

Cocolobo Cay Club

Cocolobo

December 27th, 1917.

Mr. James Deering,
Miami, Florida.

My dear Mr. Deering :

I want to tell you something about the plans and hopes
of the Cocolobo Club :

At the present time we have a completely equipped Club-
House, located on Looe's Key, which is a 70-acre key on the Bay side
of Caesar's Creek. We have 10' of water at our dock; the Island
is about 3 1/2' above tide, composed of rock and a very fine growth
of tropical trees. We have cleaned out a large amount of the
undergrowth and cut out the dead wood - this was a tremendous job
and we have had a large gang of laborers at work for over a year.
We have cut several broad paths thru the jungle to the northern
part of the Island.

Our Club-House is of good size, with eight fine bedrooms
on the second floor and three shower baths. We have a 150,000 gallon
cistern full of fine water; we have our own electric light plant and
our own electric ice plant. We have a fine main lobby and dancing
hall, two good sized screened porches and a large dining-room. The
Club-House is completely outfitted in a thoroughly first class manner;
our Club-House furnishings and equipment cost about \$18,000. We have
a smaller cottage of three rooms and bath for our assistants.

We are now building a small boat-house. We have purchased
a glass bottom boat, twin screw, 18' draft - built to order for the
conditions in and around Caesar's Creek and Angel Fish Creek. This
boat cost us \$250.00.

At the present time we have a caretaker and one assistant
on the Island; and on January 5th we will also have a steward and
cook.

We have already planted several hundred limes, lemons,
oranges, grape-fruit, fig and other fruit trees, and a large number
of pines and coconuts - and in a but three years we will have one
of the most beautiful islands in Florida. We are now erecting a
20' tower on the North end of the Island, and after the war is over,
one of the big annual features will be the Cocolobo Club races. The
boats can be seen from the tower at a distance of ten miles approaching
the Club-house.

Some of the most beautiful marine gardens in all Florida are located within two and three and five miles of the Club-House. It is our idea that parties wishing to go to the marine gardens will first go to the Club-House, then change to the glass bottom boat, where our caretaker will be pilot and guide to the marine gardens.

The Club has already contracted, at a very low cost, for a small piece of ground on Bimini Island, fifty miles east of Miami in the Bahama Banks, where a very small and inexpensive Club-House will be erected simply as a headquarters and a place to store fishermen's equipment to be used on the Bahama Banks. The Club has already leased for this year, a seven room house and dock on Catt Cay; this is also fifty miles east of Miami on the Bahama Banks - and it is our intention to have a smaller and less expensive glass bottom boat kept by the owner of the Catt Cay Island in order to use on the Bahama Banks at any time we want it.

It is our intention to select one very beautiful spot in the Bahama Banks, to the southeast, probably 75 or 100 miles from Miami. This will give our club members an unusual cruising radius.

We estimate the total up-keep of our Club, boat, grounds and improvements, to be not over \$3500 a year. We only want 100 members at \$100 initiation fee and \$50 per year dues. We wish to provide in our by-laws that any member who cares to construct his own cottage on the island, may do so. We expect, in time, that probably fifteen or twenty members will take advantage of this offer and own their own two or three-room cottages on the island.

We hope to derive considerable revenue from the growing of limes and other fruits on the island. Up to the present time, the entire financing of the Club has been conducted by Commodore Charles Kotcher, James H. Snowden and Carl G. Fisher. We propose now to issue bonds for \$40,000 - this is approximately the amount invested by the three above named gentlemen, and to provide in our by-laws some method by which at least fifty members will acquire a thousand dollars worth of these bonds, which will pay 6% interest until they are redeemed. We are going to ask a hundred boat owners to become members under the above conditions: we would like to have at least fifty of those asked, subscribe for a thousand dollars worth of bonds.

The Committee in charge of the building, etc, have wasted no money and we now have a first class property without a dollar indebtedness, and we wish to so manage the Club affairs that the Club will remain out of debt, other than the original bonds.

We would like very much, after January 5th, to have you visit the Club grounds and to join us.

Very truly yours,

THE COCOLOBO CAY CLUB

1919 - adv.

The Coccolobo Club has for its reason of existence the promotion of fishing and fishing clubs in the keys of Florida and the Bahama Banks. The first Coccolobo Club-House was established on Adams Key, twenty-eight-and-a-half miles south of the City of Miami. This Key has about 72-acres and is the highest piece of ground for several miles around, especially in the shape of an island. The Key is located about a mile and a half from the Ocean front and is connected with the Ocean by a deep, broad channel, drawing about ten feet of water. A very good view of the sea can be had from the Club-House. It is possible to go from Miami to the Coccolobo Club, inside or outside, fair weather or foul weather, always.

When building operations were first started on Coccolobo Island the entire island was covered with a very dense growth of jungle trees, palms and mangroves. The formation of the Island was rock: it was that necessary to put a sufficient fill over this rock to present a smooth surface so that limes, oranges and grapefruit trees could be planted and groves could be grown which would make a very pleasing lay-out for club members. During the War it was not possible to do very much with the Island except to complete the filling. This was an expensive job but has made us a very beautiful beach, and has given us some very fine soil to work with from this time on.

It was a part of the idea of the original club members to provide a beach front so that individual members might have their own little cottages, using the main Club-House for a central meeting place and for eating purposes. A caretaker's cottage has been established and a laborers' barracks - and for next season the principle work to complete the Island will be to plant groves and to start about a hundred citrus fruit trees.

Docks and a swimming pool have already been provided. Our Club-House is well fitted out with first class furniture: we have electric lights, a fine water system and our own ice machinery. We have a caretaker from December first until

April 15th.

The finest fishing grounds in the United States are known as the Bank Fishing Grounds, just adjacent to the Cocolobo Island, or a distance varying from three to six miles. Almost every known variety of fish found in southern waters can be caught in these grounds near Cocolobo. Club members have a very great advantage in going to the Club late in the evening and making an early start for the grounds. If it happens to be rough, fishing parties can confine their fishing to the inside waters, such as Angel Fish Creek, which is only four miles south of Cocolobo.

The seventy acres of this Island can be made to produce in large quantities the very finest of limes, oranges, grapefruit and other citrus fruits. No better land for the growth of these particular fruits can be found in the entire United States than we have on this Island.

It was intended, in the original plans, to have one hundred members in the Club who would subscribe for 100 One-Thousandth Dollar-Shares of stock in the Club, and in addition to this sum would pay an annual dues of two hundred dollars.

In addition to these attractions of the Cocolobo Club, probably the finest Marine Gardens to be found in the United States are located within three miles of the Club-House. The Club has provided a small glass-bottom, twin screw boat which will accommodate about twelve persons, and this is maintained at the Club-House dock for the quick use of the guests, going to and from the Marine Gardens. Thru the glass bottom of the boat all sorts of old wrecks may be inspected and all sorts of queer fish may be seen in their natural haunts and to the very greatest advantage and as they cannot be seen in any other way.

In addition to the original Cocolobo Club-House, our club members have made provision for, and have leased, furnished and equipped, a first class Club-House on Catt Key in the Bahama Banks, which is just fifty miles east of Miami. Catt Key is probably one of the most beautiful small islands in the Southern Atlantic - it

contains about two hundred acres and belongs to a gentleman by the name of Strong. Mr. Strong and his wife live on Catt Key and have ten negro servants. These servants keep the Catt Key Club-House in order at all times. Catt Key has three splendid and beautiful harbors. The Club-House is admirably situated on a shelf of rock, standing about twenty-five feet above the Sea, giving a particularly splendid view of the east, north and south - and in the center of the wonderful Bahama Banks Fishing Grounds. This Club is leased from Mr. Strong by the year, but furnished and maintained by Cocolobo Club expense.

It is also the intention of the Cocolobo Club to secure one other Club-House located probably seventy-five or a hundred miles south of Miami - and on this location to have a small club-house as a stopping-off place and a place where club members can find a caretaker and some conveniences, and a headquarters for extended fishing trips further south than Cocolobo Island.

The Cocolobo Club wishes to have invested in these three properties approximately one hundred thousand dollars, and to have this amount divided in one-thousand-dollar-certificates among one hundred members. Up to the present time, about twelve members have borne all the expense of starting the Club and have invested probably \$70,000.00.

The Club's 40-foot glass cabin boat "Cocolobo" makes two trips a week from Miami Beach to Cocolobo Club-House, taking supplies or other members who wish to have the service of this boat - and a charge has been arranged of \$25 for the round trip of the Club boat where same is desired by club members.

Meals at the Club-House are furnished to club members at \$1.50 per person, or fifty cents per person for afternoon tea and sandwich.

Coccolobo

June 30, 1919.

Com. C. W. Ketcher,
Detroit,
Mich.

My dear Mr. Ketcher:-

The stock of Coccolobo Gay Club received this morning. I will endeavor to tell you how it stands with you and C. G. on this stock proposition.

In the first place the basis of division was made under an agreement signed by Ketcher, Fisher, Snowden and Allison in January, 1918 in which you make a declaration as to the organization and purposes of the club and then all four of you agree to take \$1,000.00 worth of stock each and pay a membership fee of \$100.00.

After this I find that on March 1st, 1918 there was issued to you, Snowden and Fisher \$10,000.00 of the capital stock and Allison got \$1000.00 in stock.

Then comes your letter of May 11, 1918 addressed to Lermon and this letter was the authority for the issuance of the bonds to you three, as you say, "In accordance with this at least \$40,000.00 in bonds against the club should be divided between Mr. Fisher, Mr. Snowden and myself." When these bonds were issued to you three (\$12,000 to each), you each had a credit of \$21.92 left on books but some account had to be charged with the difference between the actual amount you had advanced and the amount you had each received in stock and bonds so this was then charged to commissions. This amount was \$3,000 each or a total of \$9000.00 which was charged to commissions, this account representing the cost of the island. In other words (note your letter 5-11-'18) you advanced

\$12,481.96 to which was added interest making this item of advance \$13,221.92 while you received Bonds, \$13,000.00, Credit on open account \$21.92 and Stock \$3000.00 or a total of \$16,221.92. When the meeting was held last February it was noted that this was in error and that the stock should not have been issued to you, Snowden and Fisher in the amounts as done so it was decided to recall this stock and follow the original plan of issuing \$1,000.00 of stock to each member joining(as per agreement signed by you in January, 1918). This will equalize itself as you have taken bonds instead of stock. At this time you and C. G. and Jim hold the bonds. One extra \$500.00 bond was left, as you will remember, and this was issued to C. G. and he was charged on the books with same. This makes you and Jim hold \$16,500.00 each of the bonds and C. G. \$17,000.00 of same, total \$50,000.00.

