Biography

Portraiture

The Human Face is the most fascinating book in the world. It presents an indelible record of the thought, feeling and experience of the individual which is easily legible to all careful students of human character. It is the index of the mind, reflecting the personality and temperament of the individual more clearly than words can express. Failure to include with every biography a reproduction of the subject's portrait makes the record incomplete.

One cannot read history, biography or fiction without forming a mental image of the personality described, the lineaments of the face taking form in one's imagination according to the traits of character disclosed by the narrative. How much more intelligible, interesting and impressive that narrative becomes if one can have before him the actual likeness and be brought literally face to face with the individual described!

Of this unquestionable value of portraits to the student and reader of history, Carlyle says: "Often I have found a portrait superior in real instruction to half a dozen written 'biographies,' as biographies are written: or rather, let me say, I have found that the portrait was as a small lighted candle by which the biographies could for the first time be read, and some interpretation be made of them."

Press Opinions

St. Paul Dispatch.—"The work is being made not only a National Cyclopedia of Biography, but also a national portrait gallery, and the publishers, James T. White & Co., are doing very fine, artistic work on the portraits. The volumes are ornamented with numerous full-page etchings and steel engravings."

Boston Globe.—"I feel that you are to be congratulated upon your great achievement in carrying out the work to its present size, with the continued enrichment of its content by such excellent portraits, a feature so noticeably lacking in other comparable works of this class."

Portland Oregonian.—"Our recent order to you completes our set of The National Cyclopedia of American Biography. We have been using your volumes for a great many years and feel that they are indispensable for reference work. The portraits enhance the value of each biography and add to the general make-up of your publication."

Ohio State Archaeological and Historical Society.—". . . The portrait feature I cordially commend. With the passing years, there is increased interest among patrons to know not only the facts in regard to the life of the subject but something of his appearance as well. I trust that the publishers will continue the policy of including a portrait with each biography and that the public may co-operate in this important feature."

Washington Post.—"As far as possible every biography is embellished with a portrait, which shows at one glance the man and his work. In a cyclopedia where space is necessarily limited, biography is much more intelligible when accompanied by a portrait."

Toledo Blade.—"Another feature of the Cyclopedia is its portraits, which in most cases are from originals given by the individuals or their families, and are authentic likenesses. There are about 1,200 in each volume, which promises a portrait gallery unexampled in this country."

Atlanta Journal.—"Illustrations with portraits and autographs are another magnificent feature of this work, making a national portrait gallery. The make-up of the work is perfect, and the publishers are doing an American benefaction in this royal Cyclopedia."

Syracuse Courier.—"As to mechanical construction, nothing can be finer. Character portraits embellish every page, and, indeed, nearly every biography. They are extremely life-like and add additional charm, as well as great value, to the work."

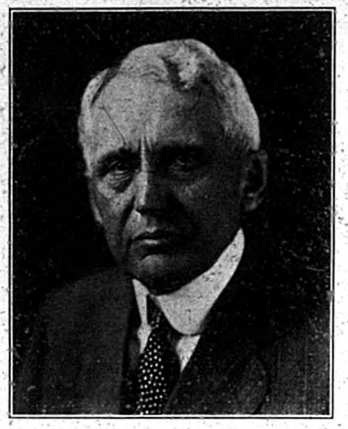
The PORTRAIT Indispensable

"It is impossible for me to conceive a work which ought to be more interesting to the present age than that which exhibits before our eyes our fathers as they lived, accompanied with such memorials of their lives and characters as enable us to compare their persons and countenances with their sentiments and actions."

—Sir Walter Scott.

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY
A HISTORY OF THE UNITED STATES

FOUNDED 1888



FRANK B. KELLOGG
Statesman

FLORENCE E. ALLEN
Jurist

JOHN WANAMAKER
Merchant

These sample portraits are much smaller in size than the originals in the Cyclopedia.

A NATIONAL *Portrait* GALLERY IN THE UNITED STATES

The Necessity for Portraits Since ancient times, when the Egyptians enclosed in tombs statues representing the dead so that Ka might find its earthly habitat in them, the significance and value of portraiture have been universally appreciated, and in modern times numerous portrait collections of both prints and paintings have been made by individuals and art galleries. Recognizing from the beginning the special value of a portrait as a complement to an individual's biography, the publishers of The National Cyclopedia of American Biography devised a plan which made it possible to add a portrait to nearly every biography.

The National Portrait Gallery A casual reflection will make it obvious that there is no better medium for preserving portraits than this great national work of reference, which has become a recognized institution in American literature, and its appropriateness as a repository for such a collection is manifest. Oil paintings may be injured or destroyed; photographs are notoriously impermanent. But a lifelike and characteristic likeness, engraved and reproduced in The National Cyclopedia of American Biography will be preserved in historical and biographical archives more safely and more certainly than is possible anywhere else.

In the compilation of these historical portraits the utmost care has been taken to secure the best-known likeness. Original oil paintings in art galleries, historical societies, college halls and private homes have been photographed; daguerreotypes, tintypes and rare prints copied, and thousands of photographs taken from life especially for preservation in this Cyclopedia. The reproductions are being made almost invariably under the supervision of the families themselves. While the task has been Herculean, the result is a collection of more than 20,000 portraits of America's foremost men and women—a collection many times larger than will be found anywhere else in the world, and one so complete and representative that it may truly be called the National Portrait Gallery of America.

The Portrait Policy The problem of financing such a collection of portraits—the expense involved in procuring the best likenesses and reproducing them—prevented the reproduction of portraits in every other national collection of biography. The publishers of The National Cyclopedia of American Biography solved this problem by inviting the financial co-operation of the public, not as an obligation, but rather as an opportunity and a privilege. Its widespread acceptance has been its ample justification.

"WHITE'S"

The National Cyclopedia *of* American Biography

FOUNDED 1888

JAMES T. WHITE & COMPANY · Publishers · 70 FIFTH AVENUE · NEW YORK

Mr Fisher was a vivid picturesque illustration of American enterprise. It was characteristic of him to do everything in a big way - and he was

Born

Carl Graham Fisher
Greensburg, Indiana
January 12, 1874.

~~Successful in scores of undertakings any one of which would have placed his name in Who's Who.~~

His first professional fame was won as a bicycle racer.
Then he became an automobile racing star along with Barney Oldfield, Earl Cooper, Earl Kiser and others of that time.
For a for time he held the worlds record two miles, having made this distance on the Harlem dirt track in Chicago in the remarkable time of 2:02 in 1904.
He accompanied the American Racing team to the James Gordon Bennett cup Race in Europe in 1905. The Americans were badly beaten by the English, German, Italian and French cars and it was this defeat that set his mind working.

in 1909
on a plan that produced the
Indianapolis Motor Speedway
which has been a most important
factor in automotive development.
When thrown open to racing
the track became the biggest
regular one-day-a-year business
conducted any place in the world.

In 1904 he organized the
Prestolite Company that gave
gas lights for automobiles.
The company was sold for
many millions.

Mr Disney first sighted the
mangrove jungle that was to
become Miami Beach while
on a yachting expedition down the
Miami River and thru the
Florida Keys in 1912.
Will Rogers said; "He was the
first man smart enough to discover
there was sand under water, so
he put in a kind of "all day sucker"
kind of dredge arrangement and brought
the sand up and let the water

go to the bottom instead of the top. Up to that time sand had been used to build with but never on".

HISTORY OF DADE COUNTY

TOGETHER WITH

THE STORY OF GREATER MIAMI

* * * * * * * *

PREFACE, FOREWORD AND MAP

I. WHY SOUTH FLORIDA?

1. Climatic advantages as compared with other parts of the world.

2. The foremost winter playground of the world--recreative advantages--casinos--bath clubs and ocean bathing--golf and polo fields--fishing--boat racing--yachts--clubs--parks--racing--indoor entertainments--theatres--dancing--motoring.

3. Strategic location.

4. Nature's sanitarium: Florida as a renewer of health.

5. The romantic charm.

6. South Florida's men and women--A cross-section of America--friendliness and hospitality--people learning to play.

II. EARLY SETTLEMENTS.

1. Spanish explorations.

2. The Seminole Indians.

3. The Negro population.

4. First settlements.

5. Early Dade County grants and geography.

6. First settlers in Coconut Grove--Coconut Grove Library--Housekeeper's Club--Biscayne Bay Yacht Club--Some early residents.

7. Towns and villages--Homestead--Larkins--Kendall--Perrine--Peters--Goulds--Modelo--Princeton--Florida City--Long view--Buena Vista--Lemon City--Miami Shores--Fulford--Little River--Arch Creek--Ojus--Hialeah and the Curtis-Bright Plantation.

III. DADE COUNTY PERSONALITIES:

"History is only biography."--Emerson.

Henry M. Flagler
John S. Collins
John B. Orr
E. G. Sewell
Glenn Curtiss
James Bright
Carl G. Fisher
James Gilman
E. C. Romfh
The Tatums
Dr. James Jackson
Joseph H. Adams
Frank M. Stoneman
John Sewell
Will Brickell
R. B. Burdine
Mrs. Charles Deering
E. B. Douglas
Dr. David Fairchild
Harvey S. Firestone
J. E. Lummus
Mrs. Sara Palmer
Thomas J. Pancoast
Charles Torrey Simpson
E. R. Thomas
Capt. Charley Thompson
Col. E. A. Waddell
T. A. Winfield
R. M. Munroe

IV. THE RISE AND DEVELOPMENT OF THE DADE COUNTY PRESS.

The NEWS and the METROPOLIS, the Miami HERALD, weekly and daily papers of Greater Miami, Fort Lauderdale and Homestead.

