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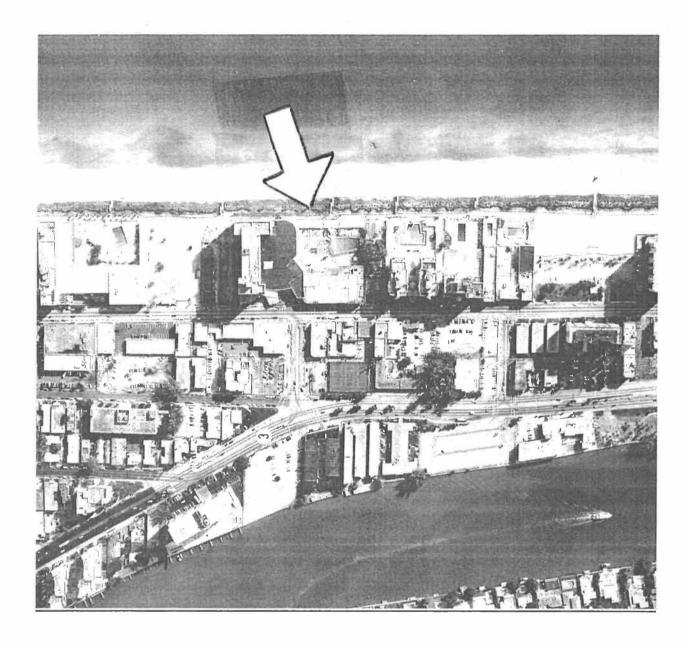
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Preliminary Remarks

This historical analysis has been prepared on the Deauville Hotels (6701 Collins Avenue) by Kobi Karp Architecture and Interior Design, Inc. in order to understand these historic structures from their beginnings through their transformations. Furthermore, to add a piece to the entire documentation of the North Beach Resort Historic District.

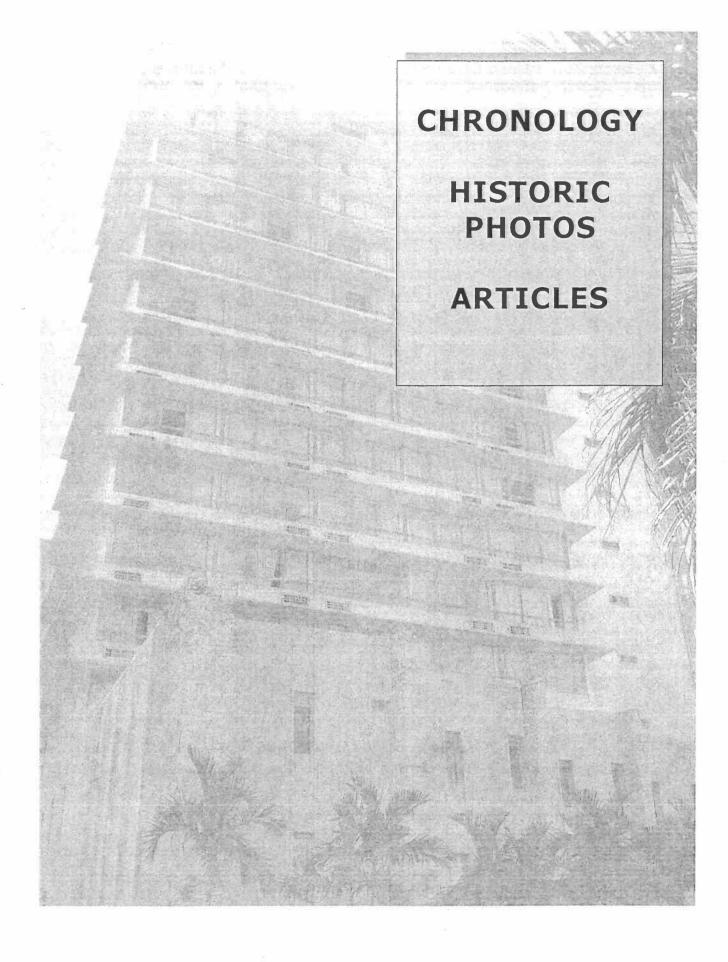
The following reference locations were visited and proved instrumental in obtaining and compiling this information:

- 1. City of Miami Beach, Building Department
- 2. Metro-Dade Public Library, Miami Beach Branch
- 3. Metro-Dade Regional Library, Downtown Miami Branch (Romer Collection)
- 4. Florida Historical Museum Research Center
- 5. Miami Beach Welcome Center
- 6. University of Miami, School of Architecture Library and Archives



Legal Description

Lott 44, Block 1 "AMENDED PLAT OF SECOND OCEAN FRONT SUBDIVISION" as recorded in plat book 28, at Page 28, of the Public Records of Miami Dade County, Florida.



Deauville Site Historical Analysis

The Deauville Hotel site at 67th street and Collins Avenue has one of the most richest and evolving histories in the North Beach Area. The history began it February 1926 when Joseph Elsener opened the first Deauville Casino Hotel with 142 rooms while boasting the largest saltwater pool in the world.¹

"On opening night, the Deauville was a gaudy, resplendent showcase of high society – even though darkness and wild swamplands encircled the patch of beauty.

In an upstairs room, gaming tables clicked with dice and spinning roulette wheels as bejeweled ladies placed their bets."²

The site was widespread with 500 feet of oceanfront in this almost barren portion of Miami Beach. The hotel was fortress-like creating a 3-story wall the length of the property along Collins Avenue, and two towers on either end on the ocean side. The original structures were simple yet ostentatious, and it can be clearly seen from the aerials that the main feature was the 165' x 100' oval pool at its center. The pool was at the second level of the hotel, therefore allowing spectacular views to the Atlantic Ocean beyond. At the center of the pool on the east end was the Pavilion where bands would play into the night.³

This display of gambling, nightclub stars and lavish parties did not last long. The hotel proved to be too far north and isolated from the heart of Miami Beach and when the Great Depression hit, Elsener and his partners had to sell. Fred Breit, one of the original owners took possession of the hotel and hired Architect, Roy France to revamp the hotel. "We tore out lockers and put in hotel rooms. We added some cabanas and widened the beach." This is most likely when the u-shaped cabanas on the ocean were added.

Lucy Cotton McGraw bought the Deauville in 1934 from Fred Breit for \$200,000. In 1936, she leased it to Bernarr MacFadden and the hotel was renamed the MacFadden-Deauville. MacFadden, who was a physical fitness expert turned the hotel into a health resort. A description of the hotel from the 1942, Florida Hotel and Travel Guide read:

Although not a sanitarium, the MacFadden-Deauville offers complete facilities for health building, including medical staff complete laboratory, x-rays, fleuroscopes, electro-cardiographs, basal metabolism machines and all types of baths; and offers complete hydrotherapy, electrotherapy and

[&]quot;From a Lipstick X Grew a Fabulous Hotel: The Miami Herald, Sunday, March 25, 1956. Pg 18E.

² "From a Lipstick X Grew a Fabulous Hotel: <u>The Miami Herald</u>, Sunday, March 25, 1956. Pg 18E.

³ Armbruster, Ann. The Life and Times of Miami Beach. Alfred A. Knopf Publishing, New York, 1995.

⁴ "From a Lipstick X Grew a Fabulous Hotel: <u>The Miami Herald</u>, Sunday, March 25, 1956. Pg 18E.

⁵ "I Get Pains Thinking of Old Deauville." The Miami Herald, Sunday April 18, 1965.

diathermy. Department of physical culture and vitality building designed by Bernarr Macfadden. Bed-ridden or seriously ill people not accepted.⁶

The hotel functioned this way for several years but still always evolving with the dismantling of the Pavilion structure at some point and in its place the diving board platform designed by Igor Polevitzky, in the Post War Modern Style around 1946.⁷

The MacFadden Deauville Hotel was demolished in 1956 after it was purchased by Sam Cohen to make way for the New Deauville Hotel designed by Architect Melvin Grossman. The New Hotel was to become one of the first "all-inclusive" hotels on Miami Beach similar to the Fountainebleau and the Seville Hotels, where guests would not have to leave their hotel for the duration of their stay. The hotel offered restaurants, nightclubs, an ice skating rink, shopping arcade, a pool, and ballrooms.⁸

The New Deauville was designed in the Post War Modern Style and contains a clear definition of MiMo Architecture with the Parabolic, intersecting porte-cochere at its main entrance on Collins Avenue. The two-story structure that runs the length of the property forms the base of the building while around every corner it seems to change it character. On the south end of the west facade there are hollow clay tiles creating a harlequin pattern that Grossman used many times and is repeated in the lobby wall with diamond shaped marble. The two-story building begins to curve toward the entrance and while the cars are led to the parabolic porte cochere, the pedestrian makes their way to the entrance under a covered walkway made up of broken horizontal planes rising toward the front door. The north section of the pedestal is vertically treated with cut stone while the facade steps back from the entrance towards the street. The tower rises up 12 stories with powerful horizontal lines of eyebrows and continuous windows wrapping the building. Only the rooms facing the ocean have balconies with low railing of open concrete block.

The Deauville pool, not as large as the original pool sits on the Southeast end of the property inviting the sun to overtake the vast pool deck area which originally contained a linear cabana structure on the east end, a large and a small pool with a tower feature and a diving board. The rest of the deck was minimally landscaped to allow the vacationers to sunbathe with only the occasional cloud as a disruption.

During the 1950's and 60's the hotel was host to many famous people such as Frank Sinatra, President Kennedy, The Beatles, Sammy Davis Jr., Milton

More, Lorenz. Florida Hotel and Travel Guide. Florida Guide Company. New York, 1942.

⁷ North Beach Resort Historic District Designation Report. City of Miami Beach Planning Department. August 12, 2003.

Florida Architecture 1958 – 1959. Florida Architecture, Inc. Miami 1959.

Bearle and Jerry Lewis. ⁹ A February 17, 1964 article in the Miami Herald read the day after The Beatles played at the Deauville:

"It was Pandemonium. A man in a white dinner jacket threw a wicked right at a young usher. A grandmother hammered a head with her high heels in her hand. All because of the Beatles – supposedly a rage of teenagers. The oldsters outdid the kids as mobbing into the Ed Sullivan TV Show, broadcast live Sunday night from the Deauville Hotel on Miami Beach."

The Deauville Hotel site has seen many transformations through the years since it early beginnings in 1926. The site began as a secluded gambling oasis to the rich during prohibition and it quickly fell before and then rose again as a health resort. When the 30-year old hotel was demolished in 1956 to make way for the new 538-room all-inclusive hotel, a new era had begun. One that allowed for the free-spirited 50's and 60's on Miami Beach to bloom. When the resort and hotel industry began to decline in the early 1980's, the hotel was divided up into condominium ownership and now even though it is operated as a Radisson Hotel it has well over 50 owners associated with it. The hotel stands today in the North Beach Historic District in a heavily populated and constantly developing area of Miami Beach. It is as if it stands a million miles away from Joe Elsener's original Deauville Casino amidst wilderness and a barren coastline.

"Oldsters Outdo Kids At Beatle-TV Show." The Miami Herald, Sunday April 18, 1965.

⁹ North Beach Resort Historic District Designation Report. City of Miami Beach Planning Department. August 12, 2003.

Chronology Deauville Hotel Site

1924	Joe Elsener the Owner of the property started construction of the first Deauville Hotel
1926, Feb.	The Deauville Casino Hotel opened with 142 rooms and the largest salt water pool in the world
1929	After the hotel had struggled for a few years because of its remote location, the depression hit and the hotel was closed.
1930 -1934	Fred D. Breit, owner of the hotel hired Architect, Roy France, as the Architect to modify the hotel. "He came up with the idea to tear out the bather's lockers and put in hotel rooms. They added some cabanas and widened the beach"
1934	Lucy Cotton Thomas McGraw bought the hotel
1936	Lucy Cotton leased the hotel to Bernarr Macfadden, a physical Fitness expert who was known for his wild stunts and he turned the hotel into a health resort.
1940 – 1942	The Coast Guard used the Deauville as one of 3 control points for its anti-invasion patrol of beaches
1942	The US Army occupied the hotel and later condemned it for roof leaks
1956, Feb	Irving Pollack and Charles Yavers bought the hotel to tear it down and build a new resort
1956, Nov.	Sam Cohen bought the Deauville Hotel from Irving Pollack and Charles Yavers and later developed the new Deauville Hotel
1956, Dec.	The Macfadden Deauville was demolished
1958, March 17	The Deauville Hotel, designed by Melvin Grossman, opened its doors with 538 rooms and 1 apartment for the owner of the hotel.
1961, Nov.	A 35' x 39' recreation room was added to the hotel on spread footings for \$5,000.00
1962	A 33' x 112' x 12' meeting room area was added to the mezzanine level for \$21, 000.

1965	A penthouse addition was built that contained (3) 2 bedroom, 2 bathroom apartments for \$60, 000.
1964, Feb. 16	The Beatles played in the Deauville's "Cassanova Room" live on the Ed Sullivan Show.
1985	The wading pool was converted to a spa.
1989	A new Fire sprinkler system was installed in the hotel.

