

South Florida History

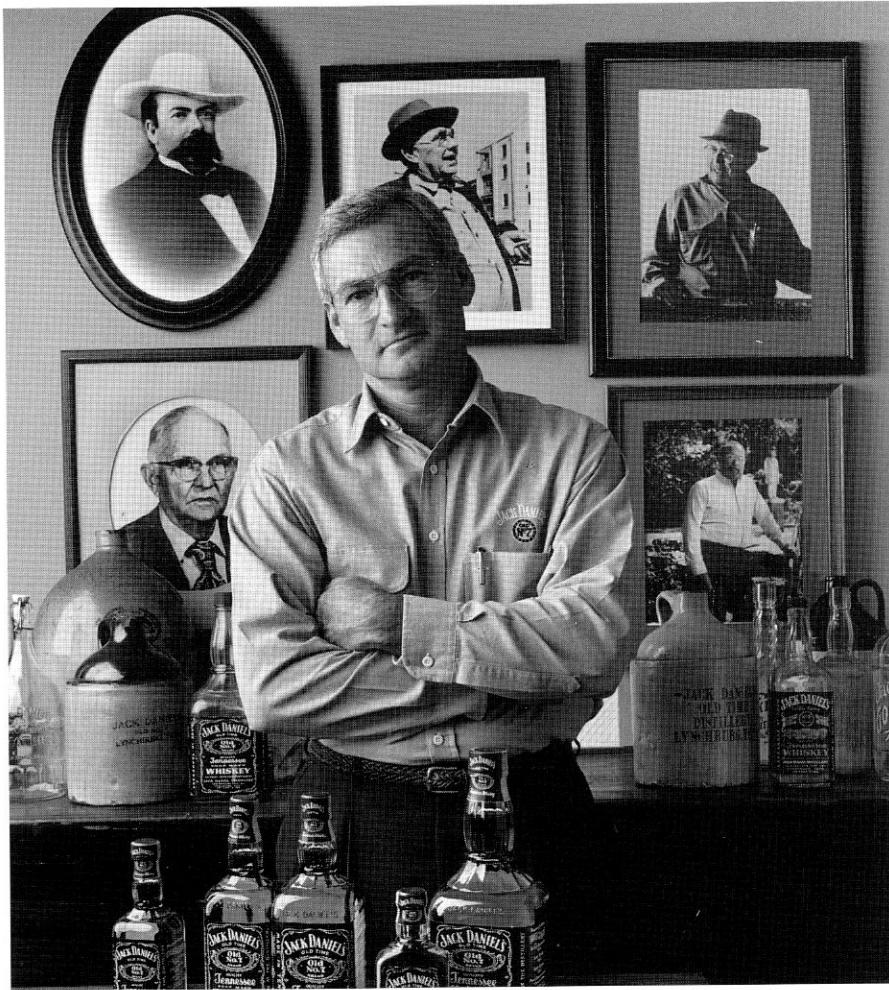
Volume 26 No. 3

Summer 1998, \$2.50



BURDINES CELEBRATES 100 YEARS IN MIAMI

BOCA RATON HISTORICAL SOCIETY • CLEWISTON MUSEUM • COLLIER COUNTY MUSEUM
FLORIDA HISTORY CENTER & MUSEUM • FORT MYERS HISTORICAL MUSEUM
THE MUSEUM OF FLORIDA'S ART & CULTURE • THE HISTORICAL MUSEUM OF SOUTHERN FLORIDA



Clockwise from top left, that's Jack Daniel, Jess Motlow, Lem Tolley, Frank Bobo and Jess Gamble. (Jimmy's in the middle.)

JACK DANIEL'S HEAD DISTILLER, Jimmy Bedford, has lots of folks looking over his shoulder.

Since 1866, we've had only six head distillers. (Every one a Tennessee boy, starting with Mr. Jack Daniel himself.) Like those before him, Jimmy's mindful of our traditions, such as the oldtime way we smooth our whiskey through 10 feet of hard maple charcoal. He knows Jack Daniel's drinkers will judge him with every sip. So he's not about to change a thing. The five gentlemen on his wall surely must be pleased about that.

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Your friends at Jack Daniel's remind you to drink responsibly.

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Placed in the National Register of Historic Places by the United States Government.



Cover: The downtown Burdines, site of the first store, at Flagler Street and Miami Ave., 1960s and today. Modern photo by HASF with assistance from ROK Enterprises Inc. Historic photo: (HASF x-215-x)

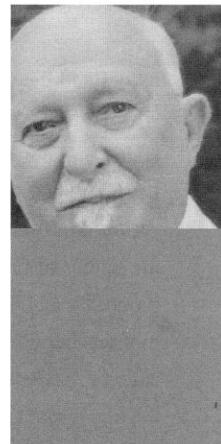
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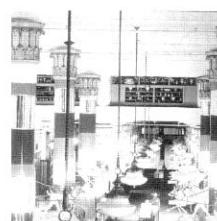
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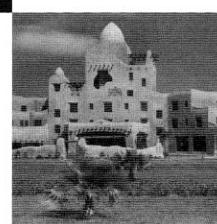
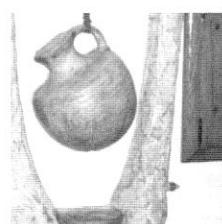


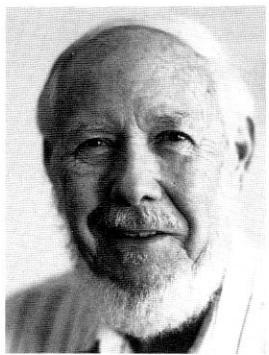
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By Stuart McIver

Once school's out vacation becomes an important topic in homes all over America. Summer, after all, is the vacation season.

But not necessarily here in Florida. The phrase "the season" actually refers to the winter, the time when snowbirds from the north travel south and year-round residents scheme to find ways to separate them from enough money in three months to make the whole year profitable.

Times, however, change. These days vacation time means the entire year. Have you ever been to Disney World when it wasn't crowded? July is hot in Key West, but Duval Street is full of people when the Hemingway look-alikes crowd into Sloppy Joe's.

It wasn't always that way. In 1894 Henry Morrison Flagler brought his Florida East Coast Railway into Palm Beach and proceeded to develop it into America's most exclusive winter resort. In Palm Beach's early days he defined the winter season as a period which started around New Year's Day and ended on February 22, George Washington's Birthday.

We don't really celebrate the birthday of the Father of Our Country any more, leaving it on our calendars as a day of shopping promotions but merging it overall into something called Presidents Day. Flagler celebrated it on a scale befitting the late, great George Washington.

Held at his Royal Poinciana, the world's largest resort hotel, the party attracted some 3,000 guests. In his *Palm Beach Revisited*, Judge James R. Knott writes that the 1898 party was a costume ball in which men appeared in drag. To honor the Father of Our Country the Father of South Florida wore "a Martha Washington gown of Florida East Coast Railway colors 'trimmed with miniature silk flags.'" The dignified Flagler. Hard to picture, isn't it?

At first Palm Beach closed after February 22. Flagler's hotels and Bradley's casino shut down. Soon, however, the season started earlier in December and lasted till April. It's been stretching out ever since.

Until the 1890s visitors seldom ventured farther south than the steamboat routes on the St. Johns and Oklawaha Rivers. One of their stops on the upper St. Johns was Green Cove Springs, where visitors troubled with rheumatism took the cure by bathing in the 78-degree waters and drinking mineral water reeking of sulphur. The nights were better. Guests gorged them-

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”

selves on the excellent fare at the Clarendon and Union Hotels and then headed for the gambling casinos. The town even had horse racing on Saturdays. Green Cove Springs called itself the Saratoga of the St. Johns.

On the riverboats travelers who defined themselves as "sportsmen" lined the decks and fired at virtually every living creature they saw, ducks, wading birds and alligators, leaving them behind to die. Soon they had destroyed so much wildlife that the steamboat business declined.

The leading protester to this senseless slaughter was a woman some have called Florida's first conservationist. Her name was Harriet Beecher Stowe, the celebrated author of the powerful anti-slavery novel, *Uncle Tom's Cabin*. After the Civil War she lived in Mandarin, on the banks of the St. John's River.

It's hard to conceive these days but for many years a wintertime delight in South Florida was a steamboat trip across the Everglades. After Governor Napoleon Bonaparte Broward's administration dredged drainage canals through the Glades, small stern-wheelers carried passengers between Fort Lauderdale and Fort Myers from 1912 through 1921. In time the canals had silted up and only small boats could make it through.

The favorite steamboat was the 70-foot, 32-passenger *Sewanee* (slightly misspelled but no one cared), berthed in Fort Myers. In the days before World War I it steamed up the Caloosahatchee River to a short canal to Lake Okeechobee, headed east to the North New River Canal, then cruised across the Everglades and into Fort Lauderdale. A round trip cost \$25 and included a berth and meals served by white-coated waiters.

Eva Oliver, wife of a prominent Fort Lauderdale businessman, wrote of her trip on *Sewanee*: "...sugar cane was three times as high as a person, and the vegetables and flowers were gorgeous. We came back down the canal in daylight and saw thousands of beautiful birds. It was a treat for tourists."

One of *Sewanee*'s biggest fans was Tom Edison. Each winter when he came to Fort Myers he rented the boat and took a few of his closest friends on a luxury fishing trip. The grand old steamboat was wrecked in the 1926 hurricane.

Times change. *Sewanee* cruised basically through drainage ditches. Ships today use the mighty Atlantic and the tropical Caribbean to take wayfarers to the Bahamas, the West Indies and in some cases around the world. Wagerers are only transported out beyond the reach of Florida's anti-casino laws.

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PUBLISHED QUARTERLY BY

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Miami-Dade Cultural Center

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E-mail: publications@historical-museum.org

Web Site: www.historical-museum.org

ISSN: 1077-3819

South Florida History Magazine is a journal of popular regional history published quarterly by the Historical Association of Southern Florida.

Receipt of South Florida History Magazine is a privilege of membership in the Historical Association, the Fort Myers Historical Museum, the Collier County Museum, the Clewiston Museum, the Boca Raton Historical Society, the Museum of Florida's Art & Culture and the Florida History Center & Museum.

The Historical Association of Southern Florida is a non-profit cultural, educational and humanistic institution dedicated to providing information about the history of southern Florida and the Caribbean, and to the collection and preservation of material relating to that history. Association programs and publications are made possible by membership dues, gifts from private sources and grants from federal, state and local agencies.

