

**Hannagan,
Steve**

National

NATIONAL MOTOR CAR & VEHICLE CORPORATION

ESTABLISHED 1900

BUILDERS OF NATIONAL CARS



CABLE ADDRESS "AUTOMOBILE"
W.U.T. CODE - A.B.C. (5th) CODE

INDIANAPOLIS, INDIANA

April 10, 1920.

Publicity

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

Dear C. G.:-

ALL AGREEMENTS AND ACCEPTANCES OF ORDERS, OR QUOTATIONS MADE BY US ARE SUBJECT TO CONTINGENCIES BEYOND OUR CONTROL, SUCH AS STRIKES, ACCIDENTS, EMBARGOES, LACK OF TRANSPORTATION FACILITIES, SUPPLY OF MATERIALS, FIRES, FLOODS OR ANY TAX OR TAXES IMPOSED BY THE FEDERAL GOVERNMENT. OWING TO THE UNCERTAINTY OF COST OF MATERIAL, ALL QUOTATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

I think I have found a man who can handle your advertising in good shape, in the person of Mr. Steve Hannigan, who is at present helping out with the publicity work at the Speedway. X

Mr. Hannigan is a former newspaper man, hailing from LaFayette, and is now employed by the Russell M. Seeds Co. His copy shows great promise, the work he is now doing for the Speedway being very good, indeed.

I talked Florida to Hannigan the other day, and he seemed to be quite interested, whereupon I told him I would try to arrange for a meeting when you got back north again.

Meanwhile, I am, with best wishes and kindest regards,

Yours very truly,

Fred Wellman

Fred Wellman,
Adv. Mgr.

FW/RB

[Handwritten signature]

April 13th, 1920.

Mr. Fred Wellman,
National Motor Vehicle Corporation,
Indianapolis, Indiana.

Dear Fred :

Thanks for yours of the 10th with a suggestion
for a publicity man. I will probably want to have a talk
with this fellow when I come up next month.

Yours very truly,

CGF:R

INDIANAPOLIS MOTOR SPEEDWAY COMPANY

*Maintaining the Greatest Race Course
in the World*

INDIANAPOLIS, INDIANA

August 3, 1920.

Hannagan

Mr. Carl G. Fisher,
Indianapolis, Indiana.

Dear Mr. Fisher,

Acting upon your suggestion, I have talked several times with Steve Hannagan relative to his becoming associated with you in an advertising and publicity capacity in connection with your interests in Miami.

I give you herewith a quotation from Mr. Hannagan's proposition concerning this work:

"I believe it would require a salary of \$75.00 per week to keep up to the standards of living that would be expected of a representative of the Indianapolis Motor Speedway or any of the kindred organizations to which Mr. Fisher might assign me. This figure is based upon the presumption that all travelling expenses would be furnished and that lodging would be furnished in Miami.

If an understanding was reached, I would expect, of course, to enter the work whole-heartedly, giving all that a young man seeking highest business levels could. In return it would be my desire to have an opportunity to advance in the employ of Mr. Fisher should I measure up to his business specifications."

The Speedway office would use Mr. Hannagan to splendid advantage during the months of April, May and part of June.

Very truly yours,

J. B. Myers

TEM:ED

1924

M

MIAMI BEACH CASINO COMPANY
MIAMI BEACH
FLORIDA

Saturday Afternoon

My dear Mr. Fisher:

Through the magic power of your kind letter of introduction, I have made two most desirable connections which will enable me to remain on Miami Beach until April 1, when I shall go to Indianapolis to again direct the speedway publicity.

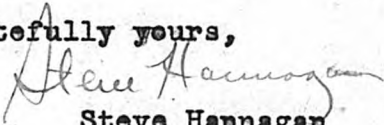
I am living at the Wofford Hotel, writing news of that hestelry, and also directing the public appeal of the Miami Beach Casino.

I am looking forward to a most enjoyable three months, for which I am indebted to you for your interest and kindness, and for which I am sincerely grateful.

If I can assist you in any publicity way, especially when the racing drivers are here, I'll be delighted to turn flip-flops.

Trusting that I may soon see you, so that I may personally thank you, I am

Gratefully yours,


Steve Hannagan

Carl G. Fisher, Esq.
Miami Beach Florida

Dec. 23rd, 1924.

Mr. Steve Hammagan,
Miami Beach, Fla.

Dear Steve:

I am glad you are located. Wish you would drop down and see me some morning about eleven o'clock.

I think you can write some very good stuff about the race drivers for our local papers.

Yours,

JUNE, 1924

Hotel Belleclaire



BROADWAY AT 77TH ST.
NEW YORK

My dear Mr. Fisher:-

Now that I am back in New York after again dissecting the publicity for the 500-mile race, I am wondering if there is anything in any of your new projects you would like to have chronicled.

At any event, I would appreciate the opportunity to discuss with you an idea for use next winter which may prove mutually interesting.

My office is NCA Service Bldg 461-8th av - Larchmont 6995 - and the hotel is Endicott 7700.

I would appreciate a note telling when I might see you,

Sincerely,
Steve Hannagan

To
C. D. Fisher, Esq
6 Forest St
Port Washington, L. I.

June 17th, 1924

Mr. Steve Hannagan,
N.E.A. Service, Inc.,
461 - 8th Avenue,
New York City.

My dear Mr. Hannagan:-

Replying to yours of recent date, I am here at the office most every morning about eleven o'clock. The telephone number is; Port Washington 133. If you will give me a ring, I will be glad to see you at any time.

Yours truly,

GGF:m

Hotel Belleclaire



BROADWAY AT 77TH ST.
NEW YORK

Friday

My dear Mr. Fisher,

I am wondering if you are contemplating the services of a publicity and promotion executive at Miami the coming season.

You will recall, I am sure, that for the past several years I have directed the publicity for the Indianapolis Motor Speedway.

If you are at all interested I would be most pleased to call on you regarding the matter.

Sincerely,
Steve Harmon
Belleclaire Hotel
New York City

Sept. 23rd, 1924.

Mr. Steve Hannigan,
Hotel Belleclaire,
New York City.

My dear Mr. Hannigan:

Replying to yours of Friday. I answered your previous letter and addressed it in care of the hotel you mentioned in your letter, but received no reply.

I just made arrangements last week for a publicity man at Miami Beach, which closes the matter for this year.

Yours very truly,

CGP-mc

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM



NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT 9-11 WEST FLAGLER STREET, MIAMI, FLO.

24 DEC 7 PM 9 25

XC478 49 NL

NEWYORK NY 7

CARL G FISHER

51

MIAMIBEACH FLO

WILL LEAVE ON NEXT BOAT IF YOU BELIEVE THERE IS PLACE FOR ME IN
EITHER MIAMIBEACH OR MIAMI STOP AM VERY ANXIOUS TO SPEND UNTIL
APRIL 1 IN SOUTH WILL THEN GO TO INDIANAPOLIS TO HANDLE RACE STOP
COULD HELP YOU LOT AM SURE ANSWER ME CARE BELLECLAIRE HOTEL
STEVE HANNAGAN.

Tele. No. 331
To St. L.
Time 9:20 a.m.
By St. L. to be

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

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RECEIVED AT 9-11 WEST FLAGLER STREET, MIAMI, FLO.

XC⁵² 10 NITE

24 DEC 12 AM 2 51

NEWYORK NY 11

CARL G FISHER

395

MIAMIBEACH FLO

ARRIVE TRAIN MONDAY MORNING WILL LOOK YOU UP IMMEDIATELY THANKS

STEVE HANNAGAN.

Dec. 17th, 1934.

To Whom it May Concern:

The bearer, Mr. Steve Hannagan, has handled publicity for me the last seven years. He understands publicity from A. to Z and is a first-class man.

At the present time he is handling publicity in the summer months for the Indianapolis Motor Speedway.

We have already made contracts for our own publicity man here is the only reason Mr. Hannagan is not with us at this end of the line.

Yours very truly,

GGF-mc

From: Steve Hannagan,
Fisher Building,
Miami Beach, Florida

Hannagan

MIAMI BEACH FLA. DEC.--- There will be two big events at the Indianapolis Motor Speedway next year.

In addition to the annual, International 500-mile-race held over the historic course each May 30 there will be in September a 24 hour contest for \$15,000 for vehicles powered with oil burning motors.

This announcement has been made by Carl G. Fisher and James A. Allison two of the owners of the Indianapolis track, who are spending the winter months the land of sunshine.

The entire Indianapolis racing plant will be illuminated for the night contest and an exposition of all oil burning appliances will be held in the infield of the track throughout the contest.

The object of the event, the owners of the Indianapolis track which has been the laboratory of the motor car industry, announce, is to effect progressive development by competition of the oil burning motor which, if perfected, will revolutionize all types of motor powered propelled vehicles on roads, rails, on water in the air.

It is the first event of its kind ever to be held and is to be an annual fixture in the calendar of the Indianapolis Speedway.

General specifications for the unusual event follow: The motors must be operated on a commercial grade of fuel oil and must be equipped with self starting gear boxes permitting reverse, neutral and at least three forward speeds; ignition systems will be permitted only for the purpose of starting the motor; the maximum weight must not exceed 10,000 pounds; the wheel base and tread must comply with legal state and highway requirements; pneumatic tires must be used in the contest and the vehicles must be equipped with brakes; the motor must be enclosed in a frame and the exhaust pipe must extend beyond the rear axle; motors must be mechanically lubricated but there are no limitations on the number of cylinders or on the size of the bore and stroke of the motor.

The Indianapolis Motor Speedway management is now accepting entries for the event and issuing invitations to motor builders throughout the world.

It is expected there will be an unusually large entry list for the competition, International in character, since it is known that more important manufacturers of gasoline motors have been conducting exhaustive experiments in power plants burning commercial fuel oil, ignited without electrical appliances.

THE CARL G. FISHER COMPANY
MIAMI BEACH, FLORIDA
U.S.A.

DIRECTORS
CARL G. FISHER
H. E. TALBOTT, JR.
W. A. KOHLHEPP

March 24th, 1925.

Mr. C. W. Chase, Sr.,
Secretary,
Miami Beach Chamber of Commerce,
Miami Beach, Florida.

My dear Mr. Chase:

This will introduce Kempton Green, a well known theatrical man of New York City, whom I have known for some time. For the past season he was with Earl Carroll as stage director and assistant to Mr. Carroll in producing three successful Broadway productions. He has been in the show business since a youth, and I am sending him to you because he has a proposition which I believe may be of mutual interest.

Yours very truly,

Steve Hannagan
STEVE HANNAGAN.
Director of Publicity.

SH:K.

June 22, 1925.

Mr. Steve Managan,
Paris, France.