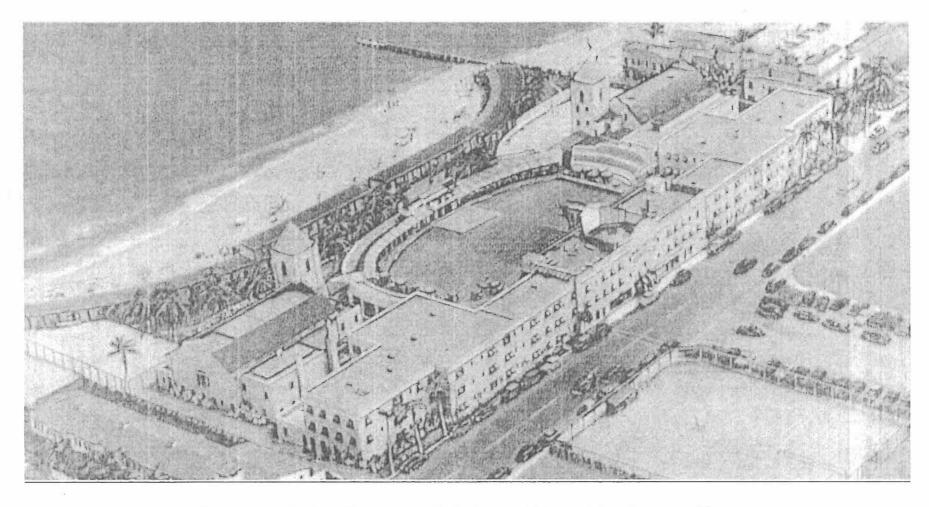


The Original Deauville Hotel after the 1926 Hurricane



The Collins Avenue facade of the MacFadden Deauville Hotel

Miami Then and Now

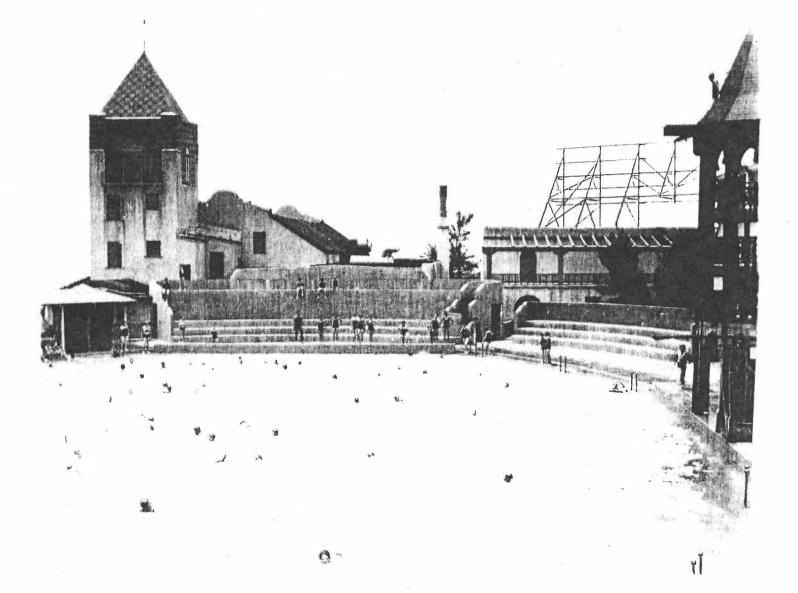


A postcard showing an aerial view of the original Deauville

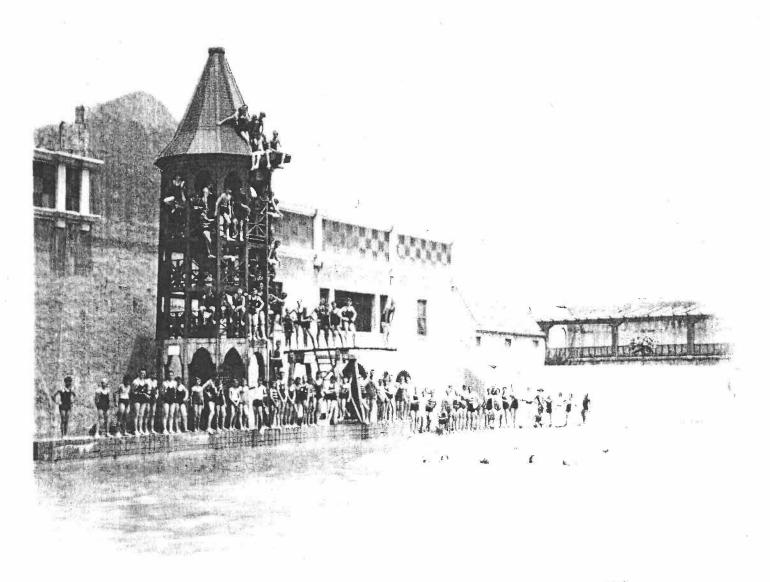
Miami Beach in Vintage Postcards



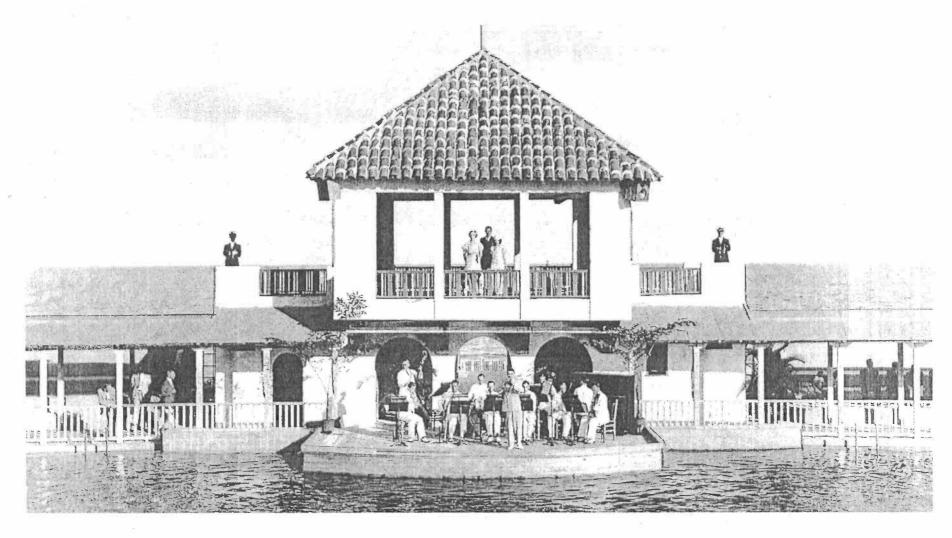
Deauville Casino, Boy Scouts outing, June 1932 Romer Collection



Deauville Casino, Boy Scouts outing, June 1932
Romer Collection



Deauville Casino, Boy Scouts outing, June 1932 Romer Collection



The Pavillion of the original Deauville

The Life and Times of Miami Beach



1930's MacFadden Deauville Postcard

University of Miami Florida Archives



1930's MacFadden Deauville Postcard of the pool area

University of Miami Florida Archives



An aerial photo of the Original Deauville circa 1936



An aerial view of the original Deauville circa 1939



The Original Deauville Hotel Diving Board in 1946



Circa 1948 postcard of the Original Deauville Hotel



The Original Deauville Hotel during Demolition



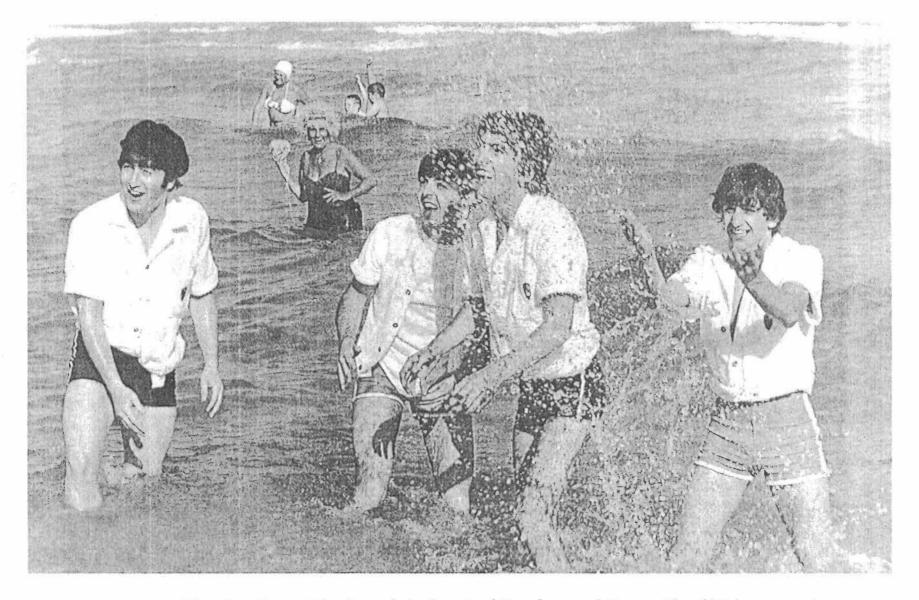
A view from the beach of the second Deauville hotel circa 1965



A postcard of the Second Deauville hotel pool area



President Kennedy speaking at the Deauville



The Beatles at the beach in front of the Second Deauville, 1964

The Life and Times of Miami Beach



The Kasdin Family at the Deauville in the 1960's



A photo postcard of the second Deauville Hotel
University Of Miami Florida Archives



Aerial view of the second Deauville hotel circa 1970 Florida State Photo Archives



A recent view of the Collins Avenue façade of the Second Deauville Hotel

<u>Miami Then and Now</u>

BERNARR MACFADDEN APPROVED OF EXERCISE ... the lifter is Hughie Barrett. orchestra; leader at the hotel for 16 years.

From a Lipstick X Grew a Fabulous Hotel

Herald Staff Writer

When bulldozers and sledgehammers begin knocking down the venerable Macfadden-Deauville Hotel, architecture of an ebullient era long past will be ground into rubble and swept aside to be forgotten.

But historical legend—some fact, some fancy—of the doddering old showplace will go on living, tickling imaginations of future generations and providing Gold Coast Florida's boombust-boom story an unforgetable chapter.

The 30-year-old, five-story oceanside resort will be torn down to make way for a modern, luxury hotel.

It's probably high time, pioneer Miami Beach citizens agree. The Deauville has been a white elephant since it opened with flash-in-the-pan opulence, in February 1926, height of the Florida real estate craze.

But perhaps inelegant failure and fantasy are what makes the Deauville's history memorable.

IT WAS BORN partly because of an "X" marked on a wind-frayed buttonwood tree.

As Miami Beach oldtimers recall, Commodore and Mrs. Perry Stoltz, of New York, came to the burgeoning new seaside boomtown in 1923 to find ground on which to build a luxury hotel. At that time, Carl Fisher's big gamble was based on a few shacks concentrated in what is now the South Beach area.

The Stoltzes went looking for the land with Fisher's chief land salesman, Joseph Elsener, who drove the couple over a rutted muddy path along the heach.

Miles north of the closest neighbor, Mrs. Stoliz jumped investors with more than from the car, emblazoned an \$1,000,000 and built the first "X" with lipstick on a button- Deauville hotel, a 142-room ar-



THE LEGEND WILL LIVE ON WHEN THE MACFADDEN-DEAUVILLE HOTEL IS TORN DOWN ... airview of the oceanfront resort that will be torn down to make way for something more modern

"This is where we will build; time. our hotel."

As it turned out, her husband had the money, and even-, is Ed Hancock, now a City of tually had his own way-their hotel was built on the Biscayne Bay side of Miami Beach, and named after their son-Fieet-

SEVERAL years later, Joe Elsener saw the lipstick mark on the tree, decided to gamble on a woman's intuition, left! Fisher's company, rounded up

wood tree and proclaimed, chitectural fantasy ahead of its

A man who recalls construction of the original Deauville Miami Beach Building Department official. In the 1920s he worked for the company that built the Deauville.

Hancock said laborers practically had to be shanghaied to work so far above civilization on Miami Beach, Construction materials had to be bought and trucked at premium prices to the construction site, which is now heavily developed 67th St. and Collins Ave.

On opening night, the Deauville was a gaudy, resplendent showcase of high society-even though darkness and wild swamplands encircled the patch of beauty.

In an upstairs room, gaming tables clicked with dice and spinning roulette wheels as bejeweled ladies placed their bets.

A string orchestra played

far into the night for gay, festive socialites.

ELEGANT limousines lined the unpaved road outside, waiting to cart their passengers. back to the realm of civilization far south of the wilderness swallowing up the Deau-

But business was not like opening night. Vacationers stayed close to civilization, not daring to chance isolation in the Deauville's far-removed lo-

Rooms went begging, although fortunes were spent to lure monied clientele. Cafe society orchestras from New York, nightclub stars and wild gambling failed.

Even the Deauville's famed swimming pool—a second-story 155-by-155-foot, oval-shaped affair still ranking as the world's largest outdoor salt water pool -failed to turn the trick.

Elsener and his partners sold out. First of many colorful purchasers to gain control of the unpredictable Deauville was Princess Lucy Cotton-Thomas Magraw Eristavi-Tchitcherine, much-married, wealthy former Broadway showgirl:

THE PRINCESS retained control longer than any other owner, but during her reign became the stormy center of enough court battles to fill a law library with depositions.

Charles Danton, Beach attorney who represented some later owners, still has a threefoot stack of printed pleadings produced in 23 appearances before the Florida Supreme Court, 12 before the Circuit Court of Appeals and three before the U.S. Supreme Court.

Princess. Lucy later leased the hotel to health fanatic Bernarr Macfadden who gave the Deauville its present name

physical culture met indifference among his paying hotel guests.

During World War II, the Coast Guard used the Deauville as one of three control points for its anti-invasion patrol of beaches.

In 1942, the Army leased the hotel for officer candidatesbut six months later condemned the former showplace hecause the roof leaked.

FINALLY, the princess lost control in a tedious receivership battle, and the hotel was acquired by Northern investors. L. A. Lasser and B. A. Winkel. who then sold to a Chicago syndicate:

In recent years, the Deauville changed hands several more times, each time at prices in the neighborhood of \$700,-000-well below the \$3,000,000 appraisal the hotel once com-

E. M. Leow acquired control in 1950, and just recently sold out to Irving Pollack and Charles Yavers, of Miami Beach, who will tear down the old structure.

The hotel's pool and 100 cabanas always have been popular, and immensely more successful than the hotel itself.

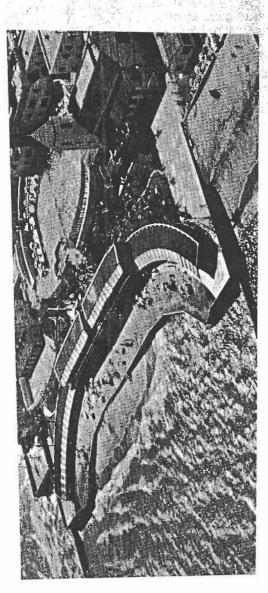
Water events commanding international attention have been staged in the pool, whose first manager was channel swimmer Gertrude Ederle. Speedboat races and waterskiing exhibitions have been held

And with the 500-foot frontage on the ocean, with a 300foot depth from Collins Avenue to the waterline, the Deauville is one of the largest properties on the Gold Coast, but until now one of the most dismal failures.

Macfadden-Deauville

miami beach - florida

where life is dedicated to the pursuit of happiness



vacation hours...this year more than ever before... should provide an abundance of health and relaxation.

all the facilities you may require for your entertainment and comfort are here available . . . at America's own Deauville . . . at a reasonable tariff.

500 foot private beach and well equipped CABANA CLUB

the largest circular salt-water swimming pool in the world

dining in our Deauville Room or air conditioned Coffee Shop... or al fresco on our Marine Terrace or beach boardwalk cafe

cocktails and tea or dinner dancing to name bands

comfortable, luxuriously appointed rooms

HOTEL MACFADDEN - DEAUVILLE

ocean at 67th street Miami

Warren C. Freeman, manager See your TRAYEL AGENT or write for brochure

WHAT to DO in FLORIDA

FLORIDA, in the aggregate, offers every variety of activity and recretion that can be found anywhere—with the exception, of course, a snow sports and mountain-climbing. As each resort varies in its character and the type of people it caters to, so will its facilities vary; but in generate every place in Florida has certain popular forms of recreation that can be depended upon, while the more sophisticated diversions are found mainly

in the large resorts.

"What to do" is the first consideration of Florida visitors once the have reached the sun-belt and become established in their hotel. In thi publication we believe we have given a comprehensive picture of the activities and facilities in each place, information of a type which was heretofor extremely difficult to obtain. The visitor was advised that he could swim or play golf, and many other things, but it was up to him to find out where when, and how much it cost. Instead of going into such generalities, whave confined ourselves to precise facts, so the reader will know what each resort has to offer and can start enjoying himself as soon as he arrive; without waste of time in research.

Yes, Florida offers every form of recreation, and in bounteous profusion. There are golf courses and tennis courts everywhere, over a thousand miles of beaches, salt and fresh waters teeming with game fish, forests and savannas stocked with game birds and animals, innumerable facilities

for other forms of sport.

Probably the most popular pastime in Florida is—well, doing nothing . . . just plain loafing. Free from northern cold and the care of routine obligations, the average person likes nothing better than to be left alone—to bask in the sunshine, to idle away each day in utter nonchalance.

Actually, the most popular form of recreation is bathing—sun as well as sea. Florida has the longest coast line of any state in the land, and virtually every mile of it is white sand or coral ideal for bathing. No point in the state is more than a two-hour drive from the Gulf of Mexico or the Atlantic Ocean. The upper east coast beaches are exceptionally wide and hard-packed, providing splendid motoring as well as bathing. Beaches on the lower east and west coasts are narrower, but often very picturesque with lush tropical vegetation creeping close to the tide line. Miles and miles of Florida's seacoast are as wild and romantic as anything you ever saw in a south sea-island cinema-scene.

Every Florida resort of any importance has one or more golf courses; most of them open to the public, a few private, some connected with hotels. An interesting sensation awaits the golfer who has never played in Florida. Tennis courts, likewise, can be found everywhere, usually free, often lighted for night play; private clubs in the better resorts cater to those who desire exclusiveness, while again many hotels have their own courts. Many important golf and tennis tournaments are held each winter.

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MACFADDEN-DEAUVILLE HOTEL

5701 Collins Ave. Concrete construction. eam heat, 3 floors. 100 guest rooms, all th bath. Open all year. Warren C. Freein, manager.

An elaborate combination of hotel and alth resort located in the upper beach tion, directly on the oceam. The Maciden-Deauville is one of the most celeated institutions in Florida and one of : most complete resorts of the kind in nerica.

Occupying a huge property, the hotel built in rambling wings around a cend swimming pool, with its ocean side supied by a long semi-circle of cabanas ing the beach. The Deauville Beach d Cabana Club, complimentary memeship in which is extended to hotel ests, is part of the property. Each cana faces the ocean, has outside sun k, sitting room, 2 dressing rooms, private shower. Over 500 ft. of private beach with full equipment and lifeguards. Two fishing piers extend into the ocean at either end of the private beach. Also solaria for nude sun bathing.

Florida Hotel and Travel Guide

Macfadden - Deauville has the largest outdoor circular swimming pool in the world, fed with filtered sea water, with low and high diving boards, marked lanes for speed swimmers, seats for 2,000 spectators. It is the scene of numerous swimming championships, water pageants, bathing beauty contests, water polo, etc. Swimming coaches.

Clay tennis courts across from hotel, cement tennis court in patio. Facilities also for volleyball, billiards, ping-pong, other games. Inspiration Hall is large individual building equipped with pipe organ, used as gymnasium, dance hall, recreation center, also for lectures, classes.



Above—World's largest outdoor circular swimming pool at the Macfadden-Deauville. Lower right-View of the Deauville Cabana Club.

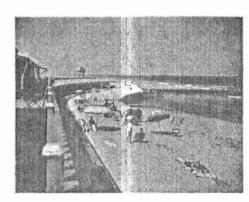
Deauville Room is formal dining salon (music, dancing, parties). Cabana Club and Pool Deck overlooking beach (luncheon, outdoor dancing). Marine Grill, Coffee Shop. Only freshest foods used in cooking. Air-conditioned Tap room, nautical cocktail lounge.

