands around it, or which represent stepping-stones along the several causeways leading to and from the mainland... with a total water-frontage along the Ocean, Biscayne Bay and its winding canals and waterways of nearly 50 miles.

With its spectacular attractions and perfect weather... with its ideal meeting facilities... with its great availability of hotel accommodations... with its unique op-

(Continued)



The auditorium is the scene of the summer Pop Concerts



An unusual view of the new high-rise apartments



Leaving Pancoast Lake for a cruise up Indian Creek



Hotel pools complement the natural beauty and appeal of the sea



Hotels along Indian Creek are as popular as the ocean front ones — with good reason

UPPER COLLINS AVENUE — INDIAN CREEK — AND

Profile of a Famous Beach

portunity to combine business with relaxation, to Group and Convention officials Miami Beach means maximum attendance and outstanding accomplishments.

To the discerning, its extraordinary Lincoln Road Mall with beautifully-landscaped promenades, colorful fountains and an infinity of chic “boutiques,” Miami Beach is indeed a “Shopper’s Paradise.”

(Continued)



For boating fun in sheltered waters, Indian Creek is the tops — beautiful too



Private docks are commonplace along Indian Creek and there’s nothing wrong with the view

THE OCEAN — And A Backdrop To Natural Beauty

Doral Beach Hotel seems to stand alone in isolated beauty in this particularly beautiful section of the Beach, complementing an unrivaled scape of land and water. The isolation is an illusion, however, because it's in the heart of the Beach on famed Collins Avenue at Forty-eighth Street.



The Starlight Room on the roof must be seen to be appreciated. The decor defies the imagination and the food and entertainment is in keeping



A view from the ocean



Alton Road — one of the magnificent thoroughfares of the country



Normandy Isle Golf Course



As for living — nothing needs to be added here

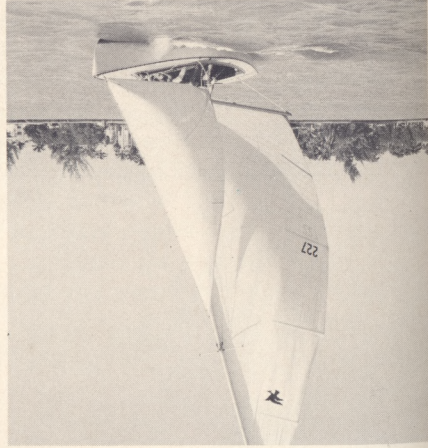
And then there's always the dogs at the end of South Beach to fill out the day



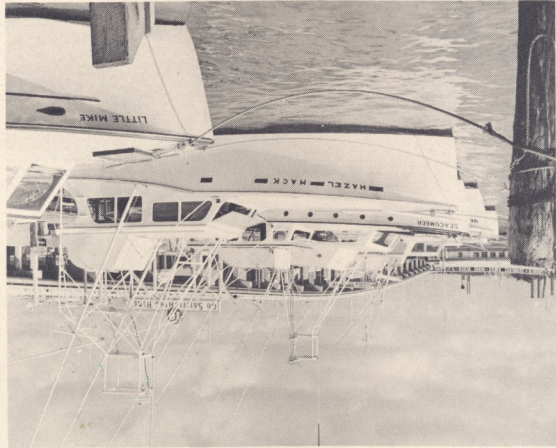
When the charter boats come back with a wonderful day's catch