Dear Steve,

Yours of the 11th.

Will see you when you get back. Plenty of time this Fall to start the big guns. Everything going big in Miami and we haven't a great deal more to sell.

Yours,

CGF-330.

Thursday June 11 1925
Enroute Indpls to NY

My dear Mr. Fisher:

Today I feel like the frazzled monkey in your story about the jungle ball and the monk who had a giraffe for a sweetheart.

Immediately after the race I had to go to the hospital for a minor operation, which laid me up nevertheless, and Saturday I am sailing for Europe on the Leviathan.

So I've been rushing from lips to tail almost as rapidly as your pet story monkey---and I'm tired.

I learned today, from Major Tyndall, while getting a letter of credit, that you are enroute Port Washington to Miami and that I will not see you when I arrive in New York.

So I am writing this to tell you that I will be reached for the next few weeks care National City Bank, No 41 Boulevard Haussmann, Paris.

If there is anything I can do over there or if you want anything, a cable will set all my energies into action.

I plan to be back before or by September 1, when according to unconfirmed arrangement with Mr. Kohlhepp, I am to start the promotion copy on Miami Beach.

With the radio as a feeder, I imagine there will be a tremendous amount of advance matter which can be prepared. It seems that now, with everybody getting interested in Florida, is the time to shoot all guns.

I trust that you saw a copy of the last issue of MoToR Magazine which carried the personality story about you. The art layout was especially interesting, I thought.

With kindest personal regards, I am,

Faithfully,


Steve Hannagan

PS---Kindest to Miss Collier.

INDIANAPOLIS MOTOR SPEEDWAY COMPANY

*Maintaining the Greatest Race Course
in the World*

INDIANAPOLIS, INDIANA

May 12, 1925.

Mr. Carl G. Fisher,
Pt. Washington, L. I.

Dear Mr. Fisher:

You are right about yours
of May 7th.

Have not had an opportunity
to see Mr. Tyndall yet.

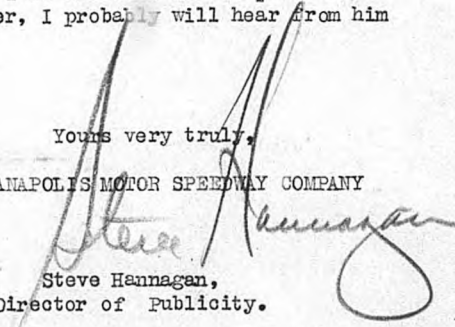
It appears now as though I
will sail for France June 11th. If you decide
there is anything I can do for you in the Foch
matter while I am there I will be pleased to car-
ry out your wishes.

I will see you if you come
to the race. If not, will drop out to Pt. Washing-
ton before I sail.

Have not heard from Kohlhepp
so do not know if I am included in his plans for
next fall. However, I probably will hear from him
before I sail.

Yours very truly,

INDIANAPOLIS MOTOR SPEEDWAY COMPANY


Steve Hennagan,
Director of Publicity.

SH-bw

May 18th, 1925.

Dear Steve:

I presume you will see Tyndall soon.

I think you are figured in on the plans next Fall. Plenty of time to attend this later. I will see Kohlhepp sometime within the next few weeks.

Yours sincerely,

Mr. Steve Hamagan,
Indianapolis Motor Speedway,
Indianapolis, Ind.

May 7th, 1925.

Dear Steve:

Yours of the 29th. Bob Tyndall will be in Indianapolis within a day or two - and regardless of previous rules and former diplomacy among ambassadors and principal representatives, I think we will write Foch through Bob as the Vice President of our companies. If this doesn't do any good, we will forget it.

Yours,

Mr. Steve Hannagan,
Indianapolis, Ind/

November 23, 1925,

Mr Fisher:

Attached is newspaper clipping giving some of the history of Charles F. Gray, the Canadian who called on you this morning. The attached business card gives further of his connections.

For six years ~~he was~~ ^{he was} Superintendent of Construction of the Canadian Westinghouse Co., but he has been in business for himself since 1912 as a Consulting Electrical Engineer. Two of his clients at this time are the Manitoba Power Co., and the Spanish River Pulp & Paper Co., two Canadian corporations.

He suggests as reference the Prime Minister of Canada, Premier King of Ottawa; Premier Bracken of Manitoba; Sir James Aiken, Lt Gov. of Manitoba; the Bank of Montreal and the Canadian Bank of Commerce of Winnipeg.

He can be reached at any time through Vernon Knowles, Editor in Chief of the Miami Tribune.

SH:Z

STEVE HANNAGAN,

(X)

Miami Beach, Fla.

Dec. 28, 1925.

Mr. Steve Hannagan,

Will Rogers is going to be here on the 29th of January. We want to have a big crowd out to hear him at the Auditorium. Let the newspapers get back of it and publish the matter to the limit. Also if you can think of some scheme to frame up on Will we will have a lot of fun, but don't forget that he is one of the hardest men in the world to frame.

CARL G FISHER

CGF*JJG.

Miami Beach, Fla.
Jan. 23, 1926.

Mr. Steve Hannagan,

We have a description of a crook who represented himself as my brother in New York the other day and got about \$300 besides causing a lot of confusion. This same crook has shown up in Chicago, Buffalo and Pittsburgh. I think it would be a good thing to put an advertisement in the paper, with description of this man, and stating that I have no brothers or relatives representing me and that all of my representatives carry proper credentials.

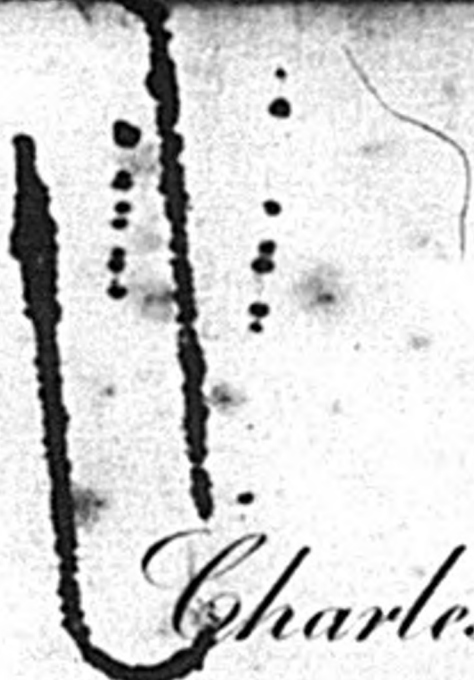
CARL G FISHER

CGF*JJG.

Steve,

The letter with description of this man has been sent to the Chief of Police of Miami Beach and this information will now have to be secured from him.

John Grever



Charles F. Gray, F.R.G.S.

Consulting Electrical Engineer

Assoc. Mem. Inst. Elec. Engrs.
Mem. Amer. Inst. Elec. Engrs.
Assoc. Mem. Eng. Inst. of Canada
Mem. Prof. Engs. of Manitoba

Winnipeg.

Chief Engineer
Canadian Western Co
6 years

In business - self
since 1912

In James Aiken
Lieut Gov. Manitoba
a. m. c. Simont

Manitoba Power Co
George Gray Vrs

Spanish River Pulp & Paper Co
Sault St Marie

Arthur Meighen
Premier King Ottawa

Bank of Montreal
Braden Manitoba

C. B. of Commerce Winnipeg

Cable Address: *Majesto.*
Telephone: 1900 Endicott.



Hotel Majestic

West Seventy-second St.
at Central Park

New York.

Copeland Townsend, President

*File
Steve Hammagray*

April
Twenty-Ninth
19 26

Carl E. Fisher, Esq.,
Fisher Building
Miami Beach, Florida.

My dear Mr. Fisher:-

Governor Cox learning of your intense interest in church chimes and bells has asked me to send to you the enclosed literature about the carillon at Cohasset, Massachusetts. I know you will be interested in it, and the only thing I want you to be sure to do is to return the literature to Governor Cox, care of the Daily News, Dayton, Ohio. That was the promise he extracted from me.

I have been out to the Montauk property twice, and it appears even more attractive than it did when I was there last Fall. Roads are being built and the first house which has been completed, is very attractive. An architect friend of mine who accompanied me, and who has some reputation here in New York, makes the observation that none of the buildings on the property should be large, and that all of them should be made adaptable to the particular nook and cranny in which they are placed in the spacious surroundings. He suggests and I am passing it along for what it is worth, that it is nothing short of an architectural crime to erect a seven story building at this time. As you will see, even the smallest building looks at least twice as large as it really is because of the roll and contour of the country.

Today the weather is beautiful, but for the most part it has been very nasty since I arrived from the South. I am leaving this afternoon to go to Indianapolis for the race, and I will be back the first week in June. If there is anything I can do for you in the meantime I can be located at either the Speedway or the Indianapolis Athletic Club. I was helping Hugh Davis prepare some propoganda on the Long Island Park proposition until two days ago when that seems to have

*Cable Address: Majesta.
Telephone: 1900 Endicott.*



Hotel Majestic

*West Seventy-second St.
at Central Park*

New York.

Copeland Townsend, President

-2-

been definitely settled.

After discussing at great length plans for Montauk buildings with Schultz & Weaver, there appears to be little chance of getting out the booklet about which you were so anxious for at least five weeks. I will keep in touch with Schultz & Weaver from Indianapolis and will be prepared to go ahead with this as soon as they have the proper material for publication.

I want to tell you again how much I appreciated the Yacht cruises and to tell you that they gave me a new lease on an aging life.

My kindest regards to Miss Collier, Florence, Dan and the rest of the jolly sailors.

Gratefully,

Steve Koeniger

INDIANAPOLIS MOTOR SPEEDWAY COMPANY

*Maintaining the Greatest Race Course
in the World*

INDIANAPOLIS, INDIANA

May 17, 1926.

Hannagan

Mr. Carl G. Fisher
Port Washington
Long Island, N. Y.

My dear Mr. Fisher:

I ran across the enclosed clipping and thought you would be interested in seeing it. I am wondering if there is anything you have in mind in regard to the Race in Europe that I would be able to attend for you? You should be fortunate enough to win this Race, it will be an ideal time to announce that the Race will be held at Montauk next year.

The weather is fine out here now. The Grand Stand tickets are all gone -- including "G" and it looks like a most successful race. The 91½ inch jobs will be just as fast on this track as the 122's. The front wheel drives are attracting lots of attention and it appears as though Fred Duesenberg's two cycle motor will not only be successful but will revolutionize motor building in the industry. I believe that the average for 500 miles will be within one mile -- either way -- of Pete DePaolo's average of 101.13 miles an hour over the 500-miles last May. All in all, it looks like a most interesting Race and I trust you will come out.

Ray Thompson asks about you every day and is very much concerned as to whether you are coming out or not.