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The Historical Association disclaims any responsibility for errors in factual material or statements of opinion expressed by contributors.

This publication has been sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Arts Council; by the Miami-Dade County Commission; the Miami-Dade County Cultural Affairs Council; and the State of Florida, Department of State, Division of Historical Resources. The contents and opinions do not necessarily reflect the views and opinion of the Florida Department of State, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of State.

Sometimes changes in vacation patterns are forced on an area. Take Key West. Before 1934 the island was basically a fishing village which attracted a few deep-sea fishermen in winter. The trouble was the town was broke, really broke. Five million dollars in debt, Key West declared itself bankrupt on July 4, 1934, a condition shared by the railroad that served it. Its biggest hotel, the Casa Marina, was closed.

What's an island to do? Key West wound up a ward of the United States government. Julius Stone, designated as the man to confront the crisis, chose to convert the island into a tourist destination. He saw it as the new Bermuda. He even began wearing Bermuda shorts to work to drive home the point. One of his volunteer workers overreacted, showing up to work one day in his drawers. His explanation: "If Julius Stone can come to work in his underwear, so can I."

Underwear or not, Stone converted Key West into a city which has become a major international tourist destination. And since the pre-air-conditioning days of Henry Flagler Florida has turned into a 12-month vacationland.

So, now you can go wherever you want in the Sunshine State. At least as long as you can find room on the road for the family car. —SFH

LETTERS TO THE EDITOR ARE WELCOME.

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Miami-Dade Cultural Center, 101 West Flagler Street, Miami, (305) 375-1492

www.historical-museum.org

General Information: Open Monday through Saturday, 10 a.m.-5 p.m.;

Thursdays until 9 p.m.; Sundays, 12 noon-5 p.m. Closed on Thanksgiving,

Christmas and New Year's Day. Adults \$5; Children 6-12 \$2. Members Free.

SPECIAL EXHIBITIONS

THE SUMMER OF 1898: WAR IN FLORIDA & CUBA

May 1 - August 30, 1998

This exhibit looks back at the Spanish-American War during its 100th anniversary year. Using fascinating artifacts and revealing documents and photographs, this centennial retrospective puts you in the middle of the action. Explore the conflict's impact on the South Florida community and its international population through various points of view.

GATEWAY OF THE AMERICAS

PERMANENT INSTALLATION OPENS FALL 1998

See the newest multimedia addition to the museum's permanent exhibit, *Tropical Dreams: A People's History of Southern Florida*. Explore the last fifty years of southern Florida's development, a burst of activity which produced more changes in the area than any other time period since its settlement. Visitors can chart the region's growth and examine the myriad influences – from transportation and immigration to education and recreation – which have given southern Florida international importance.

FLORIDA FOLKLINE: COMMUNITY TRADITIONS FROM THE PANHANDLE TO THE KEYS

September 18, 1998 - January 3, 1999

This multimedia exhibit will highlight Florida's diverse population using a cross-section of the regional and ethnic folk traditions that help to define the state's cultural heritage. Focusing on cultural practices that are community-based and passed on through oral tradition, the exhibit presents occupational practices, crafts, foodways, verbal lore, music, dance, festivals, and religious practices that are integral components of community life.

SPECIAL EVENTS

HISTORIC PURSUIT LIMO RALLY

Saturday, October 3, 1998

Historic Pursuit is a Miami history "Trivial Pursuit" – Scavenger Hunt starting at Miami Beach's Groove Jet, 323 23rd Street. After a Champagne Toast players cruise in limos from clue to clue throughout South Beach, enjoying complimentary drinks and hors d'oeuvres on their hunt for historic answers. Call Cuqui at (305) 375-1492 for more details.

SIXTH ANNUAL HISTORICAL MUSEUM GOLF CLASSIC

October 28, 1998, Tee time at 12:00 p.m.

A day of fun and golf at this "shot-gun" tournament at the historic Biltmore Hotel & Golf Course in Coral Gables, followed by a silent auction and dinner reception. Entry includes greens fees, carts, gift bags, special team photos, putting contest, lunch, cocktail reception and silent auction. Prizes for best score, hole-in-one, longest drive, closest to the pin and more. All proceeds benefit the education programs of the Historical Museum. For more information, call Pat Helms at (305) 375-1492.

HARVEST FESTIVAL

November 21-22, 1998, 10:00 a.m. - 5:00 p.m.

Dade County Fair & Exposition Center at Tamiami Park, Coral Way and SW 112th Ave. For over twenty years, the Historical Museum has drawn thousands to this festival with hundreds of crafts booths, historical reenactments, folklife demonstrations, musical entertainment, educational programs, antique automobiles, informative exhibits, and food. Admission is \$6 for adults and \$2 for children (5-12). Call (305) 375-1492 for more information.

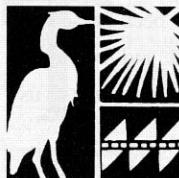


BOCA RATON HISTORICAL SOCIETY
 Town Hall, 71 N. Federal Highway,
 Boca Raton, Florida 33432-3919
 (407) 395-6766

The Boca Raton Historical Society operates a Museum and Gift Shop at the old Town Hall, 71 North Federal Highway, Boca Raton. Hours of operation are Tuesday through Friday, 10 a.m.-4 p.m.

EXHIBITS AND EVENTS

**OPENING THE VAULT...A LOOK
 INSIDE THE BRHS ARCHIVES,**
 September 1997 - September 1998
 A year-long historical exhibit
 featuring Boca Raton Town Hall.



COLLIER COUNTY MUSEUM
 3301 Tamiami Trail East, Naples
 (941) 774-8476

The Collier County Museum explores the people, places and everyday events that have shaped Collier County's heritage. The museum and four-acre historical park are open Monday - Friday, 9 a.m. - 5 p.m. Free.



FLORIDA HISTORY CENTER & MUSEUM
 Burt Reynolds Park, 805 North U.S. Highway 1,
 Jupiter (407) 747-6639

The Florida History Center & Museum is open all year. Examine artifacts from early Florida inhabitants in the permanent museum collection and view the traveling exhibits. Open Tuesday through Friday, 10 a.m.-5 p.m. and weekends 1-5 p.m. Closed on Mondays. \$4 adults; \$3 seniors; \$2 children. The Jupiter Inlet Lighthouse is open Sunday - Wednesday, 10 a.m.-4 p.m. (Must be 48" tall to climb.) For information: (405) 747-8380. \$5. The DuBois Pioneer Home is open Sunday and Wednesday, 1-5 p.m. \$2.



CLEWISTON MUSEUM
 112 South Commercio Street,
 Clewiston
 (813) 983-2870

The Clewiston Museum, founded in 1984, is a growing museum, collecting and displaying items, large and small, important and trivial, which reflect the past of Clewiston and its surrounding area. The Clewiston Museum is open 1-5 p.m. Tuesday through Saturday, with seasonal adjustments. No admission fee is charged; however, donations are encouraged.



FORT MYERS HISTORICAL MUSEUM
 2300 Peck Street, Fort Myers
 (941) 332-5955

Open Tuesday through Saturday, 9 a.m.- 4 p.m. Closed Sundays and Mondays and most holidays. Admission is \$2.50 for adults and \$1 for children ages 3-12. Museum members are free.



THE MUSEUM OF FLORIDA'S ART AND CULTURE
 13300 U.S. Hwy. 98, Sebring, FL 33870 • (941) 655-0392
<http://www.954.com/AARF/mofac>

The Museum is temporarily located at the above address. Hours are 9 a.m. to 5 p.m., Monday through Friday. Group tours are by appointment. There is no admission charge. The Museum is devoted exclusively to the artists of Florida whose work is an interpretation of Florida's history, heritage or environment.

OVER 300 VIEW SPANISH-AMERICAN WAR EXHIBIT OPENING

• • • • •

Over 300 guests attended the April 30th Annual Meeting for the Historical Museum of Southern Florida (HMSF) and opening for the special exhibition, *Summer of 1898: War in Florida & Cuba*. The meeting featured two speeches that followed the election of officers, then everyone moved on to see the fascinating exhibit covering the Spanish-American War and its impact on South Florida. The exhibit will run through August 30 at the Historical Museum of Southern Florida, 101 West Flagler St., Miami.

During the meeting, one surprised person was Chairman of the Board Bob Battle when it was announced by HMSF President Randy Nimnicht that Bob's parents, Ben and Phyllis Battle gave a \$25,000 insurance policy to the endowment. "Ben had told me to make the announcement, so it was not a surprise to me," Nimnicht said. "But it certainly was a surprise to Bob Battle. There is a core of individuals that care very much about the museum's work. Gifts to the endowment insure that work will continue in the future."

Giving speeches about Miami during wartime for the meeting were Dr. Paul George and Dr. Gary Mormino. "Gary and Paul go back a long time professionally," Nimnicht said. "(The speeches) were both too short, but they were told to limit the theme to about 20 minutes. I enjoy working with them because they are both highly trained, professional historians who have the capability of exciting people about regional history. Gary is able to give a humorous anecdote that educates people as well. (Board member) Richard Wood

said this was the third year running that he felt the program was too short."

The crowd then moved on to enjoy hors d'oeuvres and cocktails while being entertained with music and Camp Miami re-enactors.

Then once inside the exhibit, everyone enjoyed the large amount of artifacts presented elegantly from the century-old Spanish-American conflict. "The key thing that I like about this kind of exhibit is that it's real heavy in artifacts and images," Nimnicht said. "The reason we can mount this kind of exhibit is because we have been collecting for six decades. We began in 1940 as a literary, historical society. A lot of things have come to us that in themselves are not that spectacular, but when you put all of them

together, it's amazing."

Nimnicht noted that there's so much "stuff" in the exhibit that Curator of Research Materials Becky Smith is putting more items into the library. "When we do an exhibit, our collections grow," Nimnicht said. "A prime example is (Board Member) George 'Rocky' Harper. Because of his interesting background, he went back to his collection and came up with a sword that had been passed down through his family. That will happen to us time and time again. So it's a real neat process. The images and the items just come to us over time."