It was a badly mixed affair as the January 1918 statement shows that of the Capital Stock of \$60,000.00 that \$50,000.00 be for sale at par. It seems to have been the intention at that time to issue the founders the balance of the stock or \$10,000 worth and this was what was done in March following but this was all changed as noted in the meeting Feb. 14, 1919.

I trust you can digest this without taking pepsin or Wine of Cardui as it is a tough morsel at best.

Purdy writes me that he would like to move the Shadow as he thinks the space is needed. You are probably familiar with the details of this.

On the front page of this morning's STAR is a picture of Betty Lee, and a pedigree showing her to be genuine Polled Angusstock, and stating that Mr. Kendall who had recently been divorced by his wife with an alimony of four and a half million, had married her in N.Y. This was the same "niece" who spent the Winter with him at the Beach. Some Beach, eh boy?

Yours till death,

February 3rd, 1920.

Olyde Hewes :

... M e m o ...

When you go down to the Club this afternoon I would like you to take out the glass bottom boat and show the guests the marine gardens. Take them out to the old "Lagoons" wreck, four miles northeast of the Cocolobo cut entrance, out in the Ocean. Circle around back and forth over this wreck and let them see the gardens.

Also : Please give instructions to the man down at the Club to keep this glass bottomed boat in constant readiness for a trip - as we may be down there every day and want to use it. Tell him that I want the glass kept clean at all times in order that no green or dirt is allowed to collect.

Carl G. Fisher.

Coccolobo

March 31st, 1920.

Mr. L. A. Young,
Miami, Florida.

My dear Mr. Young :

Thanks for your check for the Coccolobo Cay Club
stock.

The Coccolobo Club have visible assets at the
present time of about \$75,000.00 - and we are issuing stock
to each member for a thousand dollars and charging them dues
and initiation fees on the side. This stock, we think, will
pay out at some time, when we can divide the entire Club among
a hundred or a hundred and twenty-five members.

We would like to accommodate you at Purdys' and if
you will advise immediately the size boat you have to take
care of, I will see if we can handle it.

Also - be sure and advise me in plenty of time next
Fall, say along in October, the number of horses you will send
down, and we will reserve a space for them.

Yours very truly,

CGF:R

Coccolobo

January 4th, 1921.

Commodore Charles W. Kotcher,
Belle Isle,
Miami Beach, Florida.

Dear Commodore :

I have tried to see you four or five times but you have always been busy -- and I have been almost busy myself.

We have two or three people talking about joining the Coccolobo Club. It really seems to me that a thousand dollar membership is pretty stiff. What do you think of putting our membership down to \$500 -- pushing up the membership list and getting it on a paying basis? Let me know.

Yours very truly,

CGF:R

Coclebo

December 2nd, 1921.

Mr. Theodore G. Dickinson,
140 South Dearborn Street,
Chicago, Illinois.

Dear Mr. Dickinson :

Apparently Mr. Webb Jay has written me a letter regarding your application for membership in the Coclebo Cay Club, which never arrived. I saw Webb the other day when several of us went down the Bay, and he mentioned the matter. I am sorry that this matter was not given prompt attention.

We had a little meeting of our Directors and passed upon your application - and will be very glad to have you join us as a member.

We have about \$75,000 or \$80,000 invested in the Coclebo Club property and equipment. We have a \$100,000.00 corporation and we are limited to 100 members. Each member purchases a thousand dollars worth of our stock and pays an initiation fee and yearly dues, which makes a total of \$1500 for the first payment. The \$1000 block of stock, however, is considered by most of us as a good asset and will some day, I think, be worth considerably more than one thousand dollars.

I would like to hear from you as to when you expect to be down and whether you are going to have a boat here this Winter.

We will be very glad to welcome you into the Club.

Yours very truly,

CCF:R

The Cocolobo Bay Club

1-1-22

Assets.

Adams Key Cost	901000
Dredging & Fill	1243800
Buildings	2350493
Clearing.	938126
Docks.	441904
Catt Bay.	101897
Planting.	264528
Equipment	735306
One-Jalbutt-Maypole	49000
Cash	6229
Loss	2274193

Liab.

Capit. Stock Issued	2100000
Bonds.	5000000
Due C.S. F.	1629131
Deprec. Res.	526545
Profit on Huff Stk.	40088

No Interest ever paid on Bonds.

²⁷
Meigs Key and Caesar's Rock

Cost to date

895445

*Please return
M.E.C.*

Coccolob

February 16th, 1924.

Mr. Oscar Rigaud,
Coccolob Cay Club.

Dear Rigaud:

In going over your bills from the Figgly-Wiggly Company, I am not satisfied with all of the materials which you are purchasing to use at the Club.

This Club is supposed to be more or less of a fishing club, and people who come down there are expected to have light lunches and not elaborate service. You usually serve more than the people can eat, and at a continuous loss to the Club.

You purchase a good many things that I don't think are necessary in running this Club. Things such as fig neutons; chickens; calf's liver, at fifty cents a pound; mushrooms; asparagus; slams.....and a lot of other items in your list are entirely unnecessary at this Club, and I want them out off the list from now on; and I want you to get your purchases down to simple food and make some money for the Club out of your end of the business.

We will immediately establish a menu card showing what we will serve for one dollar and a half, and allow people to sign a check for what they are getting. You are furnishing meals there that would cost four dollars each at any hotel, at quite a loss to ourselves. I want this condition to change quickly.

Yours very truly,

CGP-MS

THE ALTON BEACH REALTY COMPANY

Ocean and Bay Front Property

OFFICE: WASHINGTON AVENUE AND LINCOLN ROAD

ADDRESS ALL COMMUNICATIONS
TO THE COMPANY

MIAMI BEACH, FLORIDA

February 23rd, 1924.

Cocolobo

Mr. Carl G. Fisher,
1616 Ocean Drive,
Miami Beach, Florida.

Dear Sir:-

The Cocolobo Gay Club at a meeting of its directors last week decided to accept a limited number of membership in the club on a basis of a charge of \$500.00 for the first year, which includes initiation and dues.

This offers a splendid opportunity for gentlemen to join the club and secure the privilege of the many advantages of being a Cocolobo member.

You probably have two or three friends who would very much enjoy becoming a member of the club, but who have held back because they did not wish to purchase stock in order to become a member.

Already Mr. Webb Jay has secured some members, as also has Mr. Fisher, Mr. Osius and Mr. Romfh.

We want the membership right now. Please let me know by earliest possible mail, or telephone, who you would suggest for membership.

Yours very truly,

COCOLOBO GAY CLUB,

C. W. Chase, Jr.
C. W. Chase, Jr. - Manager.

C.E

THE ALTON BEACH REALTY COMPANY

Ocean and Bay Front Property

OFFICE: WASHINGTON AVENUE AND LINCOLN ROAD

MIAMI BEACH, FLORIDA

ADDRESS ALL COMMUNICATIONS
TO THE COMPANY

Cocolobo

March 18, 1924.

Mr. James C. Brady,
New York City,

Dear Sir:-

The Cocolobo Cay Club has proven to be a very delightful place of amusement for the members, but up to date it has been financially unsuccessful. This is due largely to the limited number of members and the lack of opportunity to take advantage of the markets, and its remoteness from the city.

It now has a bond issue of Fifty Thousand (\$50,000) Dollars, and past due interest of over six years at six per cent. The Club owes Mr. Kotcher, Mr. Snowden and myself considerable money. I am unable to see how the Club can get itself out of debt as now managed; and I do not feel that there is a possibility of securing enough members at a fair price to make it self sustaining and enable to pay its indebtedness within the next two years.

The land around the Club House is valuable and can be sold for enough money to pay Mr. Kotcher, Mr. Snowden and myself and leave the Club for the members and relieve the members of this obligation, which I think can be worked out within the next twelve or fourteen months.

I am, therefore, now asking the Secretary to call a meeting of the Stockholders, to be held on April 3rd. A formal notice of this meeting is herewith enclosed, as is also a proxy. If you cannot be present, and care to do so, I would suggest you have your proxy run either to Mr. Charles W. Kotcher, Mr. Frank B. Shutts, Mr. E. C. Romfh or myself. I am hopeful that at least a majority of the stock will be represented either in person or by proxy.

I shall propose to purchase the property at Cocolobo from the Club, and in consideration thereof, will pay all of its debts. At the same time, I will execute

#2.

either a deed or a ninety-nine year lease to the Club covering the present club house and intervening land to the water front that is now being used. By this means, the Club will still have the advantage of using all the property which it now occupies and uses, and it can be managed by the members as they deem best for their interests. In the meantime, the Club will be put out of debt, and there will be no danger of a mortgage foreclosure. I feel that this is a fair offer to the members, and one in which I will be able to recoup myself for the outlay.

I think you ought to know that I contemplate cutting up the surrounding land in parcels for sale to the members, or others, for the erection of bungalows, and this, I think, will inure to the general benefit of the property.

Trusting I may have some expression from you as to the feasibility of this plan and asking a return of the proxy as stated above, I am

Yours sincerely,

Carl D. Fisher,
per E.

STATEMENT --- COOLOBO CAY CLUB

Date ?

ASSETS

Real Estate & Buildings.

Adams Key	9,000.00	
Docks	4,419.04	
Fill	12,459.00	
Cat Cay	700.00	
Fergola	15.48	
Planting	2,651.60	
Buildings	23,504.93	
Clearing	8,683.36	
Water Front	627.86	
Trail	62.04	
		<u>\$62,080.51</u>

Equipment.

Cat Cay	518.97	
Boat - Brenda	2,863.35	
Furniture, etc.	4,012.74	
Ice Machines	556.50	
Electric & Water Plant	2,320.32	
		<u>10,481.88</u>
		<u>\$72,562.39</u>

Expense.

Tax	15.50	
Expense	2,804.33	
Boat Expense	328.68	
Legal	20.00	
Repairs	685.04	
Club Operation	2,301.87	
		<u>6,155.42</u>
W.E. Brown, Agent		844.32
Treas. Stock (Huff)		1,000.00
Profit & Loss		<u>11,993.37</u>
		<u>\$92,555.50</u>

LIABILITIES

Capital Stock	16,000.00
Bonds	50,000.00
Accounts Payable	20,124.15
Dues & Membership Fees 1920	3,400.00
Reserves	<u>3,031.35</u>
	<u>\$92,555.50</u>

A. C. WOODMAN
45 NASSAU STREET
NEW YORK

March 27th, 1924

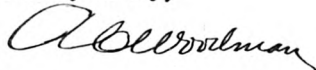
Mr. Carl G. Fisher,
Miami Beach, Fla.