Very truly yours,

Steve Hannagan
Steve Hannagan, Director of Publicity.
INDIANAPOLIS MOTOR SPEEDWAY COMPANY.

SH:HCM
enc-1

May 24, 1926

Mr. Steve Hannagan
Indianapolis, Ind.

Dear Steve:

Yours of the 17th. Do not expect to get West
this year, for I have a lot to do here. Hope the
race is successful and nobody hurt.

Give everybody my regards.

CGF:JVD

Yours,

~~west this year
Yours of the 17th expect to get~~

Dear Steve:

Indianapolis, Ind.

Mr. Steve Hannagan

May 24, 1926

July 7, 1926

Director of Publicity
Chamber of Commerce
Miami Beach
Florida

Dear Sir:

Regarding the qualifications of Mr. Steve
Hannagan to handle property for Miami Beach:

We have used Mr. Hannagan for a good
many years at Indianapolis in connection with
the Speedway and at Miami Beach, and for the
money we spent, we think we got more for Mr.
Hannagan efforts than from any one we have
had in the past.

Yours truly,

CGF:JD

Steve Hannagan

MONTAUK BEACH DEVELOPMENT CORPORATION
OFFICES AT
MIAMI BEACH, FLORIDA
MONTAUK, LONG ISLAND, NEW YORK

HECKSCHER BUILDING
NEW YORK

September 10, 1926

Mr. Carl G. Fisher,
Port Washington, N. Y.

Dear Mr. Fisher:

I am now awaiting definite word from Sam Stafford, the sheep dog expert, of Bradford, New Hampshire, as to whether he can come to New York or whether I shall go to his home to see him.

It is my understanding that you want this International Sheep Dog Exhibition held at Montauk in September 1927.

That we are to offer suitable attractive cash prizes to lure the foremost competitors not only of the United States but the best in Europe.

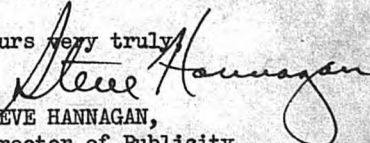
That we will pay a specified sum for expenses of men and dogs of the foremost European contenders, we to have the choice of choosing the number of competitors and the competitors after observing results of European contests.

I will learn all the details of such an exhibition from Mr. Stafford who Jess Andrews says is the real authority in America, and immediately get out a plan to submit to you.

If it is at all possible, I will have, as you suggested, Mr. Stafford come here to talk with you and to go to Montauk to observe conditions at first hand.

It will be necessary, I believe, after rules, prizes and other details are definitely decided, to print a small booklet relating all information of the contest so that they might be broadcast to prospective competitors here and abroad.

Yours very truly,


STEVE HANNAGAN,
Director of Publicity

September
Eleventh
1926

Mr. Steve Hannagan
Hechscher Building
New York

Dear Steve:

Replying to yours of the tenth,
I would be very glad to pay Mr. Stafford expenses
out here and have a talk with him.

I think after talking with him
it would be a good idea to get out a book des-
cribing the prizes, rules etc.

I would like to pull this some
time next September, so please get busy with it.

Yours,

CGF:JD

MONTAUK BEACH DEVELOPMENT CORPORATION
OFFICES AT
MIAMI BEACH, FLORIDA
MONTAUK, LONG ISLAND, NEW YORK

HECKSCHER BUILDING
NEW YORK

September 10, 1926

Mr. Carl G. Fisher,
Port Washington, N.Y.

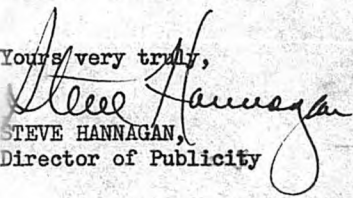
Dear Mr. Fisher:

I have obtained from Captain Tippet a hole by hole description of the First Montauk Golf Course, with suggestions as to how it could be played to the best advantage by the duffer as well as the championship player.

Because the course is in fine condition now, and since you suggest we will want a golf booklet before it would be possible to make effective pictures next Spring, I have requested, as you suggested, Gravelle to go to Montauk to make at least two pictures describing the features of each hole of the course as pointed out by the expert Mr. Tippet.

I also have asked him to make suitable photos of dog, sheep and herder, showing how the dog herds the sheep.

Yours very truly,


STEVE HANNAGAN,
Director of Publicity

SH:P

September
Eleventh
1926

Mr. Steve Hannagan
Hechscher Building
Fifth Avenue
New York

Dear Steve:

I have your letter of the tenth.

I am beginning to get both impatient and disappointed in your effort to get out a booklet. It seems to me that you have had time to get out a dozen. If you continue to delay these booklets, their production is going to be a large item on our expense account since you are getting a salary for this purpose. Besides we need these booklets for people to whom we show Montauk.

Gravelle is sending you some photographs and if the booklets are not already too far finished, insert them in the book.

Whatever else you do hurry along and don't let anything stop you.

Yours,

CGF:JD

MONTAUK BEACH DEVELOPMENT CORPORATION
OFFICES AT
MIAMI BEACH, FLORIDA
MONTAUK, LONG ISLAND, NEW YORK

HECKSCHER BUILDING
NEW YORK

Carl G. Fisher,
Port Washington, L.I.

September 16, 1926

Dear Mr. Fisher:

Answering your letter of September 11, I am exceedingly sorry to have you feel that I have been negligent in the production of booklets.

It has, it is true, required more time than is usually necessary to obtain the first Montauk Booklets - through no fault of mine however.

When you ordered the book some weeks ago, I immediately provided you with a plan, first dummy and copy which you approved. With the booklet copy, photos and all makeup ready to go to the printer, you insisted that a sketch of the office building and the 40-mile-an-hour club boat be used.

It required more than two weeks to obtain this sketch from Schultze and Weaver. Production problems in the Beck plant - over which I have no control - caused further delay.

You would have had complete booklets in your office Saturday had it not been for a decision to be made as to whether 10,000 or 25,000 booklets were required.

Beck promises we will have the books on Tuesday.

The photographs of the sheep which you had Gravelle send were not included in the booklet as they would have caused further delay. However, there are two pictures of sheep in the booklet.

I have received no money from any of the Carl G. Fisher interests since last ~~Winter~~ preferring to take Montauk stock for my services, adding to the amount I already have subscribed and paid for.

9/16/26

Any money due me I would like to have given in Montauk stock. I have ambitions to get on in the world, engendered I am sure in no small way, by my close association with you.

With the completion of current work, I will remove myself from the payroll until such time as you have other duties for me to perform.

I have the offer of two short term contracts which will afford me an opportunity to collect additional money with which to purchase more stock if you will sell it to me.

In any event, I will be in Florida this Winter and in the meantime will make myself available to be of any service to you.

It disturbs me in no uncertain manner to have you feel that I might be laying down on you or on the job. My loyalty cannot be questioned.

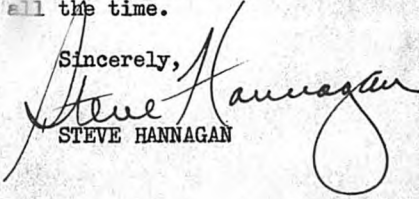
I have received today from Sam S. Stoddart, the sheep dog expert, a letter written in Deer Park, Maryland, where he is giving exhibitions with his dog.

Next week he works at the fair at Arendtsville, Pa., and he will come to Port Washington on his way from Arendtsville to his home in New Hampshire.

I will advise you further as to definite date and make all arrangements for your meeting.

Yesterday I talked with some people who just came on from Miami Beach. It will please you to know that they relate that the cafeteria at the Boulevard Hotel is as good as any restaurant in the land and that many of the Beach's first and most prominent citizens patronize it all the time.

Sincerely,


STEVE HANNAGAN

SH:E

Mr. Fisher!
Copy of letter sent to
Wanfield, President Seaboard
Steel Annougan

December 1, 1926.

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

Dear Sir:-

The Florida East Coast Railroad advertises its group of hotels in every advertisement placed in newspapers and magazines.

The Seaboard, having no hotels to ballyhoo clings to the conventional railroad advertising.

It is logical, I believe, that no guest of a Flagler hotel will have much of an opportunity to purchase tickets on the Seaboard. The hotel officials and employees will naturally make that a difficult procedure, as you probably already know.

Then why would it not be an excellent business program for you to advertise better hotels in Miami Beach, Miami and Palm Beach along with your railroad advertising; carry announcements and the like on your Florida bound trains and otherwise induce your patrons to patronize hotels which would make it easy and a pleasure for their guests to make reservations and purchase accommodations to make the return trip via your Railroad.

At Miami Beach there is the Roney-Flora, the five Carl G. Fisher Hotels,- the Flamingo, Nautilus, Lincoln, King Cole and Boulevard; the Fleetwood, Floridian, Wofford, Faircoast and many others catering to all sized purses. The Miami Beach Apartment House Owners have announced a reduction of 40% in rentals.

You will find this a profitable plan, I am sure, and you will be able to have all of these hotels you mention in your advertising reciprocate in their transportation arranging departments.

Sincerely,

Steve Hannagan
Official News Bureau
City of Miami Beach.

THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Carl Fisher

DATE February 4, 1927

FROM Steve Hennagan

SUBJECT _____

I have read very carefully the attached letter from Mr. Treiber but I am not enough of a mechanical expert to offer any technical suggestion. Common sense, however, would lead me to believe that Mr. Treiber is right and that if the oil burning motor contest is to be one to afford advancement in this type of motor contest, we should not go back to electrical equipment for starting these unusual power plants.

SH S

Steve Hennagan

INDIANAPOLIS MOTOR SPEEDWAY COMPANY

*Maintaining the Greatest Race Course
in the World*

INDIANAPOLIS, INDIANA

May 9, 1927.

Mr. Carl G. Fisher,
Port Washington, L.I.

Dear Mr. Fisher:

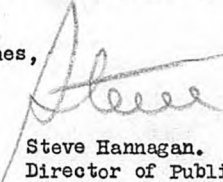
Once upon a time, as they say in the story books, there was a little boy with black curly hair, who was borned in Cincinnati. Mild of manner, soft of voice, he insisted that the world beat a telltale path to his rat trap factory in the woods of civilization so he became an automobile race driver. I am enclosing a picture of him. I am sure it will make you laugh louder and longer than it did me.

Talked to Fred Moskovics yesterday regarding the possibility of holding the S.A.E. meeting at Miami Beach next March. Said he would write you at length. Is not very optimistic that meeting can be held there unless it would be possible to hold the meeting in January. He explains that the winter S.A.E. meeting is held in Detroit because of geographical advantages to all engineers. Also says this will be last year spring meeting will be held at French Lick. By the way, if you had intended, and I think Caleb Bragg does, attending S.A.E. meeting at French Lick this year, it will be held week before the 500-mile race rather than week after as in past.

