

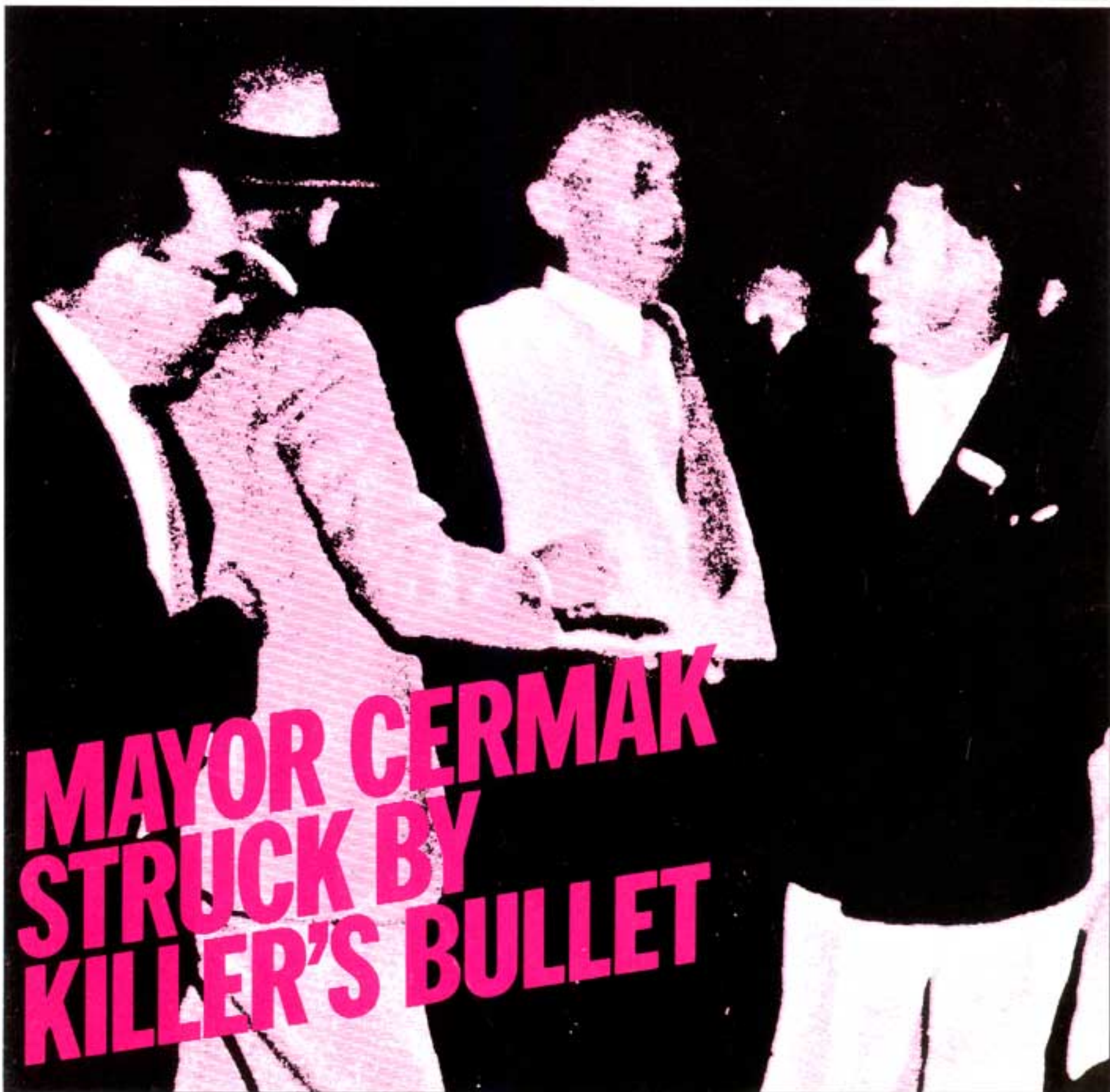
The Genius Who Sold Miami to the World
Memories of the Marion: Miami's First Apartment
Of Pirates and Pioneers: Where Past Meets Present
Smithsonian Tour

The Historical Association of Southern Florida

UPDATE

Volume 7, Number 1

February 1980



**MAYOR CERMAK
STRUCK BY
KILLER'S BULLET**

**HISTORICAL MUSEUM OF
SOUTHERN FLORIDA
EARNS ACCREDITATION BY
AMERICAN ASSOCIATION
OF MUSEUMS**



The American Association of Museums in Washington, D.C., the governing body of museums in the United States, has awarded accreditation to the Historical Museum of Southern Florida.

Historical Association of Southern Florida President Stephen A. Lynch III announced the honor, citing the accreditation as a milestone for the museum. "Accreditation constitutes national recognition of the high standards which we have accomplished in all aspects of the Museum's operation," Lynch said. "Only 10% of the nation's museums have reached this goal. This 'stamp of approval' will make our job much easier when we approach foundations, private individuals and the government for support. They'll know they're investing their funds wisely."

Every aspect of operations from budgetary control and fiscal management to program planning and delivery, community input, exhibits, education programs, collections policy, volunteer effort and board/staff relations was scrutinized by the Accreditation Committee of the AAM. Following a field inspection by AAM representatives in July of last year, the Commission voted in late November to extend full accreditation to the Museum.

Historical Museum Executive Director Randy F. Nimnicht discussed the honor, its significance for the Museum, and its reflection of the quality of cultural life community-wide.

Describing the accomplishment as a bootstrap operation, Nimnicht emphasized that, "Accreditation is a voluntary process, and such a

difficult procedure that many museums never apply; others which do are refused. It has been the sense of commitment of our trustees, volunteers and staff which has made accreditation possible. We set out to meet this goal, under-staffed and under-funded, with a great store of commitment because we knew that in the process of seeking accreditation, our organization would grow tremendously – and it has. This has been a prime example of committed people literally pulling themselves up by their own bootstraps."

Nimnicht observed that the accomplishment speaks well of the quality of cultural life in South Florida. "Although accreditation is extremely difficult to attain, the accomplishment of the Historical Museum demonstrates that cultural organizations in South Florida can earn national recognition for the quality of services they provide the community. We feel our accreditation is an honor in which all South Floridians can take pride."

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What Julia Tuttle was to the development of Miami, E.G. Sewell and the Chamber of Commerce were to its promotion. Jeanne Bellamy revisits the era in which Miami was 'sold' to the World.

5 Memories of The Marion

Through seven decades and more, The Marion remained a paragon of stability – sometimes an apartment house, sometimes a hotel, always a home. Elizabeth Breeze recalls how The Marion survived, and evolved with, changing times.

8 Bloodshed at Bayfront: the Zangara Attack

All who witnessed the crime at Bayfront Park were affected by it; but for a few, the tragic involvement transpired on a very personal level. Richard D. Simpson retraces events that climaxed in Guiseppe Zangara's fatal attempt to assassinate a President of the United States.

14 Historic Survey: Serving the Present by Seeking the Past

The past is not only prologue; it is a precious, finite resource. Mary Jane Tucker shares an insider's view of the work of the Dade County Historic Survey in identifying sites that can be protected, preserved, or restored.

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On the Cover: In disbelief and confusion, bystanders aid wounded Chicago Mayor Anton Cermak to President Roosevelt's limousine. Reminiscences of an assassin's attack at Bayfront Park begin on page 8.

SEWELL, THE CHAMBER, AND THE MARKETING OF MIAMI

BY JEANNE BELLAMY

M IAMI'S super-salesman was E.G. Sewell. The man and the place came together at the right time for both. Their joint heyday was the decade from 1915 to 1925. In those 10 years, Miami grew up — from only about 7,000 souls to 131,000.

A contemporary, Victor Rainbolt, tells the story in a slim book published, probably, in late 1924, *The Town That Climate Built*.

"As president of the Miami Chamber of Commerce, Mr. Sewell is the genius who has 'sold' Miami to the World. To his credit let it be said that he has always endeavored, like any good advertiser, to see that Miami delivered the exact goods that were sold.

"It was Mr. Sewell who first conceived the idea of advertising Miami through the media of newspaper and magazine advertising. In 1915 he wrote and placed the first newspaper advertisements of the city. This was the means of bringing to Miami that season more than enough people to fill all the hotels. The town then began to sit up and take notice. They made Mr. Sewell president of their Chamber of Commerce and that season he raised a fund of \$21,000 to advertise the city and brought the first band to Royal Palm Park. The success of that season started the building activity in Miami and building permits leaped to \$1,000,000. For the season of 1917-1918 he was instrumental in raising a fund of \$31,000 and employing a nationally known band. A check of the hotels that season revealed the fact that over 10,000 people were turned away. Mr. Sewell was given a life job, and the town is the best advertised in

Florida. Each succeeding season the advertising appropriation is increased and new methods formulated to advance the city. A big electric sign at 42nd Street and Broadway informs the shivering New Yorkers in January that it is 'June in Miami.' 'It pays to advertise.' As a result of liberal advertising, Miami hotels play to capacity business and are often obliged to hang out the S.R.O. sign."

Sewell did not achieve this single-handedly. The Chamber of Commerce, then as now, contained the pillars of the business community. All wanted growth

for Miami. They never had heard of Zero Population Growth; they would have hooted it out of town.

They were Sewell's teammates. For instance, five of them literally walked the streets with him for four weeks in 1915 to collect pledges for the first advertising fund. They got \$1,900 in all, enough to start.

Nor were the Chamber members alone in striving to build a bigger and better Miami. The Dade County Fair Association, the Miami Realty Board, the Miami Ad Club and the

► Continues



Sewell nearly always wore tropical garb: a light-colored three-piece suit, a broad-brimmed Panama hat and two-toned shoes.

► Continued

Business and Professional Women's League did their part.

E.V. Blackman, who edited a magazine for the land department of the Florida East Coast Railroad, put on a county fair, the first in Florida. It was in 1897 for the annual convention in Miami of the International Tobacco Growers. The FEC paid all costs. After moving around for three or four years, the fair settled down in its own building at the east end of Flagler Street, over the water of Biscayne Bay. The FEC donated the structure. A Fair Association was formed. It disbanded in 1920 when the fair was handed over to the county agricultural agent, "who made a most creditable showing with the 25th annual fair," according to its founder.