Dear Mr. Fisher:-

Conforming to request contained in your note of the 18th, I have forwarded to Mr. E. C. Romfh proxy authorizing him to represent me at the meeting of the Cocolobo Club to be held April 3rd.

Altho I have been for several years a member of the club, I have visited the club house only once, and have not been told of nor have I had occasion to inquire into its financial affairs. However, I have no thought but that whatever you and your constituents agree upon will be for the best interests of the club and I am entirely willing to abide by the plan outlined in your letter.

Yours very truly,



ACW:Z

Cocolobo

April 2nd, 1924.

Mr. A. C. Woodman,
45 Nassau Street,
New York City.

My dear Mr. Woodman:

Replying to yours of the 27th. I am trying to work out a plan now to sell off the surrounding land at Cocolobo Cay Club, and leave the Club House and dock entrance for the members; and pay back to Mr. Snowden and Mr. Kotcher the sums they have advanced. Bu

By building on the surrounding beach will add to the value of the Club property as well as the beach front. I have just finished one very handsome cottage, as a sample; and I think we will have three other members build cottages at once. This will be a good start for next year.

I am sorry that we don't see more of you. We have had a wonderful season this year.

Yours very truly,

CGF-mb

18 Belle Island Miami Beach Fl 3/24
Carl G. Fisher
Miami Beach

Dear Carl:

after leaving Coccolobo meeting today I took time to think all matters over pertaining to it and believe the best way would be for you to control the situation without causing you any inconveniences. Would you be willing to take my bonds and pay me the amount due me in land contracts upon some of your properties. Any differences in amount could be adjusted in cash. You would not miss these contracts among your securities and would clear the matter up as far as I am concerned, and I am sure Mr Snowden could afford to wait until your organization worked it all out as he had about as much indirect benefit out of the club as you did.

Thought better to write as I did not
want to call as you are so busy

Sincerely,
Yours
Chas. Ketcher

Coccolobo

Apr. 7th, 1924.

Mr. C. W. Kotcher,
18 Belle Island,
Miami Beach, Fla.

My dear Commodore:

I have yours of the 24th. This will be a satisfactory arrangement with me.

I think that Snowden should carry his share of the load until we have disposed of the property; but with you it is different, and I am very glad to arrange it as you suggest.

If you will figure out the amount, I will try and pick you out some property that will be a good investment.

Yours -

CGF-mc

June 23, 1924

Cocolobo

Mr. Fisher:

I went to Cocolobo yesterday to inspect the work done by the Beach Construction Company as they are now entirely finished with the job.

I was not familiar with what was to have been done at the Club as this was decided upon before the management was turned over to me. My inspection of the building, however, shows that their work has been quite complete and well done. Their charges seem to be somewhat high, but taking into consideration the distance from source of supplies, etc., it can be seen that building there would cost more than here.

The two cottages built for Romfh and Webb Jay are not very handsome architecturally. They are frame cottages with brick fireplaces and brick chimney on the exterior. I believe the brick chimney would have looked much better had it been stuccoed.

The new buildings make the Club look very much more pretentious, and the caretaker has cleared away all the old bits of material, that are usually left behind on a building job, and is planting and growing grass to cover the bare spots usually found around new construction.

The few sheep we had there have either gotten wild and disappeared or have died. None are now left.

The caretaker has the lawn in excellent condition and the buildings are in first class shape. This man is a native of the Bahamas and understands the care of citrus trees, etc. He has cleaned out the old grove better than I have ever seen it before and has pruned up several of the trees. These trees were dying from lack of proper care and were suffocating from weeds and climbing vines.

Land crabs are a very serious matter down there in keeping up the lawns and I am going to try to find some means of getting rid of these.

Despite the fact that the Club was turned over to me last Spring with an overdrawn bank account and outstanding bills of several hundred dollars, I am going to be able to operate the Club without calling on you or anybody else for any loans. Have already broken relations with Jones on account of excessive charges by him and am going to get the Club back to a normal and self-supporting basis.

C.W. CHASE, Jr.



Copy to Mr. Kohlhepp

THE CARL G. FISHER PROPERTIES

Cocolobo

MEMO TO MR. FISHER

DATE October 4, 1926.

FROM C. W. Chase, Jr.

SUBJECT Cocolobo Cay Club.

Yesterday I went to Cocolobo to make a personal inspection of the property. I find that they must have had even more wind there than we had here as many of the high trees back in the woods are down and the woods are so thinned out that the clubhouse is plainly seen from the bay quite a distance before entering Caesar's Creek.

The chief property damage is the washing away of the entire old dock except the side where Brady erected the large gallows for hanging fish. The swimming pool and bath houses are entirely gone as also is the little lookout pier that had a house on it and one other single pier that protruded out from land about fifty feet.

The entire roof of Romfh's house is gone and the front side is blown in about one foot away from the brick chimney. About twenty feet of the roof of the clubhouse is blown away and many windows in the various buildings are blown in and considerable screen and guttering gone.

The most costly loss is to the docks as these are quite expensive to build. The eighty-five feet of the new dock we built this summer is just as good as when it was put there but there is no connection between it and the shore.

It probably would cost as much to tear down Romfh's house as it will to re-roof it and I believe this should have immediate attention. For this winter we could get along with the eighty-five feet of new dockage by connecting it to the shore.

To put the property back as it was before the storm will probably cost from \$10,000 to \$15,000. To make such repairs that we can get along this winter and also to re-roof Romfh's house will probably cost about \$6,000 to \$8,000.

Will you please wire me whether it is your desire to go ahead immediately with these repairs and try to collect the cost from the members or shall we call upon the members and ask them for their prorata share of this expense and do the work as the money comes in? Your telegraphic response will be appreciated.

The caretaker is endeavoring to save the lawn and as many of the fallen trees as possible. He has done a very good job in the two weeks since the storm but has a big task ahead of him.

Attached is a list of the damage as I took it down.

~~C. W. CHASE, JR.~~

CWC/vh

C O P Y

Cocolobo Cay Club,
October 23, 1928.

Mr. C. W. Chase, Jr.,
Miami Beach, Fla.

Dear Mr. Chase:

We've weathered another hurricane almost as severe as the one in September. I expected there was little left of you folks at the Beach but I learned from Mr. Romfh this afternoon that you only had about 60 miles. Our hardest between 9.30 and 11.30 was, I judge, about twice 60. It blew almost equally as hard then as it did in the one in September. *me*

We had about six inches less water over the Cay but a mercy it was an ebb tide, or we'd have had more than in the first storm. There was more rain water in the Club than in the first storm. Nearly every tree we set up is down again in the opposite way. It looks almost as though a fire has passed over the lawn. The first storm did it good but I fear for months it will be all but dead now. The salt water stood on for about 12 hours.

The Monday before this one I gathered all the decking I could and piled it up to dry on the front, but where it is now I can't tell.

About three of the large trees in the orchard blew right up the opposite way from at first but it did the little ones worse. We have more float over the lawn in some places mostly what we call "Black Grass" and not sticks. There is more mud everywhere than at first, but I think it will be a year before we have another anyway.

I feel very much tried, but it is useless to grumble. If Jones comes down and goes up next week I think I'll go uptown with him, if I receive no further orders from you.

Yours sincerely,

ALBERT SWEETING
CareTaker

THE CARL G. FISHER PROPERTIES

Cocolobo

MEMO TO Mr. Fisher

DATE October 25, 1926.

FROM Mr. Chase

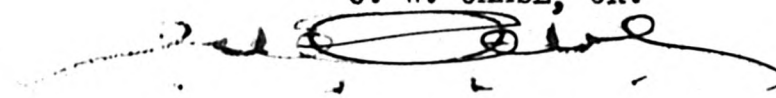
SUBJECT _____

Cocolobo received much more of the force of the storm we had recently than we did. This storm remained central over the Keys until it reached Key Largo when, fortunately for us, it headed out to sea, giving Cocolobo a pretty bad shaking up.

Attached is the report of the Care Taker, who is trying to do his best to get the place in condition for this winter.

CWC/vh

C. W. CHASE, JR.



1. Entire roof of Romph's house gone.
2. Front side Romph's house out of line and West living room windows gone.
3. Front gabled end of Club House Roof gone -- almost 20 Ft.
Entire old Swimming Pool gone.
4. Bath Houses gone
5. Entire old deck gone except part where Brady's fish rack was erected.
6. Single Deck all gone.
7. Deck and Observation House entirely gone.
8. Large trees were cut down
9. Almost 30 Ft. of Box Guttering gone from Club House.
10. All electric wiring needs overhauling
11. Radio Aerial gone.
12. Observation Tower entirely gone.
13. Practically all of the old trees in orchard are down, but can be erected.
14. Practically all new fruit trees set out last two years OK.
15. Boat House floated off foundation.
16. Front steps to Casino gone.
17. West living room windows of Jay's House blown out.
18. Almost half the cocconut trees down and almost half the large trees in
the woods are gone.
19. Plenty of Screening gone.
20. Lawn strewn with wreckage
21. Steps to Caretaker's Cottage gone.

Estimated damage \$15,000.00 - Not counting damage to Lawn, Trees and Orchard.

Coccolobo

OPERATING STATEMENT

THE COCOLOBO GAY CLUB - MIAMI BEACH, FLORIDA

Seasons 1927 and 1926

	<u>1 9 2 7</u>	<u>1 9 2 6</u>
<u>INCOME</u>		
Membership dues	\$9,781.82	\$9,600.00
Initiation fees	336.35	272.70
Services - Dining room	2,843.75	3,915.95
- Rooms	<u>170.00</u>	<u>166.00</u>
OPERATING INCOME	\$13,131.92	\$13,954.65
<u>EXPENSES</u>		
Provisions	\$1,847.51	\$1,408.44
Salaries - Steward, chef, etc.	1,579.33	1,500.00
Other labor	2,404.92	2,636.90
Transportation	935.03	314.40
Repairs	736.70	52.62
Gasoline and oil	228.65	128.08
Club house supplies	156.94	149.64
Grounds supplies	94.35	31.70
Laundry, etc.	84.47	184.73
Taxes	49.71	68.66
Stationery, printing and office supplies	30.79	38.95
Legal services	4.00	-
OPERATING PROFIT	<u>\$ 4,979.52</u>	<u>\$ 7,442.53</u>

(NOTE)

Summer maintenance charges and interest on mortgage bonds and unsecured debt annually exceed the operating profit. Available resources for summer maintenance consist of the following:

Cash in bank (April 19, 1927)	\$3,539.65
Uncollected dues	1,500.00
Uncollected house accounts	<u>2,462.50</u>
	<u>\$7,502.15</u>

THE CARL G. FISHER PROPERTIES

Cocolobo

MEMO TO Mr. Fisher

DATE April 29th, 1927,

FROM Mr. Chase

SUBJECT _____

I have just succeeded in getting Miss Dorothy E. Cadwalader to join Cocolobo Cay Club on the non-stock purchasing basis on which quite a number of the members have joined.