Weather delightful out here now and I am sure you will be more than pleased with track, grounds and surroundings. They are beautiful now with the grass greener than any place else, trees budding, stands painted and cleaned and everything in apple order.

Heard from Florene that you were not well but hope by the time this letter reaches you that you are again able to knock those dented balls around your swell golf course two strokes better than Mr. Bragg.

My sincerest wishes,


Steve Hannagan.
Director of Publicity.

SH:HR

June 13, 1927.

Mr. Steve Hannagan,
Montauk, Long Island.

Dear Steve:

Enclosed please find copy of letter which I have just received from the leading daily newspaper of Miami. Copy has been forwarded to Dan.

Between the two of you, you should work out some plan that would assist us in getting the assistance of this newspaper and also to help Miami and Miami Beach. If it were not for the latter clause, I would not waste postage stamps time and paper in copying this letter.

Undoubtedly, closer cooperation in handling news would be a great benefit to everybody concerned. It is ridiculous for us to think we pay a salary to you to handle news items that do not go through on time because of lack of cooperation between you and the newspapers of Miami.

I am sending you a copy of my letter to the Miami Herald so that you can see I still have some faith in you -- in correspondence, at least.

Yours,

CGF:T

THE CARL G. FISHER COMPANY

MIAMI BEACH, FLORIDA

U.S.A.

DIRECTORS
CARL G. FISHER
H. E. TALBOTT, JR.
W. A. KOHLHEPP

June 14 1927

OFFICE OF TREASURER

My dear Mr. Fisher:

This answers your letter of June 13 containing copy of a missive from Olin Kennedy, managing editor of the Miami Herald, which, as you term it is the leading newspaper of Miami.

I am sure that Mr. Kennedy, who made ^{only} one visit to Miami Beach during the entire past winter, to my knowledge, has not made a very thorough investigation of the situation of which he writes or else he is deliberately attempting to bring under discussion facts which he cannot prove to any logical bystander.

For instance the big corps of reporters which he writes about in his second paragraph consisted of one mediocre reporter and a photographer who visited the Beach as frequently as two days a week.

Your hotel managers and Mr. Chase, who is a constant observer of the Miami newspaper situation, will tell you I am sure, that it was almost an impossibility to get a Miami Herald reporter near either any of the hotels or the Fisher building. I can think of no single instance in which either a reporter or photographer was impeded in their efforts to obtain information at any of the hotels or other sources of news.

But I do know of numerous instances in which the Herald was provided with numerous stories which were not carried in the newspaper and when representatives of the newspaper were asked the reason the reply invariably was, "tight paper, no room, they are cutting down the space to be used for Beach news". In fact Frank Shutts, himself told me when I complained to him in person about the situation that

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OFFICE OF TREASURER

"he was not going to operate his newspaper at a loss and that the Beach would get 40 percent news to 60 percent advertising". Naturally this was a small amount as the advertising was not heavy on the Beach. But the news bureau, formed to disseminate news cannot be expected to solicit the Herald's advertising.

As Mr. Kennedy points out Miami Beach is a wonderful source of news. Yet the Herald did not show a disposition to recognize it in the news columns.

One glaring example was the beginning of the big tennis tournament held on Flamingo courts. Though it was a story carried, through the efforts of the news bureau, in every important center of the country, there was not a single line about it in the Herald the following morning. *The news bureau supplied a story, too,* Every line that was carried, following the howl that went up from all over the Beach, was supplied by the news bureau.

The Herald the past winter had by far its most perfect coverage of society, an important source of news in any resort. They used our daily society report which ran from 1500 to 2000 words daily, the day's news being supplied in typewritten manuscript ready for use to the Herald--and first, too--at 5:30 o'clock every evening.

All photographs made at the Beach by the bureau were available to the Herald. Its representative selected a few from the general list each day, and the following day returned most of them, though they were of enough news value to be published not only in

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OFFICE OF TREASURER

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newspapers throughout the country but in news sections and rotogravure sections in New York as well.

As a matter of fact I do not consider Mr. Kennedy an adequate critic. He has only an ordinary reputation as a newspaperman in Indianapolis, the largest city in which he was a member of the Fourth Estate. At least two men in my news organization has had more general experience in the collection and distribution of national news in the metropolitan manner than Mr. Kennedy who was a country editor in Miami who had a big newspaper grow around him in a boom and who is incapable of handling the situation such as it obtains on the downward market.

If my worth is to be judged, and I am perfectly willing that it should at any time, (In fact I invite it) I would suggest the biggest men in the publishing business, such as Roy Howard, the head of 28 big newspapers in cities large and small, Karl Bickle, president of the United Press Associations the largest distributors of world wide news, Barry Farris, the New York manager of International News Service, C.V. Hope the general manager of Universal News, Kent Cooper, general manager of Associated Press, Fred Ferguson, general manager of NEA Service the largest syndicate in the business, Ray Long and numerous others whose names and addresses could be readily supplied.

I'll stage my reputation as to the manner of handling a news story against Mr. Kennedy's if it lays in the hands of the foregoing men any time.

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OFFICE OF TREASURER

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Mr. Kennedy suggests that in covering the Beach hotels his experienced corps of reporters were often cheated. I think you know that good newspaper reporters seldom are cheated of any story on which they are covering. If they often are they are not experienced news reporters. And at any time stories were withheld from papers on the Beach, it was for the general good of the community. At the moment I do not remember a single one. There hasn't been a man from the Herald on the Beach in two years who could write a really big news story, if and when it broke.

As Mr. Kennedy says there were many feature stories. In a center such as Miami Beach news stories must be created. That is exactly what the news bureau did. The Miami Herald, for instance, carried the mere mention that Tom Taggart was a Flamingo visitor. But we interviewed him on the subject of the coming presidential election and two press associations copyrighted the articles which were published in practically every newspaper in the country. I could cite instances such as these for hours.

Mr. Kennedy suggests that the Herald be permitted to distribute national news of Miami Beach. What an humorous suggestion that is. When such was the case, Miami Beach could not even get a date line on the Associated Press. Everything went out as happening in Miami. His influence was the most difficult one I had to overcome in establishing Miami Beach as the community it is. I had to go all the way to Kent Cooper, general manager of the Associated Press in New York with my case.

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And if Mr. Kennedy's reporters were handling news of the Beach, who would write the daily stories for the New York Herald-Tribune, Sun, American, Times, the weekly stories for Detroit, Cleveland, Chicago, Indianapolis, Cincinnati and many other towns. Who would send stories to United Press during the day and United News at night, who would file stories to International Service which is not represented in Miami, or who would send the stories to NEA Service which is not even sold to the Herald, but was one of the most important mediums we had in distributing pictures and mats throughout the past winter.

I could ask these questions for two hours straight and there isn't one Mr. Kennedy could answer in a plausible manner.

Mr. Kennedy suggests that the nations newspapers would take the news gathered by the Herald more quickly than from the news bureau. In reply I ask him why then was the bureau the official ~~representative~~ representative of the United Press and International News Service and the chief news source of Associated Press, with numerous wired requests for certain stories, and why were all of the national syndicates not only willing to take our pictures but distribute our pictures but willing and glad to pay for many of them, which they considered of unusual value.

The news bureau, as a matter of fact, never was planned to handle the news for local consumption. It was designed to keep Miami Beach before the eyes of the world far away not the people over the

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OFFICE OF TREASURER

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causeway and who could see everything that was going on if they would take a look. So far as the local newspapers were concerned we attempt to give them everything they wanted, using it as a clearing house of all news.

Mr. Kennedy says that a "cursory check" convinces him that more space was obtained in the country's newspapers in 1925, ~~than~~ "when there was no bureau" than in 1926, when the bureau was in operation. He is easily convinced by whatever a cursory check is.

In the first place the bureau, as you know, was in operation in 1925. In the second place your auditors, C.W. Chase Jr., T.J. Pancoast, SR., or anyone else who has looked at the comparison of clippings will tell you that in 1926 with an enlarged bureau the returns were nearly twice that of 1925, which you yourself admitted was excellent.

There are figures in Miami Beach---the amounts paid to the various clipping bureaus in either or both 1925 and 1926 which refute this argument of Mr. Kennedy's as easily as I can refute any other.

Mr. Kennedy worked for Jim Stuart and Ben Lawrence on the Indianapolis Star in the years he should have been at his peak. I worked for them when I was a cub. Write and ask them for a comparison of our judgements. I couldn't suggest anybody else for Mr. Kennedy couldn't get a news job in any of the posts I have held since I got beyond the short pants stage.

I'm tired just now of answering Mr. Kennedy's innane

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letter remarks. If ~~after~~ you are not I will be glad to take up where I have left off, after a brief rest, and at your suggestion. You might also write to several other people, including Gov. Cox who also owns a newspaper in Miami and as a matter of fact I believe Frank Shutts would almost rise to defend me.

If at any time you think, feel or find that I am not producing for you far more than I obtain, it will not even be necessary ^{to} even cuss me out. I'll be gone at the slightest suggestion ^{would be} and even then I'm sure we ~~XXXXXX~~ better friends than ever before.

You can't, of course send Kennedy a copy of this letter, for I expect to be doing business with the old fossil again next season. There usually is a reason for everything. I think the reason for his letter is this. The Herald was woefully lax in handling the Beach during the past winter. The News was on its toes. Scores of people not only complained about the Herald but transferred their subscription to the News. So did advertisers. Now then during the Summer, when business is tough, the News probably is capitalizing on their work of last winter. Kennedy probably has been called on the carpet, to answer why he let the Herald readers and advertisers get so dissatisfied on the Beach during the past winter. So he just jumped on the news bureau.

Despite my friendship for Dan and the unusual cooperation the News staff always has given me in Miami, I always considered the Herald the first paper and played my stories accordingly although

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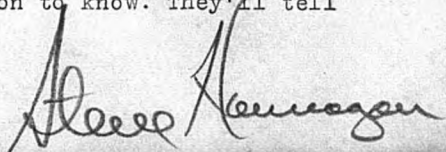
in my business one must carry water on both shoulders without spilling any and give all newspapers an even break. I'm not crazy enough after the years I have been doing it to shun any one newspaper for another. However during the season past at Miami the Herald became so adamant that we played into the hands of the people who were playing ball with us. We can't afford many news fumbles in a short season.

Pete Chase or others can tell you that what I say of the Herald the past season is absolutely true.

