

**Miami Beach**  
**– Sales**  
**1927-1936**

Miami Beach

sales to 1926

Corps.

43

SALES ALTON BEACH REALTY CO.

<u>Year</u>	<u>Amount</u>		
1914-15	30	425	00
1916	16	825	00
1917	22	825	00
1918	41	893	00
1919	63	813	00
1920	1 669	822	00
1921	861	340	00
1922	262	060	00

SALES OF BAY SHORE COMPANY

1920	430.	000	00
1921	59	700	00
1922 to June 26	66	500	00

Note Alton Beach prices advanced  
20 - 30 - + 50 % in 3 yrs.

Note Bay Shore Sales include all  
property ready for market.

ASSESSED VALUATION  
BY TAX ASSESSOR

CITY OF MIAMI BEACH, FLORIDA  
(Years 1915-1926 inclusive)

1915	224,000.00
1916	335,120.00
1917	647,500.00
1918	832,745.00
1919	2,579,600.00
1920	3,933,700.00
1921	5,540,105.00
1922	6,235,539.00
1923	8,222,485.00
1924	12,260,250.00
1925	42,405,700.00

Note: During this period the City limits were extended twice, the last extension being made in 1925, adding probably 50% to the size of the territory, but it did not include a great deal of improved property.



COMBINED SALES

THE CARL G. FISHER PROPERTIES  
MIAMI OCEAN VIEW COMPANY  
MIAMI BEACH IMPROVEMENT COMPANY

(Years 1919-1926 inclusive)

1919	\$	381,387.00
1920		3,493,538.04
1921		687,790.00
1922		1,096,209.31
1923		6,066,500.00
1924		8,077,773.32
1925		23,419,782.08
1926 to May		<u>407,255.31</u>
TOTAL		<u>\$43,630,255.06</u>

Note: The above figures do not include resales or brokerage. They represent the original sales of the development companies only.

SALES

MIAMI BEACH IMPROVEMENT COMPANY  
(Years 1919-1926 inclusive)

1919	\$	41,815.00
1920		585,195.00
1921		49,300.00
1922		12,100.00
1923		569,328.00
1924		805,925.00
1925		4,216,561.42
1926 to May		<u>49,500.00</u>
<b>TOTAL</b>		<u><b>\$6,329,724.42</b></u>

Note: This Company is owned by the Collins interests. Mr. John S. Collins originally owned the entire territory embracing Miami Beach and sold the land to Mr. Fisher and his associates, taking an interest in some of Mr. Fisher's other companies. While Mr. Fisher is not interested in this company, it is shown here as its sales were handled by the Carl G. Fisher Sales Organization and developed under the Fisher management and engineering

SALES

THE MIAMI OCEAN VIEW COMPANY  
(Years 1916-1925 inclusive)

1916	\$	32,610.00
1917		39,500.00
1919		118,250.00
1920		942,251.00
1921		17,760.00
1922		219,078.00
1923		1,425,034.05
1924		468,812.32
1925		<u>1,829,500.00</u>

TOTAL            \$5,092,795.37

Note: This Company is not included among the Carl G. Fisher Properties. Mr. Fisher owns approximately 25% of this Company and is included in this statement as its affairs were handled under the same policies and sales methods as the companies controlled by Mr. Fisher.

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SALES

THE CARL G. FISHER PROPERTIES  
(Years 1914-1926 inclusive)

1914	10,700.00
1915	6,000.00
1916	40,650.00
1917	51,675.70
1918	131,601.52
1919	221,322.00
1920	1,966,092.04
1921	620,730.00
1922	865,031.51
1923	4,072,138.27
1924	6,803,036.00
1925	17,373,720.00
1926 to May	357,755.31

\$32,520,452.15

## SALES BY STATES

THE CARL G. FISHER COMPANY  
(Year ending April 30, 1926)

Alaska	\$	13,200.00
Canada		41,400.00
Dist. of Columbia		20,000.00
England		102,432.00
Florida		4,620,995.51
Georgia		35,200.00
Idaho		13,200.00
Illinois		155,200.00
Indiana		422,150.00
Ireland		12,804.00
Kentucky		26,500.00
Massachusetts		177,500.00
Michigan		133,650.00
Missouri		215,000.00
New Hampshire		33,000.00
New Jersey		227,150.00
New York		379,100.00
Ohio		622,030.00
Pennsylvania		224,900.00
Tennessee		48,000.00
Virginia		44,000.00
West Virginia		54,000.00
Wisconsin		60,000.00

TOTAL \$7,291,413.81

Note: The large amount shown under the State of Florida is due to the fact that practically all of our purchasers from foreign states who have a winter home in Florida, gave their Florida address instead of their more permanent northern address.

BUILDING PERMITS

CITY OF MIAMI BEACH, FLORIDA  
(Years 1921-1925 inclusive)

1921	1,503,205.00
1922	1,482,708.00
1923	4,185,600.00
1924	7,014,750.00
1925	17,702,532.00



BUILDING PERMITS

CITY OF MIAMI BEACH, FLORIDA  
(Year 1925)

Residences	237
Apartments	98
Repairs and Alterations	73
Stores & Offices	77
Miscellaneous	31
Garages	26
Hotels	20
Factories and Bus. Estbs.	14
Club Houses	1
Churches	<u>1</u>
<b>TOTAL</b>	<b><u>578</u></b>

Total permit value \$17,702,532.00

Note: Building permit fees based on value given in application. Values given usually represent not more than 50% ultimate cost.

ELECTRIC CONSUMPTION

MIAMI BEACH ELECTRIC COMPANY  
(Years 1921-1925 inclusive)

1921	1,168,600	K.W.H
1922	2,397,800	" " "
1923	3,185,300	" " "
1924	5,080,500	" " "
1925	10,800,000	" " "

Miami Beach

Sales to 1927

(1)

MONTAUK

SALES BY STATES

California	\$	1,000.00
Colorado		58,000.00
Florida		24,480.00
Georgia		12,526.87
Indiana		64,927.50
Kentucky		5,000.00
Michigan		302,158.19
Mississippi		34,400.00
New Jersey		52,300.00
New York		1,486,026.59
Ohio		99,620.34
Pennsylvania		42,362.50
Tennessee		5,000.00
Washington, D.C.		<u>19,068.75</u>
TOTAL		\$2,206,870.74

MONTAUK

## SALES BY STATES

California	\$	1,000.00
Colorado		58,000.00
Florida		24,480.00
Georgia		12,526.87
Indiana		64,927.50
Kentucky		5,000.00
Michigan		302,158.19
Mississippi		34,400.00
New Jersey		52,300.00
New York		1,486,026.59
Ohio		99,620.34
Pennsylvania		42,362.50
Tennessee		5,000.00
Washington, D.C.		19,068.75
<b>TOTAL</b>		<b>\$2,206,870.74</b>

MIAMI BEACH

## SALES BY STATES

Alaska	\$	13,200.
Canada		41,400
Dist. of Columbia		20,000
England		102,432
Florida		4,620,995.31
Georgia		35,200
Idaho		13,200
Illinois		155,200
Indiana		422,150
Ireland		12,804
Kentucky		26,500
Massachusetts		177,500
Michigan		133,650
Missouri		215,000
New Hampshire		33,000
New Jersey		227,150
New York		379,100
Ohio		622,030
Pennsylvania		224,900
Tennessee		48,000
Virginia		44,000
West Virginia		54,000
Wisconsin		60,000
		<b>\$7,291,413.21</b>

NOTE: The large amount shown under the State of Florida is due to the fact that practically all of our purchasers from foreign states who have a winter home in Florida, gave their more temporary address.



MONTAUK

## SALES BY YEARS

1926	\$ 644,419.27
1927	<u>1,562,451.47</u>
Total	<u>\$ 2,206,870.74</u>

MIAMI BEACH

## SALES

THE MIAMI OCEAN VIEW COMPANY only.

(YEARS 1916 to 1927 inclusive)

1916	\$ 32,610.00
1917	39,500.00
1919	118,250.00
1920	942,251.00
1921	17,760.00
1922	219,078.00
1923	1,425,274.05
1924	468,812.32
1925	1,829,500.00
1926	94,500.00
1927	-0-

Total	<u>\$5,187,295.37</u>
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NOTE: This Company is not included among the Carl G. Fisher Properties. Mr. Fisher owns approximately 25% of this company and is included in this statement as its affairs were handled under the same policy and sales methods as the companies controlled by Mr. Fisher.



MIAMI BEACH SALESTHE CARL G. FISHER PROPERTIES only.

1914	\$ 10,700.00
1915	6,000.00
1916	40,650.00
1917	51,675.00
1918	131,601.52
1919	221,322.00
1920	1,966,092.04
1921	620,730.00
1922	865,031.31
1923	4,072,138.27
1924	6,803,036.00
1925	17,373,720.00
1926	665,651.79
1927	609,834.16 to Dec
<b>Total</b>	<b><u>\$33,438,182.79</u></b>

NOTE: First six years \$ 461,949.22  
 First seven years \$2,428,041.26

MIAMI BEACHSALESTHE MIAMI OCEAN VIEW COMPANY only

Years 1916 to 1927 inclusive.

1916	\$ 32,610.00
1917	39,500.00
1919	118,250.00
1920	942,251.00
1921	17,760.00
1922	219,078.00
1923	1,425,234.05
1924	468,812.32
1925	1,829,500.00
1926	94,500.00
1927	- 0 -
<b>Total</b>	<b><u>\$ 5,187,295.37</u></b>

NOTE: This Company is not included among the Carl G. Fisher Properties. Mr. Fisher owns approximately 25% of this company and is included in this statement as its affairs were handled under the same policy and sales methods as the companies controlled by Mr. Fisher.

MIAMI BEACH SALES  
of the

MIAMI BEACH IMPROVEMENT COMPANY only.

1915	\$ 29,264.67
1916	57,769.25
1917	88,217.93
1918	4,050.00
1919	41,815.00
1920	585,195.00
1921	49,300.00
1922	12,100.00
1923	569,328.00
1924	805,925.00
1925	4,216,561.42
1926	75,000.00
1927	- 0 -
Total	<u>\$6,534,526.27</u>

NOTE: This company is owned by the Collins interests. Mr. John S. Collins originally owned the entire territory embracing Miami Beach and sold the land to Mr. Fisher and his associates, taking an interest in some of Mr. Fisher's other companies. While Mr. Fisher is not interested in this company, it is shown here as its sales were handled by the Carl G. Fisher Sales Organization and developed under the Fisher management and engineering.

MIAMI BEACH

COMBINED SALES

THE CARL G. FISHER PROPERTIES  
MIAMI OCEAN VIEW COMPANY  
MIAMI BEACH IMPROVEMENT COMPANY

1914	\$ 10,700.00
1915	35,264.67
1916	131,029.25
1917	179,392.93
1918	135,651.52
1919	381,387.00
1920	3,493,538.04
1921	687,790.00
1922	1,096,209.31
1923	6,066,500.00
1924	8,077,773.32
1925	23,419,782.08
1926	835,151.79
1927	<u>609,834.16</u> to Dec 1.
Total	<u>\$45,160,001.07</u>

NOTE: The above figures do not include resales or brokerage. They represent the original sales of the development companies only.

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MIAMI BEACH  
ASSESSED VALUATION

BY TAX ASSESSOR  
CITY OF MIAMI BEACH, FLORIDA

Years 1915 - 1927 inclusive

1915	\$ 224,000.00
1916	335,120.00
1917	647,500.00
1918	832,745.00
1919	2,579,600.00
1920	3,933,700.00
1921	5,540,105.00
1922	6,235,539.00
1923	8,222,485.00
1924	12,260,250.00
1925	42,405,700.00
1926	66,753,465.00
1927	50,562,350.00

NOTE: During this period this cities limits were extended twice, the last extension being made in 1925, adding probably 50% to the size of the territory, but it did not include a great deal of improved property.

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MIAMI BEACH

BUILDING PERMITS

CITY OF MIAMI BEACH, FLA.  
(Year 1925)

Residences	237
Apartments	98
Repairs & alterations	73
Stores and Offices	77
Miscellaneous	31
Garages	26
Hotels	20
Factories & Bus.	14
Club House	1
Church	1

Total 578

Total permit value \$17,702,532.00

NOTE: Building permits fees based on value given in application. Values given usually represent not more than 50% ultimate cost.