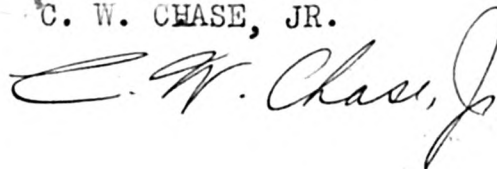
Have worked on Miss Cadwalader for a number of weeks. She is the first lady to join the Club and both she and her family are really especially nice people.

The Cadwaladers are one of Philadelphia's oldest and best known families and have considerable wealth.

Next Fall I know of several people that I believe we can get as members of Cocolobo Cay Club and will certainly go after them. This year we have added four new members to the Club.

CWC:VD

C. W. CHASE, JR.



Coccoloba

June 22, 1927.

Mr. Irving A. Collins,
Moorestown, New Jersey.

Dear Irv:

I have yours of the seventeenth regarding the Gulf Stream Club. This has been the main thought in my mind, that we must be careful and get the proper frame up that is both legal and equitable.

I think one of the first things to do is to get proper control of Coccoloba Club and then transfer it to Bay Shore Company. The Club is now breaking about even and should commence to make a little money, possibly this next year. As long as I have been putting up the money for the Club, I don't see any reason why we should not use it for the best interests of all our property. However, I wish you would think the matter over and let me have your advice.

The Club idea is going over big. I am certain if I can ever get Davis and Sheedy lined up and get the whole proposition cleaned up where we can go to work for members, that we can get all the members we want, and then we will have considerable money to spend on the various properties and for club purposes. If you will step to realize, we control at this time, the greatest out-of-door organization of clubs and sports in existence but we are not using our weapons to the best advantage. This we must do this summer.

Just finished a trip with Secretary of Labor Davis and some friends of his. They were tremendously enthusiastic about Montauk. Gave Mr. Davis a couple acres as a present to the Loyal Order of Moose and he is going to build a home of some kind on this for Moose headquarters. This will certainly give us a lot of publicity among hundreds of thousands of Moose and it ought to give us a lot of business. Mr. Davis is going to do everything he can to assist us and he is right now one of the most powerful and able men in Washington.

It will be a load off my mind if you and Walter attend to the laundry and the handling of the stock. Any arrangement you make is satisfactory with me.

Yours,

Mr. Fisher ✓

January 17, 1928.

Mr. Steve Hannigan:-

The following have been recent guests at Coccolobe Cay Club:-

Jan 10th - Mr. Theodore Dickinson with party of three on the "Lenza".

Jan 10th - Mr. C. R. Dashiell with party of six on the "Centaur",
including Mr. & Mrs. C. R. Dashiell, Mr. & Mrs. D. E. Baxter
and Mr. & Mrs. H. S. Bastian.

Jan 11th - Mrs. P. M. Gelatt with party of 26 on the "Sealawag", party
composed of members of the executive board of the Miami Beach
Woman's Club.

Jan 11th - Mr. Harry Rogers with party of five on Monoplane.

Jan 12th - Mr. C. R. Dashiell with party of six on the "Centaur" - same
party 1/10/28.

Jan 13th - Commodore Gar Wood with party of nine on the "Gar Sr. 11",
included :- Com. and Mrs. Gar Wood,
Mrs. E. B. Wood,
Gar Wood, Jr.,
Mrs. C. F. Chapman,
Miss Mary Chapman
Mr. & Mrs. H. R. Fellows.

Jan 14th - Mr. E. C. Romfh with party of eighteen on the "Marinette" -
included were the following:-

Mr. & Mrs. M. W. Strong, Hendersonville, N. C.
" " " Gar Wood
" " " C. J. Root, Terre-Haut, Ind.
" " " Mrs. Clayton Cooper
" " " Edward Grasselli, Cleveland, Ohio
" " " W. H. Edwards, New York City
" " " Mrs. C. Oaks
" " " Louis F. Snedigar
" Lawrence Romfh
Mr. and Mrs. E. C. Romfh

Coccolobe is more popular this year than any other season. This is partly due
to the members not having the race track to go to and also partly due to the
wonderful weather of the past week or ten days.

The new feature at Coccolobe of keeping a fishing guide on hand at all times
for members and their guests, is proving very popular. On account of its
location, good fishing can be had no matter what weather as fishing grounds
can be found through the many creeks when it is too rough to fish on the reefs.

CWC:M
C.C. to Mr. Fisher

C. W. CHASE, JR.

THE CARL G. FISHER PROPERTIES

MR. FISHER

MEMO TO Mr. Steve Hannigan

DATE January 19, 1928.

FROM C. W. Chase, Jr.

SUBJECT COCOLOBO GUESTS

The following have recently entertained parties at Cocolebo:-

- Jan. 15th - Mr. E. S. Griffiths with party of 5 on his boat "Venetia"
- " " - Mr. E. H. Ehrhart with party of ten on his boat "Victor E"
- " " - The Lawrence Fisher family - party of six on their boat "Margaret 11".

Jan. 16th - Mr. Gar Wood with party of seven on his boat "Gar Sr. 11".

CWC:M

C. W. CHASE, JR.

THE CARL G. FISHER PROPERTIES

Mr. Fisher ✓

Mr. Steve Hannigan

DATE January 19, 1928.

C. W. Chase, Jr.

SUBJECT COCOLOBO GUESTS

On January 17th Mr. Frederick H. Rawson of Chicago entertained at Cocolobe on his boat "Gadfly", Mr. and Mrs. Lucid Bell and Mr. E. L. Burnham.

On the 18th Mr. V. H. Ehrhart entertained at Cocolobe on his boat "Victor E", Mr. H. C. Bushman, Mr. G. H. Bushman and Mr. Carl G. Fisher.

CWC:M

C. W. CHASE, JR.

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher

DATE March 21, 1928.

FROM C. W. Chase, Jr.

SUBJECT NEW COCOLOBO MEMBERS

You will probably be glad to know that we have recently taken into membership at Cocolobo, Mr. Jehn Hertz and Mr. C. J. Root.

Mr. Root is living at the Flamingo and was recommended by Mr. Romfh. I went after Mr. Hertz personally through your recommendation of last Fall.

CWC:M

C. W. CHASE, JR.

Mr. Fisher

✓ THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Steve Hannigan

DATE March 22, 1928.

FROM C. W. Chase, Jr.

SUBJECT COGLOBO GUESTS

- Mar. 7th - Mr. Victor Ehrhart with party of 7 on the "Victor E" - party included:- Dr. and Mrs. E. S. Leslie, Mrs. Stewart H. Poole, Mr. & Mrs. Victor Ehrhart, Mrs. Grant Dibert and Mr. Chas. Dibert.
- Mar. 8th - Mr. Wm. J. Morris with party of 15 on board "Wampus" - party included:- Mr. & Mrs. G. E. Morris, Mr. & Mrs. Wm. J. Morris, Miss M. Talbot, Mrs. R. Carson, Jr., Mr. & Mrs. C. A. Hudson, Mr. C. A. Hudson, Jr., Mr. & Mrs. E. C. Tiedler, Mr. & Mrs. Thos. D. Messler, Mr. Jas. M. Brown and Fred Cheesbro.
- Mar. 8th - Mr. E. C. Romfh with party of 15 on board "Marinette II" - including:- Mr. & Mrs. John Hertz, Mr. & Mrs. Albert D. Lasker, Mr. & Mrs. J. Horowitz, Mr. & Mrs. John McKay, Mr. W. S. Gifford, Mr. Andrew J. Piszini, Mr. Ernest Byfield, Mr. Gene Tunney, Mr. Irving Babcock and Mr. & Mrs. E. C. Romfh.
- Mar. 9th - On board "Allene" - Miss Margaret Carlisle, Mr. D. B. Robinson, Mr. Edward H. Schmidt, Mr. David C. Burke and Mr. Joseph E. Sheedy.
- Mar. 10th - On board "Singersuax" - Mr. & Mrs. James W. Eustis and Mr. G. T. Stoddard.
- Mar. 11th - On board "Victor E" - Mr. & Mrs. Victor Ehrhart and Mr. & Mrs. Porter S. Kier.
- Mar. 11th - Guests of Mr. N. S. Talbett - Mr. J. G. Ordway of St. Paul, Mr. Howard Linn and Mr. Seymore Wheeler of Chicago.
- Mar. 12th - On board "Allene" - Mrs. Irma A. Tytler, Mrs. Mildred Cornell, Mrs. Francis Thomas Briscoe, Mrs. Georgia Snow and Mrs. Allene Kohlhepp.

CWC:M


C. W. CHASE, JR.

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher

DATE March 26, 1928.

FROM C. W. Chase, Jr.

SUBJECT PARTIES TO COCLOBO

We did not get together any party to take down the Bay on the Shadow today. I therefore notified Mr. Ehrhart and his Captain that the trip was off and thanked them for the offer of their services.

The party taken to Cocolobo last Thursday afternoon consisted of - Mr. Rigney J. Sackley, to whom we sold the Johnson house on Sheridan Avenue, Dr. G. W. Tarr of Indianapolis, who tried to make three different deals but all of which fell down on account of property just being sold or owners changing their mind, Mr. A. H. Ullrich of Evanston, Illinois, who was interested in our house 1818 Michigan Avenue, Mr. H. M. Cottrell, a builder of Chicago, Dr. Cobane of Detroit, who has been here six winters and is now in the market for a home.

The party was in charge of our Mr. V. C. Breyspraak, one of our new salesmen.

CWC:M


C. W. CHASE, JR.

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher

DATE October 17, 1928.

FROM C. W. Chase, Jr.

SUBJECT BOB RAWSON

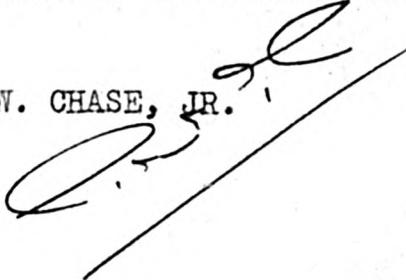
Bob Rawson took a membership in Cocolobo during the time he was a paper millionaire.

Last winter we told Rawson that it would be satisfactory to the Club for him to sell his membership to anyone who would be satisfactory to the Cocolobo Membership Committee.

Rawson wants to know if Tex Rickard would be acceptable as a member. I told him I would take it up with the Membership Committee and let him know. What do you say.