"This type of exhibit is our bread and butter," Nimnicht said. "You have to be around awhile, and you have to do your job every day. That's why it is so strong." Admission for the event is \$5 for adults, \$2 for children (ages 6-12) and free for museum members. The exhibit, running through August 30, looks back at the Spanish-American War during its 100th anniversary year. Pictures, documents, maps photographs, lithographs, paintings, drawings, artifacts and stunning displays retell vividly the preliminary wars in Cuba, as well as the sinking of the *Maine*, including a full color scale replica of the ship whose sinking led to U.S. involvement in the war. Yellow journalism reveals itself in the exhibit, featuring dozens of books and tear sheets from actual newspapers and magazines published during that short war. A Gatling gun, uniforms and veterans camp drum are on hand, telling the amazing story of American and Cuban soldiers fighting side by side with banners waving in unison at such famous battles as those of San Juan Hill.



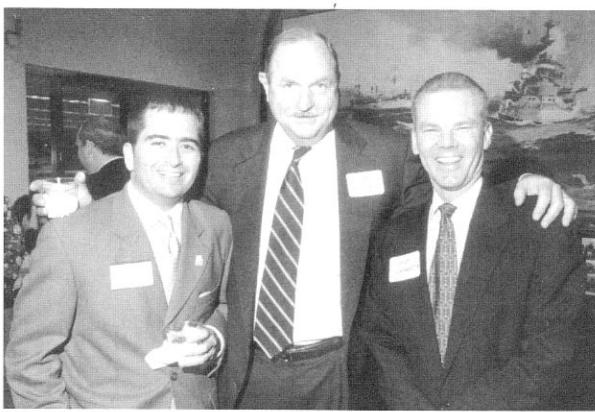
Board members Benjamin Bohlmann and Andrew Albury show guests the proper entrance.



Really "living it up" at the opening was Dr. William M. Straight, with reenactors John May and Stephen Mack.



Left to right: Richard Wood, Randy Nimnicht, Bob Battle and Anna Price at the opening.



Left to right: Scott Poulin, Rocky Harper, and Steve Hayworth.

The Springtime Harvest Festival featured hundreds of unique handmade crafts for all tastes and plenty of educational fun for kids. The festival, held Sat. & Sun., April 25 & 26, at the Dade County Fair and Exposition Center, had an increase in attendance over last year, with over 7,000 people attending, and raised more than \$30,000 for the education programs of the Historical Museum of Southern Florida.

More than 250 crafters from throughout the southeastern U.S. demonstrated their wares. Items included specially made wood crafts such as furniture and toys, ceramics, clay works, jewelry, soft sculptures, dried floral arrangements, stained glass, needlework, dough art, candles, art-to-wear clothing and more.

The Springtime Harvest Festival is a spin-off of the Historical Museum of Southern Florida's popular fall *Harvest Festival*, the annual pre-Thanksgiving extravaganza featuring handmade crafts, living history, folklife, music, dance, and children's activities. Don't forget to mark your calendars for this year's *Harvest Festival* November 21 & 22, 1998.

SPRINGTIME FESTIVAL A SUCCESS

• • • • •

At the Annual Meeting the Nominating Committee of the Historical Association of Southern Florida was pleased to announce the 1998-99 Slate of Officers and Trustees. They are: Robert B. Battle, Chair of the Board; Anna Price, Ph.D., First Vice Chair; William Ho, Second Vice Chair; Eric Williams, Secretary; Linda B. Lubitz, Treasurer; John C. Harrison, Jr., Past Chair of the Board. The new members are the following: Andrew Albury, Benjamin Bohlmann, Anthony Brunson, Neil Burell, Jaime Conesa, Thomas Daniel, Pablo Hernandez, Deborah S. Klem, Thomas Paligraf, Dr. Edmund I. Parnes, Scott A. Poulin, Kathleen Shaw, Dinizulu Gene S. Tinnie, Lourdes Vicedo and Judy Wiggins. Continuing to serve on the board are: Nancy W. Batchelor, Angela Bellamy, Stuart Block, Edward H. Davis, Jr., Samuel D. LaRoue, Jr., Raul Masvidal, Dorothy Norton, Marie Pappas, Harold E. Patricoff, Edward A. Swakon and Richard A. Wood. The nominating committee is: Thomas Paligraf, Chair, Anna Price., Ph.D., Raul Masvidal, George R. Harper and Clark Cook.

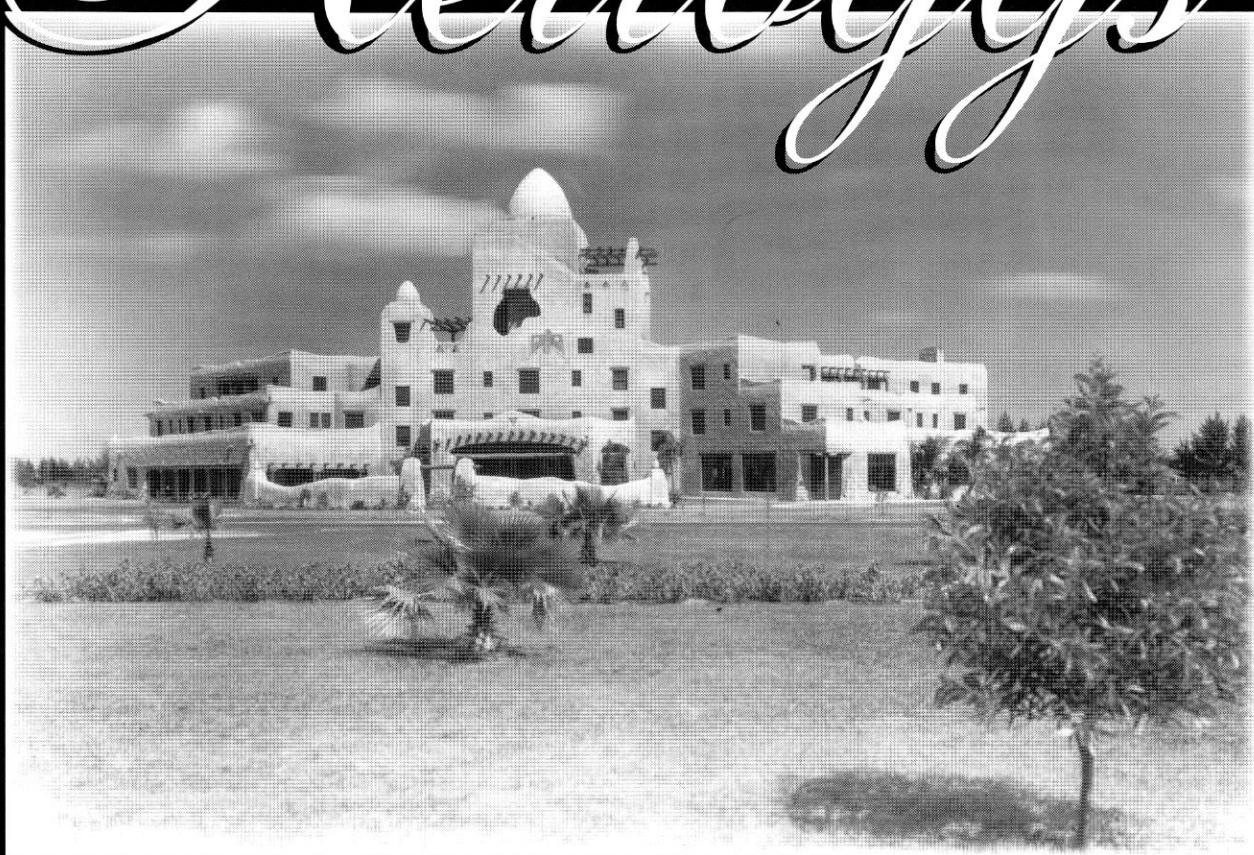
HMSF would like to congratulate the Troopers '98 -'99 Executive Council: William H. Holly, Chairperson, Thomas R. Mooney, Vice-Chr of Membership, Rhonda L. Montoya, Vice-Chr. of Events, Patricia M. Lubian, Treasurer, Julie G. Tatol, Secretary, Alfredo J. Gonzalez, Past Chair. Executive Council: Mitchell A. Bierman, Victoria Carbonell, Gary A. Costales, Daisy Delgado, Stephanie Demos, Philip R. Engelmann, Emerson Fales, Yelena Fernandez, Walter J. Harvey, Michael W. Larkin, Kathleen S. MacMahon, Brian Mahoney Jr., Marcia Monserrat, Douglas O'Keefe, Eric A. Rodriguez, Michael A. Strahm, Valerie Yager and Mario M. Yanez. *-SFH*

Many friends and trustees of the museum volunteered their time at this special event. Those people were: Judy Wiggins, Lourdes Vicedo, Benjamin Bohlmann, Sam La Roue, Jr., Scott Pulin, Andrew Albury, Mercy Masvidal, wife of Trustee Raul Masvidal, Dottie Barton, long time friend and volunteer of Harvest and Springtime, Tom Paligraf and Hilda Masip, Membership Coordinator.

Trooper Volunteers for the admissions gate were: Patty Lubian, Emerson Fales, Deborah P. Matthews, Michael Strahm, Alfredo Menendez, Paula Brandao, Barbara Menendez, Glen Weinzimer, Alicia Cardona, Michael Brucato and Lynn Holly. High school students collecting tickets & handing out programs were: Michelle Menendez, Marcus Ruche, Marvin Ruche, Shanika Black, Alciona Rivera, Yusnesky Eschemendia, Ayesha Jones, Erick Melgarego, Maykel Perez, Lisseth Saravia, Eyleen Segovia, Karla Valladres, Robert Cameron, Hansel Castro, Nohelia Cortez, Nohemi Faonesca, Karen Leonard, David & Gerry Li, Patricia Paiz, Gema Rosales, Geraldine & Lizzette Sorbille, Daniel Vinat, Natalie Sanchez and Katherine Picanol. *-SFH*

L I V I N G H E A L T H Y A T

Kellogg's



Front view of Dr. Kellogg's Miami-Battle Creek Sanitarium in the Pueblo Hotel in Miami Springs in the 1930s. HASF 49-7

JUST A FEW MILES OUTSIDE OF MIAMI IS THE SMALL BEDROOM COMMUNITY OF MIAMI SPRINGS. LOCATED IN THE CENTER OF THE TOWN IS A NURSING HOME KNOWN AS FAIRHAVEN. BUT IT WAS NOT ALWAYS A NURSING HOME. ONCE IT WAS CALLED THE PUEBLO HOTEL, AND IN THE 1930S IT WAS THE SITE OF A FAMOUS SANITARIUM OPERATED BY NONE OTHER THAN JOHN HARVEY KELLOGG.

by Michele Wehrwein Albion

Kellogg was most recognized as the originator of flaked cereals such as Kellogg's Corn Flakes. He was also a gifted surgeon and a health reformer. Born in Tyrone Township, Michigan, on February 26, 1852, Kellogg became a Seventh-Day Adventist as a child. In the years to follow, he received a degree in medicine from Bellevue Hospital in New York in 1875.

