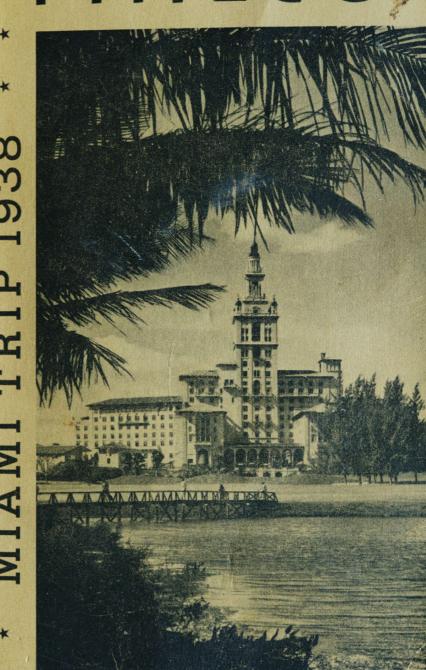
# PHILCO



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# PHILCO MIAMI TRIP

March Twenty-sixth to April Third

1938

Sponsored by

# THE ARTOPHONE CORPORATION

St. Louis, Missouri

and dedicated to

LOYAL PHILCO DEALERS

during the

1937 - 1938 Season

Herbert S. Schiele

# Why The Philco Miami Trip

- The Philco Trip to Miami is a reward for loyal Philco dealers who qualified thru their purchases of certain Philco models from November 1st, 1937, to March 10th, 1938.
- Besides having a grand all expense paid vacation, it provides an opportunity for Philco dealers to associate with other Philco Dealers and to discuss problems in retailing and merchandising.
- This year for the first time Dealers'
  wives have a chance to participate and we welcome those Philco
  wives who are fortunate enough to
  be present on the trip.

# What to Do . . . Where to Go and When . . .

The entire Miami Trip has been planned, start to finish, so that every member of the party can do pretty much as he pleases. There are dozens of places to go, and very few instances where you need to be at any certain place, at any certain time. Golf Bugs may want to spend all their daylight hours on the Famous Miami Biltmore Course; Sun Hunters may want to spend all their daylight hours on the Beach.

HERE IS THE ENTIRE PROGRAM. Follow it to the letter or pick the activities that appeal to you. If you are not sure whether you will like some particular event, take a chance and try it anyway.

# SATURDAY, MARCH 26th

11:15 P.M.—Departure of the Philco Special of the L. & N. Route—leaving Union Station, St. Louis. You can either retire at once and plan on meeting your fellow Philco passengers in the morning, or, stay up as long as you please—and do your visiting and "getting acquainted" right away.

This is entirely up to you. This trip is YOUR TRIP and you can do as you please.

During the night you will be speeding through the States of Illinois, Kentucky, and in the morning, if you don't oversleep, you will be able to get a glimpse of Nashville, Tennessee. We arrive there at 7:00 A. M.

# SUNDAY, MARCH 27th

7:00 A.M.-11 A.M.—BREAKFAST in the Dining Cars—and what a breakfast. A special Philco Menu has been prepared, which we know will "hit the spot." Eat when you please. The waiters will want your breakfast ticket, so have it with you.

Note: TIPS on this Special Train have all been handled by PHILCO. It isn't necessary to tip anywhere on the train. However, if some member of the train crew performs some special service for you, or, through his attentions, deserves special consideration—well, use your own judgment.

You can sleep as long as you want Sunday morning. If the porter disturbs you, CHASE HIM AWAY. This is your trip and if you want to sleep late Sunday morning, it is O. K. with us.

11:30 A.M.-2 P.M.—LUNCH in the Dining Cars. This is your first luncheon meal aboard the train and the L. & N. has prepared a tasty selection that will "hit the spot." If you got up late and missed breakfast, the Chef will probably fry you an egg. Don't forget to take your luncheon ticket along. These stewards are great guys, but they are funny that way.

2:05 P.M.—You arrive in Atlanta, Georgia. There will probably be a 5 or 10 minute stop, and you can get off the train and stretch your legs if you desire. Please don't wander off because we don't intend to stay here very long.

We are sure that Bridge fiends—Poker sharps—and Pinochle experts will find plenty of competition.

For those who would like to just sit and look, there will be plenty of scenery, and the train will be passing through picturesque Georgia Country-Side.



6:00 P.M.-9:00 P.M.—Dinner in the Dining Cars. You can enter the dining car at any time you are in the mood and our good friends, the train chefs, have again prepared a special "Philco Meal" that we are sure will please everyone. Don't forget your ticket.

9:00 P.M.-(?)—To all of you who are anxious to try and regain losses at the card games in the afternoon—are recommended to do so. This also applies to those who still feel they are lucky.

Don't forget, we arrive in Jacksonville, Florida, 11:44 p.m. and leave shortly thereafter, on the last leg of our trip to Miami.

Note: We arrive in Miami at 7:35 A.M., in case you play cards all night.

# MONDAY, MARCH 28th

7:35 A.M.—Arrival in Miami at the Florida East Coast Station. We will appreciate your getting off the train as quickly as possible. You will find Miami Biltmore Areo Cars waiting to take you to the hotel and, by the way, we will have breakfast upon arrival at the Miami Biltmore.

Note: BAGGAGE. Be sure your baggage is tagged with PHILCO TAGS. Then leave it with Miami Biltmore Porters at the station. They will transport all baggage to the Hotel, and it will be placed in your room with almost unbelievable speed.

# TRANSPORTATION TO THE MIAMI BILTMORE

Just climb onto any one of the PHILCO Aero Cars. . . . They will take you through some busy Miami streets and palm fringed Boulevards, out onto the Famous Tamiami Trail, which leads to Coral Gables and the Miami Biltmore. Long before you arrive, you will spot the Hotel Tower. It is a landmark for the entire Miami area—a replica of the famous Giraldi Tower on the Cathedral of Seville in Spain.

All of a sudden you arrive. The Aero Cars scoot you up a semicircular ramp and drop you at the Lobby door.

# ARRIVAL AT MIAMI BILTMORE

You are already registered and checked in. Just pick up your keys at the desk and a uniformed bellboy will escort you to your room. You have plenty of time to clean up and change to some of those sport clothes—that have been hanging in mothballs all winter—and get downstairs to Breakfast.

9:00 A.M.—BREAKFAST. Miami Biltmore Main Dining
Room and East Room. You have a ticket in
your Brochure covering this breakfast. Sections of the Dining Room and a special
menu have been prepared.

