

SAS CITY PORTRAIT

Miami

and Miami Beach

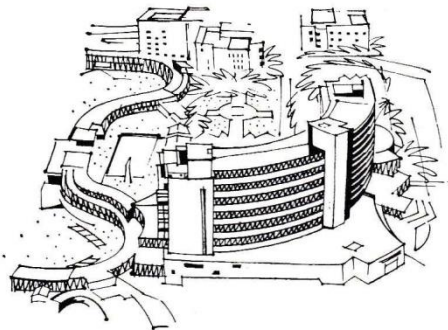
5th ed.

SAS SCANDINAVIAN AIRLINES



Introduction	3
Your arrival in Miami	4
Hotels	5
Restaurants	5
Sights	6
City map and useful addresses	8
"One hour's walk" suggestion	10
Excursions	11
Night life	12
Tipping	13
Shopping	13
Transportation	13
Sports	13
Climate and clothing	15
Special events and public holidays	15

The information given in this booklet is based on facts available in August 1970.



Front cover: Miami Beach – fabulous Florida playground.

Introduction

Miami and Miami Beach (across the bay from Miami) together comprise one of the world's finest warm-weather resort areas. Beaches are superb for sunbathing or swimming, the ocean waters abound with fish, and nearly every sort of spectator- and participator-sport is available. There are magnificent shops, sparkling entertainment in luxurious night clubs, and an intellectual life stimulated by universities, symphony orchestras and theatrical groups.

Miami, in particular, is more than a resort; the city has a substantial permanent population which is constantly growing; individuals as well as industries settle in Florida to enjoy the abundant blessings conferred on this area by the wonderful climate.

Perhaps the most striking aspect of this area is Miami Beach, where you will see miles of glittering hotels, apartments and motels lining the broad, white, sandy ocean shore. These establishments cater to a variety of budgets with accommodations ranging from top de luxe to economy classes, and during the peak winter season are alive with holiday "refugees" from the chilly northern areas of the United States and Canada. Of recent years, Miami and Miami Beach have emerged as all-year resorts, however, and summer vacationists flocking south have found to their happy surprise that Miami is often more pleasant than New York at this season.

For so modern an area, Miami has a longer recorded history than one might think.

Originally an Indian village named Tequesta, Miami was first heard of about 1500 when *Gaspar Corte-Reale* sailed past the stretch of land now called Miami Beach. He never set foot on shore but his report was made the basis for the first known map of Florida. The first white settlement was established by Spaniards in 1567 and about 200 years later the first British governor of East Florida was appointed. In 1783 Florida once more became Spanish and remained so until early in the 19th century. There were frequent quarrels with the Seminole Indians even after the Republic of Florida was formed in 1812.



In the 1850's, modern settlement began to emerge. 1866 saw the first bath house, the Smith Casino. Agriculture and commerce rather than tourism was then the backbone of Miami's economy. When the railroad was opened in 1895 this added considerably to Miami's position as a trading center.

Of old Miami only a few traces are left. Miami and Miami Beach today are modern, hard-working and thriving communities as well as together forming one of the world's great pleasure resort areas.

Your arrival in Miami

Arrival: You will be directed by Airline Representatives to the lower floor of the Main Building where luggage can be claimed. Porters are available to carry your luggage if required: cost about 25 cents per piece. On the lower level there is also a Post Office and several Car Hire Service Counters. The main passenger terminal contains a bank, several bars and restaurants, assorted shops and a tax-free store for those passengers departing from the United States. (The International Airport Hotel has an excellent restaurant/bar on the top floor.)

Currency: The monetary unit is the American dollar (\$), there being 100 cents to each dollar. Traveler's checks are exchangeable throughout the city.

Transportation: Airport limousines or taxis will speed you to the downtown area (Colombus Hotel) or to your Miami Beach hotel. 25 minutes from the airport to Miami or 40 minutes to Miami Beach. Limousine \$1.50 to Miami, \$2.50 to Miami Beach. Taxi to Miami approximately \$4.15, Miami Beach approximately \$5 depending on the location in the city.

Footnote: If you hold onward reservations, it is strongly recommended that you reconfirm these as soon after arrival as possible. This can be done at the office of the carrier by which you plan to travel (domestic carriers such as Eastern Airlines, Delta, Northeast and National Airlines may be contacted by phone daily, 24 hours a day).