CWC:M

C. W. CHASE, JR.



October 22, 1928

Mr. C. W. Chase, Jr.

Certainly Tex Rickard will be a suitable member
for Cocolebo Club.

CGF:T

Cocolobo Cay Club

December 14, 1928.

Mr. Carl G. Fisher,
51st St. & Bay,
Miami Beach, Fla.

Dear Mr. Fisher:-

Cocolobo Cay Club opens its eleventh season on December 15th.
You will find a new Steward there to welcome you.

"Parson" Jones and his two colored boys know every fish hole and "drop" along the Reef and Keys. Whether you want Sail fish, King fish, Groupers, Snappers, Porgies or Grunts - they can usually take you to where your favorite fish is waiting for a well served fishhook. They will be available at Cocolobo this winter if you want to go "real fishin" with a native of the Florida Keys.

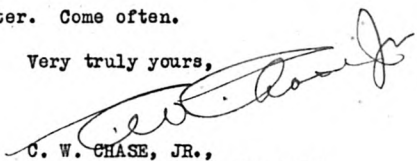
Mr. Roy Harris, the new Steward, is keeping a supply of live fish and crawfish there for you. You can pick out your own fish while its alive and have it in the frying pan five minutes later.

If there's another Club that has its own Radio Broadcasting station, we haven't heard of it. Three times a day we talk with the Club. By telephoning Carl G. Fisher Properties, you can tell the Club just when to have meals ready for you and your party, what and how many you want served and if you desire rooms there for the night. Messages can be relayed to or from you while you are there.

Mr. Harris wants to make you happier at Cocolobo this winter than ever before. He will appreciate any suggestions you have.

Cocolobo is yours for the winter. Come often.

Very truly yours,



C. W. CHASE, JR.,
Manager - COCOLOBO CAY CLUB.

CWC:G

MEMORANDUM

FROM MR. FISHER

SUBJECT ~~Mr.~~
~~Cocumobo~~ Cay Club

To: Mr. C. W. Chase, Jr.

December 18, 1928.

Your letter that went out on the 14th is out of balance.

Yesterday Mr. Harris asked me when we were going to have the broadcasting station in service. Some fifteen people dropped in on him unexpectedly yesterday.

Are "Parson" Jones and his boys available at most any time to go fishing? They will be a big help if we could have them regularly.

CGF:T

December 31, 1928

Mr. C. W. Chase, Jr.

COCOLOBO

Your new manager at Cocolobo has now commenced to feel that he must have lamb chops and other foods that will spoil and that the help will eat. Put an order through at once that lunches and dinners at Cocolobo will be fish. If any of our visitors want anything else but fish and canned goods, let them load it on their boats and take it with them.

Yesterday you fed lamb chops to your guests at a loss, and chicken the day before. The Club is not designed to run at a loss. Most of our guests like sea food as a change and we can give it to them at the Club. We are not in any position to carry large quantities of steaks, lamb chops, chicken, etc. and I don't expect to even attempt it. Let me see your orders at once on this situation. I particularly do not want you or the chef to change this order without written permission.

I would suggest that you keep three or four nice hams in stock and some good bacon, and see that your nigger help does not eat it up. Last year the Club was in better condition than it is this year. Please remember we are not running this Club for the benefit of the association of your chef and help.

CGF:T

Cocolobo Cay Club

January 5, 1929.]

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

Dear Mr. Fisher:-

Here is your membership card in Cocolobo Cay Club for this year. Also here are six Guest Cards for your use whenever you desire someone to go to Cocolobo as your guest.

What has made Cocolobo Cay Club three times more popular this year? Is it because -

- 1 - We have a new Steward
 - 2 - The excellence of the food
 - 3 - There is twice the docking space
 - 4 - Newly painted and decorated buildings
- ?

Maybe its all four and some more. Anyhow, there are many more parties to Cocolobo than ever before.

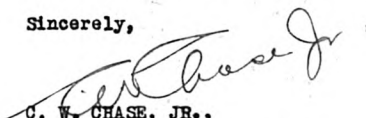
And more members are staying at the Club over night. Some do this because -

- 1 - There's wonderful fishing near Cocolobo
- 2 - Its a great place for a night card party
- 3 - Its beautiful on moonlight nights
- 4 - You can so easily "get away" for some rest and comfort

You'll like Cocolobo Cay Club this winter. A winter in Florida isn't complete without a trip there. Your friends talk of their cruise there long after other more usual happenings are forgotten.

Here's hoping to see you this winter, often and long, at Cocolobo Cay Club.

Sincerely,


C. W. CHASE, JR.,
Manager,
COCOLOBO CAY CLUB.

CWC:G
Attach.

OFFICE
MIAMI BEACH
FLORIDA

CLUB
CAESAR'S CREEK
FLORIDA KEYS

Cocolobo Cay Club

January 23, 1929.

Mr. Carl G. Fisher,
51st St. & Bay,
Miami Beach, Fla.

Dear Mr. Fisher:-

The two "Parson" Jones boys are certainly showing Cocolobo members "where de fish is".

These two colored boys are natives of the Florida Keys. They know every fish drop along the Reef and among the banks. Their services as guide can be had for \$10.00 per day. The members who have gone out fishing with these boys are delighted with their luck.

Cocolobo is going fine this winter. If you want to take a chance on getting the Jones boys when you go down there, it is all right, but we suggest you telephone either to me at Miami Beach 331 or W. I. O. D. at Miami Beach 6300 and try to arrange in advance for one of these boys.

Very truly yours,

C. W. Chase, Jr.

C. W. CHASE, JR.
Manager,
COCOLOBO CAY CLUB.

CWC:G

February 12, 1929.

Cocolobo

Mr. James H. Snowden,
Miami Beach.

My dear Jim:

We made a deal today which I think you will agree with me is a good one to protect our interests in the Cocolobo Club and to eventually lead to our getting our money out of it. We leased the Club to the Club members for one year for Three Thousand Dollars, with the understanding that the Club members appoint Mr. Webb Jay as President, Mr. Duckwall as Vice President, and somebody else as Secretary Treasurer, and that they put in operation immediately a rule to charge two dollars per guest admittance, aside from the regular fees for food.

One of the great troubles with our Club has been that some members abuse their guest privileges. They take twenty-five or thirty people to the Club and as a result there is not enough help to wait on forty, fifty, or sixty people and sometimes as many as eighty people, unexpected. If we carried enough help to wait on this large number, at the present price of food, the help would eat us out of house and home. Under the new plan, thirty guests would have an immediate charge of sixty dollars as guests, aside from their food bills.

Our connection with the Club is such that we cannot enforce rules of this kind, but the Club rules can be enforced as you and I will temporarily sever any operating management of the Club for a year.

Mr. James H. Snowden,
February 12, 1929
Page 2.

At the end of a year the Club members will be called together again with some plan whereby they can buy us out and operate the Club themselves.

I am satisfied you will agree with me this is a good thing to do as an entering wedge for us to get all of our money back out of the Club with six per cent interest on same. I am satisfied that after a year's operation the Club members will figure out something that will be very satisfactory to us.

Very truly yours,

CGF:T

By W. E. Thompson
Secretary.

OFFICERS
JHN H. LEVI
PRES. AND TREAS.
FRANK B. SHUTTS
VICE-PRESIDENT
CHAS. E. CLARK
SECRETARY

THE MIAMI OCEAN VIEW COMPANY
OWNERS OF STAR ISLAND

OFFICE FIFTH STREET AND ALTON ROAD
ENTRANCE TO CAUSEWAY

MIAMI BEACH, FLORIDA

February 18th, 1929.

DIRECTORS
JAMES H. SNOWDEN
JOHN H. LEVI
CARL G. FISHER
HENRY McSWEENEY
FRANK B. SHUTTS
V. H. EHRHART

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

My dear Carl:

I have your letter of the 12th, explaining about deal you made with the members of the Coccolobo Club, and I think you have acted very wisely in leasing the club and grounds to the members for \$3,000.00 per year; in this way they will be able to pay, I suppose, some interest on the bonds. No doubt, they will arrange to finance in some other way next year.

It occurs to me that members taking guests should be compelled to pay a certain amount for each one. Probably the club will be able to enforce a rule something of this kind now, especially since you and myself will have nothing to do about the management of the club in the future.

Hoped to see you but guess you have been away most of the time that I was here. Am going up to Palm Beach for a couple of weeks but will probably run down here sometime at which time I will look you up.

Very truly yours,

James H. Snowden

JHE/F

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Carl G. Fisher,

DATE May 10th, 1929.

FROM Mr. C. W. Chase, Jr.

SUBJECT _____

Attached you will find first of our resale cards for the ensuing fiscal year showing a commission to our company of \$150.00.

Each year I like to set up something to shoot at. This year I want to turn in more commissions to the company than ever before.

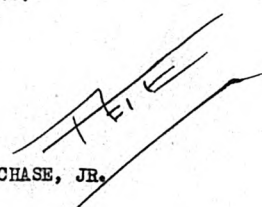
I want to make you a bet. I'll bet you, provided we have no hurricane, that we turn in more commissions this year than last. Last year (up to May 1st, 1929,) we turned in nearly \$32,000 in commissions earned.

I will make you this bet - "if we turn in less than \$32,000 on the present fiscal year, I will give you 20% of whatever amount we reach under last year's total. Whatever we go over last years total, you give me 20%." I am taking the chances. Resales are getting harder every day to make as competition is getting keener. I also look for this year to be a big year on sales direct from the company.

If you lose, I will take my bet in property. If I lose, you may have to take my note or my shirt but I have always made my notes good, and I still have one or two extra shirts.

What do you say?

CWC:G


C. W. CHASE, JR.

MEMORANDUM

FROM MR. FISHER

DATE May 13, 1929

TO Mr. C. W. Chase, Jr.

SUBJECT

My dear Pete:

I have yours of the 10th.
I have not time to analyze the bet, but since you make the proposition it probably leans a little bit in your favor. We have got lots of time to think this over and I will see you later.

CGF:T

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Carl G. Fisher, DATE May 14th, 1929.
FROM Mr. C. W. Chase, Jr. SUBJECT _____

Before you left here you said to give the Herald about 25% of the amount of advertising that we gave the News. I have followed these instructions with the exception that you promised the News a full page for the "Builder's Edition". This edition carried the insertion of the Fisher Hotels, a copy of which I am sending you in case you have not already seen it.

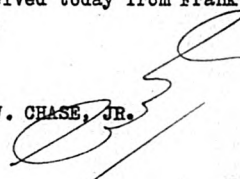
Our giving the News more advertising than the Herald has naturally brought around the result that the Herald wants an even break.