G. Duncan Brossier organized the Realty Board in 1919 and served as its first president. He also aided in reorganizing it in 1920 as an affiliate of the Florida Realtors Association and the National Association of Real Estate Boards. By 1921, it had 215 members.

The Ad Club was a late bloomer. Blackman relates in his 1921 book that it was "recently formed, yet it has already demonstrated that it will be a strong and helpful influence in building up Miami and Dade County. The aim of this club is to see that careful and truthful advertisement of Miami and Dade County is given the public."

As in most small towns, there was a lot of overlapping in the leadership of these organizations.

Isidor Cohen, pioneer merchant, records in *Historical Sketches and Sidelights of Miami, Florida*:

"Of Miami's organizations formed and maintained exclusively by women, the Business and Professional Women's League has accomplished much in advancing the social and economic welfare of its members. This progressive league was organized in 1916. Its present membership is approximately 100. The object of the organization is to bring its members into relations of mutual helpfulness and cooperation by the exchange of ideas and information, to study social and economic problems and to promote interests of business women."

Cohen also relates:
"Among the organizations that

have passed out of Miami's history after accomplishing the purpose for which they had been formed, the North Miami Improvement Association has, in no inconsiderable degree, contributed to the community's progress....

"The North Miami Improvement Association was instrumental in giving Miami and Dade County very valuable



A business partnership in Sewell Brothers brought E.G. to Miami in 1896.

publicity through its creditable Dade County agricultural exhibit in the city of Philadelphia. It has also been instrumental in the eventual widening of some of the arteries of traffic in the northern section of the city. That

another brother, E.C. Romfh, as cashier.

Another early-day business woman was Mrs. Eva P. Quarterman. Cohen writes that she "figured prominently" with William M. Burdine and his son, John M., in the founding of Burdine's department store.

"Some years later," Cohen continues, "young Mr. Burdine and Mrs. Quarterman formed a

partnership under the name of Burdine & Quarterman, and conducted, until recently, a high-class dry-goods and women's ready-to-wear store. This establishment is now being operated under the firm name of the Burdine &

all worthy causes and an indefatigable worker in many of them. His reputation in his former home town, which had preceded him to Miami, coupled with a highly developed faculty for business and an affable disposition, backed by what was then regarded as considerable capital (in the form of merchandise), combined in rendering his Miami enterprise successful from the very outset."

For the procession of civic leaders, Sewell was the drum major. He had a flair for showmanship and phrase-making. His tall frame carried 200 pounds with ease. Except for winter trips to Washington or New York, he nearly always wore tropical garb — a three-piece suit of white or tan, a light-colored shirt with dark four-in-hand tie, a broad-brimmed Panama hat and two-toned shoes. During meetings, he sometimes doffed the coat but never the vest. His dark hair was long and wavy, like that of a very old-fashioned Southern politician. He had it cut that way, reportedly, to hide a growth on his neck. His ears and nose were rather large, and he wore eyeglasses with narrow black rims clipped to the nose by a spring.

All told, Sewell stood out in any crowd, and seemed not to mind. Indeed, he appeared to bask under the lenses of cameras which recorded him riding in open cars with the likes of Presidents Calvin Coolidge, Herbert Hoover and Franklin D. Roosevelt when those worthies visited Miami.

An identity of interest existed among Sewell, the Chamber of Commerce and the city government. They were so intertwined that the origin of the public causes espoused by all cannot be pinpointed. Sewell was elected to three four-year terms on the Miami City Commission. In those days, the five commissioners chose one of their number as mayor. His colleagues conferred that title on Sewell for 1927-29, 1933-35 and from 1939 to his death April 2, 1940. Commissioners then often were leaders in the Chamber. Sewell's three terms in public office came after his decade as president of the Chamber, 1915-1925, except in 1918-19.

Sewell had been born in

► Continues

"The Chamber of Commerce, then as now, contained the pillars of the business community. All wanted growth for Miami. They never had heard of Zero Population Growth; they would have hooted it out of town."

booster club had functioned, rather aggressively, in the period between 1915-17, when it frequently clashed with the Miami Chamber of Commerce."

Among business women named in Cohen's book is Miss Mildred Romfh. She and her brother, George B. Romfh, were "executive officers in the First National Bank," which had opened Dec. 1, 1902, with

Quarterman Co., Inc."

Cohen's description of the man who founded Burdine's in 1898 would fit many a leading Miami businessman since then:

"The late William M. Burdine took a keen interest in every community movement for the moral, intellectual and commercial advancement of his adopted home town. He was a generous contributor to

► Continued

Georgia on Sept. 17, 1874; moved to Kissimmee with his family at age 12; quit school at age 14 to work as a clerk in a shoe store; and quit that job at age 21, having learned the shoe business, to join his older brother, John, in Miami. He arrived on March 3, 1896, before the first train. The Sewells opened a store named Sewell Brothers.

E. G. Sewell's first civic feat was organizing the celebration of the little city's fifteenth birthday in 1911. He brought in a pilot named Howard Gill for a demonstration of flying. Sewell took a ride, sitting on a wing and holding onto a strut. The experience prompted him to promote a landing field for aircraft and an aviation school, both the fourth in the land. He induced Glenn H. Curtiss, an aviation pioneer, to run the school.

A few years later, Sewell lobbied for and won establishment of the Dinner Key Naval Air Station and two other World War I military training stations here. They were credited with providing 1,400 jobs and pouring \$4,000,000 into the city's economy. By 1920, civilian seaplanes were flying the mail from Miami to Havana, Birmini and Nassau. Curtiss in 1928 gave the city 160 acres for a municipal airport.

Sewell's longest crusade was to transform a corner of shallow Biscayne Bay into a deep-water seaport. Flagler had dredged a channel from the mouth of the Miami River to Cape Florida through which his steamers plied to Nassau and Key West. Before 1915, the Miami Board of Trade had amassed statistics on the tonnage of freight shipped into and out of Miami. A committee went to Washington and testified before a group of congressmen on the need for a deeper channel. No action ensued immediately.

Early chroniclers give conflicting dates for milestones in the pre-history of the Chamber of Commerce. They agree that the Board of Trade came into being in the city's infancy, perhaps in 1896. A Merchants Association was formed later. Both merged, and in 1915 the Miami Chamber of Commerce took shape. (Dr. Charlton Tebeau, in his 50 year history of Temple Israel, writes that the Board of Trade was organized Feb. 23, 1900, and nearly 50

men enrolled at the first meeting. Dr. Tebeau lists the year of the merger as 1913.) A reincorporation on May 6, 1965, speaks of a charter granted under the name of Miami Board of Trade on Dec. 31, 1907. The present Chamber traces its origin to that date.

The 1915 Chamber took up the cudgels for deep water. Congress eventually voted the money for an 18-foot channel, later deepened to 25 feet. Sunday, Nov. 23, 1924, was a big day in Miami: the Clyde Line's "Apache" arrived with a full cargo of miscellaneous freight and about 200 passengers, starting service between New York and Miami. Cohen calls that "the culmination of years of persistent effort by the Miami Chamber of Commerce and its predecessor, the Board of Trade, under the able direction, during the last decade, of President Sewell."

Sewell, seldom guilty of understatement, once remarked that he would never be satisfied until our harbor could hold as many ships as Guantanamo Bay.

As city commissioner and mayor in the 1930's, Sewell went on the warpath against the Florida Power & Light Co. He persuaded the city to hire rate experts to contend that electricity bills were too high. A federal court suit led to a refund of nearly \$4,000,000 to users of electricity.

After a trip north on the Graf Zeppelin in 1933, Sewell visited the Century of Progress World Fair and spotted exhibits for a Pan American Exposition which he hoped to run in Miami the next summer. It fell through, but he didn't give up. He envisioned a permanent Pan American Trade Mart on Watson Island.

Sewell long had wanted a new seaport for Miami built on Virginia Key. The first one was on the site of the present New World Center Park, east of Biscayne Boulevard and south of MacArthur Causeway. A rival plan called for dredging up an island alongside the ship channel which is now the Dodge Island seaport.

Sewell's long presidency of the Chamber came to an abrupt end on Nov. 30, 1925. His directors unanimously resolved to drop their objections to the Orr Plan, as the Dodge Island site was called, and ruled that their president no longer could speak for the Chamber on the matter of a seaport.

"I resigned as president of the Chamber of Commerce," Sewell wrote later, "because there was an effort being made to fill the bay in front of Bayfront Park. Through my efforts in the federal court this was prevented." He had sued the contractor employed by the U.S. Corps of Engineers to deepen the ship channel. The spoil was being deposited on what is now

Dodge Island. Sewell won — at that time.