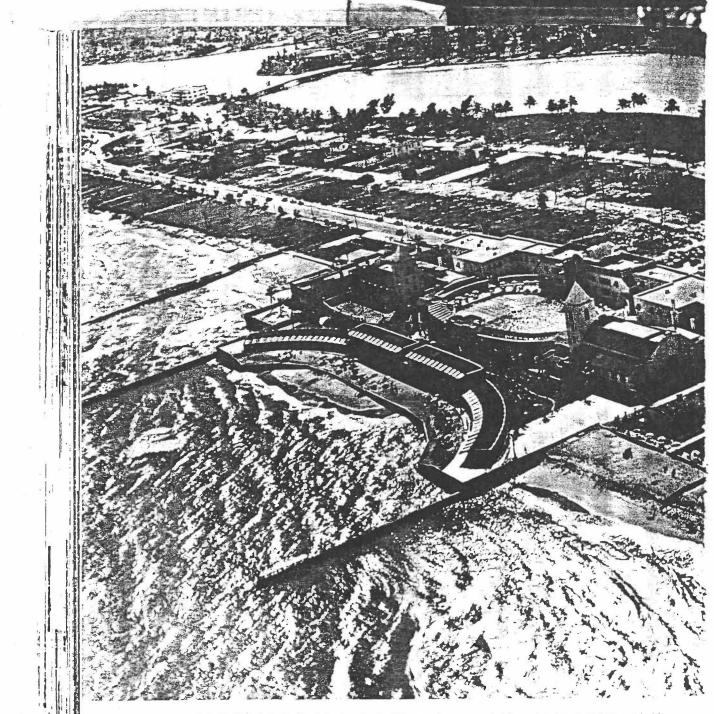
Social hostess, nightly dancing in season, frequent beach parties, entertainment. Cards and bingo games. Art gallery, arts and crafts instruction. Dance teachers. Fishing, hiking, sightseeing trips arranged. Own shops on premises.

Although not a sanitarium, the Macfadden-Deauville offers complete facilities for health-building, including medical staff, complete laboratory, X-rays, fleuroscopes, electro-cardiographs, basal metabolism machines and all types of baths; and offers complete hydrotheraphy, electrotheraphy and diathermy. Department of physical culture and vitality building designed by Bernarr Macfadden, Bed-ridden or seriously ill people not accepted.

Large, airy guest rooms, all with private bath, steam heat, tropical doors, rich appointments. Free parking. Hotel car for station transfers (\$1 per person).

Rates (EP) - Dec. 1-Jan. 15: single \$4-\$6, double \$6-\$8. Jan. 16-March 15: single \$6-\$10, double \$10-\$18, suites (for 2) \$20-\$30, suites (4 to 6) \$50-\$75. March 15-April 30: single \$4-\$6, double \$6-\$8. May 1-Nov. 30: single \$2.50-\$4, double \$4-\$8, suites \$8-\$10. Children (under 10) 50% reduction. Meals: breakfast 25c, \$1.25, luncheon 60c up, dinner \$1 up.





DEAUVILLE POOL, built in the middle 1920s, was later expanded into a hotel, and, during a period in the 1930s, under the ownership of Lucy Cotton Magraw, enjoyed a reputation as a high-class gambling casino and hideway for the misbehaving rich. Bernard MacFadden gave it a touch of health promotion when he took it over from Mrs. Magraw and renamed it the MacFadden-Deauville. The health faddist celebrated his eightieth birthday by parachuting from a plane, marrying a young woman, and sleeping on the floor during his honeymoon. Soon after the huge pool was open a young man got caught in the large drain and was carried out into the ocean where he managed to surface, badly battered but still alive. The old Deauville was knocked down during the 1950s and replaced by the new Deauville Hotel. (Hoit)

Beach Hotel Is Acquired By Sam Cohen

By BEN SCHNEIDER
Miamt News Real Estate Butter

For the second time within a year, the Macfadden Peanville Hotel, Collins Avenue at 57th Street, has changed hands. The Miami News learned today.

The new owner is Miami Beach

The new owner is Miami Beach hotelman Sam Cohen, who purchased the 99-year lease from a group that included living Pollack Charles Yavers and Nat Herzfeld Under the terms of the lease. Cohen will pay a reported \$120,000 a year.

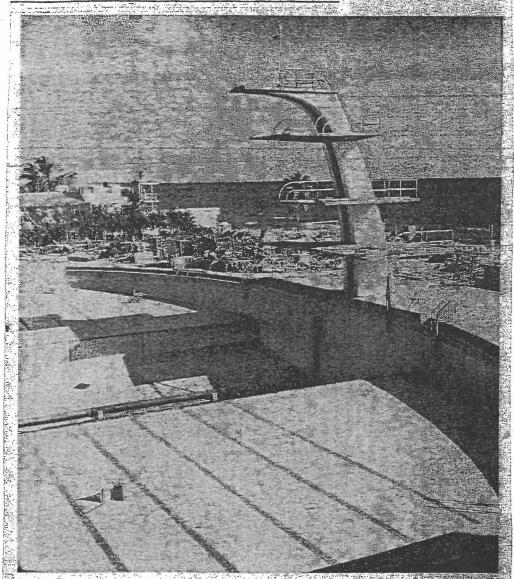
Cohen, at present owns and operates the Casablanca and Sherry Frontenae Hotels. It is understood that demolition of the Macfadden Beauville, which had been halted, will be resumed immediately to make way for a 400 a 500 and the second of the control of the cont

Macfadden Beauville, which had been halted, will be resumed in mediately to make way for a 400 to 500 room hotel.

On Feb. 23, this year. The News exclusively reported that the Poliack Yavers room ne had purchased this landmark of Miami's poom days, which had been built by the late Bernarr Macfadden and later owned by the late Princess Lucy Cotton Eristavi-Tchitcherine.

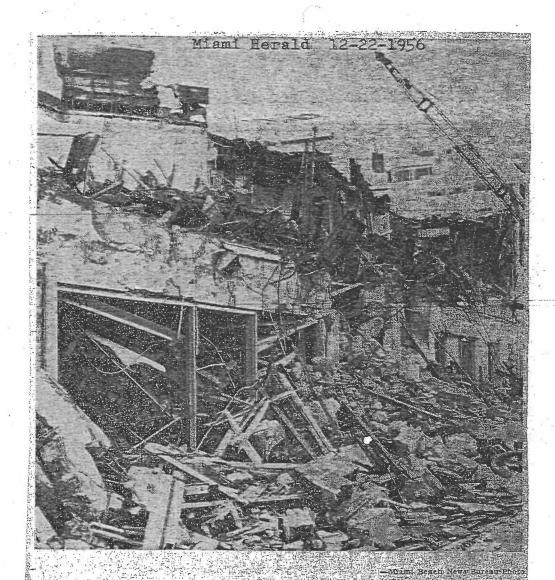
Eristavi-Tchitcherine
Pollack and Yavers furth the
Nauthus Hotel, which they sold
two years ago The MacfaddenDeauville hetel, once valued at
\$3,000,000 was acquired in 1950
by E. M. Loew owner of a New
England theater chain and the
hatin Quarter night chibs in New
York and Miami Beach He re
portedly paid \$00,000 for the
oceanfront property

Today's transaction, in which no figures were disclosed, was negotiated by Joe Cohen, Mismi Beach, Realtor.



LAST LOOK at the McFadden Deauville hotel swimming pool, something of a landmark on Miami Beach, is afforded here. This was the first Olympic-sized

salt water pool in the United States. Pete. Desjardins, Miami's first Olympian, trained in it. Now the hotel is being torn down to make way for a new one.



ONE OF MIAMI BEACH'S BEST hotels

— 30 years ago — the Macfadden-Deauville at 67th and Collins Ave. currently is in this state of disrepair. However, it's

all on purpose, for the once fishionable hostelry is being torn down. Thus far, no application has been made for new construction on the site:

Get Lains Albinkiae of Old Deauville

" get a pain, right here 85-year-old Fred hier Breit, punching his belt line, "every time I think about the old days - when I lost so much money in the old Deauville Casine,"

We sat in Breit's apart-ment in the Sea View Hotel, on the oceanfront at Bal Harbour, where we could hear the surf rolling in. Breit was resting. He was to play golf the afternoon with a youthful grandson.

"I came to Miami Beach just before the Boom and began investing in ocean-front property." Breit related. "If I hadn't got interested in the old Deauville I'd be worth millions . . .

The modern 14-story convention type Deauville Hotel different from the first Desuville, built in 1924 by Joe Elsner.

Elsner drove a Rolls-Royce and sold real estate for Carl

Fred D. Breit ... turned out OK

Fisher. He was a man of ideas, too, and one of his ideas was big - to build the biggest casino and swimming pool at Miami Beach.

HE BUILT the Deauville. It had the biggest swimming the biggest amus the biggest gambling It had 170 "lockers" pool, room. for bathers.

But Elsner spread himself thin. He wound up with

At Bank's Expense

Ann Tries Life On Credit Card

SAN FRANCISCO - The credit card, shining symbol of the 60s, is being subjected to its sternest test by a 24-yearold secretary named Ann Ayleen Foldy:

next month on a credit card in a "Project-No-Dough" experiment sponsored by Bank of Miss Foley, a native of South America. The bank, which has Dakota, has never been an emits own credit card, is trying to ploye of the bank. The bank prove that it's possible to live will pay for all her purchases eat and, maybe, drink, without and allow her to keep any using money.

This will be an Elysian experiment for Miss Foley, who ordinarily works as a cretary for Manpower Inc. But Bank of America, head-quartered in San Francisco, olaims the experiment is strictly academic.

"We expect Miss Foley to run into many problems," says Kenneth V. Larkin, vice presi-dent in charge of the bank's credit card facilities. One of her misjor problems, he says, is that she "can drive her car instead of using a bus which requires cash for fares, but she won't be able to park it on a downtown street unless some-body can find a way to get parking meters to accept a credit card. She'll just have to use a garage that accepts a Bank of America card."

This may bot strike many as a major problem, but the bank can't be faulted for trying to interest the "thundering herd" in the credit card.

And lest the bank be suspect of any intentions of trying to promote wide use of the credit card, Larkin should want out

that the purpose of 'Projectmost definitely No-Dough' is not an attempt on our part to arge people to live only on

But we do think the project Miss Foley will live for the points out the advantages of the changing times we live in . . ."

Miss Foley, a native of South items she buys during month, ending May 13, but otherwise is not paying her for the experiment.

mortgages on the

T bought the second mort-\$50,000 - at a discount," Breit said

"For a couple of years it was a good deal."

Breit regularly collected eight per cent interest. Then the depression bit. The Deauville closed.

I had to buy the first mortgage and foreclose to protect myself," Breit said. "I wound up with the casino
— including 500 feet of
oceanfront — for \$80,000."

TEX RICKARD, the fight promoter, held the third mortgage, worth \$100,000. But Rickard died unexpectedly in 1929 in St. Frank Hospital while undergoing an appendictis operation.

Rickard had big plans for the casino," Breit said. "He planned to turn it into a major sports center. I wish he had lived so he could have gone through with his plans. After he died his estate lost interest in the property."

By this time Breit owned

the sites where the Cadillac and Patrician hotels now stand, 19 lots in Golden Beach and a \$125,000 home at 1564 Collins Ave.

As owner of the North County Hydro-Electric Co. at Ottawa, Ill., he had been enjoying a good income. And he had made good investments.

"I didn't know it, but I was really well off," Breit said. "I should have stopped right there. I should have let that old casmo rot right where it stood."

+ BUT THERE was that vast, empty building and swimming pool. Breit, in the prime of life, was aggressive. He had to do something with his property.

"A Chicago architect, Roy France, came up with an idea," Breit said. "We tore out the bathers' lockers and

the bear sentained myself owning a resort hotel in-which I had invested nearly one-half million dollars — a lot of money in those days.

To get money for his van-

ture, Breit was forced to sell-his other properties.

"I got only \$37,000 for my home," he recalled. "I foolish-ly sold the site where the Cadillac Hotel now stands for \$30,000. But I was desperate. I was up to my nec had to keep from drowning - or I thought I did."

tion Breit wanted out of the hotel business. But the best offer he could get was \$150,-000.

"It's hard to believe now," he said, "but I finally sold the Deauville in 1934 for \$200,000 - to Lucy Cotton Thomas McGraw."

Mrs. McGraw and her husband ran the Deauville for a couple of seasons, then leased it in 1936 to Bernarr Macfadden, physical cultur-ist, food faddist and publisher of True Confessions and host of other similar magazines.

MACFADDEN, nationally known, kept himself and his Macfadden-Deauville Health Hotel in the limelight by running unsuccessfully for the U.S. Senate in 1940, and by doing a parachute jump, successfully, when he was 80. He married a third time when in his upper 70's and brought his 30-year-old bride to his Macfadden Deavuille.

Meanwhile, the Deauville Increased in value and Princess Lucy Cotton Thomas Mc-Graw Eristavi-Tchitcherine (she was then married to a Pfince Eristavi-Tchitcherine) sold the property to B. B. A. Winkel and J. A. Lasser for \$750,000 - clearing over half a million dol-

The old Deauville was dismantled in 1956 and replaced by the present 600-room

put in hole; rooms. Wa added hotek which with the land in some grant and violened worth at least \$20 million.

0 2 (...)

Read

THE MODERN DANUGLA is awned by Simel J. Coshen, but the mat behind him is this latter, immersely wealthy Jacob Cohen, iss-yearsold, family, patriarch

who has an apartment in the hotel. "I can't say that I'm un

happy about the way things have turned out for me; said Breit, "even though Tido get pains when I think about my experiences with the Deau-

me a lesson. I had always been aggressive — always pushing. After my Deauville experiences I decided to slow down, to be less ambitious .-to live.

"If I had kept going like I was I wouldn't have lived to reach 85 - and I wouldn't have enjoyed my family like

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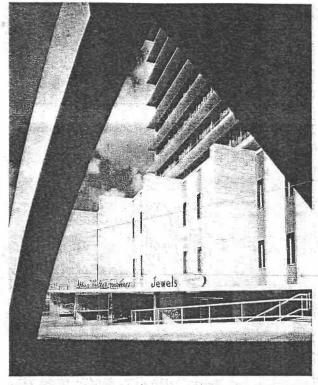
The Deauville

MELVIN GROSSMAN . Architect

- Kenneth Hull of The Maxwell Co., Interiors
- Obler & Clark, Structural Engineers
- Sussnett Engineering Co., Mechanical Engineers
- Taylor Construction Co., Contractors
- . J. S. Forney, Photography

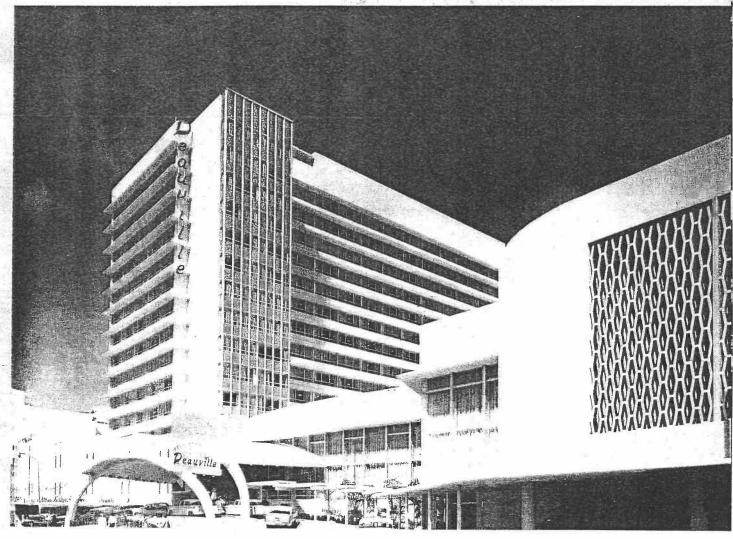
The once world famous hostelry, the MacFadden Deauville, is now a thing of the past and in its place stands the majestic new Deauville—striking addition to the ever changing Miami Beach skyline. The new building has a sweeping frontage of five hundred feet and the room section stands twelve stories—a full one hundred and fifty feet—above the extensive three story public area. Accenting the height of the tower section, and contrasting the horizontal eyebrows shading the guest rooms, a sheer, vertical panel of blue porcelain

(continued)



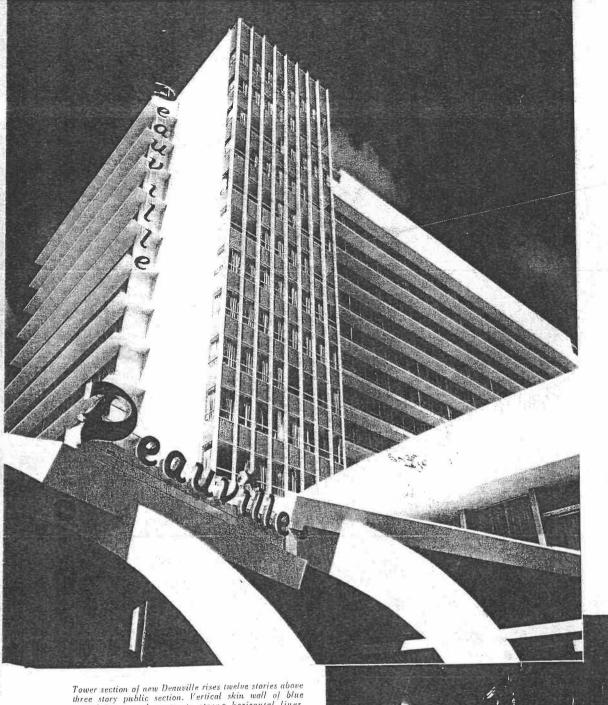
Blue porcelain enamel panels and cut stone are combined in north section.

