Miami Beach

Development - summaries

Mb deu

Miami, Florida. January 8th, 1918.

Mr. H. E. Talbot, c/o Royal Palm Hotel, Miami, Florida.

Dear Mr. Talbot :

I enclose you herewith an outline map showing the location of various islands and a large amount of protected waterway which is available immediately for any private experiments which you and your associates wish to make, with the following explanation :

The first island mentioned is directly opposite the City of Miami, 2g-miles east of the city, in Bay Biscayne. The eastern shore of this island is 2000-feet west of the western shore line of the peninsula. This island has recently been filled and is now being planted to grass : it contains 62-acres of land, is perfectly flat and level, and has a heavy sheet piling bulkhead extending entirely around the island. Immediately east of the island, on the peninsula, is a hangar 60 x 80-feet, built of wood, in good condition, and is available for your experiments. In connection with the hangar there is also a 20 x 35-foot office building, which could be used as a machine shop.

> The first key south of the Government Cut is Virginia Key, with approximately 150-acres. This is entirely unanhabited and could be used as an experimental station or as a starting and lending point, if that more desirable.

The next key south is Key Biscayne : the southern part of this large key contains about 1000-acres and is the property of Mr. James Deering. It has a house on the couthern end of about six or eight rooms, and a caretaker. This property is available and quite isolated : is 9-miles from the city, easily reached by motor boat.

About ton miles further south than Koy Biscayne is Sands Key of 25-acres, which belongs to Mr. F. A. seiberling. Sands Key is entirely uninhabited, as are the keys on both the north and south of Sands Key. I am sure that Mr. Seiberling's key can be had for any experiments you wish to make, for the asking.

Adams Key contains 71-acres and belongs to James H. Snowden, Charles W. Kotcher and the writer, and has the advantage of having a first class, ton-room Club-House, helps' quarters and a barracks room that would house fifteen or twenty men in a pinch. The property has in operation its own electric light plant and ice plant and a large supply of good water. Forty thousand dollars has been expended in the development of this Island. The northern part of the Island is protically flat and could quickly and easily be converted into an ideal landing spot, either for flying boats or other types of machines. The northern half of this Island could be fenced off and entirely isolated, and yet leaving the Club-House and equipment there for the use of your assistants. This Island is 28-miles due south of the 62-acre Island opposite the city of Miami.

Our Glub also controls the lease of a house on Gun Key, which is 50-miles zeroes the channel, due east of the 62-acre Island in the Hay. This house has six or eight rooms and a good landing pier, and can be entirely isolated from the only other family on the island of approximately 75-acres.

Immediately south of Gun Key, and 52-miles east by south of the 62-acre Island, is Cat Key, containing approximately 180-acres, entirely uninhabited, which can be easily secured for experimental purposes.

South of Adams Key, approximately 6-miles, is Pumpkin Key belonging to Mr. James Deering, which is available. Pumpkin Key has no improvements - no inhabitants.

Summing up the situation : You have in Star Island sixty-two acres isolated and yet within 3-miles of the city, with boat shop, machine shop and all necessary equipment within a mile and a half of the Island. At Adams Key, 28-miles south, you have a Club-House, a 4-room servants' cottage and a barracks about 18 x 40 - with water, electric lights, ice machine furnished - suitable for base and very easy to keep any operations entirely socret. Pumpkin Key, noted on the map, is available for any further experiments or an observation point. We have available here, to assist in these experiments, two 35-mile, high powered and reliable boats.

We have, within 75-miles south of Miami, at least 150 islands ranging in size from 2-acres to 300-acres - a very large part of which are entirely uninhabited and can be easily secured for experimental purposes. We have, in addition to these grounds, a Polo Field on the peninsula, which is in good shape now for a limited number of starts and landings. This Polo Field, however, could not be easily isolated like the islands referred to.

We have an average wind velocity here of 8.6 miles per hour. The entire Bay from Hiami south, as far as Key West (a distance of 160 miles) the Bay being various widths from 1-mile to 10-miles wide - has an average depth of about 7 to 8-feet, with very clear water, so that any machine lost could be quickly and easily recovered. The various islands and stations which are now available offer opportunities for the following experiments :

From Island #1 to Island #2, fifty miles due east, average wind from the southeast.

From Island #1 to Island #3 - east by south 52 miles.

Mr. H. E. Talbot. Page #3. January 6th, 1918.

From Island #3 to Station #6 - course south 3/4 west - 58-miles.

From Station #6 to Island #8 - course south 1/4 west - distance 20-miles.

From Island #8 to Island #9 - distance 8-miles - course approximately south.

Island #1 to Island #6 - distance 28-miles - course approximately south 1/4 east.

Island #8 to Island #1 - 28-miles - course approximately north 1/4 west.

Any or all of these landings are immediately available and operations on them can be kept entirely confidential - with living accommodations on #2 - #6 and #8, with the most conveniences within 2000 feet of #1, and as explained, a Club-House and other conveniences on Island #8.

Yours very truly,

CGF':R

P. S. Please note that Captain Marmon at Dayton is well acquainted with this territory and with the waters.

Mani, Florida. January 10, 1918.

MB deu

Doarost son :

Beforring to the enclosed pencil sketch : Island #1 is owned by Carl Fisher, with when I have been discussing a testing ground for Ket's bird. Carl is enthalastic in his support and, as you know, is emperienced in doing big things in a therough manner. The results of a trip of about 100 miles down and around the Bay, together with his intimate knowledge of this whole country. I will set forth briefly for you and Net to enalize and let us know your views :

The big estensive prairies, and danse and swamps south from here about 100 miles are without roads or any feasible way for travel over them, without habitation or drinking water : the recovery of the birds would be difficult to the point of being impossible. In any event this big broad hey seems to offer interseting possibilities, especially when one keeps in mind the fact that when the bird takes a header for the ground, it will containly kill itself completely and effectively when it lands : on the other hand, when it takes a header into this shallow may, while it will be wet, it can be recovered in a very short time and can then be dried out and overhauled. If it shuts off engine before taking header, the engine will be somewhat cooled, and as the water of hey has a temperature of shout $76^{5} - F$, porhaps the bath will not sorionally injure the engine - in any event, the recovery from the water seems probably, while falling on land is sure death.

How as to Island #1 : this is about 60-cores in acca - can be absolutely patrolled and can be used as a base for starting mechanism. Carl has a hangar and machine shop on the large island near the Polo Field, which can be made available for starting and lending the observation plane.

Concerning the observation plane : You might discass the securing of a few, say, (3) hydroplanes for this purpose. The water of discayse Bay is mayor rough - is ideal for hydroplane work. The Mavy have some here now a school - also Curtis is here, has a private school with a few students.

Targets can be staked any distance required for experimental purposes, and observation towers may be placed on some of the numerous uninhabited islands or on the mainland shore, for observing direct or angle flights.

Triangulation for detormining courses and distances, from base to target, will be simple - several high-powered launches, SD-miles per hour, are available for observation and speedy recovery.

Island #2 is 25-miles south and cast of Missi. On this is a good Club-House, electric light, ice mechine, plenty of drining water, and barracks for all the workman required. This, if used for base, requires - Mr. H. A. Talbot, Jr. Page M2. January 10, 1918.

hangars and workshop, landing field which can be made quickly, or if hydros are used for follow up work, suitable inclined docks for them.

The advantage of Island #2 for base and starting mechanism is privacy and entire control of the people, workmen, etc. It will take a couple of months, perhaps, to get all these things ready for business - build hangare, shop, flying beat docks, etc. together with the observation towers, triangulation, base lines for quick work in placing targets; actually having starting mechanism built and ready to operate, with various targets located, so when you are ready to try out, everything at this and of the line is waiting and ready for you.

After you and Not go over this, let us have your views. Ket should run down here and look over the situation - then Carl and I can have everything attended to on the lines Ket decides are best.

Consider No. 1 as being communicat more convenient and a little less expenditure - but the privacy of #2, where everything would be concentrated on the work to be done, has many advantages. The Club-House there has all conveniences and is most attractive - remember, too, that every doy down here is a <u>mariant flying day</u> - or night.

It will be well to consider placing some silk bags in the body of the bird so that it will float after striking the water.

Come on now and get basy. Het should come down here right away and give his approval to this lay-out. Ferhaps it will work out best to make the birds here for experimental purposes.

Cole Deeds can probabably get, say, 5 hydros turned over to us, but we must keep it all in our hands entirely until finished - and if an officer be necessary. Captain Sarmon is familiar with these waters. Perhaps Net will want Major Hall to come with him - if no, that would be excellent, and final sottlement and suproval can be had promptly.

Fisher is associated with an excellent boat shop here - skilled workness, word working tools, motal working tools, any-asstylens outfit, etc so any repair work can be attended to here - two excellent machinists and eight skilled woodworkness. Of course, in the main, everything would be made in Dayton, but these facilities for auxiliary work are here and will be available.

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FULL PAGE ADVERTISEMENT to be run twice (2) METROPOLIS

This is an unusual advortisement about unusual property. We have been selling ALTON BEACH real estate for three years and have sold several hundred thousand dollars worth of property to people located in all parts of the United States, and we wish to make this announcement :

MAR has

918-19

That if we have any customers in Miami or elsewhere who have purchased lots from us, who are not entirely satisfied with their purchases and who are not well pleased with their investment, any one or all of these purchasers may come into our office at ALTOH BEACH and we will refund the purchase price of the lot plus 6% interest to date.