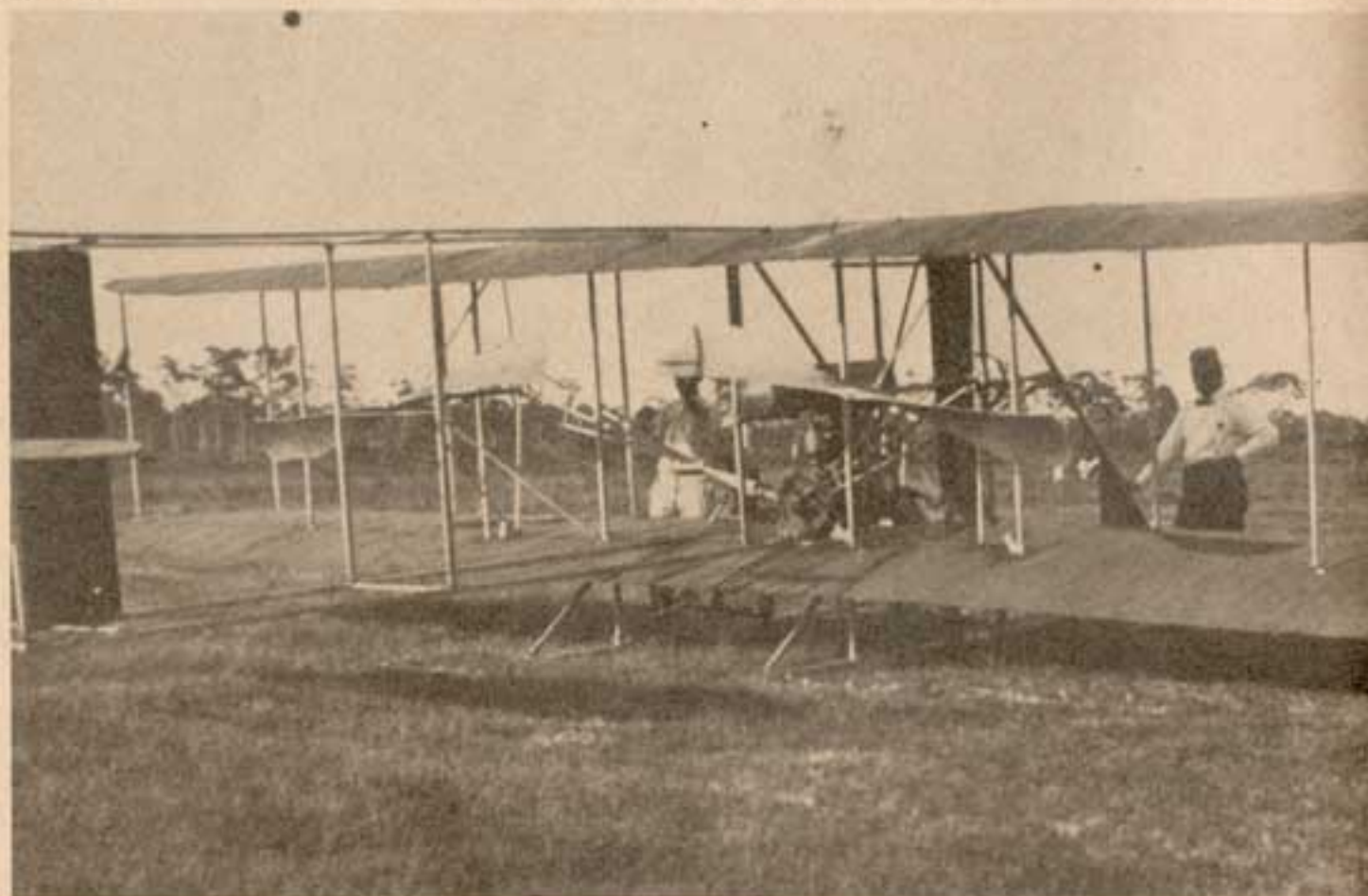
His touch can be seen on the cover of "The Miamian, Official Spokesman of the Miami Chamber of Commerce," published from June, 1920 to August, 1971. Its subtitle, "Miami, Florida — The Land of Palms and Sunshine," sounds like a Sewellism.

Up to his death in 1913, Henry Flagler had publicized Miami to get business for his railroad, his hotels, his steamships and his land company. Miamians profited indirectly. Sewell and his cohorts took up where Flagler left off. Census figures show they attained their goals.

In 1915, the Chamber's slogan was: "25,000 Population by 1920." The actual number turned out to be 29,000. Blackman, whose **Miami and Dade County, Florida**, was published in 1921, boasts that "Miami increased in population the last 10 years 440 per cent and Dade County 229 per cent, establishing a record unknown to any other city and county in the United States."

Meantime, after two winters of turning away tourists, the Chamber had changed the slogan to: "100,000 Population by 1925." The count in 1925 was 131,000.

On the city's twenty-fifth birthday in 1921, Blackman reported that Miami had six banks



Sewell's coup for the 1911 celebration of Miami's fifteenth anniversary was the first manned flight

with total deposits of more than \$20,000,000; five ice and cold storage plants, three fire stations, a street railway traversing the principal streets and linking the mainland with Miami Beach "via the causeway built by Dade County at a cost of \$1,000,000." Blackman adds that the Collins Bridge (now Venetian Causeway) had recently been taken over by a company building four islands in the bay, all connected to the bridge. Two other islands were being pumped up and tied by bridges to "the" causeway.

By 1921, too, Miami had acquired a foretaste of today's cosmopolitan flavor. Several leading citizens came from other countries. Germany was the birthplace of three pioneers — John Seybold of bakery fame; Phillip Ullendorf, a real estate investor; and Fred Hand, who owned a photo studio. From Russia came Daniel Cromer in 1913 to start the New York Department Store. Scotland sent James Donn in 1914; as a nurseryman, landscaper and florist, his Exotic Gardens had one horse and wagon at first, 13 large motor trucks by 1921. Edward A. Roberts, who chaired the Chamber of Commerce during Sewell's absence in 1918-19, hailed from England. Canada was the birthplace of Col. Edwin A. Waddell, investor and real estate broker, who "sent out thousands of dollars worth of literature pertaining to Miami,"

according to Blackman. Born in Northern Ireland, W.J. Liddy came to Miami in 1918 and the next year acquired the Pan American College of Commerce, a business training school.

Sewell's initials stood for

Everest George, but the full name seldom was used except in accounts of his death which filled many columns of Miami's newspapers. Nearly everyone called him "Ev," a quaint familiarity for so courtly a figure.

His only tangible monu-

ment is Sewell Memorial Park on the south bank of the Miami River west of 17th Avenue. Once a private estate, it is "under-utilized," in the lingo of bureaucrats.

MEMORIES OF THE MARION

BY ELIZABETH P. BREEZE

GRANDFATHER Price must have been close to 70 years of age when he came to Miami in the early 1900s to recoup financial losses.

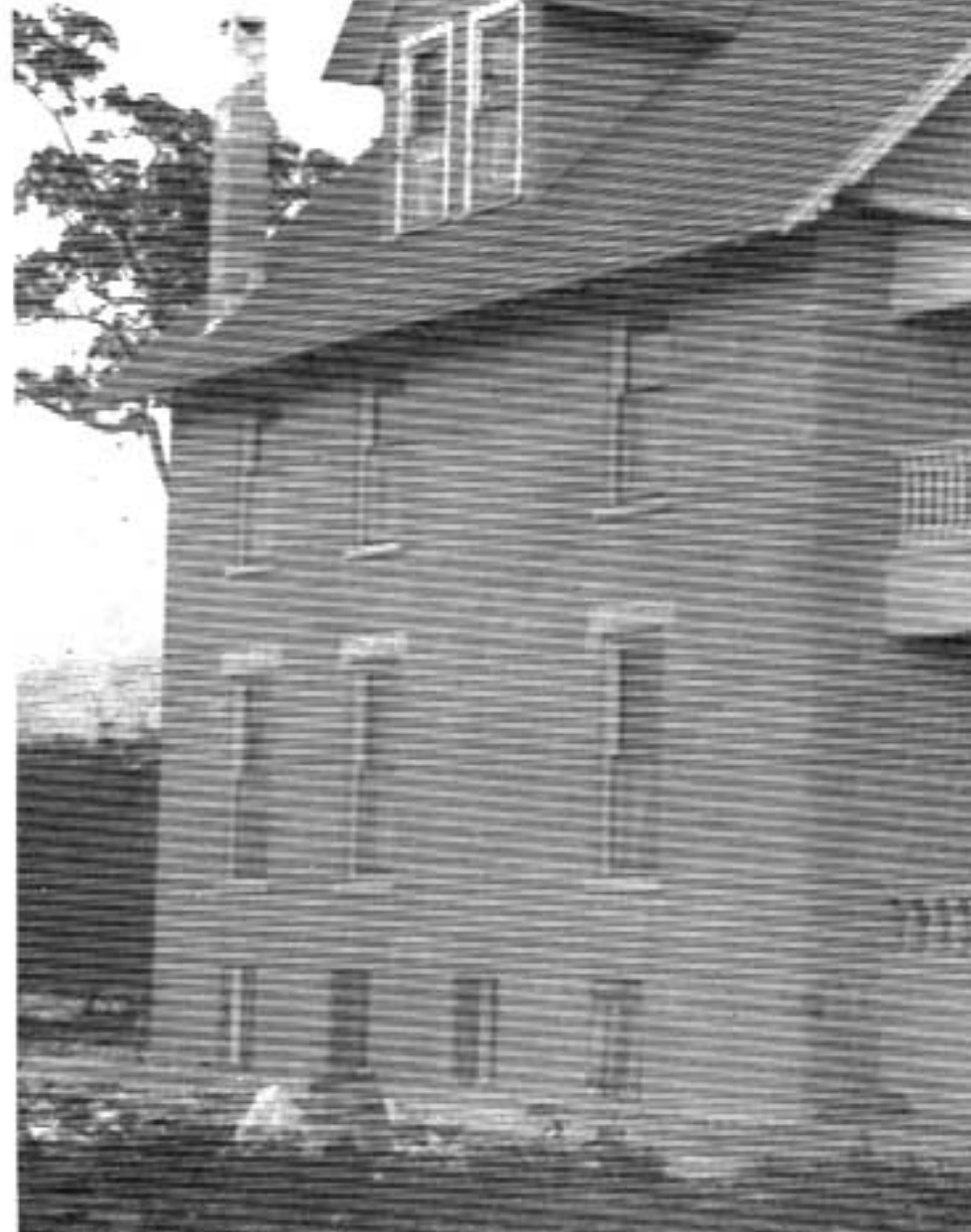
He was born in 1833 at Barnesville, GA, christened Henry Choice for a minister friend of his parents, attended Gordon Institute, Emory College at Oxford, GA, tutored math there, became a cotton planter in Newton County, ran the Union blockade during the Civil War to islands off Florida for salt for the Confederacy, married in 1866, had a son three years later, was widowed in another three, and remarried in still another three years (1875). Eventually he moved to McIntosh, FL.

There in Marion County he bought acreage and cultivated a farm and an orange grove with the help of several ex-slaves who had followed him down from Georgia. The grove became a "show-place." His son, Carleton Hickson Price, was sent back to Grandfather's alma maters and also to Eastman Business School in Poughkeepsie, NY. The Victorian home Grandfather built in McIntosh still stands and is of interest to architectural antiquarians.