MIAMI BEACH

BUILDING PERMITS

CITY OF MIAMI BEACH, FLA.

Years 1921 to 1927 Incl.

1921	\$1,503,205.00
1922	1,482,708.00
1923	4,185,600.00
1924	7,014,750.00
1925	17,702,532.00
1926	5,043,125.00
1927 to Nov.1	2,249,557.00

MIAMI BEACH

1927 Building Permits to Nov. 1.

- 73 Residences
- 104 Repairs
- 4 Sea Walls
- 5 Club Houses
- 1 Hotel
- 1 City Hall
- 1 Warehouse
- 17 Garages
- 8 stores
- 4 Filling Stations
- 13 Ornamental Walls
- 3 Garage Apartments
- 2 Swimming Pools
- 1 Bandstand
- 1 Bathing Casino
- 1 Heating Plant
- 1 Dance Hall
- 1 Storage Tank
- 1 Refreshment House
- 1 Rest Room - City



MIAMI BEACH (only)

BUILDING COSTS - 1927

Ocean Drive Casino \$100,000  
 M. B. Bath Club 200,000

Municipal Improvements:

City Hall 232,000  
 Sidewalk Construct. 45,000  
 White Way around  
     City Hall 2,000  
 Palm Island Paving 45,000  
 Bulkheading & dredging  
     channel 90,000  
 Landscaping 25,000  
 Ornamental wall around  
     water tower 2,500  
 Ocean front Protection 227,000

MIAMI BEACH, only

Property Valuation in  
 178 April 1926 \$66,753,465.00  
 858 Private residences

POPULATION in 1920 650  
 in 1927 10,000

- 4 Polo Fields  
 3 OCEAN FRONTAGE  $7\frac{1}{2}$  miles  
 1 BAY FRONTAGE Pier under construction  $10\frac{1}{2}$  "
- 2 Ocean front parks  
 115 miles Paved Streets  
 3 Movie Theatres  
 1 Auditorium (featuring stock company)  
 2 Churches (Community & First Methodist)  
 1 Elementary School  
 The Ion M. Fisher High School  
 Coburn School (Private)

MIAMI BEACH only

Property Valuation in 1928 \$88,752,485.00

Population in 1920 10,000  
Population in 1927 10,000

Municipal Improvements

- City Hall 2,000
- Sidewalk Construct. 45,000
- White Way around City Hall 2,000
- Palm Island Paving 45,000
- Bulkheading & dredging channel 90,000
- Landscapeing 25,000
- Ornamental wall around water tower 2,500
- Ocean front Protection 227,000

MIAMI BEACH only

- 56 Hotels--4,000 rooms
- 178 Apartments
- 858 Private residences
- 308 Store and Office Buildings
- 8 Casinos and Bathing Pavilions
- 4 Polo Fields
- 3 Golf Courses
- 1 Amusement Pier under Construction
- 2 Ocean front parks
- 115 miles Paved Streets
- 3 Movie Theatres
- 1 Auditorium (featuring stock company)
- 2 Churches (Community & First Methodist)
- 1 Elementary School  
The Ida M. Fisher High School  
Coburn School (Private)



MIAMI BEACH only

25	Hotels--4,000 rooms
178	Apartments
888	Private residences
308	Store and Office Buildings
8	Casinos and Betting Pavilions
4	Polo Fields
3	Golf Courses
1	Amusement Pier under Construction
2	Ocean front parks
115	Miles Paved Streets
2	Movie Theaters
1	Auditorium (featuring stock company)
2	Churches (Community & First Methodist)
1	Elementary School
	The I. M. Fisher High School
	Coburn School (Private)

MIAMI BEACH

ELECTRIC CONSUMPTION

MIAMI BEACH ELECTRIC COMPANY

Years 1921 to 1927 (Dec. 1)

1921	1,168,600 K.W.H.
1922	2,397,800 " " "
1923	3,185,300 " " "
1924	5,080,500 " " "
1925	10,800.00 " " "
1926	10,000.00 " " " approx
1927	8,881,752 " " "

MONTAUK, only.

POLE LINES, WATER MAINS AND ROADS

TOTAL POLE LINES

Set on property 13.2 miles  
This does not include about  
four miles of high tension  
transmission line, set by  
L. I. Ltg. Company in  
western section.

WATER MAINS

Including golf course 9.04 mi.

ROADS

Bituminous surfaced roads 17.09"  
Gravel-Clay Roads 10.83"  
Trap rock surfaced roads .7 "  
Incompleted roads .75"  
Total 29.37 miles of roads  
(This does not include the  
old temporary road which  
has been abandoned)

MONTAUK only

DWELLINGS PRIVATE

	<u>TOTAL</u>
Pearson House	\$ 5,000.00
Webb Office	10,500.00
Gayness Houses	33,000.00
Satterlee House	15,000.00
Pearson Houses	42,000.00
Webb House	14,500.00
Durant Houses	12,000.00
Montauk Const. Co.	5,000.00
Total	<u>\$137,000.00</u>

DWELLINGS M. B. D. C.

Company Cottages	\$237,000.00
Executive Houses	55,700.00
Bossert House	6,200.00
Laundry Service Building	<u>1,400.00</u>
Total	<u>\$300,300.00</u>

STORES AND OFFICES

Office Building M. B. D. C.	\$213,500.00
Struck Co. Office	5,500.00
Theatre Building	35,000.00
Gayness Store	32,000.00
Bank Building	40,000.00
Bonner Gas Station	<u>5,000.00</u>
TOTAL	<u>\$329,000.00</u>

MONTAUK ONLYWAREHOUSES, ETC.

Steel Warehous	\$ 43,000.00
Laundry	42,100.00
Sand and Gravel	
Plant & Warehouse	27,000.00
Struck Mill Bldg.	13,000.00
Montauk Lumber Co.	
Buildings	<u>8,000.00</u>
Total	\$133,100.00

MISCELLANEOUS COMMERCIAL

Hotel Garage	\$34,200.00
Riding Academy	18,000.00
Dog Kennel	4,700.00
Polo Barns	25,600.00
Incinerator	3,500.00
L. I. Elec. Sub.Stat.	<u>1,000.00</u>
Total	\$ 87,000.00

PIERS, JETTIES AND MARINE  
WORK

Fort Pond Bay Pier	\$ 50,000.00
Yacht Pier	29,000.00
Bridge to Island	54,200.00
Fort Pond Swimming Dock	400.00
Jetties	126,000.00
Landing Pier	<u>6,500.00</u>
Total	\$266,100.00

SUMMARY OF CONSTRUCTION DATE  
1926-1927

<u>Units</u>	<u>Total</u>
1 Montauk Manor Including Service Bldg. & Landscaping	\$1,170,200.
1 Guerney Inn	25,000.
1 Golf Club House	83,000.
1 Polo Club House	7,500.
16 Dwellings Private	137,000.
38 " M.B.D.C.	300,300.
6 Stores and Offices	329,000.
8 Warehouses etc.	170,000.
8 Miscellaneous Comm.	87,000.
7 Jetties, Piers, Marine Work	266,100.
26 Small Buildings (Incidental to Development)	130,300.
3 Railroad Sidings	16,000.
1 Dredging Project	<u>109,000.</u>
<u>Total</u>	<u>\$2,831,300.</u>

SUMMARY

29 Private Construction	\$ 358,700.
88 M.B.D.C.	<u>2,472,600</u>
<u>Total</u>	<u>\$2,831,300.</u>

Above figures to and including  
October 31, 1927, and represent  
completed structures only.

MONTAUK (MANOR)GUESTS BY STATES

New York City	772
Brooklyn	205
Long Island	566
New York State (Exclusive of above)	159
New Jersey	78
Connecticut	58
Florida	47
Pennsylvania	34
Massachusetts	21
Ohio	16
Indiana	14
Illinois	15
California	12
Missouri	11
Maryland	9
D. O. Columbia	8
Kentucky	7
Rhode Island	6
Colorado	5
Michigan	3
Virginia	2
Wisconsin	3
New Hampshire	2
Texas	2

MONTAUK MANOR

IOWA	1
West Virginia	1
Tennessee	1
Minnesota	1
Oklahoma	1

Foreign

France	1
Canada	1
Cuba	1
Mexico	1
Holland	1

<u>Total</u>	2064
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The above are from twenty-six states and five foreign countries. These figures are based on registration and not the number of guests. Many registrations represent from two to four people.

New York City, Brooklyn and Long Island comprised 71.32% of total guests.



MONTAUK (MANOR)GUESTS BY STATES

New York City	772
Brooklyn	205
Long Island	566
New York State (Exclusive of above)	159
New Jersey	78
Connecticut	58
Florida	47
Pennsylvania	34
Massachusetts	21
Ohio	15
Indiana	14
Illinois	15
California	12
Missouri	11
Maryland	9
D. O. Columbia	8
Kentucky	7
Rhode Island	6
Colorado	5
Michigan	3
Virginia	2
Wisconsin	3
New Hampshire	2
Texas	2

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MONTAUK MANOR

IOWA	1
West Virginia	1
Tennessee	1
Minnesota	1
Oklahoma	1

Foreign

France	1
Canada	1
Cuba	1
Mexico	1
Holland	1

Total      2064

The above are from twenty-six states and five foreign countries. These figures are based on registration and not the number of guests. Many registrations represent from two to four people.

New York City, Brooklyn and Long Island comprised 71.32% of total guests.

THE CARL G. FISHER PROPERTIES  
MIAMI BEACH, FLORIDA

June 1st,  
1927.

MB sales

TO OUR PROPERTY BUYERS:-

When one of America's most important and shrewdest oil men buys Miami Beach property at this time, you will probably agree that Miami Beach is the first sure "Comeback" in Florida real estate.

Commodore Joseph H. Adams has a most wonderful home here on Belle Isle. It represents a cost of almost \$ 500,000. It covers five bay-front lots.

Commodore Adams' success in the oil manufacturing industry is the result of his keen foresight and ability.

Commodore Adams has recently added to his five Miami Beach bay-front lots by purchasing ELEVEN MORE !

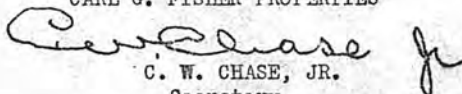
When men of such successful vision are so confident that NOW is the time to buy, and do their buying at MIAMI BEACH, it leads one to believe that the public generally, will soon begin to see what the big business man is seeing.

There are other bright business brains that are buying up Miami Beach ocean frontage, RIGHT NOW.

We will have quite a bit to tell you about this in our next letter.

Sincerely,

CARL G. FISHER PROPERTIES

  
C. W. CHASE, JR.  
Secretary

CWC:VD



(15)

MB sales

John S

THE CARL G. FISHER PROPERTIES  
MIAMI BEACH, FLORIDA  
June 27th, 1927.

To Our Property Buyers:

Miami Beach IS coming back !

You recently received our letter on the purchase of Miami Beach bay frontage. Please let us tell you what is happening to prices on Miami Beach ocean frontage.

Last December, lots of 100 ft. on the ocean, running back to and facing on Indian Creek, were offered as low as \$ 30,000. One of these lots sold for \$ 32,500. in January. Later, another sold for \$ 35,000.

By March, ocean frontage had gone higher. We offered all owners of 100 ft. ocean-to-creek lots \$40,000. each. We had several buyers at these prices. The owners, who in December would sell at \$30,000. - were now standing firm at \$42,500. and over.

Last month, we sold one of these lots at \$42,500. A beautiful home is to be built upon it.

Now let us tell you of ocean frontage in Fisher's First Subdivision, between 15th. and 20th. Streets.

In the early winter, a complete ocean front home sold for \$ 95,000. Later, an empty 100 ft. lot sold for \$ 45,000. We were then asked to secure another lot at this same price, but could not get one. We were then asked to secure one at \$50,000. but could not get one.

Miami Beach IS on the " come back ". The ocean and bay being the most attractive property in this part of Florida, is feeling the first benefit.

And just as Miami Beach waterfronts have been the first to bring a return of higher prices, so we believe will other Miami Beach property be the first to again commence selling at sane, safe values.