The SAS Sales Office is located at 100 Biscayne Blvd., North, Suite 2110, Miami. Telephone 371-2551 open 9 a.m. to 5 p.m. Monday through Friday.

Hotels

In Miami there are plenty of good hotels and motels of all classes. It is, however, always advisable to book your accommodation in advance. In this respect you should contact your travel agent or nearest SAS office. Either can offer you, through the SAS Travel Planning Service, detailed information on de luxe, first and tourist class hotels with immediate confirmation of accommodation in most.

Should you arrive unaccommodated the following list may also prove helpful.

Allison (off map)
6261 Collins Avenue,
Miami Beach

Americana (off map)
9701 Collins Avenue,
Bal Harbor

Biscayne Terrace (F5)
340 Biscayne Blvd.,
Miami

Carillon (off map)
6801 Collins Avenue,
Miami Beach

Casablanca (off map)
6345 Collins Avenue,
Miami Beach

Columbus Hotel (F5)
312 N.E. First Street,
Miami

Crossway Airport Inn (B3)
1850 N.W. Le Jeune Road,
Miami

Dupont Plaza Hotel (F6)
300 Biscayne Blvd. Way
Miami

Fontainebleau (L2)
Collins Ave. & 44th Street,
Miami Beach

Seville (L2)
2901 Collins Avenue,
Miami Beach

The Four Ambassadors
(Sheraton) (F7)
801 South Bayshore Drive
Miami

High season rates (December–April): single \$10–50, double \$14–50. Off season (May–December): single \$8–27, double \$12–27. All rates for rooms with private bath.

Restaurants

Many of the hotels maintain excellent restaurants. There are also over 100 other fine restaurants in Miami and Miami Beach. Although meals are rather expensive at some places, there are many restaurants on the popular side, such as *Raffa's Restaurant* (1440 Biscayne Boulevard, Miami) very popular with late diners, *Studio*



Restaurant (2340 S.W. 32nd Avenue, Coral Gables), and Curry's (7433 Collins Avenue, Miami Beach) in Miami Beach which are moderate if not inexpensive.

If your fancy is seafood and you are prepared to pay for it, *Joe's Stone Crab* (227 Biscayne Street, Miami Beach), *Mike Gordon's Seafood Restaurant* (1201 N.E. 79th Street), *Chez Vendome Restaurant* (700 Biltmore Way), *Coral Gables*, French cuisine, and *Gatti's* (1427 West Avenue, Miami Beach) Italian food, are very good. In Miami the *Black Caesar Forge* (6701 S.W. 153 Street, Miami) serves delicious charcoal-broiled meat but it will not be exactly inexpensive. *The Red Coach Grill* (1455 Biscayne Boulevard, Miami) is more moderate. The *Gulf Stream Restaurant* (Jordan-Marsh, 1501 Biscayne Boulevard, Miami) in the Jordan-Marsh Department Store on Biscayne Boulevard is very popular.

Sights

Sightseeing tours by motorcoach are daily. One tour covers Miami, Miami Beach, Miami Springs, International Airport, Hialeah and Venetian Islands. Another tour takes you to Miami, Coral Gables, Riviera Section, Coconut Grove and Venetian Pool. (Cost of tour is \$5.) Among other fine sightseeing tours are the Parrot Jungle Tour and the Seaquarium Tour each lasting four hours. (Cost: \$5 each.)

In addition to the motorcoach tours, "Gray Line" has a program of interesting boat cruises. The Tropical Paradise Cruise is one of the most popular. It takes you up the Miami River to Indian Village, a genuine tropical jungle with original Seminole Indian trading posts. Here you can see spectacular alligator wrestling, and take photos of Indians. A trip on one of the *glassbottom boats*, which you find at the Miami Yacht Basin (G5), Pier 9, Bayfront Park, will open the world of the sea to you. The usual cost of the tour is \$2.50 and the duration is 2¼ hours.

Some of Miami's attractions are listed below, with references to the map.

Ancient Spanish Monastery (see Excursion Map), W. Dixie Highway and 167th Street. A cloister originally built in Spain in 1141, then dismantled and brought to the United States; it is in a way the oldest Christian building in America. Twenty minutes from downtown Miami. Open daily from 10 a.m. to 5.30 p.m., guided tours every 20 minutes.

Hialeah Park (B1), a famous race track is situated in this lovely garden. Flamingos and swans in the lakes. Open daily, except Sunday, all year. Free admission outside racing season (Jan.-Feb.).

