

**SILVER ANNIVERSARY**  
**1935-1960**



This Souvenir Book is an expression of appreciation from your Chamber of Commerce to the residents, businessmen and officials of the Town of Surfside for their whole-hearted support in helping bring the publication to reality. It is another evidence of the mutuality of effort and purpose which marks our Town as one of the finest small municipalities in the world.

We wish there were space here to list the name of every resident, and to tell the stories of the thousands of good people, who have contributed to the Town's growth and prosperity over the past quarter-century.

**Some** of these people are pictured in this Book, and note is made of **some** of the efforts expended in our Town's behalf. To go back through the years, and pay proper tribute to **all** these fine public-spirited men and women, would require many, many more pages than those we have at our disposal.

So we must content ourselves with a simple "Thank you, people of Surfside."

HANS WEILBYE  
President, Surfside  
Bal Harbour-Bay Harbor Islands  
Chamber of Commerce

## A Salute . . .

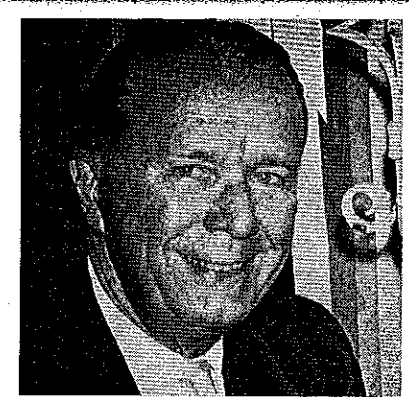
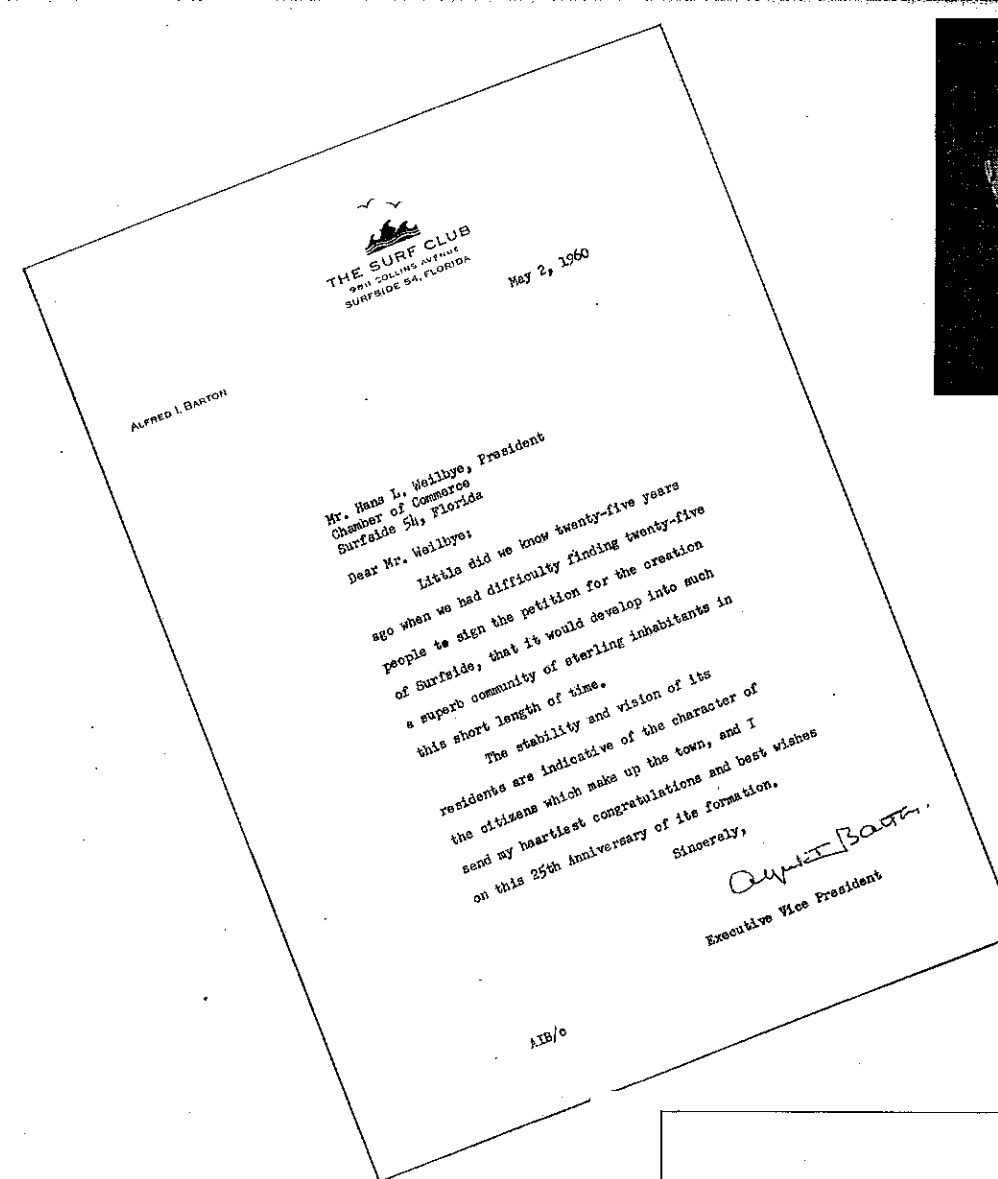
Pioneering the establishment of a new community is a real challenge!

Administering to its needs a quarter-of-a-century later, following a period of phenomenal economic boom and population growth, requires probably even greater tenacity in dealing with the many complex problems incident to the expanding needs of the community.

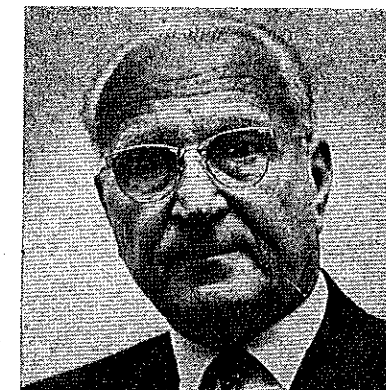
Vision and wisdom were needed in developing Surfside from a one-square mile area dotted with something like a dozen homes, into one of South Florida's most thriving, bustling oceanfront communities with a millage rate that is one of the lowest in the entire area.

On the occasion of the observance of the community's 25th anniversary, special recognition is accorded not only to the founding fathers and to today's Town officials who are pictured on accompanying pages, but also to all those who have served in public office in the period between, who have helped turn yesterday's dream of continuing growth and prosperity for Surfside into today's reality.

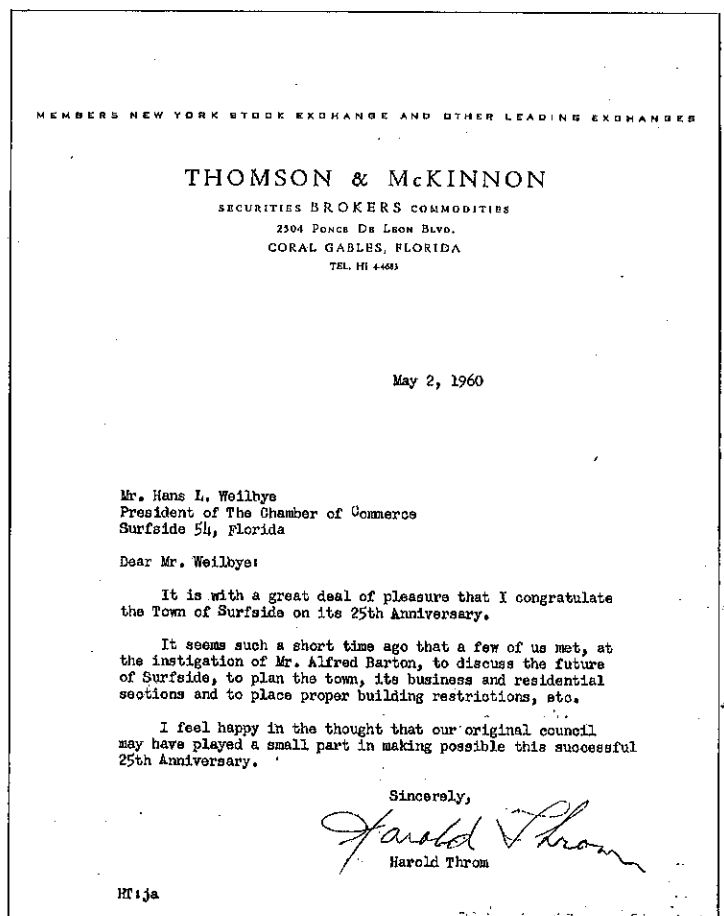
A salute is hereby extended to the leaders of local government from the days of the first Council, and to the many civic-minded persons belonging to community-minded organizations who have served Surfside with determination and dedication in helping make it one of the most respected, desirable and prosperous areas along the entire Gold Coast.



ALFRED I. BARTON



HAROLD THROM





Mayor Irving Schulman

## Surfside's Mayor And The Town Council

Surfside's Mayor is young, but maturely efficient Irving Schulman.

Recently elected to the Town's highest office, 31-year-old Mayor Schulman has distinguished himself with Surfside voters by his many civic activities.

In the past, he has been one of a number of prime movers backing such important community projects as offstreet parking, beautification, a public library, etc.

An attorney by profession, Mayor Schulman is a member of the Miami Beach, Florida and American Bar Association.

He is a member and past director of the Surfside Chamber of Commerce and North Shore Jewish Center, a charter member and first president of the Gold Coast Democratic Club and a member of a number of other local organizations including the Surfside Civic Association, the Surfside Volunteer Fire Dept., North Shore B'Nai B'Rith, Surfside Masonic Lodge and the Town's Planning and Zoning Board.

The Mayor also has served as past chairman of both the Surfside Charter Revision committee and the Surfside Off-Street Parking Committee.

Several of the organizations in which Mayor Schulman holds membership have given him special commendatory awards for public service.

He also has served as a Councilman for Surfside during the past two years and has exhibited dedication to the civic responsibilities bestowed upon him.

He, his wife, Joyce, and sons Danny, 7, and Ivan, 1, and daughter, Debby, 5, reside at 8958 Garland Ave., Surfside.

With Mayor Irving Schulman presiding, the Town Council of Surfside—made up of four distinguished businessmen—has contributed both time and talent in helping the Town's anniversary celebration become a reality.

Both the Mayor and Council, whose members are former Mayor Eugene J. Schwarz and Vice-Mayor Lee Howard, Councilmen Louis Hoberman and Sidney King, have provided full cooperation in contributing toward making the celebration an outstanding success.

Rendering important decisions bearing on the future course of community progress and implementing programs for the further development of the area at large, the Council also has worked closely with the organi-

zations and individuals who have served untiringly to plan celebration events and highlights.

As to the officeholders, themselves, Eugene Schwarz first joined the Council in 1954, five years after establishing permanent residence here. His two-year term as Mayor expired this year. He studied accounting at New York University.

He is an executive with a furniture manufacturing company and past director of the National Office Furniture Association. He is a member of the Surfside Civic Association, the Chamber of Commerce, the North Shore Jewish Center, Jewish War Veterans and American Legion posts, Rotary Club and is past director of the Dade County Community Chest. He and his wife, Gussie, live at 9013 Dickens Ave., Surfside.

Vice-Mayor Howard served as assistant mayor from 1956 through 1958 and was re-elected to a four year Council term in 1958 and again this year, as Vice-Mayor.

He is national director of Schoolroom Progress U. S. A. as well as of two "Free-

dom Trains" featuring the themes of education and industry which are sponsored by the Henry Ford Museum and Greenfield Village.

He is president of his own advertising agency and a member of nearly a score of civic and fraternal organizations including the Surfside Chamber of Commerce and Civic Association, Miami Beach Elks, New York Financial Advertising Association, National Education Association, Temple Sinai, B'nai B'rith and the Men's Cancer League. He and his wife and three sons live at 8986 Bay Drive.

Councilman Hoberman, businessman and nominee in 1959 for "Dade County's Outstanding Citizens Award" joined the Council this year. A resident here since 1945, Hoberman holds many distinguished posts in the community.