V. RELIGION AND CHURCH LIFE.

1. The Churches and their work.

2. The development of the Young Men's and Young Women's Christian Associations and other religious bodies.

3. The Floridians as a church-going people.

VI. AGRICULTURE AND THE EVERGLADES.

The building of roads--drainage and flood protection--the crops--dairying--poultry raising--sugar planting--requirements and possibilities.

VII. EDUCATIONAL DEVELOPMENT.

1. Dade County schools--primary and high schools--private schools--University of Miami--business colleges.

2. Parent-Teachers Associations:
This survey should reveal the number and location of schools and colleges, the number of students, the cost and growth of education, and the present day needs, as seen by the education officers and teachers.

VIII. CIVIC LIFE.

Chambers of Commerce--Civic Clubs--Woman's Clubs--American Legion--D. A. R.--Junior League--Committee of One Hundred--Community Chest.

IX. SOCIETY.

1. Amusement activities.
Balls--bridge parties--outings--dinners, teas, and garden parties--bathing clubs--casinos.

2. The spirit of friendship as a dominating factor.

X. BUSINESS AND PROFESSIONAL LIFE.

1. Dade County business men and their accomplishments.

2. Dade County Bar and the legal profession.

3. Hotels, apartments and boarding houses.

4. Transportation: Railway, steamship and airways.

5. Manufactories and industries.

6. Banks and financial institutions.

XI. POLITICAL AND MUNICIPAL DEVELOPMENT.

1. Form of governments of Dade County cities and towns.

2. The Courts.

3. The various elected officers.

4. Representatives in State Legislature and Federal Government at Washington.

5. Political parties.

XII. CORAL GABLES.

Brief history of its rise and development to the present time.

XIII. MIAMI BEACH.

1. The winter ocean playground of representative Americans.

2. Brief history of the adventurous and romantic evolution.

XIV. BIOGRAPHICAL.

Brief biographies, with photographs, of the men and women who dreamed and dared and helped to bring about a new civilization in South Florida.

This volume to be illustrated with maps and photographs of early and later scenes, depicting the remarkable rise and growth of the various sections, both city and rural, in Dade County.

In the gathering and preparation of material, the Editor-in-Chief will be assisted by an advisory council of 25 outstanding citizens of Dade County.

COMMODORE CARL G. FISHER

A Biographical Sketch

By Fred Wellman

Commodore Carl G. Fisher, of the Miami Beach Yacht Club, Miami Beach, Fla., whose outspoken condemnation of hydroplane racing and advocacy of displacement contests, culminating in the gift of the Fisher Gold Challenge Trophy for displacement races to be conducted under the auspices of the American Power Boat Association, promises to revolutionize motorboat racing and to direct the activity of builders and racing enthusiasts into new and practical channels, with marked improvement in boat construction as a result, is one of the outstanding figures of American public and private life, typically American in his self-made career of business achievement, and with a Rooseveltian capacity for attaining distinction in widely varying fields of endeavor. Successful manufacturer, real estate promoter, good roads advocate, yachtsman, balloonist, and polo, tennis, baseball, swimming, canoeing, aviation, and bicycle and automobile racing enthusiast, Commodore Fisher has succeeded in filling his life with a diversity of business and sporting interests that is truly remarkable.

~~Though inland~~ born and bred, Commodore Fisher's love of water sports has been one of his distinguishing characteristics since boyhood days. He came to nation-wide attention in the realm of aquatic sport through his promotion of the Miami Mid-Winter Regatta, which, during the last half dozen years, has loomed up with ever increasing magnitude on the calendar of the world's motor boating contests, until today it rivals the American Power Boat Association championship races on Lake George and the Detroit River, and the contests of the Mississippi Power Boat Association in interest and importance.

The life of Commodore Fisher has been a crowded hour even in this rapid moving day and age, when men experience more vicissitudes and witness greater events in a year than our forebears did in a lifetime. To start, he had the same assets that have served so well many of our noted captains of industry, a sound body and mind, tireless energy, and an ambition to get ahead. Coupled to these must be mentioned a capacity for visioning the future, to look ahead and see as a concrete reality the facts of life that were shaping themselves for the morrow.

Reared in a country town in Indiana, Commodore Fisher came to Indianapolis as a youth of seventeen, and first thrust himself upon the consciousness of the community he had decided to call his home in the capacity of salesman in a bicycle and accessory store. Though a distinct success at his profession, he was nevertheless

in hot water with the management nearly all the time, due to his penchant to try out new sales and advertising ideas, being hired and fired several times before the soundness of his judgment had become firmly recognized. Once he had gained the confidence of his boss, he lost little time persuading the latter that he could make more money with two stores instead of one, and got himself backed in a bicycle shop on his own account, with himself ostensibly in the role of proprietor.

Here he proceeded to give full vent to his instinct for doing the unusual, and emarked on a series of advertising stunts that soon made his establishment the most widely known in the city. One of his exploits was to drop a bicycle from the top of a seventeen-story building to prove its strength. Luckily, the machine lit in such a way as to be only slightly damaged, and was pedaled away from the scene of the test, with what gain in prestige it can be imagined. Another time he had a balloonist who was visiting the local state fair drop a machine from a height of more than a thousand feet, with similarly fortunate results, only the seat and handle bars being seriously damaged.

As the result of such sensational methods in bringing his business to the fore, coupled with sound administrative ideas, it was not long until the youthful merchant found his establishment on a highly profitable basis, and the road to success began to lie more clearly before him.

Man does not live by bread alone, ~~however~~,- at least this has always been Fisher's theory of life,- and consequently his interest in sport began to make itself manifest coincident with his initial business success. Starting in the days of the old high wheelers, he was prominent in organizing cycle clubs, and promoting outings into neighboring hamlets. Later, when the two-wheeled safety bicycle came upon the scene, he was an active competitor in century runs and in track events, successfully performing at Newby Oval, the Hoosier capital's famous board cycle track of early days, and horse tracks throughout Indiana and adjoining states, both individually and as a member of tandem and quad combinations.

Despite Fisher's multifarious activities in the world of cycledom, this was nevertheless not his favorite field of sport. His love of the water, born in the days of the old swimmin' hole near his birthplace, was still predominant within him, and accordingly, when in quest of genuine relaxation, he spent his hours in the cool purlieus of White River, north of the city. Here he launched his first boat, a small gasoline launch that he christened "Eph," in memory of a favorite dog, the initial craft of a series of thirty or forty that he has owned since, culminating in the swift 30-mile-an-hour express cruisers

that are his favorites today. Next to motor boating, he valued swimming and canoing, and one of the greatest triumphs of his early career was when he won the trophy in a half-mile race conducted under the auspices of the Indianapolis Canoe Club, against a strong field.

The day of the bicycle was but brief, being superceded by the motor car. Fisher, foreseeing the trend of events, was the first Indianapolis citizen to align himself with the new mode of transportation, becoming agent for the Winton and the single-cylinder Oldsmobile. His sales methods were as novel in this field as they had been in the realm of bicycling, one of his earliest stunts being to stage a race between a fast pacer and one of his horseless carriages on a prominent boulevard of the city. This contest was won by getting the jump on the quadruped, the frightened animal refusing to pass its fearsome rival once it had taken the lead. A little later, he invaded the field of bicycling with his gasoline propelled vehicles, doing several laps against time on the narrow and steeply banked cycle track at Newby Oval, at the risk of his life. Such exploits as these served quickly to lift the motor car into the limelight, ~~however~~, and proved good business tactics.

The most sensational stunt of all, however, was performed in the air. Fisher had begun to take a keen interest in ballooning, a sport that he subsequently followed for many years, as the result of forming a relationship with Captain G. L. Bumbaugh, a noted aeronaut. After having taken several flights, Fisher conceived the idea of usigg an automobile for a basket, and, after having effected a landing, loading the balloon into the automobile and driving home. The attempt was carried out successfully, the balloon and its unique cargo alighting safely several miles south of the city, and being in turn transported back to the city on its former load. Nation wide prominence resulted, the exploit ranking as the sensation of the day and one of the most marvelous in history.

Having exhausted the field of stunt performances with ordinary touring vehicles, Fisher took up automobile racing, a sport that was just beginning to lift its head, and for a couple of seasons campaigned the dirt tracks all the way from Dallas to Detroit in company with such early day racing celebrities as Barney Oldfield, Earl Kiser, Tom Cooper, Webb Jay, and others. Fisher proved himself the equal of the best in these encounters, and for a time held the world's mile straightaway record, made with an air-cooled overhead-valve Premier that in some respects resembled the racing creations of today.

Meanwhile Fisher hadnnot neglected his business, with the result that it was leading a highly prosperous existence and establishing the foundation

for still greater success. When opportunity knocked on the door in the form of a discouraged inventor who had vainly endeavored to interest scores of other people in a system for storing acetylene gas in tanks for purposes of automobile lighting, Fisher was ready for it and gave the idea a practical test. Several mechanical difficulties had to be overcome, however, these were solved by patient experiment, and the apparatus finally reduced to practicable form. A small company was formed, with Fisher and the man who was destined to become his best friend and life long business partner, James A. Allison, as chief stockholders, and the manufacture of compressed gas in portable tanks begun. Thus was inaugurated the Prest-O-Lite Company, destined to rank as one of the largest and strongest institutions in the automobile industry.