Sincerely,

*C. W. Chase, Jr.*

C. W. Chase, Jr.,  
Salesmanager.

CABLE ADDRESS:  
"AUDITORIUM"



# Auditorium Hotel

Michigan Boulevard and Congress Street

J. J. CALVEY  
MANAGER

Chicago,

*Sent to*



July 19, 1927.

Mr. Carl Fisher,  
Miami, Florida.

Dear Carl:

It has been some time since I heard from you. I wonder if you are still living in Miami or New York? I suppose you made a lot of money during the boom in Florida. However, you didn't have to wait until the boom came to make money as you had made a great fortune before the boom.

I am writing you to find out what you think about the prices on the East coast near and in Miami on real estate. In other words, in your opinion, do you think there are any real good buys in and around Miami? My associates and I are interested to know if something of this kind can be picked up whereby there can be some quick money made by holding same a short time.

Thanking you for any information you may see fit to furnish me and hoping I may hear from you at an early date, with very best personal regards, I am

Very truly yours,

*M. M. Budgett*

WMB:IL



MB sales

July 26, 1927.

Mr. W. M. Bridgett,  
Auditorium Hotel,  
Chicago, Illinois.

My dear Bridgett:

I have yours of the nineteenth. I am in New York now as we have quite a proposition here at Montauk on the eastern point of Long Island. We are offering very splendid investments here in land which will cash with large profits in two to four years.

Miami Beach property at the present time is selling for forty per cent of the prices during the boom and in some cases less than forty per cent, in other particular cases about fifty per cent. I don't think you could figure on either Miami Beach or Montauk property cashing quick. The big rise in values at Montauk has not come yet and won't until we have more hotels more golf courses and more completed houses. Miami has had a shock that they will just commence to get over this coming winter.

We know ourselves that we can furnish you with some very good property that will make you money in Miami or Montauk but I could not advise you to purchase it with the expectation of sixty or ninety days or six months' turnover, and I don't think I could even say in less than eighteen months. Otherwise, buy some corn. It is going to be a bad season on the farmers and corn is going to be scarce, and then when your profits come in you can come in on Montauk or Miami Beach in January.

If you are down this way some time, drop in to see me.

Yours,

CGP:T



THE CARL G. FISHER PROPERTIES  
MIAMI BEACH, FLORIDA

MB sales

July 22, 1927.

TO OUR PROPERTY BUYERS:

The recent buying of Miami Beach water frontage has stimulated building operations on both ocean and bay fronts.

Commodore Joseph H. Adams of Belle Isle is following up his purchase of eleven bay front lots by starting an \$80,000. residence.

There is also now being completed on Star Island a \$55,000. home for Senor G.B. Sanchez of Cuba.

Now under construction on Indian Creek is a \$30,000. winter home for Mr. George Harrison Phelps of Detroit, and a new \$10,000. residence for Mr. Roy G. Routzahn of Miami Beach.

The amount of the new building permits that have been taken out at Miami Beach January 1st. to July 1st., totals \$908,705.00.

Plans are now being drawn for a bay front residence in the Nautilus Subdivision for Mr. George Morgan of Rochester, New York, that will cost \$75,000.

That the ocean front is proving very popular is shown in plans being prepared for three very beautiful new homes. One is for Mrs. Carolen de F. Brunsmann of Cincinnati who is to build at the ocean and 18th St., costing \$60,000. Mr. E.H. Gold of Chicago is to build on the ocean front north of the Firestone estate at a cost of \$100,000. and Mr. John B. Ford of Detroit is also to build just north of the Firestone home at a cost of between \$125,000. and \$150,000.

These figures are only construction costs and do not include costs of land, landscaping or furnishings.

A recent purchase was made by Mr. William Noll of Ft. Wayne, Indiana, of the large ocean front home built by us south of the Gulf Stream Apartments. The price was \$160,000. unfurnished.

Look for our next letter which will tell you of some very important Miami Beach developments.

Sincerely,

Carl G. Fisher Properties

*C. W. Chase, Jr.*

CWC:VD

C. W. Chase, Jr.

# THE CARL G. FISHER PROPERTIES

MB sales

MEMO TO Gen. Tyndall

DATE October 8, 1927

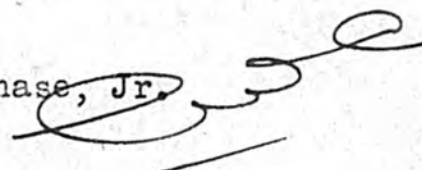
FROM C. W. Chase, Jr.

SUBJECT \_\_\_\_\_

Referring to your memo of October 5th, attached you will find the lot and block properties belonging to The Alton Beach Realty Company and the prices I have set opposite each of these.

These include of course only the unimproved lots and do not include any of the golf courses.

The properties are priced at figures that I believe they could be sold for today to any buyer who would be interested in purchasing.

C. W. Chase, Jr. 

CWC:S

Since living you have included in this list a couple lots taken back by foreclosure, making total \$874,000.-



U N I M P R O V E D L O T S

THE ALTON BEACH REALTY COMPANY - MIAMI BEACH, FLORIDA

July 31, 1927

<u>SUBDIVISION</u>	<u>LOT NUMBER</u>	<u>BLOCK NUMBER</u>	<u>PRICE</u>
<u>BAY FRONT</u>	2	43	\$ 40,000.00
	N. 112.9' of 3		40,000.00
	6		75,000.00
	8	82	10,000.00
<u>BLOCK 80</u>	N. 230' of 1	80	125,000.00
<u>FISHER'S FIRST</u> (Including 10.14' north side of 9 and part of 6)	7 and 8	1	25,000.00
	1,2 and 3	31	85,000.00
	7, 8,9 and 10		50,000.00
	14 and N.1/2 of 15		10,000.00
<u>FIRST ADDITION TO COMMERCIAL</u>	5	17	25,000.00
	8	66	10,000.00
<u>GOLF COURSE</u>	14	21	5,000.00
<u>ISLAND VIEW</u>	1	11	30,000.00
	1	15	40,000.00
	2		20,000.00
	3		20,000.00
	4		20,000.00
	5		20,000.00
	6		20,000.00
	7		20,000.00
	8		20,000.00
	11		55,000.00
	<u>LINCOLN</u>	4	52-A
6		64	5,500.00
11)			
12)			12,000.00
1)			
2)		69	12,500.00
4	48	5,500.00	
<u>PALM VIEW</u>	6	9	15,000.00
	7		12,000.00
	1	10	6,500.00
	3		10,000.00
	19-20	37	23,000.00

874,000.-

JOHN B. REID & COMPANY

Reid Building M.B. 6900

FIFTH STREET AND WASHINGTON AVENUE  
MIAMI BEACH, FLORIDA

MB sales

November 23rd, 1927.

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

Dear Mr. Fisher:-

Business with us for the past three months has been far beyond our hopes, and we are still going strong, not with a boom condition but we are making sales each week and receiving more inquiries than we have ever received during the same season of the year.

You will no doubt recall our several conversations during the early part of this year pertaining to adjustment and extending the payments over a longer period of time, and I am more sure than ever before that this paramount to successful recovery of normal and healthy conditions.

I had quite a talk with Messrs. B. B. & S. M. Tatum on this subject yesterday, and in the course of conversation, they stated that were gladly giving six months extension on all payments due them, which to my mind is only delaying the agony. They finally admitted that it would be the one big thing to make certain of an early recovery on the beach and elsewhere if a uniform plan could be adopted along this line.

Having discussed this same matter with great numbers of investors, I am quite sure that if such an announcement could come forth from your organization, Tatum Brothers, Miami Beach Improvements and other leading concerns, that no greater forward step could be taken.

In again calling this to your attention, I want to say that I have no selfish interest nor axes to grind, for I will get results regardless, inasmuch as I have experienced similar conditions that we are now going through for four years time, and my goal for this year is \$1,500,000 bone fide sales of which I have over \$350,000 since July 1st last, and still going strong.

In closing let me say that you may at any time count me in to assist with any and everything for the upbuilding of Miami Beach along the lines that you have so successfully pioneered.

Yours very truly,

J. B. Reid



November 26, 1927.

Mr. John B. Reid,  
Miami Beach.

Dear Mr. Reid:

I have your letter of the twenty-third.

There is not a chance that we will make any statement regarding extensions or compromises on sales. We take these cases as they come individually and handle them as we best see fit, and where we can do our customers the most good.

It is absolutely impossible to arrive at any general plan, and any plan we would arrive at would not fit the case of Tatum Brothers or anybody else in the real estate business. If Tatum and the other interests in Miami wish to arrive at some general plan, we have no particular objection; except that we strongly advise against it. You would only cause confusion, lack of confidence, ceaseless arguments, lawsuits, demands for return of moneys already paid; and you would not get a dollar more than you can get by individual and personal contact with the various customers.

Very truly yours,

GGF:R

Copies to Mr. Kohlhepp and Mr. Collins.

November 26, 1927.

Mr. John B. Reid,  
Miami Beach.

Dear Mr. Reid:

I have your letter of the twenty-third.

There is not a chance that we will make any statement regarding extensions or compromises on sales. We take these cases as they come individually and handle them as we best see fit, and where we can do our customers the most good.

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Very truly yours,

GGF:R

Copies to Mr. Kohlhepp and Mr. Collins.



MB sales

December 9, 1927.

Mr. W. J. Drumpelmann,  
Montauk Beach Development Corp.,  
Heckscher Bldg., 730 Fifth Avenue,  
New York City.

Dear Mr. Drumpelmann:

Replying to yours of the sixth: I do not expect to have a large sales organization. I don't want more than ten men on the job, but of course I would like to have ten good men, as one good man is worth a hundred butterfly chasers.

Our next literature will be very much subdued as compared with the first literature we got out, as we will want to use more literature than the first lot.

I do not agree with you that we are facing a different market than Miami Beach. We have a better property at Montauk than at Miami Beach is today, and the wonderful thing is we have no competition. This is proven by the sales already made. The trouble with all salesmen I have come in contact with who have ever been interested in Florida is that the Florida salesmen are all spoiled. As you once said, "They did not sell property; people took it away from them." If I can get six or eight good salesmen for Montauk, I will not worry at all about sales campaign for next year.

As has been proven in the past, fifty per cent of the people who visit Montauk are salesmen themselves. The salesmen, of course, have helped locate the property and added to the general brightness of the picture but the primary fact is, you have to have the goods when you sell anything from peanuts to elephants -- and we have the goods at Montauk. We have at least two or three thousand good boosters for Montauk who do not get a salary but they are interested in Montauk and they are saying nice things about Montauk. You do not see these people but I come in contact with them every day and I know we have this large number of assistants in the sale of our property.

Will be glad to hear from you at least every ten days regarding your progress.

Yours,

CGF:T



January 28, 1928

Mr. Roy D. Chapin,  
Detroit, Michigan.

Dear Roy:

I know you will be very interested to learn that things are immensely on the gain at Miami Beach right now.

A careful check of conditions compared with one year ago shows a present day gain of:

Hotel Guests	51% Gain
Apartment Rentals	35% Gain
Homes Rented	320% Gain
Polo Attendance	86% Gain
General Building	
Construction	304% Gain
Golf Players	110% Gain
Property Sales	400% Gain

How's that for a come-back?

Yours,

CGR/r

THE CARL G. FISHER PROPERTIES  
MIAMI BEACH, FLORIDA

February 18, 1928.

To Our Miami Beach Property Owners, Stockholders and Investors:

The Miami Beach hotels this Season are having such a very great number of guests, that we believe you will be interested in knowing the actual amount of their increase over last year.

Compiling authentic figures of seven of our better Miami Beach hotels shows:

COMPARATIVE HOTEL HOUSE COUNT AS OF FEB. 15, 1928.

	<u>Today</u>	<u>Last Year</u>	<u>Gain</u>		<u>Capacity</u>
Flamingo	312	196	116	59%	340
Nautilus	235	124	111	90%	350
Lincoln	141	117	24	20%	141
King Cole	89	70	19	27%	89
Boulevard	243	166	57	31%	235
Pancoast	181	120	61	51%	175
Roney Plaza	400	311	89	29%	450

The capacity of these hotels is based on every single room occupied by one person and every double room by one and one half persons. Many of the double rooms are actually occupied by only one guest, so you can see that practically all our hotels are filled to capacity.