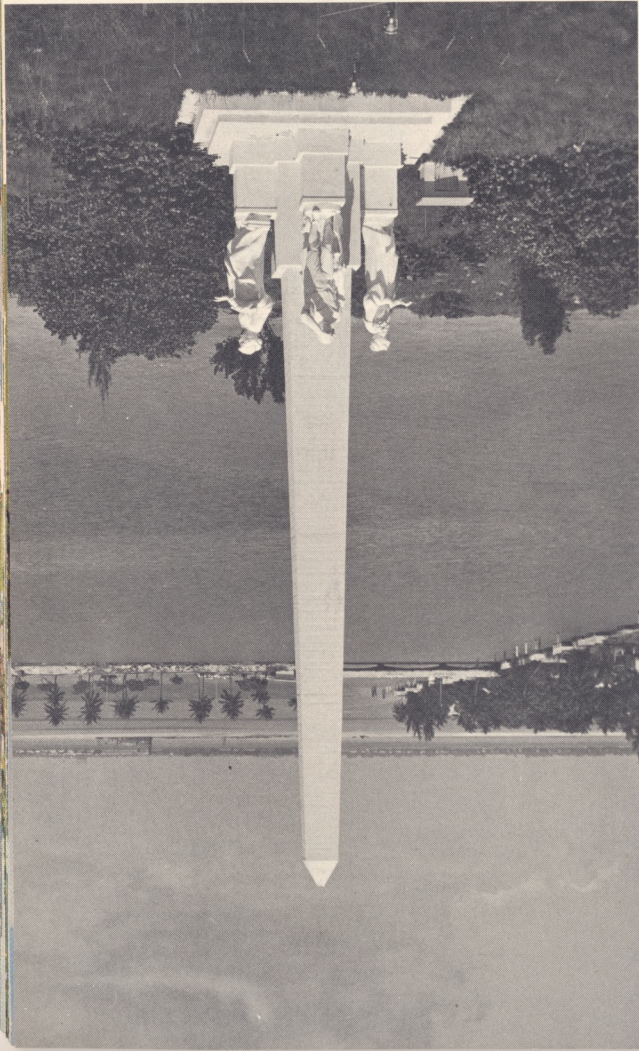
On a day when the wind fills the sails

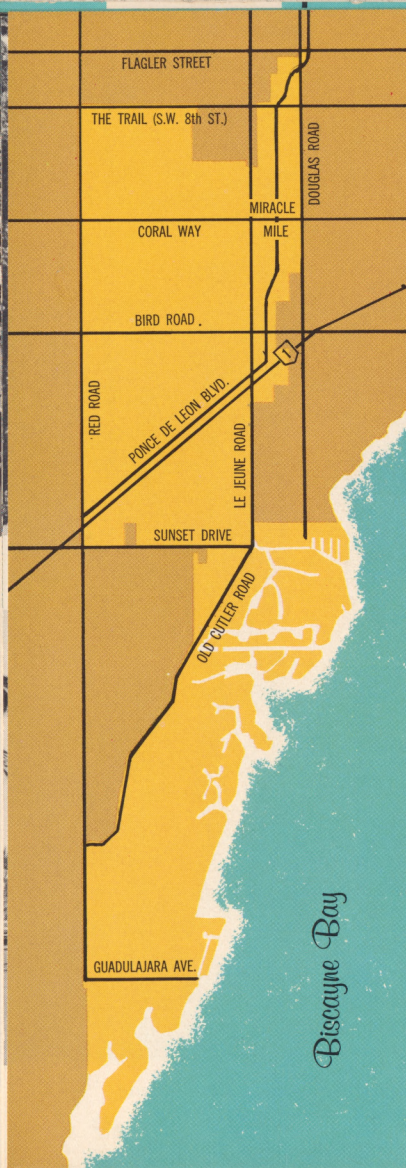


Charter boats at the Chamber of Commerce Docks



The Flagler Monument in the Bay is a fitting tribute to a pioneer, a dreamer and a builder





Home on Alhambra Circle typifies the old Coral Gables



Beautiful DeSoto Fountain captures the original Mediterranean feeling



The University Inn on S. Dixie Highway is the gem of Coral Gables' own Motel Row, a composite of land and water landscaping that captures the essence of Coral Gables and extends along both sides of the beautiful waterway

CORAL GABLES . . . The City Beautiful

To the south and southwest of the City of Miami, one encounters the infinitely charming community of Coral Gables—one of the few launched before the boom years of the 1920s which actually fulfilled the destiny so carefully and artistically planned for it by founder George Merrick. He envisioned the creation of a residential city predominantly Mediterranean in architectural spirit and civic presence.

And, today, the evidence of Merrick's foresight is to be seen in the breadth of the boulevards

(Continued)



The Venetian Pool on DeSoto Boulevard is known as the world's most beautiful swimming hole, built on an abandoned rock pit



The Chinese Village is an innovation in the Coral Gables motif. However it blends beautifully into the surrounding area



The Veterans Hospital was originally the Ne Plus Ultra of Hotels, built in the lush twenties. In the foreground is the Biltmore Golf Course, one of the best

Editor's Note: A Self-Guided Tour Map is available at the Chamber of Commerce

CORAL GABLES . . . The City Beautiful



The Coral Gables Youth Center on Riviera Drive is an idealistic concept of a War Memorial



Canals played a large part in the original planning of Coral Gables and these homes are proof the planning was sound



Modernity in office buildings does not violate the Coral Gables concept



The Alhambra Entrance — not walls, but beautiful entrances are the symbol of this community

wards, the picturesque portals and the many, many buildings which either directly reflect the Spanish and Mediterranean influences or are complementary, in a contemporary way.

Though Merrick did not name the "Miracle Mile," his original plans envisioned that fine shops along this broad, beautifully-landscaped thoroughfare in Coral Gables would one day attract visitors and residents from all over South Florida . . . as it certainly does today.

This serene, sophisticated and completely self-contained community is also the seat of the University of Miami. Yet, predominantly, Coral Gables remains most notable for its innate charm and unspoiled character.



Department for Reservations

UNIVERSITY OF MIAMI

Pacesetter in the intellectual and cultural life of the community, the University of Miami is located in the Riviera section of Coral Gables, approximately seven miles southwest of the center of Miami.

Founded in 1925, it now ranks as the largest independent institution of higher learning in the southeastern United States. Its academic programs attract students from every state and some 60 foreign countries. In buildings whose contemporary architecture has drawn international acclaim, some 9,000 full time and close to 5,000 evening students pursue studies leading to degrees at the baccalaureate, master's and doctoral levels.