Three story public area stretches along five hundred foot frontage. Long wall of exhibition area is relieved by hollow clay tile panels which are silhouetted at night.

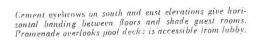


FLORIDA ARCHITECTURE

1958-1959



Tower section of new Deauville rises twelve stories above three story public section. Vertical skin wall of blue porcelain enamel contrasts strong horizontal lines.



Lobby features pedestal candelabra viewed from main entrance against rose murble wall. Upholstery colors are blue and gold against lighter blue area rugs, white marble floors.



Main dining room is terraced, faces blue Atlantic ocean.

The Deauville

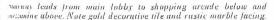
enamel rises the full height of the building on the stort side. Plate glass windows enclosing the lobby are divided by vertical and horizontal mullions of another aluminum, aesthetically arranged to break the regular ity of vertical continuity. The north section of the build ing is colorfully treated in cut stone facing intersperse with vertical panels of blue poscelain enamel and the long solid wall of the exhibition area in the south so tion is relieved by a pattern of hollow clay tiles. At the street level, a shopping areade is accessible to shopper from the street and guests from the interior of the hote An attractive coffee shop and an intimate cockin lounge face the arcade and the pool deck-and and skating rink is available to guests and the public alik Although the lobby is located on the second level, it easily reached by means of a gently rising ramp an covered approach walk. Here, the elegant central mot is a sparkling pedestal candelabra viewed from the r trance against a background of Italian rose mubl Furnishings are restrained, lounge groupings define by soft blue area rugs against white marble floors i laid with diamonds of black Italian marble. Sheer whi curtains ornamented with gold crests filter the daylig and heighten the effectiveness of the exterior after dar The lobby is on two levels, rising to a loyer area givi

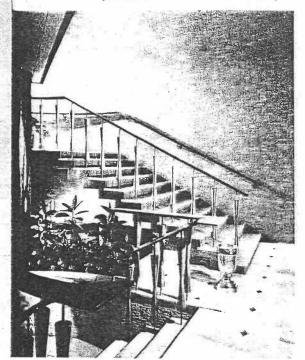
Lobby has glass wall facing street. Gold crests win sheer curtains. White marble floors are inlaid with black du



access to the main dining room, cocktail room and night club-and extending to a promenade and lounge area overlooking the pool deck. From the main lobby area, a handsome stairway leads to the lower areade and the mezzanine above, where the TV lounge, card room and some offices are located. Main offices and registration desk are to the left of the main entrance on the lobby floor. Dining and service facilities are extensive and kitchens are located so that both the main dining room and night club are easily served by the storage, freezer and preparation areas on the ground level. A full sized elevator operates between levels insuing an efficient flow of materials. Facing directly on the blue Atlantic, the main dining room takes full advantage of the magnificent view with the east wall plassed from floor to ceiling. The night club is a columnfor room with a high ceiling, terraced to provide clear sight lines to the entertainment platform. A portion of the floor ahead of the proscenium is used alternately as a stage or dance floor, being hydraulically raised or lowered to suit the purpose. The most effective stage and fighting equipment available facilitates production of lavish floor shows. To accommodate convention satherings, exhibits and private parties, a spacious two story, column-free room 180 x 110 feet, is provided on the upper level at the south end of the public area. Foldm; wood partitions permit division into three areas for

(continued)



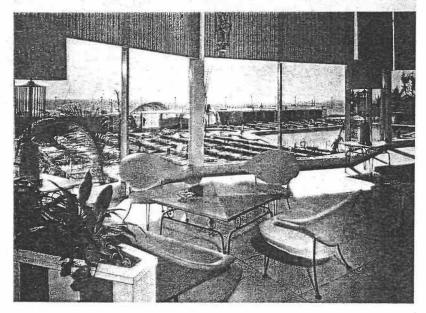




Pool is annusually large, served by extensive lounging area, cabanas and sun decks.



Cyrano room off main lobby has intimate atmosphere, dramatic surrealist murals.



2 7 14 1013 00

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5 12

B I U. Miami .- Secial Science 6:15 l' Suarise Semester

6:45 News En Espanel Sunshine Almanas Dive Us This Day

irea and the envalued of Car-dipal Spellman, then arch. (2) science 5, 6 hishops to head of the New York Discrete

6 A.M. To Noon

(12) News, Comody (10 8)
(10) Oper, Alphabet
7:30 Moraing News
(D Carousel (to 8:45)

8 (Sagit Kangasa (N. 3)
(D Sapriss To. (N. 3)
(Marry Ure Cirl. (1937).
Mary Discond. Hugh Hestperit,
Prank Michigh. A young fellow gets a promotion in a
newspaper office and it goes
to his head. Pleasant comeds.

MORNING

(Carleon Capara

2) Amer. History 5, 6
2) Movie Special (to 1938)

"Stella." (1850), Ann Sheriden, Victor Mature, David
Wayne, A pair of Kooka, try,
to get rid of the body, when
a man is accidentally killed
during a family plenie.

2) Maraing Mavie (to 18)

"E agle and the Hawk."
(1950), John Payne, Rhonda
Fieming. Part I. An Amer.
ican fights French agens in

(1950), John Payne, Rhonds
Freming, Part I. An Amer.
ican fights French agents in
Mexico in the 1860's. A fallen
sparrow.

Life of Riley.

Dobbie Drake
Banje Billy (to 10)

Mews, Pisyhesse (te.il)
"Fountsinhead," (1949), Gary
Cooper, Patricia Neal, Raymond Massey, Kent Smith.
The Itian and Tributations of
an architect with lofty ideals.
Fine story, but Geoper miscash.

0.30 @ Ames and Andy 9:45 ② Time For School

10:30 (2) Time For School

(10)17/2018 (20) oct ils

(C) Llave Lucy

2) Biology 18.

OO Werd Fer Werd

(a) Real Mediya /

06 Concontration WW Prior in Right

10:45

I1:30

AFTERNOON Noon To 6 P.M.

NOON

News at Noon First Impression Midday Railert

12:15

Great Movies (10.2)

Statemer's Hurricane,

Thinking that marriage may will their bove, two newlyweds by the latent will be their love, two newlyweds by the latent by the Great Movies (to 2)

Search For Zomerrow Truth, Conseq., News OOLDR

......

12:45

@ Quiding Light

2 Science 9

ALare Di Life, News A. Mawa-Clayton (D Mevie 10 (te 2:30)

"Ex-Lady," (1832). Bette Davis, Gene Raymond. Thinking that marriage may kill their love, two newlyweds try to live their own lives.

2 Girl Talk

2 Menday Matines (to 2:39)

"Flying Fortrees," (1942).

Richard Greeñs. A World (D) General Hospital

War II story shout ferry
plints bringing places to Eng-

land from the U. S. Just falz ② Numailties wartime story. 1:45 4 Edge of Night 2 Yes Bon't Say

② Solence S

1 Passward 20 Tet's Make A Deal COLOR 2:15

2 Amer. History 5, 6 1 House Party
1 The Doctors
1 Day in Court, News

(Z) Science 5, 6

COLOR Queen for a Day

② Conversational Span.
② Secret Blerm
② Mickey Mouse
⑤ Match Came, News.
⑤ 12 - Major Adams - (to 5) 4:30.

4:30.

② Word Warkshop

© Early Show (to 8) With.

It Sterted With Ever

11941, Denna Durbin.
Charles Laughton, Robert
Cummings. A dying millionaire wants to meet his son's G Wide Veniers

fignees. In an emergency the Gonanics and the charles of the control o Sonasika shatchook-girl-to
pose-ta the flances and the
old man doesn't die Deat
Diame Eve.

Watter-Boeker

Star Dust, (1840), Lind Darriel, John Payne, Rolar Young, Charlotta Greenwoo Hollywood Ialent Zeott, Se jossibilities In a toothal at and a waitress on discover case, and being started to fewood to test. Fair.

② Time Fer School
② Ruperman
① Weedy Weedpocker
② Laft Time (to 8)
5:15

6 P.M. 'Til Yawn

EVENING



DE Outer Limite (te 8:30)

Oper. Alphabet News, Sports-- Decity News--Fariss, Crollus Datelinė Movie et Siz (le 7:30)

6:15

6:30

Amer, vs. Communism CBS Rews--W. Grankite B Hantley-Brinkley News Nite Ula

ABO News-Cookran

Stop Killing Self userum Popu. S.

Mister 6 he subject of distributing a seriming point studies up at the first he's guarant the schools from

Rippert Buttleline Highway Patrel

7:30

Science in Action

ners in respective a light. The Fresident and the criffin inhetance that meets. These will analyze Fresident light inheperature specifical. The frest will analyze Fresident Labitatin's relations with the press including this, handling of press conferences and re-

The Children of Spider County."

"The Ch are problams

Them Year Schools

Fin 19th grade attitlents and their parents, a general entertient on editertional operations of Senior Highs Schools

The Rot a Secret

-8:30

(2) Great Composers
(2) Lucy Show
Lucy and Viv open a restaurant, but their only customers seem to be hill collectors ets seem to be hill collectors.
When customers really do
come in, there's nothings inthe kitchen to ent

OLO
Tempera thare ispeatedly
when a benity is widowed by
an acceleration the trail, and
from synams by for her hand

nevest develop (2) At Issue

Tell The Treth

Meday Movie (to 9:10)

Stitzensker: "17853M. There G-Denny 78mass."

Local Stitz, about a their spinors who agrees a new to make treatment for World business, fearing at could also be behind for an income the stitzens are like to be family.

Kes: ** Good *** Best Bet

(2) Perspective (to10:20)

This show has a very funny offiing with Andy.

Hal Smith, as Oile, earrying the entire show And Knotte, oven in that company, manages to steal-overy accine to it in, whether he is playing in rummy with Andy, or helping Andy in a psychologial back treatment to scare.

(2) Hellywood and Stars The Angry Screen" Is a low

Channel Chuckles



at the use of movies for prop-aganda and Feform, with elips from such films as "Fen Days That Shoke the World" Wester, Sparts Days That Shoke the World" Wester-Recker "Birth of a Nation" and "I Am a Fugilive From a Clisin Gang."

10

East; Weit Side (to ft)

An elderly construction worker, eased out of this job by ker, eased out of this job on the course of age. becomes frustrated when he is unable to obtain another position, in "Don't Grow Old"

200 Sing With Milek (to 11)



ing about various (Igupes to be seen there

DE Braking Point (to 11)

A study of a Don Junn in a script with human and e o may be seen to the first the seen of the first the seen of the first the seen of the se tric help it's a very pleasant

10:30

CD-Rette-Hellor America's laults as the re-

sults of being the only true

All Channels - News 11:10

@ News -- Young, Sports

D Opening Hight (to 12:38)

Average dramm.

11:25

T1120

Date Shaw
"Young Don't Cry," (1957).
Sai Mineo, James Whitmore,
J. Carroll Naish. An orphan,
fighting against the bruiality,
around him, becomes Involve
ed in the affairs of A convigi
who won't knuckle down to a
sadiatio warden. Unpleasant.
The Basalat Raped

Bpoolat Raport.

The gang nays a musical visit to a waxwerks nunceum, slig-ing alout various lightes to be seen there.

10 Franking Point (1s 11)

A study of Poin Juna in Point Juna in Po

Stewart and Phillis Diller.

(D) Late Meyle

"Sea Dovils," (1937), Victor

McLaglen, Preston Fester,

Ida Lupino, The spirit of the

United States Coast Guard is

portrayed in its work in sav
ing lives at sea and perform
ing ice patrol work to protect

steamer lines. Routins advan-

Interviewed will be Fernan do Lamas and Eather Willi

Oldsters Outdo Kids At Beatle-TV Show

By STUART AUERBACH

with her high heels in her hald, because of the Bestles Liberature of Liberature of

At 7 p.m., with a 200-foot line of people five abrenut-snaked through the hatel

People surged forward as if

Two people who didn't have to show their way in were Heavyweight Champion Sonny Listen and former titleholder Joe Louis. They speaked in a back door and

were unhered to their seats in the third row.

Sullivan himself stepped out-to-see the mob, shook his head, smiled grimly and said: "It's the Beatlea"

It's the Bestlea.

Enough teenagers were let in to give speal effect to the show. They moan so a madern couldn't hear anything but loud drums and Tesh yeah, yeah!

The more the Beatles bumped, the more they shook their beads, the louder that screams.

One of a stitle for a term.

One girl, sitting far stage right, passed out and had to be carried to the lobby dur-ing the finale.

Ing the finale:

To an ininitiated above, the secret of the Beatle's success seemed ample; 'ty-eryone makes so much noise you can't hear anything.

Mitzi and Her Gang Follow The 'Mops' and Wow Crowd

Anybody who thought the Beatles would be all of the action on Ed Sullvan's Miami Beach-originated show Sunday nightour GES (Cartis By JACK E.

ami Beach-originated show Sunday-nightors GEN-CEN 41-underestimated Mittl Gaynor. That singing stren and a quartet of male accomplices came on the stage of the Deauville's Cussanova Room like a small hurricalis and left the audience on both aldes of the cameras limp.

while unquestionably this probably the biprobably the deliberately pletted pacing for Elise Garnor's little supper dub act there seemed to be an extra rost in it Sunday night — as if she and her pals were avenging the steller publicity thunder of the past week.

They hit the stage with a lightning song and dance version of "It's Too Darned Hot." then went on to a med-ley of everything from "The Morred See You" to "When

the Saints Go Marching In. Ouick Quiz

1. Fluoride has been add in many city water systems protect the

Heart

2. Which one of these boys Eddie Ernie Herbie Howie

3. Which one of these is no deciduous tree* Fir Nycamore Elm Maple

4. In ploneer days, creatures wearing a yoke usually made which sound?

Oink Ba-a Mon Henhaw 5. Which one of these creatures is the largest?

Fox Squirret Grey Squirret Chipmunk Ground Squiret

It quickly sparkles away gas ANSWERS pain, heartburn, and sour stomach due to gastic audity

Teem (Reduces decey) 3 Eddle Med A. (Learnessen), A. (Med The Best

On Radio Interviewed with ceremando Lames and Eather WillAms, currently itarring in F.M. — Altermoon Concert,
Kind Sir's a Frank Hele
Pointenan Playhood.

D Starlite Heater

D Starlite Heater

Tink P.M. — Concert by the
Sca. VAZZAKI — Featured

WW Wip Ar Your.

WW Wip Ar Your.

WHO Are Your.

Schelton-Gene bockbart. The
the dark days of the depret select will be university,
slon a young couple runa into
irouble with the trules and profit will for the profit with the profit of

Tengliamens of ung council.

Average feature.

klarofd P. Barkas and disc pockey Allen Rock . Mu-steal Heritage, WVCO ... Wager's "Die Meister-ains-er Overture," Mendelssohnla Violin Concerto in E Minor and Blzet's "La Jolle Fille de Perth."

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It low both exciting and

IT 'NOP' both "exciting and highly listenable. The show opened of course with the singing mope from Liverpool. It seemed to this viewer, they looked and sounded a little more impressive than they did in their Sullivan debut last Sunday night in New York.

A second bearing convinces me they're strong — in a rock and roll way — with the instrumental side of their act and pretty dreadful with the vocal.