Did you ever hear of any other real estate company in the United States making an offer of this kind ?

Our plans for the coming season call for the erection of a theatre, six store reems buildings, a very beautiful Polo Club-House, a Mechanics' Hotel, and ten Italian Villa residences. In addition to these buildings, which will probably amount to two hundred thousand dollars or more, we expect to continue the planting of shrubbery, trees, etc.

We advance the prices of ALAOH BEACH real estate 10% each year. If you wish to purchase property from us this season you may do so knowing that the price will be advanced next year at least 10% or more over this season. We try to give our customers an investment in a home site or a business site that substantially and steadily grows in value.

THE ALTON BEACH REALTY COMPANY

ADVERTISEMENT

The completion of the Brooklyn Bridge increased the value of city lots in Brooklyn from ten to two hundred and three hundred percent. The completion of the giant Causeway in Washington made subdivision property across the River worth fifteen times what it was before the Causeway was built.

MB Da

1918 - 19

The completion of the Causeway in Miami will have the same effect on the property across the Bay.

ADVERTISEMENT

We have 200,000 healthy, beautiful trees on Alton Beach - four years eld - and we are now adding 100,000 ornamental shrubs. Can you imagine what this peninsula will look like in two years from now ?

More actual work and effort has been expended in four years on the creation of the peninsula across the Bay from Miami than on any other subdivision property in the United States.

n We have sold several pieces of property in Alton Beach in the past four years. We will cash any lot we have ever sold, if the owner imagines he can make a better investment, and we will pay 6% interest on the investment from date of sale. No other real estate company in existence ever made this offer. For instance - we sold a lady in Miami, three years ago - Mrs. A. F. Forsell - an Ocean front lot. We will cash this lot today for Mrs. Forsell and be glad to pay doublt the price the lot was sold for three years ago.

THE ALTON BEACH REALTY COMPANY

ADVERTISEMENT

We have twenty-four miles of smooth, dustless roads on the peninsula. No other city of this population in the United States can claim as many miles of good roads.

1918-19

MB

The building permits in Miami proper last month were \$14,500 : building permits in Miami Beach last month were \$110,000.00.

The improvements laid out for this year at Miami Beach include a Church, a theatre, twenty-five houses ranging in price from \$5,000 to \$50,000 each, six store-rooms, a mechanics' hotel, and an additional nine hole Golf Course.

The Dixie Highway to Miami is going to be a bouleward from Louisville to Jacksonville in four years, and when this time comes, Miami's population will double and trable any other city in Florida. Miami today is the home of more wealthy man than any other city in the United States of the same population. These men bring millions of dollars of northern money and spend it in this county.

Within two years from the opening of the Government Channel, it will take two miles of docks to hold the yachts and boats that will aphorenchor at Mismi in the Winter months. HEARLY TWO MILLION DOLLARS IN IMPROVEMENTS AT MIAMI BRACH DURING THE YEAR 1919. 00

MB Dev. 1919

Fow people, even in Mismi, directly across the Bay, realise the tremendous stride that Mismi Beach is making in improvements and new buildings. Following is a partial list of the contracts that are now under way at Mismi Beach. This list, which runs over a million dollars, does not include some twenty-two small residences costing from two thousand to four thousand dollars each, that have been completed during the past season/ $b_{\rm e}^2$ /9/9.

Nor does this list include the three mile fill contract of the Bowers Southern Dredging Company - or the building of the two additional Golf Links that are now being started at the Beach.

On December 22nd the Alton Beach Scalty Company will let contract for the new FLAMINGO Hotel at a cost of about seven hundred thousand dollars, which we hope to be able to add to our improvements for this season.

There is probably no other city in the world of less than five hundred inhabitants that can point to an improvement program that would equal one-tenth the amount that is being expended annually at Mismi Beache

The opening of the new Causeway between Miani and Miani Beach will do for the Beach property the same thing that a large and substantial Causeway has done in every other city in the United States where two important properties have been connected by a substantial causeway or viaduct.

The proper time to invest in Hiami Beach properties is HOW - not after the demand has forced these prices two, three, four, five and probably ten times their present values.



8	New Golf Club Building ecococcessessessessessessessesses	\$15,000.	
à	Now Bay Shore Golf and Country Club Building	50.000.	
	AQUARIUM ASSASSASSASSASSASSASSASSASSASSASSASSASS	150.000.	
	Western Union Cable Office on 5th Street	25.000.	
	(Ocean View Company property)	A A A A A A A A A A	
	Robert Noreland's Riding Academy Building	10,000.	
	Yacht Club and Docks on Star Island assessessessessesses	30.000.	
	Entrance Tower Gates - Star Island essessessessesses	6.000.	
	Conserve Wanty - Company of the State Bandle		
	Congrete Seguall - Star Island	52,000.	
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	Congrote Water Tower - Star Island	22,000.	
	Caretaker's House - Star Island	4,000 e	
	Residence for Paul A. Brooks of Minneapolis essesses	15,000.	ģ
	Four residences let by A. C. Van Hagen sessessessesses	40,000.	
	Residence by J. Arthur Poncoast sessessessessesses	30.000.	
	" J. H. Burton essessessessessessessessessesses	25.000.	
ş	" Cole A. T. Bellantyne	16,000.	
	" H. H. Pancoast sessionsessessessessesses	30,000.	
	2. La Hausmann Rosidence - Star Island	65,000.	
8	Two Ocean View Company houses at (30,000 each esesses	60,000.	
	Residence by George Fink on the Ocean Front sessesses	40.000.	
	Two completed residences by Marvin Allen Bay Front	50,000.	
ŝ	Store Buildings - Lincoln Road	15,000.	
	Five Store Rooms for the Alton Beach Realty Company	9,200.	

Tot

** \$ 1,469.400.00 2,200 \$ 1,467,700

June 2nd, 1919. MB dev

Mr. Thomas J. Pancoast, Miami Beach Improvement Company, Miami Beach, Florida.

Dear Mr. Pancoast :

Yours of the 30th : Check went forward several days ago for the Osborn Tract.

If you and Irving prefer, I will keep the northern part of the peninsula until I can get someone with considerable capital to go ahead and develop it. However, there is no particular harry about this development. We won't be to it for a year and by the time we get there we will know more about how things are going and how all of us will be fixed for each. I think the jobs we are doing now and what people will see when they come to Miami next Winter, are going to make all of our property move rapidly.

I had that that it was best not to say anything about our plans for the peninsula until the islands ware settled. I don't want to stir up a desire for a contest over the possession of these islands. If we had the island question settled definitely I would be very glad to go ahead with considerable publicity regarding our plans for the mortherm part of the peninsula.

No publicity has been given to the Flagler Monument as Brown has not yet received deed from the State for the three-acres.

Regarding the connecting links across the Bay and the sale of the Bridge : The sale of this Bridge to speculators who would not be able to complete their plans would do all of us on the peninsula hundreds of thousands of dollars worth of harm. We now have a million dollars worth of Bay front property north of the Bridge - or we will have as soon as we get it filled and on the market. This property will be more desirable if the Bridge is out of the road entirely than if it remains as it is now. Nothing would please me more than to see a string of well built islands across the Bay, connected by a first class substantial bridge. The present Bridge would only do for hauling materials until the other could be built. A company with anything less then a million dollars for this job would make a failure of it, in my estimation, and a company building islands without proper bulkheading and planting facilities would only create eye-sores in the Bay that we would have to look at for a good many years. If you could sell the Bridge under a contract stating just what it was to be used for, and know before the transfer of the Bridge that the Company buying the Bridge could and would carry thru their plans, then it could be sold and it would

Mr. "hos. J. Pancoast. #2. June 2nd, 1919.

probably do us no harm at our end of the property, and might do us considerable good. If the drawbridges for the Gauseway should not be received on time to be used this year, and if the Bridge should fall in the hands of people who desired to charge a dellar apiece for people to some across the Bridge, we would be in a nice kettle of fish. We have entirely too much at stake on the northern part of our property to take any chances on the sale of the Bridge to speculators or to people who could not carry out their plans.

There is no reason, in my estimation, why you shouldn't go ahead and figure with these people, and if they really mean to make a first class improvement, there is no reason why they shouldn't enter into an agreement to do it at the time the Bridge is sold. The use of the Bridge, in my estimation, as a free passagemay is not practical. It would cost entirely too much money for any company to maintain it unless it is originally built of concrete in a very substantial manner; and if this is done, it will cost at least half a million dollars to build the connecting bridges. Anything else will do us at least half a million dollars worth of harm.

I will be glad to talk this over further with you when I get down to Minmi - leaving here Wednesday might.

Yours very truly.

CGF:R

June 20th, 1919.

SP IN

MB der

Hr. F. A. Seiberling, c/c Goodyear Tire & Rubber Company, Akron, Ohic.

My dear Mr. Seiberling :

a house

I have just returned this morning from Miami, where I have been for the past ten days, trying out a new palmette plow. Since I saw you last I have memaged to dig up enough money to purchase all of the ground from the canal on our property north on the peninsula for a distance of three-and-s-half miles. We have dredges on the ground and are making a three and a half million yard fill. This will add more than a thousand acres to our present holdings and will finally eliminate all of the mesquite breeding heles on our side of the Bay for a distance of five and a half miles north and south. I am expecting a rare time there this Winter, building boulevards, planting trees, etc.