The beautiful new MacArthur Engineering Building



The Lowe Art Gallery



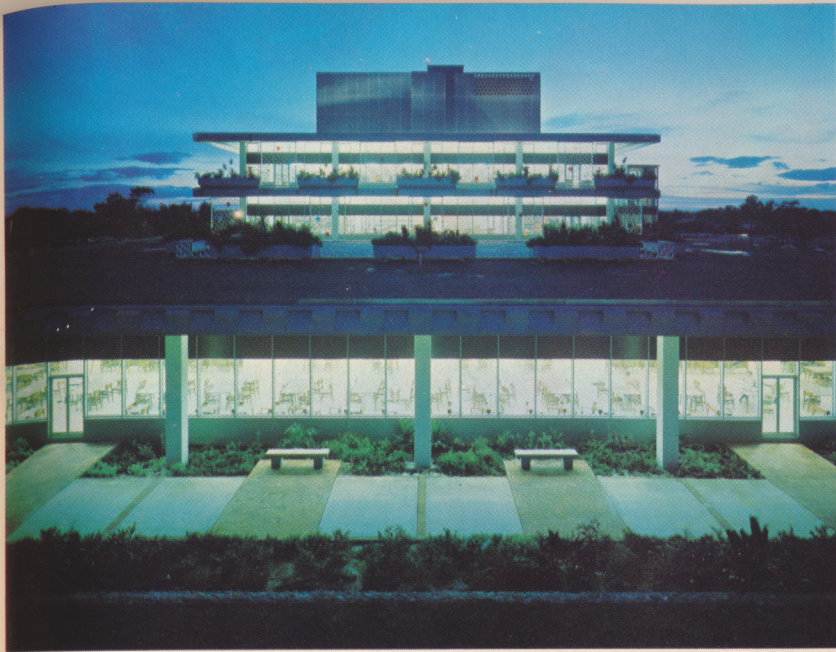
The Merrick Building



Section of Library Building



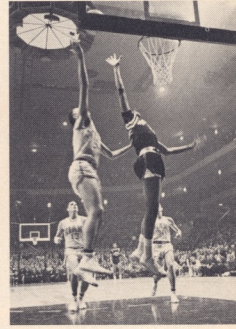
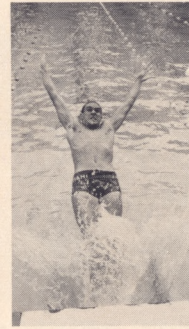
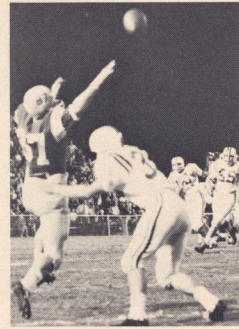
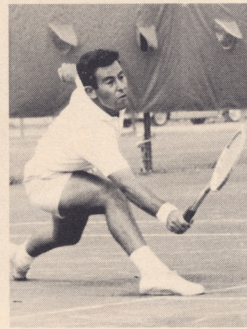
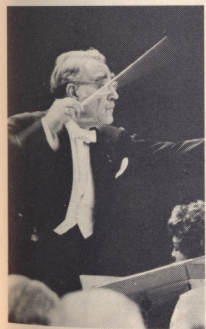
Julius S. Eaton Residence Hall



Otto G. Richter Library



Ferré Graduate and Ashe Memorial Building



Culture of the serious and lighter side, combine with a well rounded sports program at the University of Miami



The Dade County Court House presents a daily drama in human relations — happy, unhappy and some just plain boring



This is not a canal scene in Holland or Belgium — just an unusual view of the Flagler Street bridge, near the mouth of the Miami River



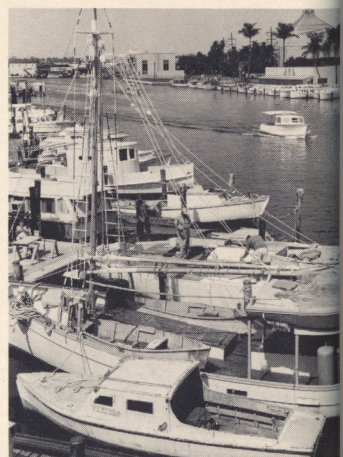
Dinner Key, site of the city government gets away from it all, in a certain degree



These brand new buildings house much of the Dade County activities. They are on 12th Avenue and 14th Street, N.W.



Art for sale on a coral wall in Coconut Grove



Boats of every kind anchor in the Miami River



Salt intrusion dams help nature to help itself around the Miami area



As usual, and as always, back of the scenes, are the important produce markets



The annual Orange Bowl Pageant and Parade has long been an identifying Miami trademark

PORTRAIT OF A CITY

Not many years ago, or until World War II, Miami still had many of the outward appearances of a small town, not only physically, but in its human relations and activities. In fact, it was often said that everybody of any importance knew each other and could be seen exchanging greetings on Flagler Street on any given day.

The tremendous building boom and the expansion of Tourism has changed all this and Greater Miami now has all the aspects of a big, impersonal metropolis. However, the unchanging tropical features of the land are still here, seen particularly in the structures that are an essential part of the necessary controls that keep an even balance between land, water and the tropical climate.

As for people, they engage in the usual activities of any big city with some that are associated only with this area—distinguishing features that are its world-famous trademark.



*What is the Editor thinking about?
— Not war, just some research*



The Miss Universe Pageant is a recent addition



On a bright sunny day, as seen from the air, Motel row seems to be a part of the marinescape — something that just had to be. Even on the few days that are not sunny, the effect is the same



Rascal House is the best known restaurant in Motel Row — one of the famous "Wolfie" chain

Pick a beautiful spot and a beautiful Motel from the many, and if it happens to be the Pan American, it will go a long way in making your stay perfect. Like many on Motel Row, they know how

MOTEL ROW

From the resort centers of America to the smart watering places of Continental Europe, wherever sophisticated vacationers foregather, the semi-tropical charm of Miami Beach, its amazing growth and its striking architecture are topics of conversation without end.

Paralleling the beautiful shoreline is famed Collins Avenue, one of the longest resort Boulevards in the world. Our story has to do with a three mile strip of this unique highway, extending approximately from 130th Street north to Golden Beach. It was here that a group of men working with vision and courage and the cash to back up these two all-important requisites, contrived to redesign and transplant the modest "tourist court" of yesterday into the luxurious, modern Motel of today.

Now, well within a dramatic fifteen year construction period, more than fifty of these ultra modern motels cater to the choosiest vacationers in the world.





Entrance to the Seaquarium proper is via a beautiful flowered mall



The Monorail is a new exciting feature — and very popular



Watching the skin-diver work at the bottom of the tank is unforgettable

ATTRACTIONS

Improving on the natural attractions of tropical South Florida is something in the nature of trying to "Gild The Lily." Showmanship has done just that, combining educational features with wonderful entertainment for young and old, with an outstanding variety for every taste.

Seaquarium—A veritable ocean under glass housing the world's largest collection of tropical fish and marine life, including the only Albino Porpoise in captivity; continuous trained Porpoise and Sea Lion performances in Sea Circus Arena; 750-ft. Shark Channel; Trigger Fish Pool. Bring your camera. On Rickenbacker Causeway.