If you become convinced that I am not in error, I am sure that I can placate the Herald in the seasons to come, though you yourself are responsible for the situation in a measure. The News carried a lot of Fisher advertising on a trade deal. The Herald got none of it. They were sore about it. I don't know whether they blame me for that or not. At any rate it wasn't my fault. And I'll always be able to fight my own news battles, anyway.

I'm not angry because Kennedy, the old Cheshire ~~cheshire~~ cat smiling hypocrite who spends all of his time at Coral Gables, wrote a letter to you. I wish more people would. But his letter only convinces me stronger that he is a country editor in a community that is trying to be metropolitan and which is being retarded by his feeble influence. Ask anybody in a position to know. They'll tell you the same thing.

Sincerely,



THE CARL G. FISHER COMPANY

MIAMI BEACH, FLORIDA

U.S.A.

DIRECTORS
CARL G. FISHER
H. E. TALBOTT, JR.
W. A. KOHLHEPP

June 14

OFFICE OF TREASURER

Dear Mr Fisher:

In rereading my previous letter I don't believe I was very constructive in assisting you to placate the Herald.


First of all they can't get along without the Beach. So don't worry on that score.

There is no reason why we can't give them, a gift which they always have had, freedom of every news source on the Beach.

If they have that they should not object to our bureau which is concerned with obtaining national publicity primarily and local publicity about the things in which we are vitally interested.

We won't be involved in any way with the Herald, you may be assured of that. Kennedy hasn't any guts and even if he had Frank Shutts would weaken.

Sincerely,


Steve Hannagan

MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO. TO MR. GAFFREY

DATE July 15, 1927.

FROM STEVE HANNAGAN

SUBJECT _____

I am preparing, ~~is~~ a publicity story, with the cooperation of Mr. Haynes, in charge of the records, detailing the gross amount of property that has been sold with virtually no sales effort, to whom it has been sold, in a brief history of the more important people. I plan to use this story in the metropolitan newspapers, of course, but in the case of out-of-town purchasers, such as Indianapolis, Detroit, Chicago, etc., I will write an entirely different story for the local newspapers of those cities, featuring the people from that community who have purchased.

If you have any suggestions to incorporate in this general idea, I will be pleased to receive them.

STEVE HANNAGAN



SH/FT



Copy to Messrs. Fisher, Chase and Haynes.

Publicity

To: Mr. Steve Hannagan.

July 21, 1927.

Replying to yours of the 15th to Mr. Caffrey:

It is all right to send stories to the papers mentioning prominent purchasers, but leave out the gross amounts and any prices whatever.

CGH:T

Copies to Messrs: Caffrey
Chase
Haynes.

MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO. TO Mr. C. G. Fisher,

DATE July 27, 1927.

FROM Steve Hannagan

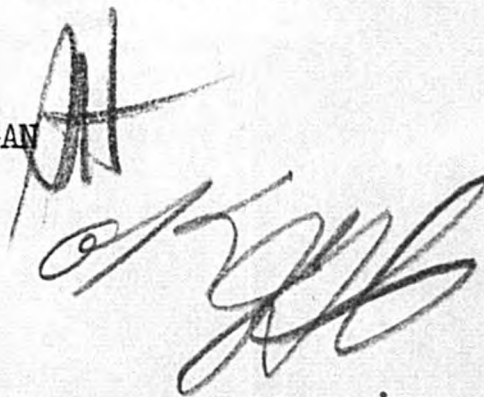
SUBJECT _____

I learned today that Mr. Baron of the Wall Street Journal is arriving at the Ritz Carlton Hotel, New York City, Tuesday expecting to sail for Europe Saturday on the Homeric.

Would it not be a good idea for you to invite Mr. Baron down to Montauk. He never has been here and, as you know, has been a persistent booster for all Fisher enterprises. Even though it might not be possible for him to come down here now, it would call the development to his immediate attention at a time when the Wall Street Journal is being of inestimable assistance to us.

STEVE HANNAGAN

SH/ELL

A large, stylized handwritten signature in dark ink, appearing to be 'SH' followed by a large flourish, is written over the typed name 'STEVE HANNAGAN'.

Steve Hannagan.

August 2, 1927.

Mr. Fisher.

Referring to your letter of the 28th to Mackay:

You are drifting into the use of a lot of words that at least to me seem effeminate and I would not use them myself and it makes me suspicious when I read them in other people's letters, especially when you are talking straight horse sense in advertising.

The word "deleted" in your letter is a waste of English.

One sentence in your letter is particularly poor: "If it meets with any objection on your part, he has decreed that it shall be immediately deleted." For the love of Mike, where did you get this type of writing? Why couldn't you have said, "If this meets with any objections on the part of Mr. Mackay Mr. Fisher, of course, will not use your name in connection with this article."

Your last paragraph could have been cut to the following: "We would like to have you stop in some day and see just what we are doing at Montauk. If we can help you to make hotel arrangements, advise us."

CGF:T

COPY

July 28th, 1927.

Clarence H. Mackay, Esq.,
253 Broadway,
New York, N.Y.

My dear Mr. Mackay:

In preparing a neat booklet for the Montauk Beach Development Corporation, which is developing a new summer city at the easternmost tip of Long Island, one paragraph of the description reads:

"It is rolling country and overlooks the Atlantic on the south and Block Island Sound and Gardiner's Island, summer estate of Clarence H. Mackay, of Postal Telegraph fame, on the north."

Mr. Carl G. Fisher, President of the Corporation, has insisted that I write to you regarding the use of your name in this descriptive paragraph. If it meets with any objection on your part, he has decreed that it shall be immediately deleted. Since we are ready to go to press with this booklet, a letter conveying your feelings in this matter at your earliest convenience will be appreciated.

In passing, I should like to suggest that you would be very much interested in the work we have done and are doing here, and it would be a pleasure to have you drop in sometime. If you will advise me in advance I shall be very happy to make for you any arrangements you deem necessary.

Yours very truly,

Steve Hannagan
Director of Publicity.

SH/M

Monday, ...

Dear Mr. Fisher:

Two great sages of English have spoken:

Mr. LaGorce thinks you were right; Gov. Cox doesn't agree with you wholeheartedly; Dan Mahoney hasn't spoken.

I am enclosing the letters from Messrs. La Groce and Cox. You will be interested in them. Despite the fact that I do not agree wholeheartedly with Mr. LaGroce in his explanation of the use of the questioned words, I am in sympathy with the ^{friendly} ~~friendly~~ advice which he offers, suggesting, as you did, the use of the simplest words.

So no matter what Mahoney says, I owe and offer you the apology we agreed upon as the sum of our wager.

And although I agree with the objections of the words "decreed" and "deleted" much as the darkey in jail, I do appreciate the logic of the advice you have offered me and rest assured that I will follow it to the best of my ability. I'll stick to those words the Irish on the Plankroad in Lafayette could understand. They used to understand me pretty well. But I can see that just as spats and a cane would offend them, so do unusual words annoy you. And you're both right. Therefore I won't wear any spats or carry a cane in Lafayette or use any but the simplest words in dealing with my work in your organization.

I was much impressed about many things you said regarding the Island in Lake Montauk the other day. I believe R.T. Wilson, president of the Jockey Club at Saratoga Springs might be an excellent prospect for such a venture. He has many influential and important friends who are in close contact with the state government, who would be permitted to open a gambling casino and who have the capital to finance such a transaction. If you think the suggestion has any merit I will be glad to go see Mr. Wilson regarding the project.

Sincerely

Steve Kammagan

The News League
Dayton, Ohio

THE DAILY NEWS
DAYTON, OHIO
THE DAILY NEWS
CANTON, OHIO

THE DAILY NEWS
SPRINGFIELD, OHIO
THE DAILY NEWS
MIAMI, FLA.

OFFICE OF THE PUBLISHER

August 11, 1927.

My dear Steve:

I have your letter of the 9th instant.

What are you setting up on me? If I didn't know that this is a good natured controversy between two men whose mutual respect is sufficient for candid contact, then I would run away from an answer to your inquiry.

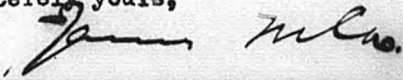
I do not believe that Carl really objected to the word "deleted." It was not out of place in meaning, nor does it run the least in conflict with good taste. If I were making a guess, I should say that the term which ruffled him was "decreed." There's no more democratic fellow in the world than Carl, and happily this spirit is entirely unaffected. As I see it, you brought your best English out for the delectation of Mr. Mackay, and at the same time, carried into expression your great respect for Carl. Frankly, Steve, I think you slipped when you suggested he had decreed anything.

Summing it all up, I would have deleted the word decreed, and let the rest go without change. I never accept pay for services as an arbitrator, so you need not bother about having a check come along in payment.

I was delighted to see dear old Carl looking so well. I told him that his new wife was dressing him up. I hope I am not doing violence to the facts when I intimate that she has "decreed" just what he shall wear. She's going to have a rough time of it, but I have confidence in her good judgment. Kind regards to everybody in your organization that I know. With all good wishes, I am,

Mr. Steve Hannagan,
Montauk Beach Development Corp.,
Montauk, L.I.

Sincerely yours,



JOHN OLIVER LA GORCE
WASHINGTON, D. C.

August 12th., 1927

My dear Steve:

I have yours of August 9th. As you probably know, nothing could give me more pleasure than to take a pot shot at the Skipper especially when he challenges either grammatical construction or the English language as she is spoke. However, in this case I wouldn't have a leg to stand on and by the same token, neither have you.

I don't set myself up as a Woodrow Wilson in English construction but at least I am supposed to have a working knowledge of it, and such being the case since you ask I can but give you my humble opinion.

"If it meets with any objection on your part he has decreed that it immediately shall be deleted".

I will not go into the faulty construction of the sentence, which is not what I am asked to pass upon, but I will say that in the use of the word "decreed" you unconsciously arrogate to Mr. Fisher a term that in usage is given only to a great power such as the Supreme Court, a king, or a Pope. In short, it is a stilted and over pretentious term that would very likely be the occasion for mirth or a suspicion of megalomania because it is not customary to so express oneself in business or personal correspondence and the same can be said, although not in the same degree, of the use of the word "delete".

You frequently see in some stilted dressmaker's advertisement "Fashion has decreed that Miladi will wear, etc.", or in a legal way "The Supreme Court of the United States has decreed". The use of the word delete came into more common usage during the war when one frequently saw in print "Deleted by censor". Moreover it is frequently used in editorial proof reading, but as I said above, in my opinion neither word is justified in correspondence as you use them any more than you would close the letter by saying "With the assurances of my most distinguished consideration", for that would sound bombastic except in diplomatic correspondence.

Not to stack my judgment up against yours by any means, but to give you my reaction after many years of rather close intimacy with customary usage of good English, I would say that the greatest writers use only the simplest words and a case in point would be Lincoln's Gettysburg speech.