I went down to inspect your Island with Brown, last Monday. Considerable work has been done and the place is looking very well. I imagine it has cest you two or three thousand dollars on the work done to protect the mangrowe trees - but the ditching scheme and harbor scheme, as Brown has laid it out, is finally going to look very good. Labor is getting scheme every day in the South : a negre now at \$5 and \$3,50 a day is no better, and not as good, as some of the negroes we got three years age at \$1,50 a day. Dredging crews are higher paid and the price of fill has gone up, so that it will be mecessary to pay about 25¢ a yard for the fill on your property instead of the 20 or 22¢ which was estimated. Brown is ready to go shead with the bulkhead and the fill whenever you are ready to have him do so.

I have advanced Brown four or five thousand dollars and have been very glad to do so for you. I am having my bookkeeper make up a memorandum of the advance that was made, and you can send me a check when you have time.

Brown talked to me some about your hesitation on going ahead with the Island on account of tidal wawes. I have gone into this matter very carefully and realize that we run some risks on the Beach of at some time having water on our Beach at probably one or two feet but <u>not</u> from tidal waves. Any tidal wave in our part of the country that could be powerful enough to displace the Gulf Stream would be powerful enough to even displace the entire rotation of the earth. The Gulf Stream has always been our great protection at Miami : the ordinary cyclone has very little effect on it. The building which you saw on Soldiers Key was erected by the Florida East Coast Hotel Company more than 22 years age : it is an ordinary wooden building, constructed Mr. F. A. Seiberling. #2. June 20th, 1919.

on an ordinary foundation, and is on a practically three-sare island subject to the wind from every direction. This building wouldn't begin to stand a Kannes cyclone or an Indiana cyclone - and while Soldiers Key, which is only about 28" above high tide, may have had two or three feet of water over it twice in 22 years, no damage was done to the press or to the building in either case.

By building your house on an elevation - a concrete foundation above tide about six or eight feet - I would personally consider it just as safe during a cyclone in the South to be in this house as I would to be in any other building in any other part of the United States during a cyclone - which is sometimes called Tidal Waves.

There can be no comparison whatever between the situation at Calvestán and any possibility of a like situation at Miami. Calveston is located in the small neck of a funnel. If the wind blows steady enough and long enough from the South, it will blow the water up the Bay and pile it up over Calveston again.

During forty-four years residence in Miami of a man to whom I talked, he has only seen the water twice over the bulkhead at the Royal Palm Hotel - and this bulkhead is 3-feet 3-inches above the tide. He has seen the water almost a foot and a half deep over the bulkhead from continuous southerly winds of high velocity.

I am in hopes you won't give up Miami on account of the possibilities of a fidal Wave. The place is growing very rapidly and is more beautiful every year.

Sincerely yours,

CGF:R

June 27th, 1919.

Beach Development

Mr. George Stevens, Pres., Manefield fire & Rubber Co., Manafield, O.

Dear Sir:-

It gives us great pleasure to comply with the request of Mr. Edward Eacon to seeh you more literature describing and illustrating the wonderful development that is taking place at Alton Each and contiguous properties composing Einmi Beach, Flat, - a development that is making this the most ideal spot in which to spend a winter on either ocean, with every man-made attraction that is conducive to pleasurable living, sport and healthful recreation complementing the matchless gifts of mature as provided in an ideal commate and a tropical setting of vivid beauty.

The literature we are sending you is in no sense overdrawn. For the most part it is simply reprinted from the personal experiences of non, who, having visited this delightful realm of tropic enjoyness, could not refrain from rendering tribute to it through written testimonial. The natural attractions of Minai Beach, its bainy, fragmant stmosphere, its pure, undefiled breezes from the heart of the ocean, its gorgeous panorame of sunlit waters, its brilliant, colorful vegetation, its facilities for sport of every description, and the class and character of its beautiful residences are such as to arouse enthusiasm in any man and to avaitant a deep affection for it in his heart.

It will interest you to learn that only last winter a number of prominent Chicans fell under the spell of Alton Boach and will make their winter homes there in the fature. Among them are two gentlemen of your immediate accurintance. Meesra. G. W. and J. C. Henne, of Mansfield and Columbus, C., respectively. These two brothers bought adjoining pieces of property ongone of the most prominent bouleyards of Miami Beach, and one of them. Mr. C. W. Menne, has plans under or eparation for the eraction of a plandid residence of Moorish design. Hr. Homer J. Taylor, a queensware manufacturer of H. Liverpool, O., whom you may also number among your acquaintances, bought one of the homes that we had already built, opposite the golf links, a beautiful New England Colonial design, and is building another home to the rear of this one for his mother. Another Onloan, Mr. William Soles, of Toledo, bought a privately owned home of the bungalow type immediately adjoining our property.

December 14th, 1919.

The Miami Herald, Miami, Florida.

Gentlemen : .

Referring to our page advertisement of December 14th :

A great many mistakes were made in this advertisement which to a certain extent makes the advertisement worthless and also makes it ridiculous. You were given a copy of this adv. and it was only a question of setting it up from the exact copy.

There is no reason why a <u>one</u> should be mistaken for a <u>five</u> - especially when it is spelled out as you will find it in the paragraph referring to population of one hundred thousand. The adv. refers to five hundred thousand as against copy given you which read 'one hundred thousand'.

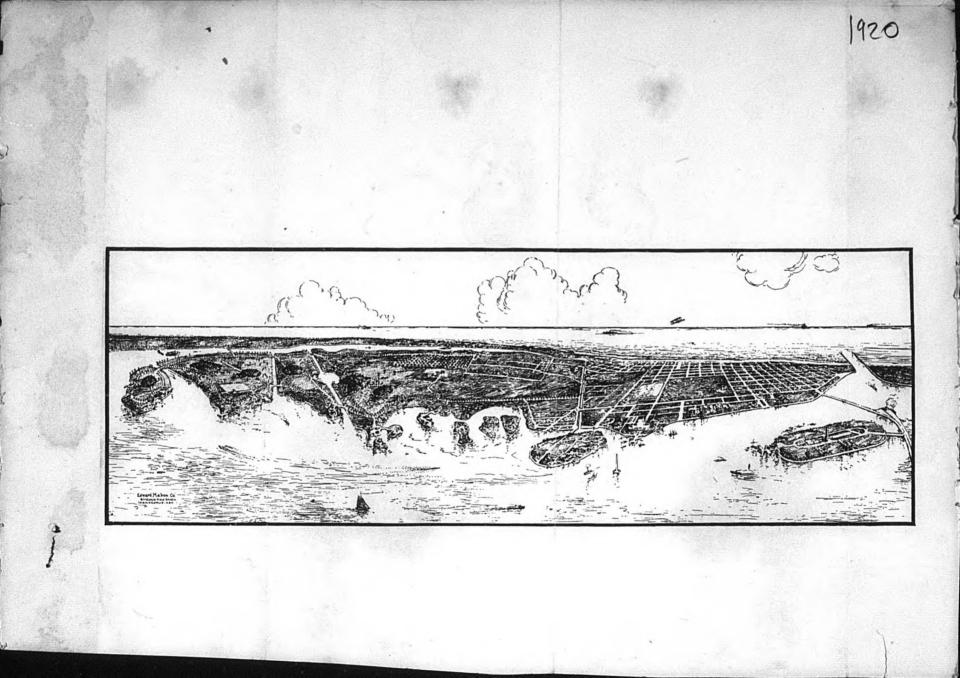
The figures in your main column you will find do not add up properly. You list the new Golf Club at \$50,000 when the copy gave it to you as \$15,000 - and the Ladies' Dressing Rooms at the Bath-house you have listed as \$13,000 when the copy read \$35,000.

We don't like to see a statement of this kind over our name - all garbled and balled up as this his been particularly when you were given a printed copy to follow We don't like to cause you the annoyance of submitting proof of our advertisements, when it can be avoided - but in order to insure the correcting printing of our advertisements, we will have to ask you to submit proof of everything.

Yours very truly.

CGF:R

1/2 poque met at the seach, Importants just nearing Struttor line de Plant. 450.000 Clectric Plant Church 50, Lineven Hotel adition 120, Fadies Bath House 35 5 Store Poone 29.000 23 Homes 230,000 . Nine Have goet Course 40,000 2 New Dehove Blds 55,000 Improvents on Stor Stand Residences - Jowers good 220,000 And we are just minui Beach



MB dev.

1

July , 1920.

Mr. Lyman B. Kendall, Deal, New Jersey.

Dear Ken:

Cortiener

I was riding in the outskirts of Washington yesterday evening and came across a signpost that made me stop, look and listen, for it read "Kendal's Rest." Upon inquiry I found that it was a very nice sanitarium, and it ocourred to me thatyou two homeless robins would be glad to know that somewhere there was a quiet spot far from the madding crowd where politics cease to trouble and the wicked are at rest.

During the last several days I have been getting my notes together about Florida for the preparation of some Magazine material to be used later in the year, and a recapitulation of the wonder work which is going on at Miami Beach, together with the seemingly gigantic task of developing that whole area above the Gasino -- which has been under way for a year or more and is making simply marvelous strides --- is quite worthy of an article by itself, were it not so entirely commercial.