Feeding the porpoises and sending them thru their amusing routines is the piece-de-resistance act of the entire visit



Vizcaya

No trip to Miami would be complete without a visit to fabulous Vizcaya—the palatial Italian palazzo built by James Deering, International Harvester Company executive. It's comparable to a trip to Europe . . . a day set apart from the modern world inside its high walls. Here in a tropical jungle setting, overlooking the blue waters of sparkling Biscayne Bay, James Deering settled for his “dream palace” location after searching suitable sites throughout Europe—France, Italy, Spain, and the Riviera. The 70-room mansion, comparable only to historic fortress-palaces of the 16th century, was built of native coral rock quarried on the site and today houses the priceless tapestries, rare period furniture and art treasures its owner collected



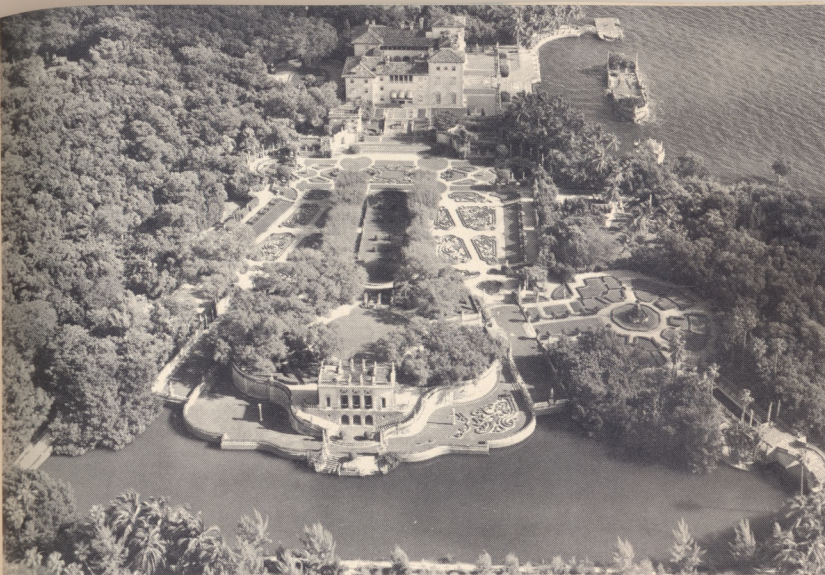
The secret garden



The banquet hall



A fireplace



An unusual aerial view

abroad over 25 years. The ten acres of formal Italian gardens are considered the finest of their type remaining in America today. The house itself is an original design that is not a copy of any in the world. It was begun in 1912 when Miami was a fishing village and was completed by Christmas 1916. Mr. Deering lived in it winter months until his death in 1925. It has a Renaissance charm of the 16-18th century due to the furnishings and decorative art that grace the mansion and is open every day except Christmas. Admission is \$1.25 to house and gardens or you may pay only the 25 cents garden admission if you choose to visit the gardens alone. Vizcaya is under purchase by Metro Dade County and is operated under the Metro Dade County Park and Recreation Department as a public showplace at 3251 South Miami Avenue, just south of Rickenbacker Causeway.



The tearoom



The fountain garden

ATTRACTIONS

Orchid Jungle—World's largest outdoor Orchid Garden. Through lush jungle trails into a brilliantly vivid wonderland of rare and exotic blooms, and into the fantastic Orchid Gallery. Every lady receives an orchid. Great for photography. Off U.S. Highway #1—25 miles south of Miami.

Serpentarium—A rare spectacle as continuously-conducted tours are climaxed by the sight of the venom extraction and scientific feeding of the deadly Cobra. The only laboratory of its kind in the world. Located seven miles south of Miami on U.S. Highway #1.

Rhinoceros Iguanas, also in the reptile family, wont take any beauty prizes



Mr. Haast milking the King Cobra, the world's most venomous snake



A sample of the beauty on tap at the Orchid Jungle at 26715 S.W. 157th Avenue

WORLD FAMOUS JUNGLES



The master showmen of the bird world go thru their daily paces



Parrot Jungle—Where vivid Macaws, Parrots and Cockatoos fill the air while Peacocks, Pheasants and regal Flamingos parade before you in a lush jungle setting. Trained birds perform in an open-air theatre. Colorful Macaws and Parrots pose for visitors, so bring a camera. 11000 South Red Road.

Monkey Jungle — Where the spectators are caged and the monkeys run wild in an exotic jungle wilderness. A fascinating spectacle for young and old alike. Chimpanzee Show every hour: 10 a.m. to 5:15 p.m. To the west of U.S. Highway #1—22 miles south of Miami.

Flamingo Lake — where the trained flamingos march on command



Show time for the Chimps — it's a question as to who gets the most fun



Cotton top marmoset living in a natural state in the rain forest



This is the Kiddies Corner in Crandon Park Zoo—a delightful exhibition of the natural affinity and love between children and animals



This old steamer is not going anywhere except to the never-never land of nostalgia and back — to the Dogpatch station of the Miami Railroad Historical Society.

78 Drive south on U.S. 1 to 152nd Street (Coral Reef Drive), then 4 miles west

ATTRACTIONS

Here's a real potpourri of fun, education and nostalgia for the whole family. You can do it in one day if you start early and have lots of energy. We're sure the kiddies can but for the oldersters perhaps two or even three days is a better idea. Starting where you prefer, there's the Okalee Indian Village west of Hollywood, to the north, then Miami's own Zoo in Crandon Park, a visit to Dogpatch where the Miami Railroad Historical Society runs an old fashioned steam railroad and then on to the one and only Coral Castle on U.S. 1 near Homestead, built as a monument to a broken romance.