Venetian Pool (B8), Coral Gables, the largest of a dozen or more municipal pools in the Miami area.

Villa Vizcaya (D8), 3251 South Miami Avenue. A former estate now housing Dade County Museum. Many fine works of art, rugs, tapestries, and a splendid formal garden. The building is a replica of an Italian 15th-century palace.

Seaquarium (H8), on the Rickenbacker Causeway, is an interesting place to visit. Huge tanks with a startling collection of porpoises, sea lions and sharks, to mention just a few specimen. A special attraction is the handfeeding of the fish by deepsea divers. "Gray Line" organizes full-day tours to the Seaquarium.

Crandon Park, Key Biscayne (H9), is also reached by way of the Rickenbacker Causeway. This popular recreation area, which has 2½ miles (4 kms.) of public beach, bathhouses, cabanas, a municipal zoo and plenty of space for picnickers in its 1,000 acres, is one of the most beautiful bathing beaches in the world.

Lummus Park (L5), is the largest of the municipal beaches on Miami Beach. Other places for swimming are Tahiti Beach, Coral Gables (C10), where there is no surf, and

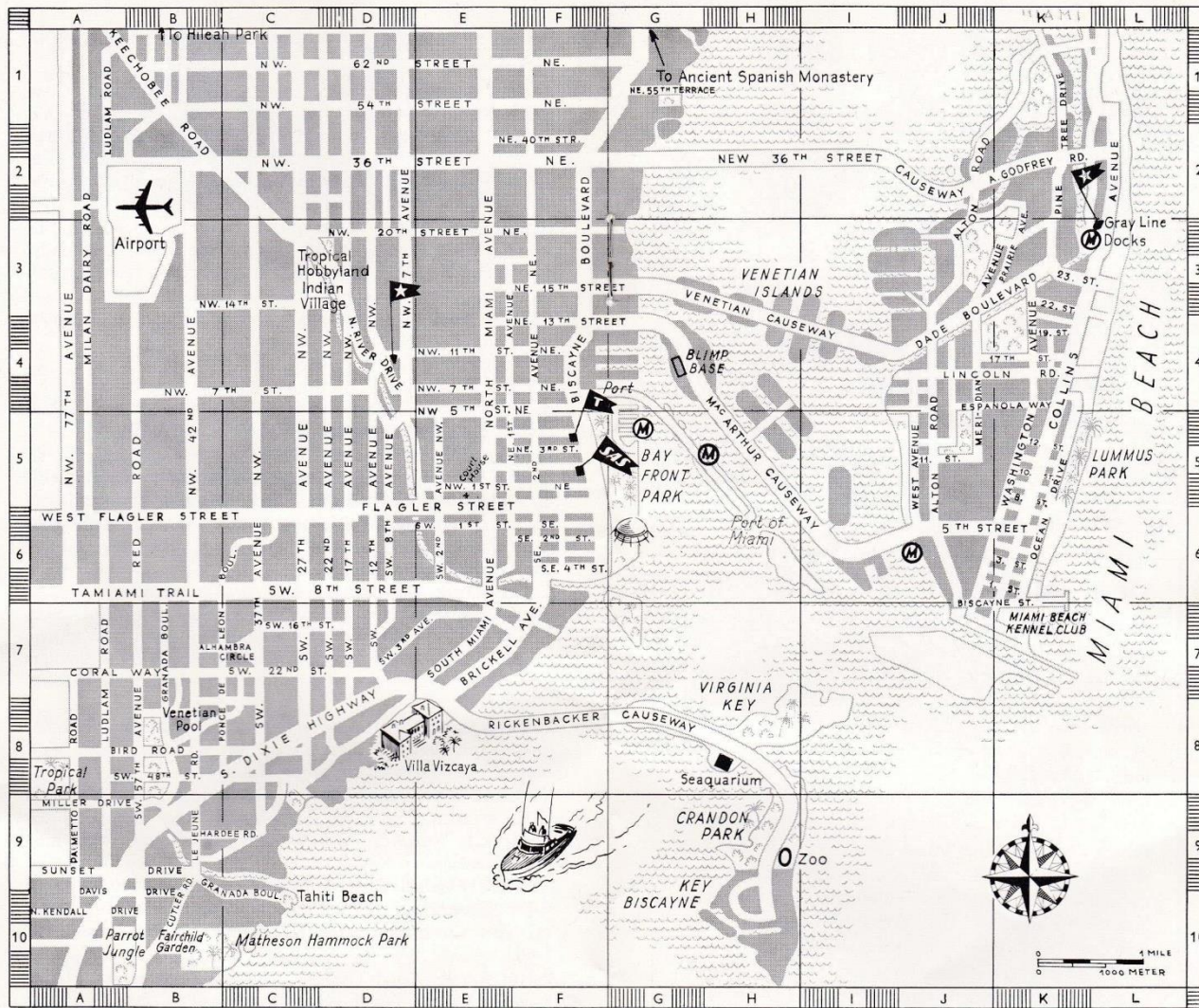
Matheson Hammocks, Coral Gables (C10), a lovely tropical park beautifully situated on Biscayne Bay, wonderful for picnicking, boating, fishing and swimming. Adjoining Matheson Hammock is