He is president of the Dade Chapter, American Jewish Congress; president of the Surfside Music Society; Chancellor commander of George Gershwin Lodge, Knights of Pythias; vice president of the Miami

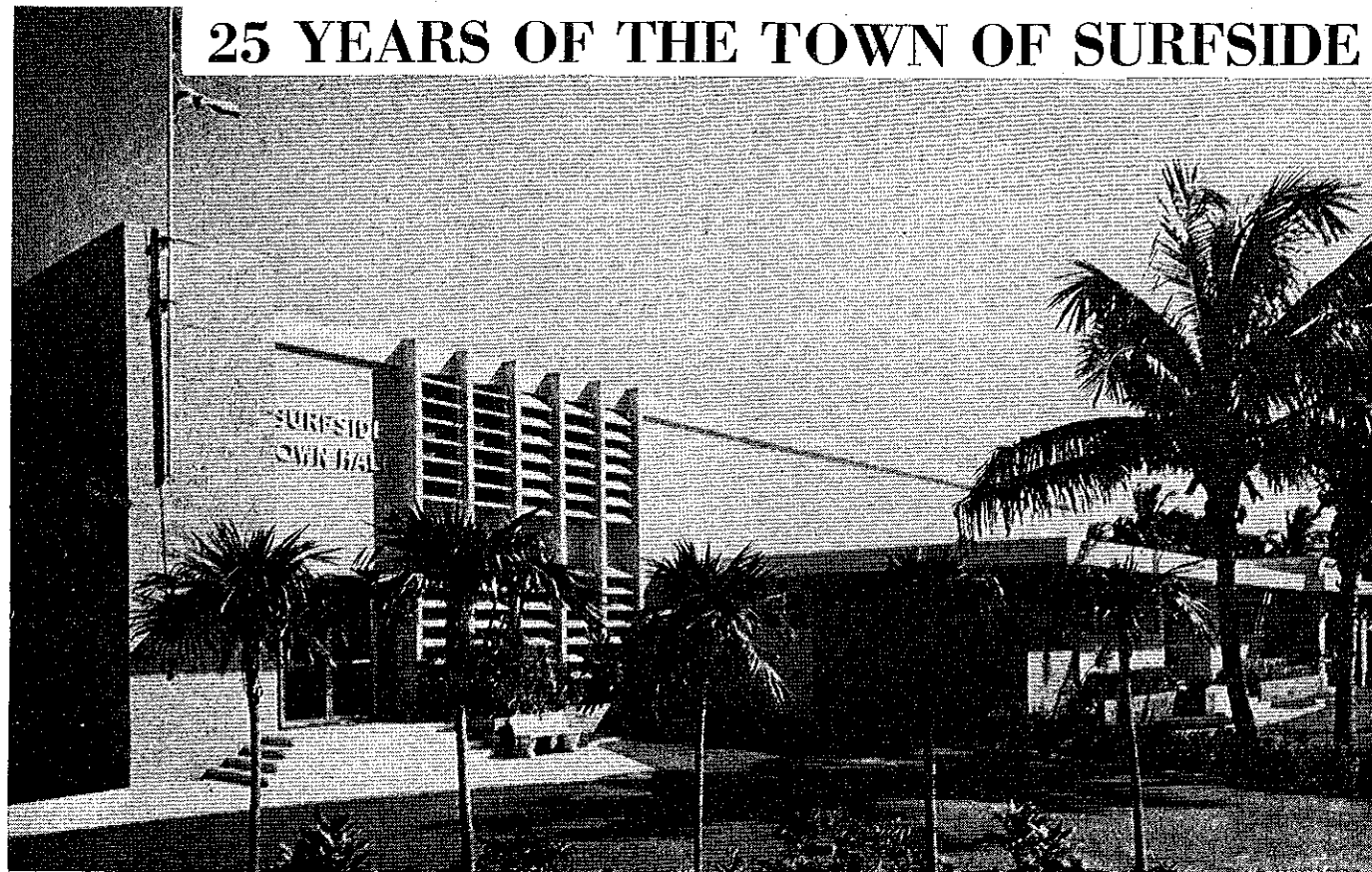
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Surfside's officials, charged with the responsibility of administering the local governmental affairs of the community, meet regularly once a month on every second Monday. Seated at the Town Hall chambers below (l. to r.) are town attorney Frank J. Kelly, Councilmen Louis B. Hoberman and Eugene J. Schwarz, Mayor Irving Schulman, vice mayor Lee Howard, councilman Sidney King, town manager Fred M. Bowen, Jr., and Miss Joe Ann Carnes, deputy town clerk.





# 25 YEARS OF THE TOWN OF SURFSIDE



Municipal Building

## A Progress Report

by

Frederick M. Bowen, Jr.  
Town Manager

WHEN our Town was founded, on May 18, 1935, our first year's budget was financed by a loan from the Surf Club—a modest \$28,500.00. There were 50 residents at that time.

There were many vacant lots, a few scattered homes, a gambling casino, the Surf Club, and our wonderful beach, but not much else.

There was, however, one most important factor at work—an awakening feeling of **community interest**, as evidenced by the 35 people who signed the original charter, which was granted by then Circuit Judge Worth Trammel.

This same spirit of mutuality has held fast throughout the years, through a succession of competent and dedicated Mayors and Councilmen, Town employees, and public-spirited Surfside residents.

In the course of the quarter-century, Surfside has grown from what some called "that sleepy little town north of Miami Beach" into a model community of, by, and for its residents.

The original 50 has blossomed into 3,700 permanent residents, with an estimated 10,000 or more during the peak of the winter season.

The Town provides many facilities, including sanitary sewage disposal; storm drainage; paved streets, curbs and gutters; a municipally owned water system, including a 750,000 gallon ground-level water storage tank; a complete Municipal building; a Community Center building; public beach; playgrounds and parks; a public library; six municipally-owned off-street parking areas (and more planned) and many other attractive features which would have gladdened the hearts of those early Surfsiders.

Services provided by the Town are many. These are such protections as Police, Fire Department and Life Guards, sanitary services (garbage and trash collection), and a supervised recreational and playground program, expertly administered.

Our Town is clean—the streets are swept with motorized equipment, our beaches are sparkling, and our vacant lots (what few

there are) are kept free of health hazards such as high weeds, trash and debris.

The new Town Hall and water storage facilities are incorporated into one of the most modern buildings in the state of Florida.

Our business district is modern, too, and prosperous. At the time of the publication of this anniversary book, there is **not one vacant store available**. The hotel and apartment district (the latter one of our greatest tourist attractions), is comparable to anything in the United States.

Surfside residents live in fine homes. Generally they fall within the \$25,000-\$35,000 bracket, but some waterfront properties have a value up to \$200,000.

But with all this, we have a tax rate which is about the lowest in all 26 municipalities in Dade County—8.95 mills. We do not levy any other form of tax or fee on property owners, such as utility, sewage disposal, garbage collection, etc. In other words, the ad valorem tax is the **only** money that property owners pay the Town (other than water bills, of course).

But a Progress Report should be more than a recounting of past achievements, and a list of present facilities and equipment. What about the future?

In a recent election, our voters approved the sale of surplus acreage at our garbage dump area (outside our own Municipal limits, incidentally). Proceeds from the sale of this property will be used for further municipal improvements within the Town, and the balance remaining will be used to help retire Town debts.

Among the major projects contemplated from the sale of the acreage are:

1. A new building at the public beach, which will incorporate an auditorium, classrooms, dressing rooms, a snack bar, a swimming pool, patio area and perhaps cabanas.
2. Resurfacing of a substantial portion of the streets in Town, and improvements to the storm drainage facilities.
3. Improvements to playground and other recreational areas.
4. Such other projects as may be decided upon at a later date.

We are all very proud of our Town. It is not governed by professional politicians, but by something as close to "government by the people" as is possible in our times. However, we are not provincial in our outlook.

We are now commemorating our first quarter-century of progress. We look forward to many more to come, with confidence in an even bigger and brighter future.



Frederick M. Bowen, Jr.

Meet the man who handles the important administrative processes of local government which implement a program of progress and prosperity as called for by Surfside residents and businessmen and as initiated and ratified by the Town Council and Mayor.

He's personable Frederick M. Bowen, Jr., who has acted as Town Manager of Surfside since August, 1954, handling the details and problems of administering local government affairs.

Born in Mobile, Ala. in 1922, Bowen moved to Dade County in 1937 with his parents, Mr. and Mrs. F. M. Bowen, who are still residents of Miami.

He was educated in local schools, having graduated from Miami Senior High in 1941, Aviation Cadet School in 1944 and the University of Miami in 1948. He earned a B.B.A. degree in college, majoring in accounting, and still regularly attends annual courses in the administering of City Manager affairs offered at the University of Florida.

Bowen served in World War II as a pilot in the U. S. Air Force.

Before taking the Town Manager's post, he served as town clerk and assistant manager of Surfside starting in March, 1951, and before that did public accounting work in private business from February, 1948.

He holds membership in the International City Manager's Association, the Municipal Finance Officers Association, American Public Works Association, Building Officials Conference of America and National Association of Assessing Officers.

He and his wife, Betty Sue, and daughter, Linda Sue, 2½, live at 9573 Bay Drive.



Stalwart and true were the boys in blue—circa 1935 Surfside's police force included 4 men, a motorcycle, and a souped-up convertible.

## The Men Who Guard Our Town

### The Police Department

Safeguarding life and property of the townspeople of Surfside is a first-rate police force, led by Chief Andrew Murcia, Jr., a retired Lieutenant of the New York City police department.

Organized originally by Alfred Barton, one of the Town's founders 25 years ago, the Surfside police force has increased in number from three in 1935 when the municipality was chartered, to a complement today of 14, including Chief Murcia, three sergeants, nine patrolmen and one parking meter supervisor.

Barton relinquished the chief's post in 1938 when Frank Hackett was appointed. Hackett, formerly with the police department of Washington, D. C., held the position until 1954 when he retired and was succeeded by Murcia.

Chief Murcia served as a criminal investigator and Deputy Sheriff with the Dade Sheriff's department for a number of years and is a member of the International Chiefs of Police and Dade County Chiefs Association and of the Police Benevolent Association.

Serving with him in the department are Sergeants William F. Terry, Wiley B. Barefoot and George Curti and Patrolmen Alfred Mayo, Willis Riggs, Warren A. Dalrymple, James Armstrong, Kenneth Galusha, Michael Stabilka, Morton Arno, Joseph Dalziel and John Oakley, and the supervisor of parking meters, Norma Fay Johnson. Two radio-equipped patrol cars are on duty in Surfside around-the-clock.

### The Volunteer Fire Department

Remember the old-fashioned volunteer fire department of yesteryear?

It plays as integral a part of community life in Surfside today as a daily constitutional along any of the Town's busy thoroughfares.

Surfside's volunteer fire fighting force in reality is a highly trained and readily prepared group of 39 distinguished citizens whose ranks include lawyers, bankers, doctors, contractors, merchants, etc.

Drills for the entire group are held every second and fourth Monday night of the month. A force of at least six volunteers is on call every night for standby duty in case of emergency.

The volunteers also contribute to community life in other fields and list among their pet projects help to the local Boy Scout troops and Muscular Dystrophy Association, and spearheading observance of Fire Prevention Week.

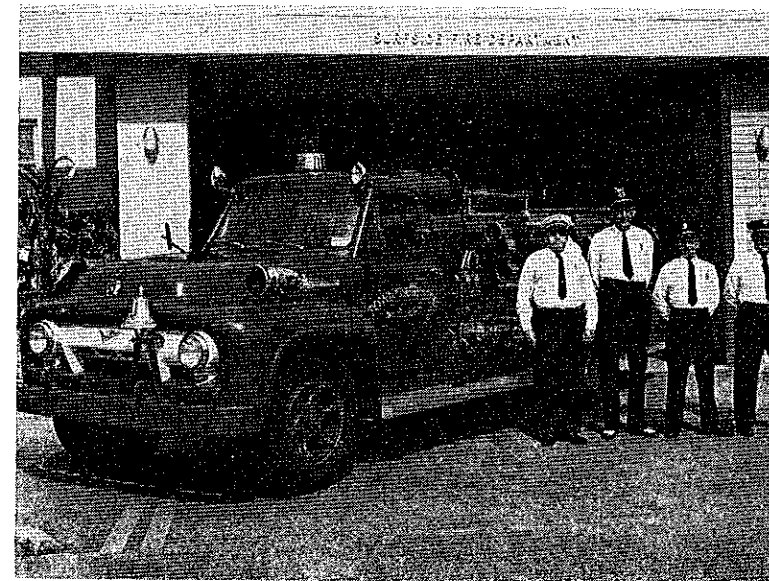
Heading the volunteer force is Chief Alvin Schlesinger, assisted by Deputy Chief Martin Kurzwell, Captains Howard Betz and Robert Bloch, Lieutenants Sam Berger and Sidney Friedman, Secretary George Valentine and Chief-of-Training Frank Nankin, J. E. Barber, Jack Ellich and John Fontana.