As you probably know, young Fisher acquired control of an area adjoining and stretching for several miles north of the Casino, between Biscayne Bay and the ocean. It was practically a Mangrove-jungle-tidalswamp a year ago, so dense that only a Seminole could penetrate it at all, and to the uninitiated utterly hopeless as a development project. I made three different trips to Miami between last November and May of this year. and in going over that area I could hardly believe my eyes as to what has been accomplished. Several immense dredges have pumped in a mountain of sand, filling every set spot; Demonschractor plows, especially invented to out out the tenacious palmetter roots, rip them out of the ground and tear them apart like a stemming machine handles tobacco leaves; other tractors having a pull of twenty tons tear out by the roots trees forty feet high and three feet in diameter as though they were matches, and the appearance of the property now demonstrates in a conclusive way that even the laymon can understand, that in emother year or two it will rival Alton Beach itself; and is even more desirable topographically because it is bissected by the stream which the Board of Geographic Names of the Government has now changed to Plamingo Bay, and which was formerly Indian Creek.

A year ago while down there I noted that the total amount on deposit in the city of Miami was nine million dollars, and just a month ago it was announced as twenty million dollars; whereas, the census develops that it has grown something like 400% in population in ten years. The new Causeway has been completed and will be as much of a seenic wonder as the Columbia River Highway is to Oregon, for the bridge stretches three miles across Biscayne Bay, is from 60 to 100 feet wide and is a real masterpiece of engineering skill, which is to be beautified by growing palms, tropical plants and electric lights.

Carl has nearly completed an electrical plant to furnish electric light for the whole beach, as well as to operate a car line across the bridge, and up to the Casino; and a bank building, theater, and even a church has been practically completed, to say nothing of accres of beautiful homes, another eighteen hole gobf course, and new polo fields. There were 110 polo ponies down there last winter and splendid gemes were played three times a week. The new hotel on the Bay front, named the Flamingo, is being pushed forward rapidly and will probably be completed by January next.

It is an unusual opportunity for investment and I am only sorry that I haven't a small fortune to put into it myself, and I say this aside from any friendly interest in what Fisher is doing or other sentimental strings.

I am not sure of the figure, but my recollection is that the Companys sold two and one-half million dollar's worth of property during the last winter season down there, and the interesting thing is that a lot of the Miami city residents are realizing now what they have been overlooking and are buying homes over there. By George, if myown ship ever comes in I am going to have one myself, for I think it has developed into the most beautiful spot in the world. Positively, you would never recognize the place as it has improved in the last year and a half.

No, old fellow, I am not trying to sell you stock in enything, for, while I have a lot of editorial assurance and some nerve, I draw the line at anything like that myself, but it is certainly worthy of your earnest consideration.

Tell Bettiken I had a line from old Jane from Pekin, and she will shortly be on her homeward trip via the Philippines, Hawaii and our own West Coast.

It looks as though there would be a lot of fireworks between Messrs. Harding and Cox and their respective followings, but I am benning my hopes on the G.O.P. coming back into the saddle, as the lesser or two evils. Harking back to several months ago, you remember I said something about the prospect of an increase in terms here in Washington -- well, it came through and they were advanced from \$1.50 to \$1.90 per hundred, the Government rescinding the 50-50 plan which they incepted when they took over the District of Columbia as the Nation's Capital, and now supply 40 to the citizens' 60%. It wouldn't be so bad if we could spend that 60% in the District, but it all goes into the maw of the Treasury Department and them they appropriate for the maintenance and development of the District -- about 80% of what they collect. So, you were wise to keep your residence in the Sovereign Commonwealth of Florids.

Have you given up the idea of opening a branch here in Washington.

Give my very best to Betty and remember to keep in the shade and away from your Hebraic neighbors.

L/B

MB deu

September 20th, 1920.

Mr. Charles C. Coffin. 6/0 Culver Hilitary Academy. Culver, Indiana.

Dear Mr. Coffin :

I am sending you under separate cover a bunch of booklets that we have gotten out during the past two years, describing Miami Beach. The place is growing very fast and it is a wonderful place in the Winter time for young men - and it is particularly a wonderful place for your School. We have had at least two hundred different school outfits talk to us about a school at Miami Beach, but none of them seemed to have enough money to do anything with and they just didn't strike us as being the right people. I have always hoped that we could have some school like the Culver Military Academy at Miami Beach.

Our three companies over there ewn and control about 2000 acres of land, and I am sending you a late map of the property showing it as a completed whole. All the dredging and canal work on the horthern part of the property will be completed within the next seven to tan months - seventy-five percent of the entire job is completed now. We are just putting the finishing touches on a \$1,500,000,000 hotel - The Flamingo - and we have just completed for the Beach a complete electric light, street railway system, ice and cold storage plant of our own, at \$650,000,00. I mention these matters so you can see the type of improvements we are putting up at Miami Beach.

Personally I want a branch of the Culver School there at Miami Beach more than anything you can imagine + and I want it bad enough to dig in and denate to such a school. I am sure I will donate up to \$50,000.00 for this School if your company will put up \$150,000.00 or \$200,000.00. My donation, however, will have to be made to cover a period of years, as I have outlined and have under the course of construction there several million dollars worth of improvements which will really keep my nose to the grindstone for at least the next three years to dig up funds to carry on this works.

I wouldn't be interested in a small branch ; I want to see a big enough school there to have a bunch of your boys on horsebask, to have a campus, a couple of rowing teams, a bunch of swimmers, and above all things - a Band. I would rather hear a Culver Band and see your boys drill than anything I know of, and I am willing to do my share.

I have all the maps, photographs and everything regarding the property heremand will meet your representative at any time you say. I am going to Miami the first of November. I would like to see this thing carried thru Mr. Charles C. Coffin. #2. September 20th, 1920.

full speed - in fact, I would like to see you folks come down to Miami in November, select a site and start work on it, and I will make some very reasonable arrangements for a site and agree to donate some cash to help start it, the cash payable in January.

Host of our best photographs are down at Mismi, but I an sending you a small bunch under separate cover, which I would like to have you present to the Directors - and then let me hear from you.

Yours very truly,

CGF:R

ALFRED F. POTTS LAWYER INDIANAPOLIS 911 FLETCHER TRUST BUILDING November 13 1 9 2 0.

Messrs Fisher & Allison. Alton Beach Realty Co., Miami Beach. Florida.

Gentlemen: -

As you are doubtless aware the greatly increased cost of passenger and freight transportation is playing havoc with the theatrical road companies and making more obvious the future of the local stock company such as Stuart-Walker conducts here every summer at the Murat.

As you may know my daughter - Marjorie Vonnegut and her husband Walter are both interested in theatrical matters and have made an excellent record in New York on the stage. But they both see the future for stock business and are considering the organization of a strong stock company.

I have suggested that if the field is not entirely filled at Miami that it would be a splendid place to locate.

Would you be kind enough to advise me as to how many theatres you have and their character. Also, whether a theatre old or new could be leased and generally whether you would regard the venture as one that would promise success. I suppose, of course it would be a winter season proposition. But during the winter would it command a liberal patronage if the show deserved it?

Any general information you can give me will be greatly appreciated.

Very truly yours,

alfred Foto

AFP/WMG

MB der

November 18th, 1920.

Mr. Alfred F. Potts, 911 Fletcher Trust Building, Indianapolis, Indiana.

Dear Mr. Potts :

I have your letter of the 13th : Mismi is the fastest growing city in the United States - 440% gain by the last census and there is probably more new money being put into this section by three or four to om than any other part of the United States. We have fifteen or twenty theatres, such as they are, and one stock company, which has been doing very well, playing to crowded houses. This would be the best place I know of for a real first class stock company equal to the Stuart Walker players. It is almost impossible to consider visiting show commanies here for the reason that we are 365 miles south of Jacksonville and 350 miles from Havana - and a stock company is the only thing I can see here to be a success but it must be good, and then it would be highly successful.

We are having the plans drawn now for a new theatre which will be the finest theatre in the Jouth. We have already started construction work on this theatre with the idea of having it ready for next season. We will make a lease of this theatre to the right company who are willing to invest their own money in the theatre business - and on no other conditions would we consider a lease.

If you wish to run down and look the situation over, we would be very glad to go into the matter further with you.

Yours very truly,

CGF:R

MB day

November 17th, 1920.

Mr. Stoughten A. Fletcher, Fletcher American National Bank, Indianapolis, Indiana.

Dear Stought :

I am enclosing herewith a little resume of operations here, which will give you some idea of how things are going. We have sold fifty thousand dollars worth of property since I arrived, but our selling season is not on until January. We may sell another \$150,000.00 or \$200,000.00 worth in December, but these sales will give us an average of only 25%.

The Street Car Company is running about \$200,000.00 more than originally anticipated on account of extra bridges, extra street lamps, etc - and of course the Hotel is also stepping over the original estimate about \$200,000.00. Our streets, bridges, polo barns, completion of a large number of houses, have also stepped up another \$100,000.00.

We have borrowed considerable money from the local banks here on notes but we have considerable notes left and a large number of other valuable companies that have no obligations. We have just completed the Lincoln Hotel which stands us on our books a little over \$300,000.00. Do you think if we could send you some bonks on this Hotel to the amount of \$150,000.00 that you could sell them for me ?