Fairchild Tropical Garden (B10), containing a collection of some 300 species of palms, and also thousands of other tropical trees, shrubs and vines, blooms, fruit trees of the exotic kind.

Parrot Jungle, Coral Gables (B10) features macaws, cockatoos and parrots. A fine place for color photo fans. The birds even perch on visitors' shoulders for photos!

Blimp Rides are an unusual mode of sightseeing available at the Blimp Base near the Miami end of the MacArthur Causeway (G4). This lighter-than-air ship offers spectacular 20-minute rides over Miami and Miami Beach for \$7 per person during the fall, winter and spring months. The trip is especially recommended for photographers, both amateur and professional. Helicopters are also available for charter at the same location.

(cont'd on page 11)



Code numbers in this folder refer to the above map. Thus (F5) is located where lines drawn from "F" and "5" cross each other.

Interesting sights in Miami

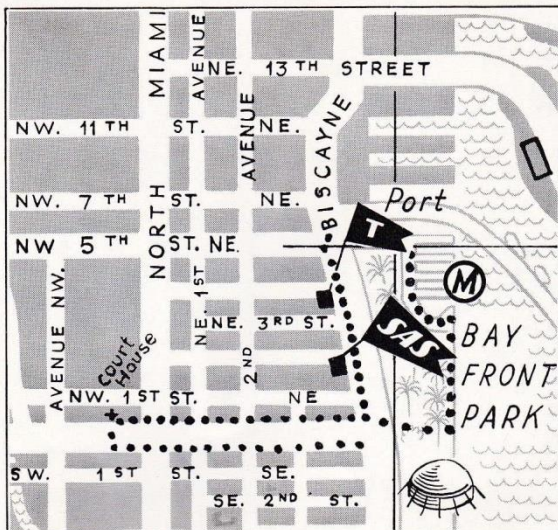
- | | |
|----------------------------------|----------------------------------|
| (B1) Hialeah Park. | (L5) Lummus Park. |
| (B8) Venetian Pool. | (C10) Matheson Hammock. |
| (D8) Villa Vizcaya. | (B10) Fairchild Tropical Garden. |
| (H8) Seaquarium. | (B10) Parrot Jungle. |
| (H9) Crandon Park, Key Biscayne. | (G4) Blimp Rides' Base. |

Useful addresses

SAS SAS Office, 100 Biscayne Boulevard North, Suit 2110 (F5), Miami, Florida, tel. 371-2551.

- Tourist Information Office, Greater Miami Chamber of Commerce, 330 Biscayne Boulevard North (F5), Miami, Florida, tel. 377-4711.
- Gray Line Sightseeing, 540 N.W. 10th Street (D4), Miami, Florida, tel. 373-3127.
- American Sightseeing Tours Co., 540 N.W. 10th Street (D4), Miami, Florida, tel. 633-0281.
- Miami Gray Line Boats, Inc., 24th Street and Collins Avenue, Miami Beach, Florida (K3).
- Miami Yacht Basin, Pier 5, Bayfront Park (G5), Miami, Florida.
- Chamber of Commerce Docks, 5th Street and Alton Road, Miami Beach, Florida (J6).
- Port of Miami cruise ship (H5).

Distance from city center to airport: 6½ miles (11 kms.).