Kellogg was also an eccentric, wearing only white in his later years. He claimed white clothes were more sanitary. In reality, he liked to call attention to himself. "He is a theological-psychomedico-talkissmus who will write an editorial for a Seventh Day Advent journal, lecture for two hours, diagnose the status of forty patients as fast as sunrise, pass judgment on the socially derelict, and then operate for ten hours without rest," writer Elbert Hubbard said of him.

In 1876, Kellogg became associated with the Battle Creek Sanitarium in Battle Creek, Michigan. He defined the institution as a place where people learn to stay well. At Battle Creek, he advocated clean living. By this he meant complete abstinence from alcohol, coffee, colas, chocolate, as well as tobacco. In addition, a vegetarian from the age of 12 himself, Kellogg promoted a meat-free diet rich in nuts, fruits and legumes. He also advocated a consistent regimen of regular exercise and sunshine.

It was the search for sunshine which brought Kellogg to Florida on several occasions beginning in the 1880s. Many years later, in 1929, he wintered in Miami Springs, where he hoped to revise a medical text. Although he sought peace and quiet in his rent-

ed home, the doctor was inundated by visitors seeking medical advice. Frustrated, he discussed the situation with his neighbor, Glenn Curtiss.

Curtiss had been a patient at Kellogg's Michigan sanitarium. He was known as a famous aviator and the owner of a local country club establishment called the Pueblo Hotel. Curtiss suggested Kellogg consider establishing a Miami branch of his sanitarium at his hotel.

Kellogg was interested in the prospect. He had written many articles about the medical benefits of sunshine. A Florida branch of the sanitarium would be a logical solution. But, was Miami Springs the best location? He spent the remainder of the year considering other Florida locations.

The West Coast vied for Kellogg's attention. He was invited to Sarasota at the request of John Ringling. Tampa, Clearwater, and St. Petersburg also sought his world class facility. But, in the end, Kellogg returned to Miami Springs declaring: "The Miami area has the world's most ideal climate...in my opinion superior even than the much vaunted Mediterranean."

Curtiss made an interesting arrangement with Kellogg. He agreed to sell him the Pueblo Hotel and the fourteen acres of land which surrounded it for the sum of one dollar. The deal was conditional, with Kellogg promising to keep the facility open six months a year, for five years. At the end of that time, the doctor was to be given clear title to the property. Kellogg agreed, and the papers were signed in May of 1930.



Dr. John Harvey Kellogg on his 90th birthday, February 26, 1942. HASF 1997-277-17377

Just seven months later, on December 1, 1930, the Miami-Battle Creek Sanitarium opened its doors. The Pueblo Hotel had been renovated to include a gymnasium, X-ray equipment and a complete medical laboratory. It also offered complete programs of hydrotherapy (water therapy), light therapy, thermotherapy (heat therapy), electrotherapy (shock therapy), mechanotherapy (massage), as well as a variety of physical exercise programs.

Kellogg's sanitarium was running smoothly when, in 1931, he was contacted by Mina Miller Edison, the wife of inventor Thomas Edison. Mrs. Edison was acquainted with Kellogg, who had treated her sister at his Michigan sanitarium. Mina Edison was concerned

about the health of her husband and asked Kellogg to see him at their west coast home.

Kellogg arrived in Fort Myers in late January of that year. Although he had met the inventor before, he almost did not recognize him. "I found him quite ill," he reported. "He had fainted a day or two before and was very weak and pale." Edison had been living on a diet of milk, which caused painful digestion. He was also anemic. Kellogg recommended a more balanced diet, rest and exercise.

Kellogg returned to Miami Springs with the Edison's thanks. Just a few months later, in October, Edison died at his home in West Orange, New Jersey. In an article in the *Battle Creek Moon Journal*,

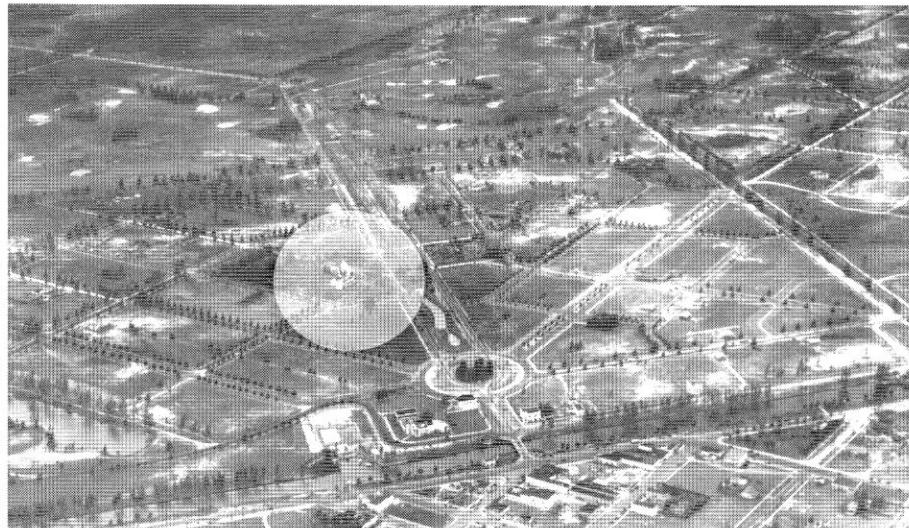
Kellogg reflected on his time with Edison, and declared that had the inventor heeded his advice, he would have lived another fifteen years, and contributed countless more inventions.

In the coming years, John Harvey Kellogg spent his winters in Miami Springs treating the victims of exhaustion, Bright's disease, insomnia, indigestion and various other ailments. In addition to the paying clients at his sanitarium, Kellogg treated local Miami Springs residents who could not afford care. He also offered free lectures regarding diet and exercise to the community. Some of the famous visitors to Miami-Battle Creek were arctic explorer Richard E. Byrd, writer George Bernard Shaw, heart surgeon Dr. Alexis Carrel and educator Martha Berry.

Kellogg's regular activities at Miami-Battle Creek ceased in 1942, when the Air Transport Command took over the facility. Battle-weary soldiers from the air war over Germany and China used the facility to recover from battle fatigue. The next year, on December 14, 1943, Kellogg died.

With the end of World War II, the sanitarium resumed its civilian purpose with a board of trustees responsible for oversight of the institution. In 1959, the site was sold to Senator Cliff Herrell who renamed it the Palm Spa. Despite his installation of air conditioning, the spa was unsuccessful. He sold it to the American Lutheran Church in 1962. Since then, the facility, now called Fairhaven, has offered care to area senior citizens. *-SFH*

Picture looking south at the Pueblo Hotel (brightened circle) taken February 1936.





Kellogg in Fort Meyers in 1931. Mina Edison is 2nd from the left. FAIRCHILD TROPICAL GARDENS COLLECTION.

THE FOLLOWING IS REPRINTED FROM A 1940 BROCHURE FOR THE MIAMI-BATTLE CREEK SPA

The New Way to Health

Regimen therapy – this is the key to the phenomenal success of the way of health which the Miami-Battle Creek advocates. It in no way suffices that a person go to his doctor for physical checkups unless that person alters his habits and follows a program of living which conduces health. The betterment of health by means of a scientific health regimen is what the under par people of our land need more than any other one thing.

When one comes to the Miami-Battle Creek, he enters a school of healthful living. Every physician, nurse, dietitian, and technician in the institution is always ready to instruct the guests in the fundamental principals of health. Wrong habits of eating, sleeping, posture and exercise are corrected, and every feature of conduct relating to physical health is emphasized. In a comparatively short time, appetite and digestion improve, blood cells increase, and other evidences of better nutrition become markedly apparent. The patient feels and looks better.

The renewal of pep and vigor by the removal of unnecessary burdens from the liver, kidneys, and other defensive organs, the increasing of the natural healing and restorative functions of the body by correction of faulty posture and disease-promoting attitudes of mind and body – these are all important features of the health program.

Seventy years ago, Battle Creek treatments were less popular than now; but these physical and psychological methods are now recognized as the most powerful and efficient of all means of promoting health and combating disease through improving metabolism, aiding digestion, encouraging blood-building and circulation, and otherwise activating and reinforcing the natural disease-resisting and healing powers of the body.

Because Battle Creek was a pioneer in the development of scientific physiotherapy in this country, its methods have become widely known as the "Battle Creek Methods." The chief credit due Battle Creek is for having been first to bring together in a correlated system the various forms of physical and physiologic treatment and appliances, combined with a carefully regulated and balanced biologic diet. Only by combining in a scientific manner all health-promoting measures is the attainment of the best results possible.

The Miami-Battle Creek lays special stress upon regimen therapy and makes use of all recognized curative measures, aiming to give relief by combating causes, and by the use of various highly potent non-medicinal methods which rarely fail to meet all therapeutic indications. By these harmless means, pain is relieved; nervousness, sleeplessness, and various other miseries from which invalids

suffer are controlled without incurring the risk of unpleasant and often untoward effects of drug palliatives.

A Center For Health Training

The Miami-Battle Creek is not simply a haven for the sick; it is a health center with a definite program of health instruction and train-

ing for health building. Interesting illustrated lectures, classes, and personal instruction make the institution a practical training school in the fine art of biologic living. We study the biology of our horses, cows, pigs, and chickens, and feed them and care for them scientifically, that is, biologically. In consequence, we have the most wonderful horses, cows, pigs, and chickens the world ever saw. But we forget we have a biology of our own; a way of life peculiar to our species, a diet specially suited to the genus (*homosapiens*) a regimen and environment to which we are by nature adapted, which belongs to us. You may see a large group of guests enjoying a health lecture by Dr. John Harvey Kellogg in the garden patio on a sunny February afternoon. Lectures are given each week by various members of the staff.

The new way to health puts major emphasis on diet. When one learns and applies all the newer knowledge of nutrition which modern scientific research has given us, he soon finds that he has discovered a new way of living. This does not mean that he has become an ascetic; but, instead, he is a true picture, one who dines daintily and eats with discriminating taste. The new way of living, which, in fact, is a return to the old and natural way, often results in quick relief from headache, indigestion, constipation, and hosts of other ills, and a slowing up of old age encroachments.