And, if there is any doubt as to the seriousness of the task at hand, the volunteers have responded to emergency and fire calls each month since organizing in 1954.

Top photo (l. to r., top row) are Patrolmen Morton Arno, Michael Stabilka, Willis Riggs, parking meter supervisor Norma Johnson, Patrolmen Kenneth Galusha and Joseph Dalziel; (second row) Sergeants Wiley Barefoot, William Terry and George Curti and in the foreground (center) Captain Andrew Murcia, Jr.

Middle picture, above, (l. to r.) are Fire Chief Peter Nilsen, Capt. Sam W. Richmond, Lt. Vincent F. Shea and Fireman Raymond Diedrich.

Pictured (l. to r., standing) are Fire Chief Peter Nilsen, Mayor Irving Schulman, Joe Rich, Mel Levin, Lt. Sidney Friedman, Sampson D. Winn, Reuben Pfefferman, K. A. Wolis, Bernard Joyce, Lt. Sam Berger, Frank Nankin, Capt. Robert Bloch, Julius Goldberg and Jack Ellich. Kneeling (l. to r.) includes volunteer chief Alvin Schlesinger, H. R. Cooperman, Eugene Beck, Dr. Saul Purcell, Judge Louis Stallman, David Davis, J. E. Barber and John Fontana. Not pictured are Capt. Howard Betz, M. Beckerman, Bernard Edelstein, Norman Epstein, George Valentine, Joe Hecht, Arthur Kahn, Martin Kurzwell, Sidney Labovitz, Bob Mendelson, W. Oppenheimer, Jack Pathman, Benjamin Patnik, Allen Seavey, Larry Justin and Myron Zeientz.





## Recreational Life

### In Surfside

For a community its size—only one mile from border to border—Surfside offers its residents one of the most comprehensive recreational programs found anywhere in South Florida.

With the need becoming increasingly apparent five years ago for a pre-school program in Surfside, the Town organized what was to become the forerunner of a full-fledged recreational department serving all age groups in the community.

With pre-school activities going stronger than ever, the recreation program has been extended to include a well-rounded schedule of events for the youngsters and a day camp for older children.

There's also plenty on tap for the teenagers who have made the cotillions a top favorite pastime. To accommodate all the youngsters who wish to participate it is now necessary to hold three different cotillions.

It's open house every Saturday night for the teen-age group who elect their own Teen Council to plan activities for youths in the high school age bracket.

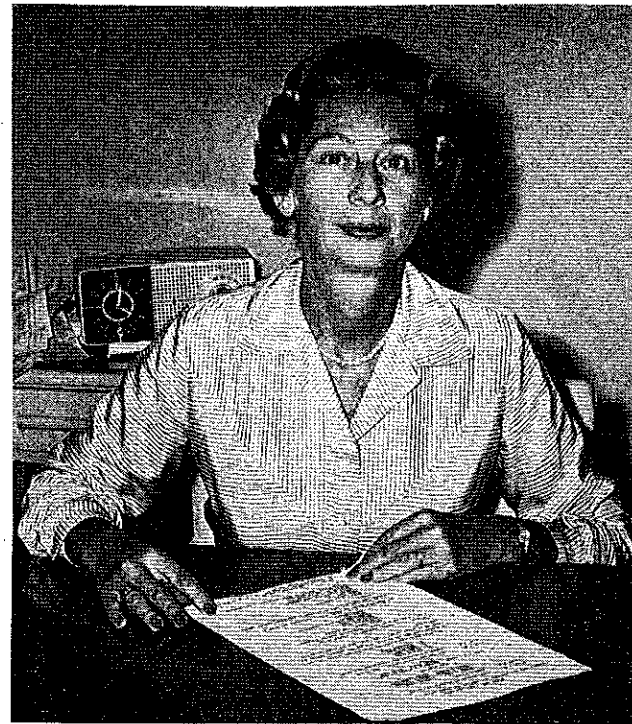
An estimated 15,000 children a year use the recreational and playground facilities of the Surfside at the Beach House, on the ocean at 93rd St. and Collins Ave.

Group activities for adults also have been developed.

Classes ranging from instruction in domestic skills such as party catering and sewing, to the teaching of hobbies and skills such as art and ceramics have become routine procedure with thousands of Surfside men and women.

Arrangements also have been made for group discussions on such intellectual subjects as the world's great literature. There also are bridge parties, art exhibits, dances, etc.

Nearly 16,000 grown-ups alone are estimated to have used the Surfside recreational facilities from last October through May, indicating the tremendous enthusiasm found in all age-brackets for the well-planned and supervised "off-hour" activities lined up for everyone living in Surfside.



Mrs. Louise Morlang

Hundreds of Surfside residents avail themselves daily of the professional services of Louise Morlang, wife, mother, educator and the community's right hand in leading a program of healthful and enlightening recreation for youngsters of all ages.

Louise Morlang, wife of college professor William Morlang, and mother of son Bill 20, attending the University of Florida and daughter Susan, 17, a senior at Coral Gables High School is Surfside's director of recreation.

Besides her active duties in arranging wholesome and beneficial activities for tots, teens and adults, Mrs. Morlang is also active in other pursuits.

She has served for the past two years as chairman of standards and ethics for the Florida State Recreation Association, as a member for the fourth consecutive year of the Youth Board of the University of Florida and as an executive board member of the Welfare Planning Council of Dade County.

She also has been a member for the past five years of the Junior Orange Bowl steering committee; of Zonta, an international women's executive organization; of the Women's Division of the Surfside Chamber of Commerce and an honorary member of the Library Association of Surfside.

## The Chamber Of Commerce

The Surfside-Bal Harbour-Bay Harbor Islands Chamber of Commerce is the official group sponsoring Surfside's 25th anniversary celebration.

Led by president Hans Weilbye the Chamber has assisted in organizing the biggest local celebration ever held.

It has had support of Town officials in making arrangements for the observance of the Town's founding on May 18, 1935.

The Chamber is well known over the years for many outstanding community achievements. It assisted the Town in obtaining a Post Office, Fire Department, beach house property for recreational activities, white-way lighting on Harding Avenue, an off-street parking program, and many other civic endeavors.

It has also provided the nucleus around

which the celebration program revolved in an atmosphere of unity, cooperation and friendliness.

Almost every official, merchant and resident of Surfside and many from the adjoining communities of Miami Beach, Bal Harbour and Bay Harbor Islands eventually participated in some phase of the fast-moving four-day undertaking.

Much commendable work has been done by the Chamber's Women's Division, led by Mrs. William Maxwell. The Division has in the past implemented several important community successes of its own. Two such successes were taking the lead in obtaining recreational classes in Surfside and adjoining communities, and establishing a tri-city library located in Surfside.

Continued on next page

The Officers and Board of the combined Chamber: (l. to r., seated) are Dr. George Stryker, Hans Weilbye, Louis Cole and R. Miles McNeel III. (l. to r., standing): Louis Haftel, Dr. Saul Purcell, Miss Randy Estevane, John De Smedt, Mrs. Anne Hughes, Mrs. Elizabeth Melly, Mike Henry, Mrs. Rhea Cashman Gladwin, George Valentine, Martin Gordon and Benjamin Levine.



The Women's Division was organized four years ago with Mrs. Rhea Gladwin as president. Mrs. Louis Cole was the next president.

The Chamber was organized in 1953 as an outgrowth of the original Surfside Business Association. Serving as president in successive years have been Hal Kingery, Sam Edelstein, Huber Ebersole, Jack Pathman, Jim Kelly, Martin Gordon, A. D. Smith and Hans Weilbye. The Chamber established its own office in 1956 at its present site, 222 95th St., Surfside.

In addition to the outstanding 25th Silver Anniversary celebration, the Surfside Chamber of Commerce also has hosted two other highly important functions in recent years at its annual dinners—the Governor's conference in 1958 which featured an address by Philip M. Talbott, then chairman of the board of the Chamber of Commerce of the U.S. and a special dinner last year honoring such distinguished civic leaders as John Knight, George B. Storer, Judge Irving Cypen and Alfred Barton, pioneer of Surf Club founding.

The Chamber and the Women's Division boast a total membership of approximately 500 local civic leaders.

Spearheading the activities of the Women's Division of the Surfside-Bal Harbour-Bay Harbor Islands Chamber of Commerce this year is Mrs. William Maxwell.

In the three years since she became a Bay Harbor Islands resident, Mrs. Maxwell has achieved a remarkable record for civic and educational work.

In recent weeks, Mrs. Maxwell and the entire membership of the Women's Division have worked tirelessly to make the Silver Anniversary celebration a most memorable occasion.

The year-round activities of the Division include welcoming newcomers to the area, contributing to worthwhile civic projects, assisting the library project in Surfside, and of course, as the Auxiliary of the Chamber of Commerce.

The library, which opened last August 17, was the culmination of diligent and devoted work by the Women's Division since its organization in 1955, plus aid by other civic leaders and organizations. The work begun by Mrs. Rhea Cashman Gladwin, the Division's first president, Mrs. Louis Cole, Mrs. George Valentine, Mrs. Frieda Levine and many others, was carried on until a library to serve all the residents of Surfside, Bal Harbour and Bay Harbor Islands became a reality.

The well-equipped library is assisted in quarters and upkeep by the Women's Division, with the exception of the purchase of books and personnel salaries, which are paid for jointly by the three communities.

Mrs. Maxwell is currently the first leader and chairman of the Study Group for the Brandeis University National Women's Committee.

Mrs. Maxwell is originally from New York, where she is well known as the founder, owner and director of the Maxwell Vacation School for teenage girls on the campus of Cornell University, Ithaca.



Mrs. William Maxwell

Mrs. Maxwell and her husband, a prominent Surfside physician, make their home at 9300 W. Bay Harbor Dr. Their son, Morton, is professor of medicine at UCLA and recently received international recognition as one of the discoverers of a new drug for hypertension. Their daughter, Marjorie, now Mrs. Leon J. Glantz, lives in Providence and operates the Vacation School.

Sixteen ladies of the Women's Division of the Chamber of Commerce of Surfside-Bal Harbour-Bay Harbor Islands will act as hostesses at the Silver Anniversary Banquet on May 21st at the Americana Hotel.

The ladies will receive guests and show them to their tables. The hostess committee, headed by Mrs. George Israel, includes Mrs. Louis Beller, Mrs. Stephen Broida, Mrs. Martin Corbin, Mrs. Rhea Gladwin, Mrs. Louis Hoberman, Mrs. Edward Harris, Mrs. Morris Kroop, Mrs. Milton Levinson, Mrs. Rhea Newman, Mrs. Harold Rosen, Mrs. Vaughn Spencer, Mrs. Sydney Sperber, Mrs. Jose Winsen and Mrs. Irving Witz.

## Valentine, Weilbye Spearhead Community Anniversary Effort

### Silver Jubilee is complex project

Helping to spearhead the community-wide effort in staging Surfside's gala celebration of its founding a quarter-of-a-century ago is the very able president of the Surfside Chamber of Commerce, Hans L. Weilbye.

Closely coordinating the project with another chamber officer, George Valentine, who was charged with the task of organizing the effort, Weilbye has acted as general liaison between all groups involved in creating the celebration program.

Applying his abilities as a prominent and astute business leader, Weilbye has been responsible chiefly for the Chamber's outstanding contribution in welding a cohesive campaign effort that has reached into virtually every facet of community life during the anniversary observance.