To sum it all up I must side with the Skipper in his contention of the construction of the first sentence, but in the last I would soften the curt business phraseology by saying "If we can serve you in the making of hotel arrangements it will be a pleasure to do so".

With kindest regards and best wishes,

Sincerely yours,

Mr. Steve Hannagan,
% Montauk Beach Development Corp.,
Montauk,
Long Island.

Copy to Mr. Fisher.

August 9, 1927.

Hon. James M. Cox,
Daily News,
Dayton, Ohio.

My dear Mr. Cox:

Mr. Carl G. Fisher, by whom I am employed, has taken exception to the use of words I chose in a letter written to Mr. Clarence H. Mackay, of Postal Telegraph fame.

In his fairness, Mr. Fisher has decided that you be one of three judges to convict me of effeminacy (Mr. Fisher's own word) in my choice of words, or to exonerate me, as you see fit. I am enclosing a carbon of Mr. Fisher's objections to a flexible vocabulary.

In defense of myself I will relate the conditions under which the letter was written to Mr. Mackay. In a booklet we are publishing, I described an island near Montauk—"on the south, Gardiner's Island, where Clarence H. Mackay, has his summer home." Mr. Fisher in reading copy ordered (as you may know he can) me to write to Mr. Mackay to ascertain whether Mr. Mackay had any objection to the contemplated use of his name in the booklet. It was, under the circumstances, a very unusual and fair thing to do. I wanted to impress Mr. Mackay with that point of view, that Mr. Fisher had no intention to capitalize Mr. Mackay's name in any manner that would be objectionable; that Mr. Fisher's instructions to me were not merely a suggestion but "an authoritative order or decision" which is Webster's definition for the word.

The paragraph read "If it meets with any objection on your part he has decreed that it immediately shall be deleted."

I have offered my defense for the use of the word decreed in a foregoing chapter. I offer none for the use of "deleted". It means, of course, "cut out", "erase", "cancel" not to mention twenty other more uncommon synonyms offered in Roget's International Thesaurus.

The defense rests its case,

Hopefully,

Steve Hannagan

SJH/ELL

Copy to Mr. Fisher.

August 9, 1927.

D. J. Mahoney, Esq.,
Daily News,
Dayton, O.

My dear Mr. Mahoney:

Mr. Carl G. Fisher, by whom I am employed, has taken exception to the use of words I chose in a letter written to Mr. Clarence H. Mackay, of Postal Telegraph fame.

In his fairness, Mr. Fisher has decided that you be one of three judges to convict me of effeminacy (Mr. Fisher's own word) in my choice of words, or to exonerate me, as you see fit. I am enclosing a carbon of Mr. Fisher's objections to a flexible vocabulary.

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The defense rests its case.

Hopefully,

Steve Hannagan

SJH/ELL

Copy to Mr. Fisher.

August 9, 1927.

John Oliver LaGorce, Esq.,
National Geographic Magazine,
Washington, D.C.

My dear Mr. LaGorce:

Mr. Carl G. Fisher, by whom I am employed, has taken exception to the use of words I chose in a letter written to Mr. Clarence H. Mackay, of Postal Telegraph fame.

In his fairness, Mr. Fisher has decided that you be one of three judges to convict me of effeminacy (Mr. Fisher's own word) in my choice of words, or to exonerate me, as you see fit. I am enclosing a carbon of Mr. Fisher's objections to a flexible vocabulary.

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The defense rests its case.

Hopefully,

Steve Hannagan

SJH/ELL

MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO. TO Mr. C. G. Fisher Copy to Mr. Caffrey DATE September 23, 1927.

FROM Steve Hannagan. SUBJECT _____

When your memorandum regarding Fred Fletcher, rod and gun editor of the New York Herald Tribune, and personal friend of Mr. Le Boutillier, reached here, the plans already had been made for a visit here by Mr. Fletcher.

He arrived Thursday night, was entertained by the writer, taken to a private radio where he heard the results of the Dempsey-Tunney fight and early Friday morning, in company with Mr. Orson Munn, Editor & Publisher of Scientific American and a wealthy sportsman, went on a fishing trip with Captain Thompson and they both returned Friday evening delighted with Captain Thompson and the fishing trip and Fletcher declares that Montauk has the greatest potential qualifications as a fishing ground for interested wealthy fishermen and sportsmen than any other resort in the north.

to He is so enthusiastic that he is drawing up a plan to band between thirty and fifty very wealthy fishermen into a Montauk Fishing Club, to make arrangements for a fleet of ten or twelve fishing boats to come up from Miami and Long Key next summer to care for the demands of these fishermen who can afford to pay for the sport which they enjoy so much.

SH He suggests that a dinner be given this winter at which he will take charge of the organization of such a club. The only expense that seems to be attached to the organization of such a club will be the devoting of a small and inexpensive fishermen's club house where eggs, toast and coffee could be served early in the morning since fishermen like to get on the seas before hotels open and to afford locker room space so that they could change their messy fishing clothes for street togs.

Fletcher points out that the cost of all this is infinitesimal and that such a fishing club would attract countless interested persons in the property and would bring about the constant mention of Montauk among the thousands of wealthy sportsmen who enjoy game fishing.

As soon as I get this prospectus from him, which will be some time next week, I will take it to you.

Steve Hannagan

SH/ELL



MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO. TO Mr. C. G. Fisher,

September 26, 1927.

FROM Steve Hannagan.

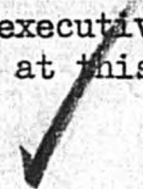
Hannagan DATE _____
SUBJECT _____

The enclosed booklet is an advertisement gotten out by the New Yorker, a very young publication that has been tremendously successful in New York.

It will give you an idea that many successful organizations spend a great deal of money in publishing booklets designed to assist them in business.

I would think that this book costs between \$2.50 and \$3.00 a piece. I will also say that they not only expect it to improve their business but that it unquestionably will. Even the hardest boiled executive with a waste-basket as big as Fort Pond Bay, would take a look at this before he threw it away.

STEVE HANNAGAN



MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO. To Mr. C. G. Fisher,

September 26, 1927.

FROM Steve Hannagan.

Hannagan

DATE _____

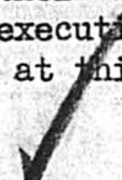
SUBJECT _____

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It will give you an idea that many successful organizations spend a great deal of money in publishing booklets designed to assist them in business.

I would think that this book costs between \$2.50 and \$5.00 a piece. I will also say that they not only expect it to improve their business but that it unquestionably will. Even the hardest boiled executive with a waste-basket as big as Fort Pond Bay, would take a look at this before he threw it away.

STEVE HANNAGAN



Hammgen

I have your interesting letter and enclosure of August 13 and I hasten to thank you and your committee for your consideration.

Obviously, to the professional publicist, although you wish to use the 1932 Winter Olympics as the logical hook on which to ~~xxxx~~ suspend stories and pictures for the intervening time, your real and rightful concern is based on your intention to attract/^{constant} favorable attention to your community, which is resort in application.

The writer probably is better versed in this type of promotion than any other publicist in America.

For proof, readily ^{ascertained} proven for yourself, I point with justified pride to ^{my} part in the promotion and progress of the City of Miami Beach, Florida. Seven years ago it had never been dignified in the public prints with a ~~xxxxxxxxxxxx~~ dateline. ~~Thxxxxxxxx~~
~~xxxxxxxxxxxxxxxxxxxxxxxx~~

Today--and for several years past---it is the outstanding winter resort of the country, even ^{disseminating} outlining in the public prints the news of the ancient and honorable city of Palm Beach, which was a city of import when Miami Beach was in its swaddling clothes of development.

Promotion in the prints of America and Europe has been the margin of difference. *My organization accomplished it*

A similiar campaign would be of financial ^{benefit} ~~progress~~ for the Lake Placid region.

Your Olympic Winter Games requires contact with the sporting writers, though that really is ~~xxxxxxxxxxxx~~ but a small part of the general benefit that can accrue from the efforts devoted to your problem.

As for my ~~xxxxxxxxxxxx~~ qualifications and contacts with the sporting ~~xxxxxxxx~~ fraternity I point to my ^{working association} with Gene Tunney, Jack Dempsey, the late Tex Rickard, the International 500-mile race at the Indianapolis Motor Speedway, the \$15,000 La Gorce Golf Tournament at Miami Beach each year,

the ~~XXXXXX~~ financially successful Stribling-Sharkey contest at Miami Beach in 1928 and other outstanding national and international events.

For verification I suggest, in the event you are sufficiently interest^{ed}, communication with Tunney, Dempsey, T.E. Myers, General Manager of the Indianapolis Motor Speedway, ^{which I have handled publicity for} twelve years; Grantland Rice, W.O. McGeehan, New York Herald Tribune; Allan Gould, sporting editor Associated Press; Frank Getty, sporting editor United Press; Davis Walsh sporting editor or Barry Paris general manager International News Service; Karl A Bickle, president United Press; Roy Howard, president Scripps Howard newspapers; Col. Knox general manager the Hearst newspapers; Ray Long, editor Cosmopolitan magazine; Claude A. Renshaw, city manager City of Miami Beach; Hon. James M. Cox owner of the Miami Daily News and other newspapers; Frank Shutts, owner of the Miami Herald; ~~XXXXXX~~ ~~XXXXXXXXXXXXXXXXXXXX~~ Fred Ferguson, president NEA Service; Joseph Connolly, head of King Features; L.M. Soloman, Wide World photos; Art ~~XXXXXXXXXX~~ Sorenson, P and A Photos; Bob Dorman, Acme photos; Leslie Eichle, Central Press Association; A.L. Murphy, Associated Press photos; Emanuel Cohen, Paramount Newsreel; any executive at Fox Movietone---and others too numerous to mention here, but available on request.

Now as to suggestion ^{for} ~~as to~~ your program. Competently handled it is not difficult. But to round it out completely, \$50,000 is not a huge fund. However much can be done with it. There could be only a minimum of paid space advertising with this appropriation. It would be necessary to have at least two and possibly three people in Lake Placid this winter, one of them a photographer, during the season.

My plan would take in complete coverage of press associations, here and abroad, syndicates, photographic syndicates (still and movie) magazines and radio. Stickets^r, posters etc are but tiny details in your complete program.

There is ample time to build up the Olympics for 1932. There is little time to begin to call attention to your resort for the coming season.

I would not care to give a complete plan, nor ^{to} attempt to layout a budget without conferring personally with you or with members of your committee. ~~ascertaining what help if any, the hotels and other similiar establishments would concede in the way of price etc to newspapermen, photographers etc.~~

I have every ~~confident~~ confidence that ~~ix~~ my organization could handle your problem to your complete satisfaction.