Exterior views of the site as it is today, including signage reflecting the earliest hotel, Pueblo Hotel, owned by Curtiss. MICHELE ALBION



Left: Interior lobby retains its character today. Below: Original drinking fountain used by guests. MICHELE ALBION



The soundness of this philosophy of physiologic rectitude has been proved in the experience on tens of thousands of intelligent men and women who have found health and happiness through a change of dietary and other living habits, to conform to modern scientific requirements.

One is puzzled by the fact that so few Americans take cognizance of the great truths discovered in our nutritional laboratories of recent years. The last decade has added tremendously to our knowledge of foods and the science of eating, yet how few

persons or families select their daily foods with any recognition of the knowledge science has made available to us. Habit and taste still rule supreme, while science is shrugged off nonchalantly, and even flippantly, by the great majority of our people.

Superhealth is the Goal

The essence of the "Battle Creek Idea" of right living is not new or original, but simply the close alignment of all the habits of the individual with recognized biologic and physiologic facts.

The goal is, of course, superhealth. It is not enough not to be sick. It is every person's right to have abounding vitality and ample margin of reserve, that he may be strong of limb, keen of mind, aspiring of spirit, and courageous of heart. Never in the world's long history have vitality and virility been of greater importance or at such a premium as today.

It takes strong men and women to measure up to the tumultuous times in which we live. -SFH



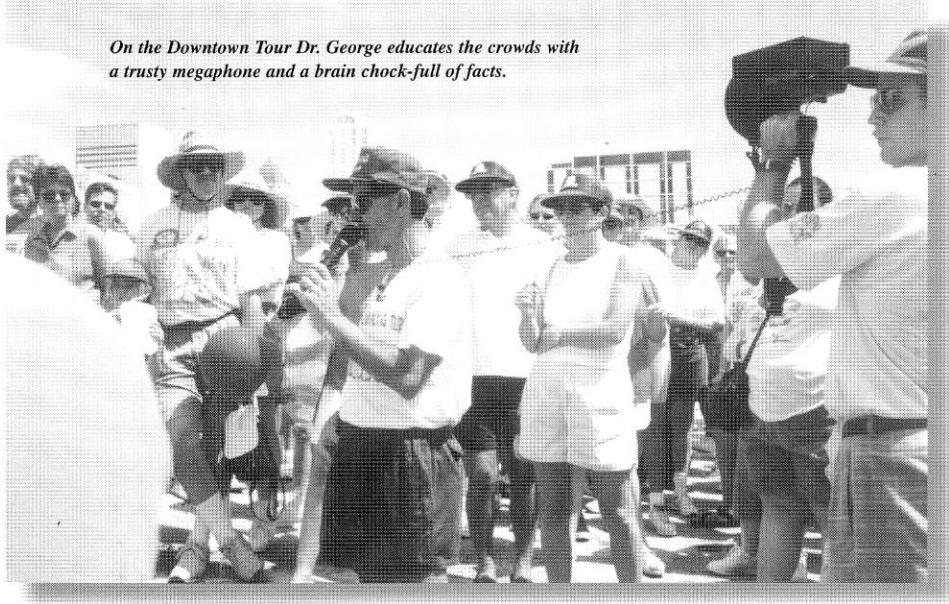
Dr. Paul George winding down a tour season in the mid-1990s in the garden of the Merrick house, Miami.

Dr. Paul George the Historic Tours

FOR 10 YEARS DR. PAUL GEORGE HAS BEEN TAKING A WALK ON THE WILD SIDE OF FLORIDA HISTORY, GIVING HISTORIC TOURS WITH THE HISTORICAL MUSEUM OF SOUTHERN FLORIDA (HMSF). *SOUTH FLORIDA HISTORY* (SFH) TOOK A MOMENT OUT OF THIS LOCAL HISTORIAN'S BUSY SCHEDULE TO ASK HIM A FEW QUESTIONS ABOUT THE WINDING ROAD OF THE HISTORIC TOURS.

Interview by Jamie Welch

On the Downtown Tour Dr. George educates the crowds with a trusty megaphone and a brain chock-full of facts.



SFH: *Hi. Hello. Nice to see you again. OK, enough of this chit-chat, lets cut to the chase. Since this is the 10th anniversary year of the Historic Tours with the Historical Museum of Southern Florida, I'd like to begin by asking you if you had planned on having a 10-year anniversary back in 1988.*

Dr. George: Gosh Jamie, I make my living looking at the past, not to the future. I just never envisioned what would happen 10 years hence, and one thing I never envisioned was how these tours would grow in following and in the number of offerings — I had no idea. We went from one downtown tour that was massive to a whole bunch of tours throughout the county and even down to the keys.

SFH: *Has there been any time during the past decade that you literally felt like you were being crapped on?*

Dr. George: Well, literally the first tour I ever did for the museum came two and a half years before I signed on with them. I signed a group and I did it pro-

bono. It was a women's group organized by a woman who worked at the museum at that time. I took them on the fabled downtown tour and I was standing under the marquee of the Gusman Center and this pigeon nailed me. The excrement came down on the left side of my face and down onto my shirt. I was wearing a red polo shirt and there was this horrified look on the faces of several of the women. I'm the biggest wimp in the world but I was totally aplomb about the whole thing. I just walked into the bathroom, washed myself off, came back outside and continued the tour.

I was doing a tour along the Seybold Canal which comes off the Miami River for a class of mine a few months ago and there was this obese woman on the east bank of the Seybold Canal, and she mooned us. She mooned us coming and she mooned us going. So that was kind of bizarre.

SFH: *Since you told lots of war stories this spring, with the Camp Miami tour and all, lets talk about some other Historical Tours war stories.*

Dr. George: Oh, I think another interesting story was, I was giving a tour of the city cemetery for a class of mine two years ago on a beautiful February day in 1996, and I was noting how the cemetery looked real good, with little damage. We finished up around 5:30 or so in the evening. That night a homeless guy next to the Burdines mausoleum, where I made the presentation, killed a homeless woman who apparently was a crack addict and then he set her body on fire. Right next to the mausoleum where I had been talking about how good things had looked. There's a lot of wacky ones.

SFH: *What is your favorite tour?*

Dr. George: Downtown. Granddaddy of all the tours. I began giving the tour to friends who came to visit me about 25 years ago. The most important tour archeologically, historically and architecturally – just great, the best. And it's well attended. I only offer it through the Museum once a year but I do it for groups and classes numerous times.

Dr. George with friends at the Spanish-American War Exhibit opening. His mother is on his left. She will be 90 this year.

SFH: I've noticed you like to inundate the tour-goers with a labyrinth of historical details and a spattering of anecdotes. It seems that you are trying to raise the level of viewer questions to a high intellectual level. Is that true or is it ok to ask dumb questions?

Dr. George: Oh, it's fine to ask dumb questions. I feel a special bond with every tour group. Anybody who has taken the time and effort and to some degree expense of joining me on a tour is to me a special person. There is a special camaraderie when I see someone in a different context or environment and someone says: "Oh, I was on a tour of yours a while back." I just feel a certain warmth towards that person.

SFH: Do you ever feel like other less experienced historians will try to ride on your coat tails now that you have made these tours a success?

Dr. George: Yeah, It's happening. You know Jamie, a couple of things come to mind. If they want to do these tours, they really ought to take my tours and pirate what they can from me. Some people are conducting tours and have never even been on my tours, parading under the banner of historians when truly they're not. Maybe they have read some history and maybe they've got a bachelors degree in it, but really they are not historians. To me a historian is not one who gives tours but a person who researches and writes. That's just the sort of program I came through, anyway.

SFH: You're a busy historian. Why not tell the readers about some of your background and some of your other jobs, and where you have come from in a sense.

Dr. George: Well as Mr. (HMSF President Randy) Nimnicht says, I've been in the trenches. I received my Ph.D. in History from Florida State in 1975. Wrote my dissertation on criminal justice in Miami 1896-1930, and that's what got me into Miami history, as well as being around my father as a youth and going with him to different places and looking at old buildings or going down to the river and subconsciously enjoying that stuff. I think that's what put me on this trajectory of being a historian. When I finished my Ph.D., the night before I defended I was waiting on tables and the night after I was waiting on tables, so it was a long haul. I taught part time in numerous colleges and universities and a couple of full time college assignments in Georgia, but I wanted to come back here. I began to write a lot and I was being published a good bit by the late seventies. I had a good buddy from my youth who had struck it rich in Hollywood named Hugh Wilson who wrote, created and directed *WKRP in Cincinnati* and did the *Tony Randall Show* and the *Bob Newhart Show*, *Police Academy* and the *First Wives Club*, and it just goes on and on and he's a really talented

PHOTO BY REBECCA NIMNICK



guy. We hooked up in Atlanta in 1980, and he asked me to go on his payroll for a three part series. He wanted a book on Miami and he wanted to adapt it to television. So I came back down here and was really happy to have this job with him, and I gave up a tenure job elsewhere. But it was easy to do. I was single at that time, had no real obligations except to myself. I came back in the Christmas time of '80 and have been back ever since. It's been a wonderfully rewarding time down here. Just before I returned on a permanent basis, I walked 8th street and Flagler downtown and I kept saying to myself "there's a story here but it's more than just a history book." And indeed it's a movie, novel, a sociology study and all of these things. It's been great being back.

SFH: Just because it's getting close to lunch time and you were talking about being a waiter, I thought I'd play "stump the historian" by asking you the history of key lime pie.

Dr. George: Well you have stumped the historian. Key limes are grown throughout the area. My great colleague Mr. Nimnicht is a great cook and probably a baker on top of it. He can probably give you the best recipe, but probably the most renowned recipe was that owned by the black baker at Joe's Stone Crab, who died about



four or five years ago. He either died with the recipe committed to himself or he left it with the owners of Joe's. I think everybody makes key lime pie a little different from everybody else and there are a million stories. There was a pie maker on US-1 in South Dade who would make about 30 pies a day. Once he sold out, whether it was one in the afternoon or five, that was it. He closed down for the day. He was a famed key lime pie maker. My mom was a great key lime pie maker. I'd ask Randy. He's probably got a recipe. (Editor's Note: Mr. Nimnicht told me that the true key lime pies are naturally yellow in color and are made with key limes and sweetened, condensed milk.)

SFH: Speaking of Mr. Nimnicht, he said: "The gospel truth is that Dr. George's tours clearly demonstrate that in this area there is a diverse group of people from all walks of life with a true love of history who want to live and breathe it." Comments on that?