Note: AT ALL MEALS SCHEDULED AT THE MIAMI BILTMORE, SHOW YOUR TICKET TO THE HEAD WAITER AS YOU ENTER THE DINING ROOM. He will seat you at special tables and provide you with a special PHILCO menu. This is important, because your PHILCO tickets will not apply toward checks incurred against the regular a la carte menu.



10 A.M.-12 Noon.—This morning you are entirely on your own to get acquainted with the Miami Biltmore. You can stroll the terraces and the Patio. Inspect the Swimming Pool from above and below (take a swim if you like). Locate the Country Club (and the 19th Hole). Find the Tennis Courts... The Philco Headquarters Room . . . . The Cascades (Lower Lobby Bar) . . and all the things

that are here for your enjoyment in this thoroughly marvelous Hotel.

Note: REGARDING DEEP SEA FISHING AT KEY LARGO. Parties will leave every morning except Monday at 7:40 for Key Largo. Tickets for the Tuesday party were passed out on the train. TICKETS FOR WEDNESDAY, THURSDAY AND FRIDAY PARTIES MUST BE PICKED UP AT THE PHILCO DESK THIS MORNING. The same applies to sight seeing tickets.

Note: FLORIDA YEAR ROUND CLUB MEMBER-SHIP CARDS. With your keys, you will receive a membership card good at all Florida Year Round Club Units. This card entitles you to all membership privileges at the Miami Biltmore Country Club, The Roney Plaza Cabanna Sun Club, and the Key Largo Fishing Club. It also entitles you to transportation in Miami Biltmore Aero Cars on all special and all regular runs. CARRY THIS CARD AT ALL TIMES. The Clubs are all private, and Taxi Cabs run high in Miami.

12:00 Noon—LUNCH. Miami Biltmore Main Dining Room and East Dining Room. Show your ticket as you enter the dining room.

1:00 P.M.—LADIES' BRIDGE LUNCHEON. Miami Biltmore Lounge. This is one of the high social spots on the Miami Biltmore program for Ladies. Exchange your regular luncheon ticket for a Special Bridge Ticket. You do this at the PHILCO DESK, and the Bridge ticket covers luncheon, cards and a prize for each table. You can make up your own table or see Miss Bender, Social Director.

2:00 P.M.-6:00 P.M.—The afternoon is open for Golf, Swimming in the Miami Biltmore Pool, Tennis or any of the activities at the Biltmore. If your feet itch, Aero Cars leave every half hour for Downtown Miami and Miami Beach. Returning, they leave The Roney Plaza at Miami Beach and the South end of Biscayne Boulevard every half hour.

8:00 P.M.—GALA DINNER AND FLOOR SHOW. Miami Biltmore Main Dining Room. Special plans and a special menu have been arranged for this first big dinner in Florida. The Miami Biltmore has one of the outstanding Orchestras and Floor Shows in the entire Miami area. You have a Special Ticket for this event in this book. Show it as you enter the Dining Room.

The Management of the Miami Biltmore will present each guest with a souvenir at this Special Dinner.

Note: Dress for this Gala Dinner, as in all of Miami, can be as formal or as informal as you please. You are always in order in Miami in almost any kind of attire. Flannels, sport coats, white suits or business suits for the men—dinner dresses, afternoon frocks, street dresses or summer suits

for the ladies. It doesn't seem to matter a bit. As you watch the crowds in Miami, you will decide that everybody must just put on whatever happened to be clean at the time.

11:00 P.M.—From here on for the balance of the evening you are on your own. The floor show and band moves to the Cascades, on the lower lobby floor, and you are welcome to move down and continue your evening there. You have a list of popular Miami bars and night spots. Many of these are open all night, if you are in the mood for two fisted playing.

Aero Cars leave the Miami Biltmore every half hour for Downtown Miami and Miami Beach. Returning, they leave the Roney Plaza and the South end of Biscayne Boulevard every half hour.

# TUESDAY, MARCH 29th

7:00 A.M.-9:00 A.M.—BREAKFAST. Miami Biltmore Main Dining Room and East Dining Room.

Be sure you have your ticket with you.

7:40 A.M.—FIRST PARTY LEAVES FOR KEY LARGO—DEEP SEA FISHING. This party is for the holders of "TUESDAY" Deep Sea Fishing tickets. These tickets were passed out on the train Sunday. Aero Cars will leave promptly, so don't be late. Reservations and equipment are set for just so many people each day, and, if you miss out on your day, you are out of luck. Wives who do not want to go Deep Sea Fishing will enjoy going out to Key Largo for the day. There is a swimming pool, palm garden and luncheon on the edge of Card Sound.

Luncheon tickets are good for \$1.25 cash at Key Largo or for that box lunch on the fishing boats.

If you are going Deep Sea Fishing today, **EAT BREAKFAST EARLY.** 

10:00 A.M.—SIGHT SEEING on a specially conducted Aero Car tour. A guide will point out all the spots of interest.

For those who have later tickets for sight seeing or deep sea fishing, there is a choice of the following:



GOLF. Miami Biltmore Country Club. You are entitled to all privileges of the Club. Your golf ticket covers your greens fee.

TENNIS. Miami Biltmore Courts. Just ask at the tennis office for a court.

FRESH WATER SWIMMING. Miami Biltmore Pool. Come down in your bathing suit, or ask at the pool office for a locker. There is no charge, at any time, for the use of the pool, lockers or towels.

SALT WATER SWIMMING and OCEAN BATHING. Roney Plaza Cabanna Sun Club. Miami Biltmore Aero Cars leave every half hour for the beach and your Florida year round clubs membership card entitles you to a locker, towels and all privileges of this exclusive club. Here you will find the finest beach in Miami. A salt water pool, surrounded by a sun deck and double decked cabannas.

The Cafe DeLaPaix on the beach walk is a swell place to eat lunch.

Your regular luncheon ticket is good for \$1.25 cash in the Roney Plaza restaurants.

- 12:00 Noon-2:00 P.M.—LUNCH. Miami Biltmore Main Dining Room. If you are away from the Hotel, your luncheon ticket is good for \$1.25 cash toward any luncheon you select at the Country Club or at the Roney Plaza.
- 1:00 P.M.—Aero Cars leave for Tropical Park. If you are going to be out Deep Sea Fishing on Wednesday, which is PHILCO DAY at Tropical Park, be sure to go to the Horse Races today or Thursday. Unless you are going with the Party on Wednesday, get your Horse Race ticket at the Philco Desk.
- **2:00-5:00 P.M.**—The afternoon is open for golf, swimming at the Biltmore or the Roney Plaza, tennis, or shopping in downtown Miami or Miami Beach.
- **2:30 P.M.**—Aero Cars will leave for a Beer Party at Wagner's Brewery. You can see the entire brewing process and try out the finished product in the tap room. Only 35 or 40

guests can go on this beer party each day, so get tickets for your day at the PHILCO Desk.