Our Auditor estimates that between \$650,000.00 and \$700,000.00 will take care of all of our obligations in completing this building program, and of this amount we will probably receive \$50,000.00 or \$75,000.00 from advance payments in real estate during December and entry January, and possibly the sale of some of our real estate notes to the extent of \$50,000 or \$75,000.00. If we could sell the bonds on the Flamingo Hotel, which is practically completed, and \$150,000.00 worth of bonds on the Lincoln Hotel, we would be in good shape and go thru the season in fine style - and our sales should easily be more than a million dollars for this company along by the first of May.

We have a \$750,000.00 Electric Light & Power Plant, new, which is unencumbered; also the Lincoln Hotle, worth \$350,000.00, which is unencumbered; also the Miami Beach Baths & Casino, worth \$300,000.00 and without liabilities of any kind; and about \$500,000.00 worth of new houses, without liabilities of any kind. In addition, the statement will show that we have several million dollars worth of land and miscellaneous assets.

I don't want to have Jim make any sacrifices if I can help it. If you have any suggestions, shoot them thru. And incidentally, let me know how you are coming with your troubles.

The completed program for Miami Beach development calls for ; miles of bulkheaded water front, and for approximately fifteen miles of street car service. Practically every lot at Miami Beach with be within two or three blocks of the street car line - and while we are mentioning street car lines, don't forget that at the present time the City of Miami Beach is served by the finest electric railway system of any city in the United States, regardless of size or age. The bulkheaded water front of Miami Beach is destined to be the most beautiful water frontage of any city in the world. Our restrictions make it impossible for fish houses, unsightly beat-houses, lumber yards and other unsightly obstructions on our water fronts. We have one location of 1200 feet of water frontage for a beat-house and supply yards. We have several special unloading stations for various materials for the construction of buildings on the peninsula.

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The entire Miami Beach peninsula is subdivided into areas - and the best street numbering system of any city in the world is now being installed at Miami Beach.

At the present time there are approximately 50 miles of oiled, smooth surfaced roads at Miami Beach. The entire development will have approximately 100 miles of readways. At the present time the City of Miami Beach has more oiled and paved streets than any city of its size in the world. It has the largest investment in residential property of any city in America of its population. With the emception of only two cities in the United States, Miami Beach has the largest amount of taxable property of any city of its population.

Miami Beach now has the finest hotel in Florida - and construction on the finest theatre in Florida has been started. Miami Beach has the finest Folo Fields and Polo equipment of any spot in America.

Mismi Beach has two golf courses as good as any others in Florida and is now building an 18-hole golf course that will surpass any golf course in the entire South.

Mismi Beach will have nine miles of the finest bridle paths to be found in any section of the United States, by December first of next season : about 4 miles of these bridle paths have already been constructed.

We have only two smoke stoks on Miami Beach - both oil burners. We claim Miami Beach is the cleanest city in the world - regardless of size or location.

The average price of building lots at Miami Beach is \$5000 ; Within ten or twelve years Miami Beach, if it maintains its present standard of progress, will have taxable property of Mitween \$25,000,000,000 and \$50,000,000,00 - and hundreds of lots today sell at \$5000 and will be worth from \$25,000 to \$50,000. Any man who can afford to own a \$2500 satomobile can afford to own a building lot at Miami Beach - and the building lot is a very much better investment. Hundreds of men who cannot afford to own an automobile should put their savings in a Miami Beach lot, as we do not know of any spot in America where there will be in the near future such a large demand for residence and business sites . There are only 3000 acres in all at Miami Beach - many homes will be built here on as much as 5 and 10-acres of ground - so that a safe estimate would figure that less than 3000 people will own all of Miami Beach within the next two or three years. There must be two or three hundred thousand people in the United States who will want a piece of this property. Just what they will pay for this property in the future remains to be seen. We have already seen more than 700 lots at Miami Beach sold for two, three and four times the price that they sold for three or four years ago. No other property in Florids begins to compare with the advance in value that will follow the development of Miami Beach. BIRDS-EYE PICTURE OF MIAMI BEACH - COMPRISING THE PROPERTY OF THE ALTON BEACH REALTY COMPANY, THE MIAMI BEACH IMPROVEMENT COMPANY, THE MIAMI OCEAN VIEW COMPANY? THE NORTH BAY SHORE COMPANY, AND THE PENINSULA TERMINAL COMPANY. 1921

MBdeu

In the entire peninsula there is approximately 3000-acres of ground connected with the Mother City of Miami by the new Causeway. At the present time about one-half of the property has been filled, platted with roads, and is in a highly developed condition. The north half of the property has been let tocontract for fill and further development, and at the present time the Furst-Clark Construction Company have a large number of dredges working on this property, and the entire fill is expected to be finished some time during the season of 1921. This property, when completed, will contain about 60 miles of boulevards - oiled, dustless roads - and all streets will be between 60 and 100 feet There will be no one-way traffic laws at Miami Beach for the next fifty years wide. as the majority of our main arteries are 100 feet in width, which will permit eight rows of vehicles abreast. The large dredges at the present time are making miles of beautiful shore front, lakes, islands, and about three miles of canals which will be about 150 feet in width, spanned with large arched bridges. All of the property on Indian Creek and the Ocean front will be bulkheaded and filled as fast as the dredges can get to this work.

The northern part of the property, or that property immediately north of Collins Canal, will contain the new 18-hole Golf Course which we are going to try and make the finest Golf Course in the entire South; also two new complete Polo Fields.

When this entire project of 3000-acres is complete, we will have reclaimed more than 1000-acres of swamp land, making this fill between 18 and 20 million cubic yards of sand taken from the Bay. The several companies connected with this enterprise will have spent in development between three and five million dollars in actual land development, to say nothing of the bathing pools, hotels, residences and other additions to the property, store rooms, theatre, etc. etc.

The completed property will have about 16 miles of water front, and all of this valuable property within a few years will belong to some 2000 owners scattered in all parts of the United States. There are more than 100,000 people in the United States who can afford to own very handsome residences on this peninsula, and it is safe to say that at least 50,000 people in the United States are going to bid on or attempt to buy a residence on this property. Just what prices will rule the market on Miami Beach is at the present time problematical. If it were possible for the present holders to keep this property for the next five years, undoubtedly at that time the property would sell for two, three and four times the sales prices in the meantime, but the holders of a large part of this property will need several million dollars to proceed with the development - and these separate companies will continue to offer property at Miami Beach at very reasonable figures for the early investors.

If residence property in Detroit and Cleveland, not nearly so well located as this property that we have to offer, is worth from \$400 to \$2000 a front foot, undoubtedly the same residence owners can afford to and <u>will</u> own Winter residence property at Miami Beach. Just what prices will rule when 50,000 people want to own this water front is, as we have stated, problematical - but there is no reason why water front property at Miami Beach should not be worth just as much as restricted water front property in Detroit or Cleveland. Residence property in Detroit or Miami Beach is all the same : you can't sell a piece of residence property in Detroit for a factory site or a lumber yard, and its the same thing at Miami Beach. Residence property at Miami Beach means residence property from now on, as long as the Island stands, or as long as our deeds are worth the paper they are written on. The same people who own residence property at Detroit, worth \$2000 per front foot, can afford

- 2 -

to live at Miami Beach and own a residence here, where they can live six months, while in Detroit hundreds of people only occupy their residences three or four months during the season.

In most large cities like Chicago, Philadelphia, Baltimore, Detroit, Buffalo, etc, a very large proportion of the profit in real estate has been made by investors from other towns who have seen the opportunity. We would like to have a large number of the people in Miami invest in Miami Beach property for future profit. We are going to make a particular attempt to interest the citizens of Miami in Miami Beach property, as we want them to share with us in the future profits. Anything that is of benefit to Miami Beach, is of benefit to the City of Miami.

We have sold hundreds of building sites at Miami Beach to the shrewdest investors in America. These men will help in building up this community and also help in building up the Everglades. They will make investments in the City of Miami : they will help build Churches, theatres, hotels, street car lines, help build roads in fact, they help build everything that is built, not only with their taxes, but with their enterprise and desire to help build up the community in which they 1400 reside.

Within the past thirty days the associated companies at Miami Beach have sold to the most prominent citizens of Miami almost \$400,000 worth of Beach property. The class of improvements and development that we are going head with assures a steady advance on these investments - but we want the citizens of Miami Beach to invest further in our Ocean and Bay front property, as well as our inside lots - and we particularly want to call the attention of builders to the fast that at the present time we need at least 100 houses ranging from five to twelve rooms each, and we need a dogen hotels from 100 to 300 rooms each, to house the people who want to live at Miami Beach and who are going to live at Miami Beach. We have at least a half dogen

- 3 -

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beautiful hotel sites with water frontage, park effects, etc, that we will offer on very reasonable terms to investors who wish to build a hotel.

The FIAMINGO Hotel we expect to have finished by January 1st of mext year. The entire capacity of the FIAMINGO is practically spoken for now, even before the foundation is completed. We are not selfish about the hotel rights at Miami Beach. We know that one good hotel will help fill others - and Miami Beach is growing very fast, as well as the City of Miami. We must have more facilities at both places to accomodate those people in the North who want to come here and live in comfort with modern conveniences during the Winter months.

THE ALTON BEACH REALTY COMPANY.

Some Of The Improvements We Expect To

Complete At Miami Beach Before January 1, 1921.

··· Mit Dou

SUMMARY

V We expect to have the street car, electric light, powerhouse and Cold-storage plant completed and in full operation within three months from teday.