However, anybody but

However, anybody but a derivant learnage worshiper is so fascinated by the away and swirl of those hairdes, that the Beatles' musle vir-ture and shortcomings seem completely irrelevant. completely irrelevant.

The camera at several points caught Ringo Starr, the drummer, at work in profile and he looked for all the world like somebody's old mother beating a cake batter.

This will not be their last appearance with Sull'Ivan, They taped a third appearance in New York and this—will be a segment-of-the-Sullivan hour next Sunday.

The rest of Sunday night's incup included the consent team of Rossa and Allen Charty Algen has a bushy head that pro-distes the Retlet follaged and monologist Myron Cohen. Cuben seemed a little bewildered by why he was there at all.

Although Dave Levin (the father of Jerry) had been announced for the show, for some reason he was not on hand.

As is usually the deal with a network origination from the Beach, Sullivan incorpo-rated outdoor films of this area, just to remind his na-tionwide audience that he was-in-our-little-old-tropless

paradise.

To the disconfort perhaps of some of the Beach's most millitant boasters, most of the film footage went to Blaiseh. Bace Track where there was a swaying fiagpole balancing act in progress. The beach acgment was an occasional brief shot of the Deaudilla's pool are

Still taking a "Slow Motion" Laxative?

Many people assume that a

Many people assume that a lastitive must take ax to eight hours to bring relief. And its true that many Jazative pills, gum, medicated choon-late—often take that long. But not Sal Hepatical Sal Hepatica is the fast acting lax-ative that made to help you start feeling hetter right away.

—which most other lazatives ignore. Then it speeds on, at only a flind can, to releve constitution and the sluggishness of irregulatity quickly yet gently. Usually in less than two hours!

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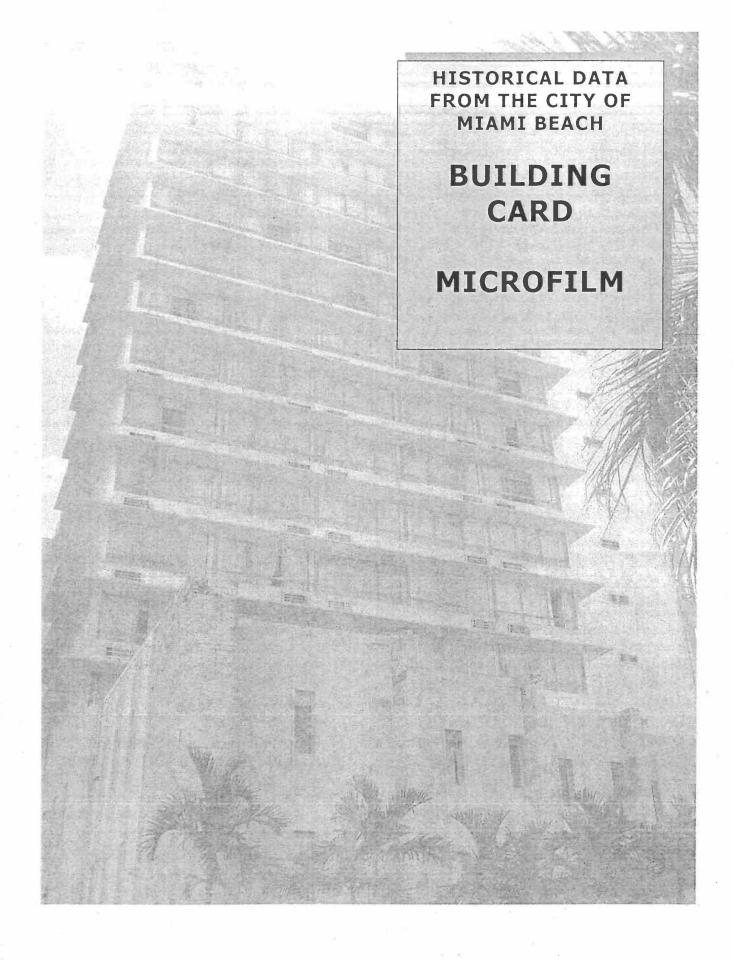
WEAT FW Matines with Rendered

(1140) WAIE .

(1500) WRAT-CRS

8:00 WFUN-James Bey ound of Music WQAM-A Courtney WMIE-A.

(810)-WIOD-NBO



IM Y-, OCT Permit No. 52690 Owner THE DEAUVILLE Cost \$4.400,000.00 Address 6701 Collins Avenue Lot 44 Block Subdivision 2nd Ocean Front General Confractor Taylor Construction Company Bond No. 6304 Architect Melvin Grossman Engineer Oboler & Clark Zoning Regulations: Lot Size Use 332×500 Stories 11 Building Size: Height 160 Front 1170 320 Depth Certificate of Occupancy No. #3478 March 17, 1958 Use HOTEL: 538 rooms, 1 apt(lbdrm & 1 bath unit) Type of Construction CBS II Foundation Concrete Piling DateFeb.19, 1957 Roof Built-Up PLUMBING Contractor Town & Beach #39472 Sewer Connection 2(8") - - - DateMay 15. 1957 Temporary Water Closel = 39209-Marchl4, 1957 Water Closets 691 Swimming Pool Traps 2 Down Spouts Lavatories 689 Wells Steam on Hot Water Boilers 3 Bath Tubs 540 ROUGH APPROVAL OK 9-15-57 Rothman Showers 41. 2 Outside FINAL APPROVAL OK 1-8-58 Cox Urinals 62 Sinks 29 GAS Contractor - 4 Date Dish Washing Machine Gas Frylators Gas Ranges Laundry Trays Gas Pressing Machine Gas Water Heaters Laundry Washing Machines Gas Space Heaters Gas Vents for Stove Drinking Fountains 10 Gas Refrigerators Floor Drains Gas Steam Tables Grease Traps 4 Gas Broilers GAS Rough APPROVAL OK 9-15-57 Rothman Safe Wastes GAS FINAL APPROVAL OK 1-8-58 COX AIR CONDITIONING Contractor Hill York SEVER EJECTORS - 3 mit with wells9 300,000- 8/13/57 SEPTIC TANK Contractor Ch h-22-58 Place OIL BURNER Contractor SPRINKLER Contractor Partial ELECTRICAL Contractor Lowry Electric Date 5/20/57 March 5,195701 Ranges Temporary Service 1 #49531 -Switches 1418 **OUTLETS** Lights 3880 Thons Neon Transformers **APPROVAL** Receptacles 2397 Refrigerators Sign Outlets Fans Meter Change Motors 1 (2-5HP)#49531 Centers of Distributions 60 HEATERS **Appliances** Water Service 1 Space **Violations Electrical Contractor** March 25, 1957

10122 Town & Beach Plbg: 39 Sinks, 70 Safe Waste Drains, 23 Gas Commings - Bot. 12, 195700 3/17/50Rothman 0338 Town & Beach Plbg: (Dentist Office) - 2 lavatories, 2 dental chairs, 1 sink, 4 gas openings -Feb. 21, 1958 OK 5/1/58 Rothman

41588 Southern Drilling & Espipment: 1 Supply Well - June 1, 1959

#58220- Alltemp Plumbing.-Grease Repairs, as per Mr. Lindgren 2-29-80



Electrical Permits:

151030 Eastern Elevator: 2 Motors (6-10HP), 2 Motors (11-25HP)- Oct. 10, 1957 #51230 Claude Southern: 2 Neon Transformers - Nov. 12, 1957 51256 Tropicalites: 2 Neon Transformers - Nov. 19, 1957 1306 Tropicalites: 4 Neon Transformers - Nov. 29, 1957 51328 Kasdin Drugs- Claude Southern: 2 Neon Transformers - Dec. 4, 19570K 12/16/57 Meginniss sdin's #51373 Claude Southern: 16 Neon Transformers - Dec. 11, 1957 y-Lynns #51451 Tropicalites: 1 Neon Transformer - Jan. 6, 1958 31597 Claude Southern: 2 Neon Transformers - Feb. 18, 1958 sker's #51661 Electro Neon Sign: 2 Neon Transformers - March 4, 1958 udoir Shop #51966 Gray & Co: 3 switch outlets, 33 light outlets, 33 fixtures - 5/20/58 OK-MeGinniss7-10-58 #52431 Tropicalites Co.: 3 neon transformers - August 4, 1958 widson's Beach Wear #52444 Foster Elec: 1 switch outlet, 36 light outlets, 47 fixtures-8/6/58 OK Meginniss widsons #52527 Jonesey Elec: 1 switch outlet, 36 light outlets, 47 fixtures- 8/19/58 585) #52909 Claude Neon: 3 Hoon Transformers - Cat. 28, 1958 701) #52911 Astor Elec: 2 Neon Outlets - Oct. 28, 1958 ON 10/29/59 Meginniss 701) #53875 Atlantic Elec: Temporary Lights - June 29, 1959 OK 6/29/59 Meginniss 4041 Atlantic, Inc: Temporary decorative lighting - Aug. 5, 1959 701) 454184 Tropleulites: 3 Feon Transformers - Sept. 5, 1959 - OK 10/16/59 Meginniss

Building Permits: JLKHEAD - #52449 Demolish existing groynes and old bulkheads and build approximately 500 feet of BULKHEAD and three 150-ft GROYNES. Approved by City Council April 18, 1956 and line approved by Engineering Department. \$ 90,000.00 Oboler & Clarke, Engineers: Atlantic Foundation Co. contractors: January 9, 1957 3317 Taylor Construction Co: Approx. 60' x 109' Swimming Pool- reinforced concrete and Wading Pool-Approved by Fla. & Dade County Health Depts- \$50,000.00 - May 17, 1957 54658 Eastern Elevator: 1 Hydraulic stage elevator(night club), 1 kitchen elevator, 1 auto lift -\$35,000.00 - October 10, 1957 34954 Claude Southern: Neon sign - 20 x 2 - 43 sq. ft. - \$800 - 11/13/57 Nettleton Shoe Co. 55002 Tropicalites: Flat wall neon sign - 30 sq. ft. - \$600 - Nov. 19, 1957 Fact the 55073 Tropicalites:Flat Wall sign on cantilever "Davidson's Swimtown" etc. \$750.00-November 29,1957 15083 Advanced Store Fronts: Store Front - \$2300.00 - Dec. 2, 1957 Som Som 55124 Claude Southern: 1 flat wall neon sign- "Kasdin Drugs"-50 sq.ft-\$500- 12/4/57 -55162 Claude Neon: V shaped roof sign, flat roof sign, 2 signs on marquee- Total of 412 sq.ft. - \$9000.00-God December 11, 1957 55211 Fla. Fuel Oil: Install 2 - 4000 Gal. Fuel Oil Tanks underground, Fire Inspectors Report #7941 -\$4000.00 - December 17, 1957 55291 Hill York Sales Corp: 22 tons of refrigeration - \$6600 - Jan. 2, 1958 CK 1-22-50 Flags 55292 " " : 26 tons of refrigeration for ice skating rink - \$7800 - 1/2/58 CK 1/3/58 Plags 55292 ly Lynn's #55310 Tropicalites: Flat wall sign - 20 sq. ft. - \$400 - Jan. 6, 1958 5396 Taylor Construction: Following stores interior work & store fronts- #6679,6687,6689,6691,6693,6711, 6715,6717,6721- \$15,000.00 - Jan. 21, 1958 #55558 Claude Southern: Flat wall neon sign - 38 sq.ft. - \$550.00 - Feb. 17, 1958 5633 Electro Neon Sign: "ALLAN LASKER" neon wall sign over canopy -\$\$50- March 4, 1958 55641 Westinghouse Elec: Install 4 passenger & 2 service elevators - \$280,000.00 - 3/5/58 56248 King Fence of Fla: 5' Chain Link Fence - \$300 - May 26. 1958 56468 Advanced Store Fronts: Store front for 6681 & 6683, recess the front with concrete bulkhead, steel lath & plaster, Maurice S. Weintraub, Architect - \$2000.00 - June 16, 1958 56955 Tropicalites: Flat wall neon sign - 63 sq.ft. total - \$500 - August 4, 1958 (Toni of Calif) 7365 Owner: Enclosing opening to Collins Ave. from the "Musketeer Lounge" with concrete block - \$200- 9/19/58 385 Col. #57709 Claude Neon Corp: Plastic igoe wall cijn - 29 eq.ft. - Volare Hono choes - 9400 - 10/23/58 701 Col. #59955 Tropicalites Sign Co: Channel letters on existing cantilever as per drawing, 3' x 25',75 sq.' "Deauville Palizzio Bootery", \$1,000, 9/3/59 01 Col. #6037? Tropicalites Ween Sign: Plastet face sign on existing cartilover- 1500 - Oct. 14, 19 9 01 Col.#62158 Harris Builders:33' x 34' roof over for refuse shed addition, type I Construction, at NE corner of bldg.,\$4,000, 6/15/60 '01 Co. #64827 Owner: enclose opening on Collins Ave. from "Musketeer Lounge" with concrete block in accordance with

Building Code requirements - \$200. - May 11, 1961

Ol Collins #65910 Electro Neon Sign Co., Inc.: Neon flat wall sign 42 sq. ft. - \$1400. - 9/20/61 (Puris that the state of t

Colot K - gille in 1001 Esinode Imore #45922 Southern Drilling & Equip. Co.: 1 - 10" supply well for A.C. - 5/9/67 #47043 Peoples Gas System: 2 gas water heaters 1/31/69 #47219 Marr Plbg. - Exhibition hook up 4/25/69 #47808 - Sully Papkin - 1 swimming pool piping 5/26/70 #52114-A-1 Village Plumbing- repair to a/c discharge line-2-5-75 #52307-James McGrath- Repair to suction line-3-27-75 #52360-A J A Plunding- repairs-4-8-75 #54360-Ringeman Plumbing- 2 clothes washer; repipe water lines-12-2-76 #54510-2 clothes washer; running condesating line for 5 heat exchanger; 4 gas dryer connect-Dependable Plumbin,-1-14-77 #56578-Herold Jaffer, Inc.-2 discharge well-10-20-78 #57336-S and A Plumbing- french drain and pipi g-6-11-79 #57366-Alltemp Plumbing- 2 pipe run-12-7-79 3--5-81/#59304/pool filter/S&R Plumbing Inc/\$25 #60226 5/6/82 Pro Plumbing - storm only 200' utility sewer #61349 12/13/83 Pro Plumb - 552 west bar, 552 heater new installation :lectrical Permit 71739-Miami Beach Electri. Exhi- 1 temporary service-11-12-74 Electrical Permits: #54266 Atlantic Elec:temp.lights (hairdresser's),9/24/59 EASKO Trapic dites: 2 Mean Transformers - Oct. 14, 1900 #54565 Atlantic Elec: Soft Drink Show - Jan. 12, 1960 OK 1/12/60 Meginniss # 54676 Atlantic Elec: 1 fixture, 1 temp. service - Jan. 13, 1960 (Temp. Show) OA 1/14/60 Meginniss 15/1881 Astor Elec: Fire Danage - March 10, 1960 (Davidson B.) #570'+2 F. M. Morgan, Inc.: 1 Meter, over 25 hp - 7/19/61 OK Scarborough 9/6/61 #57259 (Perry Chester Seco Salon) #57359 2 Neon Transformers; 1 sign outlet - 9/20/61 17775 Anglana Electrical Corp. of Miami: 2 switch outlets; 8 receptacles; 8 light outlets; 8 fixtures; 1 cent. of dist.; 1 motor, 2-5 hp - 12/8/61 OK Scarborough 3/7/62 #57750 (6675 Collins, Kasdin Drugs): Claude Southern Corp.: 3 light outlets sign - 12/27/61 (Bldg. permit #66591) #59718 S & S Electric: 3 switch outlets, 10 receptacles, 18 light outlets, 18 fixtures, 1 cent. dist., 1 mater 2-5 HP - 9/7/62#59136 Claude Scuthern Corp.: sign lamps - 12/28/62 #60362 Astor Elec: 2 switch outlets, 3 light outlets, 2 receptacles, 3 fixtures-11/14/63 #60503 Astor Elec: 2 swtich outlets, 12 fixtures--12/23/63

#62017 International Elec. Cont.Inc.: 50 switch outlets; 80 light outlets; 65 receptacles; 6 space heaters, bath; 80 fixture 3 refrig.outlets; 7 motor, 0-1 hp; 1 cent. of dist.: 20 TV outlets - 6/21/65