If Davis Walsh, sporting editor of International News Service, is being considered for this work, I desire his application to supercede mine.

I will be in the East until approximately September 1, after which I may go West for a month. If you desire to communicate further with me concerning your plans, I can be reached at the Park Chambers Hotel, New York City.

I am grateful for your consideration,

Cordially,

Steve Hannagan

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 5th, 1930.

Hannagan

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

Dear Skipper:

Blue Monday was made especially bright with your extremely thoughtful gift of 200 shares of Montauk stock.

Words, for one of the first times in my life, fail me when I attempt to express my gratitude. The gift, momentous as it is, is completely overshadowed by your thoughtfulness. That is the thing I appreciate most. I hope that I may always deserve your kind thoughts. Sometimes I know I make you a little unhappy and frequently I am in error but always I want you to believe in my sincerity for not only your success which is assured but for your complete happiness.

This is from the heart of a little Irish boy.

My sincere love and good wishes to you and Margaret.

Gratefully,

Steve
Steve Hannagan

SJH:r.

May 8, 1930.

Mr. Steve Hannagan,
Indianapolis Motor Speedway,
Indianapolis, Indiana.

Dear Steve:

I have yours of the fifth.
It would do me a lot of good if you
would "delete" the entire second
paragraph.

Also, it gives me a laugh
when you classify yourself as "a
little Irish boy." With your big
flat feet you are a bum, big enough
for a policeman.

Best wishes for the races.

Yours,

CCF:T

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 12th, 1930.

Hannagan

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

Dear Skipper:

I'll fine you \$500 if you ever use the word "delete" in a letter to me again even in quotation marks. Regarding that second paragraph, it is my opinion that you should frame it. It's probably the only nice thing that's been said about you in ten years. And just because you have pedal extremities the shape and size of a ballet dancer's is no reason why you should slander the turned up portion of my well proportioned physique.

And not only that but we don't need any of your good wishes for this race - we haven't more than a hand full of seats left now. If you come out you'll have to sit in one of the free parking spaces in the infield and I'd like to see you come out here for that reason alone. It would give me a great deal of pleasure to see the guy whose idea this race was milling around the infield being shoved and jostled and having his dainty feet stepped on by the general admission hoipolloi.

Yours like usual.

Steve
Steve Hannagan

SJH:r.

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 19th, 1930.

Hannagan

Mr. Carl G. Fisher,
Mantauk Beach Development Corp.,
Mantauk Beach, L. I.

Dear Skipper:

Today's clippings brought a couple of pages
from the past in which I was sure you would be interested.

When I am finished here I go to Detroit
until June 8th to handle another race. After that I plan
to drive on to New York and if there is anything you can
suggest that I can do for Mantauk let me know and I will be
happy to take care of it.

Sincerely,

Steve Hannagan

Steve Hannagan

SJH:r.

May 21st, 1950.

Mr. Steve Hannagan,
Indianapolis Motor Speedway Corp.,
Indianapolis, Indiana.

Dear Steve:

Thanks for yours of the 19th. The clippings are certainly a scream and we all had a good laugh.

I do not know of anything at this time that you can do for Montauk. We are not going to spend very much money in advertising, but it is worth while talking it over with you.

I wish you would come down and be my guest in one of our best rooms with bath at the hotel. You can eat as many cat fish as you like, and if you have a girl or boy-friend driving with you, bring them along.

Yours,

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 23rd, 1930.

Carl G. Fisher, Esq.
Montauk Beach Development Corp.,
Montauk, L. I.

Dear Skipper:


Thanks for your letter.

I am glad to note by your third paragraph that you have finally discovered that I am beyond the adolescent stage. However, I shall try to make it unnecessary to bring a girl to Montauk.

I will see you around the 13th or 14th of June.

My sincerest regards to Mrs. Fisher.

SJH:r.


Steve Hannagan

Park Chambers Hotel
68 West 58th Street
New York N Y

1930

Wamya

Mr Ernest Gamache, Secretary,
111 Olympic Winter Games Committee
Lake Placid, New York

My dear Mr Gamache:

I have your wire and despite the sketchy knowledge of your detailed requirements will offer my suggestions in keeping with the information at my disposal.

~~XXXXXXXXXXXXXXXX~~

A general detailed plan should be immediately laid. ~~XXXXXXXXXXXX~~
~~XX~~ This should include a working order of effort culminating in your games in 1932.

The first effort would be a national publicity campaign detailing Lake Placid's ambitions for this big event. Next and of vital importance is an International effort to induce foreign competition to come here in 1932. This concentrated effort of this season should reach a peak at the winter games in Europe--at the various winter sports resorts--during the approaching winter.

Your first effort is that of making contestants conscious of this gigantic event you are planning and making them desirous of competing in it. Therefore much attention must be given to an International plan to accomplish this aim during the coming winter sports season.

Posters, stickers and newspaper~~xxx~~ and magazine publicity can be used in the various foreign resorts during the winter season. But a personal contact in these centers is necessary. I believe it is possible to make every American counsel on foreign soil a booking agent for the Lake Placid winter games. Press association ~~xxxxx~~ representatives at these points also could be of valuable assistance. One or more steamship lines---one in particular, I have in mind---would assist to the extent of having an active representative at each of these resorts during the coming winter games. They

also would arrange transportation at an attractive rate.

Throughout the coming winter at Lake Placid unusual publicity---- stories and especially pictures---could be ~~gained~~ obtained in ~~publications~~ publications throughout the world, relating how American winter sports stars are planning for their competition in the 1932 Olympics.

I again point out, as I did in my letter of August 18, which I wish to consider a part of this missive, that there is much general publicity concerning Lake Placid and its surrounding territory which will be even more beneficial during the coming season than the preparation for the Olympics.

In breaking down your proposed expenditure of \$50,000, I suggest the following:

Salaries, expenses, entertainment.....	\$25,000
Posters, stickers, folders.....	5,000
Paid display advertising.....	15,000
Emergency fund.. ..	5,000

It is extremely difficult to advise you in detail without visiting your community, and discussing in detail the propositions surrounding it. Only in that manner is it possible to give you the complete benefit of my experiences~~xxx~~ in publicity.

Your problem is indeed an interesting one and it would be a pleasure to go into it in detail with you,

~~Sincerely~~ Cordially,

Hannagan

February 24th 1932.

Mr. Steve Hannagan,
City Hall,
Miami Beach, Fla.

Dear Steve:

Barney Oldfield will be in town within the next few days, probably tomorrow, at the Flamingo, and Barney is always worth a story. One of the largest apartment buildings in California carries the name of "The Oldfield" and newspapers generally all over the United States will carry anything under the Oldfield name.

Yours,

C. G. FISHER

CGF-EM

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Yours,

C. C. FISHER

CGF-EM

Hannagan

May 16th 1933.

Mr. Albert D. Laska
Everett, Ill.

My dear Albert:

Thanks for that golf course card.

I note you have taken on Steve Hannagan, and I want to congratulate you on securing Steve's services, because he has a wonderful contact that should be of great assistance to you and your Company.

Yours very truly,

CARL G. FISHER

CGF-HM

Hannagan

May 26th 1933.

Mr. Steve Hannagan,
Indianapolis Motor Speedway Corp.,
Indianapolis, Ind.

Dear Steve:

I have your clipping regarding Moross, First Manager of the Speedway. Moross commenced to act funny a short time before he decided to be a Communist preacher. This was shortly after he left the Speedway management.

Watch your step! No telling how you will act shortly.

I imagine that new position of yours is a good one, and you will undoubtedly make a success of it. Of course we all hate to see you get out of the old line of "baloney" work, and I am sure they will miss you around the Beach.

We are having perfectly wonderful weather here; while it is a little bit warm, it is not at all disagreeable, and I really will regret to go north this year, but I am surely in the chain gang now, working for the bankers, and the old mortgage guys.

It is really doing me good, because I haven't time to do anything else but work.

Jack LaGorce gets heretoday with a few pet "ichtheologists" and "erocchrysanthemumists". They are going tarpon fishing near Matacumbe. I personally know there are no tarpon down in that country, but many mosquitoes and sand flies, and just now these mosquitoes have a lot of "smoke on the ball". We haven't any here on the Beach (advertising) and as we have no property at Matacumbe I don't mind telling you confidentially that they do have a few mosquitoes and sand flies.

I hope I will be here when Jack gets back. I don't know what kind of a deal he is on, but he is carefully keeping these people away from the public, and to personally go through this ordeal

Steve Hannagen - #2

the reward must be great.

Hope to see you down in Montauk some time in the
near future.

Yours,

CARL G. FISHER

CGF-IM

MOTOR BOAT REGATTA-----From Steve Hannagan.

MIAMI BEACH, FLA. Jan.-----Ten daring automobile racing drivers have been chosen to pilot the ten Biscayne Baby speed water boats in the regatta to be held here March 20-21 because ten other men of equal daring could not be found in any other pursuit of happiness.

Not a single one of the drivers chosen has ever driven a motor boat. But every one of them has hurtled racing cars over the bricks and boards of specially constructed speedways at dizzy speeds. Speed means nothing to them.

The idea of the novel race originated in the fertile mind of Carl G. Fisher, who was one of the men responsible for the building and subsequent success of the Indianapolis Motor Speedway, the most famous race course in the world.

Just now Mr. Fisher is here basking in the reflection of the real estate gold he found in the sparkling sands of Miami Beach, a wilderness of solitude when he first saw it in 1916, but now the approved winter playground of those with many dollars.

Each year he designs some thrill for the wealthy Northerners who come here to dodge snow flakes and the scratch of the woolen underthings.

This year he provides a super-thrill, inviting ten of the crack racing stars who have won fame in International 500-mile drives on the Indianapolis track to rush high powered motor boats over the tossing waters of Biscayne Bay, a long stretch of salt blown aqua separating Miami Beach, where millionaires frolic, from Miami, where the trains from the North roll into this tip end of the United States.

"I believe ten automobile racing stars at the helm of ten racing boats will provide the most spectacular water race of all time. It means that for the first time in history ten equally fearless men will be driving ten equally powered and identically constructed boats", was Fisher's blunt explanation of the spectacle which will cost half million dollars and will be given away free.

MONTAUK BEACH DEVELOPMENT CORPORATION

MEMO TO Mr Fisher

DATE _____

FROM Hennagan

SUBJECT _____

New York Stock Exchange ticker announces hurricane which passed over south west portion of Cuba, north of Isle of Pines at noon today, cutting off all communications with Cuba, said to be headed for Miami area at wind velocity of 110 to 130 miles an hour.

Weather bureau in New York confirms hurricane rumor but would not ~~estimate~~ estimate wind velocity. Weather bureau announces storm warnings have been indicated Miami to Ft. Pierce.