Then came the Great Freeze of the mid-1890s. Many a citrus grower found himself wiped out.

Grandfather was over 60 when faced with the reality of having to start all over again. With grit and determination to re-establish security for his family and himself, he traveled around the state looking for new business opportunities. Tall, thin, straight, and bearded, he habitually wore a black alpaca suit. Finally, he chose Miami

and the hostelry business. He bought a lot at 135 Ninth Street, now 227 N.E. Third Street, within a block of Biscayne Bay



Built in 1905, The Marion was a three-story structure designed in the Charleston manner.

(before the waterfront was filled in) and built The Marion. There was only a thin sprinkling of houses in the neighborhood and the street was not yet paved. Though Miami had scarcely a couple thousand inhabitants, the Florida East Coast Railway, just four blocks west, was bringing in more people every day. It was Grandfather's intention to lease out the building and retain accommodations for himself and his wife, the former Lucy Frances Banks.

► Continues



over South Florida.

► Continued

Family history dates The Marion from 1905. It was three stories with basement, all masonry (Tatum blocks), designed in the Charleston manner with double wooden verandas up the front. The original structure consisted of a reception room, 12 bedrooms, each with running hot water, and three bathrooms, one per floor. In the cool basement were a dining room and kitchen. During the next few years the building was extended twice, 10 rooms and three baths each time, a third floor veranda on the front and a tier of screened porches on the east side of the last addition. The whole structure was a

paragon of stability
—hurricanes did
not faze it.

In 1909 my
grandfather
and step-
grand-
mother
took

me, nearly two years old, to live with them.

Managers came and went, including the admirable Mrs. Sutcliffe, her husband and sons, Will, Clarence, and younger

and private porches were on the east and kitchen-dining rooms were across the corridor on the west. Doorways were curtained to let the east breezes through and transoms were left open.



Additions to the building included a third floor veranda on the front and a tier of screened porches on the east side.

Roland. In staffing gaps the Prices filled in.

Much of the interior of The Marion was converted into two-room apartments long before my grandfather died in 1916 at the age of 83. Most of the units, some with private baths, were on either the east or the west side of the center hall, but in the last addition to the building the sitting-bedrooms

The basement dining room had been closed earlier and was not partitioned into more dining-kitchens.

Thus The Marion became the first apartment house in Miami, or so I was always told. Not purposely built as such, it nevertheless served this need in those early times. It was the happy home of many people who gathered on the front verandas, chatting and laughing, especially in the late afternoons and evenings.

After a while my grandmother took over the management. She was a quiet woman, much younger than her late husband, very proper, proficient and compassionate. Like her husband she shunned publicity. It was she who put rose beds in the front yard, Marshall Neil vines up the porch columns, white linen slips on the porch rockers, and vases of beautifully arranged flowers in the hall and parlor. Though math had been her favorite subject at Bessie Tift College in her hometown of Forsythe, GA, she was always glad to have her stepson (my father) Carleton, come down from West Palm Beach to update the account books. Father was frail and ill with bronchitis all his life.

The Marion was sold during the boom. In the depression it reverted to the Prices and was again leased to a series of managers. Most of the apartments

were turned back into hotel rooms. My grandmother died in 1933 and my father in 1940. In the late 1940s my banker-brother, W. Bedford Price, took over The Marion and oversaw resident managers. It stayed in the family, thanks to his long devotion against increasing difficulties, until 1973 when it was sold.

Six years later, the winter of 1979, the 74-year-old building was razed by its new owners. There is not a trace of its old pride and dignity left on the bare ground.

Would that I could remember names of more of the guests who "lived with us" in the very early days. I should, because it became my after-school practice to take their telephone calls. Later Father installed a buzzer system with code rings, long and short, for each apartment, but there was only one telephone.

My grandmother had a penchant for teachers and sheltered many of them. Especially remembered are Miss Mary B. Merritt (a family connection by marriage of hers), Miss Thomas Abernathy, Miss Sara H. Bayne, and Miss Ruth Parks (later Mrs. McCarthy).

Other guests included:

- Willard and May Albury
- Lafe R. Allen, owner of much of Fulford-by-the-Sea, now North Miami Beach
- Frank H. and May Backus, parents of artist Beanie Backus
- Mrs. Sara J. Fielder and daughters Forrest (Mrs. Harry Spaulding) and Mrs. Dohm
- Mrs. Lillian Ging, Burdine-Quarterman, and daughter La Vera, stenographer
- Mrs. Lon Gore, pianist in Burdine-Quarterman's music department, and daughter Ernestine (Mrs. Leith Kent)
- Miss Ethel Grigsby, church vocalist and milliner at Burdine-Quarterman (Mrs. Stanley M. Clawson)
- Mr. and Mrs. Charles Groves and son Clair
- Benjamin Hill, banjoist and author of detective stories, and Mrs. Hill
- Miss Julia Hopkins, legal secretary
- Mr. and Mrs. Edward Hume and daughter Louise (Mrs. T.E. Lewis)
- Miss Edith Meserve (Judge Edith Atkinson) and Miss Mattie Meserve (Mrs. C.S. Toms)

AROUND THE MUSEUM

If you're one of the 16,000 Miamians who are Associates, or members, of the Smithsonian Institution, it's probable that you seldom (if ever) have had the opportunity to participate directly in the Smithsonian's Washington-based activities.

Because of that fact, and because there are over a million members in the same situation, the National Associate Program has been devised to enable Smithsonian scientists and curators to bring cultural and educational programs to Associates in their home communities.

The 1980 tour of eight cities will begin in Miami, with programs co-sponsored by six cultural organizations, including the Historical Association. The Associates tour will enable the local groups to broaden their horizons by providing programs and authorities which otherwise would not be available locally. Although the programs are designed primarily for Associates and members of co-sponsoring organizations, tickets will be available to the public as space permits.

The 1980 series represents the first opportunity for the Historical Association to participate in a Smithsonian tour, and promises a variety of programs of broad topical interest, among them:

an illustrated lecture on the world of miniatures, followed by a seminar on the connoisseurship of dollhouses and miniatures, presented by Dana Little, associate editor of **Smithsonian** magazine; a lecture on the wide range of paper objects (including maps, manuscripts and documents) researched and stored at the Smithsonian,

as discussed by Eleanor McMillan, supervisory conservator, Conservation Analytical Laboratory, Smithsonian In-

stitution; and a discussion of the emerging image of professional women at the turn of the century, illustrated by slides

from the National Portrait Gallery collection, presented by its curator, Margaret Christman.



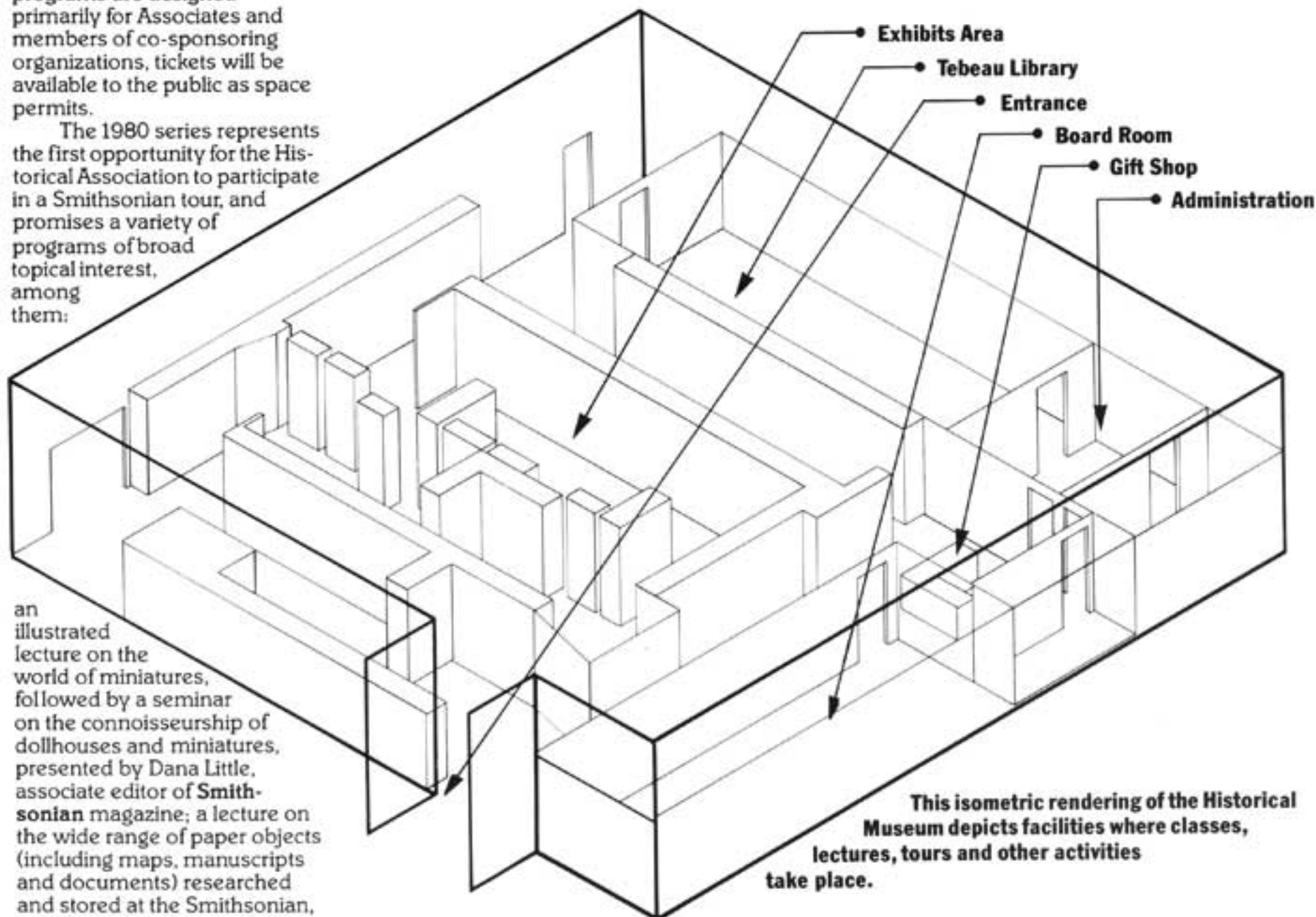
Margaret C. Christman
Resident Historian
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Smithsonian Institution



Dana A. Little
Associate Editor
Smithsonian Magazine
Smithsonian Institution



Eleanor McMillan
Supervisory Conservator
Conservation/
Analytical Laboratory
Smithsonian Institution



INTRODUCTION

Robert H. Gore, Ft. Lauderdale and Chicago publisher and a member of the Democratic National Committee, invited the committee and its chairman, James A. Farley, to come to Florida in February 1933 for a working meeting. There were political fences to mend. The convention in Chicago the previous summer had been split between Alfred E. Smith and Franklin Delano Roosevelt until William Gibbs McAdoo delivered California's votes to Roosevelt. The Democratic candidate had defeated Herbert Hoover in the November election. He went to Warm Springs in January to work on his inaugural address and accepted an invitation from Vincent Astor to cruise on Astor's yacht *Nourmahal*. Going by train to Jacksonville, where he was greeted by 25,000 people, he boarded the *Nourmahal* Saturday, Feb. 4. Radiograms were sent back daily.