Like all new concerns, the infant business had severe growing pains, only in this instance they seemed to multiply beyond all precedent, due to the inflammable nature of its product. Several times the plant was wrecked by explosions, however, after each catastrophe, Fisher and Allison, under the spur of facing total bankruptcy, went to work again, until finally they achieved astounding success, with a world wide distribution of their commodity and the brevet of millionaire as their reward. After having won the struggle, Fisher stated that if he had known what he was getting into he never would have started, but once on his way "it was a case of either seeing the thing through or going broke."

The funds acquired from Prest-O-Lite enabled Fisher to pursue on a larger scale his three favorite sports, boating, ballooning and automobile racing. He built several boats of the Eph series at Indianapolis and at St. Joseph, Mich., where he established a summer home, and later started the construction of a series of larger carft known as the Raven. In one of the latter he journeyed down the Mississippi River and, crossing the Gulf of Mexico, went round the tip of Florida into Miami, ~~receiving~~ obtaining his first glimpse of the city that is now his permanent home and the harbor of most of his interests. He instantly fell in love with the ideal climate of Miami, its wonderful stretch of cruising waters, and its picturesque tropical surroundings, and marked it upon his mental chart as a spot to visit again, though at the time he did not tarry long, being called back to Indianapolis by the demands of business.

In the field of ballooning, Fisher distinguished himself further by building one of the first dirigibles ever constructed in the United States, and conducting some flights with it, though the craft did not prove itself essentially practical. He also promoted the largest balloon meet ever held in the Middle West, attracting a score of competitors to Indianapolis with gas bags of all sizes and descriptions. Fisher went aloft in one of the aerial vehicles

himself, landing in the mountains of Tennessee after an all day and all night journey. It was on this occasion that Fisher experienced a precurser of the anti-aircraft fire of modern warfare, being shot at several times by Kentucky mountaineers who fancied an enemy in the huge silken globe that floated overhead. For a time Fisher imagined that the reports he heard on the ground below were friendly salutes, until he was startled by the whine of a bullet coming uncomfortably close, when he promptly let out ballst and "got away from there."

It was in the realm of automobile racing, however, that Fisher achieved greatest distinction during this period, promoting, with James A. Allison, A. C. Newby and Frank H. Wheeler, the Indianapolis Motor Speedway, which has now stood for ten years as the scene of the greatest speed contests in the world, with the foremost racing stars of both Europe and American in annual competition. Rival speedways have attempted time and again to emulate the success of the Hoosier track, however it has maintained itself at the forefront against all assaults, this year's event, after a hiatus of two years due to the war, attracting more than 80,000 spectators, closely approaching the record.

With the Indianapolis speedway in successful operation, Fisher directed his attention toward another phase of automobile activicity,- good roads. One evening he called a meeting of Indiana automobile manufacturers and business men and launched appreject to build a coast-to-coast highway, designed to stimulate interest in good roads construction throughout the United States. The enterprise thus born was later called the Lincoln Highway, now well on the road toward completion, a monument to Fisher's vision and public spirited enter

Simultaneously with his development of the Prest-O-Lite business, Fisher had carried on his automobile establishment, though the active management of this concern was delegated largely into the hands of others. Perceiving the demand that would soon exist for a centralization of automobile and accessory concerns along a single business street, Fisher bought a considerable stretch of property along an up-town boulevard, and proceeded to erect a series of buildings for a future "Motor Row." His judgment at the time was questioned in many quarters, however, as usual it vindicated itself in the light of actual results, with a corresponding increase to his fortunes.

Continued hard work was beginning to tell on Fisher, and he bethought himself of Miami, that semi-tropical paradise to which he had cruised several years before, where the very atmosphere seemed restful, and the broad panarama of sunlit waters gladdened the eye. Arriving in Miami, he found the town greatly changed. Others had heard of its virtues and a cosmopolis of health and pleasure seekers from all parts of the world was in the making.

Accurately forecasting the tremendous development that was to follow, and finding in Miami the combination of ideal climate with every opportunity for sport and recreation that he craved, Fisher decided to make the city his permanent home and to share in the upbuilding and progress of the community. Accordingly, he bought a large stretch of uncleared land on what is now known as Miami Beach, a verdant peninsula about a mile wide lying between the Atlantic Ocean and Biscayne Bay, across whose three-mile width runs a broad concrete causeway connecting Miami Beach and Miami. This spot Fisher proceeded to transform into an ideal community where beautiful residences , provided with every modern comfort, would be surrounded with unexcelled facilities for outdoor pastime. To supplement the marvelous gifts of nature with man-made attractions that would create life's perfect enjoyment was his plan, and, at an expense of several millions of dollars, it was carried into action.

Today, Miami Beach is gaining recognition throughout the United States by virtue of the attractions expressed in its community slogan, "America's Winter Playground," and still greater plans for it are being formulated that will eventually make it the most favored as well as most unique winter resort in the world.

At Miami Fisher found unexampled opportunity for indulging in his favorite water sports, especially motor boating, the thousands of square miles of tropical bay and ocean affording an endless cruising terrain ~~of strange and be-~~ wildering beauty. Casting his eye over the landlocked bay, he saw a made-to-order motorboat course for speed contests, and accordingly launched the Miami Mid-Winter Regatta, which he personally financed to start, though in recent years the event has been conducted under the auspices of the Miami Chamber of Commerce, with Fisher as chairman of the regatta committee. Fisher invariably enters all of the events on the regatta program, and usually wins a liberal proportion of the trophies, handling his boats with great skill. The world's record for express cruisers, 30.5 miles an hour, was made by himself at the helm of Shadow III, which he later sold to the United States government for use on submarine patrol. During the last regatta, with prospects bright for breaking this record, with a new cruiser, Shadow V, he sacrificed his chances by crashing into an empty skiff that knocked a hole in the side of his boat, to avoid running down the launch of the assistant starter, which had run into the course by mistake.

Several years ago Fisher took a marked interest in hydroplanes, building a number of them, called "Presto," and racing them both at Miami and in other waters, principally in the Gold Cup contests at Manhasset Bay, L. I. Recently, however, he has turned his attention wholly to displacement boats, his contention being that hydroplanes have no practical value, whereas displacement craft

are essentially worth while. Eventually, he hopes to see the devlopment of roomy, comfortable express cruisers capable of averaging 40 or 50 miles an hour in which long distance cruises can be undertaken at automobile speed.

At this time Fisher also has under preparations plans for a 40-mile-an-hour ocean going steam yacht to ply between Miami Beach and neighboring ports, such as Nassau, Bermuda; Havana, Cuba; Kingston, Jamaica; and San Juan, Porto Rico; making the 180 mile trip to Nassau, for instance, in 4 1/2 hours. This yacht is to be operated in conjunction with a new $1,500,000 hotel, The Flamingo, that he is building at Miami Beach with his life long association, James A. Allison, to be completed for the season of 1920-21.

In connection with his motorboating activities at Miami, Fisher has been instrumental in forming two clubs that are certain to receive increasing attention as the years roll by. One of these is the Cocolobo Cay Club, a yachting and cruising organization whose purposes are chiefly social, and the other is the Miami Beach Yacht Club, whose aim of which is to stimulate and supervise racing competition. The underlying plan of the Cocolobo Cay organization is to build club houses for its members on the various Florida Keys and other islands within cruising radius of Miami that boast of exceptionally good fishing or other natural attractions, such as submarine gardens and the like, at which club members can stay as long as they desire, surrounded by all the comforts of civilization. ~~The club~~ now has two establishments, one on Adams Key, south of Miami, a beautiful building fitted with every imaginable convenience, including electric refrigeration, and the other on Bimini, a tiny outrider of the Bahamas east of Miami in the Gulf Stream. A third club house is under construction on another island in the Bahamas, and eventually it is planned to have half a dozen such buildings scattered among the South Seas. Needless to say, the members of the Cocolobo Cay Club are all men of prominence and distinction, and this organization promises to become one of the most noted among the yachting institutions of the United States.

The Miami Beach Yacht Club officially supervises and conducts the annual Miami Mid-Winter Regatta, held under the auspices of the Miami Chamber of Commerce, and lends encouragement to aquatic sport in every form. A handsome clubhouse is planned for this organization, to be situated on Star Island, in Biscayne Bay, between Miami Beach and Miami, and it is expected to become one of the most popular in Florida.

In point of deep and lasting importance, however, there stands at the head of Commodore Fisher's activities since arriving in Miami an enterprise that is of public rather than of business or social value, with a fame that has spread throughout the nation,- the Dixie Highway. Realizing that the

most effectual barrier to the development of the South and the formation of a closer kinship with the North lay in the lack of good connecting roads, Fisher launched a plan for the construction of a through connecting highway between Chicago and Miami, to form the backbone of a system of supplementary road development that would eventually link the North and South in close union and obliterate the Mason and Dixon line.

The success encountered by this plan it is hardly necessary to relate. There are now two Dixie Highways penetrating the mountain regions of Tennessee to the southern states beyond, one out of Cincinnati and the other out of Louisville, and keen competition exists between these thoroughfares first to reach the stage of perfection. Good roads construction in the South is on the increase, and the time is not far distant when every winter will see thousands upon thousands of northern tourists emulating the annual bird migrations in their search for warmer climes, driving over excellently paved roads all the way.

Though Commodore Fisher's legal residence is in Miami, he still spends a large part of his time in Indianapolis. Some time ago he disposed of his holdings in the Prest-O-Lite Company, but his interest in the Indianapolis Motor Speedway, his automobile business, which he has continued uninterrupted from the early days, largely for the sake of sentiment, and his extensive real estate holdings still require a considerable amount of attention.