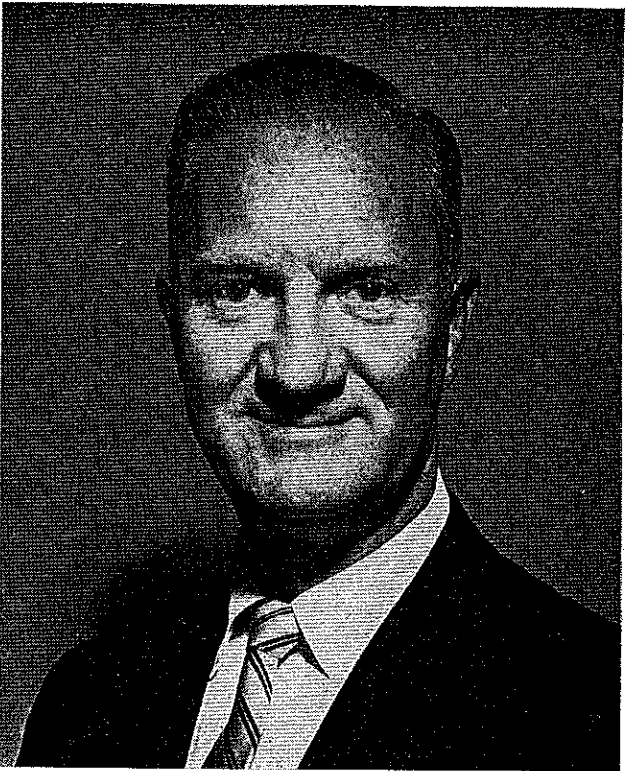
Just as he has helped unify the community in support of Chamber activities aimed at the betterment of the entire municipality, Weilbye has been at the forefront in making the occasion the most unforgettable in the Town's 25-year history.

A native of Rochester, New York, where he attended the University of Rochester, majoring in courses in business administration, chemistry, mechanical engineering and liberal arts, Weilbye became a resident of Surfside five years ago.

He has been a member of the Chamber for the past four years and also is a member of the Surfside Civic Association and of a Masonic Lodge located outside the State.

At present, he is associated with a prominent real estate brokerage firm in Surfside and before that held administrative post with the Rochester Gas and Electric Corp., of Rochester, N. Y., the Precision Casting Company of Syracuse, N. Y., and the Rochester Ordinance District of the U. S. Army as a civilian.

He lives with his wife, Helen, at 9569 Collins Ave. They have a daughter, Helen Alma, and two grandchildren, Dawn Ann and James Henderson, Jr.



George W. Valentine

### General Chairman

The task of coordinating and charting the 25th anniversary celebration for the Town of Surfside was placed in the very capable hands of affable George W. Valentine, prominent Surfside business and civic leader.

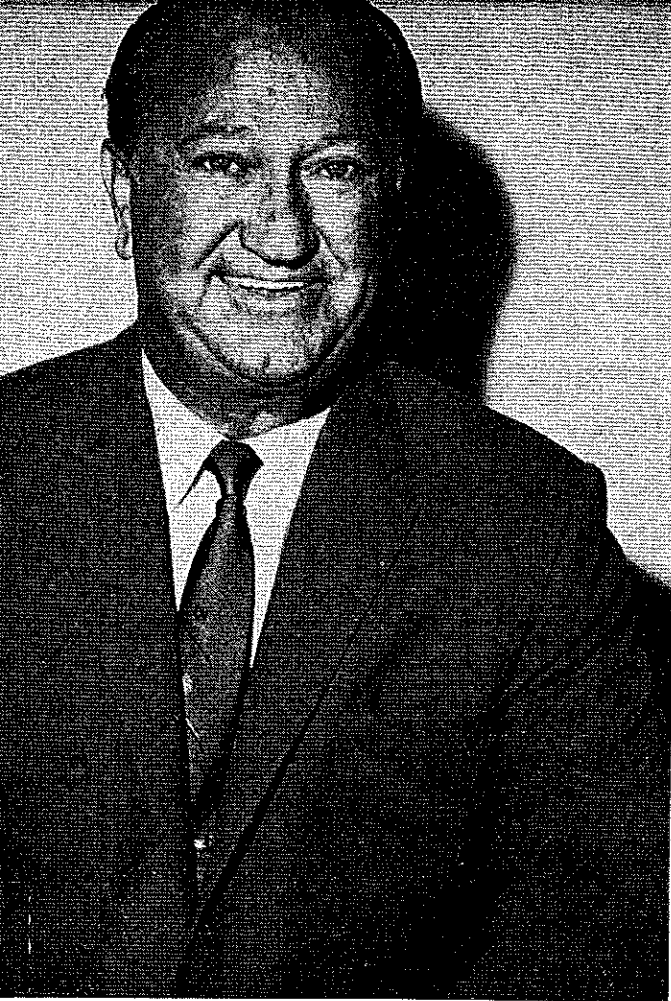
Valentine has organized and led a well-coordinated effort to make the observance of the Town's founding a-quarter-of-a-century ago the most successful single event ever staged in the community.

Working hand-in-hand with all organizations of the community and with officials of the Town, itself, Valentine has added this outstanding project to a long list of fine works performed on behalf of the community.

In his business association, Valentine is Community Relations Director of Chase Federal Savings and Loan Association and Manager of Chase's Surfside office.

In the community he served as chairman of the municipality's Planning and Zoning Board; is an organizer, charter member and secretary of the Surfside Volunteer Fire Department; a member of the Surfside Civic Association; one of the originators of the Surfside Library; a Director of the Chamber of Commerce; a member of the North Shore Kiwanis Club and active locally in many charitable causes including the Community Chest, United Fund and Muscular Dystrophy.





Martin C. Gordon

### Civic Association Head

One of the members of the committee that has made this Surfside Souvenir Book a reality is Martin C. Gordon, president of the Surfside Civic Association.

Gordon, whose activities in community projects for many years are well known to Surfside's civic leaders and townspeople, has represented the Association in coordinating work for the success of the overall anniversary program.

Besides serving as president of the Civic Association in 1954 and 1955, Martin also was a member of the group's executive board for a four-year period.

Further, he is a charter member of the Surfside Chamber of Commerce, serving on the board of directors and as the group's president in 1958. He has been a member of the Town of Surfside's Planning and Zoning board for eight years, acting as chairman and vice chairman for two-year terms.

He also is a past co-chairman of the Miami Beach Community Chest drive. He is president of a local taxi company.

## Civic Association Works For Good Of All Surfside

### Members Set Own High Standards

One of the earliest, most prominent and highly regarded organizations to serve the "call to duty" in the community of Surfside is the Civic Association.

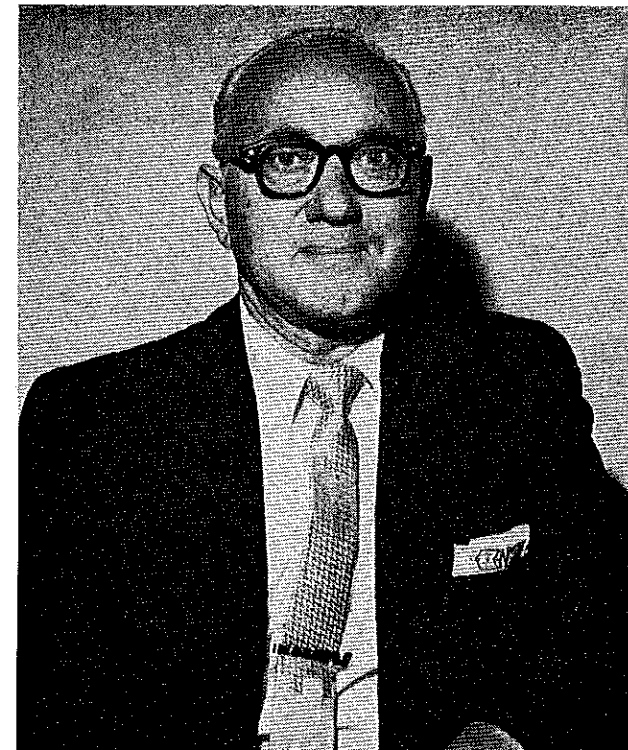
The Association, first organized in May, 1946, received its charter from the State of Florida on May 23, 1949, at which time it officially avowed its aims and purposes to be as follows:

"To promote the interest and welfare of the residents and property owners of the Town of Surfside, Fla. To assist and maintain to the highest degree possible that necessary co-operation which shall insure and guarantee to the community a wise, efficient and just administration of all its public affairs, and to further benevolent and charitable purposes."

As to the standards set by Association members, themselves, Martin C. Gordon, president, stated: "No rules can take the place of each member's firm resolve to do his part in making the Civic Association a center for friendly and orderly assembly with discussion of the betterment of the community at large a prime requisite."

Besides Gordon, officers in the organization include Kenneth A. Wolis, first vice president; Gerson Bergman, second vice president; Mrs. Ellis Liberman, recording secretary and Louis Hirsh, treasurer.

Holding committee chairman posts are Joseph Breidt, corresponding secretary; Hon. E. W. Sulzberger, law and finance; Estelle Geffen, membership; Mrs. Martin Bloch, recreation; Dr. H. L. Brown, health and sanitation; Al Riemer, Police and Fire; Alex Eig, Parks and Public Buildings; H. Custer Naylor, zoning and building; Dave Wittan, social and hospitality; David Ross, program; Louis Beller, public relations, David P. Dennison, streets, sewers and lighting.



Nat Vlock

### Parade Leader

Next to being President, it's probably been every man's lifetime ambition to some day lead a parade!

Nat Vlock, popular Surfside community leader, has just had this dream come true.

Based on his ebullience in tackling a particular job at hand, Vlock, a retired business executive, was selected for the job of Grand Marshal to lead a colorful parade that officially launched the Town's 25th anniversary celebration on Wednesday, May 18.

Vlock's enthusiastic response to the task at hand is typical of his reaction when called upon to assist his community in any civic endeavors.

He serves the Town in a number of important capacities—as a member of the Surfside Planning and Zoning Board, the Surfside Civic Association, a charter member of the Surfside Masonic Lodge and Jewish War Veterans Post No. 723 of which he is hospital chairman.

Vlock also is treasurer of the Gold Coast Democratic Club, a member of the Miami Beach Civic League and Elks Lodge and chairman of the local Israel bond drive.

He formerly served as president of two of the country's largest dress manufacturing firms and retains the title of director of the Nortex Oil and Gas Company of Dallas, Tex., and holds interest in a number of land investment, mortgage and realty firms.

He and his wife, Lillian, live at 8942 Dickens Ave., Surfside.

## Barton, Throm Recall Early Surfside Days

### First Council Formed 1935

Surfside's 25th anniversary celebration is an occasion of rejoicing for the entire citizenry, but is a matter of particular pride with two of the city's founding fathers.

Alfred I. Barton, whose name is synonymous with that of the famed Surf Club, and Harold Throm, were original members of Surfside's first inhabitants, body-politic.

Barton and Throm were joined by less than a score of pioneers who preferred the solitude and quietness of a completely undeveloped one-square mile area north of the growing metropolis of Miami Beach.

Joined by Charles G. Hannock, Walter Trepte and Harry A. Baer as first councilmen, and Spearman Lewis, first mayor, all of whom are deceased, Barton and Throm began the task of guiding the community's destiny.

The hub of activity in 1935 naturally was the Surf Club, a resort attraction drawing the elite of the social register.

continued on page 44

## Zoning Board Important

One of the most influential policy-making bodies in Surfside is the Town's Planning and Zoning Board which acts in an advisory capacity in making recommendations to the Town Council on matters pertaining to town planning.

Headed by Chairman George Valentine and Vice Chairman Sampson Wynn, the group also includes Richard Goodman, Alvin Warren, Mrs. Rhea Gladwin, Leonard Frischman, Myron Alpert, Nathan Vlock, Frank Healy, Kenneth Wolis, Jack Spatz and Eugene Beck.

The board meets the first Monday of each month at 7:30 p.m. at Town Hall to consider town needs and make policy recommendations.



Judge Sulzberger



Judge Stallman

## Surfside's Judges

### Play Active Part

### In Civic Program

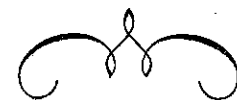
Presiding over the Municipal Court of Surfside are two of Dade County's most able jurists—Judges Louis H. Stallman and Eugene W. Sulzberger, both residents of Surfside.

#### Judge Sulzberger

Judge Sulzberger has lived in Surfside since 1941. His residence is at 9169 Dickens Ave.

Judge Sulzberger first served the community in 1952 as a member of the Town's Planning and Zoning Board and also as an election clerk. He was acting judge in 1953 and appointed a full-time Municipal Judge of Surfside in 1955. He won two-year-term reappointments in 1957 and '59.

