

Aquarium

THE LUMMUS INVESTMENT COMPANY

CAPITAL \$25,000.00

MIAMI BEACH, FLORIDA

March 26, 1919.

Mr. Carl G. Fisher,

Miami Beach, Florida.

Dear Sir:-

Referring to our conversation a few days ago relative to Mr. Allison's proposition to build an aquarium, I have talked to some of the commissioners about this.

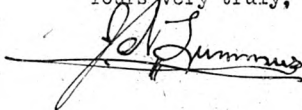
I think this aquarium can be located just south and adjoining the Causeway at the Miami Beach end of the Causeway.

I wish you would write a letter to the Board of County Commissioners, Miami, Florida, and if you will give this to me, I will present it next Wednesday at the same time we go before the Board for the purpose of granting the franchise over the Causeway to your new company.

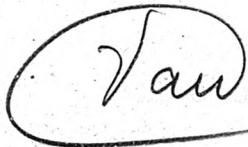
I think they would act quickly on some definite proposition from you or Mr. Allison.

JNL/m

Yours very truly,



JNL -
C.G. says for you to
get this up for J. N. Lummus as
you want it



*Allison
Aquarium*

March 29th, 1919.

Mr. Carl G. Fisher,
Alton Beach Realty Company,
Miami Beach, Florida.

Dear Carl :

Regarding the attached letter from Lummas :
I had a little talk with him yesterday and he thot that
possibly he would be able to get sufficient ground
adjoining the Causeway and north of the end of the
Causeway.

My idea is that the principal traffic of people
who would be interested in our Aquarium would turn north
at this point and not south, and I believe we would have
a better opportunity of getting them on the way to the
Casino or Hotel or wherever they might be going, than
on their return.

Of course, if it is impossible to secure sufficient
space north of the roadway, then I believe the property across
the street would be better than anything I can think of now.

It might be advisable, if a fair price can be had
on the ground, to buy it rather than make a lease, as in
case the Aquarium did not pan out the way we all hope,
we would have a saleable proposition. My understanding
is that the lots are 300 feet deep, and if we could get
100 x 300 feet I think we would have all the ground we
need for the buildings and sufficient space for parking
facilities.

JAA:R

Yours very truly,
J. M.

April 2nd, 1919.

Mr. James A. Allison,
General Delivery,
Charleston, So. Carolina.

Dear Jim :

If Lummus can't get the proper ground from the County Commissioners for the Aquarium, don't forget that we have a good piece of ground in the Y - right adjoining the Street Car line and which will be connected with the "C" . This ground for a good many years would have the additional advantage of large parking space, and any building erected on it would belong to you - and later on, if the Aquarium wasn't alright the building could be used for an office or some other purpose.

Yours very truly,

CGF:R

April 8th, 1919.

Mr. James A. Allison,
c/o Mr. John O. LaGorce,
Washington, D. C.

Dear Jim :

I learned quite by accident today that we have a man in town by the name of Charles Simpson who has one of the finest prize collections of shells in the United States - right here in Miami. Mr. Simpson was formerly Conchologist of the National Museum. He is a man about seventy-two or three years old, very polite and polished in his manner - and has had a wonderful experience with orchids.

I am carrying on negotiations with him now for you and Jack, to get these shells for your Aquarium. I have tried before to get the old man over here on the Beach to run a little orchid garden, but I probably can do no good with him on this job for the reason that our location may be unsuitable - but it is possible that he might be interested in either loaning you these shells for the Aquarium or in making some arrangement with the Aquarium to exhibit them. I will try and see him, before I leave and tie him up to wait until you come down next year, as I understand that other people are after this collection for exhibition purposes.

Yours very truly,

OGF:R

June 10, 1919.

Mr. Jas. A. Allison,

Indianapolis, Ind.

Dear Jim:-

You should select a name at once for the Aquarium. Suppose it will be the Miami Beach Aquarium Company - capital about \$50,000. It takes five weeks to get a charter. I told Shutts today that he had better prepare the preliminary papers with you as President and Jack LaGorce as Treasurer, and I suppose you want to make the new manager Secretary. The amount of the figures and the names can be changed later, but the main thing is to get it straightened up, if you expect to begin building soon.

Yours very truly,

CGF:A

Montauk

August 5, 1929.

Mr. Dan J. Mahoney,
Miami Daily News,
Miami, Florida.

Dear Dan:

When Jim Allison dismantled the Aquarium he gave to the City all the beautiful glass, the lead pipe and all of the plumbing so that all that was necessary for them to do was install this equipment in a building and have an aquarium. An official aquarium at Miami or at the Beach would be of more interest to tourists and get more advertising for us than any other one thing that could be done there.