I do not think the Herald should have as much advertising from us as we give the News. The News is always ready to play fair with Miami Beach when it's a question of something we want that might take a slice of bread away from Miami. The Herald on the other hand, seems always ready to fight for whatever Ev Sewell wants.

Attached is a copy of a letter I received today from Frank Shutts. Also is attached, my answer.

CWC:G

C. W. CHASE, JR.



C O P Y

THE MIAMI HERALD

Miami, Florida,
May 13, 1929.

Mr. C. W. Chase, Jr.,
% Fisher Properties,
Miami Beach, Florida.

Dear Pete:-

Naturally, I am somewhat concerned about the Fisher advertising in the Herald. The fact that your organization gave the Miami Daily News yesterday morning several times as much space as you did The Herald indicates that you must have preference for that paper.

This, of course, is incomprehensible to me, in view of the fact that we have nearly 10,000 daily circulation in excess of the News and about 17,000 on Sunday in excess of their circulation.

I am assuming that the value of advertising depends upon the circulation it receives through the medium used. Consequently, if you continue to pursue this course, it would mean that approximately 30,000 people who read The Herald every day and do not read the News will miss your advertising, and about 50,000 people will be in the same position on Sundays. For publicity purposes all newspapers estimate at least three readers for each paid copy.

Of course, if there is some feeling in your office against The Herald which makes your responsible executives feel that they would rather take substantial losses (if newspaper advertising has any value at all) than be good to us, there is nothing I can say about it. However, I wish you would let me know the real reason why your people have assumed this attitude. We may be able to remedy a situation of which we are now in ignorance.

Yours sincerely,

FBS:w

SIGNED - FRANK B. SHUTTS.

May 14, 1929.

Mr. Frank B. Shotts,
The Miami Herald,
Miami, Florida.

Dear Frank:-

Replying to your letter of May 13th.

As to the Herald being larger than the News in circulation, there isn't an argument to be made. It isn't always size however, that counts most.

Back in my Prep school days I had two very good friends. One was almost a six footer and the other was about five foot six inches.

Any time I needed help and I was in the right, my big friend would lean the weight of his size on the side of my cause. But when I wanted some real help and I was in the right, my little friend fought for me like a hell-cat.

Regarding our advertising. We are killing practically all our ads commencing May 15th. Next Fall, we will open up with probably a very extensive advertising campaign. Just how we will allot this advertising we do not know as yet.

There is no doubt about the circulation of the Herald being larger than the News. It isn't always circulation however, that brings about the best results.

Very truly yours,

G. W. CHASE, JR.,
Sales-Manager,
CARL G. FISHER PROPERTIES.

CWC:G

Copy:

Mr. Carl G. Fisher

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Carl G. Fisher.
Mr. Irving A. Collins, DATE May 17, 1929.

FROM Mr. C. W. Chase, Jr. SUBJECT _____

Following up our conversation as to my working on endeavoring to change restrictions in some of our subdivisions this summer.

The easiest and quickest way to do this is to put into effect the zoning ordinance with which our City Council has been empowered to have the people vote upon ever since 1925.

I am working on this idea in a very round about way having the requests brought to the City Council by a number of property owners, through the Miami Beach Realty Board, through the Miami Beach Chamber of Commerce and will next have it brought to the Council by the Miami Beach Lyons Club.

I have found that it is much better to have these requests come from the people themselves and from such organizations as the above, than to have the request made by our Company as there is a tendency for some people to have the idea that there is a nigger in the woodpile when we make the request.

Then, I have talked individually to John Levi and other members of the Council. They are in favor of having the election called with the support they are getting from outside sources.

Will keep after this work as I consider it the most important thing I can do here this summer.

With the restrictions changed in the Lake View Subdivision, we are going to have a lot of fine property of our own, saleable next winter, that is practically dormant, under its present restrictions.

CWC:G

C. W. CHASE, JR.



JAMES H. SNOWDEN
588 MADISON AVENUE
NEW YORK

Cocolobo
Carl

June 10, 1929

Mr. Carl G. Fisher
Montauk, Long Island

Dear Carl:

Your letter of the 4th instant received and I am glad to hear that Cocolobo Club members expect to pay off their indebtedness to us this winter. I am writing John Levi to see Chase and tell him what the bonds and interest amount to which I hold and then he can figure out how much of the rental is coming to each of us.

I am glad to hear that you like your new place at Montauk. I understand that the place is looking fine this year. Hope it will be a big success but probably will take sometime to work it out. After we go down to Southampton will be pleased to run out to see you.

Best regards,



JHS/C

F I N A N C I A L R E P O R T

THE COCOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

December 31, 1929

OPERATING STATEMENT

THE COGOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

BALANCE SHEET

Year ended December 31, 1929

THE COGOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

December 31, 1929

Membership dues				\$10,300.00	
Initiation				772.76	
Dining room service				3,370.55	
<u>CASH</u> on hand				324.00	
On deposit				842.00	
				<u>\$ 2,694.45</u>	
<u>TOTAL INCOME</u>					\$16,030.25
<u>MEMBERS ACCOUNTS</u>					
Dues, etc.					1,557.00
Salaries and wages				\$ 7,013.00	
<u>PERMANENT</u>				2,575.70	
Land (including landscaping, etc.)	\$ 42,313.59			780.17	
Buildings	67,119.94			475.00	
Furnishings and equipment	27,021.95			775.00	
Boats and their equipment	4,688.78			343.00	
Stationery and printing					
Taxes					
Sundry supplies and expenses					
				<u>\$145,395.70</u>	
<u>LIABILITIES</u>					
<u>ACCOUNTS PAYABLE</u>					
For purchases, etc.	\$ 3,042.13				
For tax on membership dues collected	60.00				
Advances by Carl G. Fisher	\$ 54,166.11				
Interest thereon	37,253.81	91,419.92			\$ 94,522.05
<u>BONDED INDEBTNESS</u>					
First mortgage 6% gold bonds, due March 1, 1923	\$ 50,000.00				
Accumulated interest thereon	63,204.79				113,204.79
<u>DEFERRED</u>					
Memberships not evidenced by stock					4,000.00
<u>EQUINAL</u>					
Capital stock - Authorized	\$ 60,000.00				
Less: Unissued	14,000.00				
Deficit				112,551.14	66,331.14
<u>TOTAL ASSETS</u>					\$145,395.70

COMPARISONS

	1928	1927	1926	4,000.00
Total expenses	\$14,273.17	\$13,450.57	\$13,394.65	
Capital stock - Authorized	15,000.00	16,975.00	15,000.00	
Less: Unissued	60,000.00	46,000.00		
Deficit	14,000.00	112,551.14		66,331.14
<u>TOTAL ASSETS</u>				\$145,395.70

OPERATING STATEMENT
THE COCOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

Year ended December 31, 1929

<u>INCOME</u>		THE COCOLOBO CAY CLUB - MIAMI BEACH, FLORIDA	
Membership dues		\$10,800.00	
Initiation fees	December 31, 1928	272.70	
Dining room service		3,870.65	
Room rent		224.00	
Guest fees		842.00	
	December 31, 1929	<u>16,009.35</u>	
TOTAL INCOME	Not less for year ended December 31, 1929,		\$16,009.35
	by Operating Statement		<u>20,306.75</u>
<u>EXPENSES</u>		DEFICIT - DECEMBER 31, 1928	
Salaries and wages		\$ 7,018.92	
Provisions		2,879.70	
Supplies		768.17	
Transportation		1,478.69	
Gasoline and oil		775.62	
Repairs		6,649.05	
Radio phone service		525.00	
Stationery and printing		14.25	
Taxes		85.32	
Sundry supplies and expenses		142.08	
		<u>20,156.61</u>	
TOTAL EXPENSES			20,156.61
OPERATING LOSS			\$ 4,127.46
<u>OTHER DEDUCTIONS</u>			
Interest accrued but not paid			
On first mortgage bonds		\$ 8,558.37	
On C. G. Fisher advances		<u>6,785.05</u>	
Loss on sale of Featherbed Bank light		\$15,345.42	
		<u>835.88</u>	<u>16,179.50</u>
NET LOSS			\$20,306.75

COMPARISONS

	<u>1926</u>	<u>1927</u>	<u>1928</u>	<u>1929</u>
Total income	\$14,272.17	\$15,496.57	\$15,394.55	\$16,009.35
Total expenses	<u>12,926.75</u>	<u>15,976.62</u>	<u>15,894.67</u>	<u>20,156.61</u>
OPERATING PROFIT - LOSS	\$ 1,345.42	\$ 2,480.05	\$ 500.12	\$ 4,127.46
Other deductions	<u>11,616.40</u>	<u>13,183.00</u>	<u>14,254.24</u>	<u>16,179.50</u>
NET LOSS	<u>\$10,470.88</u>	<u>\$15,682.05</u>	<u>\$14,754.36</u>	<u>\$20,306.75</u>

CAPITAL STOCK - OUTSTANDING

THE COCOLOBO GAY CLUB - MIAMI BEACH, FLORIDA

DEFICIT

SHAREHOLDERS OF RECORD THE COCOLOBO GAY CLUB - MIAMI BEACH, FLORIDA

PAR VALUE

December 31, 1929

Belding, M. M.	10	\$ 1,000.00
Brady, James C.	10	1,000.00
Brady, W. F.	10	1,000.00
BALANCE - December 31, 1928		\$ 92,024.58
Net loss for year ended December 31, 1929, as shown by Operating Statement		20,506.76
DEFICIT - DECEMBER 31, 1929		\$112,531.34
Brady, W. F.	10	1,000.00
Michael, Theodore	10	1,000.00
Duckwall, M. E.	10	1,000.00
Dustan, Henry S.	10	1,000.00
Edgart, I. Coleman	10	1,000.00
Erhardt, V. H.	10	1,000.00
Fisher, Carl G.	10	1,000.00
Fisher, Charles T.	10	1,000.00
Fisher, Lawrence P.	10	1,000.00
Fisher, William A.	10	1,000.00
Fletcher, Joseph E.	10	1,000.00
Gable, R. Howard	10	1,000.00
Gelatt, F. M.	10	1,000.00
Graham, Robert C.	10	1,000.00
Green, H. H. E.	10	1,000.00
Griffiths, E. E.	10	1,000.00
Kammans, W. D.	10	1,000.00
Harts, John	10	1,000.00
Hosell, Thos. M.	10	1,000.00
Jay, Webb	10	1,000.00
Joyce, David G.	10	1,000.00
Maypole, Robert	10	1,000.00
Oslus, Frederick J.	10	1,000.00
Halston, R. W.	10	1,000.00
Hawson, Frederick H.	10	1,000.00
Richard, George L.	10	1,000.00
Rush, E. C.	10	1,000.00
Root, C. J.	10	1,000.00
Schilling, I. E.	10	1,000.00
Scrapps, W. E.	10	1,000.00
Shotts, Frank B.	10	1,000.00
Snowden, James W.	10	1,000.00
Stillman, J. A.	10	1,000.00
Talbott, Sr., E. E.	10	1,000.00
Trushall, L. J.	10	1,000.00
Ushak, Fred W.	10	1,000.00
Wood, Gar	10	1,000.00
Woodman, A. C.	10	1,000.00
Wylie, Bruce M.	10	1,000.00
Young, L. A.	10	1,000.00