In 1955, Judge Sulzberger was elected president of the North Shore Kiwanis Club and just one year previous was named recipient of the National Junior Chamber of Commerce's distinguished service award.



#### Judge Stallman

Judge Stallman, who lives with his wife Mitzi and son Michael Lee, at 8910 Emerson Ave., is a graduate of New York University Law School and was admitted to practice before the New York Bar Association in 1929 and before the Florida Bar in 1951.

He is a member of the committee on uniform laws of the Florida Bar and a member of the ethics committee of the Miami Beach Bar Association.

Judge Stallman also is president of the Gold Coast Democratic Club, a member of the Surfside Service Association and Volunteer Fire Department, and a director and former secretary and vice-president of Temple Ner Tamid.

## Our Churches and Clubs

A spirit of fraternity exists among the people of Surfside and neighboring Bal Harbour, Bay Harbor Islands and Miami Beach—due in large measure to the fact that many residents of these communities belong to the same organizations and attend the same places of worship.

Surfside is a hub community with the other municipalities forming the points of a triangle surrounding it.

The clubs most heavily attended by residents of Surfside are the Optimists, Rotary and Kiwanis.

The Optimist Club of Bay Harbor-Surfside is three years old with a membership of almost 100. Its president is Philip Praver, a resident of Bay Harbor Islands who will be succeeded in 1961 by Frank Nankin of Surfside.

The local group won the distinction of being named an honor club during 1958-'59 by Optimist International and has been praised particularly for its works and activities with the youth of the area.

Surfsiders also are prominent among members belonging to the Kiwanis club of North Shore which was chartered eight years ago. One of the founders of Hope School for mentally-retarded children, the group continues charitable causes in the school's behalf and also co-sponsors a troop

of Boy Scouts from Surfside and surrounding areas.

The club's board of directors include two noted Surfside civic leaders—Martin Gordon and George Valentine.

Another organization with active Surfside members is Rotary Club of Bal Harbour which first met in Surfside but later changed its meeting place to home grounds. The local group will act as host, along with other Rotary clubs in the area, to the organization's International Convention which opens here the end of this month with an expected registration of 20,000 delegates.

The Church-By-The-Sea, a Congregational place of worship located in Bal Harbour, has joined local Kiwanians in sponsoring Boy Scout Troop 81 for youngsters in the area including many from Surfside. The troop has been active for 13 years.

There is one church in Town — the First Church of Christ Scientist, 228-89th St.

The other church in the immediate area and located just outside the municipal limits of Surfside is St. Joseph's Catholic Church at 86th St., and Byron Ave. There are a score of other Catholic and Protestant churches and Hebrew synagogues within easy driving distance from any point in Surfside. The only veteran's organization in the area is the Jewish War Veterans Surfside-Bay Harbour Post No. 723 which also maintains a ladies auxiliary.

## Jack Ellich Directs

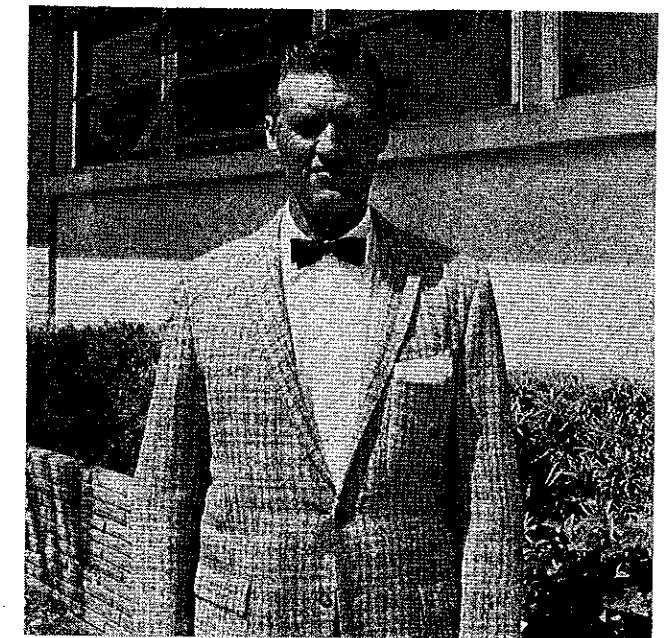
### Outside Services

John Ellich, a robust, outdoors-type, whose strong resemblance to former heavyweight boxing champion Jack Dempsey almost landed him a movie part, is Surfside's Outside Service Director.

Jack, as he is more familiarly known to residents, has a multitude of responsibilities that has helped establish the community as one of the finest in South Florida in which to live.

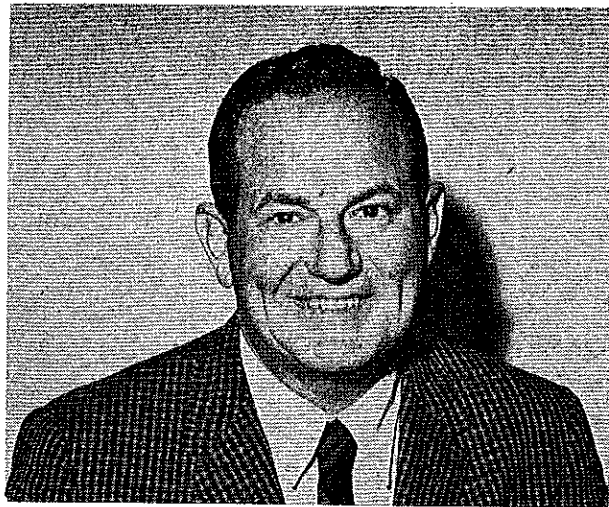
His duties include jurisdiction over maintenance of parks, playgrounds, public buildings, beach area and vacant property; upkeep of town equipment, including mobile units and stationary mechanical devices such as water and sewer pumps; erection and care of traffic control and directional

continued on page 28



Jack Ellich





Dr. George J. Stryker

One of Surfside's most popular cultural pursuits is its program of arts and ceramics as highlighted by the recent sidewalk "clothesline" exhibit in the tradition of Greenwich Village.

Under the guidance of Dr. George J. Stryker, who has conducted a number of indoor and outdoor art shows and exhibits for the Town in the past, several dozen native artists of prominence showed their paintings and other handiworks for all to see during the community's 25th anniversary celebration.

Art patrons and ordinary sightseers were treated to a glimpse of some imaginative, colorful paintings comprising what many experts feel was one of South Florida's great clothesline art shows.

A practicing dentist locally and vice president of the Surfside Chamber of Commerce, Dr. Stryker is well known for his interest in art and is noted for his fine landscape oil painting and portraits.

In the past, Dr. Stryker has assisted with outdoor art exhibits and shows in Washington Square in New York City where he studied with William Fisher at the 8th Street Art School for a ten-year period.

Dr. Stryker, who came here from Neponset, Long Island, New York, three years ago, is a graduate of Franklin Marshall College and Columbia University Dental School.

In addition to the Surfside Chamber, he is a member of the Alpha Omega dental fraternity, the Knights of Pythias, Metropolitan Orthodontic Society, Optimist Club and secretary of the Miami Beach Power Squadron.

He lives with his wife, Eleanor, and two daughters, Steffi, 19, and Dale, 17, at 13190 Arch Creek Ter., Keystone Island, North Miami.

## The Surfside Story

Surfside commemorates a brilliant past, pledges a continuing course of progress and dedicates itself as one of Florida's youngest, fastest-rising communities to an even more promising tomorrow on the occasion of its 25th anniversary.

Pausing to give voice of its appreciation to the founders who signed the papers of incorporation on May 18, 1935, the community today gratefully acknowledges the superb work accomplished by Surfside's pioneers and subsequent civic leaders who have guided it along the path of destiny.

A carefully-initiated, cohesive plan of action began formulating in 1934 when a 16-block stretch from the site of the ocean-front Surf Club westward to Indian Creek, sparsely settled with perhaps just a few homes dotting the entire area, was purchased by Alfred I. Barton and Byron S. Miller.

The buying of the tract—which was to become the community of Surfside—was the culmination of a plan which had its beginning in 1930 with the opening by 100 northern and midwestern industrialists of their own Surf Club in the remote stretch along the sprawling Florida Gold Coast.

In 1930, the group paid \$300,000 for the 950-foot stretch of oceanfront property running northward from 90th street where the Surf Club was to be built. It was bought from the Tatem brothers.

The club's first officers included Barton, vice president and secretary; F. Lowry Wall, treasurer, and Calvin P. Bentley, chairman of the board of governors. These same gentlemen hold identical positions with the Surf Club to this day.

With Miami Beach officials casting an eye northward in discussing plans for possible expansion, Barton and a limited group of others decided on incorporation and 35 signatures were obtained for the granting of a charter by Circuit Judge Worth Trammel just a quarter-of-a-century ago.

What has happened in this relatively short span of time is a near miracle in community-wide development.

Town officials today talk in terms of an operating budget for the fiscal year in excess of a half-million-dollars to keep pace with the accelerating rate of community growth and to provide necessary services.

continued on page 24

## Two Men of Action

The final event of the gala celebration commemorating Surfside's 25th anniversary—the Silver Jubilee dinner party honoring the outstanding civic leaders—past and present—whose unselfish contributions to the community have made Surfside an ideal place in which to live.

The man most responsible for the highly gratifying turnout at this important function was Dr. Saul Purcell. His services are appreciated by the people of the Town where he conducts his practice as an optometrist.

Dr. Purcell's dedication in working to bring together such a large assembly deserves commendation. His work and that of his associates is to be thankfully acknowledged.

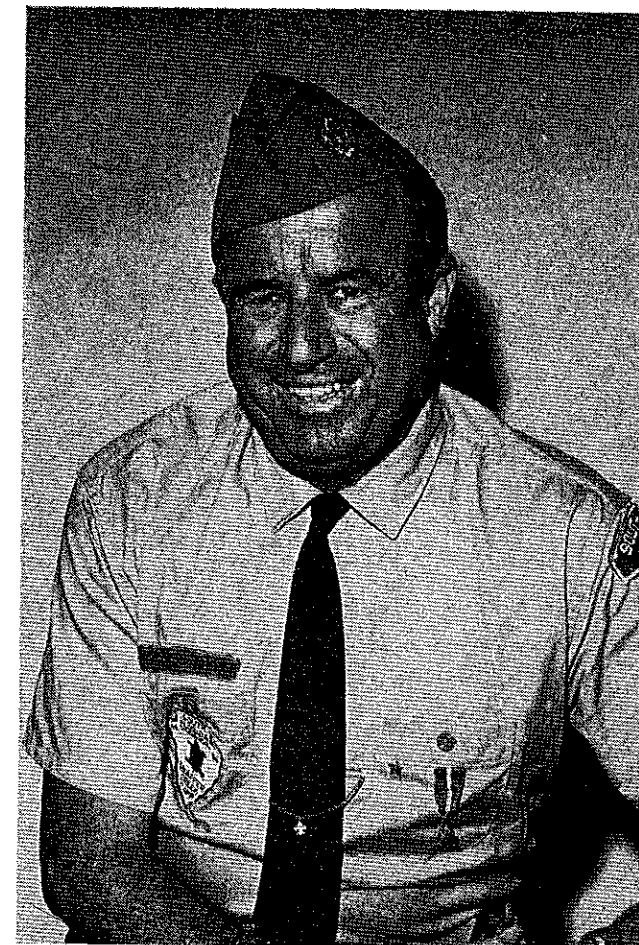
Dr. Purcell also is active in other civic affairs. He is a member of the board of directors of the Surfside Chamber of Commerce, of the Surfside Volunteer Fire Department as well as of the North Shore Kiwanis Club.

He is a former instructor in clinical orthoptics at the Massachusetts College of Optometry.

He and his wife, Marcia, and 10-month-old son, Howard Brett, live at 9260 W. Bay Harbor Terrace, Bay Harbor Islands.



Dr. Saul Purcell



Bernard Joyce

The biggest parade in Surfside's 25-year history officially launched the Town's tremendous Silver Jubilee Anniversary Celebration.

One of the leaders contributing immeasurably to the planning and organization of the units participating in the parade was Bernard Joyce, who has been active locally in behalf of the area's Scout troops.

Joyce, who has resided here for the past 14 years, has acted as Scoutmaster for Troop 61 which is sponsored by the Miami Beach Elks Lodge, for five straight years. He also is District Commissioner of Scouting for Surfside and neighboring communities.