Dr. George: It's very true. I'm always very gratified on the tours to see the great demographic mix as well as the age mix. Young people, the yuppie profile. But especially older people who are sort of rekindling their memories of Miami by going on the tours. It's a great mix.

SFH: Philosophically speaking, what happens to people, who don't have any background in history, when you bring that person out to a location where history occurred?

Dr. George: I think it really excites them and stimulates them and leaves them saying "My gosh, I had no idea that all of this happened here."

SFH: I remember a C-Span reporter telling me he didn't know South Florida had a history. Do you get people like that on your tours a lot?

Dr. George: Well I tell ya. Most people on the tours know it has a history, but you see it in print and you hear it among non-tour going people and God bless them, that's their opinion, but it's really way off from reality.

SFH: Who are some of your heroes historically?

Dr. George: Well I always think about four major people in history and it shows you how Western (Civilization) oriented I am. My four great heroes in a western sense are St. Joan of Arc – that shows you how Catholic I am, Louis IX – I love French history with a passion, Winston Churchill and Franklin Roosevelt. Now as far as here in Miami, one significant hero is Joseph A. McDonald. Miami historians would know who he was. Flagler's top lieutenant. He also founded the first Catholic church here, Gesu, and I'm working on that history right now. He's also the guy that oversaw the incorporation of the city of Miami in the summer of 1896. I like the sort of noble life he lived. He was such an achiever. He was a bank president, he ran a hotel down where Burdines is today. He ran a lumber yard. He was just involved in everything – just an interesting guy.

SFH: Who do dislike the most in regards to the history of Southern Florida?

Dr. George: Um, well... I think the usual villains. The developers who have torn down historic buildings, desecrated historic sites, or have blocked our beautiful vistas such as building along the bay front. Those are my anti-heroes. Nobody in particular, just a category of them.

SFH: How does the Historical Museum of Southern Florida benefit this region?

Dr. George: I think this is the richest resource for studying history in the whole region. With its collection, exhibits, enthusiasm, various activities for children, sponsorship of my tours and things like that. Randy Nimnicht, years ago, when there was talk about building a satellite museum down in Coconut Grove said: "I want to take this great machine we have and bring it out to the people," and I think that was a great metaphor. This is a great machine, and a place I really believe in. *Interview continued on page 30...*

*Main aisle of Burdines' downtown store,
Christmas 1934. HASF Miami News
Collection 1989-011-24440*



the Florida Store

BURDINES LIKES TO CALL ITSELF THE *FLORIDA STORE* FOR GOOD REASON. FROM ITS HUMBLE BEGINNINGS IN BARTOW IN 1896 TO ITS SOARING STATUS TODAY, THIS FIRM WITH 48 STORES AND NEARLY \$1.4 BILLION IN ANNUAL SALES HAS RIDDEN THE EXPLOSIVE DEVELOPMENT OF THE SUNSHINE STATE TO A NONPAREIL POSITION AMONG RETAILERS.

By Dr. Paul S. George

The completion of Miami's first "skyscraper" in 1912 created an immediate sensation.
HASF Miami News Collection 1989-011-24429



WILLIAM BURDINE AND HOW IT BEGAN

Surely William Burdine, still reeling from two killer freezes that destroyed his orange groves in tiny Homeland, Florida, in 1895, was not thinking big when, in the following year, he and partner Henry Payne opened the dry goods firm of Payne and Burdine in nearby Bartow.

Located in a two-story wood frame building that stood within the shadow of a tall oak tree, the new firm, offering a catch-all of goods, created a stir in that somnolent central Florida community. "Our motto's good goods at small profits. We will not be undersold," Payne and Burdine boasted with pride and awkwardness in its inaugural advertisement. Burdine, through clever merchandising, imaginative advertising, and a helpful and harmonious relationship with his customers, laid the foundation for the firm's development.

Born in rural Mississippi in 1843, the son of a slave owner, Burdine distinguished himself through service in the armies of the Confederate States of America during the fratricidal Civil War. After holding a variety of jobs in the unsettling decades following the conflict, and plagued by health problems, he moved with his large family to Polk County, in rural central Florida in 1890. Along with his success there as a citrus grower, Burdine became immersed in church and civic affairs in his new home.

While the ruinous freezes of the mid-1890s pushed Burdine into retailing, his partnership

with Henry Payne lasted little more than one year, after which he bought out his erstwhile partner and organized the firm of William Burdine & Son, with his oldest son John Burdine. Eager for opportunities to expand his business, William dispatched his son to the nascent city of Miami, which in 1898 was hosting Camp Miami where 7,500 soldiers were preparing to fight for Cuba's independence from Spain in the Spanish-American War. John Burdine brought a load of men's goods to Miami in a wagon, crossing an elaborate system of nineteenth century military roads built to move troops during the Indian wars of that era.

Upon arriving in Miami, which was already calling itself the Magic City despite a residential population of only 1,200, Burdine opened a small, temporary store on Avenue D, today's South Miami Avenue. "The small store catered to the soldiers' trade, selling practically nothing but leggings, khaki shirts, and small items of this kind," remembered Roddey Burdine, John's younger

brother. John Burdine sold out his inventory, as did the other merchants of the Magic City, to a restless soldiery.

John Burdine's success prompted William Burdine to prepare his family for a permanent move to Miami. "I found trade growing duller at Bartow,"

he later explained. "This place (Miami) was springing up and seemed to have a future, so I pulled up and moved here." By the fall of 1898, Burdine & Son was operating in Miami.

THE INDIANS CAME IN SINGLE FILE AND SHOPPED IN SINGLE FILE, THE WOMEN CARRYING THEIR PAPOOSES ON THEIR BACKS

”

rium beneath a canopy extending from the front of the structure to the curb. "The new enterprise contains one of the largest stocks of dry goods, clothing and gents furnishings ever brought to Miami," gleefully noted the *Miami Metropolis*, the community's lone newspaper.

Almost from the beginning,

Burdines occupied a distinctive niche among Miami's retailing community with a diverse clientele that included railroad extension employees, tourists, and Miccosukee Indians. "The Indians came in single file and shopped in single file, the women carrying their papooses on their backs," recalled Bess Burdine, the youngest of the Burdine siblings. "All of them were very shy of the tourists and their cameras."

With the onset of rapid urbanization following the Civil War, and a vast influx of immigrants to the country, department stores, offering a dizzying array of stock items, began to appear in America's largest cities after debuting in Paris. The evolution of department stores was helped significantly by a host of new inventions and innovations, the rise of mass transportation systems, and sleek marketing and advertising schemes. Burdine's, more so than any of the city's other major retailers, assumed the trappings of a department store.

Following the philosophy of its founder, the firm also involved itself in a wide variety of civic activities and causes, even contributing to a fund for survivors of the calamitous earthquake and fire of 1906 in far away San Francisco. Citizen William Burdine was a generous contributor to a host of civic, religious, and charitable causes and endeavors. He helped found the city's first Methodist church, chaired the county school board for several years, and provided financial assistance to civic groups.

MIAMI'S MERCHANT PRINCE

For all of his laurels, Roddey Burdine entered the business inauspiciously. Upon learning that he had been suspended from Miami's grammar school for one week, the uncontrite teenager joined a friend for a sailing excursion in Biscayne Bay. After their boat capsized, they languished in its brackish waters for several hours.

Undaunted by this brush with disaster, the youths repaired to a pool hall. As Roddey bent over the pool table, studying his next shot, William Burdine walked into the establishment, took his son by the ear and led him away. Upon returning home, Burdine informed his son that he would begin working immediately in the Burdine store. At 6:00 a.m. on the following day, Roddey, described at the time as a chubby boy in knickerbockers, swept out the store and performed other menial tasks.

Eventually, Roddey worked his way up to became a salesman. By 1908, he was a buyer in the shoe department, one of two store departments. William Burdine died in 1911, but it was not John Burdine who led the store to new heights, since he had left the business several years earlier, but Roddey Burdine, who became president upon his father's death. Roddey Burdine was just twenty-three years of age at the time. By the time he was in his thirties, he enjoyed a national reputation in retailing and richly deserved the sobriquet "Miami's Merchant Prince."

At the time that Roddey became president of the firm, the Burdine store employed fifteen persons, contained 5,000 square feet of floor space, and grossed \$250,000 annually. According to George Whitten, a longtime Burdine executive and family intimate, the store still possessed the appearance of a trading post. "There were usually some Seminole Indians sitting on the floor at the rear of the store," Whitten recalled.

In the first weeks of Roddey's presidency, Burdine's acquired the lot immediately west of it with the intention of erecting Miami's

first five-story building. The completion of Miami's first "skyscraper" in 1912 created an immediate sensation. Burdine's retail space grew to 10,800 square feet, far larger than

any of its competitors. Burdine's growth outpaced that of a city whose population ratcheted from 5,500 in 1910 to nearly 30,000 ten years later, representing the highest per capita growth of any city in the United States. Soon the firm had grown into each of its five floors and was looking for additional space, prompting the acquisition of properties contiguous to it in the late 1910s.

1920s REAL ESTATE BOOM AND GOING PUBLIC

During the 1920s, Roddey received great assistance from his brothers, R. Freeman Burdine and William "Willie" Burdine. The former, a prominent Miami attorney, served as secretary-treasurer of Burdine's, while Willie, the firm's vice president, provided inestimable assistance to Roddey Burdine in, among other ways, a series of store expansions that took place in the 1920s.

In the mid-1920s, the great Florida real estate boom was roaring to its zenith. The boom transformed a young community still exhibiting vestiges of its recent frontier past into an emerging metropolitan center, and etched an awareness of the region into the nation's consciousness for the first time.

Burdine's was at the retailing epicenter of the boom. For fiscal year 1925-1926, the store employed 1,750 persons and registered sales of \$10 million, the largest figure ever recorded by a department store south of Baltimore. By then, Burdine's business was nationwide; its advertising campaigns reached into the northeastern United States, while its fashion apparel had gained a wide following among northerners preparing to visit Miami. Moreover, the store now contained features and offered services seen in few department stores elsewhere. An "Auto Hotel" attached to the department store provided parking for up to 175 automobiles, while a rooftop restaurant was capable of accommodating as many as 400 diners at the same time. In 1925, Burdine's opened a store on fashionable Lincoln Road, Miami Beach, and W. Palm Beach.