Perhaps from the standpoint of uniqueness, the Coral Castle



The shop at the Okalee Indian reservation contains an authentic collection of Seminole handcraft

is in a special category. Many years ago a Lithuanian by the name of Leedskalnin was rejected by his boyhood sweetheart. As the story goes, he emigrated to America and Florida and became a broken-hearted recluse, whose only idea was to build a monument to his lost love. With his own hands he excavated huge blocks of rock and fashioned them into the pieces of furniture that resemble astronomical and perfect zodiacal formations. Using a simple block and tackle that is now on display he erected the massive walls and the tremendous gate that swings at the touch of the hand. He died not so many years ago, taking his construction secrets with him, which he claimed were the secrets of the Pyramid builders.



Alligator wrestling never fails to attract a crowd



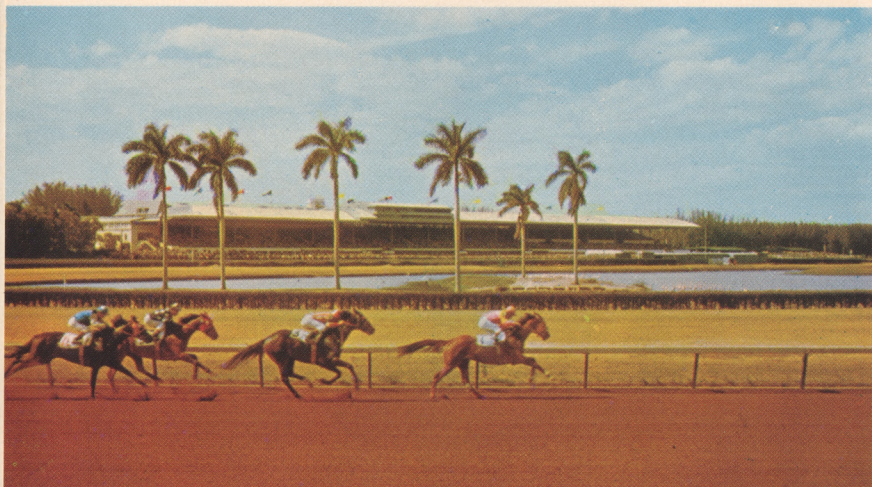
This rock gate at the Coral Castle can be swung at the touch of the hand



Miracles in stone that never cease to astound visiting scientists and engineers and enchant visitors to Miami's unique Coral Castle



Parading flamingos, performing birds and alligator wrestling are just some of the things you see at the Parrot Paradise



This action shot says unmistakably — Hialeah

ATTRACTIONS

Parrot Paradise—Miami's oldest attraction, completely renovated for the 1964 season, has enchanting gardens, dramatic waterfalls and rare, exotic plants and flowers. See TV star Cheetah the Chimp, performing birds, trained monkeys and playful seals at N. W. 7th Street and 19th Avenue, three blocks west of Orange Bowl.

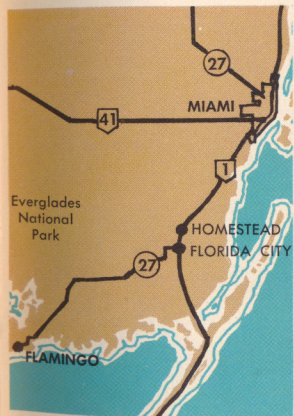
Hialeah Park—It's famous as a home for the Sport Of Kings, but it's also one of the most beautiful parks in all America, open all year 'round to visitors, free, except during the racing season. It is really one of America's show places and has to be seen to be appreciated. Consult map in the back pocket for the numerous approaches to it.

TRIPS

Fan out from Miami in all directions. Hit the road by car and bus or ride the boats and you'll be sure to savor the real essence of South Florida, past and present. Several hours, a day, or an overnight trip will do it and be sure not to miss the easily accessible Bahamas. They're different.

Flamingo—Of all the possible exploratory side-trips none can match this for instructive interest to nature-lovers or to those with an inquisitive inclination for natural history.

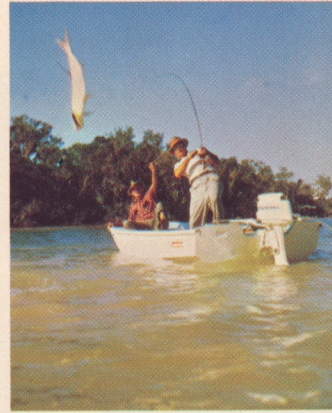
You reach it after driving through the "River of Grass" as the Everglades is often referred to—and what a bonus for the fisherman.



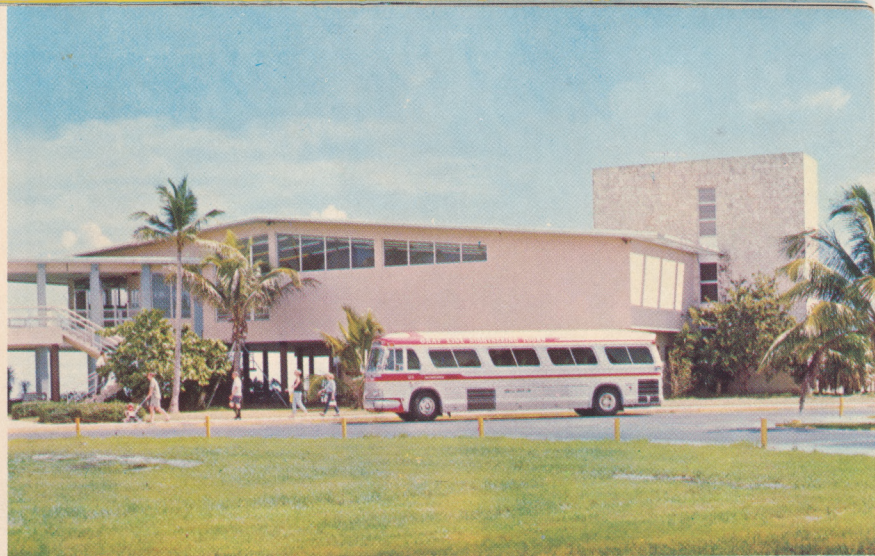
The well-equipped marina



The pool for Flamingo guests.