- 2:45 P.M.—Aero Cars leave for the Ron Rico Corp.

  Warehouse, where 35 to 40 Philco guests will be entertained at a Rum Party. Here is a chance to see how many West Indies Cocktails you can drink. You can also find out how to mix all manner of rum drinks. Get your ticket at the PHILCO Desk.
- **6:00 P.M.**—DINNER. Miami Biltmore Main Dining Room and East Dining Room. Be sure to eat early as Aero Cars leave at 7:15 for the Dog Races.
- 7:15 P.M.—Special Aero Cars leave the Miami Biltmore for WEST FLAGLER KENNEL CLUB. This is Philco Night at the Dog Races. Special races, special activity and a chance to try your luck at pari mutuel betting on the greyhounds.

The Dog Races are one of Miami's most popular sports. Whether you bet or not, don't miss this thrilling event. You will receive your Dog Race tickets as you board the special Aero Cars.

After the races, Aero Cars will return you to the Miami Biltmore, from whence you can go out or stay in, as you please.

### WEDNESDAY, MARCH 30th

- 7:00-9:00 A.M.—BREAKFAST. Miami Biltmore Main Dining Room and East Dining Room. Show your ticket as you enter.
- 7:40 A.M.—SECOND PARTY LEAVES FOR KEY LARGO
  —DEEP SEA FISHING. This trip is for the holders of "WEDNESDAY" Deep Sea Fishing Tickets. Please be down at the door on time.
- 10:00 A.M.—SIGHT SEEING for holders of "WEDNES-DAY" sight seeing tickets.

  For everyone also a chaice of:

For everyone else, a choice of: GOLF. Miami Biltmore Country Club. TENNIS. Miami Biltmore Courts. FRESH WATER SWIMMING. Miami Biltmore Pool.

SALT WATER SWIMMING and OCEAN BATHING. Roney Plaza Cabanna Sun Club. Miami Beach.

- 12:00-2:00 P.M.—LUNCH. Miami Biltmore Main Dining
  Room Miami Biltmore Country Club —
  Roney Plaza Hotel Miami Beach.
- 1:00 P.M.—Aero Cars leave for PHILCO DAY AT TROPICAL PARK. This is Philco's Day at the Races. All Racing fans are invited to be Philco's guests on this special racing event. There will be special Philco Races and no end of activity. Pick up your tickets at the PHILCO Desk.
- **2:30 P.M.**—Aero Cars leave for the second BEER PARTY at Wagner's Brewery, for those who don't go in for Horse Races.
- **2:45 P.M.**—Aero Cars leave for a RON RICO RUM PARTY.

Your ticket is good only on this particular evening, and it will be one of the high spots of the entire Miami Trip.



After the Floor Show, you are on your own to remain at the Royal Palm or to tour other Miami night spots. If you choose to return to the Miami Biltmore, Aero Cars will be waiting immediately after the Show to run you out to Coral Gables.

# THURSDAY, MARCH 31st

- 7:00-9:00 A.M.—BREAKFAST. Miami Biltmore Main Dining Room, and East Dining Room.
- 7:40 A.M.—Aero Cars leave for KEY LARGO DEEP SEA FISHING for holders of "THURSDAY" Deep Sea Fishing tickets. If Thursday is your day for catching big fish, don't miss the 7:40 Aero Car.
- 10:00 A.M.—SIGHT SEEING for holders of "THURSDAY" sight seeing tickets.
- 10:00 A.M-12:00 NOON—By this time you are, no doubt, thoroughly acquainted with all the members of the Philco Party, and have possibly arranged for a swimming party—a round of golf—a tennis match—at any rate, you will be on your own this morning. Do what you please when you please but, be sure that you enjoy yourself.
- 12:00-2:00 P.M.—LUNCH. Miami Biltmore main Dining Room Country Club Roney Plaza.
- 1:00 P.M.—LADIES BRIDGE LUNCHEON—Miami Biltmore Lounge. Exchange your regular luncheon ticket for a special Bridge ticket.
- 1:00 P.M.—Aero Cars leave for TROPICAL PARK.
- **2:30 P.M.**—Aero Cars leave for another BEER PARTY at Wagner's Brewery.
- **2:45 P.M.**—Aero Cars leave for another RON RICO RUM PARTY.

- 6:00 P.M.—DINNER Miami Biltmore Main Dining
  Room and East Dining Room. Show your
  ticket and eat early because there is a large
  evening ahead.
- 7:15 P.M.—Aero Cars leave for JAI ALAI (HI LI)
  GAMES at Biscayne Fronton. This is the only Jai Alai Fronton operating in America, and you will see the fastest, most thrilling game in existence. You will see International stars at their best. If you want to wager a few nickels, there is Pari Mutuel Betting. Be ready to leave the Biltmore promptly. You will receive tickets as you board the special Aero cars.

After the games, Aero Cars will return you to the Biltmore.

# FRIDAY, APRIL 1st

- 7:00-9:00 A.M.—BREAKFAST Miami Biltmore Main Dining Room.
- 7:40 A.M.—Last party leaves for KEY LARGO DEEP SEA FISHING. Friday tickets only . . . Last chance—don't miss the 7:40 Car.
- 10:00 A.M.—Final SIGHT SEEING TOUR. Last chance to see Miami and Miami Beach on a conducted tour.

Maybe you have seen everything by now, but the barker will tell you what a lot of the

spots are and what the real estate investors made or lost.

- 10:00-12:00 Noon.—A good time to finish any last minute shopping. If your shopping is done, take a last dip in the Pool or the ocean or shoot a last round of golf.
- 12 Noon—LUNCH. Miami Biltmore Main Dining Room
  —Country Club—Roney Plaza.
- 1:00 P.M.—Aero Cars leave for TROPICAL PARK, for those racing fans who can't get enough of the horses.
- 2:00-4:00 P.M.—On your own—a good time to do the packing and to wind up any untried activity or to repeat a favorite pastime.