During the war, he turned the Indianapolis Motor Speedway over to the government for use as a landing field and testing ground, without cost, with the result that one of the largest aviation repair depots in the country grew up around this institution. As assistchairman of the Landing Fields and Flying Routes Committee of the U. S. Government, he was instrumental in the establishment of landing fields throughout Indiana for the training of bombing squads for overseas duty, and is now engaged, though in a private capacity, in the promotion of an aerial route paralleling the Dixie Highway for the advancement of commercial flying. Though not a pilot himself, he has often been aloft, and recently bought a twin-motored six-passenger plane in which to make the trip from Indianapolis to Miami in the future. It is thought that the journey, which measures 1100 miles by air line, can be regularly accomplished in from 10 to 12 hours, or between daybreak and dark, with a stop at some mid-way point, such as Atlanta, for lunch and replenishing the fuel supply.

For relaxation, when in Indianapolis, Fisher turns chiefly to tennis, which has become a favorite sport of his in recent years, combining a maximum of action with keen personal rivalry. Both at Indianapolis and Miami he has erected large glass covered indoor courts for use in rainy weather, though

the latter is but seldom called upon. Despite the fact that he took up the net pastime at a late age, comparatively speaking, he plays a remarkably fast and consistent game, holding his own in the stiffest competition.

Last winter, at Miami, he made possible what is probably the most unique tennis tournament every played. A challenge to members of the Miami Beach Tennis Club, of which Fisher is president, was received from a quartet of crack net artists stationed at Arcadia Flying Field, on the west coast of Florida, the challengers proposing to use planes as their means of transportation to and from the scene of the contest, provided a match was arranged. Fisher immediately accepted the challenge, and the tournament was held as scheduled, the Arcadians appearing out of the sky just prior to the contest, and winging their way home again in the same manner, after having received a sound drubbing.

Another sport Fisher's is polo. As president of the Miami Beach Polo Club, he caused to be constructed at Miami Beach one of the best playing fields in the country, with the finest club house, stables and equipment in the United States. Several matches between prominent visiting teams were held on this field last winter, and Fisher promises to get into the game himself next season, having bought several ponies for the purpose.

One of Fisher's final acts to further aquatic sports in Indianapolis was to endow the Indianapolis Canoe Club, the scene of his early day water carnivals, with a site and building fund that enabled the erection of one of the most attractive club houses in the Middle West, paying a debt of gratitude for many hours of whole hearted and care free amusement.

One could go on indefinitely relating anecdotes and interesting tales out of the rich experience of this many sided individual. Today, with a record of achievement that would more than satisfy any ordinary individual behind him, and an accumulation of honors that would usually prompt thoughts of retirement from active business and public life, he is as receptive to new ideas as ever, and follows the goal of fresh adventure with tireless and unabated vigor. As his life's work, he has dedicated himself to bringing to public knowledge that wonderful strip of sub-tropical country lying at the southern tip of Florida, where springtime is eternal, and a matchless climate, coupled with all the arts and pastimes of civilization, have it in their power indefinitely to add to the enjoyment and to prolong the existence of man upon this terrestrial sphere.

FINIS

MR
Please me
MR

MOTOR BOATING

119 WEST 40TH STREET
NEW YORK

June 27th, 1919.

Mr. A. A. Rossiter,
Carl Fisher Automobile Co.,
Indianapolis, Ind.

Dear Mr. Rossiter:

MoToR BoatinG is particularly anxious to publish a personality sketch on the life and more particularly that part of the life of Mr. Carl Fisher which has to do with his yachting in general and motor boating in particular.

We are aware of Mr. Fisher's modesty in this connection, and know that it would be almost next to impossible to get him to write this story for us or even to furnish us with the necessary details so that we might have it written in this office. It is to you, therefore, that we appeal for assistance in our dire extremity.

Will you not be good enough to write for us this sketch of Mr. Fisher of say 2,000 or 2,500 words and forward it at your earliest possible convenience along with a late photograph preferably one in more or less yachting togs.

Mr. Fisher's importance in the motor boating world is second to none, and we really believe that the motor boat lovers of the country will be stimulated and inspired with further efforts in developing the sport by learning all that one man can do and has done in furthering motor boating.

Assuring you of our very thorough appreciation of whatever you may do for us in this matter, we are with all best wishes, and with very kindest regards,

Very sincerely,

Harwood Koppel

Associate Editor.

July 3rd, 1919.

Mr. Harwood Koppel,
Associate Editor,
MoToR Boating,
New York.

Dear Sir:-

Miss Rossiter referred to me your letter of June 27th asking for a biographical sketch of Mr. Fisher, and I have endeavored to meet your requirements in the manuscript enclosed. I am also sending you a number of photographs under separate cover, with the request that you take good care of them and return them promptly, as they are from Mr. Fisher's private collection.

I found it rather difficult to condense Mr. Fisher's intensely varied and interesting career within the 2,500 compass that you outlined, and you will find that my story runs 500 to 750 words over that figure. You are at liberty to do any cutting that you like, of course, to meet your space requirements, selecting those portions that are of greatest interest to you.

Permit me to state that this article was prepared without consulting Mr. Fisher, as he would have put his foot down on an attempt to give him publicity, and that he would prefer it if no mention were made of me in this connection, as I am in his employ. Once the article is in print, I don't think he will have any objection to it, however.

Kindly send me a copy of your issue in which this article appears, and if there is anything further that you want at any time, do not hesitate to call on me.

Very truly yours,

434 N. Capitol Ave.,
Indianapolis, Ind.

Personality

Nov. 17th, 1925.

Mr. Howard Ruggles,
Ruggles & Brainard,
200 Fifth Av.
New York City.

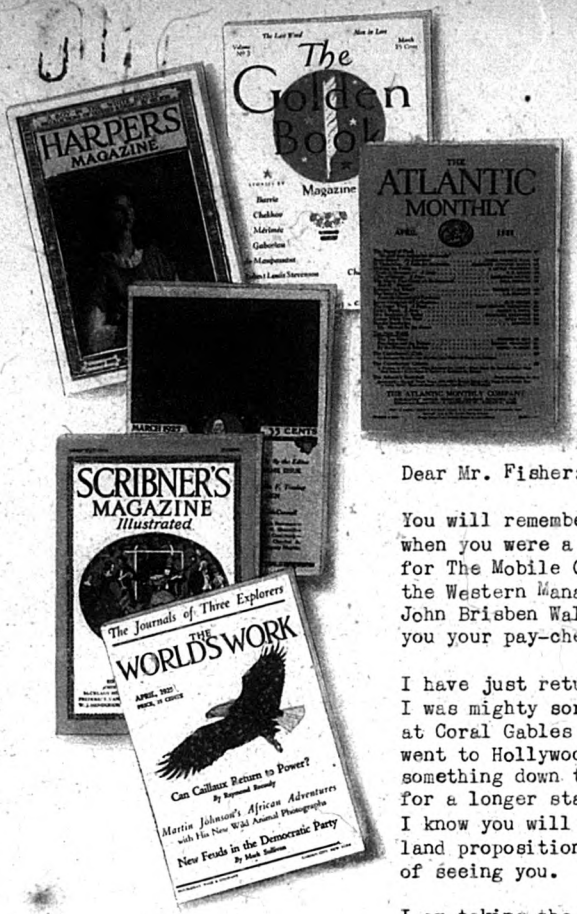
My dear Mr. Ruggles:

I have your letter of the 13th. I also remember how hard it was to live in Chicago on twenty-five a week! It is a long time to think backwards.

I hope to see you whenever you are down this way.

Very truly yours,

CGF-mc



Ruggles & Brainard Inc.
Color Pages
in the Magazines
200 FIFTH AVENUE
NEW YORK

November 13, 1925.

big.

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

Dear Mr. Fisher:

You will remember me when I tell you that I knew you when you were a "twenty-five dollar a week salesman" for The Mobile Company of America in Chicago. I was the Western Manager of the Cosmopolitan Magazine for John Brisben Walker and it used to be my duty to hand you your pay-check every week.

I have just returned from a quick trip to Florida and I was mighty sorry I missed you. I spent a few days at Coral Gables and looked over Miami Beach and then went to Hollywood and Palm Beach. I'll say you started something down there boy! I am coming down again soon for a longer stay. If you ever come to New York as I know you will frequently to look after the Long Island proposition, I hope you will give me the pleasure of seeing you.

I am taking the liberty of giving a note of introduction to you to a very dear friend of mine - Mrs. E. S. Wolff, who is going to Florida on a business mission which she will explain to you. All I wish to say is that you can believe every word she tells you.

Always truly yours,

Howard P. Ruggles
President
RUGGLES & BRAINARD, Inc.

HPR/MJH.

Mr. Fisher:

The LONG ISLAND SKETCH, a real live, high class magazine published exclusively for Long Islanders have been after this story for months.

It has just come to my attention, however, and I am especially anxious to get it to them tomorrow, closing date for the magazine.

Thank you,

Steve Hannagan

biog

LONG ISLAND SKETCH
Subject--CARL G. FISHER
From Steve Hannagan
1004 Heckscher Bldg.,
730 Fifth Ave.,
Phone Circle 7446

1927

biog

Carl G. Fisher was sitting in the forward cockpit of his cruiser, the Shadow J, which was plowing up the waters of Long Island Sound at a rate of 30 miles an hour.

30

Flittering in the breeze created by his speeding boat were the long collar points of his white flannel shirt, his tie----and a sizeable map.