Fishing is a natural part of the scene



Headquarters at Flamingo for Park visitors offers very fine motel accommodations and every facility for the fisherman and naturalist. It's about 80 miles from Miami by fine road. Grayline Buses give regular service



*Ft. Lauderdale waterways are famous
Bahia Mar has unexcelled boat facilities*



TRIPS

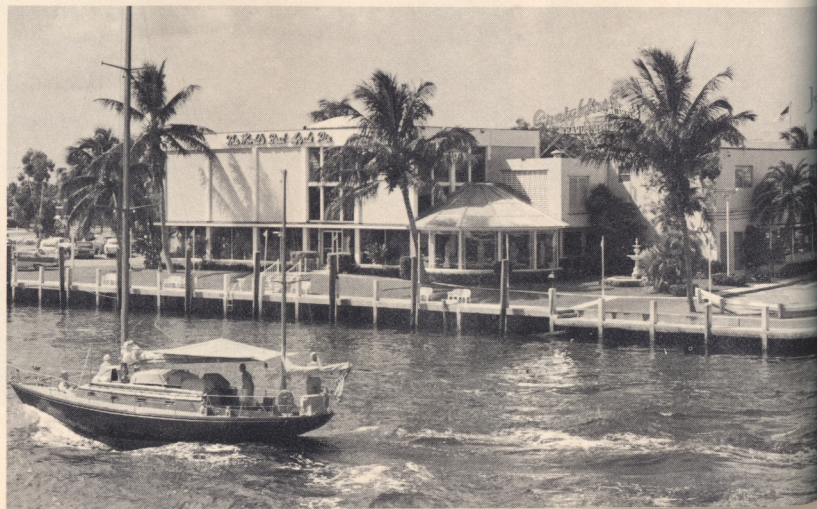
Ft. Lauderdale—The Venice Of America

This beautiful little city has been aptly named and is well-deserving of the title. With its numerous waterways and outstanding accommodations for boats of every description it has become a mecca for water enthusiasts from all over the world. However it is a many-sided city and also boasts one of the most beautiful shopping centers in the South . . .

Sunrise Center

In fact, many call it the most beautiful shopping center in the world and one of its many show places. Just a stone's throw from the ocean, it extends on the east from the Intracoastal Waterway, sometimes known as the Yachtsman's Highway, to the lovely Middle River on the west, along Sunrise Boulevard. Its lavishly landscaped 40 acres are a perfect setting for the handsome buildings that contain sixty of America's finest shops.

You can come to Creighton's famous Restaurant by car or boat





Department stores and specialty shops such as Jordan Marsh and Saks Fifth Avenue are badges of merit for any community



Little clusters of fine specialty shops and shopping facilities of every description are strategically placed in the wide plazas

**Up the Inland Waterway to FORT LAUDERDALE
... ON "GOLD COAST" CRUISES**

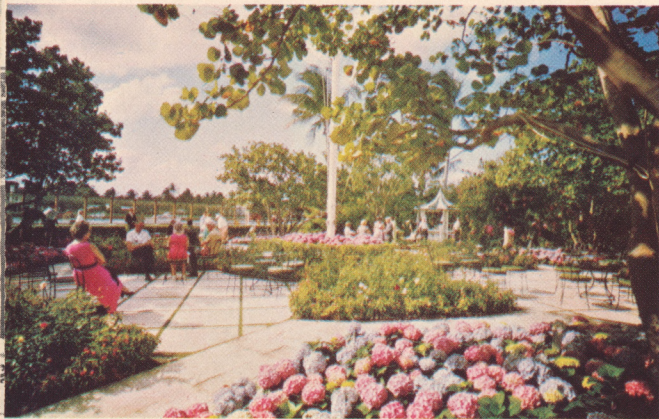
If you'd like to catch your breath via a day of utter relaxation and complete enjoyment... then watch the wonderful Inland Waterway World of South Florida and the Everglades glide by as you cruise up to Ft. Lauderdale and back from either Miami or Miami Beach.

Along the way, you will be treated to intimate views of private estates on the islands around Biscayne Bay and Miami Beach... shadowy canals roofed over by towering palms and fringed with flowering tropical foliage. And, beyond Baker's Haulover, your route lies through a mangrove wilderness.

Further on, your cruiser passes the impressive façade of the Hollywood Beach Hotel. Next, Port Everglades and the



A goldcoast Cruise boat on the New River



Gardens of the Patricia Murphy restaurant at Bahia Mar



Passing famous millionaire's row



Seminole Indians at Parrot Island

thrilling sight of giant ocean liners readying for embarkation to all parts of the globe.

From here, you proceed up New River through Ft. Lauderdale, the Venice of America . . . into the last stretch of native Everglades in the area, which can only be reached by boat. Here, in nature's last stand, vistas of hyacinths, flocks of exotic wild birds—and even the somnolent alligators—seem to be waiting to pose for your camera.



Water skiers in front of the famous Vizcaya

Skiers keep "Gold Coast" boats company



The Miami skyline from midbay



Section of the impressive Hotel Skyline on the Beach

The Orange Blossom Trail to CYPRESS GARDENS

Here are names to conjure up all the romance and excitement that over the years has lured travelers to places that are different, alluring, exotic.

They are also names associated with a master conjurer, allurer and showman—Dick Pope, and best of all, when you come to the end of the trail that leads to the famous “Gardens,” there is no letdown. Here is Florida at its famous best, a showcase of all that has been written about it for years.

Here is a fascinating melange of natural beauty and the beauty of strong youth engaged in water sports that seem just designed for them—something Ponce de Leon never dreamed of.