Formerly from Baltimore, Md., where he attended the University of Baltimore and Johns Hopkins University, Joyce is a veteran of World War II.

He is a member of the volunteer fire department of Surfside, of the Miami Beach Optimist and Elks Clubs. He is manager of a real estate office in Surfside.

Joyce lives with his wife, Adrina, and daughter, Diane, 17, at 8950 Emerson Ave., Surfside.





Members of the first group of community leaders banding together to organize the original Surf-Bal-Bay Harbor Library Association are pictured above. Those who joined in an effort that culminated one year ago in the opening of a local library system for the use of residents of Surfside, Bal Harbour and Bay Harbor Islands included (l. to r.) Mrs. Rhea Cashman Gladwin, Martin Gordon, George Valentine and Mrs. Valentine, Frank Eden, Head of Extension of Miami Public Library, and Mrs. Louis Cole. Located next to the Surfside Chamber of Commerce building, the tri-city library today is headed by a board of trustees whose members are Fred Bowen, Jr., and Sidney King of Surfside, Gus Roberts and Mrs. Cole of Bay Harbor Islands, and Mrs. Beulah Butler and Fred Faulkner of Bal Harbour.

## Rhea Cashman Gladwin Led Library Effort

For Mrs. Rhea Cashman Gladwin, checking out a library book is an experience fraught with many memories. Had it not been for determined effort and sheer hard work by her and her associates she and other residents of the Surfside-Bal Harbour-Bay Harbor Islands area would have no library from which to check out books.

Moreover, had she not helped to organize the Women's Division of the Chamber of Commerce, there would be no group to help in the operation of the library that might never have existed.

The explanation isn't too involved. In mid-1955, just widowed, Mrs. Gladwin took her late husband Benjamin's seat on the board of the Chamber of Commerce. Immediately she realized that a Women's Division would be effective.

With the meager budget of \$150, and bets

of failure still ringing in her ears, she set about forming the division. All but \$25 went into printing and postage for invitations to area women to meet at the Balmoral and organize.

"Instead of the 25 acceptances predicted," Mrs. Gladwin recalls, "a total of 300 ladies attended. All through the meeting I sat there frantically wondering how I was going to pay for all those refreshments with only \$25. Luckily, when the meeting ended, support was so enthusiastic that dues were already being paid. We had enough to take care of the bill, and start our treasury."

As president of the new organization, Mrs. Gladwin led the arduous task of trying to establish a library for residents of the three communities.

The work was carried on through the specially formed Surf-Bal-Bay Library Association. At first the group had planned to establish a private library. But when they learned that they could establish a branch of the Miami Public Library, maintained by

continued on page 26

Compliments Of

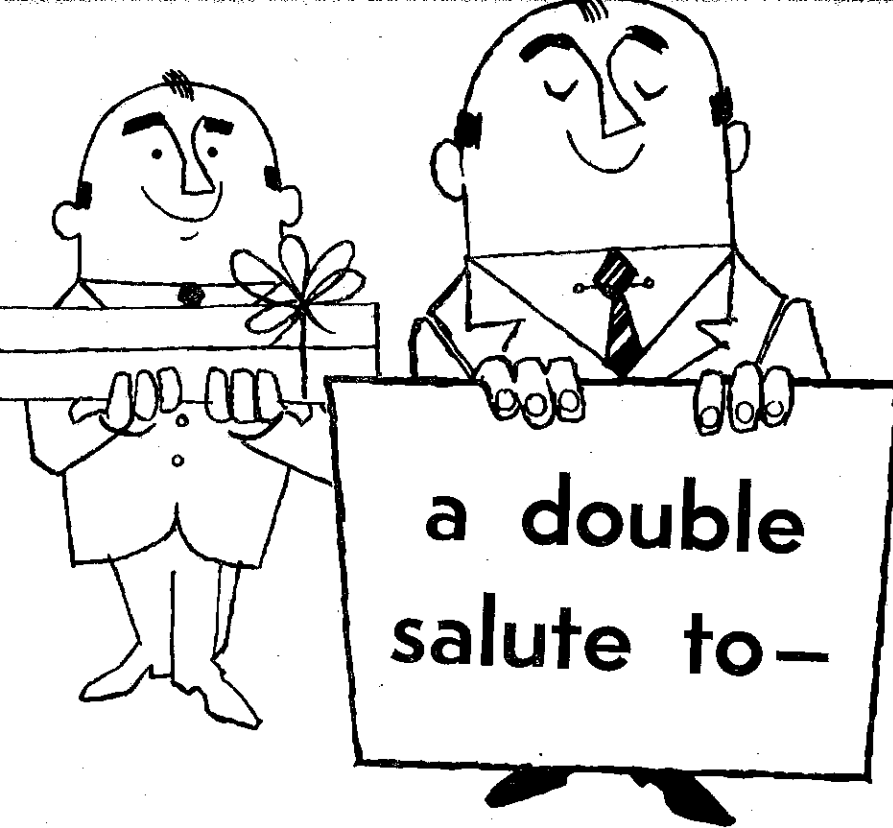
*Louis Haftel*

*"Fashions So Chic"*

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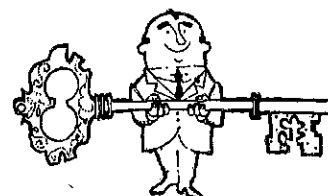
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SURFSIDE  
BAL HARBOUR  
BAY HARBOR ISLANDS  
**CHAMBER of COMMERCE**

its officers and members for their civic  
effort on behalf of the three  
communities they represent.

and  
THE MAYOR  
Council and Citizens  
of the  
**TOWN of SURFSIDE**  
on its  
25th ANNIVERSARY



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**The Surfside Story**

continued from page 18

Within recent years, a comprehensive program of municipal improvements has been undertaken and despite the outlay of new expenditures, the community still boasts of having a millage rate today of only 8.95, a reduction from the 8.98 figure of two years ago and still Dade County's lowest.

Generally speaking, Surfside is laid out in three sections, extending from the Atlantic westward to Indian Creek with the town limits stretching to Miami Beach on the south and Bal Harbour on the north. Boundaries reach from 87th Terrace to 96th street which leads to the Broad Causeway providing a direct route west to Miami.

Several blocks leading east to the ocean are made up mostly of hotels, motels and apartments—all of the smaller variety—except for the Surf Club. Almost all of them flank world-famous Collins Avenue.

Surfside enjoys the facilities of its own library but has no schools because of the

easy accessibility of educational facilities located within the boundaries of sister communities.

The Town also lacks a cemetery, railroad or airline terminal but townspeople seem to feel that making up for it all is the presence of what very few communities boast of having these days—an old-fashioned volunteer fire brigade comprised of prominent Surfside business and civic leaders who answer the call to duty both night and day.

There is a well-established main business district virtually bisecting the Town along Harding Avenue. The business area consists of two blocks of beautiful, fashionable shops from 94th to 96th streets patronized by discerning buyers residing in the Town and in neighboring Bay Harbor Islands, Indian Creek Village, Bal Harbour and Miami Beach and by thousands of tourists.

From Harding Avenue west to Indian Creek, lies a fine residential area where the streets are imaginatively and poetically named in alphabetical order starting with Abbott, Byron, Carlyle, Dickens, Emerson, etc.

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**Rhea Gladwin**  
continued from page 20

community funds, efforts were directed toward educating the voters on referendums to amend the charters.

Finally, last spring the voters gave their consent, and the new library, located in the Chamber of Commerce building on 95th Street, opened its book stacks in August, 1959.

Recognition for the achievement came from many areas, most recently the Miami Herald which awarded the Association the Third Honorable Mention for Neighborhood Service in the Newspaper's Club of the Year Contest.

Mrs. Gladwin is active in many other local organizations. She is on the board of directors of the American Friends of the Hebrew University, Temple Israel, and the Women's Division of Brandeis University.

She is the only woman member of the Surfside Planning and Zoning Board and chairman of the Hotel, Motel and Apartment Division of the Chamber.

Mrs. Gladwin moved to Surfside from Detroit eight years ago. She makes her home at 151 - 89th St.

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*and*

*The Surf Bal Bay Library Assoc.*



Jack Ellich Story

signs and parking meters; street sanitation, garbage and trash collections; supervision of parts and supplies, etc.

Jack, who came here in 1936, is a former motorcycle patrolman and fireman, and also has worked for five years as a grounds crew member of the Miami-based Goodyear blimp.

He became a Town employee in 1948 when he became a police patrolman. He was promoted two years later to police sergeant and in 1952 was placed in charge of all outside services.

As to his close resemblance to the "Manassa Mauler," Jack, who boasts of a fine

ring record of his own as a one-time "stable-mate" of heavyweight contender Johnny Risco, once was considered to actually play the part of Dempsey in a film based on the champ's life.

He and his wife, Rose, and two children, Stefanie, 12, and Diane, 10½, live at 11605 Griffing Blvd., Biscayne Park.

The Silver Jubilee Journal Committee

Chairman \_\_\_\_\_ Louis Cole

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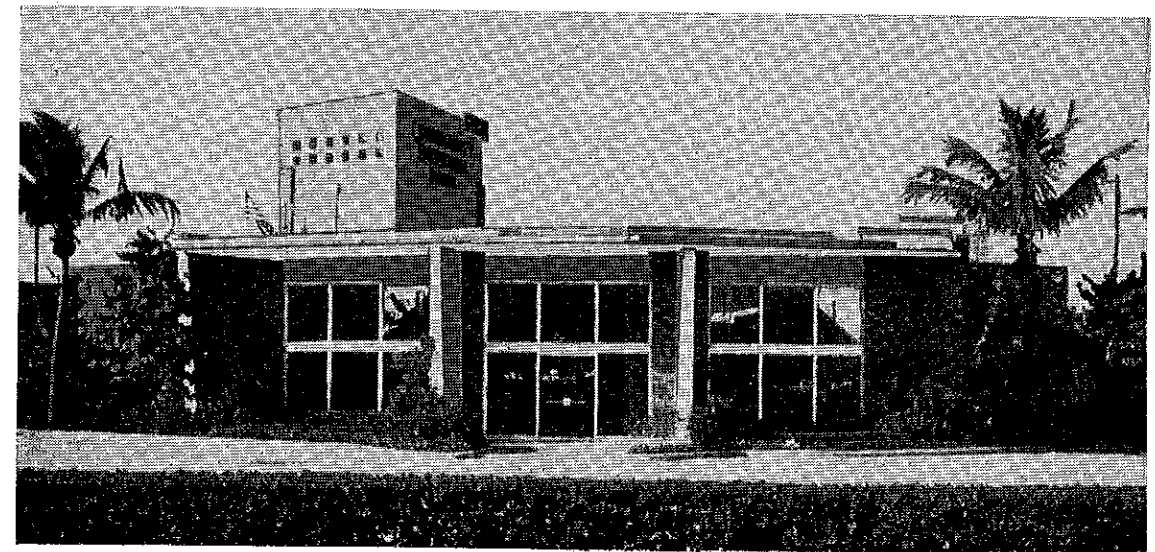
*25th Anniversary*



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J. G. GIBBS.....Cashier  
F. F. RATHMELL.....Asst. Vice President  
P. F. MESSNER.....Asst. Cashier  
H. F. PERRY, JR.....Asst. Cashier  
H. E. SUTCLIFFE.....Asst. Cashier

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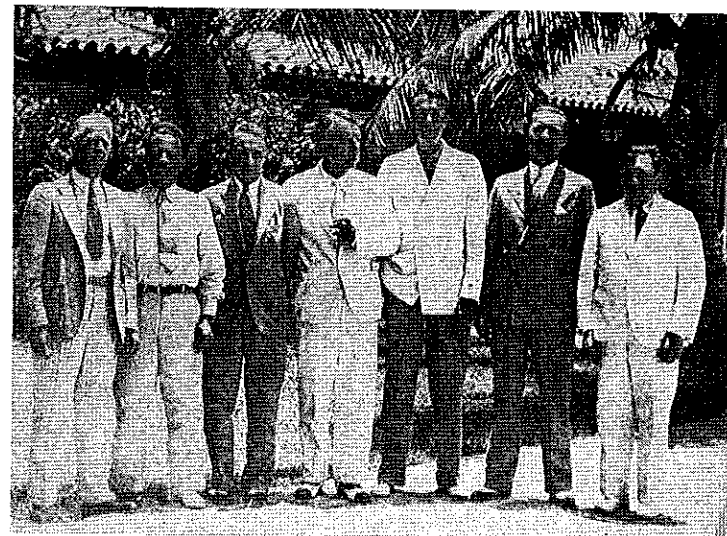
## SURFSIDE ... THEN



Circa: 1935 photograph. An early aerial photograph of the entire tri-city area encompassing Surfside-Bal Harbour-Bay Harbor Islands to the north of Miami Beach is shown above. Only a handful of homes dotted the undeveloped area at the time.