We expect to open the FLAMINGO HOTEL by December 1.

We expect to complete some 15 houses that are now under the course of construction, ranging in price from \$10,000.00 to \$100,000.00 - and have them ready for sale by the 1st of January.

/ We expect to complete the large apartment house now being built on Dade Boulevard.

We expect to complete at least 25 miles of bulkhead on the new Bay Shore Subdivision. We expect to have pumped into this Subdivision not less than 3,000,000 yards of fill by January 1.

We intend to complete the new 18-hole golf course on the Bay Shore Company grounds, just north of the Collins Canal.

We expect to have completed by January 1 a first-class theatre - in fact, this will be the best theatre in Florida or the entire south.

We expect to have completed and in operation a first-class bank and trust company at Miami Beach inside of five months from this date.

We expect also to have built and completed, in connection with the FLAMINGO HOTEL, one of the finest garages to be found any place in the entire South - completely equipped with not less than 25 Packard andCadillac touring cars for the use of Flamingo guests.

We hope to see the completion and opening of the JAMES A. ALLISON AQUARIUM, the latter part of this month or early in May of this year. The ALLISON AQUARIUM will be one of the finest aquariums in the world and will be one of the big visiting points on the south Atlantic coast.

We expect to have completed ON STAR ISLAND by May or June of this year five of the handsomest residences in southern Florida, all with water front. A complete boulevard system on Star Island, and a third of Star Island will be a park for the benefit of the residents of Star Island.

We have received the permit from the war department for the filling of the Flagler Memorial Island. The contract for building the shaft of the Flagler Memorial has been let for over six months. We expect to see this island and shaft completed before January 1 of next year.

We expect to build and complete over six miles of boulevard on the Bay Shore property, and over nine miles of bridle paths. Within three months from this date we expect to have our dairy - which we believe will be the finest dairy in southern Florida - completed and ready for full operation next January.

100 1

We have let the contract for the building of a complete little city for the exclusive use of the colored employees at Miami Beach. The initial contract calls for 25 separate houses - two rooms, kitchen and bath - with septic sewer-tank system; paved street in front of these cottages, and a centrally located church, meeting hall and moving picture auditorium will be a part of the initial program for this colored city. We want our best laborers, cocks and assistants to live centrally on this peninsula - and we have laid aside 50 acres of property for this little city. We are going to try and make it the most ideal city of its kind to be found in America. This city will always be under the control of the Bay Shore Company. The houses will be leased under rigid rules and regulations. The houses will all be built of concrete block, stucce and first-class construction throughout, and will this class of house and equipment, we expect to be able to hold and keep here the very best class of colored servants and laborers.

Two miles of Ocean front property north of the Snowden residence will be bulkheaded and filled some time during this year and early spring of 1921.

We believe we have more imprevenents underway for the year 1920 at Miami Beach than will be underway in any other city in the United States of less than 100,000 population.

This is our program for 1920.

For the past three years these companies have been in the habit of announcing their yearly program. We are pleased to refer to our past record for completing the jobs we have undertaken.

THE ALTON BEACH REALTY COMPANY

Miami Beach Improvement Co., Miami Beach Bay Shore Co. Miami Ocean View Co. Peninsula Terminal Co.

April 10th, 1921.

Mr. Charles A. Booked tor, Booked ter-Ball Printing Company, Indianapolis, Indiana,

Dear Book :

I have yours of the 16th and I will agree with most everything you say. You have probably been told a good many times that whiskey isn't good for the system and you probably mow first whiskey isn't good for the system - but I take it for granted that this doesn't heep you from taking a drink now and them. The fact that I may be killed some of these days playing polo doesn't stop no from playing + and I am going to continue to play polo just as long as I can stay on a horse. I don't know that there is a great deal of difference in being killed at the age of 48, 68 or 68, if you enjoy yourself wille you are living. Besides, to office the element of danger there is in playing polo (and it im't as great as some people think) there is a wonderful entimisiasm about polo that keys you up and I think makes you from thinking how other jobs. It takes your mind off

Now regarding the Pier : I have heard a lot of talk-about the Hear but it isn't the kind of talk that emiftes us. When a promoter comes around and talks of calisting the aid of the Woman's Club for writing the By-laws of the Pier, we don't get greatly emited. I am making you a bet right now, Gld Therr, of a hat scainst a cignret, that this men from Louisville never builds a Pier hare, in Louisville, or in Went Foint, or any place for it isn't on the books that a man can build a Pier and depend upon all the Womans' Clubs, Clubs, Elks Clubs, etc, for its policy. Cartainly we would be very glad to have him build a Pier over hore and have him pay for it himself, but we don't want to build the Fier curselves, pay for it ourselves and then bene it to him.

We are after a population over here of people who can build their own homes - and we are maring considerable progress. When we sell one home site like we sold, for instance, to Kalbott, this one sale equals the sale of seventy such lots as they sell in "Brooklands New Subdivision" - "Groupelands New Subdivision" - Joylands New Subdivision" - etc. We have a subdivision where lots are worth \$2000 and we have sold a few of these to home caners. They are a very desimble class of citizenus. We could easily sell all of our property if we would reduce the price to \$900 and sell it one dollar down and a dollar a month, and we could have 605 of the people who would buy our lots construct homes on which mortgages are forcedlesed, and 305 who how these lots never mism more than the third parants.

There is a lot about the selling of well estate that you do know and a hall-of-2-lot that you don't know, or at least if you do know, you don't seem to the it up with our property here. We are figuring now with several people on very big schemes, any one of which if they do go thru (and certainly Mr. Cinfies A. Boolmaltor. #2.-April 20th, 1921.

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CGFIR

one of the several will go thru) will mean a great deal to the future of ideal Beach. In the mention, we sold about a half as much property this season as we sold last.

I will be up Horthabout the first of May and I hope I will see you at that time.

Yours -

October 31st, 1923.

Mr. "Pete" Beihling, 228 E. 13th St. Indianapolis, Ind.

Dear Pete:

OPont

HATTEN SAR

I have yours of the 23rd. We will be practically finished with our development work here in four months. I am disposing of my street car and power plant, and ice plant to a large utilities company, also selling my apartment houses and devoting my time to my three hotels and the golf courses.

I havn't a thing where you would fit in this organisation, except in the selling of real estate. Real estate here is different from what you understand about real estate in a place like Indianapolis or Cleveland, and I thought that possibly this might be a good thing for you; but you have spent so many years in the automobile business and have such a large acquaintance that it seems to me your acquaintance is worth a great deal to you and that you onght to be able to each in on it with some of the sutemobile commanies.

Yours.

Los Angeles , Cal. 545 Cypress Ave.

Dec. 10, '23.

Carl Fisher ,

Miami, Fla.

Dear Carl:

I've been spending most of my time for the past four or five years here in Los Angeles, and an thinking of taking a look at some other part of the country just for variety. I remember when Commodore Blacktan and I were racing his boats at Miami in 1915 you were interested in building up that burg and inviting pleasant people to come there, and you had a big island that looked as if it might be covered with houses in time. I suppose it is covered now, and probably Miami is growing like Los Angeles. along Is there still room for swimming/winnthm fine sand beaches, and can a fellow keep a cruising boat and go out and find good fishing in the sea , and take trips up the river ? Or is the place all cluttered up with people to such an extent that there isn't room to move ?

I am writing and distributing(sport stuff) through the pell Syndicate in N.Y., to over 90 papers . Have been thinking it might not be a bad scheme to spend the winters in Miami and go up along the Maine coast for the summers, with occasional trips to New York to see the big fights, football games, world series, etc. Either Miami or some other place along the southern coast where there is swimming, fishing and golf. Wish you could take a couple of minutes off and drop me a line of advice. Haven't seen you for a long time, but suppose you are still in Miami, and as brown as ever with that southern sun, tennis, etc.

I have my wife, one boy and myself . Boy is 15, third year in high school , six feet tall and a corker. Have been planning to send him to Stanford, but may choose an Eastern college if I go east .What can a

fellow buy a pleasantly located and interesting home for in Florida? I have a good place here but would sell it if I went East. How about total the end ? With best regards - as ever in? On cettage rent? With best regards - as ever have a state income tax in Florida? Poblet Cagren

December 27th, 1923.

Simiarres

MB dou

Mr. Robert Edgren, 545 Cypress Avenue, Los Angeles, Calif.

My dear Bob:

I have yours of the 10th, and I am glad to hear from you again. I am sure if you would spend one winter season here, we would have yourforever. Some twenty-five million dollars has been spent on the peninsula since you have been here. It is a regular town now and everything is going big. This is a very much better place to be in the winter time then Californis.

We have some very good schools here now for your children; a fine city government; a fire department; a bunch of fine police...and a very orderly place. We have some of the best polo to be found any place in the world; and accompdations for two hundred horses, which are always completely taken.

We have hundreds of cottages, apartments houses and good hotels. You can get anything you want: from a neat little cottage up, and I think at about the same price you would have to pay for the very best residential district in Los Angeles.

On the Beach, here, we have seventy-five miles of fine roads; four polo fields....but it is a very long story, and I am sending you a bunch of advertising matter to take the place of this letter.

You will find here now a big majority of the prominent people of America, from the President down.

I have three golf courses on my property and I am building the fourth one; and there are three more in the city. We have about twenty-five tennis courts; and a big bunch of the best boats in the world.