There will be another trip out to Wagner's for Beer and to Ron Rico for West Indies Rum Cocktails too. 2:30 and 2:45 P.M.

- **6:00 P.M.**—DINNER Miami Biltmore Main Dining Room. Eat early. Tonight's Water Carnival is an event that you won't want to miss.
- 7:00 P.M.—HAVE YOUR BAGGAGE READY—Miami Biltmore Porters will pick it up from your room and move it into your Pullman space on the Special train.
- 8:00 P.M.—Alexander Ott presents a special Philoo production of the MIAMI BILTMORE WATER CARNIVAL at the Miami Biltmore Pool. This Pool show has been the sensation of the Winter season in Miami. You will see Olympic and National Champions, in record-

breaking swimming events, sponsored by the AAU — water waltzing — walking the greased pole — fishing for human fish — World's greatest pro divers — headline vaudeville acts — the Alligator Boy who wrestles a ferocious 12 foot alligator—Jackie Ott, World's funniest aquatic clown—and dozens of other unusual aquatic novelties. This pool Show is the climax — and a grand climax—to the stay in Miami. It is an event that you will remember as one of its greatest thrills.



10:15 P.M.—Aero Cars start leaving the Hotel for the Special Train. Your baggage is already there, so just hop on (don't forget your overcoat; it's still March up North).

# SATURDAY, APRIL 2nd

12:15 A.M.—St. Louis Special leaves Florida East Coast Station.

9:00 A.M.-11:00 A.M.—BREAKFAST in the dining car.
We hope to have the same stewards and same waiters on the return trip, but don't hold us to this 100%. At any rate, you are assured of a tasty meal that we know will "hit the spot."

If you want to sleep long, it is O. K. with us. Simply tell the porter about it, and you will not be disturbed.

The rest of the morning will, no doubt, be taken up by a lot of tall stories about fishing, golfing, swimming, and (?).

12:00 NOON—LUNCH in the Dining Car. It's time to eat again! if you are so inclined. If you want to skip this meal and get a card game started early—it's O. K.

2:00 P.M.-6:00 P.M.—All you folks who would like to return to St. Louis with some extra change —here's your last chance. Pick your game and pick your partners. Bridge—Pinochle—Poker—Hearts, or any other game at which you feel lucky.

If you don't want to play cards, we know you will find scenery galore, to fascinate you, as the train speeds through Georgia, arriving in Atlanta at 4:00 P.M.

The 20 minutes stop in Atlanta will give you time to get out and stretch your legs.

6:00 P.M.-8:00 P.M.—DINNER in the Dining Car. The last evening meal, in fact, the last meal aboard train and it should be a gala event.

No special time is set for this evening meal, but you can eat early or late, just as you desire.

At 11:20 P.M., we arrive in Nashville, Tennessee, and after a 10 minute stop, we depart for St. Louis and home.

# SUNDAY, APRIL 3rd

7:15 A.M.—ARRIVE UNION STATION—ST. LOUIS.

Good Luck and Best Wishes for another big
Philoo Year.



# General Information on All Activities

# Special Train

**DEPARTURE:** Union Station—Saturday, March 26th, 11:15 P.M.

**MEALS:** You will find tickets at the back of this brochure for all meals in the dining car and for midnight supper Saturday night, March 26th. The waiter will pick up these tickets at the time you are served.

**BAGGAGE:** Be sure your baggage is tagged with special Philco tags particularly when you get off in Miami. Baggage will be transported to the Biltmore in special cars and will be placed in your room. Leaving the Biltmore it will be taken to the train and placed in your Pullman space.

**TIPS:** All tips on the special train are paid by Philco. It isn't necessary to tip any member of the train or dining car crew unless you feel that he has performed some extra service for you.

# In Miami

**ARRIVAL:** Florida East Coast station 7:35 A.M. You can shave and clean up after you arrive at the Biltmore unless you prefer to get up early and do so on the train.

TRANSPORTATION TO THE MIAMI BILTMORE: Miami
Biltmore aero cars will be waiting at the station and will take you directly to the hotel. Baggage will be transported on special trucks and placed in your room. Be sure your baggage is properly tagged with Philco tags.

GENERAL TRANSPORTATION IN MIAMI: Miami Biltmore aero cars will take you to all scheduled events and return you to the hotel. Aero cars leave the Miami Biltmore every half hour on the hour and the half hour stopping at Coral Gables, Biscayne Boulevard Miami, Mayfair, and at the Roney Plaza at Miami Beach. Aero cars leave each of these spots every half hour returning to the Biltmore. "ALWAYS CARRY YOUR FLORIDA YEAR ROUND CLUB Courtesy Card." It entitles you to board aero cars at any time and at any scheduled stop. Taxi cabs run high so carry your card and use the aero cars.

**MEALS IN MIAMI:** You have tickets in this brochure for all meals in Miami. These tickets are dated and good only at the places and on the dates shown.

Special menus have been prepared at the Miami Biltmore and your tickets for breakfast, luncheon, and dinner entitle you to anything on the Philco menu. When eating in the Miami Biltmore dining room BE SURE TO SHOW YOUR TICKET TO THE WAITER AS YOU ENTER THE DINING ROOM.

If you are away from the hotel at luncheon time, you can eat at the Country Club, at the Roney Plaza or at

Key Largo. In that case your ticket will have a set cash value as marked to apply on your restaurant check. Please bear in mind that the Country Club and the Roney Plaza restaurants are not equipped to serve convention crowds, and will not serve the special Philco menu. So in case too many Philco guests come in from golf or show up at the beach at lunch time, bear with them in the handling of this service.

Notes

MIAMI BILTMORE POOL: There are two—both fresh water and you are welcome to use them as much as you like from early morning until 6:00 P.M. when they

close. You can dress in your room or use the lockers at the pool entrance. Your courtesy card entitles you to lockers and towels as often as you choose.

Philco courtesy card entitles you to the full privileges of the Roney Plaza Cabanna Sun Club, at Miami Beach—lockers, towels, and admission to the beach, the salt water pool and sun decks. Aero cars leave every half hour for the beach and also from the Roney Plaza returning to the Biltmore.



**IMPORTANT:** The Florida sun is strong and it will burn so don't expose yourself too long the first time you are out either at the Biltmore or at the Roney. A good sun tan lotion will help but it wont prevent a burn if you stay in the sun too long. Don't ruin your vacation right at the start by contracting a bad case of sunburn.

**TENNIS:** The Miami Biltmore courts are yours to use whenever you feel like it. Just check in at the tennis office when you want to play.