One hour's walk around Miami

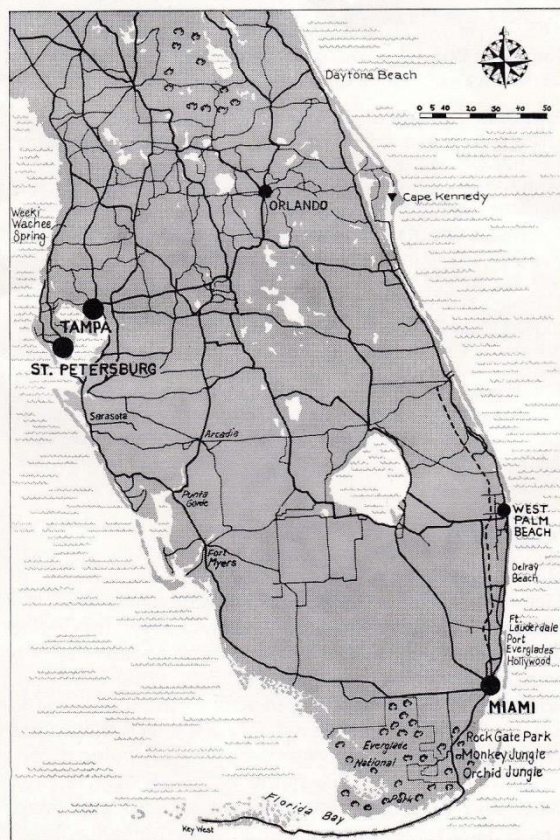
Make the Miami City Library (Biscayne Blvd. and Flagler St.) your starting point and walk east towards the Bay through Bay Front Park. From the water's edge look across blue Biscayne Bay to Dodge Island and MacArthur Causeway which leads to Miami Beach. You will see Miami Beach skyline from this vantage point. Walk north along the water's edge to the well-known Pier 5 (5th Street) City Yacht Basin and see the many sport fishing and sightseeing boats. This Pier 5 is best visited at 5 p.m. when boats return from day's fishing and the catch is weighed, cleaned and photographed. Walk west and cross Biscayne Blvd. turning south. Walking along Biscayne Blvd. you find many hotels and shops. Turn west at Flagler Street, the main shopping street in Miami. Many large department stores and shops of all descriptions are here. Continue west on Flagler Street to N.W. 1st Avenue. At this point is the Dade County Court House. This building is a landmark for all citizens of Miami, tall enough to be seen for many miles. Now cross to the other side of Flagler Street and turn east to Biscayne Blvd. Again many shops and large department stores. When you cross Miami Avenue you are in the heart of the City of Miami.

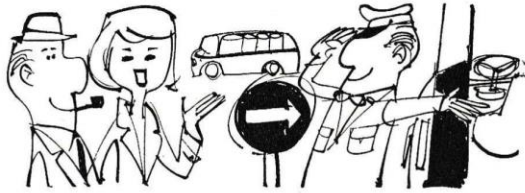
(cont'd from page 7)

Excursions

Monkey Jungle, 22 miles (35 kms.) south of Miami, has a remarkable collection of monkeys, apes, marmosets and gorillas. In principle, it is not the animals but the visitors who are "caged in" here!

Lion Country Safari. Drive your car through unique and exciting 640-acre African veldt where a hundred lions and other animals roam uncaged in their natural habitat. Safe safari rules require car windows be kept closed and no one to leave the car. White hunters patrol grounds. New \$3.3 million dollar attraction includes exotic African Gift Shop and restaurant. West Palm Beach just off Fla. Turnpike Exit 8 or 9. Adults \$2.50, children \$1.25. Tel. 683-8084.





Orchid Jungle, 25 miles (40 kms.) south of Miami, is a five-acre garden with over 25,000 plants representing 2,500 varieties of orchids. It is the largest orchid display known. Ladies are presented with an orchid.

Miami Serpentarium, 24 miles (38 kms.) south of Miami, world-renowned for its research with snake venom. Many exhibitions daily showing the extraction of venom from snakes. A world variety of reptiles here.

Rock Gate Park, 25 miles (40 kms.) south of Miami, is famous for America's only coral castle.

Everglades National Park. The third largest of U.S. national parks, this is the only one with tropical flora and fauna. The Indians call it the "River of Grass" because large parts of the park are watery swamps covered with grass. It is a dense jungle with tangled mangroves, saw grass, intricate waterways, and tiny islands where many rare birds are seen. There is only one land entrance, on Route 27 of U.S. Highway No. 1 from Florida City. The Tamiami Trail, U.S. highway No. 41, skirts the northern edge of the national park, and you can also join a "Gray Line" special Fort Lauderdale Everglades Cruise up the Dania River to see this curious area.