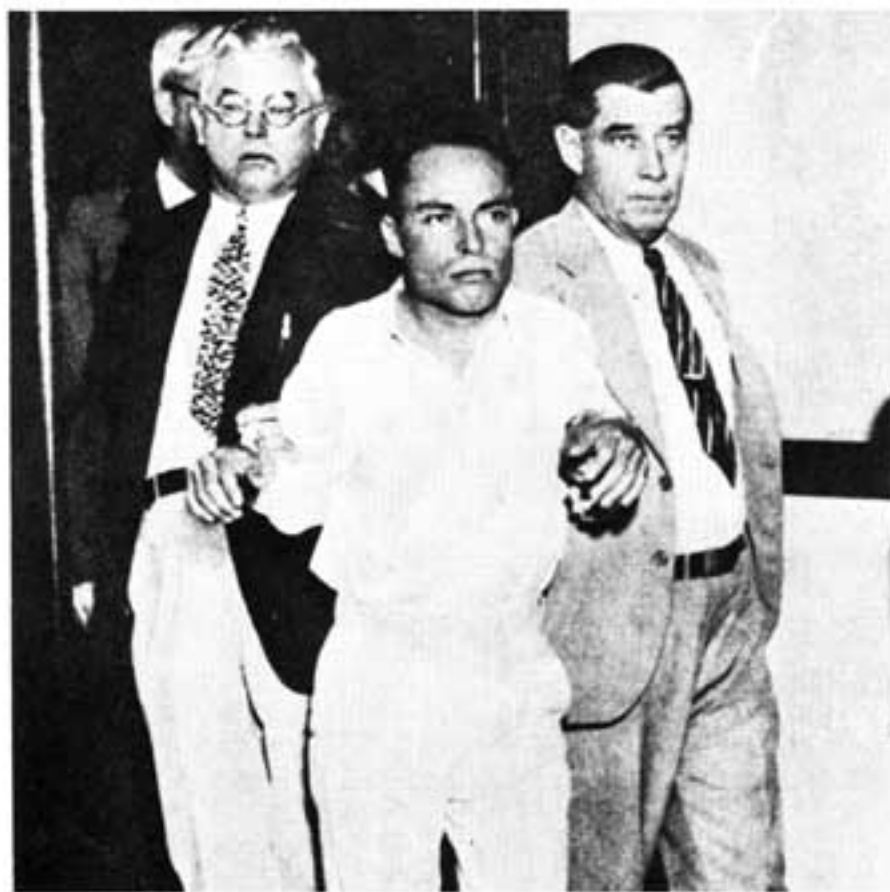
This excerpt from a manuscript researched some seven years by Richard D. Simpson, a great-nephew of Dan Hardie, begins with the radiogram received Monday, Feb. 13 and goes through Wednesday, Feb. 15.

Zangara was questioned by police all that night. At a preliminary hearing at noon the next day a sanity commission was appointed which reported the following day that Zangara was sane. Three lawyers were appointed to defend him. Feb. 20 he was tried on four counts of attempted murder and sentenced to 20 years on each count. Cermak took a turn for the worse Feb. 24. Roosevelt was inaugurated March 4 and Cermak died March 6 at 7:00 a.m. Three hours later a coroner's jury returned a verdict charging Zangara with murder. At 1:30 p.m. that day the grand jury heard testimony from eight witnesses and by 5:00 p.m. it returned a first degree murder indictment against Zangara, just before a funeral procession for Cermak. Arraignment for a trial was the next day at which the defense lawyers were reappointed and trial set for the next day. March 10 Zangara was sentenced to die in the electric chair; he was taken to Raiford the next day. He was executed March 20, nine days after the trial and 14 days after Cermak's death.

Three of the other four victims recovered rapidly, and Mrs. Gill, the most seriously wounded, was a delegate that November to a state convention ratifying the repeal of the Eighteenth Amendment to the Constitution.

BLOODSHED AT BAYFRONT: THE ZANGARA ATTACK

BY RICHARD D. SIMPSON



Zangara (center) was unsuccessful in his earlier assassination attempt against King Victor Emmanuel III.

OUR STORY

ON MONDAY, Feb. 13, a radiogram arrived from the yacht *Nourmahal* stating that Roosevelt had a change of plans and would debark at Miami instead of Jacksonville. At a press conference that afternoon press secretary Marvin McIntyre said that Roosevelt was scheduled to arrive Wednesday afternoon, the 15th at Pier 1, Municipal Docks. He would leave on a special car attached to Florida East Coast's *Miamian* at 10 p.m.

for New York. The change, said McIntyre, was to accommodate Vincent Astor who wanted to continue his cruise in southern waters and not return to Jacksonville.

That afternoon Guiseppe Zangara purchased a five-cent newspaper which headlined "FDR to Visit Here." There were details of the rich capitalists accompanying FDR on the luxurious yacht. Zangara's stomach burned with fire as

► Continues



THE CROWDED SCENE

The crowd gathered early at Bayfront Park to hear the man they hoped would lead them out of the depression.

► Continued

he read the article. He thought of the poverty of the World, the depression, the way the rich had behaved and taken advantage of the poor. Eleven years ago in Italy he had planned to kill King Victor Emmanuel III and failed. This time he would not fail.

Plans were begun for a reception where Roosevelt would greet South Florida civic officials and Democratic leaders but the residents of Miami made it known that they wanted a chance to see and hear the man who would bring them out of the depression.

Although the Nourmahal would dock sometime before 9 p.m. Wednesday, no one would be received on board until that time. The President-elect would enter an automobile, accompanied by Mayor Redmond B. Gautier, and would ride at the head of a motorcade to Bayfront Park where he would make a short speech. A motorcycle escort of 20 area police was considered ample protection for Roosevelt. All traffic on Flagler Street between Bayfront Park and the railway station was suspended between 8:30 p.m. and 10 p.m. Automobiles on the streets near the station were to remain parked. No cars or pedestrians would be allowed near the station.

On the morning of Feb. 14 Zangara's stomach churned at

the thought of Roosevelt making a speech a little more than a mile from where he lived. To kill he would need a gun. He walked west a block and a half to North Miami Avenue where pawn shops sold guns with no questions asked. He walked up to the pawn shop at 229 N. Miami Avenue and saw guns displayed in the window.

"I buy pistol in window," he told the store owner Gordon Davis. Davis got the cheap, secondhand gun, pulled the trigger a few times and demonstrated how to load and unload the cartridges. Zangara bought the gun and 10 bullets for \$8.00. Back in his rooming house he practiced loading and dry firing.

Wednesday, Feb. 15, Fred Mizer, bookkeeper, sales manager and night announcer for WQAM Radio worked at the park all morning setting up his equipment for remote broadcast. Six huge Western Electric speakers were installed above the bandstand and hooked in directly to the station at the McAllister Hotel one block away.

That afternoon Mrs. Nellie F. McKibben, a kindly widow of Coconut Grove, summoned her 22-year-old chauffeur Russell Caldwell and told him she wanted to hear Roosevelt's speech at the park. They left at 5:30 p.m. hoping to eliminate parking and traffic problems. Caldwell maneuvered the big

black 1926 Marmon sedan into a space close to the park and found seats in the fifth row at the left of the bandstand. They passed the time buying refreshments and watching the crowd. A dark-complected little man dressed in white caught their eye as he stalked the aisles looking for a seat.

It was 7:15 p.m. when Zangara left his room for the park. The 40-acre expanse of palm trees and tropical shrubbery already was overflowing with people. He found a seat in the fourth row about 15 feet from where Roosevelt would speak.

Sitting in front of Zangara was Rex Saffer of the AP who had rushed from FDR's earlier press conference and taken his seat, which he had paid a young man a few dollars to hold. On his right was Mrs. W.F. Cross, wife of a Miami physician. Dr. Cross agreed with his wife on a place to meet later and went further back looking for a seat.

Miss Margaret Krus, an attractive 23-year-old showgirl visiting from Newark, NJ had left the Robert Clay Hotel after dinner and was sitting on a small grassy area up front by the bandstand.

Sheriff Dan Hardie and his neighbor John B. Orr found two seats at the back of the bandstand platform. Mrs. Joe Gill had a seat near the back of the platform but Henry Brummer,

a Columbus, OH Democratic leader, gave her his front row seat so she could better see the proceedings. Mr. Gill, president of Florida Power and Light Company, at that moment was on board the Nourmahal as a member of the reception committee. He would ride in the motorcade to the park and join his wife there after the program.

Several seats away from Mabel Gill sat Chicago Mayor Anton Cermak and his political ally Alderman James B. Bowler. A.E. Forrest, Chicago businessman, had insisted Cermak take his seat, knowing that the mayor would attempt to bend Roosevelt's ear for a little cash for the "windy city."