To give you an idea of how many more people are at Miami Beach this Winter than last, the report on numbers of Golfers playing on our three eighteen hole courses shows:

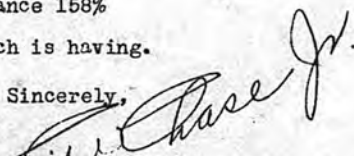
COMPARATIVE GOLF STATEMENT

Total Players to date 1928	- - -	23,128
Total Players to date 1927	- - -	11,520
Gain	-	11,608 - 101%

Percentage of gain in Polo attendance 158%

It's a wonderful Season Miami Beach is having.

Sincerely,

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

CWC:G

To: Mr. C. W. Chase

February 20, 1928.

I have just seen a copy of a wire you sent John Tracey, in which you advised him not to sell his property at \$12,500. This was certainly very foolish on your part. Even without the hurricane damage, anybody who can make a profit of this kind should certainly take it -- or a smaller profit. In fact, never put yourself in the position of making recommendations like this. When anybody buys property it is up to him to sell at a profit, and certainly not for us to give advice of this kind. Don't ever do it again.

CGF:T

THE CARL G. FISHER PROPERTIES  
MIAMI BEACH, FLORIDA

March 30, 1928.

To Our Miami Beach Property Owners, Stockholders and Investors:

In just one day this week, Miami Beach building permits totalling \$112,000.00, were taken out. This one day nearly doubled the entire new construction for the whole month of March last year.

New building construction at Miami Beach this month will probably amount to nearly \$400,000.00 as compared to \$66,000.00 last year.

In both January and February, Miami Beach was second in the entire state of Florida in the amount of new building construction. Jacksonville, a commercial business city, many times the size of Miami Beach was the only Florida city to commence more new construction than we did.

Last Fall we wrote you that Miami Beach was "coming back" - Right now it is "back".

This Season has been the most successful ever known here. Last Fall many people believed we were over-built on hotels, apartments and homes. - But every hotel and apartment was filled to capacity here this winter and practically every home for rent was taken.

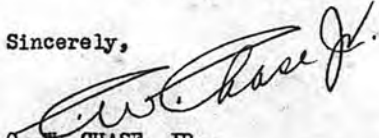
Right now there are many, many more people here than ever before at this time of the year.

Of course, such a successful season has brought about a renewal of real estate activity. More property sales have taken place in the past month than for many months previous, and property values in certain sections of Miami Beach have increased very much of late.

Our next letter will tell you more about real estate sales.

Let us close now in stating that we still believe that Miami Beach is the greatest place in Florida, and thousands of others feel the same way about it. Miami Beach has the right location. It has the ocean. There's only "one" ocean and there's only "one" Miami Beach.

Sincerely,



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

CARL G. FISHER PROPERTIES

SALES REPORT

MAY 1, 1927 to MAY 1, 1928.

- - - -



CARL G. FISHER PROPERTIES

SALES REPORT FOR PERIOD MAY 1, 1927 - MAY 1, 1928.

ORIGINAL SALES TOTAL - - - - \$ 750,440.15

RESALES & RENTALS TOTAL - - - 351,510.00

GRAND TOTAL - - - - - \$ 1,101,950.15

<u>SUBDIVISIONS</u>	<u>ORIGINAL SALES</u>	<u>RESALES &amp; RENTALS</u>	<u>TOTAL</u>
Beach View	\$ 6,500.00	\$ 25,000.00	\$ 31,500.00
Belle Isle	157,902.50	- - -	157,902.50
First Ocean Front	237,750.00	156,000.00	393,750.00
Fisher's 1st. Subd.	38,000.00	46,000.00	84,000.00
La Gorce Golf	153,991.65	- - -	153,991.65
Lake View	10,795.00	- - -	10,795.00
Mid-Golf	6,500.00	22,000.00	28,500.00
Nautilus	- - -	5,195.00	5,195.00
Orchard #2	- - -	16,500.00	16,500.00
Palm View	- - -	8,000.00	8,000.00
Pen. Terminal	1.00	- - -	1.00
Second Ocean Front	135,000.00	- - -	135,000.00
Sunset Lake	4,000.00	22,500.00	26,500.00
TOTALS -	\$ 750,440.15	\$ 280,195.00	\$ 1,030,635.15
PLUS RENTALS - -			<u>71,115.00</u>
GRAND TOTAL -			<u>\$ 1,101,750.15</u>

<u>STATES REPRESENTED</u>	<u>AMOUNTS</u>
Canada	\$ 4,500.00
Florida	392,067.50
Illinois	247,875.00
Indiana	172,800.00
Maryland	1,000.00
Massachusetts	2,000.00
Michigan	91,190.00
New York	104,067.65
North Carolina	31,000.00
Ohio	5,450.00
Pennsylvania	<u>42,800.00</u>

GRAND TOTAL - \$ 1,101,750.15

BY MONTHS -

May	\$ 381,472.50
June	187,000.00
July	23,500.00
August	38,000.00
September	4,000.00
October	67,880.00
November	24,795.00
December	20,261.00
January	46,925.00
February	38,800.00
March	151,616.65
April	<u>117,500.00</u>
	\$ 1,101,750.15

CARL G. FISHER PROPERTIES

REPORT OF SALESMEN FOR PERIOD MAY 1, 1927 - MAY 1, 1928.

ORIGINAL SALES

<u>Larriek</u>	<u>Crawford</u>	<u>Read</u>	<u>Breytspraak</u>	<u>Parker</u>	<u>Work</u>	<u>Marbut</u>
\$22,500.	4,000.	52,250.	25,750.00 35,000.00			
<u>\$22,500.</u>	<u>4,000.</u>	<u>52,250.</u>	<u>58,750.00</u>	<u>--</u>	<u>--</u>	<u>--</u>

RESALES & RENTALS

	1,000.	3,000.	3,000.	1,325.	45,000.	400.
	1,000.	3,000.	3,750.	1,550.	50,000.	
	1,500.	3,000.	3,500.	16,500.	40,000.	
	6,000.	4,500. †	300.		2,000.	
(1)-	1,200.	3,500.	400.		1,000.	
	2,250.	750.	22,000.		1,500.	
(2)-	51,000.	22,800.			4,800.	
	600.				55,000.	
(3)-	4,000.					
	250.					
	750.					
	1,200.					
	400.					
	25,000.					
<u>\$76,150.</u>	<u>45,250.</u>	<u>52,950.</u>	<u>19,375.</u>	<u>159,000.</u>	<u>400.</u>	<u>--</u>

†Irwin R. Waite received \$75.00 commission.

(1)-G. Woodhull Miller received \$20.00 commission

(2)-A. Pancoast and L. B. Spragus received \$100. each commission

(3)-Nevin Investment Co. received \$100. commission

\*\*\*\*\*

SUMMARY

<u>SALESMAN</u>	<u>ORIGINAL SALES</u>	<u>RESALES</u>	<u>TOTAL SALES</u>	<u>COMMISSION</u>
Breytspraak	\$58,750.00	\$ 19,375.00	\$ 78,125.00	\$ 3,518.75
Crawford	4,000.00	45,250.00	49,250.00	1,312.50
Larriek	22,500.00	76,150.00	98,650.00	3,196.00
Marbut	--	--	--	--
Parker	--	159,000.00	159,000.00	4,770.00
Read	52,250.00	52,950.00	85,200.00	2,556.00
Work	--	400.00	400.00	12.00

\*\*\*\*\*

BUILDING REPORT FROM MAY 1, 1927 to MAY 1, 1928.

MIAMI BEACH, FLORIDA.

102	RESIDENCES	\$ 1,923,960.00
5	SEAWALLS	304,252.00
162	ADDITIONS-REPAIRS-ALTERATIONS	255,476.00
4	APARTMENTS	128,500.00
1	BATH CLUB	125,000.00
2	CHURCHES	111,000.00
1	GOLF & COUNTRY CLUB	90,000.00
1	WAREHOUSE	75,000.00
1	BATH HOUSE & CASINO	50,000.00
2	GAS STORAGE TANKS	44,000.00
8	STORES	39,400.00
1	HOTEL	14,500.00
1	BOAT HOUSE	14,500.00
2	SWIMMING POOLS	14,200.00
48	SIGNS	10,525.00
1	PERGOLA	7,500.00
1	FILLING STATION	5,500.00
1	BATH HOUSE	2,500.00
2	COMFORT STATIONS	1,000.00
	TOTAL	\$ 3,254,253.00

\*\*\*\*\*

227.

September 13, 1928

Mr. Roy D. Chapin,  
Hudson Motor Car Company,  
Detroit, Michigan.

Dear Roy:

This little memorandum may interest you on both Montauk and the Aero-car.

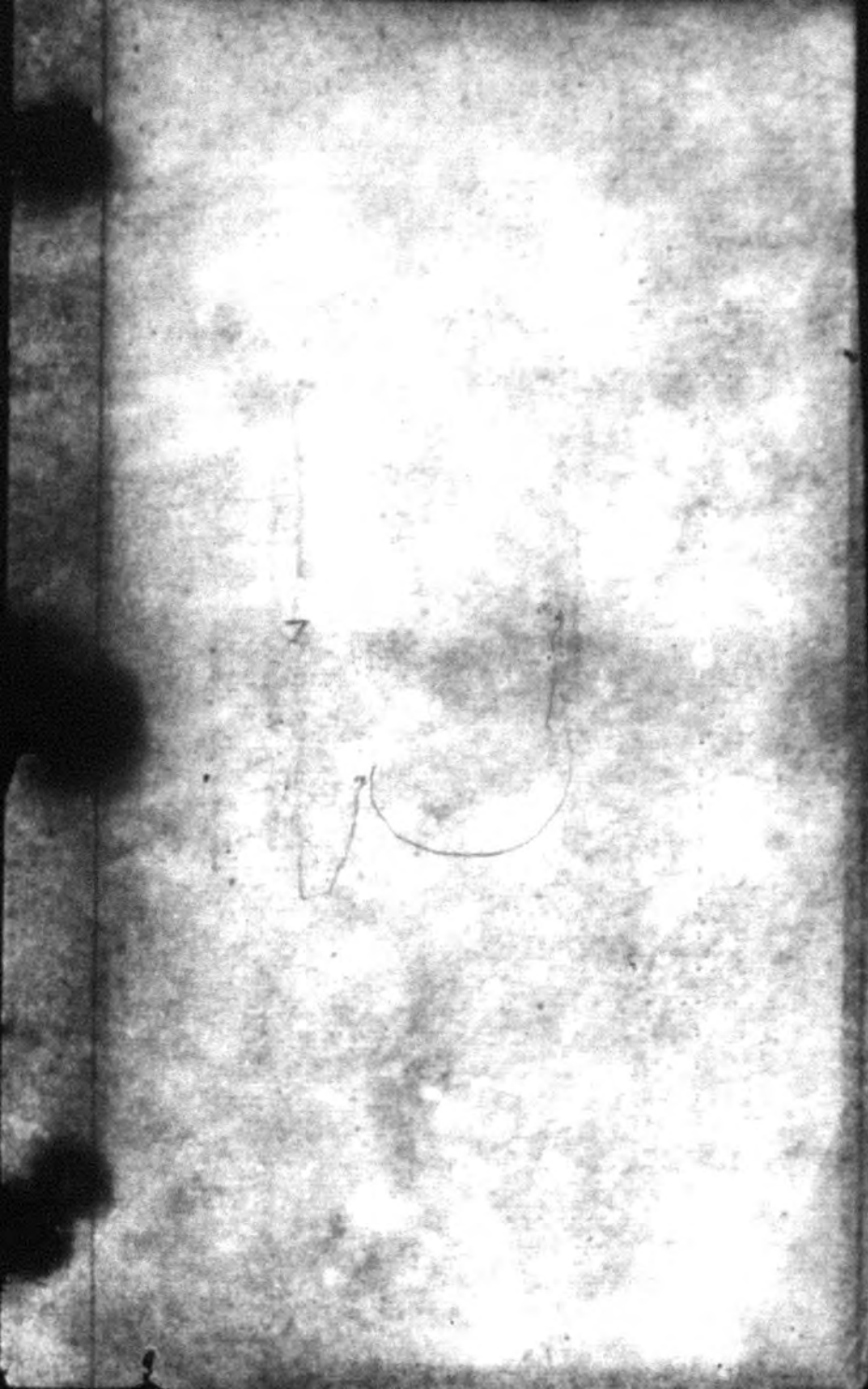
We took Mr. Arthur Brisbane out to Montauk with some friends of his ten days ago on the "Shadow K". At Montauk we gave him two twenty-five mile trips on horseback and then a hundred mile trip in the Aero-car; with the result that Mr. Brisbane bought a house with an acre and half of land, ordered repairs on the house that will make his total expenditure probably \$35,000. or \$40,000. He wants an Aero-car at once and also wants his children to be driven to the Foxcroft School in Virginia in an Aero-car together with other children from New York.