The cities of Miami and Miami Beach are both spending a lot more money than is necessary, but particularly the City of Miami is wasting money and have been for years. They have the location for an aquarium that is ideal, and now that the city has grown to such proportions an aquarium could be self supporting. Charlie Thompson could assist in stocking the aquarium and the maintenance cost would be out considerably; and even if there were a slight deficit of a few thousand dollars a year, the City could well afford to pay this for the benefits the aquarium could bring. The aquarium they have now is rotten; it is a disgrace to the City and it is robbery to ask people to go in and look at the stuffed toads, turtles, etc.

I understand some of the equipment that was to be used in the aquarium has been sold and I believe some of it has disappeared. I think if you want to do a good thing for the City you can go after the aquarium and size up the situation. Some of the plate glass used in

Montauk

Mr. Dan J. Mahoney,
August 5, 1929,
Page 2.

the aquarium cost \$3.50 a square foot. In fact, the Allison Aquarium was generally recognized as the finest aquarium in existence.

There is one thing about the location in Miami; the water would have to be clarified. The water from the bay, as you know, is contaminated and aside from being very dirty is death dealing to fish without being properly cleaned. This would be one of the most expensive items. We always stand ready to supply a site for an aquarium on Terminal Island if they want same. It may be the City could establish an aquarium on some of the newly pumped in ground on the causeway where the water is more suitable.

Yours,

CCF:T

OFFICERS:
SNOWDEN, PRESIDENT
MUS, VICE-PRESIDENT
LEVI, SECY-TREAS.

DIRECTORS:
JAMES H. SNOWDEN
J. E. LUMMUS
JOHN H. LEVI
CARL G. FISHER
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FRANK B. SHUTTS
ARTHUR C. NEWBY

THE MIAMI OCEAN VIEW COMPANY
OWNERS OF STAR ISLAND

OFFICE: FIFTH STREET AND ALTON ROAD
MIAMI, BEACH, FLA.

Oct. 3, 1919.

Mr. Carl G. Fisher,
434 N. Capitol Ave.,
Indianapolis, Ind.

Dear Carl:-

I have been trying to get caught up with my work since returning to Miami. I found the labor situation in pretty bad shape here. Had several talks with some of the prominent business men, contractors and bankers, and find that they all threw up their hands and told the unions they would give them anything they asked if they would go ahead and finish the buildings. The Contractors Ass'n. and the bankers give as an excuse that after the busy rush is over they intend to fight the unions again, which is quite ridiculous, as every time you give in to the unions you have that much a harder battle to fight the next time.

I understand now that another movement is on foot as the unions are not satisfied because they have an inkling that the Contractors Ass'n. had made such a statement; therefore, the unions are all going to tie them down to a year's contract with an increase in pay and shorter hours. As soon as the Miami Builders Ass'n. and contractors sign that I think we had better quit and start in alone, even if the work will be much slower and we have quite a battle to fight, as I have not got to the point yet where I would sell a principal for dollars, which I think a good many of the builders and bankers have.

I am writing the Directors for the third installment on the new stock issue of the Miami Ocean View Co. as it is taking considerable money now to finance these houses, seawall and bridge.

Aggerum
Floyd is here now and expects his crew here in a day or two to start the Aquarium. I have been busy helping him out. I have an appointment with Mr. Burr this afternoon and will see what I can do in regard to the rock asphalt question. I think the water deal will go through all right at the Beach. Shutts just tells me that he wrote you that he was not certain of it, but I think that in about thirty days we will get our first payment. The weather is quite warm and we have lots of mosquitoes. The high winds during the

OFFICERS:

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J. E. LUMMUS, VICE-PRESIDENT
JOHN H. LEVI, SECY-TREAS.
JOHN H. L.

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Mr. Carl G. Fisher - - Page #2

hurricane levelled the new fill above the canal down so that it looks as smooth as a billiard table, so I guess it was not an ill wind. So far I have seen no damage that the hurricane has done, except to burn a few of the little trees close to the ocean. It seemed to affect the cocconut trees worse than anything else, but I think it is only temporarily.

I met Mr. Snowden in New York. He stated he thought he would like to run down about the first week in November for a week or ten days, and wondered when you were going to come down. The travel is so heavy coming south that I had to wait in New York two days to get an upper berth, and then got to Jacksonville and in changing there could not get a berth.

We are looking up the matter of a slip for unloading and hope to have it straightened out by the time any boats get here, although Mr. Conklin is very busy. I have him on the Aquarium now, also the Yacht Club dock.

Let me hear from you often.

Yours very truly,

John H. Levi

JHL-C

October 6th, 1919.

Mr. John H. Levi,
Miami Ocean View Company,
Miami, Florida.