Weather bureau, Whitehall 0120 , will issue another statement at 4 pm

MOTOR BOAT REGATTA....From Steve Hannagan.

MIAMI BEACH, FLA. Jan. -----Tommy Milton, famous automobile racing driver who has officially travelled faster on American soil than any other human, shooting over the sands of a Florida beach at a 156.04 miles an hour gait, is again going to skim over Florida sands at high speed.

But in his next trip he will be many feet above the sandy stretches.

He is one of the ten automobile racing drivers, who are parking their fleet racing cars on the roadside, to drive in the novel motor boat regatta to be held here in Biscayne Bay, March 20-21.

Milton, like the other drivers who will be at the helm of ten boats built from the same specifications and identical in every detail, has never even ridden in a motor boat.

He has, however, demonstrated in his years of success on the automobile race course, that he has the nerve to sweep along in a boat as rapidly as it will travel.

That is why he, and nine other speed demons of the roaring road were invited by Carl G. Fisher, famous racing patron, to participate in the unheard of competition he has arranged for Miami Beach visitors in March.

Milton is the only man who ever has won the premier racing event of the world, the International 500-mile automobile sweepstakes held each May 30 over the bricks of the Indianapolis Motor Speedway, twice.

He made his 156 mile an hour drive at Daytona in 1919 in a sixteen cylinder Duesenberg especially constructed for the tests which were supervised, timed and checked by officials representing the American Automobile Association, the governing body of the gasoline sport.

"I will be very pleased to get another glimpse of Florida sand", wired Milton in accepting the invitation to drive one of the speed boats, "and I hope this time I will get a chance to see a bit more of it than I did in my last drive. Still if I have to make a submarine of the motor boat I will drive and dive 20 or 30 feet beneath the motor boat course to see it I'd just as soon forfeit my share of the prize money now".

MOTOR BOAT REGATTA....From Steve Hannagan.

MIAMI BEACH, FLA. Jan.-----Fire, the phantom enemy ever disturbing the minds of automobile racing drivers as they whirl about race courses at gravity defying speeds, won't be a factor in the performance of ten International stars who will pilot ten speed boats in the Biscayne Bay Motor Boat Regatta to be held here March 20-21.

Not a single one of the auto racing drivers who will drive ten Biscayne Babies, built from the same specifications and as nearly alike in every detail as it is humanly possible to construct them, has ever driven a motor boat.

But the fear of fire will be eliminated from their worries as they skim their speedy vessels over the wave dimpled waters of Biscayne Bay.

"Even if they do catch on fire", said Barney Oldfield, master performer of other years who is returning to speed for this one contest, "all we will have to do is jump out into nice, warm, salt water. That'll put out any fire.

"In the old days of the track if your racing crate caught on fire you'd have to drive it around to the water tank before you could get out".

Peter De Paolo, famous nephew of his more famous uncle, Ralph De Palma, who also will drive and who has experienced the excitement of bouncing off the retaining walls of speedways while travelling at rapid gaits, reckons, "that it will be much softer landing in the water than trying to get through a concrete wall in case anything goes wrong".

Benny Hill, who would just as soon yawn while someone else prepares his racing cars for big events, as to prepare the cars himself calmly remarks, "Well there won't be any flat tires to change in these boat races, anyway".

Benny always has been efficient in working out the factor of safety in work. That's part of the slide rule education he got at Fordham which he never has forgotten.

MOTOR BOAT REGATTA.....From Steve Hannagan.

MIAMI BEACH, Fla., Jan. ---Barney Oldfield, time honored automobile racing star of the active speeding days of Henry Ford, who has been in retirement for several years, will light another cigar and make a return engagement in his speeding antics, when he pilots a speed boat in the Biscayne Bay Regatta to be held here March 20-21.

Barney, the driver "who never looked back", will be pitted, among others, against Ralph De Palma, with whom he has staged hundreds of speed duels in racing automobiles on tracks in all parts of this merry land.

In action they are the bitterest of competitors, leaving no ounce of speed in any space eating contraption they may be maneuvering to outdrive each other.

In the days of yesteryear they have brought hundreds of thousands of people to their feet, caused millions of extra heart beats and made fortunes for themselves in speed brushes that have made their names household words wherever rapidity is discussed.

Oldfield, who claimed he hadn't ridden for years in anything faster than a street car until a traffic cop caught him off base in California a few weeks ago, has never driven a speed boat.

He will come here many days in advance of some of the other pilots, who are all noted automobile racing drivers, to skim his boat over the water course.

Within a few days he expects to be able to master the art of making left turns and remaining on the course.

In accepting his invitation to participate in the race here Oldfield wired, "It ought to be a cinch for me. But don't erect any fences on the course".

overcoats and mufflers he created for the winter season in Gotham and which he won't even have a chance to see in their long Broadway run.

Mayor elect, James Walker, of New York, who next to the President of the United States rules more folks than the ocean has waves, seemed reluctant to leave the land of play, where he has been working at resting after an arduous campaign and it was said was seriously considering swapping his job with Mayor Louis Snedigar of Miami Beach, giving three pocket knives, a whistle, a used horn and his interest in a New York water concern to boot. Snedigar, a real "cracker" who won't wear knickers or go in swimming during the season down here because the calendar says it's winter, said he wouldn't change jobs for any inducement including an interest in the coal and heating concession for all of Greater Manhattan. So it looks as though Walker will have to keep his job for the winter, at least.

Texas Guinan of New York night club fame, who made the sappy "butter and egg" man a national personality, has left her padlocked playhouse in the Roaring Forties to come down into the open spaces, carrying the same pistols that made her famous as a two gun woman of the movies and wearing the same smile that disarmed Broadway.

With covert charges at \$5 a copy she may be as successful as a canny Scot who came down here last year, built a supper club and from a nominal charge of \$2 built his emporium of enjoyment into a \$200,000 asset and has just sold out with profit enough to return to Edinborough and purchase the gorgeous monument to Sir Walter Scott, except that Texas, unless hampered by some unforeseen saving hysteria, will be able to buy the Woolworth Building or Central Park.

"Give this little girl a great big hand, now", says Texas in introducing the members of her one ring circus, "it means so much to her and it means so little to you" but at \$5 a peek and \$1 a bowl for even selected cracked ice it is doubtful if the visiting firemen will climb the ladder to her Del-Fay club often enough to make her plantation as popular as some of the local subdivisions.

Thomas Meighan, movie man extraordinary because the breath of scandal has never seared his curly locks, is here with Lila Lee, his leading lady, but even movie stars get a place on the shelf when there are so many gorgeous bathing creations to see on the beach in the unfaltering rays of a tropical sun.

Meighan is spending most of his odd moments comparing Ireland, from which he just returned after making a picture there, with Miami Beach but even the most ardent Florida boosters can't expect more than an even break from a Killarney product with such a Gaelic name.

From Steve Hannagan .
c/o Fisher Bldg.
Miami Beach, Flo.

MIAMI BEACH FLO FEB 00:---Miami Beach, where wealthy Northerners hibernate during the chilling months of their back home country, can be isolated from the entire world by a mere touch of a lever that operates a drawbridge.

Miami Beach, a municipality in itself, a modern Garden of Eden where the pursuit of happiness is unhampered by commerce, is separated from Miami Flo., a commercial city at the tip end of the country, by a four mile causeway that snakes its way like a gigantic sea-serpent through the ever changing waters of Biscayne Bay.

Like the kings and queens of yesteryear, the residents of Miami Beach can use Biscayne Bay as a moat and when they have settled to their winter's pleasure protect themselves from the commercial foibles of a bustling world, by merely drawing up the bridge.

Miami Beach is an island nine miles long and a mile wide, with the Gulf Stream heated Atlantic surf on one side, Biscayne Bay on another, with the ends bounded by water cuts.

It is here the fashionable resort hotels, with their open air gardens are located, the most expensive polo plant in the world is situated, where golf, tennis, horseback riding, surf bathing, ice skating, roller skating are a few of the means of recreation.

The causeway connecting Miami and Miami Beach is a gigantic bit of engineering, but it is as dividing as the Atlantic Ocean itself. For the resorters of Miami Beach seldom leave their own baliwick, so complete are the provisions for their entertainment and comfort.

It is on Miami Beach they live and play, little business being transacted by the wealthy people who make it a mecca. Practically all the business transacted with the outer world is done by telegraph and huge offices here handle thousands of messages each day.

The Island of Miami Beach is an up-to-date Utopia, with the paint hardly dry in the newness of its conveniences, though Mother Nature has been laboring for centuries to make it gorgeous in natural scenery.

From Steve Hammagan...

MIAMI BEACH FLA. DEC _____ Ponce de Leon has just finished brushing up his fountain of youth for the winter season. The greatest influx of vacationing playfellows is expected.

The Chamber of Commerce has polished the sun for its winter's work and Old Sol has been guaranteed time and a half for overtime and a bonus for the unhampered cooperation of his night watchman, the moon, who shadows the silver sea with golden beams in the cool of many evenings.

The heat committee has turned the warm water into the Gulf Stream to temper the Atlantic waves that caress the local shores and the electric fan commission has made final arrangements with the impresario of the Trade Winds for a complete supply of soothing, salt kissed breezes in the lull of the evening after the day's sports are done.

Society for the Prevention of Cruelty to Cocomuts, members of which complained last year that they had no more solitude than an art model in a Broadway musical show tableau, have been daintily draped within the folds of brightly hued nets to keep them from falling, in irate anger, on the heads of awe inspired northerners, who never before have seen cocomuts, except as a shredded decoration for pie or cake at Sunday dinner, and cannot be halted from gazing at them as they slyly peek from their rendezvous beneath sheltering palm leaves.

The Amalgamated Palm Swishers, first cousins of the Swiss Bell Ringers, are organized and promise a season of ceaseless melody, with a changing tempo for every shift in breeze.

Taxicab drivers have donned new and regal livery, the sad waves of the sea are roaring a rejoicing welcome for the return of the northerners who played with them all last winter and left reluctantly at the end of the season and second hand automobiles have taken on an air of respectability.

Edward Graselli, Millionaire chemical manufacturer of Cleveland, Ohio, who is to Miami Beach what the first robin is to the denizens of middle-western states, has arrived and, as usual, is spending more hours on the beach than the unionized life guards, whose local rules disapprove the wetting of their bright red bathing suits except in case of dire necessity, such as the spectacle of a bathing beauty, bedecked in a posing costume, even contemplating a dip in the surf.

John Ryan, who dictates many fashions worn by the well dressed men of New York, is seen riding through the streets of Miami Beach in a higher priced automobile, chuckling probably at the clever designs in