Mail is commencing to pile up on this Aero-car and I seem to be getting the majority of it. I hope we will soon be in a position to have a catalog and have somebody who can handle a great deal of the detail work.

Yours,

GEF:T





MIAMI BEACH SALES

THE CARL G. FISHER PROPERTIES  
 MIAMI OCEAN VIEW COMPANY  
 MIAMI BEACH IMPROVEMENT COMPANY

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1914	10,700.00
1915	35,264.67
1916	131,029.25
1917	179,392.93
1918	135,651.52
1919	381,387.00
1920	3,493,538.04
1921	687,790.00
1922	1,096,209.31
1923	6,066,500.00
1924	8,077,773.32
1925	23,419,782.08
1926	835,151.79
1927 (to Dec. 1)	609,834.16
<b>Total</b>	<b><u><u>\$45,160,001.07</u></u></b>

Note: The above figures do not include resales or brokerage. They represent the original sales of the development companies only.

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CITY OF MIAMI BEACH

BUILDING PERMITS

1921	\$ 1,503,205.
1922	1,482,708.
1923	4,185,600.
1924	7,014,750.
1925	17,702,532.
1926	5,043,125.
1927 (To Nov. 1)	2,249,557.

ELECTRIC CONSUMPTION

1921	1,166,600 kwh
1922	2,397,800 "
1923	3,185,300 "
1924	5,080,500 "
1925	10,800,000 "
1926	10,000,000 "
1927	8,881,752 "

Note: The figure for electric consumption for 1926 is approximate as the records were damaged in the storm.

CITY OF MIAMI BEACH

ASSESSED VALUATION

1915	\$ 224,000.
1916	335,127.
1917	647,500.
1918	832,745.
1919	2,579,600.
1920	3,933,700.
1921	5,540,105.
1922	6,235,539.
1923	8,222,485.
1924	12,260,250.
1925	42,405,700.
1926	66,753,465.
1927	50,562,350.

NOTE: During this period the City limits were extended twice, the last extension being made in 1925, adding probably 50% to the size of the territory, but it did not include a great deal of improved property.

CITY OF MIAMI BEACHBuilding Permits in 1927

73	Residences
104	Repairs
4	Sea Walls
5	Club Houses
1	Hotel
1	City Hall
1	Warehouse
17	Garages
8	Stores
4	Filling Stations
13	Ornamental Walls
3	Garage Apartments
2	Swimming Pools
1	Bandstand
1	Bathing Casino (Cost \$100,000)
1	Heating Plant
1	Dance Hall
1	Storage Tank
1	Refreshment House
1	Rest Room - City

M.B. Bath Club Cost, \$200,000

MUNICIPAL IMPROVEMENTS

City Hall	\$ 232,000
Sidwalk Construction	45,000
White way around City Hall	2,000
Palm Island Paving	45,000
Bulkheading & Dredging	90,000
Landscaping	25,000
Ornamental wall around water tower	2,500
Ocean Front Protection	227,000

CITY OF MIAMI BEACH

Ocean Frontage, 7 $\frac{1}{2}$  miles  
Bay Frontage 10 $\frac{1}{2}$  "

Population in 1920 650  
" 1927 10,000

56	Hotels -- 4,000 rooms
178	Apartment Houses
858	Private Residences
308	Store and Office Buildings
8	Casinos and Bathing Pavilions
4	Polo Fields
3	Golf Courses
1	Amusement Pier (Under Construction)
2	Ocean front Parks
115	Miles Paved Streets
3	Movie Theatres
1	Auditorium (Featuring Stock Company)
2	Churches (Community and Methodist)
1	Elementary School
1	High School
1	Private School (The Coburn School)



MONTEAUK BEACHSummary of Construction  
1926 - 1927

<u>Units</u>	<u>Cost</u>
1 Montauk Manor (Includes service bldg and Landscaping)	\$ 1,170,200
1 Gurney Inn	25,000
1 Golf Club House	83,800
1 Polo Club House	7,500
18 Dwellings, Private	172,500
38 " M.B.D.C.	300,300
6 Stores and offices	329,000
8 Misc. Commercial	87,000
8 Warehouses, etc.	116,200
7 Piers, Jetties, marine work	266,100
26 Small Buildings (Incidental to devlpmt)	130,300
3 Railroad Sidings	16,000
1 Dredging Project	109,000
<b>Total</b>	<b>\$ 2,812,900</b>

Summary:

31 Private Construction	\$ 394,200
88 M.B.D.C. "	2,472,600
<b>Total</b>	<b>\$ 2,812,900</b>

MONTEAUK BEACHConstruction Costs

1 Pearson House	\$ 5,000
1 Webb Office	10,500
2 Webb Houses	30,000
2 Gayness Houses	33,000
1 Satterlee House	15,000
7 Pearson Houses	42,000
2 Durant Houses	12,000
1 Ringwood House	20,000
1 Montauk Construction Co	5,000
<b>Total, Private Dwellings</b>	<b>\$ 172,500</b>
34 Company Cottages	\$ 237,000
1 Bossert House	6,200
2 Executive Houses	55,700
1 Laundry Service Bldg.	1,400
<b>Total, M.B.D.C. Dwellings</b>	<b>\$ 300,300</b>
1 Office Bldg., M.B.D.C.	\$ 213,500
1 Struck Company office	5,500
1 Theatre Building	35,000
1 Gayness Store Bldg.	32,000
1 Bank Building	40,000
1 Bonner Gas Station	3,000
<b>Total, Stores &amp; Offices</b>	<b>\$ 329,000</b>



MONTAUK BEACHConstruction Costs

1	Hotel Garage	\$	34,200
1	Riding Academy		18,000
1	Dog Kennels		4,700
3	Polo Barns		25,600
1	Incinerator		3,500
1	Elec. light sub station		<u>1,000</u>
	Total, Miscel. commerc		<u>\$87,000</u>
1	Steel Warehouse No. 1	\$	19,200
1	Laundry		46,000
2	Sand & Gravel Plant and Warehouse		27,000
1	Struck Mill Building		16,000
3	Montauk Lumber Co. bldg.		<u>8,000</u>
	Total, Warehouses, etc.	\$	<u>116,200</u>
1	Fort Pond Bay Pier		50,000
1	Yacht Pier		29,000
1	Bridge to Island		54,200
1	Fort Pond Swimming dock		400
2	Jetties		126,000
1	Landing Pier		<u>6,500</u>
	Total, Piers, Jetties and Marine work		<u>\$266,100</u>

MONTAUK BEACHPole Lines, Water Mains, and Roads

POLE LINES set on property 14 miles  
This does not include about  
four miles of high tension  
transmission lines, set by  
the Long Island Lighting  
Company in western section.

WATER MAINS 9.04 mi.  
Including Golf Course

ROADS  
Asphalt surfaced 17.09 m  
Gravel, Clay roads 10.83  
Trap Rock surfaced roads .70  
Uncompleted roads .75

Total roads 29.37 m

Note: This does not include  
the old temporary road which  
has been abandoned.

16. MONTAUK MANOR

Guests by States  
June, 1927, to March, 1928  
-----

New York City	921
Brooklyn	284
Long Island	717
New York State (Exclusive of above)	178
New Jersey	94
Connecticut	62
Florida	47
Pennsylvania	36
Massachusetts	22
Ohio	16
Indiana	14
Illinois	15
California	12
Missouri	11
Maryland	9
District of Columbia	9
Kentucky	7
Rhode Island	6
Colorado	5
Michigan	4
Virginia	2
Wisconsin	3
New Hampshire	2
South Carolina	1
Texas	3
Iowa	1
Washington	2
West Virginia	1
Tennessee	1
Minnesota	2
Oklahoma	1

17.

Montauk Manor Guests

Foreign:

France	1
Canada	2
Cuba	1
Germany	3
Mexico	1
Norway	2
Holland	1

Total from U.S. and foreign, 2,499

The total of 2,499 represents twenty-seven states, District of Columbia and seven foreign countries. Figures based on registration only.

New York City, Brooklyn and Long Island comprised 76.91% of the total.

MONTGOMERY LABOR OFFICE

State	Number	Foreign
Alabama	1	177
Arizona	2	
California	1	178
Colorado	3	55
Florida	1	52
Georgia	2	47
Illinois	1	32
Indiana		22
Iowa		21
Michigan		14
Minnesota		11
Missouri		11
Montgomery		11
Nebraska		11
Nevada		11
New York		11
North Carolina		11
Ohio		11
Oklahoma		11
Pennsylvania		11
Rhode Island		11
South Carolina		11
Tennessee		11
Texas		11
Virginia		11
Washington		11
West Virginia		11
Wisconsin		11
Wyoming		11
Total from U.S. and Foreign		2,499

The total of 2,499 represents twenty-seven states, District of Columbia and seven foreign countries. Figures based on registration only.

New York City, Brooklyn and Long Island comprised 78.9% of the total.

MIAMI BEACH SALES

THE CARL G. FISHER PROPERTIES only

1914	10,700
1915	6,000
1916	40,650
1917	51,675
1918	131,601
1919	221,322
1920	1,966,092
1921	620,730
1922	865,031
1923	4,072,138
1924	6,803,036
1925	17,373,720
1926	665,651
1927	612,235

Total \$33,440,581

Notes:  
 First six years \$ 451,949  
 First seven years 2,428,041

MIAMI BEACH SALES

THE MIAMI OCEAN VIEW COMPANY -- only

1916	\$	32,610.00
1917		39,500.00
1918		
1919		118,250.00
1920		942,251.00
1921		17,760.00
1922		219,078.00
1923		1,425,234.05
1924		468,812.32
1925		1,829,500.00
1926		94,500.00
1927		
Total		<u>\$ 5,187,235.37</u>

Note: This company is not included among the Carl G. Fisher Properties. Mr. Fisher owns approximately 25% of this company and is included in this statement as its affairs were handled under the same policy and sales methods as the companies controlled by Mr. Fisher.

MIAMI BEACH SALESMIAMI BEACH IMPROVEMENT COMPANY only.

1915	\$	29,264.67
1916		57,769.25
1917		88,217.93
1918		4,050.00
1919		41,815.00
1920		585,195.00
1921		49,300.00
1922		12,100.00
1923		569,328.00
1924		805,925.00
1925		4,216,561.42
1926		75,000.00
1927		-0-
Total		<u>\$6,534,526.27</u>

Note: This company is owned by the Collins interests. Mr. John S. Collins originally owned the entire territory embracing Miami Beach and sold the land to Mr. Fisher and his associates, taking an interest in some of Mr. Fisher's other companies. While Mr. Fisher is not interested in this company, it is shown here as its sales were handled by the Carl G. Fisher Sales Organization and developed under the Fisher management and engineering.



MONTAUK ONLYSALES by STATES

To February 29, 1928.

California	1,000.00
Colorado	58,000.00
Florida	24,480.00
Georgia	12,526.87
Indiana	64,927.50
Kentucky	5,000.00
Michigan	281,200.00
Mississippi	34,400.00
New Jersey	52,300.00
New York	1,590,780.54
Ohio	99,620.34
Pennsylvania	42,362.50
Tennessee	5,000.00
Washington, D.C.	19,068.75
<u>Total</u>	<u>\$2,290,666.50</u>

MIAMI BEACH ONLYSALES by STATES

Year ending April 30, 1928

Alaska	\$ 13,200
Canada	41,400
District of Columbia	20,000
England	102,432
Florida	4,620,995
Georgia	35,200
Idaho	13,200
Illinois	155,200
Indiana	422,150
Ireland	12,804
Kentucky	26,500
Massachusetts	177,500
Michigan	133,650
Missouri	215,000
New Hampshire	33,000
New Jersey	227,150
New York	379,100
Ohio	622,030
Pennsylvania	224,900
Tennessee	48,000
Virginia	44,000
West Virginia	54,000
Wisconsin	60,000

Total \$7,291,413

Note: The large amount shown under the State of Florida is due to the fact that practically all of our purchasers from foreign states who have a winter home in Florida, gave their more temporary address.