A half-dozen bands and marching units were falling into line on Biscayne Boulevard adjacent to Pier 1. The Harvey Seeds Post championship drum and bugle corps directed by Caesar LaMonaca entertained the waiting crowd.

At 9:15 p.m. Marvin McIntyre reminded Roosevelt that in order to keep to their departure timetable he would have to leave immediately for the park. The welcoming committee was shunted ashore. Gus Generich, Roosevelt's aide, wheeled him down the gangplank and lifted him into the backseat of a topless light blue Buick touring car. Mayor Gautier slid into the back seat on Roosevelt's

► Continues

► Continues

left. Generich sat up front beside the driver, Miami police officer Fitzhugh Lee. Secret service agents Joe Murphy, George Broadnax and three other agents would walk along with the slow-moving car.

The parade swung out of the staging area by the yacht basin onto the brightly lighted, royal palm-lined Biscayne Boulevard and headed south eight blocks to the park. The waiting thousands caught the

first sounds of the sirens and music.

Behind Roosevelt rode the "Nourmahal Gang" followed by the reception committee and the press.

More than 50,000 spectators lined the boulevard, jamming the curbs from the pier to the park. The amphitheater at the park was overflowing with a crowd of 18,000. Thousands who couldn't get near the park flocked to the railway station.

Bill Sinnott and his wife Claire joined the crowd standing along the curb at Biscayne and Flagler. The hulking 6'2" New York detective, a veteran of 21 years, was usually assigned to guard Roosevelt in New York City. He was now on vacation hoping Claire could shake off a cold.

As McIntyre's car came to a stop before turning into the park driveway he noticed Sinnott on the curb and called him over. "We need you, Bill.

The crowd is much larger than we thought. We've got to have more help to look after the President." Sinnott agreed and followed the car.

In the Nourmahal Gang car Astor commented to Raymond Moley, FDR's economic advisor, that it would be easy for an assassin to shoot Roosevelt in a mob such as the one around them. Moley replied that there was always a possibility of that happening.

A detachment of Miami Shriners appeared in white uniforms, marching to the front of the bandstand to act as guard of honor. Silver-helmeted Legionnaires snapped to attention and took up positions along the driveway entering the park.

At 9:30 p.m. the motorcycle escort led Roosevelt's car around the curved driveway under the floodlights to its designated place in front of the bandstand steps.

The mass of people stood up and cheered, waved and applauded. Yachts in the harbor blasted their horns. Oldtimers said it was the greatest ovation heard in Miami since the end of the Spanish-American War when the troops returned from Cuba and paraded down Flagler Street.

Roosevelt waved to the people, then turned his head to acknowledge the ovation from the dignitaries on the platform. He saw Cermak and called out, "Come on down, Tony."

Cermak smiled and said, "I'll wait till after your speech." Things were working out for Tony.

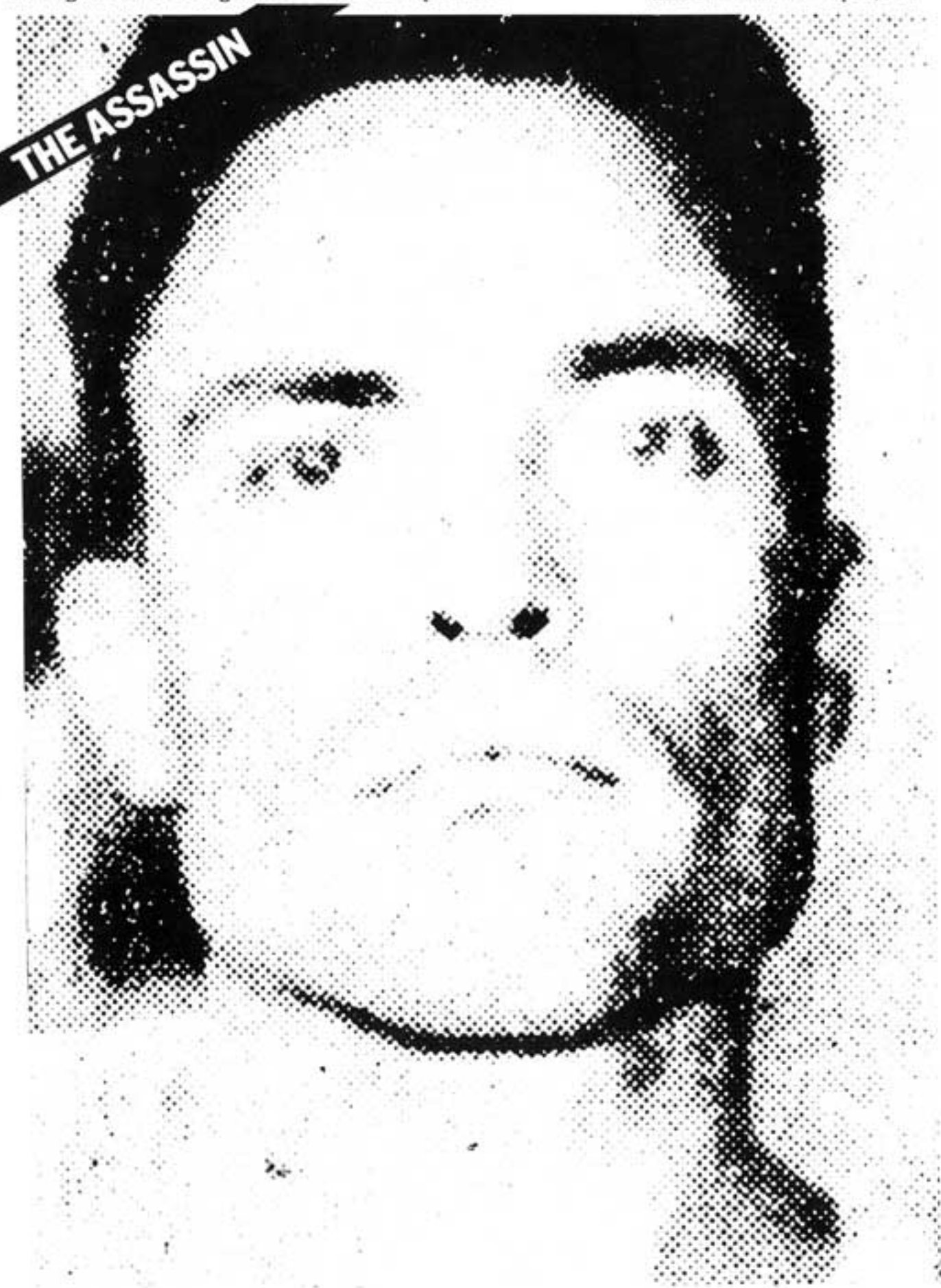
McIntyre, standing near Roosevelt's car, found Bill Sinnott and said, "I've been told there's a foreigner who insists on breaking through the crowd and acting a little weird. He's somewhere over there by the main isle. Eject him from the park if you see him."

Roosevelt raised himself up on the rear seat of the open car and sat on top of the back cushion. George Hussey tried to quiet the crowd and presented Mayor Gautier who introduced FDR. Using a small lapel microphone given him by Fred Mizer, tanned and happy Roosevelt said:

"Thank you, Mr. Mayor, my friends, and enemies. I am not a stranger here because for a great many years I used to come down here for visits.

"I haven't been here for

THE ASSASSIN



The 33-year-old Zangara was apprehended at the scene.

seven years but I am coming back. I have firmly resolved not to make this the last time. I have had a wonderful 12 days fishing in the Bahamas and Florida waters. It has been a wonderful rest and we caught a great many fish.

"I am not going to attempt to tell you any fish stories, and the only fly in the ointment on this trip is that I have put on 10 pounds. I hope very much to come down here next winter and see all of you and to have another 10 days or two weeks in Florida waters. Many thanks."

The crowd roared and cheered as Roosevelt handed the microphone back to Mizer and lowered himself in the seat. People pressed forward to the car. Cermak hurried down the steps to the side of the car.

"Hello there, Tony," FDR said cheerily.

"Hi, Franklin," Cermak responded. They shook hands and talked for a moment about Chicago. Cermak backed off and exchanged greetings with Moley and Gautier.

Mrs. Cross, a fragile woman wearing thick glasses, climbed on a bench to get a better view. Zangara stepped up on the same bench, making it wobble. Mrs. Cross said, "Don't do that, you're knocking me off."

Ignoring her, Zangara pulled the pistol from his pocket, brought it up slowly near her cheek and fired the first shot over Rex Saffer's shoulder.

Mrs. Cross shouted, "Here, young man, what are you doing with that gun? Put it down!" The 49-year-old, five-foot, 95-pounder instinctively shifted her bag to her left hand and with her right grabbed his wrist. He continued firing. Mrs. Cross attempted to push his hand up, screaming for help.

The dignitaries on the platform, facing the crowd, were the first to realize what had happened. Five times they saw the pistol spit flames.

Tom Armour jumped on Zangara from behind while James Galloway grabbed his legs. Roy Dobbs pulled at an arm and was knocked down by the rush of the crowd who were trying to choke the assassin. Mrs. Cross scrambled out of the way, her glasses unbroken.

Police officers Clark and Red Crews were the first to get to Zangara, swinging their clubs to stop the mob attacking him. Officer Jackson, boring in to

help, had his coat ripped off his back.

Sheriff Dan Hardie, a 54-year-old grandfather, sprang from the platform like a cat and hurled himself through the screaming mob.

Fred Mizer, reporting on the air, described the noise as a popgun and was soon cut off by his station, which missed one of the biggest radio stories of the century.

"Kill him, kill him," echoed through the park.