The population of the city of Miami is now about sixty thousand and growing very fast.

I surely would be glad to see you and if you want to sell out there and . come on here, I think I can help you in an investment that will at least not loose you any money. I am making a good deal of money myself, but have made several millions for other people on this property.

Yours,

CGF-mo

Mr.

January 10th, 1924

Dear Bob:

Los A

I wrote you on the 27th, but I over looked telling you about the income tax. This is the best place in the world to be, on taxes. The valuation of property here is very low, and a great many people are making this their official residence; coming from Wisconsin, Indiana, New York and other places.

I wish you would decide to come here for at least. a week, and look the place over. You can get started here quickly and in the right way.

Yours.

hr. Robert Edgren, 545 Cypress Av. Los Angeles, Cal

CGP-mo

Moorestown, N. J., June 20, 1925.

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

Dear Carl;

Have you arrived home yet, and did you find anything interesting, or is there any way I can help from the observations you made while in Miami Beach?

and and for all the second second

Arrangements are being made whereby I leave on July 6th for a six weeks trip to the West coast, and I was hoping to see you before I go; whether it will be possible or not I cannot say at this moment.

I will be glad to hear from you anything you may have up your sleeve.

With kind regards, I am

Yours very truly, Irring a. Collisio Ba, a.

IAC/MLA

June 24,1925.

MB dev Sum

Mr. Irving A.Collins, Moorestown, N.J.

My dear Irving.

I have yours of the 20th.

There isn't a thing at the present time that I know of that you can do to help the general movement. Miami Beach seems to be on fire in spoulation and advance of prices. We are advancing everything steadily and now have our prices up as high as it seems to me the property is worth. Yet people continue to buy at these advanced prices, but a great deal of it is only speculation. I have changed our sales contracts so that buyers pay quevterly instead of yearly in order to head off speculation.

The plans for the new church are beautiful and this building at the entrace to your property will be of great value to you. It is worth while for you to make some concession to the church crowd and add the price on the balance of your property.

I made a hot trip to Florida last week and it was certainly hot - 110 in our car thru the Carolinas.

Everything seems to be going all right emcept there is so much building activity that we cannot get rock and sand at the beach. I learned that our rock from the Terminal Company was going into Niami and, of course, I changed this situation immediately. I am very glad that we haven't a big building program on this summer, as it would be impossible to complete it.

My new office is very lovely and I wish you would drop ever and see me. We have dosens of Miami Beach people in here every week. We give them all a beat ride, a good dinner, a drink of Scotch and some cigars and send them on their way happy.

Hope to see you soone

Yours.

CGF*JJG.

THE BAY BOTTOM VETO

Senator John W. Watson Gives Out an Interview in Which He Reviews Various Phases of the Miami and Miami Beach

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Copy to -Mr.Kohlhepp, Mr.Romph. Mr.Page.

July 6.1925.

MB summaries

Mr.John WeWatcon,

My dear Mr. Watson.

I have just read your article in the Miami Herald of Wednesday, July 1st. I have been advised to reply in the papers showing the number of MASCATEMENT, which you have brought forth in your article and, generally, supporting these Massatement is date which would, at least, have the effect of proving to a large number of sensible people that you do not know what you are telling about. However, I have desided not to get into an argument with you on this matter, but I am going to call your attention to a few of your statements which are entirely untrue and which you, yourself, will admit are untrue.

In the first place, nobody in Miami has worked as hard as I have for deep water or has spent one-tenth - - yes, I will say one-fiftieth as much as I have in efforts and real cash to promote deep water. I was on the first countitee that ever called on the Florida Mast Count Emilway to buy the bay bottom and the harbor front at Miami. I purchased the property south of the Covernment Out for the particular purpose of building a harbor there and to get Miami people to see the windom of a harbor which would be off to itcelf; would nove millions of dellars in the construction and would give the Oity of Miami millions of dellars worth of property which, in a few years, would more than pay for all the labor and dredging on the harbor.

In a public meeting in the Chamber of Commerce, I offered this land to Mr.Sewell and the City of Miami at my exact cost, which was something like \$60,000. Mr.Sewell got up in the meeting and ignored the offer. stating that he would not give "15 for the land, Mr. Sewell, by his marrowminded sotion that day, sost the City of Miami a great many millions of dollars. Your attituie on the subject is just as foolish as Mr. Sewell's. and if you persist in building on Minmi's unterfront you will, to a great extent, be remonsible for the wasting of millions of dollars by the City of Miami and the people. By effort at harbor promotion on the east side is not for the dollar, as you so glibly states neither were my efforts in building Miami Beach entirely from the dollar standpoints in fact, there was no thought in my mind when I entered this development to make money off of it, When I landed in Miari Beach thirteen years ago, I had approxirately \$5.000.000 in cash and other cognities worth several millions more. I put every cent of this money into Miami Beach and all that I could borrow. and 95 percent of all this money want to the people in the City of Miami there was nobody at Miami Beach to consume the money I was spending. When you talk about forgetting things, just remember this one item that I have referred to. In addition to the funds that I put into Miami Beach. I sold

Hiami Beach and Miami to thousands of people in the North. My own company has spent more money in advertising Miami and Miami Beach than ten Chambers of Commerce in the State of Florida, and, personally, I have put in thirteen years of hard work in trying to develop the Beach and southern Florida. I have donated more money to your charities located in Miami than any ran in Florida. The first fill ever made in Miami was made on Millionum Point and my own residence was the first fill ever made in Southern Florida. This was on Brinkell Avonue and I assisted Mr. Fr. Leymon in financing his fill. The fill at the couthern end of Miami Beach was started some six months after the property I owned had been purchased, and I personally loaned Mr.J.W. Lummas #125,000 to do the job. Mr. Lummus deserves great credit for the effort he made in building the causeway, but in your article you seem to forget the fact that Miami Beach offers your people one hundred miles of the best roads in all Florida to drive over. You seem to forget the fast that we allow you to invade Miami Beach by the thousands and enjoy surf bathing and pleasant surrounds, which were not there before. You seem to forget the fast that we attached our channel, which is now 3,000 feet long. 25 feet deep and 300 feet wide, to the main Covernment channel; that we have widened the routh of your channel and have alroady spent several thousands of dollars for your benefit as such as our own. You also seem to forget the continuous opposition we have had from your Charber of Cormerce regarding anything we tried to do, and our harbor terminal, regardless of the fact that this job running into millions which was all spont in Miami labor, Miami machinery, Miami oil and Miami equipment. In your statement regarding our power plant built on Miami lands, you easily overlook the fact that your engineers were not competent to make proper surveys and that the state engineers had made several serious mistakes in their lines and engineering which caused this confusion. You also overlook the fact that we built and operated a plant and a railway system at Miami Beach and over your lines in the City of Miami at a continuous loss for several years. The damage suits alone, when we sold our plant, on the railway lines amounted to more money than we had made off the railway lines during the entire time we had operated the system. The damage claims we paid to citizens of Miani. was more money than we had made off the system since it's birth. You also seem to ignore the fact that, until quite recently, the entire population of Miami Beach depended upon Miami for clothes, shees, groceries, furniture, and everything necessary to build a city. When your cormissioners decided to buy the land located in the City of Miami Beach you did not ask our cooperation, you did not ask for a meeting of cooperation; in fact, the entire attitude of the commissioners was one of complete self-support and ignoring Miami Beach. You also ignore the fact that the people who killed the bill which Covernor Martin vetoed live in Miemi morese than the Bench. Fortunately, there are a great many people in Miami who have enough common sense to know something about harbors and the expense of construction, and hundreds of these people, comprising the brightest business man and minds in Miami, signed telegrams to Governor Martin asking him to weto this bill which was certainly unfair, unbusineselike, an expensive and foolish thing for Elami to attempt to do, and, besides these reasons, it was not good, clean sport. There is an old saying that "When right's right, it will finally come true," and I think, in this case, you and I both will 11 ve to see the day when the harbor in Miami will be on the eastern coast where

it belongs. However, I think that the recent engineering proposition gotten out by Mr.Cotton is the most sensible plan that I have seen for Mismi to work to. It would remove all the objectionable features of your pr sent harbors it would give better drainage to the new hurbor, and better railroad fadilities. If our plan submitted to the cormissioners several years ann had been followed, the City of Miani, at this time, would own Star Island, all the Falm Islands, their harbor would have been completed with 25 feet of water, paid for, and the City of Mioni would have some \$15,000,000 profit in the bank. However, Mr.Heileman, Mayor of the City of Miami at that time, ignored the plans submitted but privately accepted them for his own benefit. Mr.Sewell agreed with Mr. Helleman and refused my offer of the 200 acres on the ocean front at \$55,000. Don't you think, in your mind and I am going to give you credit for being fair - that it is time for interests as large as Miani and Miani Beach to get together and do something constructive? The City of Miami Beach, in spite of your article and what you say, can well afford to do entirely without Mismi. We now have stores of our own and we have a population that is entertained at Miani Seach; we have our herbor and other utilities and if we wanted to be selfish, as you seem to think we are, we could make a faw moves that would really prove what selfishness means. However, we do not have this in rind at all. We want deep water some place around Miand and we want to acceptrate - providing you do. If you want to go it alone and ignore us. go shead. In the mean time, we have our harbor completed. In other words. we have been socialing money in development work instead of nouthing in newsmper articles. I want to be fair with you Mr. Watson, but, at the same time, you have to be feir with me. You seanot some out in print and make statements about no that are untrue and gut away with it. I do not want to attack you in print and show you up as the average politician out for public approval without an adequate knowledge of his subject, but if I am forded to do this it will be the only defense I have before some people who are not acquainted with the actual facts.