Key West. A fine trip along the Overseas Highway which connects Miami with Key West. Thirty-nine bridges between the keys form a great part of the 160-mile long (256 kms.) highway. There is regular daily service by Greyhound Bus.

Night life

Miami sparkles by day and by night. Most hotels in Miami Beach have their own night clubs and there are plenty of others with variety shows, good food, fine drinks and dancing. The local newspapers are the best source of information on current attractions. A convenient way to get acquainted with local night life is to join one of the Night Club Tours offered by Gray Line. The price of \$15.50 includes transportation, guide escort, floor show and cocktail at the first club stop, a floor show and midnight supper at the second club stop. These tours are very popular and a good bargain.

Tipping

Tips are usually generous in both Miami and Miami Beach. In restaurants the customary tip is 10-15% of the total bill. At hotels leave 50 cents or more per night for the chambermaid. Porters should be tipped 25 cents per suitcase.

Shopping

For shopping you can choose no better place than Miami Beach as you will see by strolling along Lincoln Road. Exclusive New York fashion houses and U.S. chain stores have shops in Miami or Miami Beach. On Biscayne Boulevard (F4) you will find two large department stores: Jordon-Marsh and Sears. The largest department store in downtown Miami is Burdines on Flagler Street (E6). Souvenir shops are everywhere. Stores are open from 9.30 a.m. to 5.30 p.m. (Monday and Friday until 9 p.m.).

Transportation

Miami is the terminal of the Seaboard Coastline Railroad with rail connections to all the United States via Jacksonville, Florida. Greyhound Bus offers services with its modern air-conditioned buses to all large cities in the United States.

Local transportation in the Miami area is maintained by a vast network of modern, air-conditioned, comfortable buses. The fare is inexpensive and visitors will find buses a convenient and economical way to get around. Taxis are available, and if you want to hire a car the SAS Office will be happy to assist you in obtaining one. This is a very practical way of solving your transportation problems.

Sports

With such a pleasant year-round climate it is quite natural that sports are ever popular with Miamians and visitors. Facilities for golf, sailing, tennis, swimming, water skiing, etc., are unsurpassed and all can be enjoyed 365 days a year. Some other outstanding sports are fishing, horse racing, dog racing and jai-alai.

Fishing: Over a hundred charter boats operate from Miami (G5) and Miami Beach (J6), only minutes away from the fabulous Gulf Stream where such fighters as sailfish, tuna, dolphin, marlin and bonito lurk. Charter

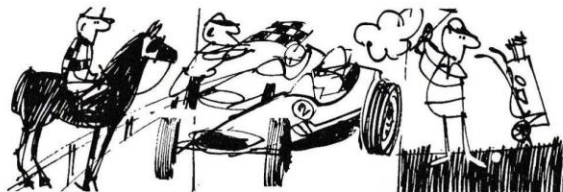
boats can be hired for 4 persons from \$35 a day and up, depending on the type of boat desired, the season of the year, and the kind of fishing to be done. Inexpensive bottom-fishing cruises for up to 25 or more anglers, bait and tackle furnished, are made daily for snapper, grouper, mutton-fish, amberjack and baracuda. Bridge and pier fishing is also popular with the more thrifty minded.

Horse Racing: The "Sport of Kings" is well represented in Miami with three major race tracks providing 120 days of racing each year. Gulfstream Park in nearby Hallandale, Tropical Park (A8), and Hialeah Park (B1) play host yearly to some of the finest racing stock to be seen anywhere. Tropical Park also has summer racing. Hialeah Park is a sightseeing must. The racing season there lasts from mid-January until March. The grounds are landscaped with avenues of royal palms and Australian pines and contain a 32-acre lake which serves as a home for a large flock of flamingos.

Dog Racing: Dog racing is a colorful attraction from November to June. There are four tracks in greater Miami where greyhounds pursue mechanical rabbits every night and where betting is legal. One of the most popular spots is the Miami Beach Kennel Club built on the pattern of an old Spanish mission and situated amid tropical palms at the south end of Miami Beach at the entrance to Miami harbor (K7).