MONFAUK ONLYSales by Years

1926	644,419.27
1927	1,581,247.23
1928 (Feb.29)	<u>65,000.00</u>
Total	<u><u>\$2,290,666.50</u></u>



Comparison of Miami Beach Hotels  
January, February, March

---

	<u>1928</u>	<u>1927</u>	<u>Gain</u>	<u>.Gain %</u>
Flamingo	15,092	8,092	7,000	86%
Nautilus	8,966	3,841	5,125	133%
Lincoln	8,291	6,338	1,953	30%
King Cole	4,034	2,180	1,854	85%
Boulevard	14,169	10,658	3,510	33%
Total	<u>50,552</u>	<u>31,109</u>	19,442	62%

---

Miami Beach Golf Courses

Players to April 1, 1928	45,762	
" " April 1, 1927	20,215	
Gain	<u>25,547</u>	126%

---

Average Polo attendance, 1927-28, 450

Polo Receipts, 1927-28	\$7,007.	
" " 1926-27	3,163	
Gain	<u>\$3,844.</u>	121%

---

Sales of Carl G. Fisher Properties,  
Resales and Rentals:

1927-28	\$887,259.90	
1926-27	710,376.05	
Gain	<u><u>\$176,883.85</u></u>	24%

MB sales

March 28, 1929.

Mr. C. F. Redden,  
Sea Island Company,  
Brunswick, Georgia.

My dear Redden:

Replying further to yours of the twentieth: I expect to stop at Sapelo Island going north and I am in hopes Howard will be entirely well by that time and that you will also have a lot of new improvements to see.

Everything is going tremendously here. The hotels are keeping full longer than at any other time and we have some splendid sales. Great interest is shown in airport connections and we expect the building permits for Miami Beach to reach a million by the first of the month for this month only. We have now passed the \$200,000. mark and know of a lot of new permits we are going to get within the next few days.

You will be interested to note the hotel percentages of increase as per the enclosed slip.

Yours,

CGF:T

April 11, 1928.

MVB sales

Mr. John J. Redfield,  
c/o Outhell, Hotchkiss & Mills,  
20 Pine Street,  
New York City.

My dear Mr. Redfield:

I have yours of the eighth. Enclosed find signed contracts in duplicate.

We have had a wonderful season here and still more prospects for next season. We have sold about two million dollars worth of property for other people and not so much for ourselves but this leaves a lot of our own property ready for the market next year.

After the completion of Sands Point sale I will take care of \$5,000 worth of your stock by changing it into preferred stock -- if that is what you want. Then with some additional sales of property at Bayview Colony I may be able to take over your other

Best regards.

Yours,

OGF:T



CARL G. FISHER PROPERTIES

SALES REPORT

MAY 1, 1928 to MAY 1, 1929.

-----

CARL G. FISHER PROPERTIES

SALES REPORT FOR PERIOD MAY 1, 1928 - MAY 1, 1929.

ORIGINAL SALES TOTAL - - - - \$ 443,913.55  
 RESALES & RENTALS TOTAL - - - - 1,871,286.00

GRAND TOTAL - \$ 2,315,199.55

\*\*\*\*\*

<u>SUBDIVISIONS</u>	<u>ORIGINAL SALES</u>	<u>RESALES</u>	<u>RENTALS</u>	<u>TOTAL</u>
A. B. Bay Front	\$ - - - -	\$ 95,000.00	\$ 1,350.00	\$ 96,350.00
Beach View	- - - -	284,850.00	1,650.00	286,500.00
Beach View Addition	- - - -	32,500.00	- - -	32,500.00
Belle Isle	- - - -	40,000.00	- - -	40,000.00
Commercial Sub. A. E.	- - - -	26,500.00	- - -	26,500.00
Espanola Villa	- - - -	- - -	2,500.00	2,500.00
Fairgreen	- - - -	- - -	1,050.00	1,050.00
First Ocean Front	65,000.00	485,921.00	- - -	550,921.00
Fisher's First Sub.	14,000.00	- - -	14,150.00	28,150.00
Garden	8,000.00	- - -	3,000.00	11,000.00
Golf Course	24,250.00	14,000.00	4,250.00	42,500.00
Indian Beach	- - -	300,000.00	- - -	300,000.00
Island View	- - -	- - -	2,550.00	2,550.00
La Gorce Golf	68,772.50	56,900.00	2,500.00	128,172.50
Lake View	- - -	- - -	2,050.00	2,050.00
Lake View Heights	- - -	- - -	600.00	600.00
Lincoln	- - -	- - -	4,900.00	4,900.00
Mid-Golf	8,000.00	9,000.00	1,600.00	18,600.00
First Addition Mid-Golf	- - -	46,500.00	13,250.00	59,750.00
M.B. Imp. Co. 1st Cc.Ft.	- - -	27,750.00	19,300.00	47,050.00
Nautilus Sub.	6,085.45	139,750.00	12,150.00	157,985.45
Nautilus Addition	40,500.00	3,750.00	3,300.00	47,500.00
Nursery	4,350.00	- - -	- - -	4,350.00
Ocean Beach No. 3	- - -	- - -	3,430.00	3,430.00
Orchard No. 1	- - -	43,000.00	8,035.00	51,035.00
Orchard No. 2	- - -	12,500.00	- - -	12,500.00
Palm View	19,400.00	15,000.00	5,250.00	39,650.00
Second Ocean Front	185,555.60	80,000.00	- - -	265,555.60
Sunset Lake	- - -	45,000.00	5,500.00	50,500.00
Surprise Lake	- - -	- - -	1,000.00	1,000.00
TOTALS - -	\$ 443,913.55	\$ 1,757,921.00	\$ 113,365.00	\$ 2,315,199.55

STATES REPRESENTED

AMOUNTS

Alabama	\$ 14,000.00
Connecticut	12,105.00
District of Columbia	50,000.00
Florida	593,262.05
Georgia	7,650.00
Illinois	152,890.00
Indiana	37,000.00
Iowa	600.00

CARL G. FISHER PROPERTIES

SALES REPORT FOR PERIOD MAY 1, 1928 - MAY 1, 1929.

<u>STATES REPRESENTED</u>	<u>Cent.</u>	<u>AMOUNTS</u>	
Kentucky		\$ 4,250.00	
Massachusetts		500.00	
Maryland		2,000.00	
Michigan		396,685.00	
Missouri		85,000.00	
New York		492,650.00	
North Carolina		16,000.00	
New Jersey		10,750.00	
Ohio		120,325.00	
Pennsylvania		309,782.50	
Texas		<u>5,650.00</u>	\$ 2,315,199.55

BY MONTHS -

May	\$ 393,735.45	
June	153,421.00	
July	106,650.00	
August	107,400.00	
September	5,200.00	
October	9,350.00	
November	12,400.00	
December	29,800.00	
January	97,455.00	
February	539,292.50	
March	312,840.00	
April	<u>547,655.60</u>	\$ 2,315,199.55

SUMMARY

<u>SALESMAN</u>	<u>ORIGINAL SALES</u>	<u>RESALES</u>	<u>RENTALS</u>	<u>TOTAL SALES</u>	<u>COMMISSION</u>
Breyspraak		\$ 273,500.00	\$ 19,700.00	\$ 293,200.00	\$ 8,171.60
Crawford		396,350.00	18,800.00	415,150.00	9,501.18
Fretwell		65,500.00	4,100.00	69,600.00	1,972.09
Larrick	62,240.00	268,900.00	33,125.00	364,265.00	8,508.88
Mattheson		25,000.00	6,850.00	31,850.00	955.50
Parker		198,000.00	12,555.00	210,555.00	5,897.32
Read	40,000.00	239,000.00	9,135.00	288,135.00	9,564.85
Taylor		95,000.00		95,000.00	2,850.00

47,321.42



Miami Beach, Florida

August 5, 1929

President  
THOS. J. PANCOAST

Governors  
F. LOWRY WALL  
C. W. CHASE, JR.  
A. H. PATTEN  
S. GROVER MORROW  
R. L. ELLIS  
W. B. LEDDY

Secretary  
CHAS. W. CHASE, SR.

MIAMI BEACH  
Assessed Valuations

1915	\$ 224,900.00
1916	330,120.00
1917	647,500.00
1918	822,745.00
1919	2,579,600.00
1920	3,922,700.00
1921	5,540,112.00
1922	6,328,529.00
1923	8,222,465.00
1924	12,260,250.00
1925	44,094,250.00
1926	66,752,465.00
1927	50,262,250.00
1928	44,067,050.00
1929	47,990,850.00

Building Permits from Jan. 1 to  
July 1, 1929, compared with  
same months in 1928

January	\$258,650	\$ 80,150
February	200,500	227,284
March	552,325	559,600
April	404,125	475,280
May	110,495	1,085,200
June	401,600	1,105,195
Totals	\$1,728,695	\$2,332,809

Mr. Carl G. Fisher,  
Montauk, L.I.,  
New York.

Dear Mr. Fisher:

In the absence of Mr. Chase, who is on his vacation,  
I acknowledge with thanks your letter of July 29,  
which will be brought to his attention on his return.

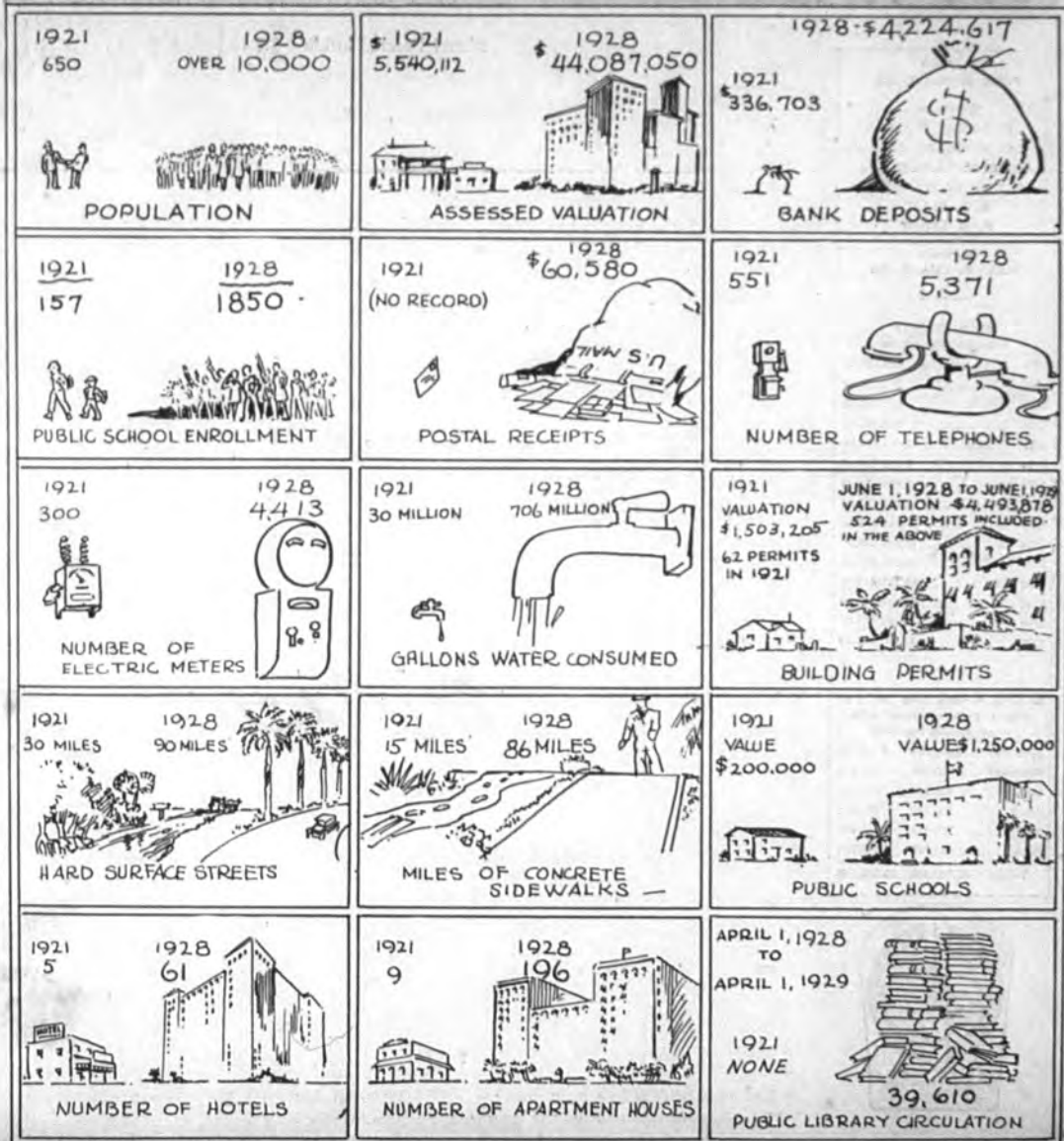
Very truly yours,

*M. Odette*  
Secretary to Mr. Chase.