I particularly resent that part of your statement in which you say that my offorts do not justify the destroying of Miami's chances to get a deep channel to the sea. I have done one hundred times as much work in this direction as you. I have expended as much money as the entire dity of Miami has expended in trying to get deep water and, at the present time. I am spending more than "1,000 a day in doing consthing to get deep water instead of writing mouthing articles for the newspapers. I want you to sit down and write no and tell me what I have done that interfores with Miami in her efforts to secure deep water, and be careful when you do write no that you how whet your and the should be careful when you do write no that you

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Vory bruly yours.

July 6,1925.

Mr.John WeWatson, Minnie Plas

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Fobrary 9, 1927.

MB deu similaries

Mr. Harvey Gibson, Nautilus Hotel, Miami Beach.

To add to your information on Nontruks We have already established a value there in nome sites of ten thousand dollars an acre. We have established a value in business sites of sixty-neven thousand dollars an acre. Our general policy here at Miant Beach has been to advance prices from ten to twenty per cent as fast as the market would stand, which until the present time was about every twelve months.

Business sites here at Miami Beach which we sold on a basis of thirty and forty thousand dollars an agre reached a value during the boom of five hundred thousand dollars an agre. A safe and same price, however, on business property here at this time and before the terrific been would be eighty to one hundred thousand dollars an agre.

We sold nine thousand feet of ocean front property for residential purposes at an average price of twenty thousand dollars an acre, which afterwards resold at an average price of seventy-five thousand dollars an acre. Property which our associated commanies sold here for approximately forty-three million dollars has been resold for approximately one hundred fifty to two hundred million dollars. We have no way of checking up on the resales after our final notes are paid.

Hontauk, geographically, is so lossted that we cannot have conjectives. This was not true at Mani Beach. After we had demonstrated the case with which islands could be made and property reslained from the swamps, and after the general information commanded to leak out of the amount of profit we were making, we had hundreds of competitors through the state and about fifty competitors in this county within twenty miles of our location, and these competitors took from us an enormous ensume of business which would not be possible in the development of Montauk. February 9, 1927. Page 2.

It has been necessary to spend ten million deliars here in digging, filling, bulkheading and proparing thirtyfive hundred acres of land for sale, which would be reduced to one million deliars at Hontauk on ten thousand acres.

I have had prepared reports covering climatic conditions at Atlantic City, Maraganest Pier and Montauk over a period of years, and Montauk has a conside rable advantage over either of these other two resorts. There is no reason why Montauk should not be three times as large as Atlantic City in themest fifteen years, and property values wrice se great as they are at Atlantic City.

The manner in which Montauk is handled within the next three years will greatly decide the future property we have, and to handle Montauk property it should not be necessary to be forced to peddle the property or to cheapen it.

Nontouk can depend upon a summer colony during July, August, and September, of forty to fifty thousand visitors from Florida and from fifty to one hundred thousand visitors from the middle west. Miani, Palm Boach, and this county have annually the largest number of wealthy pople of any record property in the world, and Montauk can have an owen greater number of the wealthypeople of the entire middle Sect and the South, as well as a small percentage from the New England States. I have given the subject three years of thought and study and I cannot find a single flaw in the location, the development or the future of Montauk, excepting financing, which was entirely provided for before our recent troubles here.

I have in mind a lot of very important points and subjects connected with Kontank that I cannot take up with you by correspondence but these verious subjects are very interacting and I would like to have more time to go over the matter with you and to explain to you some future possibilities in connection with Montank that have not been covered in any reports made to you.

Vory truly yours,

December 17, 1931.

MB Summies

Mr. H. N. Rodenbaugh, Florida East Coast Railway, St. Eugustine, Fla.

Dear Mr. Rodenbaught

I have your letter of the 14th, and wish you to realize that I appreciate wary thoroughly your position with the Florida East Coast Bailway, and the many hardships they have been subjected to. However, I feel that you cannot blame lack of receipts during the past year the competition, as in hundreds of thousands of places in the United States, where there have been no added facilities at Government or municipal expense, lack of business has been the same.

I firmly believe that the operation of direct ships between this port and European ports would be of wonderful benefit to the entire State of Florida, and I believe that cruise ships operating out of this territory during six months of the year would pull a great many thousand people from the Middle West into this country, who have never seen this part of the country, and who have for years considered the delights and romance of cruises in the South Seas and Old Spanish main.

Miani Beach has now a firmly established

colony. with the first twenty-five million dollars coming here entirely from the Middle West, the solid investment in homes, and purchase of land came from the middle Westerners almost entirely until 1921. A million people in the Middle West want to come to this country, and take southern cruises, particularly at the price they are now offering. I had a great many talks with thehlate Dave Warfield, regarding his ideas of southern cruises, in connection with his own railroad, and an satisfied if he had lived, we would have this thirty-five feet of water on Biscayne Bay, and some of the best boats that belong to the Government at this time would be operating during this winter into southern seas.

The support and reservations for our hotels at this time is from the Middle West more than any other part of the country, and I believe during the coming winter the largest portion of the support will come from the Middle West. I am fifty-seven years of age, and have been associated directly

H. N. Roden baugh - #2

in businesses where transportation of all kinds was a big part of my business since I was fourteen years old, when I commenced my association with transportation as a "news Butcher" on the C.L.& N. Railread, afterwards a news butcher, fireman and brakaman on about half the railreads in the United States, and I know you wenft resent my opinion when I say that I think a big part of the job of the Enlived Computes generally is to make it more attractive for people to ride on railread trains.

I understand that some move has been made for special excursions this year; that will help, but lower rates on encursion trains are not the entire answer. The result of the initial operation on southern cruises of the S.S. EVANGELINE should give us some favorable data as to where they secure the greatest number of passengers for these cruises.

Of course, general conditions this year make almost any plan subject to be knocked "haywire", but the operation of a large number of cruise ships out of this port during the winter months, should leave in this country several million dolkers of new money and new resident owners, and the general benefit must be distributed to a large extent over the railroads operating into this country.

The last conversation I had with the late Mr. Flagler was regarding the deeper water port at Miami: hetold me that he had some ideas on the subject, and that for many reasons he had decided to make a port at Key West. I told Mr. Flagler at that time, which was in the early days of Miami Beach, that I expected to be in considerable competitionwith him at Palm Beach. Mr. Flagler congratulated me on my efforts, and told me that he would cooperate in every way that he could, and while Mr. Flagler didnot exactly say that he was not thoroughly satisfied, with his movement at Key West with his railroad, he did say enough to me to lead me to thoroughly believe at that time that he regardeddhanging the base of operations from here to Key West, and I believe if Mr. Flagler had lived he would have made every effort possible to change from Key West to this point, even though he had a great many million dollars invested in the railroad between here and Key West.

I have a large investment here in hotels and property, which I know without any possible doubt would be greatly anged in value, for the good of this country as well

H. N. Hodenbaugh - #3

as well as for the railroads entering this country, if we had thirty five feet of water. Naturally I understand your position, and I wish to take this occasion to thank you for your cooperation in the past, and I hope we will both live long enough to see the day when one of us can tell the other he was right or wrong.

Best regards,

Very truly yours.

C. G. FISHER

CGF-HM

May 26th 1933.

1920-21

Mr. Henry L. Doherty, Doherty Men's Club, 1319 K. Street, N.W., Washington, D.C.

M. Christe

My dear Mr. Doherty:

Yours of the 7th.

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I can realize the amount of work you had to do, and that you were kept busy all season. I had a good deal of this same work to do for ten years before Miami Beach began to roll properly towards its destination, - whatever that may be.

I think the greatest thing you can do now for Miami Beach is to find, sompplace around the country. two or three other Dohertys to help carry on.

I was fortunate in 1920 and 1921 in locating several wealthy men who jumped in here at the Beach with a lot of ready cash, and incidentally, they all made a very handsome profit from their efforts.

I believe at this time we have a great many men left in this country, who would like to leave the business they have been interested in for a great many years, and branch out into something new and interesting, such as this development work.

It seems to me that this "homestead" exemption law, exempting from taxes homes of \$5,000 or less is the biggest thing could happen to Florida at this time.

We need a big population of semi-retired people who want the sunshine and open air activity with a certain amount of work to do.

I promoted a fishing club once, where we had 44 paid memberships, we had 126 interlocking officials, and an honorary membership of officers of about 80, and for a long time this was one of the most successful clubs I ever had anything to do with,

Mr. H. L. Doherty - #2

but in the last few years most of the members died, or went broke.

The past three years of course have upset many plans of promotion and active business men. I have been trying to figure just what could happen to us in addition to our past upsets. I am really surprised at the enormous number of things that are happening all over the world that didnot happen to us, so all things considered, we are very, very lucky, to be in as good a position as we are now.

I hope to see you some time this summer down at Montauk. I am sending you a booklet of Montauk under separate cover. It is the greatest piece of property outdoors in America today, with the greatest possibilities of any property I have ever seen barheard of, and I would like to personally show you over it. Expect to be at Montauk after June 5th.

Yours very truly,

GARL G. FISHER

CGF-HM

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