The map described the 10,000 acre plat he had just purchased at the easternmost tip of Long Island--Montauk Point, purchased to be developed into a high grade summer resort and one of the outstanding out-of-doors sport centers of America.

He has just finished a minute examination of the entire property. Holding one end of the map, as it flicked about in the wind was Walter A. Kohlhepp, who is Carl Fisher's chief executive--a comparatively young man from Louisville, Ky., who got his first insight into big business affairs as a certified public accountant.

"Walter", said Mr. Fisher, indicating his desires with pencil markings on the map, "I want the first hotel to be built here, on this hight point overlooking ocean, sound and lakes. The second hotel should be located here on the lake front and the third on this point on the opposite shore.

"Rename this lake, the largest on the property, Lake Montauk to replace that unpronouncable Indian name and cut a channel through from Block Island Sound to Montauk Lake, build jetties, and make Lake Montauk a modern land locked yacht harbor. This island in Lake Montauk is about thirty-five acres in area. Put the yacht club and pier on it.

"This area is best adapted to the construction of the first golf club--but put the club house and the first tee here for it is a high point affording an excellent view in every direction.

"Layout the business district here, locate a village of 100 comfortable homes over here, save this area for residential estates and build at least twenty high grade houses here.

"Build a big bathing pavilion here, so that it will be assessible for bathing in the surf and in the more sheltered waters of the lake, put a series of tennis courts here and the polo fields will fit into this flat valley already levelled off by nature.

"Fifty miles of roads should go in at once, with a boulevard skirting the lakes and the golf course, weaving around the hills and through the valleys. Build twenty miles of bridle paths and lay out a half mile gentleman's driving track."

Thus the coming community of Montauk Beach was planned in a single afternoon by a man whose vision has become known for its precision throughout the world.

This episode in the interesting history of Carl G. Fisher occurred last Fall. This summer less gifted visionaries may see each and every one of his plans under way at Montauk.

"Oh yes," said Mr. Fisher as though an afterthought, "there used to be sheep on this land when the Indians inhabitated it. That must have been a colorful sight. Put a thousand head of sheep out to graze in the spring."

The sheep, now grazing at Montauk attract almost as much attention as the construction work which is making the primitive Montauk of Indian days into the painted lily of modern resorts. Mr. Fisher has a discerning eye for the picturesque in beauty as well as utility.

The Carl Graham Fisher whose activity on Long Island has created more interest in the island than any single event in recent years is a retiring man of 54 years with a physical agility ofa man at least ten years his junior and a strong personality that reaches out, grasps and holdsthe great majority of persons with whom he comes in contact.

He is tremendously wealthy, probably not knowing the actual number of millions himself, yet his bearing suggests nothing more than any one of thousands of men in satisfying financial groups.

His mode of living is only comfortable in comparison with his means, his clothing is as plain as it is comfortable and his social ambitions are confined to the entertainment of a few friends with whom he has been intimate with for many years.

Starting life as a "train butcher", earning his living selling chocolate, fruit and magazines on the slow trains of a narrow guage railroad, Mr. Fisher early in life began his contacts with the general public, learning their likes and dislikes and their desires in the spirit of gaiety.

He attended school until he was only twelve years of age, but he unquestionably attained his educational foundation a few years later when he worked in a book store with access to all the masters.

His libraries in his several homes today are replete with a type of books that would most usually thrill an adventurous soul and his type - pirate stories, histories relating the more daring episodes of life - are to his liking and he is a persistent reader. Sabatini is probably his favorite author.

Without a doubt his financial foresight - which is exceptionally keen - was sharpened during an energetic period in which he was a member of a thriving banking institution.

As a promotor of successful ideas, Mr. Fisher probably has no equal. Unlike most promotors, he stands in the background of his ideas rather than in the glaring they create. He always is found in the shadows of his achievements.

Long before the days of gasoline motors, in whose development Mr. Fisher took such an active and energetic part, were perfected, he won professional fame as a bicycle racer. His racing pursuits undoubtedly had a forerunner in his youthful exploits. As a lad he raced snow sleds on a very long hill at Lebanon,

Ohio, as a part of the advertising effort of the leading dry goods store in that town. After racing for several years, Mr. Fisher became a manufacturer of bicycles in Indianapolis.

Later he became an automobile racing driver; wheeling those bucket seat type of speedsters around treacherous race tracks of pioneer speed days that were so important in developing the passenger cars of today. For many years, Mr. Fisher was a real star of the speedways and he held for a long time, the world's record for two miles, having made the distance on the Harlem track in Chicago in the remarkable time, 2:02, in 1904.

It was Mr. Fisher who conceived the idea of the Indianapolis Motor Speedway, the greatest race course in the world. Each May 30th, the International five hundred mile race is held for a purse of $60,000., awarded by the management, and added purses which bring the total to approximately $100,000. The track was constructed in 1909 and re-surfaced into its present brick and concrete state in 1911. It was a tremendous endeavor at the time, and to this day plays to the largest crowd collected in any given spot in America in a single day. It has become known the world's greatest one day a year business.

Although all Mr. Fisher's pursuits have been exceptionally successful, from a financial standpoint, his real climb to great wealth began in 1904 when he organized the Prest-O-Lite Company, which supplied the first tanks for automobile head and tail lights. In 1904 it was an imaginary business venture with a capital of $10,000. A few years ago when the business was sold by Mr. Fisher and his associates, it brought millions.

When most men had made as much money as Mr. Fisher were planning to retire and live comfortably ever after on the dividends of their earlier active life, he was forced into Miami, Fla., due to a wreck of his yacht. During the first few days that he lingered about the Florida city, he became

very much interested in a strip of land three miles across Biscayne Bay, separating Miami from the Atlantic Ocean.

When he became tremendously interested in this plat of land, it was little more at the time than a mangrove swamp, uninhabited and wild in its centuries of growth in a semi-tropical climate.

He became heavily interested in the project financially and soon after devoted not only all his time, but millions of dollars in developing this huge resort. Today it is known as one of the outstandingly stable resorts in the southern state; as a fashionable resort in the winter and has outgrown even the expectations of Mr. Fisher, its pioneer promotor.

Mr. Fisher is an ardent sportsman, who owns the speediest yachts; sponsers racing boats, both here and abroad; assisting in the promotion of the Indianapolis Motor Speedway Races and is generally interested in all branches of athletics, especially those in which amatures compete.

For years he has been an ardent tennis player and until only a year ago, played pony polo in an energetic fashion, again showing a glimpes of his exceptional daring while playing this game by wearing spectacles because of poor eye sight.

Long Island is not unknown to Carl Fisher, although he was brom in Indianapolis and reared in the middle west; for years he has spent his winters in Florida and his summers on Long Island, owning a beautiful estate at Fort Washinton. In the near future, he will have his home at Montauk.

Unassuming and in fact many times positively shy, Mr. Fisher seldom ventures far away from his intimate projects and his recreational periods are spent on his boats and around his estates, where he plays golf every day.

He seems to be happiest when entertaining a group of his old friends, friends who knew him in days probably less prosperous, but certainly not less

adventurous; people who did not laugh at him as many did during the days of his earlier exploits when his unusual ideas brought laughs of derision from many people in the community in which he resided - [redacted]

biog

April 26, 1927.

Mr. W. W. Atterbury, Pres.,
The Pennsylvania Railroad Co.,
Philadelphia, Pennsylvania.

My dear Mr. Atterbury:

Thanks for yours of the twenty-first. I consider it a great pleasure and a great honor to be considered one of the Pennsylvania family.

I started quite early with the Pennsylvania. I was news butcher on the Pennsylvania Railroad when I was fifteen years old, running out of Indianapolis to Chicago to Vincennes and to Louisville and to Pittsburgh for the Union News Company, and I am going to tell you how I had to put it over the Pennsylvania in order to stay on the road.

In those days we had books that had more or less nude pictures in them that we sold to the farmers and someone in authority issued an order that we should not sell these books on the trains. I was fired first by the Union News Company office in Louisville division, under my own name. I was the best salesman out of the Union News Company office at that time and the manager was compelled to turn in so much money every day or he would lose his job, so I went out two hours after I had been fired from the Louisville Division, on the Vincennes division under my name backwards using my middle name, Graham. They caught me after a time on the Pittsburgh Division and I was fired again from the Pittsburgh end but hired again under the name Graham Carl for the Chicago Division. They fired me from the Chicago Division the first week so I went to Cincinnati and worked for the South-

GOLD CUP COMMITTEE

— OF —

COLUMBIA YACHT CLUB
C. F. CHAPMAN, *Chairman*

MONTAUK YACHT CLUB
T. E. MYERS, *Chairman*

Port Washington, L. I.

Mr. W. W. Atterbury.
April 26, 1927.
Page 2.

ern News Company on the L & N and B & O. I won the grand prize offered by our News Company for the sale of more Bob Ingersoll books than any other butcher in the United States, and have often wondered just how much effect Ingersoll's works had on the present religious thinkers of the Middle West.

Thanks again, and hope to have the pleasure of being out at Montauk with you soon.

Very truly yours,

CGF:T

COMMITTEE OF ONE HUNDRED

MIAMI BEACH, FLORIDA
1139 LINCOLN ROAD

June 4, 1930.

Mr. Carl G. Fisher,
Montauk,
Long Island, New York.

Dear Carl:

After considerable persistence on the part of my friends and a publishing house, I have consented to try to gather material this summer in order ot write a brief history of Dade County and story of Miami, from the beginning to the present time. This would be impossible without the cooperation of my friends and a number of the pioneers, who know much more about certain phases of the development of this fair section than I know.