Roddey Burdine. HASF Miami News Collection 1989-011-19467

AS RODEY BENT OVER THE POOL TABLE, STUDYING HIS NEXT SHOT, WILLIAM BURDINE WALKED INTO THE ESTABLISHMENT, TOOK HIS SON BY THE EAR AND LED HIM AWAY

Burdines became the first Miami business to extend life and health insurance to all of its employees. Employees, whose numbers now exceeded one hundred, shared an unusual sense of community, participating in firm-sponsored events and activities where Roddey Burdine, who knew each by name, was invariably the warm, witty emcee. Roddey personified the "hands on" managerial approach, walking the floors of his store frequently with George Whitten at his side. Roddey would suggest new ideas and approaches to displaying and arranging goods to Whitten who would record them in his ever present notebook.

Burdine's went public in this era, with a stock issue in an effort to raise additional capital. The firm offered 45,000 shares of common stock and the same number of shares of preferred stock in Burdine's, Inc., in over-the-counter transactions. Because the Burdine family held the overwhelming majority of these stock shares, it maintained control of the business.

ECONOMIC DOWNTURN AND HURRICANE

Many were caught by surprise in 1926

when the boom took a downturn. Some suggested that the slowdown in real estate activity was merely temporary. By the summer of 1926, however, it had become clear that the boom was over as evidenced by the dramatic drop in real estate sales and building activities. The *coup de grace* for the boom came with the killer hurricane of September 18, whose winds of 130 miles per hour smashed into the area with a vengeance, killing more than one hundred Dade Countians while destroying thousands of homes and causing \$250,000 in inventory loss at the downtown Burdine store, and nearly that amount in damage to the building. "It not only blew out all the windows and door glass on the south side (of the building) but all the frames too," George Whitten remembered.

Roddey Burdine was convalescing in an Atlanta hospital from a severe arm injury incurred in a traffic accident when he learned of the storm. He left his hospital bed and returned immediately to his stricken city. "My personal service and counsel are hereby offered and pledged to any individual in the store who may need them. If I can help you individually or collectively, come to my

office," Burdine informed his employees. Burdine's even reached beyond its "family" during this crisis, distributing 50,000 free garments to storm victims.

In the aftermath of the hurricane, Miami and all of Florida slipped into an economic depression three years ahead of the rest of the nation. High living boomers, now destitute, were searching for work while the skeletons of unfinished subdivisions littered the stilled landscape.

Sales fell in this period, but the store remained profitable. Burdine's even instituted extensive remodeling in its downtown store in 1927. Many new features accompanied the remodeling effort. Burdine's women employees modeled the latest in swimsuits from the bathing suit department in "fashion revues" held on the rooftop of the store amid "tropical" settings and live orchestra music. Thirty carolers greeted Christmas shoppers in front of the main floor elevator. Burdines even added a store on Biscayne Boulevard in 1929, but worsening economic conditions in Miami and elsewhere caused it to lose its profitability, prompting the firm to close the store in 1932.

Roddey Burdine with a friend.
HASF Miami News
Collection 1989-011-19475



Burdine's maintained its sponsorship of fashion shows, attracting large crowds who came to see the "bathing beauties." One summer sale was heralded by a parade on the second floor of the downtown store. In 1929, Burdine's introduced "Sunshine Fashions," its distinctive brand of warm weather wear, which was enthusiastically embraced by visitors, and brought the store an ever larger national following. To disseminate its message to increasingly larger markets, Burdine's sponsored a daily woman's program on WQAM radio. As the economic depression deepened throughout the nation in the early 1930s, Burdine's sales fell from \$5 million in 1930 to \$2.7 million in 1933, yet the store continued to remain profitable. Whereas few stores could afford to advertise on a broad scale, Burdine's imagi-

native copy filled the first section of the local newspapers each day. Many of the advertisements informed readers that Spanish was spoken by Burdine's sales personnel, in recognition of the growing number of visitors from Cuba and other Spanish-speaking parts of the hemisphere.

END OF THE DEPRESSION

The financial picture for Burdine's improved markedly in fiscal year 1934-1935 as the worst of the Great Depression was over. Its sales rose to \$4.7 million, the best single year performance since 1930. Burdine's was now the tenth largest department store in the United States in terms of sales. The Burdine family, along with George Whitten, owned more than 70 percent of all outstanding common stock and more than 50 percent of all preferred stock in Burdine's. Moreover, Burdine's owned all of the buildings it utilized in the business. Burdine's continued to build on the hometown theme. In 1934 it announced that the average number of years of residence in Miami for a downtown store employee was ten years. "Burdine's is a Miami institution, owned by Miamians and manned by Miamians," the firm concluded.

The spectacular opening of the Lincoln Road store on the evening of January 10, 1936 drew thousands, including a bevy of models flown in from New York. Roddey Burdine, however, was not present for the event. He was suffering from undulant fever, an illness acquired through non-pasteurized milk from cows stricken with Bang's disease. Its symptoms included extreme fatigue, lingering fever, and even inflammation of the brain. Roddey Burdine died from the malady on February 15, 1936. He was 48 years of age. "Throughout the length and breadth of the city...persons who had been his friends, who had been his customers, those too who had been his competitors were proclaiming Roddey Burdine as the 'Merchant Prince of Miami,'" *The Miami Herald* reported.

Illumination of Santa Claus, Thanksgiving Night, 1950. This annual event would last a decade.
HASF Miami News Collection 1989-011-24442



FEDERATED AND THE ROAD TO EXPANSION

With the death of his brother, quiet, reclusive Willie Burdine was thrust into a leadership position, becoming president of Burdine's. Willie Burdine relegated most of the day-to-day operations of the store to George Whitten. Yet, with George at his side, Willie oversaw another era of dynamic expansion for Burdine's at a time when Miami and South Florida were finally emerging from the Great Depression.

Construction on a vastly expanded downtown store began in 1936, and continued for two years. Upon the project's completion in

1938, the flagship downtown store, with its six-story addition, exhibited a beautiful streamline modern style. Within three years of the completion of this ambitious project, Burdine's grew quickly in the friendly confines of West Palm Beach, buying out Hatch's Department Store.

As the wartime decade of the 1940s unfolded, Burdine's prepared for an expansive postwar business. In 1944, the firm purchased property on the west side of South Miami Avenue located between West Flagler Street and Southwest First Street. In 1947, construction commenced on a \$1 million,

five-story annex on this tract. Standing on

the site of the original Burdine store, the new west building, also known as the Burdine annex, opened in 1948.

Underground and overhead passageways connected it with the original Burdine building east of it. Each holiday season from 1950 through 1960, the overhead bridge would host a giant neon Santa Claus. An estimated 10,000 Miamians were on hand for its inaugural lighting on Thanksgiving night, 1950. Additionally, during each holiday season, the roof offered mechanical rides and other amusements for children.

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In 1943 Willie Burdine served as chairman of the board of Burdine's after turning over the firm's presidency to Whitten. Whitten held that position until October 1957, when he became chairman of the board and chief executive officer. By then, Burdine's had become a subsidiary of Federated Department Stores, Inc., a large holding company with control over several prestigious stores. One reason for that decision was the entry of Jordan Marsh, a successful northeastern department store controlled by Allied Department Stores, a parent company like Federated, into the Miami market in 1956. Allied spent large sums of money on a beautiful new building for Jordan Marsh north of downtown on Biscayne Boulevard,

invested lavishly in stocking its new Miami store with quality goods, and promoted it with great fanfare. Jordan Marsh quickly became a major Burdine competitor.

Burdines needed cash, and an agreement was reached between Burdine's and Federated. George Whitten explained that the new arrangement would give customers the benefits and all the advantages of one of the largest retailing organizations in the world and still keep Burdines a locally operated store. Shareholders received six-tenths of a share of Federated stock in exchange for each of their shares. The Burdine family converted their stock into Federated shares in the enterprise.

At the time of the Federated takeover,

Burdine's opened a fifth store in North Miami's 163rd Street Shopping Center. While shopping centers were not new to American retailing, their postwar versions differed dramatically from earlier centers, arising in newly developing areas experiencing intensive growth. At this moment in their development, shopping centers were essentially suburban downtowns offering plenty of free parking, a critical feature absent from traditional retail areas. Burdine's \$10 million store was the showpiece in a shopping center offering a broad array of stores. The success of Burdine's 163rd Street store was overshadowed in the following decade by an even more successful store in the Dadeland Mall in southwest Dade County.

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As the 1970s dawned, Burdine's began to expand throughout Florida, a state whose spiraling population growth elevated it to the top echelons of the nation's large states by the following decade. New Burdines stores opened in Orlando, Tampa, Sarasota and Fort Myers. This trend accelerated in the 1980s and 1990s, with the opening of additional stores in Gainesville, Daytona Beach, and Tallahassee lending additional credence to Burdine's claim as the "Florida Store." Many of these stores were architectural gems offering many new services and features, in addition to vast varieties of products.

By this time, the old family-run enterprise had yielded further in personnel and manner to a new executive leadership who came armed with high-powered resumes and dynamic plans for additional expansion. Miami and South Florida had also changed following a series of monumental social, demographic and financial developments. Desegregation, a huge influx of Cuban and other hemispheric refugees and immigrants, changing consumer tastes and leisure time interests, along with the

invasion of the Florida market by such retailing giants as Neiman Marcus, R. H. Macy Company and Bloomingdale's brought vast changes to the approach and manner in which Burdines conducted its business. Yet the store still called on its Florida roots as its chief selling point, believing that it knew Florida fashions better than the northern interlopers then beginning to compete with it. The sales record of Burdines has reinforced this view.

Burdines nearly missed celebrating its centennial in Miami this year. In 1989, the store came under the control of the

Campeau Corporation, which ran into financial troubles quickly, moving Burdine's and the other stores in its hold to the edge of bankruptcy. However, after breaking with Campeau under the astute, innovative leadership of Howard Socal, its chief executive officer, James Gray, its president, and other talented, committed officials, Burdines fought its way back into the black in an astounding turn around. Now it stands poised to begin its second century in excellent financial shape with glowing prospects for the future. —SFH

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Continued from page 19...

SFH: Who thinks up the ideas for the tours?

Dr. George: I do. And the museum has wonderful support. A lot of times tour-goers come up with ideas. A couple of weeks ago we did a tour of Coconut Grove in early April 1998 and we ran up on a March of Dimes walk, and somebody on the tour said: "Why don't you do a marathon walk, and the money could go to the museum?" So I told Randy about that yesterday and he thought that was a great idea.