WEATHER REPORT: 8 A. M. today 82°. Yesterday, highest 89°; lowest 75°.  
"The most healthful spot on this continent, if not in the World."

# IN SEVEN YEARS 1921 TO 1928! THE GROWTH OF MIAMI BEACH







Miami Beach, Florida

*Gondolas*

November 16, 1929

President  
THOS. J. FANCOAST

Governors  
F. LOWRY WALL  
C. W. CHASE, JR.  
A. H. PATTEN  
S. GROVER MORROW  
E. L. ELLIS  
W. B. LEDDY

Secretary  
CHAS. W. CHASE, SR.

MIAMI BEACH  
Assessed Valuations

1915	\$	224,000.00
1916		235,120.00
1917		647,500.00
1918		832,745.00
1919		2,579,400.00
1920		3,933,700.00
1921		5,540,112.00
1922		6,235,539.00
1923		8,222,485.00
1924		12,260,250.00
1925		44,094,950.00
1926		66,733,468.00
1927		80,362,350.00
1928		44,087,050.00
1929		47,990,850.00

Building Permits from Jan. 1 to  
July 1, 1929, compared with  
same months in 1928

January	\$258,650	\$ 80,150
February	260,500	227,284
March	353,325	859,600
April	404,125	475,280
May	110,495	1,085,200
June	401,600	1,105,195
Totals	\$1,788,695	\$3,832,809

TO PROPERTY OWNERS ON  
MIAMI BEACH WATERWAYS:

Will you please advise this office if you have any objection to the placing of a number on your Bulkhead for the purpose of identification?

The Gondolas previously retained at the Nautilus and Flamingo have been equipped with silent motors, and in conjunction with mahogany speed-boats will furnish sightseeing trips and water transportation between the Hotels Fleetwood, Flamingo, Nautilus, King Cole, Roney-Plaza and Bath Club.

Unnecessary loud conversation on these waters can be eliminated by numbering the Bulkheads in small figures, not to exceed six inches high and furnishing a directory. In this way the desires of visitors are served without annoyance to you.

We will appreciate your cooperation in this matter.

Very truly yours,

MIAMI BEACH CHAMBER OF COMMERCE

*Chas. W. Chase, Sr.*

Secretary



WEATHER REPORT: 8 A. M. today . . . Yesterday, highest . . . ; lowest . . .  
"The most healthful spot on this continent, if not in the World."

November 18, 1929.

Mr. Chas. W. Chase, Sr.,  
Miami Beach Chamber of Commerce,  
Miami Beach.

Dear Mr. Chase:

Replying to yours of the 16th:  
It will be entirely satisfactory with  
us to put numbers on our bulkheads.

I think this is a very good  
thing to do, especially if we can get  
competent and capable men to handle  
the gondolas.

Very truly yours,

CGP:T

Mr Carl G Fisher,  
Miami Beach, Florida.

December 16, 1929.

My dear Mr Fisher:-

The undersigned desires to invite your attention to an organized attempt now being made to break the restrictions imposed by you in Fishers First Sub-Division. We have purchased property and built homes in this beautiful district because we wished to be assured that our residences would be protected from the encroachments of commerce and from undesirable neighbors and the restrictions which you imposed in the deeds to this property seemed to fulfill all these conditions. The selfishness and greed of several individual holders of property in this subdivision has resulted in an effort to break these restrictions by permitting commercial enterprises on their properties on Lincoln Road, hoping thereby to open the whole subdivision to hotels, apartments, stores, and all forms of commercial building and thereby ruining the value of our homes and greatly damaging us.

We are therefore appealing to you, because you have imposed these restrictions upon us, to come to our assistance in this instance and take the necessary measures,

A Committee representing the undersigned will wait upon you for your opinion in this matter in which we should be so very grateful for your co-operation and aid.

Yours very truly,

Fishers First Sub-Division Protective League.

Opped I. Barton, Chairman.

Chas. W. Meyer

Alphonso D. Jones

Chas. Paschall

E. A. Rouse

Wm. J. Morris

Wm. Burr Bigelow

Wm. Miller

Wm. C. Selcott

G. J. Felber

Fred O'Brien

Wm. V. Shepard

J. K. Donn

MB Sales

January 2, 1930.

Mr. Caleb S. Bragg,  
135 East 74th Street,  
New York City.

Dear Caley;

A comparison with last season on our three hotels now open, and the golf course to date this season, may be interesting to you.

Recently an ocean front residence was sold for \$250,000. cash to McCullough of Chicago; and the week before 200 feet on Indian Creek was sold for \$98,000. cash and a handsome home will be started on the last mentioned property at once. Neither of these sales happened to be our property but they are unusual sales for this time of year. In addition, quite a number of smaller parcels of property are changing hands, with a total value far in excess of any previous years.

Yours,

CGF:T

	<u>1928</u>	<u>1929</u>	<u>Gain</u>
Lincoln Hotel House count	49	29	20
King Cole Hotel " "	15	36	21
Boulevard Hotel " "	75	96	21
Golf Players and subscr. to date	1344	1602	258
Golf receipts to date	\$13,984.	\$27,730.	\$13,746.

January 3, 1930.

Mr. G. LeBoutillier,  
237 Pennsylvania Station,  
New York City.

My dear LeBout:

A comparison of our three hotels now open and the golf course this season and last season, may be interesting to you.

Recently, an ocean front residence was sold for \$250,000. cash to McCullough of Chicago; and the week before 200 feet on Indian Creek was sold for \$98,000. cash and a handsome home will be started on the last mentioned property at once. Neither of these sales happened to be our property but they are unusual sales for this time of year. In addition, quite a number smaller parcels of property are changing hands, with a total value far in excess of any previous years.

Yours,

GGF:T

	<u>1928</u>	<u>1929</u>	<u>Gain</u>
Lincoln Hotel, House count	49	69	20
King Cole Hotel " "	15	36	21
Boulevard Hotel " "	75	96	21
Golf players and subscr. To date	1344	1602	258
Golf receipts to date	\$13,984.	\$27,730.	\$13,746.



January 6, 1930.

*M B sales*

Mr. Harry S. Black,  
111 Broadway,  
New York City.

Dear Mr. Black:

I am enclosing herewith copy of Sales Card just received from our Sales Department.

Within the past thirty days, Indian Creek frontage has sold for \$500. per front foot on the western side of Indian Creek. On the east side of Indian Creek three lots were sold last week for \$90,000. cash. Some very substantial homes are built both north and south of your lots.

If you are going to be down this way soon, I would like to talk with you about your property. We have property in the same neighborhood and we are holding very steadily to our prices. When this property does commence to move, it will all be sold in probably thirty days. I want you to feel that I want to get your investment in good shape for you for a profit, and if you expect to be down this way I would like to talk over the matter with you.

Very truly yours,

OGF:T

Copy to Mr. Olwell.  
Mr. Chase.

Sales

CARL G. FISHER COMPANY

LIST OF COMPANY HOUSES FOR SALE AS OF

JANUARY 30, 1930

- 5787 North Bay Road - Price \$20,000. furnished. Three bedrooms, two baths on second floor; living room, dining room, screened porch, kitchen, service porch on first floor; one car garage and one servant room with toilet and shower.
- 5812 Alton Road - Price \$19,500. furnished. Second floor - three bedrooms, two baths; first floor - living room, dining room, screened porch, kitchen and service porch; one car garage and one servant's room with toilet and shower.
- 1025 West 47th St. - Price \$17,500. unfurnished. Second floor - three bedrooms and two baths; first floor - living room, screened porch, dining room, kitchen, service porch, one maid's room with toilet and shower; there is a one car garage which adjoins the residence in the rear.
- 1673 Michigan Ave. - Price \$25,000. unfurnished. This residence is one story and contains a large screened porch across the entire building; an exceedingly large living room, dining room, kitchen with side service entrance; there are two bedrooms and two baths and one maid's room with bath; two car garage.
- 5848 Nth. Bay Road - Price \$67,500. unfurnished. Second floor - three bedrooms, two baths (tiled) with showers over tub, porch; first floor - one bedroom and 1 bath (tiled), large studio living room, dining room, butlers pantry, large kitchen, service porch, two maids rooms and bath, lavatory. Also two car garage, porch and patio. Tile floors in living room, dining room, hall and arcade. Pile foundation. Built by W. S. Green.
- 5840 Nth. Bay Road - Price \$67,500. unfurnished. Four bedrooms, three baths (one with individual shower) on second floor; first floor - large living room, two porches, dining room, lavatory, butler's pantry, kitchen, service porch, two servant rooms with bath. Also two car garage. Tile floors in living room, dining room, halls and arcade. Pile foundation. Built by - Green and Goll.
- 1674 Meridian Ave. - Price \$27,500. furnished. Second floor - three bedrooms, one bath. First floor - large screened porch, living room, dining room, butler's pantry, kitchen, service porch, and toilet and lavatory. One car garage and one servant room with bath. There is also a porte-cochere. This house has just been painted on the outside and redecorated throughout inside and new awnings have been installed.

Sale

TERMS are 1/3 cash and balance in one and two years with interest at 7%. The above pay a full 5% commission.

MB sales

February 7, 1930.

Mr. Henry B. Joy,  
270 Grosse Pointe Blvd.,  
Grosse Pointe Farms,  
Michigan.

Dear Mr. Joy:

Thanks for yours of the third.

You may be interested to know that Fred Humpage has been here for three or four days and I am interesting him in the company on the basis of helping as much as he can in representing me, and giving him a percentage of my stock. The Company is now growing so big with so much business in sight, it will take somebody like Fred to help Treiber. Treiber has really been everything about the plant, including the janitor.

Why don't you come down here and see what we are doing? In spite of the stock market crash, we are having the greatest hotel and golf season we have ever had, also a tremendous amount of buying without speculation. Everybody who buys property here now buys with the idea of owning the property for a house, which is a very fine situation that we are pleased to announce.

Very truly yours,

COF:T

MB sales

Copy to Mr. Fisher

- Allen
- Breytspraak
- Crawford
- Curry
- Fretwell
- Larriek
- Matteson
- Parker
- Read
- Sanders
- Simmons
- Taylor

MEMO TO SALESMEN

February 7, 1930

The amount of real estate business our office closed upon in the month of January totaled \$162,716.00.

This exceeded January of last year by 83 1/3%, when we closed business in the amount of \$88,755.

This Season we have exceeded last Season's business every month in the following proportions:-

	<u>Last Year</u>	<u>This Year</u>
November -	\$12,400.00	\$ 25,319.72
December -	29,800.00	48,350.00
January -	88,755.00	162,716.00

Our leading salesmen for January past are:-

C. H. W. Read - - - with -	\$ 31,666.00
V. C. Breytspraak - " -	16,250.00
E. M. Crawford - - " -	12,250.00

CWC:M

C. W. CHASE, JR.

April 25, 1930.

*MB sales*

Mr. Harry S. Black,  
111 Broadway,  
New York City.

Dear Mr. Black:

You will be interested to know that the first lot north of my house was sold the other day for \$40,000. with discount of five percent for cash. A very handsome building will be put on same.