#62700 International Electrical Cont.Inc.: hurricane damage - 9/14/55

#63825 Jones Elec. Emerg. Serv: Raceway for TV cable - 8/16/66

12/22/71 #70606-Miami Beach Electrical Exh- 1 temporary service-6-15-73 #68725-Micmi Beach Electrical Exhibition Services, Inc.- 1 Temporary Service-6-6-72 #69766-Mc Neill Signs, Inc.- 2 Fluorescent lamps-6-23-72 #69768-Miami Beach Electrical Exhibition Services, Inc. - 1 Temporary Service-6-23-72 #69785-Miami Beach Electrical Exhibition Services- 1 Trade Show-6-30-72 #69791-Interstate Electric- 1 Service Temporary-7-3-72 #69798-Miani Beach Electrical Exhibition Service- 1 Temporary Service-7-5-72 #70178 -Miami Beach Electrical Exh. Service-12-4-72 #70302-Ocean Electric-repairs damaged by fire-2-2-73 1057-Electric Power and Service-m trade show-12-24-73 -M.B. Electrical Exh. Service- 1 temporary service-1-23-74 #71292-Miami Beach Electr. Exh. 1 temporary service-5-274 #71869-Miami Beach Electr.Exh. - 1 temporary service-1-23-75 #72056-MiamiiBeach Electr. Exh. - 1 temporary service-4-7-75 72093-E.M. Worgan- display -415-75 #72145- M B Electrical Exh. Services- 1 temporary service-4-22-755 #72685-Edlen Electrical Exh.- temporary display service-10-21-75 #73062-Ocean Electric Co.-Fire Alarm System- 66 stations, 66 horns, 1 main panel, 1 aunnunciator-4-21-76 #73203-Ocean Electric-removed violation-6-14-76 73445-Miami Beach Electr. Exh-1 temporary service-9-10-76 #75469-Ocean Electric- repairs-5-4-79 #79013 11/14/83 Edlen Elect Exhib Serv - permit for show I.P.M.A. that was moved from Deplomat to Deauville)ct 31 Nov 3, 1983 #79102 12/21/83 Ocean Elect - 1100 recept, 550 water heater, 550 a/c window, 550 strip heater, 550 ref, 550 subfeeders 60A, elect lioner for measuring and recording 550 #79423 5/23/84 Mayo Elect - fixtures EM btry Pk #79478 6/14/84 Mayo Elec 600 amp service size in amps

21027 SUBDIVISION: 2 6 F

ADDRESS: 6701 Collers

Building Permits: #66366 Harris Building Corp.: 35' x 39' recreation room, 1 story on spread footing - \$5,000.00, 11/15/61 OK Saperstein 12/31/64

675 Collins: #66591 Claude Southern Corp. (Kasdin Drugs): Double face projecting wall sign 4'9" x 1'6" - internal lumination -\$200. - 12/27/61 701 Collins: \$67061 Hill Tork Maintenance Corp.: Install 1 - 7 ton chill water air conditioner - \$2100. - 4/6/62 OK PLA AG

701 Collins: #67492 New Miami Beach Refrigeration, Inc.: 33'x112'x12' on spread footing and pads to create

3 meeting rooms at mezzanine floor level - \$21,000. - 6/25/62 OK Saperstein 12/31/64

5701 Collins: #68622 Claude Southern Corp.: Install double faced sign for changeable copy on marquee - \$750. - 12/28/62

6701 Collins #72891 Harry Klein: Exterior caulking and painting - \$1500. - 11/5/64

6701 Collins #73263 Southern Class Co., Inc.: Enclose concession area with alum. mullions and 1/4 inch plate wire glass in door -\$350 - 12/21/64

6701 Collins #74265 S. C. Leifert Contr. Inc.: Penthouse addn. - 3 - 2-BR, 2-B apts., parking provided and required for six cars - \$60,000 - 6/21/65 OK Brown 12/2/65#6701 Collins #74430 Miami Air Cond. Co.: Install six air handlers to existing systems - \$1,000 - 7/19/65 OK Plang 8/30/65 6701 Collins #74744 Dewey Hawkins: Cne 1-hp a.c. nnit - \$200 - 9/10/65

6701 Collins #74918 Pittsburgh Plate Glass C o.: Install glass damaged by storm - \$4260 - 10/5/65 OK DM 4/26/66 6701 Collins #77767 Giffen Industries, Inc.: Reroof, 9 sqs. - \$498 - 2/2/67 #86200 - Aaron Babe - repairs to walk at front enterance \$1,500.00 2/26/71

#00295 - Neon Sign and Service - sign moulded plastic letters and sheet metal arrow \$200 12/22/71 #CO783-Carl Reedy Flloors-Suspended-ceiling in kitchen area-\$2000-3-28-72

#01307-McNeill Signs, Lac.-Sign-\$200-6-22-72 (BARTONS)

#96620-Snapp, Inc.-Exterior repairs and sandblasting to cabanas-\$10,000-12-12-74

BUILDING VIOLATION DATED JANUARY 7, 1975

#09638-Delta Painting-Waterproofing-\$2000-8-30-76

#14453-0rosa Raoning-Re-roof 60 sqs-\$8000-1-₹8=79

#15125-Orosa Roofing-Re-roof 17 sqs-\$2500-6-22-79

#15460-Dash Door and Closer Service-Remove present doors and door controls and replace with standard doors and automatic controls of existing mfg.-\$2700-8-8-79

, #18657 - 8/7/80 Willard Shutter Co. - install aluminum storm shutters 650.

#MO5473 10/26/81 Alba Ind. - 1 repair steam boilers, (existing boiler

#24988 2/1/94 owner/bldger to be entirely on private property, resurface with 1x8 ceper arch canopy ethnance \$2,000.

0MO6656 3/27/84 7/2 King Inc - 522 tons air cond central (540 units)

Plumbing Permits: x4433 upolegocalicitimbingocarrocyclemetaries; observolocitococherias endotreper "Larga Southarn Drilling Co.: 7, 10" supply well - 10/26/62

BUILDING PERMITS #26301 12/12/84 Emmett R. Miller replace south "non bearing blockwall" (per arch certified letter) with a 12+T wide glass sliding door (hi-rise type complying with wind analysis test) and a 42" hi outside railing (hotel room #621) \$1,500.

#91551 6/25/85 Duffey Const - alterations to part of 17th floor for radio telephone equip room \$42,000.

#91568 7/17/85 Pedcor Inc - masonry & formwork to convert wading pool into spa \$15,000.

#MO7484, 7/31/85 Thermo Air Serv - 2 air cond central (radio equipment room

27331 8/22/85 owner temporary platform with railings as per plans \$5,000.

127674 11/22/85 Aqua Shield Corp - recaulk windows on 2 lines \$3,000.

MO7810 12/30/85 Airstron Inc - central air cond (4) 12 - 2 air cond 4 ton, 1 air cond- 4 ton

#61620 6/28/84 Pro Plumb - 144 set sink res #62022 3/25/85 Pro Plumb - 4 rgh, 4 set clothes washer, placed in basement 2204 8/5/85 Pro Plumb - 1 spa pool piping 62305 10/29/85 James M. McGrath Pools 1 gas heater 1-200,000, pool piping spa 2323 11/15/85 Pro Plumb - 1 gas piping repair

ELECTRICAL PERMITS

#79967 1/10/85 - PHONE SET-UPS - 6 phone outlets

80343 7/3/85 Countywide Elect - 2 switch, 9 light outlets & 7 recept, 100 service size in amps, 2-4 ton air cond 14 fixtures flour tubes, 1-1/30 hp fan, 1 smoke detector, 1 lightning arrestor

80616 10/29/85 DSB Elee --4-light outlets, 4 motor 0-1 hp, 1 gen transformers, 1 gfi outlets comm, 4 fixtures,

spa, hook up, 300 watt transformer, 100 amp 31 panel

#M07811 12/31/85 Airstron Inc - 1-300 ton air cond central #29014 8/15/86 Cherry Roof - reroof 10 sqs \$1,200.

#29502 12/2/86 Cherry Roof - reroof 200 sqs \$20,000. #30090 - 3-31-87 - Kendees Deli - Paint Sign in Window - \$50.00 #M9534 -- Acme Chute Co. - Guillotine repair - 11-16-87

PLUMBING PERMITS #62547 3/27/86 Pro Plumb - 1 gas piping #62557 4/4/86 Pro Plumb - 1 rgh, 10 set dishwasher, 1 heater new installation

ELECTRICAL PERMITS #80832 2/7/86 Mayo Elec - 1-20, 1-40 motor 25-100 hp, 1-237 motor #80901 3/6/86 Mayo Elec - 1 switch, 16 light outlets, 5 recept, 2 motor 0-1 hp, 3 kva transformers, 15 fixtures repairs

#80915 3/13/86 Ocean Flec - repairs #80944 3/26/86 Mayo Elec - 7 emerg lights outlets, 7 fixtures, lot fitures & outlets up thru 10, 1 inspection LOT: BLOCK: SUBDIVISION: 2 0 / ADDRESS: 6 701 College (1)

ALTERATIONS & ADDITIONS

BUILDING PERMITS

PLUMBING PERMITS

#81645 12/23/86 Countywide Elec - 1 meter change

BUILDING PEPMITS: #M9872 - Acme Chute Co. - Linen chute doors - 3-17-88 #M9878 - Acme Chute Co. - Chute repairs - 3-18-88 #K.

#SB880333 - 12-2-88 - Cherry Roofini - Reroof 5 ply smooth surface roof - \$100,000.00

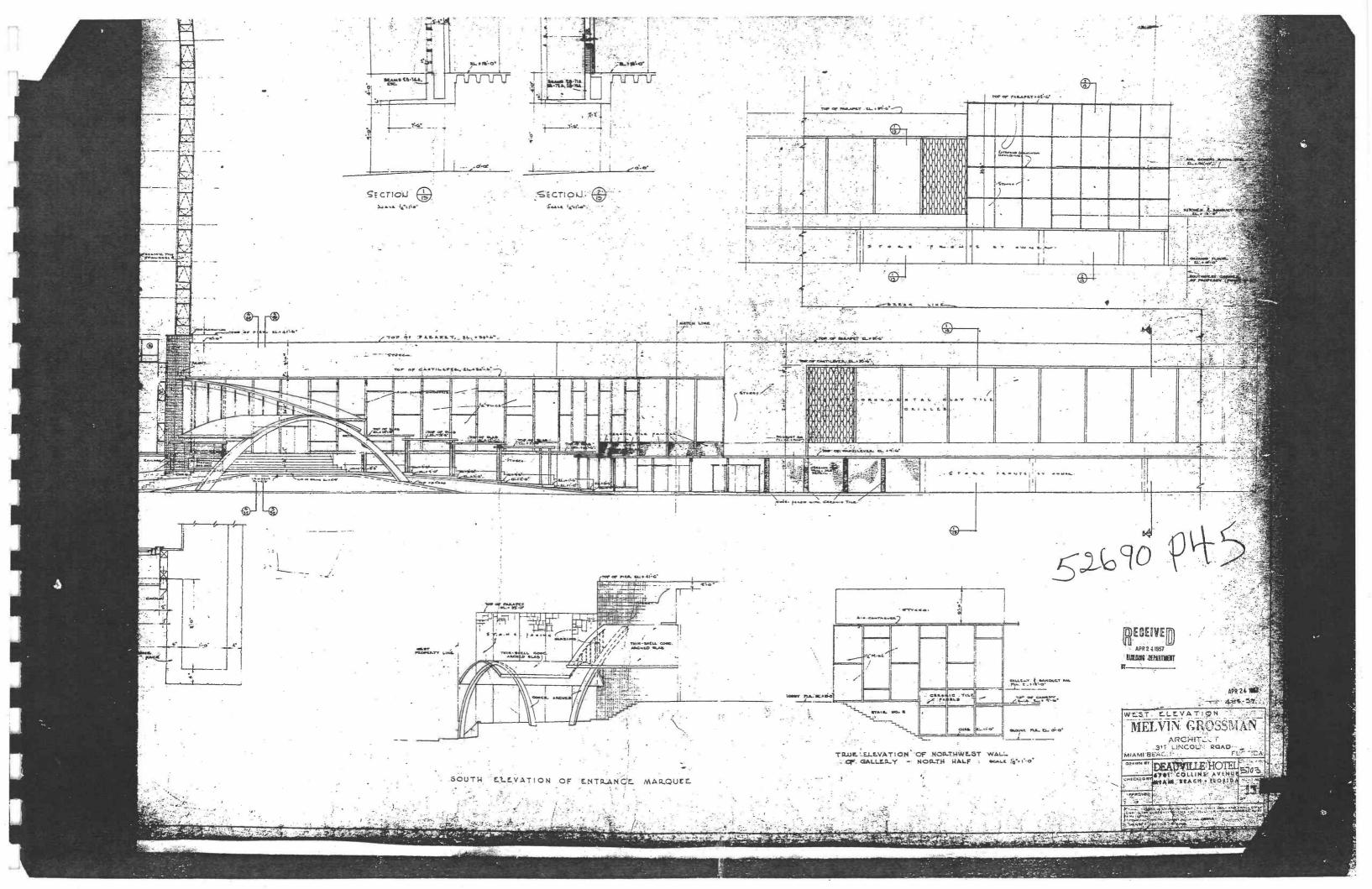
ELECTRICAL PERMITS: #E8900817 - Burglar Alarm Tech. - New burglar alsrm installation - 3-31-89CN

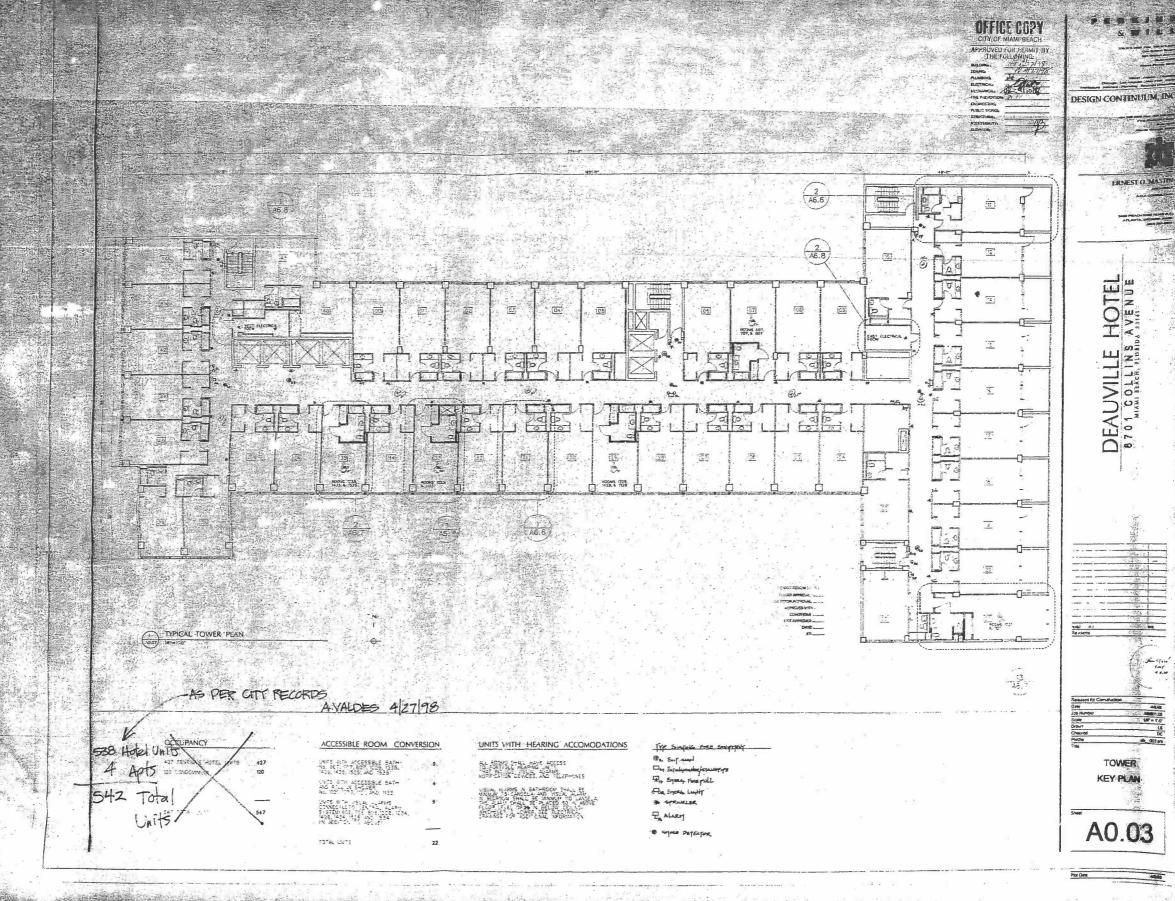
PLUMBING PERMITS: #P8900679 - ABC Fire Loss - New sprinkler system - 4-25-89 #BP891177 - Yancy Auto Sprinkler - Fire sprinkler add to existing permit-9-19-89