GOLF: Get golf tickets at the Philco desk. These tickets entitle you to greens fee at the Miami Biltmore Country Club. Your courtesy card entitles you to lockers or you can dress in your room. Your golf tickets cover everything but caddy fees. Additional golf tickets may be had at the Philco Desk or at the country club at a special price of \$1.50. The regular guest charge is \$3.00.

**TABLE TENNIS:** You will find tables in the patio and paddles and balls at the drug store. Help yourself.

DEEP SEA FISHING: If you are going deep sea fishing this dope is IMPORTANT. Key Largo is one of the finest and most exclusive fishing grounds in the world. They go out for BIG FISH, the kind you battle for hours. They have the best boats and only three or four people go out on a single boat. This means a limit of thirty-five guests each day. There is no way to phone or communicate with Key Largo in any way to make changes so the guests who register for fishing on a particular day must be on hand when the aero cars leave at 7:40 in the morning. It isn't one of those activities which you can do tomorrow in case you forget about it today.

Fishing for the Philco party will start on Tuesday and tickets for same will be passed out on the trains Sunday.

The Wednesday party must get tickets Monday. The Thursday party on Tuesday and the Friday party on Wednesday. Each party spends the entire day at Key Largo.

If your wife wants to go along but doesn't care to go out on the boats fishing, she will find the lodge and grounds at the Key Largo a delightful place to spend the day. Her luncheon ticket is good at Key Largo and yours entitles you to a box luncheon on the boat (if you can eat).

The second annual Metropolitan Fishing tournament will be in progress, your catch will be weighed in at the club and if you get a big fish you are in line for tournament prizes.

LADIES' BRIDGE PARTIES: Monday and Thursday afternoons there will be a special bridge luncheon in the Miami Biltmore lounge. All Philco guests are invited. Just exchange your luncheon tickets on those days for special bridge luncheon tickets. There is a prize for each table.

sight seeing: So that you can plan your days to meet all conditions, there will be a sight seeing tour via aero cars every morning at 10 o'clock. All you have to do to go on any of these is to register for same before 5 o'clock the day before. These tours will show you all the points of interest in Miami and Miami Beach.

HORSE RACES: Tropical Park is running every afternoon with aero cars leaving the Biltmore at 1 P.M. daily. Philco's day at the races is Wednesday and tickets are provided for that day. If you are deep sea fishing that day or want to go out to the races some other day —we can't promise but stop at the Philco Desk and there might be some extra tickets there.

**DOG RACES:** Tickets are provided for Tuesday night at West Flagler Kennel Club—you leave the Biltmore at 7:15 sharp.

**JAI ALAI:** Tickets are set for Thursday night, you leave the Biltmore at 7:15 sharp.

afternoon at 2:30 for the Ronrico warehouse where you are invited to sample Puerto Rican rum and where you can learn how to mix the famous West Indies cocktail and other swell Rum concoctions. Register at the Philco Desk for your day.

WAGNER BEER PARTIES: Aero cars will leave early every afternoon for Wagner's Brewery, where you can make a trip through and sample the finished product in the tap room. Register the day before for a place in the party.

shopping: You will undoubtedly want to buy souvenirs to take home and Miami offers now the fashions that will be worn in Chicago this summer. The only difference is that the season is winding up in Miami. For instance buying white suits in Miami in March is like buying overcoats in Chicago in April. The following stores in Miami and Miami Beach have an excellent reputation.

Miami offers a wide variety of shopping centers that will satisfy the needs of any of our guests who feel the shopping urge.

### In the Miami Biltmore:

Madame De Silva	Ladies'	Spec	ialty Shop
Myrtle MacKinstry	Jewelry	and	Souvenirs
Miami Biltmore Drug Store	Drugs	and	Souvenirs

# There are three department stores:

Burdine's Inc.	22 East Flagler Street
The Mark Store	107 North Miami Avenue
Sears-Roebuck	Biscayne Blvd., at 13th Street

# The Ladies' Specialty Shops are numerous and supply a wide range of price selection:

Joseph's Inc	East	Flagler	Street
Berel's Inc			
Mangel's130	East	Flagler	Street
Lerner Shops38	East	Flagler	Street
Petrie's Inc			
Darling Shop110	East	Flagler	Street

### Ladies' Shoes:

Cowen's Shoe Store59	East	Flagler	Street
Butler's, Inc	East	Flagler	Street
Baker's, Inc	East	Flagler	Street
Beck's Inc	East	Flagler	Street

# Men's Shops, dealing exclusively in men's wear:

Frank Ray's	East	Flagler	Street
David Alan, Inc			
A. Louis & Son, Inc	East	Flagler	Street
Phil Davis, Inc			

# Millinery Shops:

Nordell's, Inc	East	Flagler	Street
Jay Barth, Inc	East	Flagler	Street
Oekler's, Inc			
The Orchid Hat Shop	.110 \$	S. E. 1st	Street

# Souvenir Shops:

Shell Novelties	.2694 West Flagler Street
Los Tropicolas	.946 North Miami Avenue
The Hut Biscayne	Blvd., and Flagler Street
Fruit Cosmetics, Inc 104 A	ragon Ave., Coral Gables



# Drug Stores:

TIPS: The Florida Year Round Club units which include the Miami Biltmore, the Roney Plaza, and Key Largo cover such a vast area and employ so many people that it is physically impossible for Philco to tip the entire personnel. Use your own judgment in tipping the waiters, bell boys and attendants who serve you.

ROOM SERVICE: Meals can be served in your room at the Miami Biltmore. Call for the Philco Menu. There will be an additional charge of approximately 25c for breakfast, 50c cents for lunch and 50c for dinner over and above your ticket on special Philco meals served in your rooms. Ala carte service in your room is at your expense. These charges plus beverage service, laundry and valet should be paid for at the time service is rendered.

**PHILCO MEN:** Wherever you go in Miami, you will find some member of the Philco organization on duty. They are there to help you have a good time.

# Fishing Regulations

Salt Water Fishing: No license is required, nor is there a bag limit on salt water species.

Fresh Water Fishing: License is required for fishing in lakes and streams of Florida.

Cost: Resident State\$2.2	5
Non-resident State	0
Non-resident Three-day continuous 1.7	5



Licenses valid for twelve months after date issued.

Legal minimum length—From tip of nose to fork of tail: Black Bass, 12 inches; Speckled Perch, 7 inches; Crappie, 7 inches; Bream, 5 inches.