Of course I want to give considerable space to the origin and subsequent development of Miami Beach, and would appreciate any suggestions which you may have as to material, pictures or men with whom I should talk. During my visit to Montauk some time in August I want to get you into a corner and have you tell me some of those interesting and humorous anecdotes concerning Miami Beach. This is the kind of thing that would help to light up the story and give it human interest.

I am leaving on Saturday and am driving north this year, arriving in New York about the 14th or 15th of June. My address in New York will be at the Players Club, 16 Gramercy Park. This will be my permanent address for the summer and mail will be forwarded.

We have had terrific rains here for the past few days and these have dampened somewhat the political enthusiasm of the few thousand candidates for office. It looks as though every one who does not have a job for the summer is trying to get into politics. Capone still holds the fort, but it is the general feeling that a way will be found to get him to leave the city.

If there is anything I can do for you during the summer, please command.

Very sincerely yours,

Wm Jay Cooper

P.S. I am enclosing a tentatige outline of the book on Dade County and Greater Miami, and would be grateful for your suggestions.

Carl G. Fisher

CONCERNING THE EARLY SETTLEMENT AND SUBSEQUENT DEVELOPMENT OF DADE COUNTY AND GREATER MIAMI

1. At what date did you come to South Florida, and with what object in view? Please tell the story of your early experiences, with any illustrations or anecdotes which may occur to you.

2. Who were the men, who, in your opinion, have contributed most usefully to the settlement and upbuilding of Dade County?

3. To what characteristics do you attribute the unusual growth of Greater Miami, particularly during the past two decades?

4. Is it your opinion that the citizens of South Florida should work to develop an industrial and agricultural life down here, or should they give their best and chief efforts to the making of Greater Miami a winter resort and residential colony?

5. What do you deem to be the outstanding needs of Greater Miami at the present time, and how, in your opinion, can these requirements be most speedily realized?

6. Have you any photographs of life in the early days of Miami, or maps which it would be possible for me to utilize in this book? I will see that any pictures are safely returned to you.

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY
THE LARGEST BIOGRAPHICAL AUTHORITY OF THE UNITED STATES
70 FIFTH AVENUE, NEW YORK

EDITORIAL DEPARTMENT

JAMES T. WHITE & CO.
PUBLISHERS
(Founded in 1873)

September 19, 1933.

Mr. Carl G. Fisher,
Main Street,
Port Washington, New York.

Dear Sir:

An account of your career is wanted for the forthcoming volume of this Cyclopedia - - (Current Volume Series). Will you kindly send us the information called for by the enclosed questionnaire, or as much of it as you can conveniently supply.

The National Cyclopedia has been in course of preparation for over forty years. There is no other work of its kind which so thoroughly covers the entire field of American history and biography from earliest Colonial days to the present.

Unlike the various Who's Whos, our editorial policy is to build up each sketch into a narrative presenting full details of the subject's life work and accomplishments. It aims to stress the personal activities and achievements of the subjects and for that reason please send us full details under paragraph ten, or a reference to where such details will be found.

Yours very truly,

George Derby

GEORGE DERBY,
Managing Editor.

GD/EI

QB enclosure

INFORMATION FOR

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY

JAMES T. WHITE & CO., PUBLISHERS

70 FIFTH AVENUE NEW YORK

1. Name in full, spelling out the middle one.
   (Correct pronunciation of surname.)

2. If a biography has been published, state where and when.

3. Place and exact date of birth. Jan 12 1974

4. Father's name in full; dates of his birth and death; his occupation and any notable facts of his career.

5. Mother's maiden name in full, and name of her father, and any notable facts of his career.

6. Where educated—schools and colleges attended.

7. If a college graduate, give name of college, date of graduation, and degrees received in course.

8. Where, when and with whom was business or professional career begun?

9. Give positions since occupied in regular calling, with dates of changes.

From the Washington Star:—"The Star received a new volume of 'The National Cyclopedia of American Biography'. About six years ago the publishers of this 40-year-old enterprise took up the project of a current series devoted to records of living Americans only. The book in hand is Volume C of that series. Here are stories — life stories — of Americans to whom in one way or another the public generally is in debt. Stepping off with the moment, so to speak, Volume C opens with a biography of Herbert Hoover, with life sketches of his cabinet as well * * * Each biography is a succinct, substantial body of fact concerning its subject. A readable body of fact as well. Here, as almost nowhere else, does one searching come upon the man and his subject in a direct time-saving illuminating way. Of surpassing use in libraries, business offices, editorial departments of the press, here is a fresh addition of great business value to a series that years ago established its good name upon the sure foundation of meeting a general need with expert competency and a thorough understanding of the nature of that need." (1931).

10. Details of vocation, profession or business.

[NOTE:—As the most essential part of a biography is the account of the subject's life work full details under this paragraph are desired. The Cyclopedia is not a Who's Who, but a collection of real biographies, constituting a history of American institutions, American industry and American achievement in terms of biography.]

(a) If in a manufacturing or mercantile business, give the history of its development during the subject's connection with it, including figures showing its growth and standing in that period, and mention any distinguishing features.
(b) If an author, give full title of books, dates of publication and extracts from suitable critiques.
(c) If an inventor, describe inventions and give exact date of patents.
(d) If a musician, artist or sculptor, give catalogue of important works, dates of production and some notices of the critics.
(e) If a scientist, give particular lines of researches and investigations, with results achieved.
(f) If a physician or dentist, give account of practice and details of specialties.
(g) If a lawyer or a judge, give titles of notable cases conducted or tried, involving new or unique questions of law.
(h) If an architect or engineer, give list of important commissions or contracts with description of special features.
(i) If a senator or legislator, give committees on which served and important bills with which identified.
(j) If a governor, give features of terms of office.
(k) If a college president, give records of growth of institution and principal features of administration.

11. Mention noteworthy incidents in business or professional career.

From the New York Times.—"The completeness of the National Cyclopedia of American Biography is shown by the pains that have been taken to make a representative selection from every phase of the nation's life and to give sketches of those careers which have added in any department and in any locality something to the development of the Republic. The National Cyclopedia of American Biography should rank well with the great national biographies of Europe" (1899).

12. If connected with other business enterprises give particulars.

13. If a military or a naval man, give particulars of company, regiment, etc.; engagements participated in; whether wounded, taken prisoner, etc.; rank when discharged and other outstanding incidents.

14. World War record other than military (full details of personal service).

15. Political and public positions held, with term of offices.

16. Membership in clubs and offices held in any of them with dates.

17. Membership in professional and learned societies with offices held in any of them and dates.

18. Honorary degrees, decorations, medals and awards, with year conferred.

19. Religious affiliations and activities.

20. Personal traits: physical and mental characteristics; special tastes and gifts, and avocations.

21. When and where married. Wife's maiden name; full name, residence and vocation of her father. (If married more than once, give same facts of each case, with date of wife's or husband's death.)

22. Full names of all children with vocations and addresses of those who grew to maturity. Names and addresses of married daughters' husbands.

23. If the subject is deceased, exact date and place of death.

From Victor H. Paltsits, Chief of Division of American History, New York Public Library.—"I am free to say that I have known your National Cyclopedia of American Biography from its beginning and, as a librarian, have been brought into direct contact with members of your staff who were engaged in research with respect to persons whose biographies they were writing. I was always impressed by their persistence and care in this work, and I know that your volumes have the merit of indispensable reference works among members of the library profession. We look upon your undertaking as sound and legitimate, which is saying much in these days, when so many rank annuals are put out on the basis of 'you scratch my back and I shall scratch yours.'" (1915).

24. Dominating personal characteristics.

25. Name of earliest paternal American ancestor; his residence previous to coming to America; the date of his landing, and where he settled. Did his wife emigrate with him?

26. Give direct line of descent from that ancestor arranged by generations:

[NOTE:—While these ancestral records are not an indispensable part of the biography they are always included when obtainable. A list of founders of American families with their notable descendants to be found in this Cyclopedia is included in the Index and Conspectus Volume, pages 657-715.]

1st ..... and his wife .....

2nd ..... and his wife .....

3rd ..... and his wife .....

4th ..... and his wife .....

5th ..... and his wife .....

6th ..... and his wife .....

7th ..... and his wife .....

8th ..... and his wife .....

9th ..... and his wife .....

27. State important facts regarding any of them, such as offices held, public or military services performed, work accomplished, inventions, etc.

Information furnished by .....

Date ..... Address .....

From the President, New York Genealogical and Biographical Society, New York.—"Mr. McAllister has kindly brought me the Conspectus volume of your magnificent work, and I feel like expressing my deep appreciation of your great and monumental publication. The table of First American Ancestors and their Descendants appeals to me strongly. In my work of preparing obituaries of members of the New York Genealogical Society for publication in 'The Record', I find The National Cyclopedia of American Biography invaluable." (1909)

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY
THE LARGEST BIOGRAPHICAL AUTHORITY OF THE UNITED STATES
70 FIFTH AVENUE, NEW YORK

EDITORIAL DEPARTMENT

JAMES T. WHITE & CO.
PUBLISHERS
(Founded in 1873)

October 19, 1933.

Mr. Carl G. Fisher,
Main Street,
Port Washington, Long Island.

Dear Sir:

Receiving no reply to our recent letter, I write to repeat our request for information to complete a biography of yourself for this Cyclopedia. You may have thought it unnecessary to respond because of possible accounts already published. The National Cyclopedia, however, fulfills historical functions in no way duplicated by other reference books and the data we particularly need have not been found elsewhere.