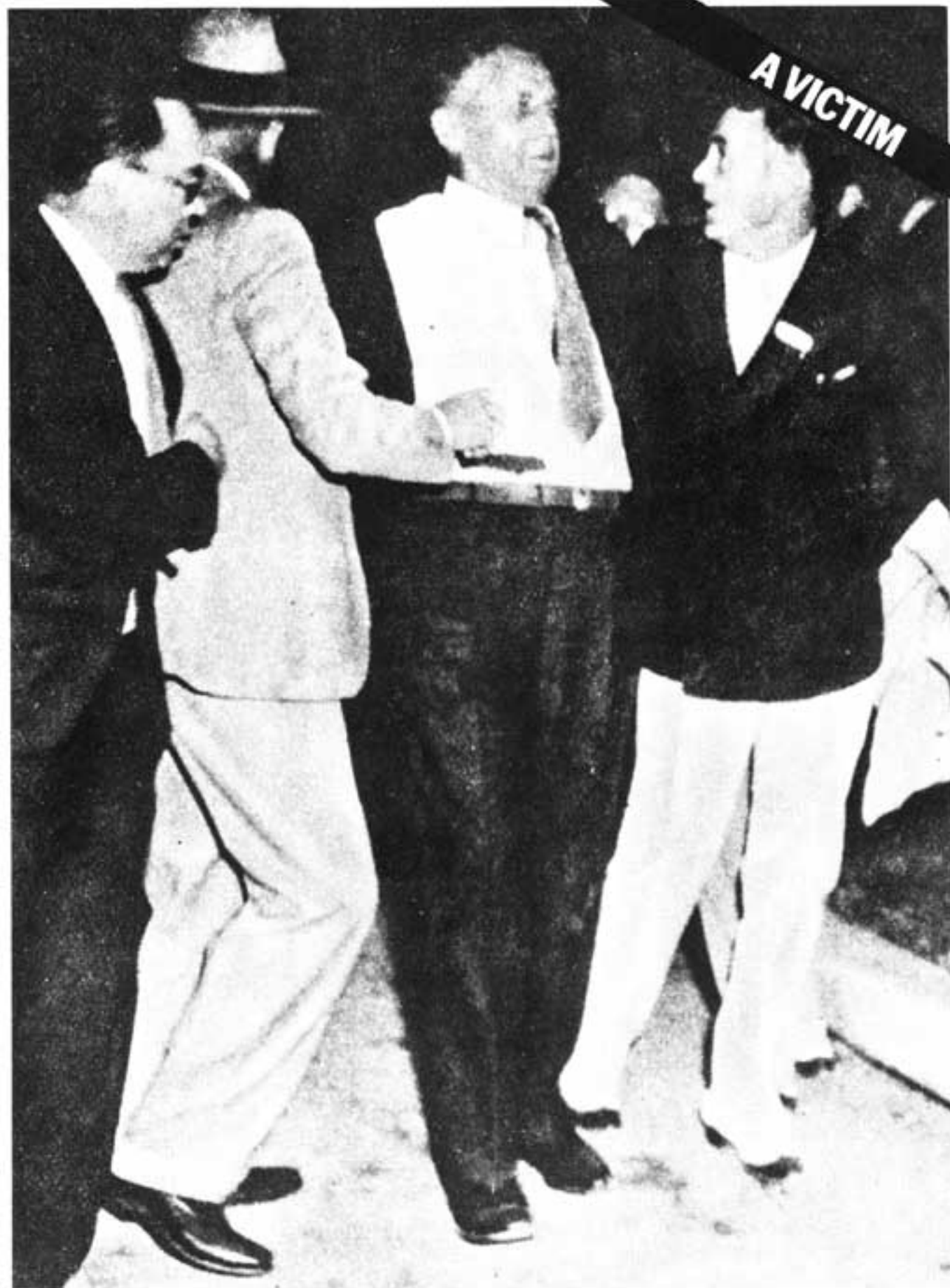
The first shot hit Mabel Gill, who was leaving the bandstand to join her husband. She screamed, grabbed at her chest and slumped to the floor. Joe Gill, by FDR's car, heard her and rushed over. "I think I've been shot," she said. Gill commandeered a slow-moving car and with the help of a Legionnaire put her in the back seat.

Russell Caldwell clutched his forehead and felt the blood pouring out. A ricocheting bullet that had spent its force had em-

bedded itself in his forehead. He had been sitting in the row behind Zangara, at least 30 feet to the shooter's left. The force of the bullet impact knocked him backward into a seat. A policeman lifted the dazed Caldwell and put him into a nearby car. Caldwell, thinking he was dying on the spot, wondered how Mrs. McKibben would get home since he had the keys to the car.

Margaret Kruis lay on the ground semi-conscious.

► Continues



Chicago Mayor Anton Cermak was aided to the President's car. Roosevelt cradled the wounded mayor in his arms en route to the hospital.

► Continued

Her white hat beside her had a bullet hole in it and blood poured from a wound across the back of her head. Robert Gore, with a foot on Roosevelt's car bumper, saw the girl fall and rushed over. He and Legionnaire Ray Sullivan put her in the

car with Mabel Gill.

Bill Sinnott, watching the crowd, was directly facing Zangara when he saw his pistol flame. He felt a white-hot stab of pain in his forehead, dropped momentarily to the grass, then staggered over to the car containing Mabel Gill and Margaret Kruis.

The fifth shot hit Cermak beneath the right armpit, the bullet penetrating his right lung. Cermak and City Manager L.L. Lee had just stepped back of FDR's car and were standing by secret service agent Robert Clark. Suddenly he felt a severe jolt that was like the symptoms of the heart attack he had suffered several years before. He started to sink, saw blood coming through his shirt. "The President! Get him away!" choked Cermak.

Lee and W.W. Wood supported Cermak. Someone yelled, "For God's sake, a man's been shot, get an ambulance!"

FDR's chauffeur, Miami police officer Fitzhugh Lee, knew the difference between fireworks and gunfire. He started the engine, let out the clutch and had the car in motion just as the last shot rang out. The secret service closed around Roosevelt's car, mounting the running boards as agent Broadnax, holding his gun, shouted to the driver, "Get the hell out of here!" Generich threw himself across Roosevelt's chest, shielding him.

Officer Lee made a quick left turn to get Roosevelt out of range and was taking orders from the secret service when Roosevelt ordered Lee to stop. Having wrestled free of Generich, he had looked back

to assist the short, rather stout man into the car. Gautier moved over and Cermak was placed beside Roosevelt. He was alive, but just barely.

FDR held Cermak in his arms all the way to the hospital and as he talked to him the mayor's pulse constantly im-

proved. "Tony, don't move and keep quiet. It won't hurt so much if you don't move," Roosevelt said.

As the car with Margaret Kruis, Mabel Gill and Bill Sinnott moved out, Joe Gill climbed on the running board and rode with them to the hospital.



Mayor Cermak

"Someone yelled, 'For God's sake, a man's been shot, get an ambulance!'"

and saw Cermak being helped along. He motioned to have Cermak brought to the car, opened the door and attempted

This two-page pictorial spread reproduced directly from "Startling



MRS. CROSS

Legionnaires and Shriners cordoned off the crowd from Zangara. Officer Crews knocked the gun from his hand and stuck it in his belt. Sheriff Hardie grabbed the shooter around the waist. The crowd was getting meaner and the sheriff ordered a path cleared.

The prisoner was half dragged, half carried 50 feet to a nearby car. It contained Raymond Moley, Kermit Roosevelt, Vincent Astor and the wounded Russell Caldwell.

Officer Jackson and another policeman put Zangara on the luggage rack behind and

guarded him as the car took off for the hospital with Caldwell before taking Zangara to jail.

Arthur Peavy, a young **Miami Herald** reporter in the park, ran three blocks to the Urmev Hotel and called in his story. An "extra" was on the street within 20 minutes with

others following within the next three hours.

Finally at 9:45 p.m. the AP flashed the news of the assassination attempt to the nation.

Detective Magazine" (May 1933), captured principal characters in the real-life drama.



One of the most amazing pictures in all history, this photograph shows the Miami scene an instant before the assassin's bullets sped toward the president-elect. Franklin Roosevelt acknowledges the cheers of the crowd. Mayor Cermak approaches to shake his hand and receive the bullet intended for (FDR). The killer peers over the head of Mrs. Lillian Cross (inset)...

HISTORIC SURVEY: SERVING THE PRESENT BY SEEKING THE PAST

BY MARY JANE TUCKER

THE DAYS of Indians, squatters, pirates, and homesteaders are over. Little remains to tell the story of our beginnings. In this vast land, the Florida pines, citrus groves and lush tropical plantings which once filled it, have been replaced by skyscrapers, densely populated housing developments, roads and expressways. There are still remnants of the past that can be protected, preserved, or restored.

The Historic Survey has initiated an effort to point out these sites.

The Survey was started in

November 1977, with Ivan A. Rodriguez as director and Nancy Hoffman as assistant director. It is funded by a Dade



The stately El Jardin (now Carrollton School) is among local buildings included in the National Register of Historic Places. Built in 1918, at about the same time as Vizcaya, it reflects the same Mediterranean architectural style.

County Community Development block grant to the Metro Dade County Park and Recreation Department and by a grant from the State Department of Archives, History, and Records Management in Tallahassee.

The Survey assesses the area's cultural resources by identifying, documenting and evaluating historic sites and structures in Dade County. A master plan for historic preservation will be developed as a guide for urban revitalization.

The Survey shows that Dade County began as a simple community. The pioneers built their houses with materials that were available from the land that surrounded them. Early structures included huts with thatched roofs made from palm fronds built by the Indians and early settlers that inhabited the land. When the homesteaders started arriving they used the hardy tree that grew on their lands, known as Dade County pine. Many early homesteads were constructed from this termite-free, durable wood. The homesteaders constructed their houses to fit their needs and they adapted them to the warm tropical climate. The early frame vernacular houses have attics, high ceilings and verandas with large overhangs, many of them slanted to enable the rain to run off more easily.

When more technical resources became available, a new type of architecture was added. The coral rock and oolitic limestone native to the area were dug up and utilized.

As time went on and residents brought wealth into the community, more defined styles of architecture, such as Mediterranean, Art Deco, and Streamline (Art Moderne) became popular, and imported materials were used more. The biggest concentration of the Mediterranean style is still to be found in Coral Gables — George Merrick's Mediterranean Village. With its red tiled roofs, arcades, breezeways, courtyards, and tile floored interiors, this style was perfect for the area, as it created a cool, comfortable atmosphere.