Bag Limit—Black Bass, 12; Speckled Perch, 30; Warmouth Perch, 30; Crappie, 30; Bream, 30; Mixed String, 40.

Transportation—Of Black Bass as personal baggage, one day's bag, by holder of valid Florida fishing license, permitted; shipment, sale, barter or purchase, prohibited.

# More Dope on Fishing

Miami has long been the Mecca for those who enjoy the fine art of fishing. Over 600 varieties afford year around sport. Those who prefer heavy tackle troll the blue waters of the Gulf Stream from Miami's fleet of fishing cruisers, said to be the finest guide boats in the world, and enjoy tackle-testing fights with sailfish, marlin, wahoo, dolphin, etc.; or, still fishing brings strikes from the hard fighting amberjack, grouper, and other species.

The light tackle enthusiast who prefers a casting or fly rod will find many places where his lure is met with a smashing strike from tarpon, snook, trout, bass, and many other species; while for those who prefer the bamboo pole or handline there are innumerable locations where they will have fine sport with the scrappy snapper, jack, grunts, grouper, etc.

# GULF STREAM FISHING

Charter Boats, with competent guides, may be secured at:

Pier 5: City Yacht Basin, Bay Front Park, Miami.

Chamber of Commerce Fishing Docks: Located at the end of the County Causeway, as Miami Beach is reached, rear of Miami Beach Chamber of Commerce.

Floridian Hotel Docks: Located at the end of the County Causeway, rear Floridian Hotel.

Baker's Haulover: North of the City of Biami Beach, take Collins Avenue north, about 8 miles.

Little River: Biscayne Boulevard and 79th Street.

Charter boats may be secured from the docks listed under "Gulf Stream Fishing," and skiffs may be secured for bottom fishing or casting at numerous points around the bay. Fishing from land may be enjoyed from the causeways; bayfront in both Miami and Miami Beach; Coconut Grove Docks; Tahiti Beach on bayfront of Coral Gables, etc.

# SURF CASTING

Excellent surf casting is had along the ocean front, particularly in the surf adjacent to Baker's Haulover, eight miles north of the Roney Plaza Hotel, and extending north.

# LARGE MOUTH BLACK BASS

The canals along the Tamiami Trail usually afford good catches, although the canals along the "Cut Off" is the favorite of many. The "Cut Off" begins about thirty-five miles West of Miami, where the Tamiami Trail makes about a twenty degree turn to the North. Continuing west at this turn will take you along many miles of good water, the road taking you back into the Tamiami Trail.

The Miami River north of Hialeah and canals entering into it.

The Davie Canal, west of Davie.

# FLORIDA KEYS FISHING

Take Dixie Highway South through South Miami and Homestead to Card Sound Bridge, a distance of about 37 miles. Here the "Florida Keys" begin, wth Pelican Key just across the bridge, where charter boats, skiffs and bait may be secured. Excellent fishing is to be had by boat, or from this and several other bridges following within just a few miles.

Continuing South many excellent fishing camps will be found where charter boats and skiffs may be secured for fishing the reefs on the ocean side or the bays and channels that lie to the west.

# Air Mail Schedules

# Domestic (daily)

Destination	Close at P.O.	Plane Leaves
Chicago and points West	7:00 A.M.	8:00 A.M.
North All Points	8:00 A.M.	9:00 A.M.
Florida—West coast, N. W. Fla., S. W. Ga. and S. Alabama	3:30 P.M.	4:30 P.M.
Chicago and West	7:00 P.M.	8:00 P.M.
All points North and East	7:45 P.M.	9:00 P.M. 6:14 A.M. 11:00 P.M. 12:01 A.M.
Foreign		1
Foreign  Cuba Daily  Nassau Daily except Sun		8:00 A.M. 8:30 A.M.
Cuba Daily	6:30 A.M.	
Cuba Daily	6:30 A.M. 6:30 A.M.	8:30 A.M.
Cuba Daily	6:30 A.M. 6:30 A.M. 6:30 A.M.	8:30 A.M. 7:30 A.M.

# Golf Clubs

Bay Shore Golf Club, 2239 Alton Rd. (M. Beach); 18 holes; \$2.25 green fee. Phone 5-2640 (application).

Coral Gables Granada Golf Course, 996 N. Greenway Drive (Coral Gables); 9 holes; \$1 green fee. Phone 4-9143.

Country Club of Coral Gables, (uses Granada Course) 997 N. Greenway Drive (Coral Gables); 9 holes; \$1 green fee. Phone 4-1566.

Flagler Country Club, 37th Ave. and W. Flagler; 18 holes; \$1 green fee. Phone 4-9269.

La Gorce Golf Club, 5701 Alton Road (M. Beach); 18 holes; \$3.25 green fee. Phone 6-1361 (application).



Miami Beach Golf Club, 21st St. at Washington Ave. (Miami Beach); 18 holes; all day, \$1.50. Phone 5-2477.

Miami Biltmore Country Club, 1200 Anastasia Ave. (Coral Gables), private course; one of year-'round club units; 18 holes; \$3 green fee. Phone 4-4776.

Miami Country Club, 1345 N. W. 11th St.; 18 holes; \$2 green fee. Phone 2-2525.

**Miami Springs** (Miami Municipal) Red Road in Miami Springs; 18 holes; \$1 green fee. Phone 8-2377.

# Other Things of Interest In and Around Miami—Not a part of the Philco Schedule

Airports: Air-minded visitors to Greater Miami can spend a day or more inspecting the airports of the district. (See Airports.) The Great Silver Fleet of Eastern Airlines, carrying passengers and mail to and from northern cities may be seen at the 36th Street Airport. The municipal dirigible hangars and the mooring mast at Opa-Locka; the Municipal Airport; the Goodyear landing field on the County Causeway from which the blimps take passengers over Miami and the Beach; the seaplane landing base from which Chalk Flyers operate; Chapman Field south of Miami, and the great International Airport at Dinner Key—all form an attraction that pulls thousands of visitors weekly. (See International Airport, following.)

Pan American (International) Airport, Pan American Airways operates its giant clipper ships from this base at Dinner Key, (Coconut Grove, south of Miami) to Havana, South America, and the countries of the Caribbean.

These clipper-type flagships carry 32 passengers and crew, are wider than a Pullman car, and are powered by four motors having a total of 2300 horsepower. These giant ships are 70 feet long, have a wingspread of 114 feet, and weigh 19 tons.