SFH: 26 Miles?

Dr. George: Well, I'm using that term loosely. Just walk from Coconut Grove to Downtown and talk about history all the way. It would take several hours. I'm thinking about bicycle tours because I've done some of those for different groups. I think that would be a natural. So we're always working on new tours.

SFH: What is the longest you have ever talked?

Dr. George: I came to Randy in the Spring of '88 and I said: "Look, I have the infor-

mation, you all have the marketing capabilities, let's get married, and you guys sponsor my tours. And so the first tour we did...

SFH: Your honeymoon?

Dr. George: Yeah. Downtown. We met here (at HMSF). I remember vividly. It was Saturday, and I took the tour-goers on a five hour marathon, and I could have gone on even more. It was really interesting because along the way, I met my mom. She came down to shop, and she was then 79 years old.

SFH: You had never met her before?

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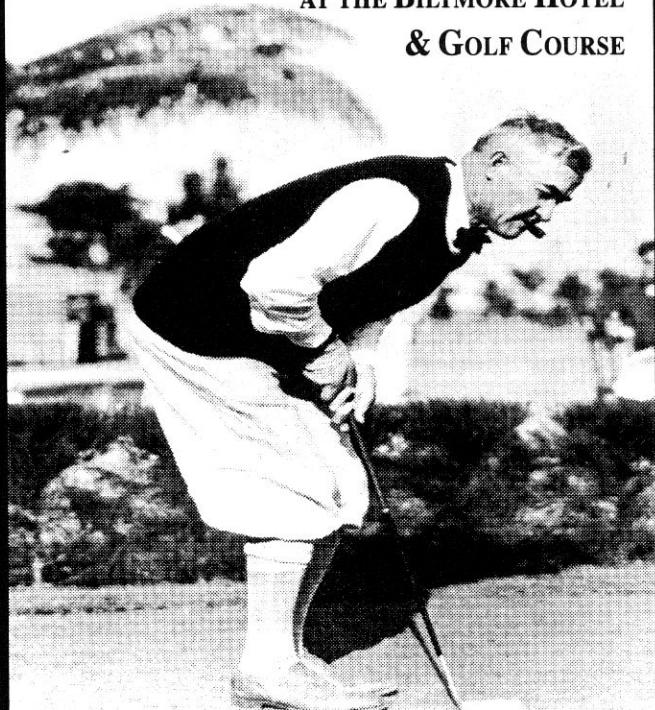
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Dr. George: (Dr. George gives a strained courtesy chuckle and continues patiently.) I swept her up and she joined us on the last part of the tour. Edna Buchanan was on that tour, and was taking notes feverishly, which she would use for one of her novels that came right after the tour. But that was a five hour marathon. That's about the longest one I've ever done.

SFH: How long do you plan on giving these tours?

Dr. George: I think about this a lot. I'd like to do it really until the day I drop. Even If I got too old and I couldn't walk really well, I could still give boat, train and bus tours. When I walk in the morning I sometimes think I walk too much. Sometimes there's stiffness from old quasi-athletic injuries, but I plan to do it as long as I can. I really don't

want to retire, that's for sure.

SFH: I'm done with my questions.

Dr. George: I'm just really grateful to the Historical Museum and to the people of Miami for letting these things happen, and supporting these tours. It's something that I would never have imagined with the amount of tours that we have done and the wonderful people I've met and the great publicity that history has gotten in this community. I've always told Randy that he's made me famous but that he hasn't made me rich. He and I in the process have become really good friends. We've known each other for 25 years, and gotten real close the last dozen years or so. The great thing about the tours is that I keep learning things. I have file folders about this thick (two and a half inches) sometimes even larger. I have folders for every tour. I

keep reading and learning new stuff, putting information on note cards, putting them in the folders, and that's really allowed me to learn so much and to share this knowledge with people. It's been a great experience. It was totally unforeseen that it would go like this. And it's led to so many other things. Consulting work, writing projects. Besides tours, my real love is research and writing. It goes back to my graduate days at Florida State. I think to really call yourself a historian you need to research and write on a continual basis. And I really don't have to. I have a position at Miami-Dade where there is no demand on publishing, but if I didn't, I wouldn't feel good about it. It makes me crazy unfortunately, the deadlines, the late hour work, but I just wouldn't feel my worth if I didn't do it. —SFH

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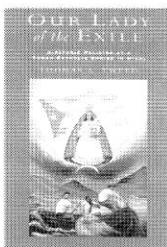


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**OUR LADY OF EXILE, DIASPORIC RELIGION
AT A CUBAN CATHOLIC SHRINE IN MIAMI**
By Thomas Tweed. Oxford University
Press, 1997. 224 pages. \$35.00



Review
by Carlos Plaza

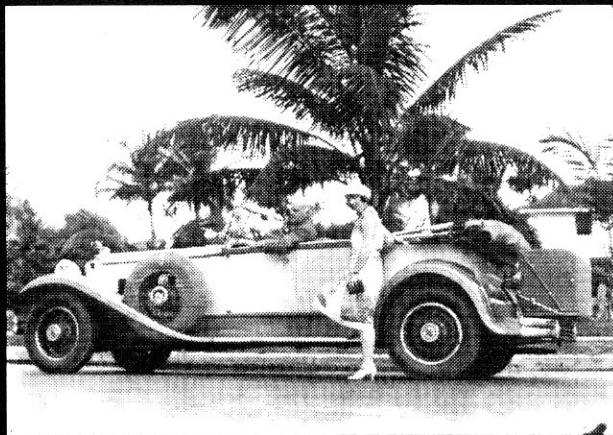
In *Our Lady of Exile, Diasporic Religion at a Cuban Catholic Shrine in Miami*, Thomas Tweed presents an enlightening look at the

role of religion in casting and sustaining the collective identity of Cuban exiles. Tweed begins with an engaging summary of the historical origins of Our Lady of Charity and follows the spread of the Virgin's worship from a small region of eastern Cuba to her national role as protector of liberty during the Spanish-American War. The author continues with an insightful look at the character of religious worship in Cuba and the role of the Virgin as a symbol of Cuban identity.

Tweed examines the motives behind the continued worship of Our Lady of Charity in exile and the establishment of her shrine in Miami. The fruits of his investigations are as interesting as they are illuminating. The very identity of the Virgin as a reflection of the Indian, African and Spanish origins of her people proves as fascinating as her contested identification with Och'n, the Yoruba goddess of the river venerated by many Cuban followers of the religion commonly known as Santería.

While these and the more orthodox Catholic interpretations of the Virgin as guarantor of health, childbearing, marriage and family are revealing in themselves, Tweed goes on to focus on Our Lady of Charity's pivotal role as a national symbol. The author's personal interviews, involvement and interpretation of the textual, material and ritual sources associated with the shrine reveal a crucial element for comprehending Cuban exiles' collective understanding of themselves as a nation without a country. The Virgin's shrine is understood as a place where Cubans travel across time and space to a Cuba before and after Castro. *Continued on p.34...*

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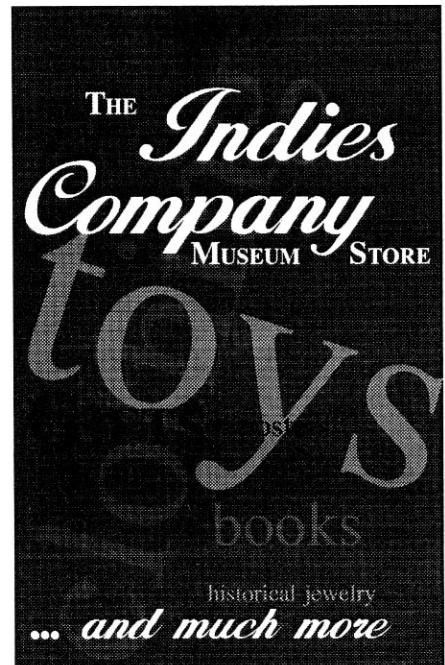
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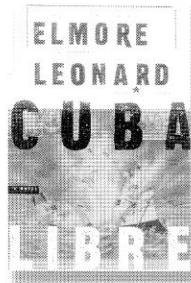
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Review

by Stuart McIver

If you're seeking a different look at the Spanish-American War, you need search no farther

than Elmore Leonard's latest book, the historical novel *Cuba Libre*.

Leonard, who spends his winters in North Palm Beach, has written many mysteries set at least in part in South Florida, among them *Cuba Libre*, *Gold Coast*, *LaBrava* and *Maximum Bob*. The cast of characters in his books runs heavily toward scam artists, petty criminals and a liberal sprinkling of really

bad people.

Before he began specializing so masterfully in crime fiction he wrote westerns, which are essentially historical novels since they take place in a frontier West that vanished long ago.

In *Cuba Libre* Leonard combines all these genres. What he has given us is a western enlivened with scam artists caught up in a great historical event – America's war with Spain. Out of this clash would come the free Cuba from which the book takes its title.

Ben Tyler, a bank robber among other things, arrives in Havana harbor with a string of horses to sell. Actually the horses are cover for a boatload of guns he's running to Cuban insurgents fighting to break free from Spain. His arrival time is spectacular, just three days after the sinking of the battleship

Maine in the harbor had brought the USA into the war.

Tyler's adventures take him from Havana to Matanzas, from a cell in Morro Castle to the sugar cane plantation of a wealthy American. He deals with honorable and dishonorable Cubans, good and bad Americans and almost totally brutal Spaniards.

The story follows not the fighting men of the war but rather the lives and loves and the crooked schemes of the book's principal characters. The Spanish-American War provides a fascinating backdrop for the action of the book.

Cuba Libre isn't heavy-duty history but that's not what you expect from an historical novel. For any of his fans, just remember: Elmore Leonard couldn't write a boring book if he tried. –SFH

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Continued from page 32...

Moreover, the Lady of Charity herself stands as a symbol uniting those still on the island with those in exile.

Those interested in the Cuban-American experience will find this tightly knit volume an indispensable addition to their libraries. Taking Miami's social, political and cultural landscape into account, it positions the religious element within the broader scheme of Cuban-American life and gives it fuller meaning. Furthermore, the student of religion and/or diaspora groups will want to hear what Tweed has to say about the future study "diasporic religion" and "diasporic nationalism."

Indeed, we owe Tweed thanks for a short book that goes a long way in understanding both the Cuban-American community and the complex relations between space, time and religion. –SFH

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