Thus far, over 3,000 sites of historical and architectural significance, and approximately 100 archeological sites, have been identified. Dade County has been divided into 23 dis-

tricts, and the most threatened areas are being surveyed first.

The first district covered was the rapid transit corridor. A study by the Kaiser Transit Group regarding the impact on historic sites along this corridor was based on the findings in this district.



The Miami News Tower was entered in the National Register of Historic Places in 1979. Also known as The Freedom Tower, a title resulting from its use as a Cuban refugee center in the 1960s, its architectural design is based on the Giralda Tower in Spain.

A survey of Miami Beach followed. The findings were used in a report to the South Beach Redevelopment Agency, pointing out sites of major significance which would be adversely affected by the project. The Miami Design Preservation League used these data in preparing the National Register of Historic Places nomination for the Old Miami Beach Historic District, known as the "Art Deco" district.

A survey of Downtown Miami identified 875 sites; the survey of Coconut Grove identified 650 sites. In some of these districts there is a cohesiveness of architecture that indicates the potentiality for historic districts at a local or national level. The results of these two surveys are being

made available to planners of the downtown people mover and the City of Miami Planning Department.

A survey of the northwest downtown area identified 871 sites. Incorporated in this district is the Culmer-Overtown Black community founded around 1896. Along Northwest Second Avenue (formerly "Avenue G") are the remains of the Black business district which thrived during the 1930s. Among homes still standing is that of Dana A. Dorsey, one of Dade County's first Black millionaires.

Currently the Survey is doing preliminary research on Buena Vista, Lemon City and Little River.

An archeological survey of northeast and west Dade County disclosed the site of a prehistoric native American village along the Uleta River, probably dating to as early as 300 B.C. Also prehistoric sites dating as early as 2,000 B.C. were located in the Everglades. Evidence of a coontie mill at Arch Creek in North Miami was discovered. The archeologists are locating and evaluating the remains of old Indian villages, fishing and hunting camps, burial mounds, forts and coontie mills. Robert Carr of the Survey staff is seeking information on archeological sites in Dade County, even those that have been destroyed.

The artifacts found will be housed by the Historical Association of Southern Florida, and the most significant of these will be displayed in its museum. Bags of bones, pottery fragments, and shell tools collected to date were taken to the museum in June, 1979 for research. Included among these artifacts are mastodon, camel and horse bones that date as far back as 350,000 years.

The findings of the Survey will become part of a permanent file on the area's cultural resources. All compiled data are being duplicated and submitted for inclusion in the Florida master site file in Tallahassee.

The Survey prepares lectures and slide presentations and assists groups and individuals in the preparation of National Register nominations. A program was recently started to train volunteers in historical research.

LETTERS

OUT OF THE TRUNK



October 1979 mystery photo

To The Editor:

This picture in your October issue is intriguing. I can't begin to identify it, but I have some observations:

1. It is some kind of shop. The weather is mild, the upper vents being closed, the lower windows open.
2. The sun is low — probably near sunset.
3. The printing over the door is illegible in this print. Perhaps you have a better one. Just knowing that the picture is not reversed would help.
4. The sliding door on the side is normally open, protecting the painted area by it. Perhaps it is quitting time, and the door is closed.
5. For what it's worth, there is a flagpole.
6. It is in a city with trolley cars — only one trolley wire. (Some cities used two overhead wires.)
7. The tracks are almost covered with dirt — little traffic this far out — apparently not sand.
8. Probably not in Florida. Only Jacksonville, Tampa and Miami ever had trolley cars. I see no Florida vegetation. Likely a northern city.
9. The cars are all right-hand drive. They all have ties from the roof to the fender — about 1910 models.
10. The headlights are gas and sidelights kerosene — still 1910. Starters came in about 1912, glassed-in sedans about 1920. None of that here. (Starters brought electric headlights.)
11. No Model T Fords — started in 1908 and always lefthand drive. (Ford starters came in in 1920 but they had magneto electric lights in 1915. You turned the horn button for the light switch.)
12. All expensive cars, nicely parked when people were terrible drivers — apparently chauffeur parked. Num-

bers one and two are quite big and plush — number two may be a Packard. Even number four is not a Ford — it had longitudinal front springs.

13. It looks to me like a board meeting of nine well-to-do men late one afternoon about 1911. The front light may be on, the street light is not. There are other business-like buildings to the east — perhaps toward town. It may be fall, a rather dull day, and all the cars have their tops in place. Maybe the photographer scared the on-lookers away and stopped the traffic on the road — maybe a posed picture.

This is fun. Does it help?

G.L. Williams

13801 SW 100 Avenue

You are wrong about the mystery picture in the October issue being from the 1920s unless there was an antique car show in front of the building. The cars are from 1909-10 and perhaps as late as 1912. All have acetylene gas headlamps. Electrics came in 1912 in a few fine cars, 1913 in many and 1914 in most.

Robert Lewin

11405 NE Second Avenue

I believe the photo is of the Seaboard Airline Railroad station on Northwest 7th Avenue, just north of 20th Street. The fleet of automobiles may be awaiting the arrival of a train from Central Florida cities as well as passengers taking the "other" route from Up North.

The building had a hanging sign stuck over 7th Avenue that identified it to people driving up from NW North River Drive, NW 5th Street, the route one took from the FEC station, next to the County Courthouse, upon learning that the "Silver Meteor" didn't come in there.

Holbrook Ayer, Jr.

(father of member John H. Ayer, 8250 SW 163 Street)

Seaboard Railroad station on Seventh Avenue.

Grace Manly

The building shown was on South Miami Avenue on the east side of the street between the Deering Estate (Vizcaya) and the Miami River.

It was built by a movie producer and was to be used for a place to make movies, however, I don't think any movies were ever made there.

It was built before 1917. I wonder how many other people can identify the building.

A. Tillman Jones

The last edition of Update was very well done and the staff is to be commended for assembling such interesting material. I can remember the market crash of 1929 as I had just started practicing law.

On page 18 is a picture which I believe portrays the SAL station on NW Seventh Avenue. I first thought it was an old movie studio in the NW section; the trolley wires indicate otherwise.

(Col.) Henry G. Simmonite

MIAMI RIVER

I enjoyed Suzanne Curry Jones' article on Tommy's Boatyard, but the dock on the south side of the Miami River was Gulf Refining, not Standard Oil. I used to go down there with Uncle Charlie (Leffler), who was an officer in the Gulf Oil Company.

Mary Martin Jones Bacon

Suzanne Jones says: Mary Martin is right about the Gulf docks being west of the boatyard; but on the east, where the customs docks are now, was "Pop" or "Doc" Riggins' Standard Oil dock. I used to go there to use the rest room when I went to the boatyard as a little girl.

LETTERS POLICY

Letters relevant to previous issues as well as appropriate historical topics should be addressed to: Update Editor, Historical Association of Southern Florida, 3280 S. Miami Avenue, Miami, FL 33129. Letters should be signed. Letters may be edited to meet space restrictions.

OUT OF THE TRUNK



I F YOU LOVE a good mystery, "Out of the Trunk" is for you! From the Historical Association's pictorial archive of some 33,000 images, *Update* publishes pictures about which little is known. We provide clues and challenge our readers to tell us more.

The photograph on this page was taken by Claude C. Matlack, and bears the cryptic caption, "Frolic Girls Orange Dance." We have been unable to identify the date, scene, occasion, or any other useful information. If you can verify any data regarding this scene, or even if you can offer an "educated guess" that might put us on the right track, we'll enjoy hearing from you.

Write to Update in care of the Historical Association of Southern Florida, 3280 S. Miami Avenue, Miami, FL 33129. As we solve our "Out of the Trunk" mysteries, we'll print solutions in *Update*.

If this photo stumps you, take heart; your powers of deduction and recall will be tested again in subsequent issues of *Update*!

THE FINAL WORD

Happy birthday, Chamber of Commerce, whenever it is. The Chamber's birth date is more variable than an aging movie star's, as Jeanne Bellamy found out when researching *Update's* lead story, which had been planned to coincide with the Feb. 23, 1900 date. Writer Bellamy, a past president of the Greater Miami Chamber of Commerce (and its first female leader), has a commendable record for historical research. As a junior high school student in Orlando she won one of the first two gold medals offered by Author Irving Bacheller to The Florida Historical Association as awards for 1500-word articles on Florida history written by a male or female student in a Florida high school. Her subject was Pedro Menendez de Aviles and his execution of all but a handful of Jean Ribault's men. The year following her first award, Jeanne won a second for an essay on pirates of the Florida coast. Jeanne has contributed to the Association's museum her correspondence and pamphlets on water control in South Florida collected during the years following the floods of 1947, when as a reporter for *The Miami Herald* she researched the cause of flooding and its possible control.

Editorial heartburn: reading in the first line of the first story of the first issue under your editorship of *Update* that E.C. Romfh

has appeared as R.C. Romfh (cutline p. 4). And, for your information, Graham Fairchild is an "entomologist," and not an "etymologist." Nobody is an "entymologist."

Soda soother: Blake Rowland, one of the Association's new members, who says he joined because of *Update's* cover.

Update may act like a teenager seeking an identity for a few issues. Like indulgent parents, please be patient but give counsel when you can. The **Letters** column has been established for just that purpose. G.L. Williams' speculation on last issue's **Out of the Trunk** picture was irresistible (see page 15 this issue). If preliminary plans work out, *Update* in May tackles the energy crisis with a survey of Miami's alternate energy devices — then and now; in August there should be some warm weather reminiscences; and in November, a parade of festivals. Uncork your own recollections and waft some our way.

Mari Johnson

AUTHOR BIOGRAPHIES

Jeanne Bellamy, longtime member of the Association, has contributed to previous issues of *Update* and to *Tequesta*, the Association's annual journal of scholarly research.

Beth Price Breeze is an Association member who grew up in Miami but left at the time of her marriage. Beth returned with her husband at the time of his retirement.

Richard D. Simpson, a history buff, is a high school administrator in Deerfield Beach.

Mary Jane Tucker is volunteer services coordinator for the Dade County Historic Survey.