COASTAL CONTROL ZONE

CUMULATIVE COST OF CONSTRUCTION OF PERMITS ISSUED

DATE	PROCESS	DESCRIPTION	WORK	CUMULATIVE	APPRAISED BLDG.			BUILDING
1 1		OF WORK	COST	WORK COST	VALUE BEFORE REMODEL	o,	COMMENTS	PERMIT NO.
1228		KEROOF5 Ply SMOOTH SURTHUE	# 109000.0D	WORK COST	VALUE BEFORE REMODEL	0	COMMENTS	5688 0333
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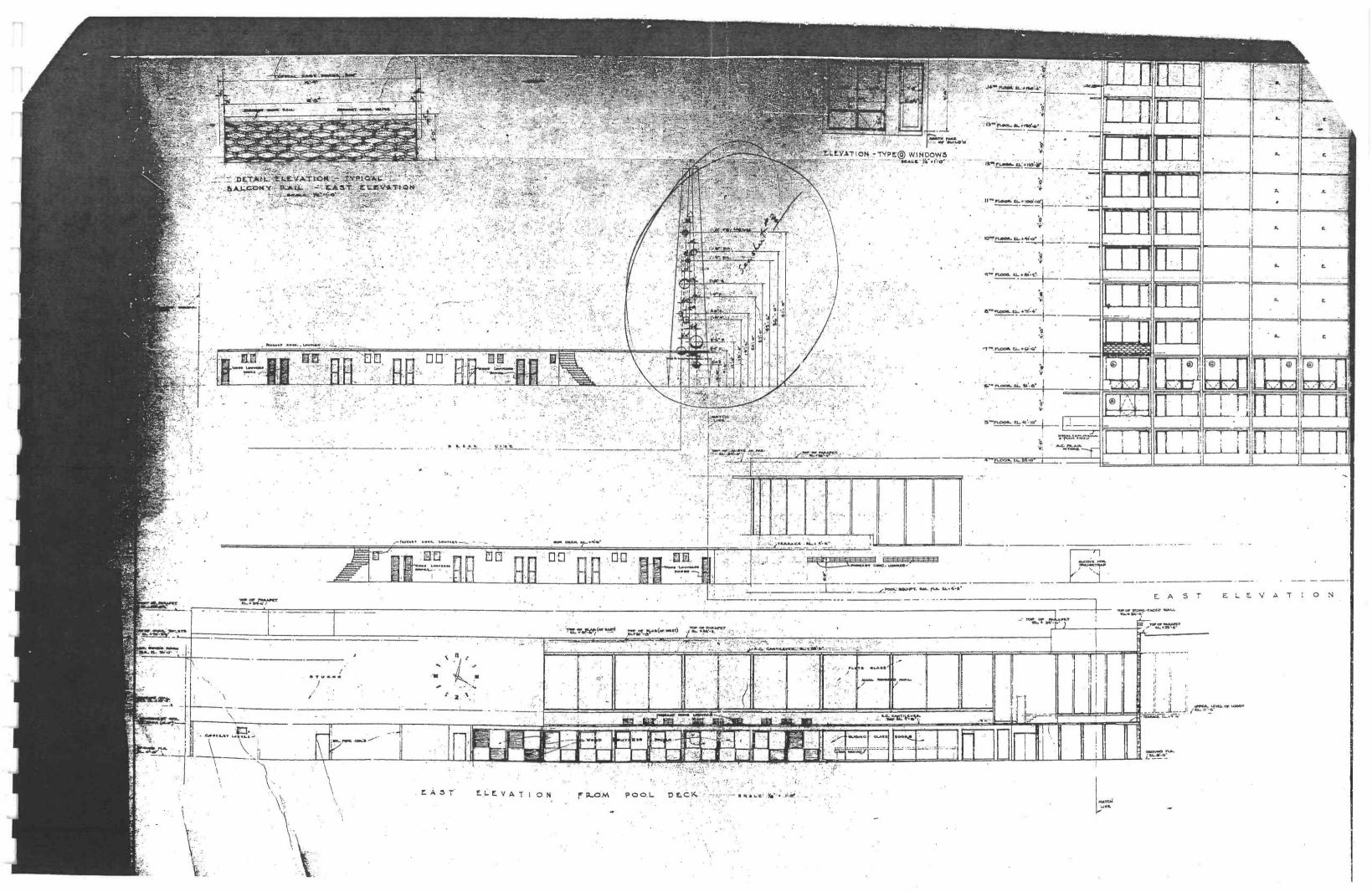


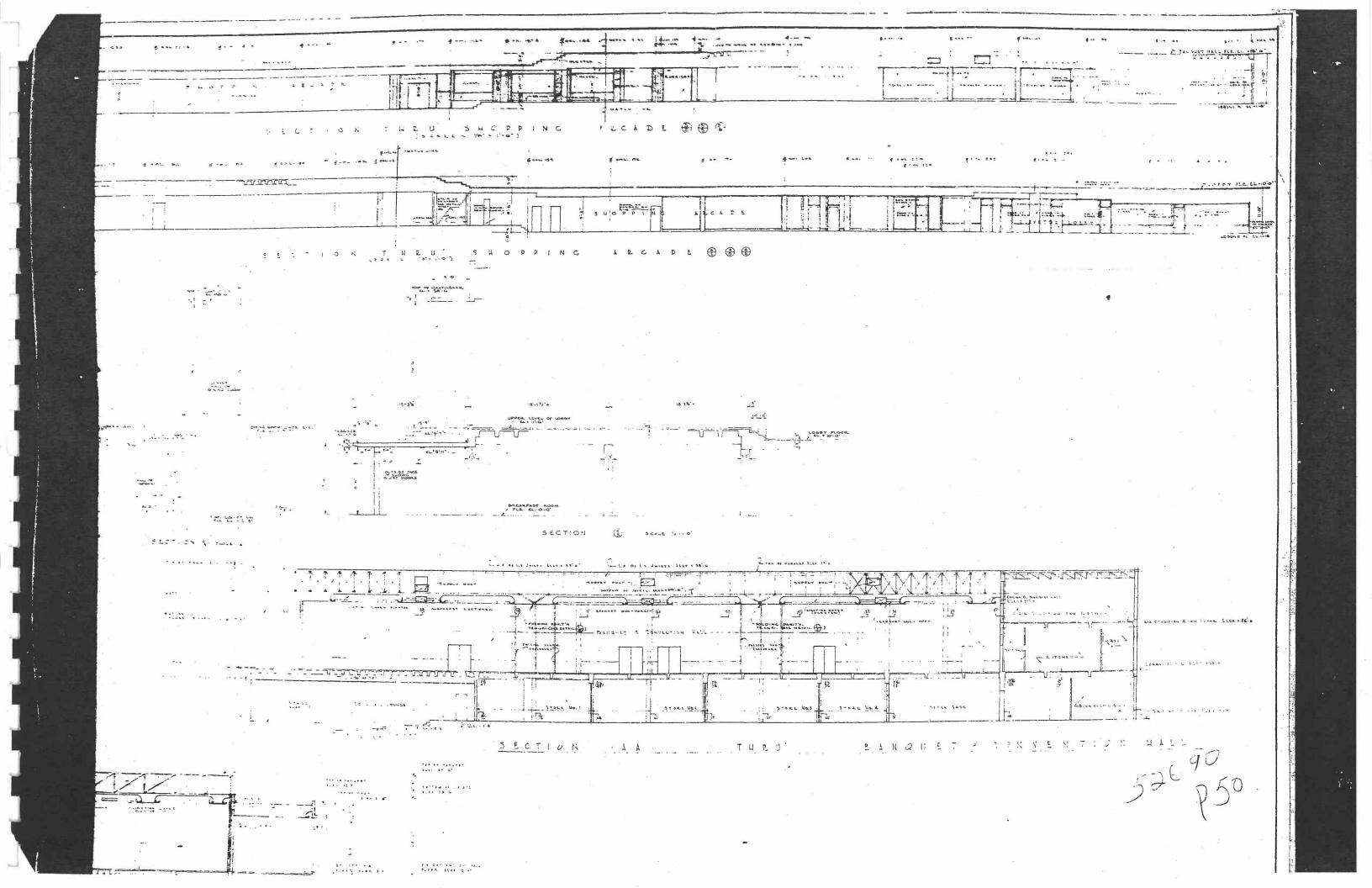
DEAUVILLE HOTEL

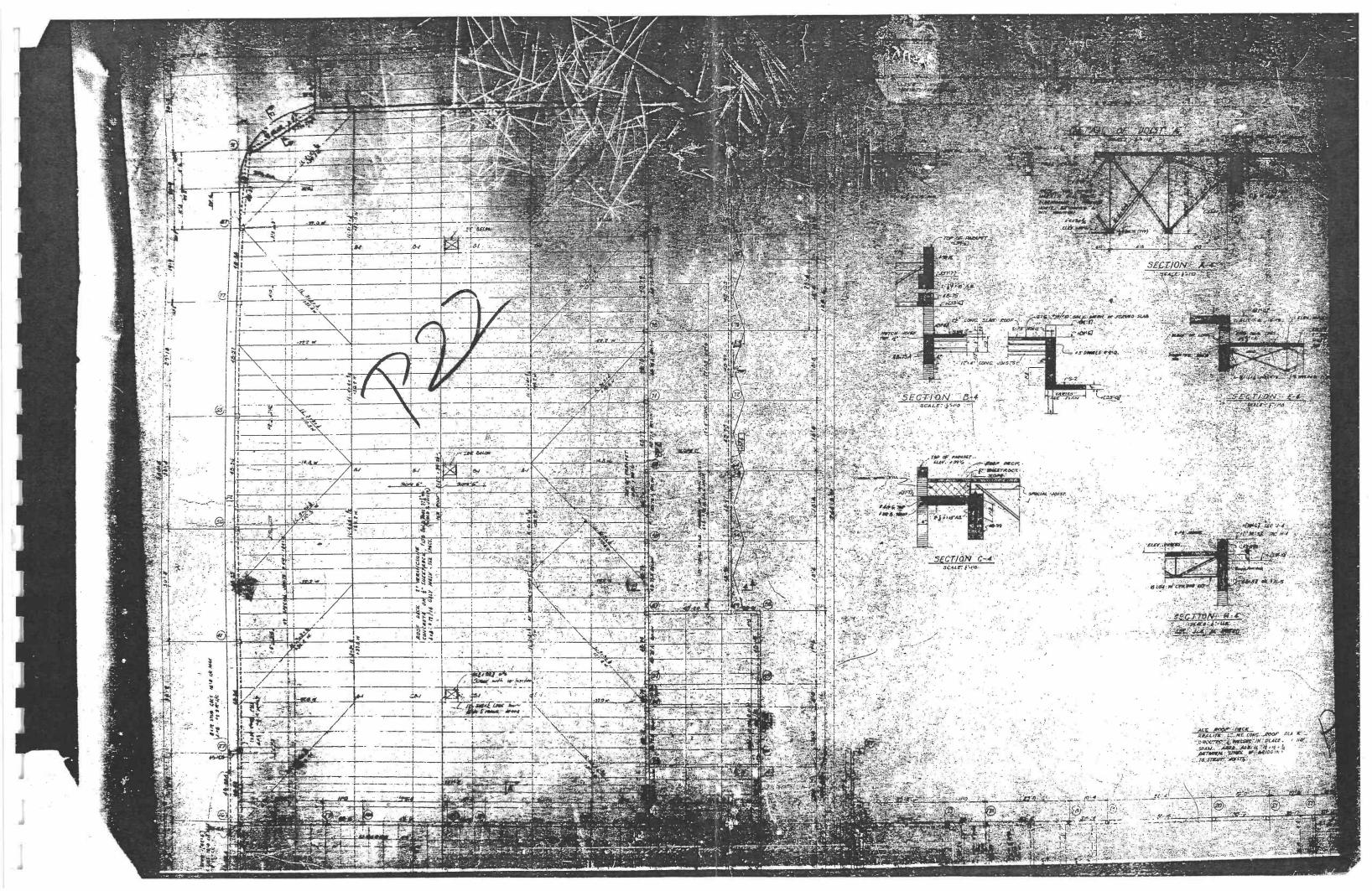
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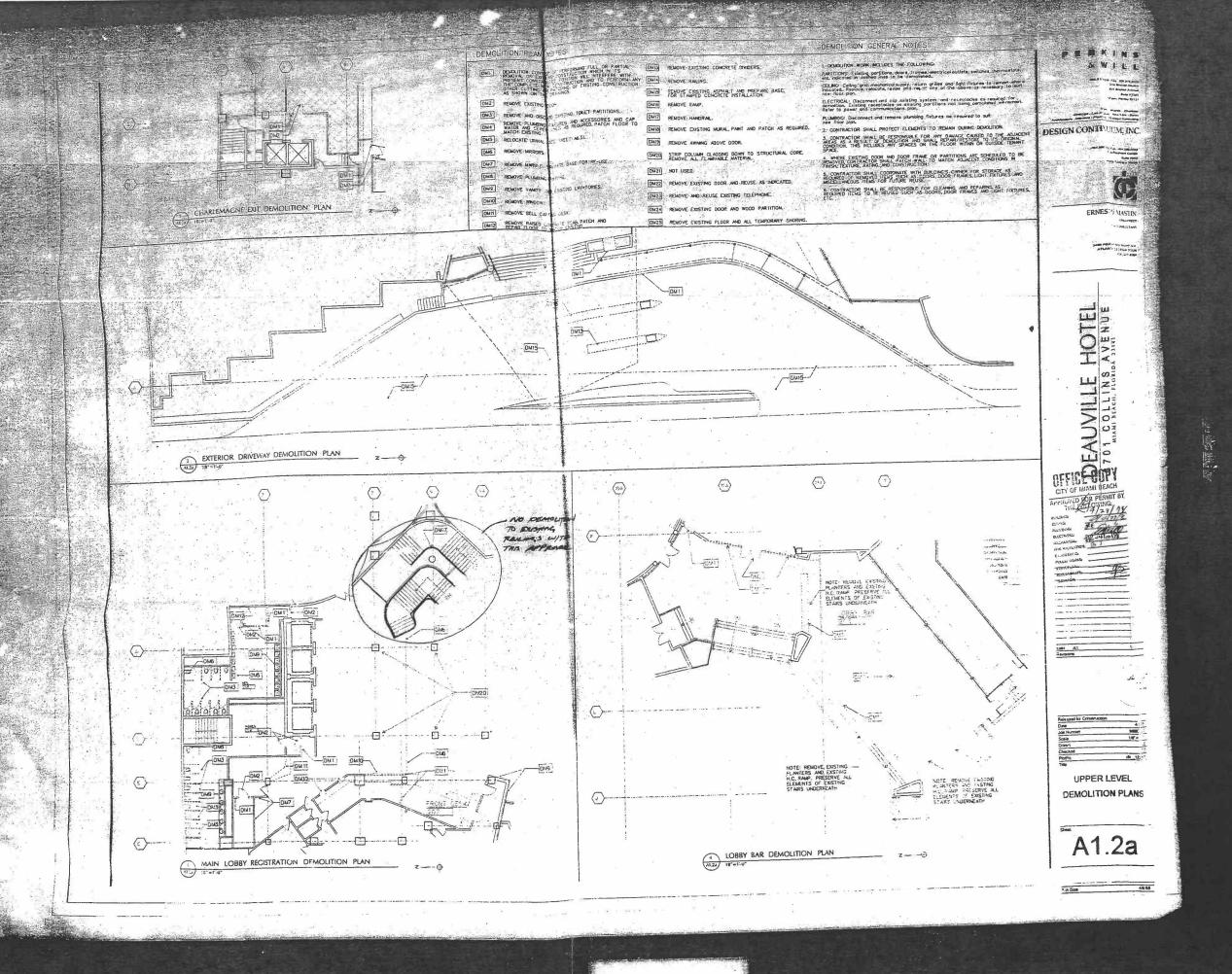
TOWER KEY PLAN