Fun on the beach—1935. This happy quartette includes, l. to r. Mrs. Florence Stillwell, an unknown lifeguard, Mrs. Harold B. Roberts, and Dr. Ernest J. Smith. Dr. Harold B. Roberts, now residing in Miami, was the shutter-snapper.

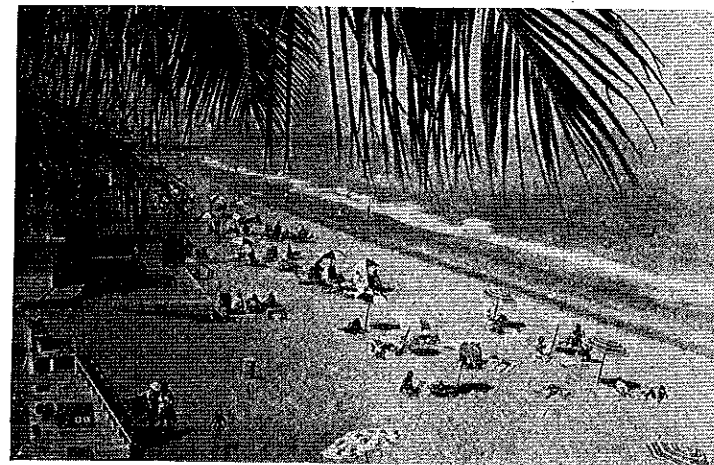


The first Council—1935. L. to r. Councilmen Harry P. Baer, Walter Trepte and Charles G. Hannock, Mayor Spearman Lewis, Councilmen Alfred I. Barton and Harold J. Throm and Judge Harold I. Lipton.

## SURFSIDE ... NOW



Latest photo shows Surfside. The most recent aerial picture of the entire north beach section shows the tremendous growth of the area, including Surfside (left, center) that has transformed it into a series of bustling, thriving Gold Coast communities.



Fun on the beach, 1960. Bathers under gaily striped umbrellas enjoy Surfside's sunny strand under the watchful eyes of alert lifeguards. The beach is kept meticulously clean.



Present Council (see page 4) meets in handsome quarters, and is attended with interest by residents and visitors alike. Man in center of photo above is visiting top Greek police official.

*Congratulations*  
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and  
TOWN OF SURFSIDE  
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PRES. NORTH SHORE JEWISH TEMPLE

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*on its*

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Vice Chairman of the Board

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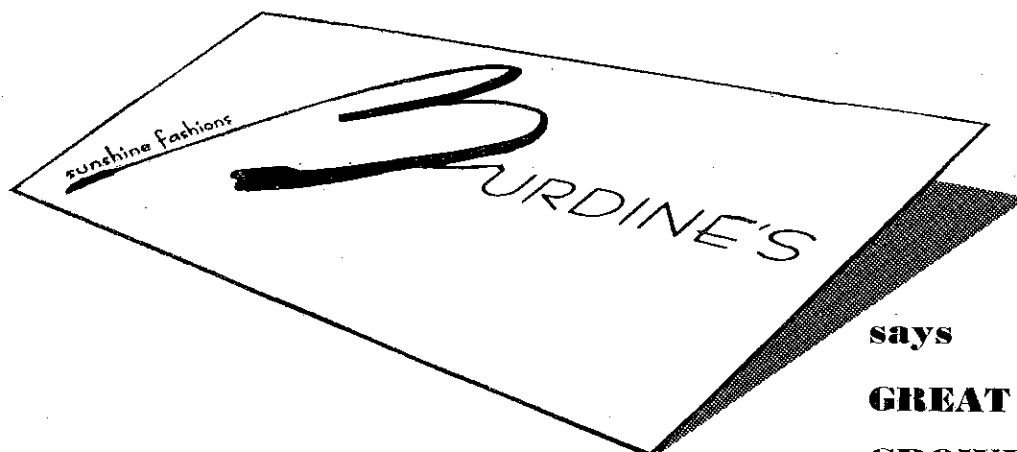
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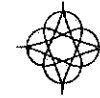


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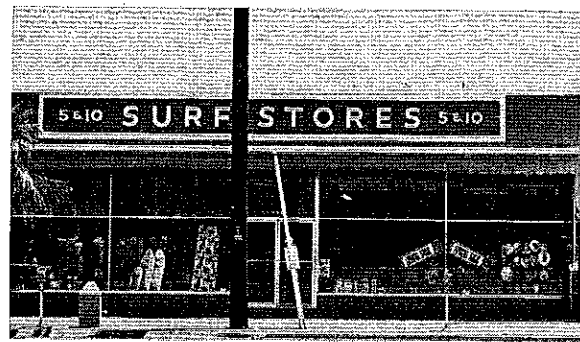
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**Barton, Throm**

continued from page 15

Barton invited the gentlemen who made up the first Council to a meeting to found the community.

At the time, Throm lived in a new residence on the ocean at the north end of the Surf Club on the corner of 92nd St. and Collins Ave.

Throm, who came here from Buffalo in 1923, was manager in the '30s for the stock brokerage firm of Fenner and Beane in Miami Beach and later for the Thomson and McKinnon brokerage house on Lincoln Road. He is still active with Thomson and McKinnon at their office in Coral Gables, where he now resides.

Throm is a former member of the Committee of 100, the Bath, Surf and LaGorce Country Clubs, Miami Beach Rotary Club and belongs today to the Riviera Country Club, the Century Club of Coral Gables and Coral Gables Chamber of Commerce.

Barton's name, of course, is a by-word in the community. He has been a permanent resident of the area since 1924. Born in Philadelphia, he moved to Miami with his family in 1905, staying first at the Royal Palm Hotel.

He served in World War I with both the French and American armies and with American occupation forces in Germany until 1923 as Aide to the Commanding General. Marshall Foch, French hero of the first World War, bestowed upon him both the Croix de Guerre and Legion of Honor.

Before helping organize the municipality and founding the Surf Club, Barton was associated with the Seaway Corp., which developed and named Surfside Boulevard, installing sewers and lights, beautifying streets and building approximately eight homes and four duplexes which were probably the original structures erected in Surfside.

The same corporation later built the existing Seaway Apartments on the oceanfront at 91st and Collins.

Barton also placed at the disposal of the community a building owned by the Seaway Corporation to use rent-free as the original Town Hall, and also provided a playground for the children who first came here.

Barton, executive vice president of the Surf Club, was the Town's first police chief and the first president and only honorary life member of the Dade County Association of Chiefs of Police.

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### The Council

continued from page 5

Beach Music and Art League; vice president of Surfside Civic Association and a member of the board of governors of the Greater Miami Jewish Federation.

Hoberman resides with his wife, Estelle, and daughter, Barbara, a senior at Miami Beach High School, at 9065 Carlyle Ave.

Rounding out the present Council is Sidney King who also has served as past Vice-Mayor. An executive with a stock brokerage firm, King has served with the U.S. Army attached to the Security and Intelligence Division of the Fourth Army.

He has served as chairman of the zoning committee of the Surfside Planning and Zoning Board; chairman of the nominating committee of the Surfside Civic Association; chairman of the Combined Jewish Appeal drive in Surfside, assistant Cubmaster of Surfside-Bay Harbour Cub Scout Pack 381 and is a member of the North Shore Jewish Center, North Shore Lions Club and Miami Beach Elks club. He, his wife, Doris, and two sons, Steven Bruce, 8, and Sanford Lee, 6, reside at 9081 Bay Drive.

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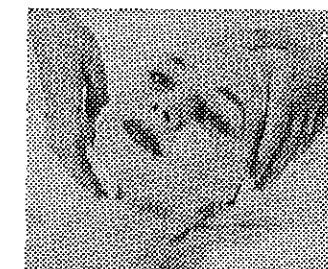
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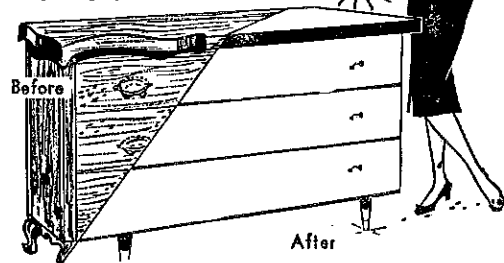
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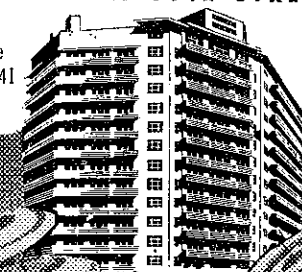
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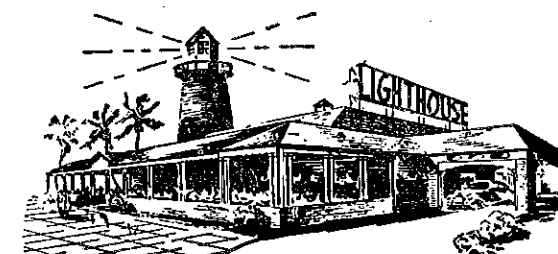
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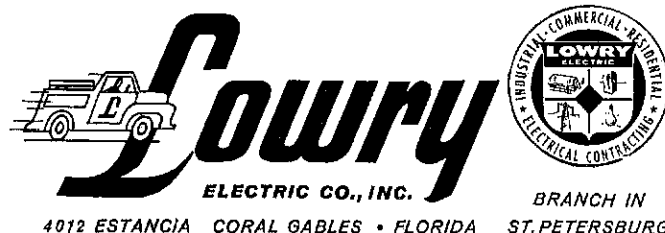
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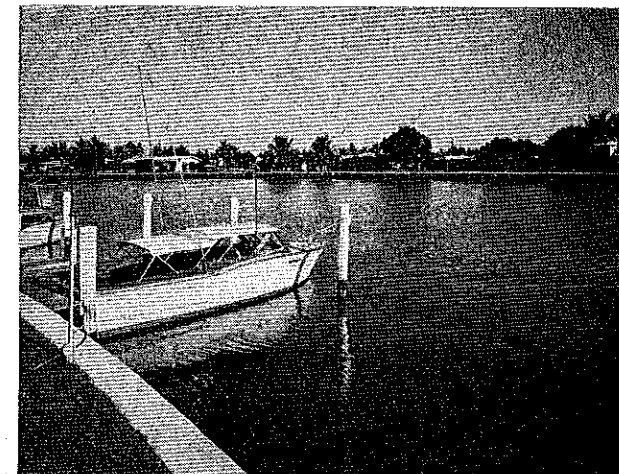
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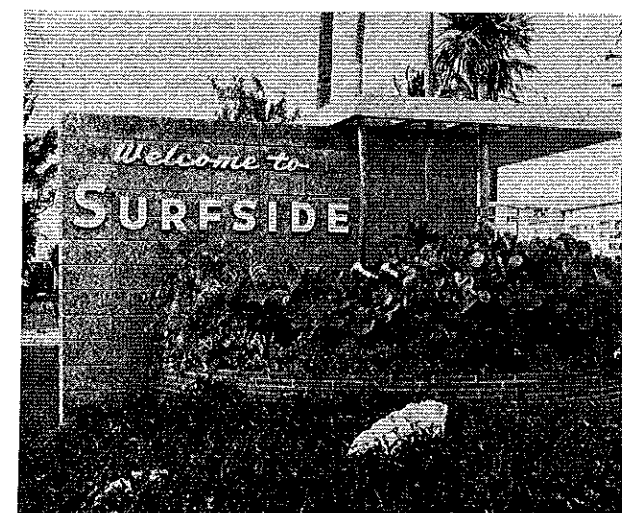
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Anniversary*

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Oceanfront at 96th Street  
Bal Harbour, Miami Beach, Florida

UNion 5-9931

## Surfside Chamber Has 5 Life Members

The Chamber of Commerce of Surfside, Bal Harbour and Bay Harbor Islands has awarded life memberships in recent years to a select and distinguished group of South Florida community leaders.