The Dinner Key buildings are a pattern for other modern airport engineers to follow. More than 20,000 people

visit this seaplane base monthly, observing the mammoth revolving globe, viewing the surrounding water and country from the upper decks, watching the clipper ships land and take off from the waters of the bay.

Baker's Haulover: At a narrow strip of land north of what is now Miami Beach, Indians and other boatmen formerly hauled their boats over into the inner bay. A cut has now been made through, and bridged.

Bay Front Park: Built on filled ground along the downtown bay front, this beautifully landscaped park, with its tropical gardens, band shell, flowers, sight-seeing, fishing and yacht piers is a major attraction.

Causeways: The county causeway, connecting N. E. 13th Street, in Miami with Fifth Street on Miami Beach, is over three miles long. (Toll free.)

The 79th Street causeway, 2 miles long, connects N. E. 79th Street, in Miami with 71st Street on Miami Beach. Direct route from the Beach to Hialeah. (Toll free.)

Coral Gables: "America's most beautiful residence subdivision." Reached by driving west on Tamiami Trail (S. W. 8th Street) to Ponce de Leon entrance, or west on Coral Way (S. W. 22nd Street), or other through streets.

Dade County Courthouse (and Miami City Hall): Miami's tallest building, located at 73 W. Flagler Street.

Deering Estate (Villa Vizcaya): Along S. Miami Ave. at 32nd St.

**Everglades:** A few miles west of Coral Gables, along the Tamiami Trail, the Everglades remain in almost native condition.

**Everglades National Park.** This tropical park (proposed), 2,000 square miles in extent, mostly south of Tamiami Trail, may be seen from waterways, the air, from that portion of Tamiami Trail which passes through it (35)

miles west of Miami to Everglades City) and from the highway leading to and beyond Royal Palm Park, which is a part of the National Park project. Tropical vegetation in a forest primeval, uncounted millions of birds, wild animals and tropical flowers and ferns.

Fishing Docks: Miami Pier 5, along Bay Front Park, the fishing fleet that operates along the Beach terminal of the County Causeway, and other fleets throughout the area attract thousands of visitors who wish to go deep-sea fishing, or like to watch the charter boats unload their catches.

Florida Light: Historic scene of the Indian attack in 1836, and monument to the pioneering spirit that made Miami possible, the lighthouse still faces the bay about 15 miles southeast of Miami.

Flagler Monument: This chaste shaft, set up in the bay north of Beach end of the County Causeway (illuminated at night), honors the memory of Henry M. Flagler, pioneer builder, whose faith in the Miami Area brought the first railroad to this district.

**Islands:** The man-made islands in the bay between Miami and Miami Beach are well worth a full day's enjoyment.

Matheson Hammock: This jungle hammock of 85 acres, south of Miami on route 4-Å, is a delight to nature lovers and devotees of plant lore. It is preserved in an almost native state.

**Miami Beach:** The public beach extending north from Fifth Street, Miami Beach, is the major attraction that draws visitors to Greater Miami. It must be seen to be appreciated.

**Moonrise over the Ocean:** Watch the moon rise from the Atlantic while parked in your car along the beach. Marvelous!

Moorish Architecture: In the homes of Opa-Locka.

Old Fort Dallas: In Lummus Park, N. W. Third Street and Third Ave.

Old Millionaire Row: Scenic drive past the fine homes of Miami millionaires, out Brickell Ave., along S. Bayshore Drive (along the bay), past the Deering estate, through Coconut Grove, Cocoplum Plaza Yacht Basin and on south.

**Seminole Indians:** These may be observed in several camps in and about Miami, or in their own homes out along the Tamiami Trail.



Roddy Burdine Stadium: N. W. Third Street and 16th Ave. The sports mecca of Florida during the football season is Miami's new Orange Bowl. Equipped with powerful flood lights for night games, it has a seating capacity of 28,000 and was built at a cost of approximately \$300,000.

**Skyline of Miami at Sunset:** Watch the sun set behind Miami's skyline, while parked somewhere along the County Causeway. The thrill of a lifetime!

Southern Cross Observatory: Brickell Park, east end of S. E. Sixth Street and Brickell Avenue to Bay. Open

Sunday, Tuesday and Friday, 8 p. m. Collins Park, Collins Avenue and 21st street (M. Beach). Open Sunday and Monday, 8 p. m.

Spanish, Chinese, Dutch and English Villages: In Coral Gables.

**Spanish Village:** Spanish type architecture and shops, Espanola Way, Miami Beach.

Tamiami Trail: Engineering feat, connecting Miami with the west coast. The Trail is Miami's S. W. Eighth Street extended west across the Everglades.

**University of Miami:** Located at 515 University Drive, Coral Gables, the University is annually attracting more and more students who wish to combine education with winter warmth and pleasure.

### COMMERCIAL

**Aquarium:** Situated aboard the Danish ship Prinz Valdemar, at the N. E. corner of Biscayne Blvd. and N. E. Fifth Street.

Causeway, Venetian: Connects N. E. 15th Street in Miami with Dade Blvd. on Miami Beach. (Toll.)

**Musa Isle Indian Camp**—A trading post of the Seminole Indians for thirty years. Indian handiwork. Zoo. Museum. N. W. 25th Avenue at 16th Street.

**Hialeah Park:** The \$1,500,000 racing plant, reached by driving west on N. W. 79th St., is the mecca of horse racing fans from all over the world.

**Pirates Museum** of rare old bell-mouth blunderbusses, flint-locks, swords, knives, ship models, etc., owned by Capt. Don Dickerman, and on exhibit at his Pirates Den, 2300 N. W. Fourteenth St., evenings only.

**Tahiti Beach:** Bayfront. Swimming, picnic tables, children's garden school.

The Sausage Tree—Scores of other exhibits from the Asiatic, European and South American Tropics. Botanic Garden, Tamiami Trail at 35th Ave.

**Venetian Pool:** Coral Gables' municipal pool. Beautifully landscaped, natural setting. Located at 2701 De Soto Blvd., Coral Gables.

**Zoo:** North Miami Zoo, at N. E. 132nd Street and Dixie Highway, north of Miami.

Note: No attempt is made to list all the places of interest in the foregoing column. No two people would agree as to the main points of interest in and around Greater Miami. A day's drive in any direction will disclose scenic wonders that will no doubt please many visitors fully as much as any of the items listed.