What a person has done or is doing in his profession or particular line of activity, is really the most important part of his life story and those details are being stressed in this Cyclopedia. Therefore, won't you kindly send us the information under paragraph ten of the questionnaire sent in my previous letter, with full details.

Very truly yours,

George Derby

GEORGE DERBY,
Managing Editor

GD/EI

Wed 1 Noon

24 Thur 2

24 Fri 3

24 Sat 4

11

87=

11.00

Fred Thomas

247 Park Av

October 22, 1933

Mr. George Derby
The National Cyclopedia of American Biography
70 Fifth Avenue
New York, N. Y.

Dear Sir:

Replying to your letter of the 19th, the questionnaire sent in your first letter was misplaced. If you will forward another to me at Miami Beach, Florida where I expect to be within the next ten days, I will fill it out and forward to you.

Yours very truly,

Carl G. Fisher's secretary

EML

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY
THE LARGEST BIOGRAPHICAL AUTHORITY OF THE UNITED STATES
70 FIFTH AVENUE, NEW YORK

EDITORIAL DEPARTMENT

JAMES T. WHITE & CO.
PUBLISHERS
(Founded in 1873)

Nov. 10, 1933

Mr. Carl G. Fisher
Miami Beach
Florida

Dear Sir:-

In accordance with your request we enclose herewith questionnaire indicating the nature of the material desired for your biography, to be included in the National Cyclopedia.

Yours very truly,

George Derby

GEORGE DERBY
Managing Editor

GD:CT

IW 8-3-39

FISHER, Carl Graham, resort organizer, promoter, was born at Greensburg, Ind., Jan. 12, 1874, son of Albert H and Ida (Graham) Fisher. He attended the local schools until he was twelve years old and then, partly because of eye trouble and partly because of a desire to go to work, he began to sell newspapers and candies on a narrow-gauge line of the Illinois railroad which passed through his town. His next two positions were in a book store where he had the opportunity to read the best literature, thereby adding to his liberal education, and in a bank, where he learned the rudiments of business. As bicycles were at that time coming into use, his attention was attracted to the possibilities

within that industry. He went to Indianapolis, Ind., and opened a bicycle repair shop and soon became a selling agent also. Adopting unusual and often spectacular methods of advertising and making money, he engaged in bicycle racing for a year and a half, appearing with Barney Oldfield and other speedy racers at county fairs in Illinois and Ohio. He then resumed work in his shop and by ingenious methods secured the agency for the Pope-Toledo Bicycle Co., of Lebanon, Ohio, one of the leading firms in that section. He maintained that connection until 1904, meeting with such success that he was able to open a manufacturing plant of his own. His interest next turned to the automobile industry, then in its infancy. He took part in races and in 1904 made a record of two miles in 2:02 minutes, driving an automobile around the Harlem dirt track in Chicago, and the next year he accompanied the American racing team when it went abroad to take part in the James Gordon Bennett (q.v.) cup race. The team was defeated by German, English, Italian and French cars and it was then that Fisher conceived the idea of the Indianapolis motor speedway to be used as a proving ground for automobile experiments. He entered the automobile agency

business, securing the Indiana state agency and later those for the Packard and Reo cars. In the early 1900's cars were lighted by kerosene lamps, but inventors were busy in evolving better methods. One inventor called on Fisher with his plan of using a cylinder for containing carbide gas for illuminating purposes, and shortly afterward Fisher and his partner, James A. Allison, bought a half-interest in the patent, and with capital of about $2500, organized the Prest-O-Lite Corp. of America. They increased the capital to $10,000 by borrowing, built a factory, and supplied the first gas tanks for automobile headlights in the country. As the tanks would last for only four to six weeks, it was Fisher's idea that the firm's greatest success with the tanks would be in the refilling, servicing and repairing, in the shortest possible time; accordingly, he arranged with an express company to have a 24-hour daily service through Indiana, Illinois and Ohio, thus becoming at the same time a pioneer in special delivery service. In a year and a half the business had spread all over the country and the firm had established six factories at various strategic points. Both partners made fortunes of $6,000,000 ? to $7,000,000 ? with

the firm before they sold it to the Union Carbide Corp. in 1911 2 (?).

In the meantime Fisher had built up the Indianapolis motor speedway, on which the first 500-mile race was held in 1911, and it became the scene of the greatest sporting event in America, the annual Memorial day race, which attracted a crowd of 150,000; he and his partner sold their interests to a syndicate organized by Capt. Eddie Rickenbacker in 19 . Fisher conceived the idea of the Lincoln and Dixie highways and financed the Lincoln highway for a year. It is now a complete straight artery for commercial and passenger travel from 42d street and Broadway, New York city, to the Golden Gate, San Francisco, Calif., a distance of 3200 miles. An influential backer of aviation projects, he expended large sums from his private fortune during the World war to further the work, constructing an aviation field for the army on his estate at Miami, Fla., and in addition arranging for a night flying aviation course, of 267 miles, from Dayton, Ohio, to Rantoul, Ill., the first regular airplane route in America. He was a member of the airplane mapping committee of the National Advisory Committee for Aeronautics during the war. His interest turning also to

yachting, he went in 1912 to Biscayne bay, Florida, with the intention of engaging in that sport for a time. It was then that he conceived the idea of building the greatest pleasure resort in the country. As early as 1884 a group of New Jersey men had tried to start a coconut grove in that vicinity, but the venture was a failure. The shores of the bay remained fringed with the beautiful coconut palms, and one of the men, John Stiles Collins (q.v.), stayed on and planted an avocado grove on the high land in the middle of the promontory, meeting with some success. In 1912 he started to construct a wooden bridge two and a half miles long to connect the sandspit with Miami, visualizing a future town there. He ran out of funds and when Fisher arrived he loaned Collins $50,000 to complete the bridge, taking in return a deed to a large part of the island. Fisher's former partner, James A. Allison, Thomas J. Pancoast, son-in-law of Collins and now president of the Miami Beach chamber of commerce, and John H. Levi, later mayor of Miami Beach, joined them in the Miami Beach Improvement Co., and the work progressed with great speed. Canals and waterways were dug, trees and shrubs planted, hotels, stores, beach casinos, and boulevards, built. Fifty acres were turned into polo fields, 325 acres into golf links, and many acres sold for private residences. From 1913 to 1917 Miami Beach was built; by 1920 the

greatest building and land boom in the history of the country was under way, and by 1925 Fisher's dream of the world's greatest winter playground had come true and his fortune had been made. Always envisioning new projects and developments, Fisher next conceived the idea of building a Miami Beach of the North, and choosing the tip of Long Island for the location, he began to buy land at Montauk Point. As head of the Carl G. Fisher Corp., he built the Montauk Manor hotel and the Carl G. Fisher office building, also several costly houses, dredged a harbor, made a lake, and landscaped his holdings, spending several millions of dollars in the venture. But the boom years of the twenties were beginning to be succeeded by the decade of financial difficulty and depression and the development at Montauk proved to be a disastrous failure. Fisher took his loss philosophically though he did not again undertake a similar project. He was one of the original directors of St. Francis hospital, Miami Beach, and he took an active part in other civic affairs, particularly the promotion of all kinds of sports. He was especially fond of yachting, tennis and croquet.

(Did he belong to any clubs?)

(Please add brief personal characterization.)

Fisher was married twice: (1) at , , 1 , to Jane, daughter of Welsh, a of Indianapolis, Ind.; they were divorced in 1926; (2) at , , 1927, to Margaret, daughter of Collier, a of Miami, Fla.

(Were there any children?)

His death occurred in Miami Beach, Fla., July 15, 1939.

July 18, 1940.

Dr. John O. LaGorce,
National Geographic Magazine,
Washington, D. C.

Dear Dr. LaGorce:-

On Saturday, July 13th, I received a letter from Stuart Gayness; copy of which letter I am enclosing. I am also enclosing copy of my letter to him, dated July 13th.

I don't know how well you knew Mr. Gayness. Perhaps your acquaintanceship dates back to the period when he was more or less actively interested in the development of the property at Montauk; in which event I presume that you saw or knew him at his best.

Be that as it may, there are indications that whatever Mr. Gayness may have been, when at his best, subsequently he has "fallen by the wayside" as it were; and in recent years he appears to have lost not only what good reputation he may have had, but also the respect of those who knew him at his best.

During this past winter season Mr. Gayness visited Miami Beach on numerous occasions - I know of at least three. Each time he was here, he left behind him either unpaid bills or unredeemed borrowing obligations; as, for instance: He interviewed Charlie Kron at Spring Lake some time during the last summer season and borrowed some money from him. On one of his trips to Miami Beach, even though he had not repaid his debt to Kron, he attempted to secure additional loans. He succeeded in borrowing $10.00 from Mr. Kunschik of our organization. He secured a loan of, I think, $20.00 from Mr. Howe, and subsequently attempted to secure hotel accommodations at The Boulevard (which is managed by Mr. Howe), for which, seemingly, he had no intention of paying; the basis of my last statement being that Gayness subsequently secured, at about that same time, accommodations at the Altonia Hotel. Mr. Kron, having been informed that Gayness was staying at the Altonia Hotel, indirectly communicated with the Manager of that Hotel, and was informed that Mr. Gayness had left the Hotel that morning, without paying his bill.

Without going into any further detail, and Gayness having previously contacted Mrs. Fisher, I did, at Mrs. Fisher's request, grant Gayness an interview. As the result of that interview I gained the impression that Gayness was not a person with whom I might confidently deal. Some of the statements which he made to me, he subsequently revised, after I had indicated that I would require that they be substantiated, and asked for the names and addresses of the parties to whom he referred. As a matter of fact, he did not give me the full names and/or addresses of the parties whose names he used rather promiscuously.