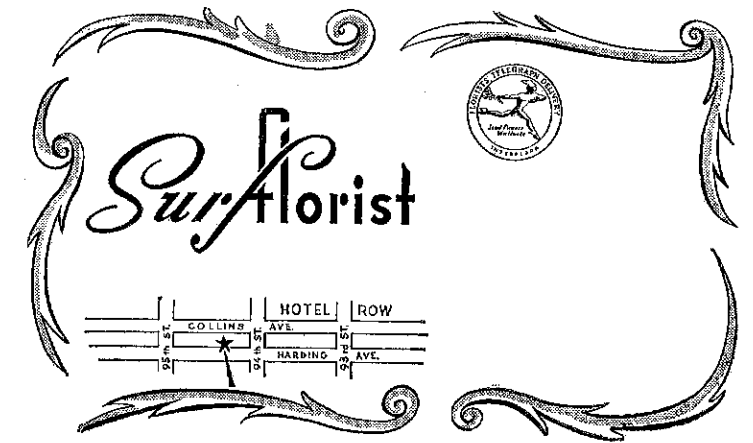
The first to receive this honor were Arthur Vining Davis and C. L. Clements, Sr. Last year, the Chamber extended life memberships to three others who are widely-known and respected for their civic works and contributions to community welfare—Judge Irving Cypen, James L. Knight and George B. Storer.

## Townspeople and Tourists

Town Manager Fred Bowen, Jr., says the community has roughly 1,000 private homes and an estimated permanent population of 3,800 with about 1,500 registered voters.

He points out, however, that the population ranks are swelled to as high as 10,000 at one time during the peak of the tourist season.

Tourist accommodations include eight oceanfront hotels with 781 rooms plus 120 motels and apartment buildings with an additional 2,000 units.



Peter C. Demetreus

FLOWERS  
BY WIRE

*"For those not  
content with  
the Ordinary"*

## SURFSIDE - MIAMI BEACH

9453 Harding Ave.  
UNion 5-0433

*Compliments*

## BROTHERS

9538 HARDING AVE.

*Men's and Boys' Wear*

FREE TICKET DELIVERIES  
NO SERVICE CHARGE

*For Complete Travel Service Call*

UNion 5-9801

## ARISTOCRAT *Travel Service, Inc.*

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SURFSIDE



The Finest in  
TRAVEL & RESERVATION SERVICE  
A-N-Y-W-H-E-R-E

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NO EXTRA CHARGE FOR OUR SERVICES

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## Maxim's

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Miami Beach 41, Florida

Congratulations  
SURFSIDE!

WE SELL FLORIDA'S FINEST HOMES  
& CO-OPERATIVE APARTMENTS

**A. D. SMITH, REALTOR**  
select Properties

9566 HARDING AVE.

UN 6-9755

Surfside, Miami Beach, Fla.



ELECTRICAL  
REPAIRS—REWIRING

Radio Dispatched  
Round the Clock Service

SERVING ALL THE WIRING NEEDS OF  
THE RESIDENTS AND BUSINESSMEN IN  
SURFSIDE, BAL HARBOUR AND BAY HARBOR  
ISLANDS

## ASTOR ELECTRIC SERVICE, INC.

1836 West Avenue, Miami Beach

Phone JE 1-6661

SINCE 1932

*Congratulations*

## Morris Kroop

SPECIALIZING IN

BAY HARBOR—SURFSIDE KEYSTONE ISLANDS

HOMES—CO-OPS—APARTMENT HOUSES

...

9509 Harding Avenue, Surfside, Fla.

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## SURFSIDE HEALTH SHOP

HEALTH FOOD PACKAGES MAILED ANYWHERE

9482 Harding Ave. • Surfside • UN 5-7930

Health Foods • All Natural Organic Vitamins  
• Natural Organic Foods • Featuring Salt and  
Sugar Free Dietetic Food and Candies

Fresh Squeezed Juices and Crisp Salads  
Luncheon Served.

OPEN DAILY 9 TO 6 P.M.

Congratulations

To The

Town of Surfside

On Its Silver Anniversary



**Miami Transit Co.**  
**The Miami Beach Railway Co.**

*Congratulations*

*from a*

*Friend of Surfside*

Phone UN 6-0243

Phone UN 6-0243

## BAY HARBOR POOL AND CABANAS

9660 Bay Harbor Terrace—on Beautiful Bay Harbor Islands

DO YOU KNOW THAT WE HAVE . . . . .

"One of the Longest, Salt Water, Private Pools in South Florida"

- Cabanas—Rentals by Summer, Winter, Day or Week  
(There are a few Cabanas Available for Summer Season)
- Special Yearly Rates Available
- Hot & Cold Showers in Each Cabana

- Convenient Snack Bar • Kiddies' Corner for Tots
- Table Tennis • Shuffleboard • Chess & Checkers Tables

Free Parking Facilities for over 200 Cars

"Expert Swimming Instructions—Results Guaranteed"

Summer Specials—Ask us about Family Rates  
For Pool Privileges

Call UN 6-0243—Mr. Mike Ashley

This Year's Extra Added Attraction—Masseuse, by appointment

15 Years of Growing with Surfside—  
And Helping Surfside To Grow

AS WE NEAR OUR 15th ANNIVERSARY

We Extend Congratulations

To The

TOWN OF SURFSIDE

On Its

SILVER ANNIVERSARY

**JACK JUSTICE**  
*Realtor*

Surfside's First Realtor, and Founder-President of the  
Surfside Business Assn., now known as Chamber of  
Commerce

MAIN OFFICE

Justice Building - 1143 Kane Concourse -  
Bay Harbor Islands, Fla.

Normandy Isle Branch  
930 - 71st STREET  
MIAMI BEACH, FLA.

N. Miami Beach Branch  
1947 N.E. 163rd STREET  
N. MIAMI BEACH, FLA.

## The New Anson

9501 Collins Ave., Surfside 54, Fla.

UN 6-1625

★ ★ ★

*Best Location in Surfside*  
*One block from Fashionable Surfside*  
*Shopping Area*  
*Five Minutes Walk*  
*from Bal Harbour Conventions*

★ ★ ★

Fresh Water Swimming Pool

Private Beach

Free Garage Parking

Coffee Shop

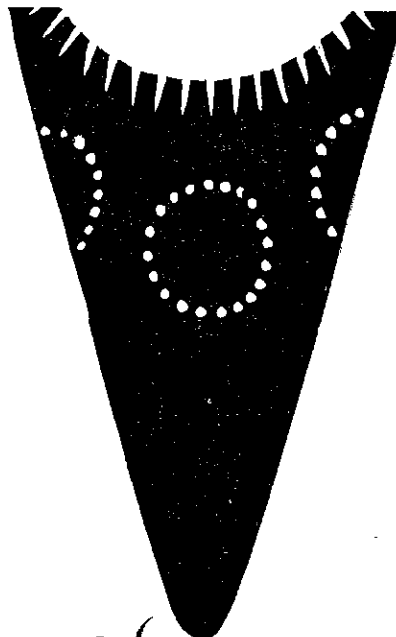
ZENITH  
ADMIRAL  
DEALERS  
SALES & SERVICE  
COLOR TV  
RADIO - STEREO



**PERFECT TELEVISION**  
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9541 Harding Avenue  
UN 6-4723  
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RENTAL TV—  
Day - Week - Month



**PERRY Chester**  
shoe salons  
are in the smartest spots in town

9481 HARDING AVENUE • SURFSIDE  
EDEN ROC HOTEL • MIAMI BEACH  
THE DIPLOMAT HOTEL • HOLLYWOOD  
AMERICANA HOTEL • BAL HARBOUR  
FREE PARKING

*Congratulations*

**Bill's**  
**Surfside Rotisserie**

*Compliments*

*of*

RAY BARRON

Congratulations to the Town of Surfside  
on its 25th Anniversary

**Woody Kepner Associates, Inc.**  
3361 S.W. 3rd Avenue Miami 45, Florida  
Phone FR 3-4765

*publicity and public relations counsel for the  
Town of Surfside*

*Compliments of*

**PATTI'S KIDDIE SHOPPE**  
1037 KANE CONCOURSE  
BAY HARBOR ISLANDS

**AND YOUNG LAND FASHIONS**  
9561 HARDING AVENUE  
SURFSIDE, FLORIDA

**Prepared and Published by the  
Chamber of Commerce,  
Surfside, Bal Harbour, Bay Harbor Islands.**

INCOMING OFFICERS  
of the  
WOMEN'S DIVISION

SURFSIDE-BAL HARBOUR-BAY HARBOR ISLANDS

CHAMBER OF COMMERCE

President	Mrs. Beulah Butler
Executive Vice President	Mrs. Leslie L. Altman
Vice Presidents:	
Membership	Mrs. George Israel
Ways and Means	Mrs. Jose Winsen
Program	Mrs. Milton Levinson
Projects	Mrs. Stephen Broida
Civic Affairs	Mrs. Martin Bloch
Publicity	Miss Fran Wick
Financial Secretary	Mrs. Abraham Gordon
Treasurer	Mrs. Edward Harris
Recording Secretary	Mrs. James Carney
Assistant Secretary	Mrs. Harold Rosen
Corresponding Secretary	Miss Rose White
Parliamentarian	Mrs. Joseph Cooper
Board of Directors: Mrs. Louis Beller, Mrs. W. A. Graham,	
Mrs. Rubin Levin, Mrs. Vaughan Spencer, Mrs. Ray L. Struble,	
Mrs. George Valentine, Mrs. H. P. Cohen, Mrs. Fred Katz,	
Mrs. Sydney Sperber, Mrs. Freda Levine, Mrs. Rose Wolfe,	
Mrs. Edythe Michael and Mrs. Rhea Newman.	

Installed at the Silver Jubilee Dinner of the

Town of Surfside

The Americana Hotel

May 21, 1960



## AWARDS

In recognition of Past Service to the Town of Surfside:

Alfred I. Barton  
John J. Bohrer  
J. C. Carroll  
Charles L. Clements  
Thomas P. Coogan  
J. R. Evans  
Louis J. Gold  
Robert C. Martin  
D. D. Pollack  
John G. Pool  
Samuel I. Rabin  
Leo Rose, Jr.  
Eugene J. Schwarz  
Harold J. Throm  
James P. Wendler  
Russell Wykoff  
Myron S. Zeientz

*Chairman of Dinner Arrangements*

MIKE HENRY

## SILVER JUBILEE DINNER

### TOWN OF SURFSIDE

1935



1960

Grand Ballroom

Americana Hotel

May 21, 1960

*Sponsored by Chamber of Commerce  
Surfside, Bal Harbour, Bay Harbor Islands*

## THE PROGRAM

The Invocation ----- Dr. John Yenches  
Pastor, Church-by-the-Sea

\* \* \* \*

The Introductions ----- H. T. Shulenberg  
Toastmaster

\* \* \* \*

The Welcome ----- Hans L. Weilbye  
Chamber President

\* \* \* \*

The Installation Womens Division  
Chamber of Commerce ----- Reverend Yenches

\* \* \* \*

The Anniversary Presentations ----- The Honorable Irving S. Schulman  
Mayor of Surfside

\* \* \* \*

The Acknowledgments ----- George W. Valentine  
Chairman

\* \* \* \*

The Benediction ----- Rabbi Eugene Labowitz  
Temple Ner Tamid

\* \* \* \*

Dancing and Entertainment

Americana Hospitality

## DINNER MENU

*Fresh Florida Fruit*

\* \* \* \*

*Jumbo Pimento Green Olives      Colossal Ripe Queen Olives*  
*Tender Heart of Pascal Celery*

\* \* \* \*

**BONELESS BREAST OF CAPON CHASSEUR**

*on Bed of Rice Stuffing*

\* \* \* \*

*String Beans Amandine*

\* \* \* \*

*Chiffonade Salad*

*French Dressing*

\* \* \* \*

*Ice Cream Anniversary Cake*

*Melba Sauce*

\* \* \* \*

*Coffee*

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Robert G. Martin  
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John G. Pool  
Samuel I. Rabin  
Leo Rose, Jr.  
Eugene J. Schwarz  
Harold J. Throm  
James P. Wendler  
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