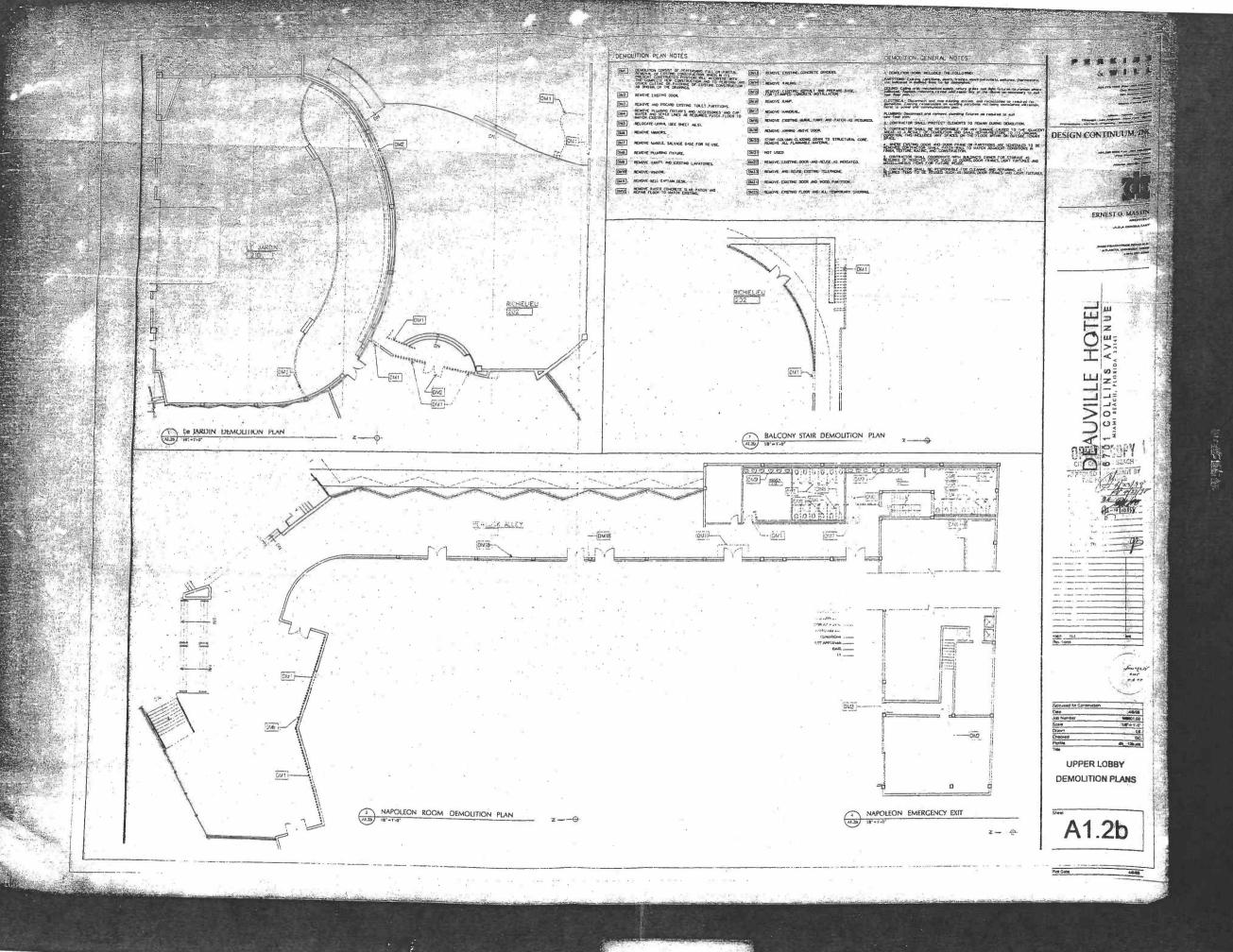
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DEAUVILLE HOTFI

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UPPER LI KEY PL

SITE DATA **EXISTING PHOTO** SURVEY **FLOOR PLANS ELEVATIONS**



View North on Collins Avenue



View Northeast on Collins Avenue with the Forde Apartments in the background just South of the Deauville.



The Sherry Frontenac Hotel south of the Deauville



View from Collins Avenue



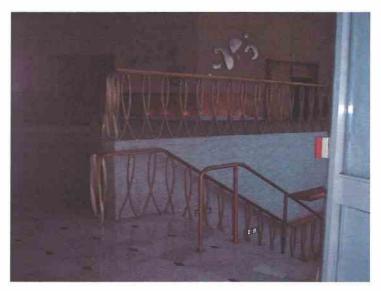
Parabolic Porte Cochere fronting Collins Avenue.



View of the 2 story ballroom structure on the South end of the hotel



The Staircase from the street level to the Lobby adjacent to the Collins Avenue entrance.



View from the Lobby of the staircase that leads to the street level.



View of the corridor behind the retail area under the south ballroom.



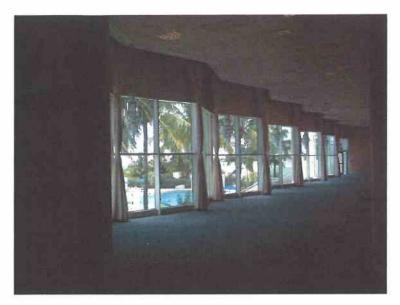
Decorative stone at Staircase to Street level adjacent to Lobby.



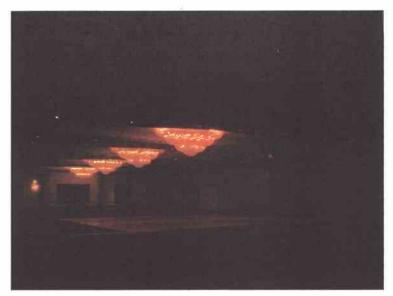
Decorative block at ground floor behind retail component



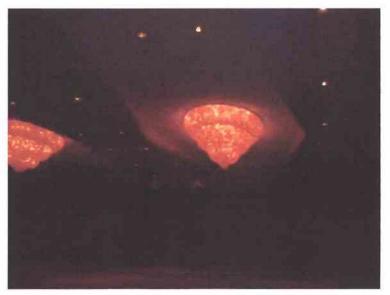
Marble floor at Lobby



View of the waiting area for the south ballroom facing the pool deck. Also the interior of the "Zig Zag" wall.



Interior view of the South Ballroom.



Detail of the ceilings of the South Ballroom.



View of the East end of the East ballroom.



View of the pool deck facing southwest.



View of the pool deck facing south towards the Sherry Frontenac.



View of the "Zig Zag" wall on the east side of the ballroom structure.



View of the pool deck and fountain feature.



View of the exterior of the lobby from the pool deck.



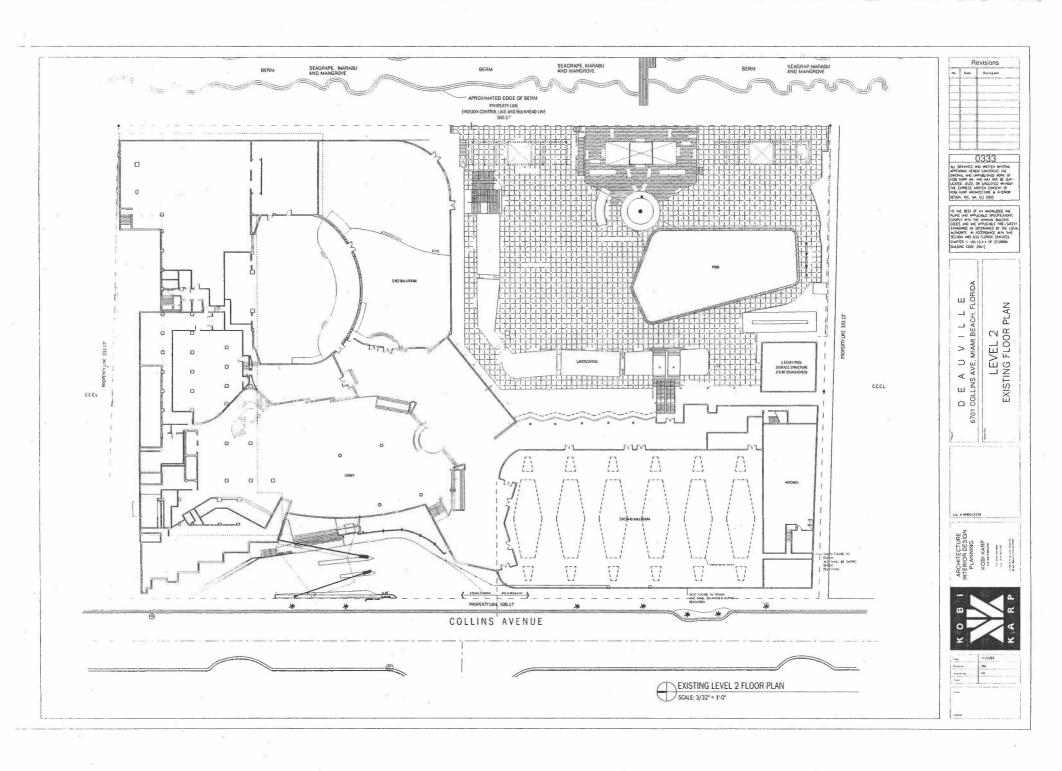
View from the roof deck over the lobby and ballrooms facing Northwest.

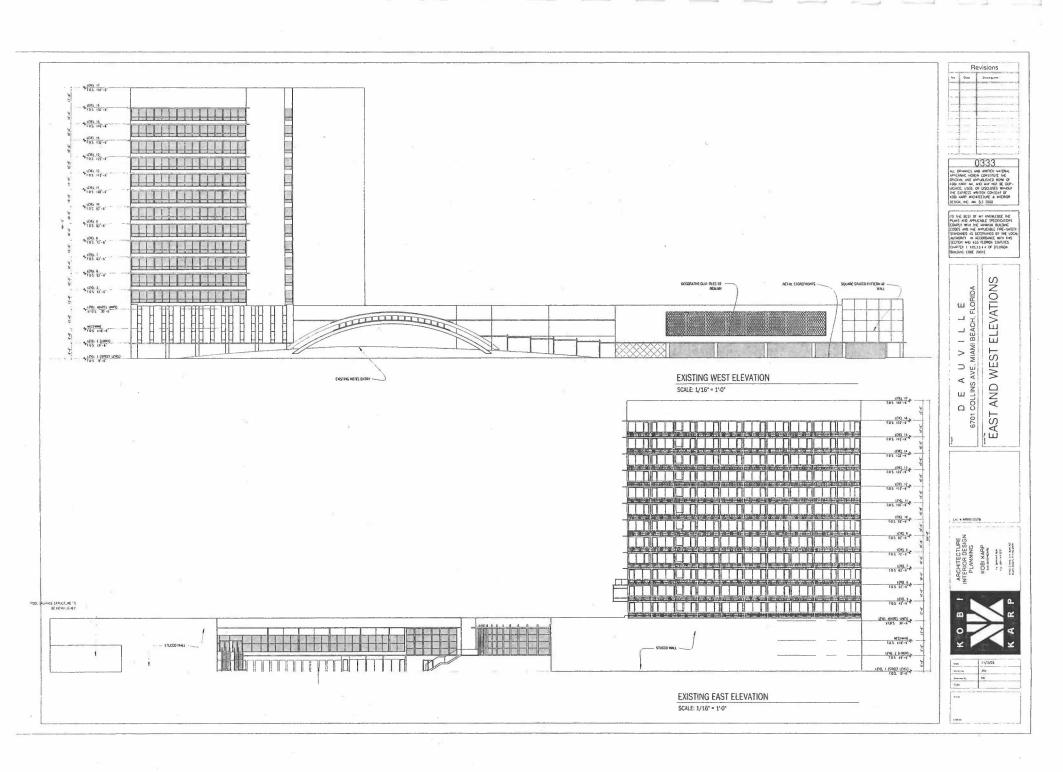


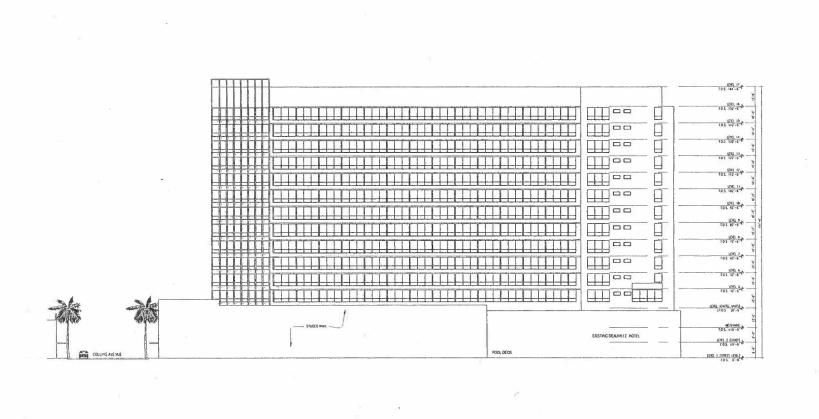
View West from the roof deck.



View East from the roof deck.







Revisions

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D E A U V I L L E 6701 COLLINS AVE, MIAMI BEACH, FLORIDA SOUTH ELEVATION

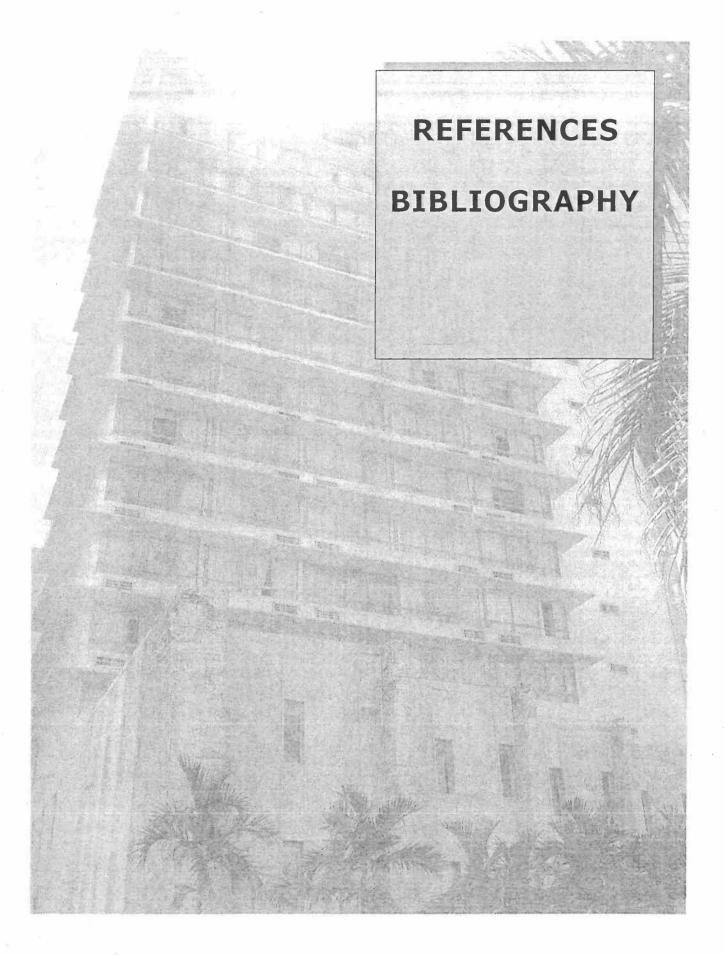
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NTERIOR DESIGN PLANNING KOBI KARP



EXISTING SOUTH ELEVATION

SCALE: 1/16" = 1'-0"



References

Books and Articles

Armbruster, Ann. <u>The Life and Times of Miami Beach.</u> Alfred A. Knopf Publishing, New York, 1995.

"Beach Hotel is Aquired by Sam Cohen." The Miami Herald, November 13, 1956.

Florida Architecture 1958 – 1959. Florida Architecture, Inc. Miami 1959.

"From a Lipstick X Grew a Fabulous Hotel" The Miami Herald, Sunday, March 25, 1956. Pg 18E.

Gannon, Michael. <u>Florida: A Short History.</u> University Press of Florida, Gainesville, 1993.

"I Get Pains Thinking of Old Deauville." The Miami Herald, Sunday April 18, 1965.

Kennedy, Patricia. <u>Miami Beach in Vintage Postcards</u>. Arcadia Publishing. Charleston, 2001.

More, Lorenz. Florida Hotel and Travel Guide. Florida Guide Company. New York, 1942.

North Beach Resort Historic District Designation Report. City of Miami Beach Planning Department. August 12, 2003.

"Oldsters Outdo Kids At Beatle-TV Show." The Miami Herald, Sunday April 18, 1965.

Parks, Arva Moore; Carolyn Klepser. <u>Miami Then and Now.</u> Thunderbay Press, San Diego. 2002.

Reference Locations

City of Miami Beach, Building Department

Metro-Dade Public Library, Miami Beach Branch

City of Miami Beach, Public Works Department

Metro-Dade Regional Library, Downtown Miami Branch (Romer Collection)

Florida Historical Museum Research Center

University of Miami Library and Archives

Florida State Photo Archives