National champions demonstrate their skill

*Up in the air but he knows what to do
when he comes down*



*The grace of this pyramid has to be
seen to be appreciated*



*A little bit of grace, a little bit of beauty
—and a real eye-filler*





Ladies and Gentlemen!!! presenting CYPRESS GARDENS!!! — and what a group of presenters they are

The unsurpassed formal gardens are a perpetual lure for the camera addicts



It looks easy but it's the acme of skiing skill, and arduous training

TRIPS

THE BAHAMAS

This far-flung appendage to the British Empire comprises some 700 different islands which occupy as many as 70,000 square miles of the Western Atlantic. The nearest—Bimini—is but 50 miles from Greater Miami, “Just Across the Gulf Stream” as one might say . . . Yet, as you will find, so dramatic is the transition that, as far as atmosphere, customs, traditions, economics and cultural values are concerned, it is as if you’d suddenly been ushered into another and quite fascinating world.

For one thing, whether you travel by plane or by boat, the seascapes in the Bahamas are among the most beautiful in the entire world. Nowhere else will you find such a myriad of luxuriant marine colors in such vivid evidence.

Too, there’s an air of historic adventure to these British Colonial outposts so tangible that it can almost be sensed by the visitor. Columbus first landed in the “New World” on Bahamian San Salvador . . . and from that point in time, the caves and cays and hidden bays in these sun-drenched islands were havens for legions of pirates, free-booters and, latterly, rum-runners of our Prohibition era.

And while there’s no end of sights and diversions in the quaint and colorful Bahamas, don’t overlook the shopping opportunities. To cite but one: Nassau’s Bay Street is lined with Old World Shops offering extraordinary values in British and Continental imports: French Perfumes, Sheffield Cutlery, English China, Sterling Silver, Cashmeres, Woolens and, of course, Liquors . . . all at low, duty-free prices. To visit the Bahamas, U.S. or Canadian citizens require no passports or visas . . . only proof of citizenship.



Bay Street — One of the famous shopping streets of the world is only a few hours off the Florida coast



Shopping for bargains in the Bahamas



Paradise Beach—across harbor from Nassau



View from historic Fort Charlotte



Sightseers in a horse-drawn surrey



Beach area outside Nassau on the north edge of New Providence, is one of many



A familiar scene in downtown Nassau



Parading flamingos in Ardasta Gardens



Native straw market — Nassau



*San Salvador — Columbus' landfall
October 12, 1492*

Across the Trail to NAPLES

It's possible, of course, to drive from Miami or Ft. Lauderdale over to Naples on the West Coast and return in a single day. But this avails one inadequate time to leisurely assimilate the host of unforgettable impressions and experiences to be found along the way.

Aside from the many to be encountered as you cross the vast "River of Grass," as the Everglades is sometimes described, you'll want to pause at the occasional Seminole Indian Villages along the Tamiami Trail and the quaint fishing ports just off it, such as Everglades City, Goodland and Marco.

Naples, on the Gulf of Mexico, is an opulent resort community with a 7-mile beach of dazzling white sand and all sorts of facilities for sports and diversions . . . 35 miles from Naples is the Corkscrew Swamp Bird Sanctuary—6000 acres of the nation's largest remaining stand of virgin cypress, with orchids and Spanish moss decking the timeless trees.

Fort Myers is noteworthy for its profusion of palms, tropical flowers and fruit trees . . . and the Laboratory Estate and botanical gardens of Thomas A. Edison.

On the Gulf, 15 miles to the northwest and connected to the mainland by causeway, lies Sanibel Island—renowned among tourists and professional collectors for the rare and fascinating shells which continue to be washed up on its beaches in great variety and profusion.





Numerous hammocks combine with unusual cloud and light effects for unforgettable scenes

Combining a little fun with an unusual display of Tropical Flora at Caribbean Gardens, Naples



Ride a swamp buggy at Turner's River Jungle Gardens for the real feel of the 'Glades

The pier at Naples has been its main identifying and recreational feature for years



TRIPS

THE OVERSEAS HIGHWAY TO KEY WEST

Traversing the "Stepping Stones" of this Island Paradise, you will be exploring a world of such sheer radiance that everything takes on an aspect of the dazzling:—

The intense brilliance of the sunshine—on one hand reflected by the stark whiteness of the coral ledges in the foreground—on the other, a sparkle like millions of dia-

monds on the rippling surface of the sea offshore.

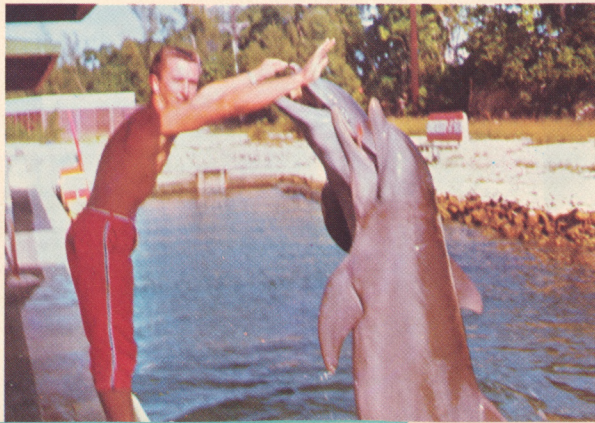
On the ocean side of the highway, the Atlantic presents some of its most exquisite shades of blue while, to your right, the shallower waters of the Gulf of Mexico are ribboned by hues as varied and startling as turquoise and amethyst... with vistas that lend enchantment to the scene.



Coral Reef State Park — The Only Underwater Park in the U.S.



Theater Of The Sea — An underwater show that brings the marine world to life



Sunken treasure of the centuries on view at the McKee Museum — Islamorada



The Upper Keys—Your first awe-inspiring glimpse of this natural wonderland begins at Key Largo and here, quite aside from the sheer enchantment of the scenery, you will quickly appreciate that even the climate is inspired, always frost and pollen free. You see, there's a difference . . . a refreshing zest to the air down here toward the "Land's End."