If you are an ardent Luncheon Club fan and don't want to miss your regular meetings, Clubs meet as follows in Miami:

### Kiwanis:

McAllister Hotel, Miami...........12:15 Friday Country Club, Coral Gables......12:15 Tuesday

### Lions:

# Optimist:

McAllister Hotel, Miami........12:15 Thursday Nan Young Restaurant, M. Beach...12:15 Tuesday

# Rotary:

Columbus Hotel, Miami.......12:15 Thursday Louis Grill, Miami Beach.......12:15 Monday

# Meals

Tickets for all meals on the trains and in Miami are included on the succeeding pages.

# HAVE YOUR TICKETS WITH YOU AT ALL TIMES

In every case, waiters will insist on picking up your ticket. So be sure you have the proper ticket with you each time you come into the Dining Cars or the Dining Rooms at the Florida Year Round Club Units.

> AT THE MIAMI BILTMORE IT IS IM-PORTANT THAT YOU SHOW YOUR TICKET TO THE HEAD WAITER AS YOU ENTER THE DINING ROOM

PHILCO DEALERS SPECIAL Enroute to Miami On the Famous DIXIELAND

# BREAKFAST

CHILLED FLORIDA ORANGE JUICE HALF FLORIDA GRAPEFRUIT CHILLED PINEAPPLE JUICE BRAN FLAKES WITH CREAM STEAMED OATMEAL WITH CREAM

> BROILED BACON WITH SCRAMBLED EGGS FRIED CALF'S LIVER WITH BACON SLICE OF SUGAR CURED HAM WITH FRIED EGGS TELLY OMELET

HOT ROLLS COFFEE

BUTTERED TOAST

COCOA

# LUNCHEON

CHILLED TOMATO JUICE

SPRING VEGETABLE SOUP

BROILED SPANISH MACKEREL - LEMON BUTTER AMERICAN POT ROAST - SOUTHERN STYLE ROAST SPRING LAMB - BARBEQUE SAUCE HOG TOWL - TURNIP GREENS CREAMED POTATOES FRESH SPINACH STEWED SUGAR CORN SPRING COMBINATION SALAD - FRENCH DRESSING ASSORTED BREAD CORN STICKS CHOCOLATE PUDDING WITH WHIPPED CREAM STRAWBERRY ICE CREAM WITH WAFERS SLICED PEACHES IN SYRUP WITH CREAM

# DINNER

ICED TEA COFFEE MILK

SPICED PEACHES BURR GHERKINS GULF COAST SHRIMP COCKTAIL FRESH SOUTHERN GUMBO WITH RICE TOASTED CRACKERS TENDERLOIN OF SEA TROUT - TARTAR SAUCE BAKED OLD TENNESSEE HAM - PINEAPPLE SAUCE STEWED MILK-FED CHICKEN A LA CREOLE POTATOES O'BRIEN FRESH STRING BEANS HOT BISCUITS GINGER MUFFINS HEARTS OF ICEBERG HEAD LETTUCE - THOUSAND ISLAND DRESSING MACHA ICE CREAM - SPONGE CAKE FRESH STRAWBERRY SHORTCAKE - WHIPPED CREAM Swiss Gruyers Cheese - Crackers TEA COFFEE Мпк

E. S. Baken 312 W, Chestruit Ponca City Clate look X coupe Brookfield MO

# PHILCO DEALERS SPECIAL

Returning from Miami Via the Famous Dixie Flyer Route

# BREAKFAST

CHILLED FLORIDA ORANGE JUICE HALF FLORIDA GRAPEFRUIT

Breakfast Figs with Cream Toasted Cornflakes with Cream

BREAKFAST BACON WITH FRIED EGGS FRIED FARM SAUSAGE WITH APPLE RINGS BROWN CORNED BEEF HASH - POACHED EGG MINCED HAM OR SPANISH OMELET

HOT ROLLS COFFEE BUTTERED TOAST COCOA

TEA

# LUNCHEON

CHILLED TOMATO JUICE COCKTAIL

CREAM OF FLORIDA CELERY

FRIED SEA TROUT - TOMATO SAUCE ROAST PRIME RIBS OF BEEF AU JUS FRIED VEAL CUTLETS - BROWN GRAVY COLD BAKED HAM - POTATO SALAD

CANDIED SOUTHERN YAMS - BROWN POTATOES STEAMED CAULIFLOWER IN CREAM FLORIDA ORANGE-GRAPEFRUIT SALAD SAUCE DE LUXE

ASSORTED BREAD CORN STICKS HOME-MADE APPLE ROLL - NATURAL SAUCE BUTTERSCOTCH PUDDING WITH WHIPPED CREAM PRESERVED FIGS IN CREAM

Coffee

# DINNER

QUEEN OLIVES | IELLIED CONSOMME | FRESH CHICKEN GUMBO WITH RICE

BROILED FRESH SPANISH MACKEREL - PARSLEY BUTTER GRILLED CHOICE LAMB CHOPS ON TOAST HALF SPRING CHICKEN SMOTHERED - SOUTHERN STYLE Assorted Cold Meats with Potato Salad

NEW POTATOES IN CREAM

STEWED PEAS

TIPS OF ASPARAGUS - DRAWN BUTTER

LETTUCE AND PINEAPPLE - MAYONNAISE

VANILLA ICE CREAM CHOCOLATE SUNDAE

HOT FIG PUDDING - HARD SAUCE ROQUEFORT CHEESE WITH CRACKERS

COFFEE

Sun brus my ang Mrs W-Scall Fay XX Day Sommers! Julton, Missouri D'Louisville De J. K. Harwell schools Tred wasson X les Eddie Shely M. Helaplin st Lougo mo my mag. A. Hormell XX my Sikeston mo! Julsa Orla man m Alin Strainelle X Edna. Solo Sol SD, GREGSON X Trank Li Schaab

Strain Mo Ineg om Fuin G St Lund 1. M & leaplin sumy Quelsa oxla Frank L Schaal Blig FARMINGTON Mo, Per XX Pt Laws Mo. ER Cescue Theresa Kinderer 2049 Russell Blod Best wishes. St. Louis Mo

Oute, mo. Ben Wober Gentopolis Sec The Show 2012 combile models Phil Heckel Cartenville, Del O our and fill n.C. Lyon + wife Kans Deavenworth X Helburd Poelu oo 1633 So Broodway agres Sabetha Kans. Gum Holoams Rete Layton X Lost work food It mary mo That will you have ?.

Mhi fishermake X

Aller Jose Haleny X

My Jose Haleny X Mary Shad a Rittle Land

PLASTIC BINDING CORP. U. S. Pat. No. 1970285 732 Sherman St. Chicago