TOTALS

439

\$45,000.00

CAPITAL STOCK - OUTSTANDING

THE COGOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

December 31, 1929

<u>SHAREHOLDERS OF RECORD</u>	<u>NUMBER OF SHARES</u>	<u>PAR VALUE</u>
Balding, M. M.	10	\$ 1,000.00
Brady, James C.	10	1,000.00
Brady, H. F.	10	1,000.00
Brown, Jacob F.	10	1,000.00
Chadbourns, Humphrey W.	10	1,000.00
Connable, Frank L.	10	1,000.00
Dashiell, C. R.	10	1,000.00
Dickinson, Theodore	10	1,000.00
Duckwall, H. R.	10	1,000.00
Duncan, Henry S.	10	1,000.00
DuPont, T. Coleman	10	1,000.00
Ehrhart, V. H.	10	1,000.00
Fisher, Carl G.	10	1,000.00
Fisher, Charles T.	10	1,000.00
Fisher, Lawrence P.	10	1,000.00
Fisher, William A.	10	1,000.00
Fletcher, Joseph E.	10	1,000.00
Gamble, R. Howard	10	1,000.00
Gelatt, P. M.	10	1,000.00
Graham, Robert G.	10	1,000.00
Green, E. H. R.	10	1,000.00
Griffiths, E. S.	10	1,000.00
Hammons, W. D.	10	1,000.00
Hertz, John	10	1,000.00
Howell, Thos. M.	10	1,000.00
Jay, Webb	10	1,000.00
Joyce, David G.	10	1,000.00
Maypole, Robert	10	1,000.00
Osius, Frederick J.	10	1,000.00
Ralston, R. W.	10	1,000.00
Rawson, Frederick H.	10	1,000.00
Rickard, George L.	10	1,000.00
Romfh, E. C.	10	1,000.00
Root, C. J.	10	1,000.00
Schilling, I. E.	10	1,000.00
Scripps, W. E.	10	1,000.00
Shutts, Frank B.	10	1,000.00
Snowden, James H.	10	1,000.00
Stillman, J. A.	10	1,000.00
Talbott, Sr., H. E.	10	1,000.00
Trumbull, A. J.	10	1,000.00
Upham, Fred W.	10	1,000.00
Wood, Gar	10	1,000.00
Woodman, A. C.	10	1,000.00
Wylie, Bruce M.	10	1,000.00
Young, L. A.	10	1,000.00

TOTALS

460

\$46,000.00

MEMBERS DURING 1929 - NOT OWNING STOCK

THE COCOLOBO CAY CLUB - MIAMI BEACH, FLORIDA

December 31, 1929

Bentley, C. P.
Cadwalader, Dorothy E.
Collins, Irving A.
Firestone, H. S.
Law, Robert
Morgan, P. J.
Morris, Wm. J.
Rands, W. C.
Sargeant, Chas. A.

Cocolobo

January 7, 1930.

Mr. George Ade,
King Cole Hotel,
Miami Beach.

Dear Mr. Ade:

I would like to have you go to Cocolobo on my boat next Saturday, the 11th, with the Committee of One Hundred. I have invited the following friends to go with us on the "Shadow H", leaving at about eleven o'clock in the morning.

Governor Cox
John Levi
General Tyndall
Earl Kiser
Steve Hannagan
R. S. Rhoads
Dan J. Mahoney
James Fowler
Jess Andrew
Colonel McCormick
Fred Post
C. P. Bentley

Will you please telephone my secretary if you can come with us?

Very truly yours,

T

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher

DATE January 22, 1930

FROM C. W. Chase, Jr.

SUBJECT COCOLOBO CAY CLUB LETTER

I have written the attached letter to the following gentlemen suggesting that they join Cocolobo Cay Club.

H. G. Dechant
Mark R. Hanna
Geo. A. Strom
De Witt Paige
Richard K. Le Blond
Oscar Webber
Geo. Harrison Phelps
Fred A. Poor

John B. Ford
J. B. Graham
J. B. Sanchez
John A. Brander
James M. Cox
Joseph H. Adams
J. Judson Dean
F. L. Du Bosque

J. C. Penney

Can you think of any other names.

CWC:M
ATTACH.



C. W. CHASE, JR.

January 22, 1930.

Mr. H. G. Dechant,
2544 North Bay Road,
Miami Beach, Florida.

Dear Mr. Dechant:

Each winter the Coccolobo Cay Club invites a very limited number of selected people to become active members of Coccolobo.

The Membership Committee in looking over a group of names for this winter's invitations, have selected less than a dozen, of which you are one.

The cost of joining Coccolobo Cay Club is \$1,000. and where one joins in this manner there is a \$100. initiation fee. The annual dues are \$300. and the war tax is \$30. There are no other dues or assessments nor charges of any kind except for meals, overnight rooms, refreshments or such house charges.

The house charges at Coccolobo are most reasonable: breakfast \$1.50; lunch \$2.75; dinner \$5.00. A lunch at Coccolobo is practically a full course dinner. Rooms for overnight are charged at \$5.50 single, \$5.00 double - extra charge for use of cottage in addition to lodging charges, \$10.00 per day.

In entertaining one's friends down here during the winter season there is probably not a more delightful way than a cruise down Biscayne Bay to Coccolobo Cay Club, a delicious seafood meal and the enjoyable sail home. It is a trip that is much coveted by those who are fortunate enough to be the guest of a Coccolobo member and one that is always remembered and one that any host is proud to give to his guests.

If one is fond of fishing, there is no better fishing ground than the waters adjacent to Coccolobo. Caesar's Creek, Angle Creek, Steamboat Creek - are all teeming with a wide variety of game fish and are excellent fishing spots when it is too rough to fish in the Gulf Stream. The reef and Gulf Stream fishing are close at hand and for a fishing outing of one, two or more days, nothing could be more desirable than to have Coccolobo as one's fishing headquarters for such enjoyable sport.

The membership at Coccolobo is very selected and has always been very limited. The Membership Committee would be delighted to

add your membership to the Club and have asked me to so convey their wishes to you.

On the back of the attached program of the recent Coccolobo - Committee of One Hundred Cruise, you will find the names of the present membership of Coccolobo Cay Club.

On February 22nd we are having another cruise to Coccolobo for members only and their invited guests. We hope you will be a member of Coccolobo by that time and will be delighted to see you and your guests at this outing, which is planned to be an annual affair.

Very truly yours,

C. W. CHASE, JR.
Manager
COCOLOBO CAY CLUB

CWC:M
ATTACH.

May 17th 1933.

Mr. Gar Wood,
Miami Beach, Fla.

My dear Gar:

Apparently the other deal is off, at least for the time being, and in the meantime I am getting ready to go north with the "K". If you have some friend in Detroit that you think would be interested, I wish you would let me hear from you.

You might want to go north on the "K" to take the trip up and see how she works. I may decide to go up on her myself.

Yours,

CARL G. FISHER

CGF-EM

Written at
Port Washington, L.I., N.Y.
October 8, 1934.

Mr. Gar Wood,
C/o Detroit Athletic Club,
Detroit, Michigan.

Dear Gar:-

When you were out here the other day, I dropped down to see you in the evening. However, there was nobody at the Club and the wind was blowing, and I gave you one "Hail" but there was no way for me to get out to you, so I let it go at that.

I had hoped that I might meet with you on your return, but also missed out on that.

I am leaving for Miami Beach on Saturday of this week and expect to remain there during the balance of the season.

I hope you will get down early and that we can get that Cocolebo Club cleaned up in such a manner that it can be promoted and have a couple of hundred members. It is really a delightful place and no other such place in the entire southern part of Florida. The value now is so pared down that the cost of interest and upkeep is indeed very reasonable.

Sorry I missed you.

Yours,

CGF:AVM

CARL G. FISHER.

P.S.--Business is coming at Miami Beach with a tremendous demonstration of real business, with no speculation. You might be interested in the information on the little card enclosed, of the sales of our own Companies during the last ten days; which has never happened before at this time of the year. Greater Miami has building permits of over \$6,000,000 since the 1st of January; of which Miami Beach has \$4,300,000. Miami Beach alone has a greater building permit for this season than any other city in the entire South, and new houses in Miami Beach since January 1st are even greater than ~~any~~ in Chicago.

C.G.F.

December 17, 1935.

Mr. Gar Wood,
Detroit, Michigan.

Dear Gar:-

The other night I did not have a chance to go into details with you regarding Cocolobo.

We have a wonderful property down there which can be of a lot of benefit to our hotels, and the Flamingo particularly will pay a reasonable fee to help support this Club.

We have two new memberships now - very fine men - but the great drawback to the Club is that you cannot go down there without a boat, or hiring a special boat.

We should have about two acres, or two and a half acres, at the northern end of the road on Key Largo, with a very small dock and a caretaker there who can haul guests from automobiles on Key Largo to Cocolobo for fifty cents each; and then we have a perfect contact.

We should also have a guide at Cocolobo with some small boats that will go up through the creeks, with an outboard motor and semi-glass bottom. These boats do not need to cost more than \$100.00 or \$150.00 apiece to be first class and suitable.

Every day the importance of the Club is more noticeable for headquarters for sportsmen for fishing, and yet these many, many, many men don't want the trouble of owning a boat or bothering with a captain, etc., and I don't blame them. They are wise in not having a boat, but they are also wise in joining our Club, paying regular dues and hiring the boats as and when they want them; but we must supply the boats.

I built a couple of nice glass-bottom boats before the hurricane in 1926 and they cost only \$30.00, but we had the lumber and glass to do it with. The same kind of boats would probably cost \$50.00 now.

We have some marvelous sea gardens within a quarter of a mile of the Club. If we furnish proper facilities down there, which will cost the Club only about \$6.00 a day, we can make, through memberships and through the proper entertainment of fishermen during the fishing season, \$100.00 a day from this investment; but the principal assistance to the Club will come from membership fees of people who would like the privilege of belonging to the Club, even if they go down there only once or twice a year.