Nearing the tip of Key Largo is the old town of Tavernier—named for a lieutenant of the Pirate Jean Lafitte. In mangrove clumps to the north of here, the fabulous "Plume Birds"—the herons and egrets—nest by the tens of thousands.

In the Upper Keys the foliage is notably of West Indian origin. Some very succulent types of melons thrive here, but first-wise the area is best known for the famous Key Limes which are largely indigenous to it.



Pick your own boat ramp wherever you fancy on the road to Key West



This daily fisherman's haul can be repeated anywhere along the Keys



This famous Indian museum at Islamorada has many interesting displays



There's a treat in store for the seafood gourmet anywhere along the Keys



To savor a Keys sunrise or sunset is alone worth the trip, particularly on the 7 mile bridge



Bonefishing — to the knowing — enough said



Hire a fishing boat anywhere — you'll never be sorry



Pick a bridge — any bridge — says the fishing buff



For the big ones in the Gulfstream prepare for a fight

TRIPS

The Middle Keys—While the entire span of the Florida Keys is one of the richest sports-fishing grounds in the hemisphere, over the years the area around Craig and Long Key has been the most publicized. From his experiences at Henry Flagler's famous Long Key Camp, Zane Grey wrote some of his best fishing stories, while Herbert Hoover's annual catches at Craig made it a familiar newspaper dateline.

Marathon, known as "The Heart of the Keys" was spawned in 1907 by the advent of Flagler's railroad which operated between Key West and Miami.

The Lower Keys—Leaving Knight Key, you are treated to the thrill of cruising-by-car over the fabulous Seven-Mile Bridge

and the mighty Bahía Honda span, from the top of which you are afforded a panoramic view of the island sprinkled waters of the Atlantic and the Gulf.

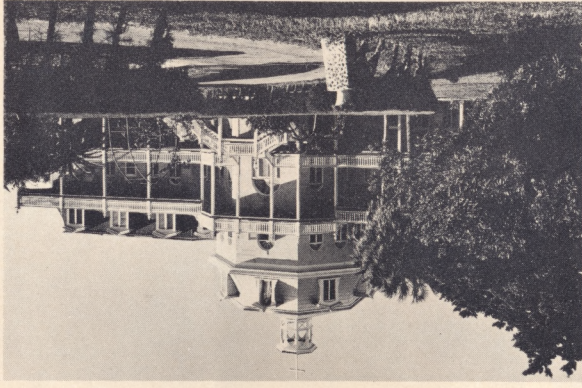
Driving westward you will find the gumbo-limbo and the mangrove trees give way to dense stands of Slash Pines.

On Big Pine Key, these forests afford refuge to the last remaining herd of diminutive Virginia White-tail Deer.

Key West—Deserving of a “tag-line” far more impressive than just “The Southernmost City in Continental United States,” Key West is an entralling pot-pourri of Creole, Cuban, West Indian and Bahamian lore . . . with dramatic historical overtones. Each, in its own way, has exerted a pronounced and singular

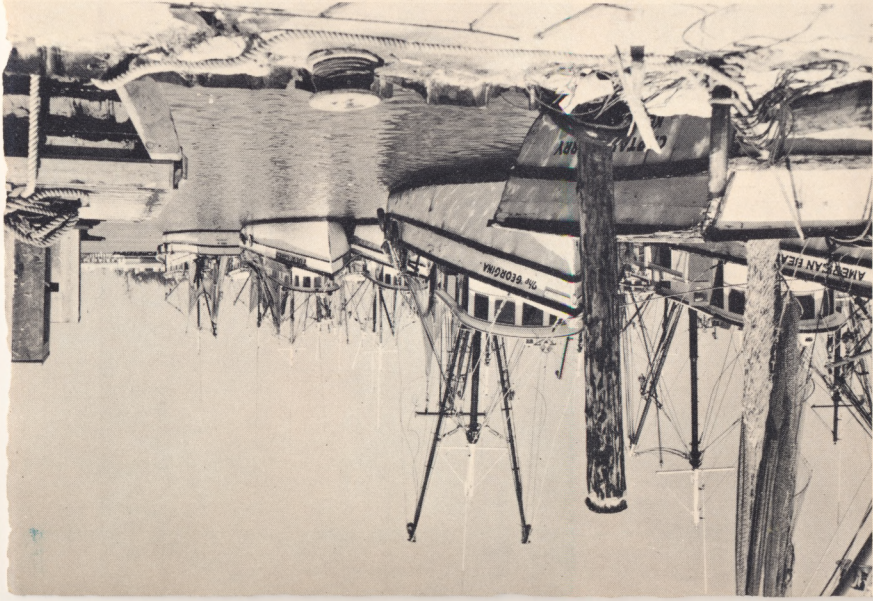


The famous Key deer on Big Pine Key



The past survives in Key West in its architecture

The shrimp boats are coming its more than a song in Key West. It's a real money tree to many



Turtles are a big part of commercial fishing on this scene shows at Key West





The famous lighthouse at the Naval Base in Key West

Key West

influence on the physical presence of this quaint city, as well as its atmosphere and its moods, thus appreciating Key West to the fullest is as diversely gratifying as savoring a full-course Indonesian Rijsttafel.

Small wonder, then, Key West is unlike any other city you'll ever encounter. It owns many faces. Take the time to know them all.



Another of the many interesting home vistas



A fascinating aura of the past clings to some streets



One of the finest aquariums is also a Florida showcase



For the history-minded the Martello is a treat

hing — to know
ugh said

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Scenic Tour No. 3	Greater Miami
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Scenic Tour No. 6	Parrot Jungle
Scenic Tour No. 7	Seaquarium
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