Dear John :

I have yours of the 3rd and I heartily agree with you - the Unions are getting things in very bad shape in Miami. It is hurting the place very much. In connection with our Flamingo Hotel, it is this labor trouble that calls for the unusual allowance for contingencies in the bids of the contractors. It is almost impossible to think of getting any reasonable bids from northern contractors even at present prices after they get a report on the labor situation at Miami.

I would prefer to start in much slower and handle our own business, rather than be tied up and subject to the various whims of the labor unions.

Yours very truly,

CGP:R

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J. E. LUMMUS, VICE-PRESIDENT
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THE MIAMI OCEAN VIEW COMPANY

OWNERS OF STAR ISLAND

OFFICE: FIFTH STREET AND ALTON ROAD
MIAMI, BEACH, FLA.

October 27, 1919.

Allison

Mr. Carl G. Fisher,
434 N. Capitol Ave.,
Indianapolis, Ind.

Dear Carl:-

I just received Jim's check for \$7,000.00 for the Aquarium site - I certainly thank him for his promptness.

In regard to the asphalt on the bridge, - there are one-quarter inch cracks in it now and as soon as the lumber seasons more they will probably be larger. It would be a big job to try and cork them. I do not know but what it would be just about as well to use the asphalt on some place other than the bridge. From the looks of the Causeway I do not think we will get it anyway, this year. I am taking Mr. Burr over it this afternoon just to show him what slow progress they are making with the work. They have a big job to put the surface of rock on. Clark has the contract for the Causeway, but he has sublet the surfacing of the road to a party who seem to be taking his time.

I see the County is advertising for bids for asphalt for the concrete part of the Causeway. I suppose that some of the Kentucky Asphalt people are aware of this fact so that they can put in a bid. I think that Mr. Burr is in favor of Kentucky Asphalt and I think Kackley is against it, and Kackley's father-in-law is one of the Commissioners.

Most of our work on Star Island has been held up, on account of the lack of material, for a couple of weeks. Gail had to quit on his bulkhead a couple of weeks ago for want of cement. We have had the bridge approach ready to put in for some time - that, too, has been held up on account of cement.

Hoping to see you down here shortly, I remain,

Yours very truly,

John H. Levi

JHL-C

THE MIAMI HERALD
MIAMI, FLORIDA

Agnew

December 21, 1920.

Mr. Carl G. Fisher,
Miami Beach,
Florida.

Dear Carl:

Your letter of the 20th instant, relating to the latest issue of the National Geographic Magazine containing about a sixteen page account of the Miami Beach Aquarium, is received.

I regard this as one of the most wonderful things which has ever happened for Miami and Miami Beach, and it has given me very great pleasure, indeed, to direct our Editorial Department to treat this matter in such a way editorially as will indicate to Mr. Allison, Mr. LaGorce and their associates the deep appreciation which the people of this community ought to feel on this account.

Yours sincerely,

James B. Hunt

FBS/ha.

Copy of letter

JAMES A. ALLISON, PRESIDENT
CARL G. FISHER, VICE-PRESIDENT
JOHN OLIVER LA GORCE, TREASURER

LOUIS L. MOWBRAY
TECHNICAL DIRECTOR

MIAMI AQUARIUM ASSOCIATION
BIOLOGICAL LABORATORY: AQUARIUM BUILDINGS
MIAMI BEACH, FLORIDA, U. S. A.

January 8, 1923

Mr. Carl G. Fisher
Alton Beach Realty Co.
Miami Beach, Fla.

Dear Carl:

Just a note to remind you about the possibility and advisability of issuing Aquarium stop-over privileges on the Miami Beach cars.

I think what you would need would be two different stop-over tickets, preferably in different colors, one printed "Good on cars going to Miami Beach", the other "Good on cars going to Miami."

As the Aquarium is open to the public only from ten o'clock in the morning until six o'clock at night, I think if the tickets could be punched in quarter-hours starting, say, at twelve o'clock, and making them good not after seven, it would take care of any reasonable demands. It might be advisable to have these tickets dated in large figures, "1" to "31", so that conductors would readily know that transfers were issued on the same day they were presented for the continuation of the trip.

Just as soon as the Street Railway Company is ready to put this idea into effect, if you will let me know, we will start advertising it in both the daily papers; and unless it will interfere with your Street Railway advertising contract, I think it would help a lot to have a printed card somewhere in the front of the cars where passengers could see it, announcing that stop-over tickets to see the Aquarium may be obtained from the street car attendants.

I believe many people who now come over to the Beach in jitneys for the express purpose of seeing the Aquarium would come on street cars if they had the privilege of getting on the cars for a continuation of the ride after they had visited the Aquarium. With the many different owners of jitneys it would, I think, be rather difficult for them to arrange a transfer privilege.

Very truly yours
JAA

JAA-