We are right up to the point now where we need the Club very much for our guests, but Collins doesn't seem to think much of the

12-17-35.

proposition, in spite of the fact that he has at the Nautilus a guest now who is paying \$7,000.00 for the season for the Presidential Cottage and whose principal idea is to go bone fishing, and he has bought a boat. The boat isn't suitable, so he is going to buy another boat which is more suitable for his business, which is to catch some bone fish. Also, he would like to have a boat a little later on which will go across to the Bahamas, and you know that type of boat is not to be found around these boat slips.

But one guest, such as we have now, who is interested in Cocolobo, is worth all the guests we have had who were not interested and finally wore themselves out looking for pleasure.

There is a new set of fishermen coming on every year and people who want the pleasure of such a place as Cocolobo; and I think you have in that Club a little gold mine, if you will keep it going, and certainly I will help you because I think it is a life saver for our hotels; and the hotels - at least the hotels which I control, which are the Flamingo and the Lincoln - will contribute in order to be able to send their guests to Cocolobo.

We have a very much finer layout than Doherty, as it is better located in every way, but it takes a little money right now and an organization that is free from the delays and the "kiss-offs" of the present owners and stockholders.

As long as the Club was handled by myself and Jim Snowden, (but principally by myself as I put up most of the money), the Club was very successful and helped greatly in the sale of real estate and also hotel receipts. But when it came to the point where I could no longer personally pay the expense of holding the Club up, I found that the other Club members were in about the same shape as myself - lots of assets but no cash, or at least they did not care to continue to hold up a sick cat.

If you can get right back down here and we can get this Club going, you will have an investment that will probably be better than any other investment you have, and at the same time you can have a lot of fun completing and promoting it.

There are several proposed members who are waiting now to join the Club on the basis of \$100.00 fees, and I believe it will be very easy to get at least a hundred members on this basis quickly, if we can provide a boat contact with the Club between Northern Key Largo and Cocolobo - which is about nine miles.

We need a small 30-footer that can do about 15 miles an hour.

I think a total expenditure of less than \$5,000.00 will give us perfect contact, and I am satisfied that we could get enough to make this \$5,000.00 and \$5,000.00 extra right away.

Let me hear from you.

Yours,

CGF:AVM

CARL G. FISHER.

c.c. to Mr. C. W. Chase, Jr.; Mr. Emery Flinn; Mr. I. A. Collins; Mr. Humpage

December 17, 1935.

Mr. Gar Wood,
Detroit, Michigan.

Dear Gar:-

Another man was in this morning and wants to know our situation at Coccolobo. He is at least good for a membership, and a fine man but he hasn't a boat.

If that boat-building outfit of your could turn out a nice little fishing boat, with very shallow draft, that could be kept at Coccolobo, and they could be bought at a reasonable price, and our caretaker there could keep them tied up at the dock; and also if we had a couple of heavy davits to lift them so as to clean the bottoms or change the wheels, we would have an ideal layout down there that would take care of these little boats, and people could go down by automobile and contact with a boat in less than two hours, at a minimum of expense, also a minimum of trouble.

You know, not many people are like you and myself in owning boats. They don't want to go to sea, and they don't want a lot of trouble with captains, cooks, etc.

Now, we have the room and we have the facilities on the shore, and it takes only these little "trimmings" to put the outfit in proper condition, and you are in a position to do it better than I am - in fact, I am in no position for cash to do it but I certainly can help you make it a complete success, and your investment is 100% O.K; but an additional \$5,000 or \$6,000 is going to make the investment a hell-of-a-lot better than it is now.

But I don't see how we are going to get anywhere if we have to keep fooling around with committees, who never get together and who won't put up any money, and each person has a different idea of what they are going to do, or what they want to with the other fellow's money.

I was just talking to Charlie Krom of the Flamingo. We don't know how many people in the Flamingo would like to become members at Coccolobo and have the chance of going down there perhaps only two or three times a year, or a season; but there is a certain number who want to do it and this number is growing each year and will grow, especially if we have these facilities that I am talking to you about.

As it is now, we are just kicking good business right out the window. We are also being pried loose from some of the best people in the country. As the situation stands now and as I see it, there is nothing else for you to do but to take over the Club and give the old members a membership as long as they live, but be in a position

Mr. Gar Wood -- 2.

12-17-35.

to go ahead with these improvements immediately. Then we have our hotel managers to help, besides a lot of people who are not connected with the hotels - and very fine people - who would like to join and pay reasonable dues annually; which is just like manna from heaven and it would give you a perpetual income to continue the improvements such as you care to make. I know our hotels need these facilities, and we need them more and more every day.

Yours,

CGF:AVM

CARL G. FISHER.

c.c. to Mr. Irving A. Collins
Mr. Emery Flinn
Mr. C. W. Chase, Jr.
Mr. F. R. Humpage.

December 20, 1935.

Mr. Gar Wood,
502 River Road,
Marysville, Michigan.

Dear Gar:-

I have just been able to get locations spotted on the north end of Key Largo which would give us an automobile connection with Cocolobo by going six miles via water.

I think it can easily be arranged to have telephone connection at this point so that at least once or twice a day telegrams, telephone connections, etc., can be arranged.

A lot of people who go to Cocolobo and stay a few days are big men financially and have a good deal of long distance telephone work to do, so that I think the Telephone Company would take a little more than the average interest in hooking up this connection. I think \$5,000 or \$6,000 invested will do the job, and while it may take \$8,000 or \$10,000 to complete a passable road and build a small cabin with parking space, it would give easy access to Cocolobo to a great many hundreds of people who don't own boats and have no connection whatever at this time except as passengers on some friend's boat.

The reputation of Key Largo is very fine and accommodations there could be, as they once were, 100% to visitors.

We can pledge the support at least of the hotels that I am interested in, and I believe a very select membership would be comparatively easy to obtain at a moderate fee for membership, which, after all, is what supports a fishing camp of this kind.

Something must be done soon and I would like to have you think it over, and when you come down we will take some time and go into the matter thoroughly.

Yours,

CGF:AVM

CARL G. FISHER.

December 31, 1935.

Mr. Gar Wood,
502 River Road,
Marysville, Michigan.

Dear Gar:-

I am sending you under separate cover 25 booklets of Florida that I think you can use to good advantage among the yacht owners that you think will appreciate them.

The State allowed me 500 as a special favor and I told them I would send you some. If these are not enough, I may be able to get you some more.

Best regards and hope to see you soon.

Yours,

CGF:AVM

CARL G. FISHER.

CARL G. FISHER CORPORATION

MIAMI BEACH, FLORIDA

U. S. A.

March 7, 1936.

Gar Wood, President,
C. W. Chase, Jr., Secretary,
Cocolobo Cay Club,
Miami Beach, Florida.

Dear Sirs:-

Herewith please find my resignation as a member of the Cocolobo Cay Club.

I have invested for the Cocolobo Club more than one hundred thousand dollars, and I have paid dues for the past several years, without a boat to use at all.

Nothing constructive has been done to reorganize the Cocolobo Club. I have submitted a plan which would put the Club in a position to offer road transportation to within six miles of the Club, and this connection could be handled very easily and at practically no cost to the Club.

No action, however, has been taken on this suggestion and the Club now is maintained at the expense of several people who have no connection with the Club. Therefore, I hope you will immediately accept my resignation.

The hotels of the Carl G. Fisher Corporation would be very glad to help support the Cocolobo Club, if there was a connection such as I have described. This would allow us to send our guests for a pleasant day's outing via automobile and at a minimum expense.

The dues have been continuing and one meeting after another has been held without any constructive plan of go ahead, except to adjourn.

I feel very reasonably certain that at an expense of not to exceed \$5,000, the Club can be immediately put on a paying basis. I can only speak for the Flamingo Hotel and the Lincoln Hotel, but at least I can offer the support of \$1,000 a year, allowing our guests to pay their way to arrive at the Club for whatever they may require there.

I would not care to enter into any agreement if the Club is to be thrown open to people who would not properly intermingle with our guests, but at least my plan will accomplish results and introduce the Club to hundreds of people who would love to go there for a day's outing, if they could drive down by automobile at a moderate expense.

Yours,

CGF:AVM

CARL G. FISHER.

March 11, 1936.

Mr. Gar Wood,
Miami Beach, Florida.

Dear Gar:-

At last I have the goods on you.

If I had known you were going to practice up on me for that match with a bow and arrow, I would have been out in my back yard practicing too.

I didn't need any lessons as I am a natural bow and arrow shot.

You sure did beat hell out of me, but I think you should have sent me notice that you were taking private lessons on the side. I was busy selling real estate, while you were out taking lessons to give me a cleaning.

O.K. with me, but I will remember it, and next time I will do a little practicing myself.

Yours,

CARL G. FISHER.

CGF:AVM

Enclosure -
Copy of letter from
Mr. Howard Hill.

Sept. 19, 1937.

Mr. Gar Wood,
502 River Road,
Marysville, Michigan.

Dear Gar:-

Just had a talk with Pete Chase. I have been here all summer, and we have been expecting to hear something from you about Occolebe.

Pete tells me you haven't answered any letters regarding the salary of the caretakers, and this you should attend to. You have a lot of good furniture in the Club and other equipment that is valuable; and it would be stripped to the bone if you shut up the place.

If there is anything I can do to help you with your plans, drop me a note. I think now that you have the property, there may be some possibility of selling it to the Surf Club. I don't know whether you have had any correspondence on the subject or not, so will wait until I hear from you.

Yours,

GGF:AVM

CARL G. FISHER.

Gar Wood
Woodhaven
Keelson Drive
Detroit

September 28, 1937

Mr. Carl G. Fisher
Miami Beach, Florida

Dear Carl:

I am in receipt of your letter of September 20th, and was pleased to hear from you and appreciate your calling my attention to the possibility that the equipment at Cocolobo would be destroyed if a proper caretaker was not present to look after this equipment.

I have conveyed your message to the receivers of the Rex Corporation who fell heir to the Club and I am sure that they will take sufficient precaution to protect their property. I have suggested that they continue to keep Mr. Sweeting on the job where I know he will look after their interest.

I do not believe they anticipate doing anything with the Club except to just maintain it the way it has been maintained the last three or four years. When they have settled their case with the Internal Revenue Department, if they ever get it settled, they will no doubt want to do something constructive with the Club, and in the meantime I am sure there would be no objections on their part to the old members of the Club using it whenever they wish as they have in the past. When you see any of the old members I hope you will convey that message to them.

I expect to come South sometime in November or December and will sit down with you and talk it over at that time. In the meantime,

Very best regards,

Gar Wood