Concisely, I have absolutely no confidence in Gayness, as an individual nor that he is telling the truth in anything that he may say.

The letter which Gayness has addressed to me tells its own story; as does

my letter to him; and I will appreciate very much any information or comments that you may care to make in connection with the statement made by him, as to his having obtained from you a promise to co-operate in the preparation of a story featuring Carl G. Fisher and Miami Beach. I will treat same in confidence if you so desire, but I would prefer to have your permission to submit to Mrs. Fisher such information as you may care to give.

I sincerely trust that Mrs. LaGorce and your good self are enjoying the best of health, and that thus far you have had a very nice summer. I believe I read somewhere that next month you are going to move from the big city and hibernate at some ranch; and I hope that there won't be too much social life and that you will obtain a real rest.

With kindest regards and best wishes,

Sincerely,

F. R. Kempage.

FRK:AWM
Enclosures

July 15, 1940.

Mr. Stuart Gayness,
C/o The American Traveler, Inc.,
2 West 46th Street,
New York, N. Y.

Dear Mr. Gayness:-

I have your letter dated Thursday last, advising of your interest in the preparation of a story featuring Mr. Fisher and Miami Beach, and mention that among those who have promised to cooperate with you is Dr. John Oliver LaGorce.

Before I present to Mrs. Fisher for her consideration your request that she advise you as to what terms she would accept for "such cooperation" as referred to in your letter, I would wish to first and directly obtain from Dr. LaGorce a statement that he approves of and has agreed to cooperate as you state.

After hearing from Dr. LaGorce, I will then be in a better position to determine whether or not it seems advisable and/or desirable to submit the matter to Mrs. Fisher for her consideration.

Yours very truly,

FRH:AVH

F. R. Humpage.

THE AMERICAN TRAVELER, INC.
Publishers of The Travel Agent and The American Traveler.

2 West 46th Street,
NEW YORK. TEL LO. 5-2241.

Thursday.

Dear Mr. Humpage.

I have been working with John K. Winkler, who wrote story on Woolworth life which recently ran in S. E. Post. Also Dr. John LaGorce has promised his cooperation in the preparation of a story featuring Carl Fisher and Miami Beach.

It is necessary before we make any attempt to have this published or presented for a Motion Picture, to secure the consent and promise of Mrs. Margaret Fisher. Would you mind getting these and advising me what terms she would accept for such cooperation.

Stuart Gayness.

JAMES T. WHITE & CO.
PUBLISHERS
(Founded in 1879)

THE NATIONAL CYCLOPEDIA OF AMERICAN BIOGRAPHY

THE FOREMOST BIOGRAPHICAL AUTHORITY OF THE UNITED STATES
70 FIFTH AVENUE NEW YORK

TELEPHONES ALGONQUIN 4-7390 / ALGONQUIN 4-7391

EDITORIAL DEPARTMENT

April 9, 1940.

Mrs. Carl G. Fisher,
650 W. 51st Terrace,
Miami Beach, Fla.

Dear Madam:

Thank you very much for the courtesies extended to Mr. Fisher, of our editorial staff, who reports checking with you the outline biography of your husband, the late Carl G. Fisher, as prepared for The National Cyclopedia of American Biography. At Mr. Fisher's request we are enclosing the manuscript of the article for your further correction and amplification, and we trust you will return this at your early convenience.

We are very pleased that you are considering the question of a portrait to accompany this biography of Mr. Fisher, and enclose a brochure describing this feature, which is one of the most outstanding and interesting of the Cyclopedia.

This Cyclopedia is a national and permanent work of reference whose purpose is to supply the world with authentic information on American achievement in every line of activity and in the fifty years of its existence the distribution of its published volumes has been world wide. There is no other work of its kind which so thoroughly covers the entire field of American history and is considered by the librarians as the most comprehensive reference work available. There could be no more satisfactory or permanent memorial than a portrait of Mr. Fisher accompanying his biography in The National Cyclopedia of American Biography, which will always be the first place consulted by those seeking information about his career.

We hope you will consider this favorably and decide upon the halftone portrait costing $130.00, and is placed in the column with the text. Payment may be made at your convenience, or, if you prefer, in small monthly installments.

When you return the biography we hope you will also let us have your husband's best photograph and your authorization to proceed with the work on the engraving.

Your interest and cooperation are very much appreciated.

Very truly yours,

John Dickson

JOHN DICKSON
Managing Editor

JD:F

JOHN OLIVER LAGORCE

Washington, D.C.

July 17, 1940.

Dear Fred:

I have yours of July 16th regarding the gent mentioned and fully concur with your appraisal for I think he is akin to the behind legs of a mule which, as the farmer said, "Are damned uncertain!"

About a month ago I had a letter from him stating that he had interested the well-known author and writer John K. Winkler, of New York, in doing a motion picture scenario of Carl's life and asking my cooperation. I did not reply until I had written Mr. Winkler for confirmation and stated that if and when he decided to undertake such a project I would be happy to turn over to him any and all data that I had, for I believe it would be a fascinating movie since Carl's life was a reality of a Horatio Alger story.

Mr. Winkler replied that he had been approached by our friend and was interested in looking into its possibilities but that someone would have to finance his literary work if he undertook it, intimating that he didn't do such things on speculation. I invited him to come in and see me whenever in Washington and he expressed his appreciation of the offer of cooperation.

There the matter stands, for having some previous knowledge of what you mention regarding the "promoter" I personally would have nothing to do with it except through Mr. Winkler himself, who I believe is a man of integrity, ability, and experience.

I saw in the Miami Herald that the James Whitcomb Reilly Association had brought suit on that amazing claim, and I can't imagine why Skip would do such a thing except that when, and if, he did the goose was hanging high.

With kind regards to you and yours,

Sincerely,

(Signed)

J.O.L.

John D. Stevens
3710 N. Meridian
Indianapolis 8, Ind.

INDIANAPOLIS, IND.
11-AM
MAY 6
1958

HELP GOODW
HELP THE

Mrs. Carl G. Fisher
1460 Brickell Avenue
Miami, Florida

May 21, 1958

Mr. John D. Stevens,
3710 North Meridian
Indianapolis, Indiana

Dear Mr. Stevens:

I have your letter of May 5th, asking for some facts about Mr. Carl G. Fisher.

We are now busy with summer plans that leave me little time for writing and I am certain you will agree with me that your questions cannot very well be answered by a simple "yes" or "no".

I do have considerable information that I hope at some time to put into form so that it may be available to numerous people who evidently are dissatisfied with that already published at various times.

Briefly, I can say that most of the early news files were authentic, also some of the later ones.

As to "Fabulous Hoosier", I have no comment; except, I have copies and when I have nothing better to occupy my time will read them!

Would you like to tell me what your experience in writing has been?

Sincerely,

Mrs. Howard W. Lyon
(widow of Carl G. Fisher)

John D. Stevens
3710 North Meridian
Indianapolis 8,
Indiana

May 5, 1958

Mrs. Carl G. Fisher
1460 Brickell Avenue
Miami, Florida

Dear Mrs. Fisher:

I am doing research for a book made up of profiles of a dozen fascinating figures in Indiana history. I want to include your late husband in the book.

My sources of information so far have been the Indianapolis newspaper files, the files of the Indianapolis and state library and the book by his first wife, "Fabulous Hoosier." All, unfortunately, contain little about the last few years of his life. I hope you will help fill in some of these details.

Did Mr. Fisher regret his decision to halt work on Long Island after the hurricane in order to rebuild Miami Beach? Was he bitter about the fortunes he had made and lost? Was he still planning for the future, or did the stock market crash and other losses sap his interest in life? Which of his projects did he consider his greatest?

I have been unable to find a good physical description of Mr. Fisher... his height, weight, eye and hair color, etc. Also, I'd like to know more about you...how you met, your home town, etc.

One other thing I would like to know. How accurate in details is "Fabulous Hoosier"? If you know of any parts which are not correct, I'd appreciate knowing about them. Also, I'd like to know some of Mr. Fisher's acquaintances who might be able to help me further.

I will be very grateful for any help. Thank you.

Sincerely,

John D. Stevens

John D. Stevens
710 North Meridian
Indianapolis 8, Ind.

May 23, 1958

Mrs. Howard W. Lyon
1460 Brickell Avenue
Miami, Florida

Dear Mrs. Lyon:

Thank you very much for taking the time and trouble to reply to my recent letter about your late husband. I hope that when you find more time, you will be able to answer at least some of the questions I posed.

I have spent many hours in recent weeks sifting through the biographical files in the Indianapolis and Indiana State libraries as well as those of the paper for which I work as a reporter, The Star. Aside from information about the Speedway connection, they are not as helpful as I had hoped. Therefore, I'm afraid "Fabulous Hoosier" is about the only source of material available on much of Mr. Fisher's life. If I have nothing to contradict it, obviously that is the information I will be forced to use.

The book I am working on will contain 10 to 14 biographical sketches of interesting Hoosiers. A spokesman for Bobbs-Merrill Publishing Co. has expressed interest in it. I have two chapters completed.

Although this is the first book I have ever attempted, I have been working as a reporter for The Star for two years, and before that I worked on papers in Terre Haute, Bloomington and Plainfield. I also have free-lanced to magazines of all times for several years.

I hope to hear from you soon.

Sincerely

John Stevens

John D. Stevens
3710 North Meridian
Indianapolis 8, Ind.