Jai-Alai: Typical of the Spanish influence ever present in Miami is the unique, lightning-fast Basque sport of jai-alai (pronounced hi-li). The game is played nightly during the winter season at the Miami Jai-Alai Fronton (C2). This exciting sport is further enhanced by parimutuel betting in which the odds change after each point as the play progresses. The address of Miami Jai-Alai Fronton is 3500 N.W. 37th Ave., Miami, Fla.

Water Skiing is very popular and there are several schools where the novice can get excellent instruction. Most of these are located along the 79th Street Cause-



way between Miami Beach and greater Miami off the location map. Some addresses are:

Miami Beach Ski School, 1275-79th Street Causeway, N. Bay Village, Miami Beach, Fla.

Lee's Ski School, 18334 Collins Ave., Miami Beach, Fla.

Climate and clothing

The climate is sub-tropical and there is sunshine throughout the year. The January average temperature is 65° F (19° C) and the August average is 81° F (27° C). When rain occurs it usually comes in short quick showers. Most rain falls between May and October, the remainder of the year being comparatively dry.

It would be difficult to find a finer climate, and this simplifies your choice of wardrobe. Lightweight, informal sports clothes are what you want for everyday wear. On the rare days when there is a cool wind, you will be happy to have a sweater or, in the evening, a very light coat. For dining and dancing, after sundown men wear suits, dark dinner jackets or light summer dinner jackets. Women wear street clothes, cocktail dress or evening gowns. Generally speaking, feel free to dress as you like, but remember one thing: never wear bathing suits in downtown Miami.

Special events and public holidays

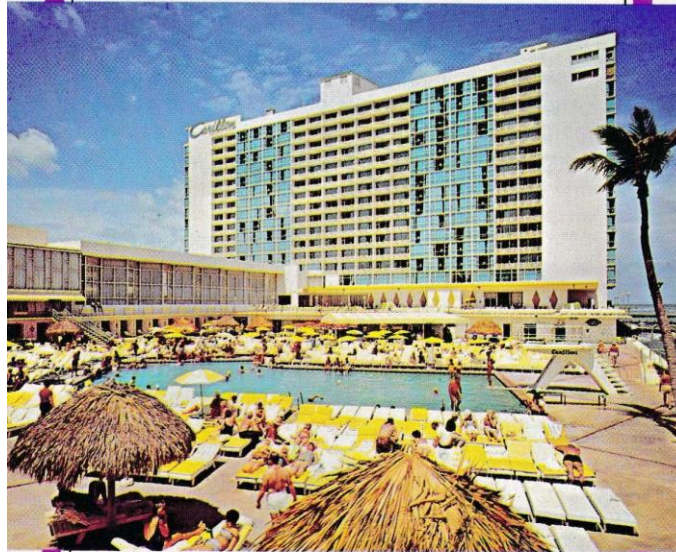
Since Miami is a resort and convention center, there is hardly a time when there is not some event taking place. Sporting events are frequently marked with glittering pageants, fiestas and parades. Check the newspapers to see what is on when you are there. An unusual event of great interest is the "Orange Bowl Fiesta and Parade" on New Year's Day with massed bands, drum majorettes, fireworks, floats, street dances and costume balls.

Most offices and shops will be closed on the following days: January 1 (New Year's Day), February 22 (George Washington's Birthday), May 30 (Memorial Day), July 4 (U.S. Independence Day), first Monday in September (Labor Day), October 12 (Columbus Day), fourth Thursday in November (Thanksgiving Day), December 25 (Christmas).

Edited by Alan C. Lovejoy

© World-copyright 1970 SCANDINAVIAN AIRLINES SYSTEM 982548/7008
No part of this publication may be reproduced without permission in writing from SAS. All prices quoted within are subject to change without notice, and in event of such a change, SAS can bear no responsibility.

**A cordial welcome
to Miami Beach's
great resort hotel**



The magnificent Carillon . . . where you'll enjoy a huge private beach and two pools, free golf and tennis. Fabulous continental cuisine, impeccable service by a multi-lingual staff . . . plus day and night social program with nightly entertainment and dancing. Huge sun decks and sports facilities.

Carillon

2 OCEANFRONT BLOCKS, 68th to 69th Streets, Miami Beach

**ONE OF MIAMI BEACH'S
NEWEST AND FINEST RESORTS**

100% air conditioned, every room has private bath and shower, large closets and has an unobstructed view of Miami's waterways.