North of this lot, some very handsome homes have been built and sold. I am sending you under separate cover a print of two of these houses. In the half mile north of my home, there is probably a total investment in buildings of \$800,000. during the past year. Many sales of these lots have been resales which we sold several years ago.

We have not been able to sell your property up to the present time but the market is increasing and the last sale made brings the value for the deeper lots north of my residence to four hundred dollars per front foot. We are in hopes of making the sale of two lots immediately north of your property or your property. We are offering both your property and the other property to Mr. Chapin from Detroit. I am giving you this information so that you may know we are making a real effort to dispose of this property.

Although the season is practically over, we are, as usual, closing up some sales through the month of April. We had a splendid hotel season until the middle March; the season then dropped very fast.

Very truly yours,

CGF:T

Copy to Mr. Chase.



ARRIVALS \* LINCOLN HOTEL \* APRIL 9, 1930.

MR. BATCH'S CHAUFFEUR

TOLEDO, OHIO

EXTRA MEALS \* LINCOLN HOTEL \* APRIL 9, 1930.

Mrs. E. L. Selecman, and party

31 Meals

# THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher  
Mr. Collins

DATE May 7, 1930

FROM C. W. Chase, Jr.

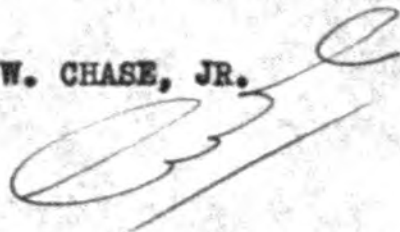
SUBJECT DETAILED SALES REPORT -

Attached you will find report of our fiscal year's Original Sales, Resales and Rentals. This is segregated in the various Subdivisions in which transactions were made, also the home States of the parties with whom we transacted this business. Furthermore I have segregated the sales as to the months in which they were closed.

On the same Report you will find a summary of the amount of business done by each of our salesmen. You will note that the total business of four of these salesmen does not amount to \$500. in commissions for the entire four of them. This does not necessarily indicate that these men are not good salesmen because they have done better on previous occasions.

CWC:M  
ATTACH.

C. W. CHASE, JR.



CARL G. FISHER PROPERTIES

SALES REPORT FROM PERIOD MAY 1, 1929 - MAY 1, 1930.

ORIGINAL SALES TOTAL - - - -	\$	402,205.90	
RESALES & RENTALS TOTAL - - - -		900,776.83	
<b>GRAND TOTAL</b> - - - - -			<b>\$ 1,302,982.73</b>

<u>SUBDIVISIONS</u>	<u>ORIGINAL SALES</u>	<u>RESALES</u>	<u>RENTALS</u>	<u>TOTAL</u>
A. B. Bay Front	\$ - - - -	\$ - - - -	\$ 650.00	\$ 650.00
Aquarium Site	- - - -	3,000.00	- - - -	3,000.00
Beach View	42,500.00	151,750.00	10,500.00	204,750.00
Beach View Addn.	4,916.25	30,000.00	- - - -	34,916.25
Belle Isle	- - - -	- - - -	- - - -	- - - -
Commercial Sub. A.B.	- - - -	- - - -	- - - -	- - - -
Espanola Villa	- - - -	- - - -	3,500.00	3,500.00
Fairgreen	- - - -	- - - -	- - - -	- - - -
First Ocean Front	- - - -	75,000.00	7,700.00	82,700.00
Fisher's First Sub.	9,300.00	- - - -	3,800.00	13,100.00
Flamingo Terrace	- - - -	- - - -	4,500.00	4,500.00
Garden Sub.	- - - -	- - - -	- - - -	- - - -
Golden Beach	- - - -	7,500.00	- - - -	7,500.00
Golf Course Subd.	23,494.72	- - - -	- - - -	23,494.72
Harbor Terminal	72,240.00	- - - -	- - - -	72,240.00
Hibiscus Island	- - - -	- - - -	1,100.00	1,100.00
Indian Beach	- - - -	- - - -	12,500.00	12,500.00
Island View Subd.	90.00	7,500.00	183.33	7,773.33
Island View Addn.	400.00	- - - -	- - - -	400.00
La Gorce Golf	95,425.00	142,700.00	3,000.00	242,125.00
Lake View	3,000.00	- - - -	1,750.00	4,750.00
Lake View Heights	3,525.00	- - - -	- - - -	3,525.00
Lincoln Subd.	5,750.00	- - - -	10,341.00	16,091.00
Mid Golf	1,450.00	- - - -	4,000.00	5,450.00
First Addn. Mid Golf	2,750.00	7,500.00	8,950.00	19,200.00
M.B.Imp.Co. 1st Oc. Ft.	- - - -	16,000.00	40,150.00	56,150.00
Nautilus Subd.	25,000.00	121,250.00	23,750.00	170,000.00
Nautilus Addition	6,648.26	21,825.00	3,050.00	31,523.26
Nursery	3,450.00	- - - -	- - - -	3,450.00
Ocean Beach #1	- - - -	- - - -	- - - -	- - - -
Ocean Beach #2	- - - -	- - - -	1,600.00	1,600.00
Ocean Beach #3	- - - -	- - - -	4,190.00	4,190.00
Orchard #1	- - - -	11,000.00	- - - -	11,000.00
Orchard #2	- - - -	8,500.00	8,700.00	17,200.00
Orchard #4	5,466.67	- - - -	1,100.00	6,566.67
Palm View	16,000.00	16,000.00	- - - -	32,000.00
Second Ocean front	79,800.00	- - - -	- - - -	79,800.00
Sunset Lake	- - - -	115,500.00	9,237.50	124,737.50
Surprise Lake	- - - -	- - - -	1,500.00	1,500.00

<b>TOTALS</b>	\$	402,205.90	\$	735,025.00	\$	165,751.83	\$	1,302,982.73
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CARL G. FISHER PROPERTIES

SALES REPORT FROM PERIOD MAY 1, 1929 - MAY 1, 1930.

<u>STATES REPRESENTED</u>	<u>AMOUNTS</u>	
Alabama	\$ 23,650.00	
Colorado	2,500.00	
Connecticut	85,750.00	
Florida	201,058.75	
Georgia	66,250.00	
Illinois	60,591.00	
Indiana	47,000.00	
Iowa	1,000.00	
Maryland	1,100.00	
Massachusetts	15,175.00	
Michigan	278,550.00	
Minnesota	4,350.00	
Missouri	3,500.00	
New York	223,617.98	
N. Carolina	1,500.00	
New Jersey	3,500.00	
Ohio	102,500.00	
Oklahoma	3,000.00	
Pennsylvania	149,890.00	
Rhode Island	24,000.00	
Tennessee	4,500.00	\$ 1,302,982.73

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<u>BY MONTHS</u>	<u>May</u>	<u>\$</u>	<u>405,565.00</u>
May	- - -		
June	54,648.25		
July	25,106.25		
August	74,800.00		
September	9,750.00		
October	19,500.00		
November	54,319.72		
December	54,916.00		
January	154,500.00		
February	208,750.00		
March	151,015.00		
April	90,112.50		\$ 1,302,982.73

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SUMMARY

<u>SALESMAN</u>	<u>ORIGINAL SALES</u>	<u>RESALES</u>	<u>RENTALS</u>	<u>TOTAL SALES</u>	<u>COMMISSION</u>
Allen, Claude S.	- - -	- - -	\$ 500.00	\$ 500.00	\$ 15.00
Breytspraak, V.C.	\$12,750.00	- - -	12,500.00	25,250.00	995.75
Crawford, E.M.	3,350.00	\$ 8,000.00	22,400.00	33,750.00	1,784.00
Curry, Harry G.	- - -	- - -	1,850.00	1,850.00	55.50
Fretwell, J.J.	64,125.00	225,750.00	11,727.50	301,602.50	9,433.54
Larrick, Hugh	- - -	108,500.00	38,758.33	147,258.33	2,900.95
Matteson, Wm.F.	- - -	- - -	6,500.00	6,500.00	213.00
Parker, Noble	- - -	224,200.00	7,650.00	231,850.00	5,066.62
Read, C.H.W.	19,000.00	90,075.00	39,716.00	148,791.00	4,681.48
Simmons, Geo.	- - -	- - -	7,000.00	7,000.00	180.00
Taylor, B.H.	- - -	30,000.00	8,150.00	38,150.00	1,045.00

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Белая П.Н.	-- --	30'000'00	8'120'00	28'120'00	1'080'00
Белая С.О.	-- --	-- --	1'000'00	1'000'00	120'00
Белая С.Н.	18'000'00	30'012'00	32'120'00	128'120'00	1'281'28
Белая И.И.	-- --	358'500'00	1'800'00	321'800'00	2'082'88
Белая И.И.	-- --	-- --	2'800'00	2'800'00	312'00
Белая И.И.	-- --	108'200'00	28'120'00	174'528'22	5'200'22
Белая И.И.	22'120'00	358'120'00	17'120'00	307'808'20	3'222'20
Белая И.И.	-- --	-- --	1'800'00	1'800'00	22'20
Белая И.И.	1'280'00	8'000'00	35'800'00	32'120'00	1'184'00
Белая И.И.	22'120'00	-- --	15'800'00	52'520'00	222'20
Белая И.И.	-- --	-- --	8'200'00	208'00	2'120'00
<b>Сумма</b>					

Сумма                  Оплата за                  Прогноз                  Прогноз                  Оплата за                  Комиссия

\*\*\*\*\*

Белая	30'120'00	2'120'88'12
Белая	121'012'00	
Белая	308'120'00	
Белая	121'800'00	
Белая	22'120'00	
Белая	22'120'88'12	
Белая	121'800'00	
Белая	3'120'00	
Белая	12'800'00	
Белая	32'102'50	
Белая	22'228'22	
Белая	-- --	
<b>Итого</b>	<b>2'402'88'00</b>	

\*\*\*\*\*

Белая	2'800'00	2'120'88'12
Белая	32'000'00	
Белая	172'820'00	
Белая	2'000'00	
Белая	108'200'00	
Белая	2'800'00	
Белая	2'800'00	
Белая	22'120'88'12	
Белая	2'800'00	
Белая	2'800'00	
Белая	328'220'00	
Белая	12'120'00	
Белая	1'100'00	
Белая	1'000'00	
Белая	11'000'00	
Белая	20'227'00	
Белая	22'520'00	
Белая	307'088'12	
Белая	22'120'00	
Белая	5'200'00	
Белая	32'220'00	

*Sales*

Сумма                  Прогноз

Сумма прогноза                  Прогноз                  Прогноз

Сумма                  Прогноз



THE CARL G. FISHER COMPANY  
REAL ESTATE  
MIAMI BEACH, FLORIDA

MB  
Sales

May 15th, 1930.

To Miami Beach Property Owners, Stockholders and Investors:-

Excuses are poor things to make, - but honest and truly, we've had such a wonderfully busy season here, that there just hasn't been enough hours in the day to keep up with these letters to you.

When the stock market crashed last fall, we were deluged with predictions that Miami Beach was in for the poorest winter we'd ever had, and these predictions were so persistent that they almost had us believing it.

But when homes began to rent better than they ever had before, and when our hotels, right from their opening dates, showed the largest early-season business we'd ever had, - then we know that we were right when we believed that:

"There is only ONE Miami Beach".

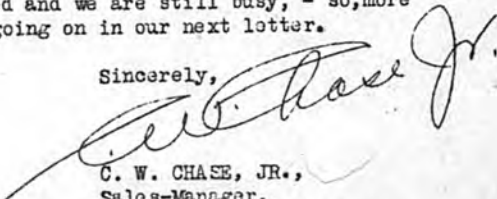
So, briefly I want to say, that we had a great winter. - More visitors and more permanent home-owners than ever before. The best entertainment and the greatest recreational pleasures we have ever had.

Real estate sales are estimated to have been over six million dollars. Nearly every sale was for all cash and we added to our list of home-owning residents quite a number of the most outstanding families in America.

Best of all, the great building construction program that was so remarkable here last year, is still going on. Miami Beach led every city in Florida last year and several entire States. It looks as tho we are going to do it again this year.

But time even now is limited and we are still busy, - so, more about the building that's going on in our next letter.

Sincerely,

  
C. W. CHASE, JR.,  
Sales-Manager,  
CARL G. FISHER COMPANIES.

CWC:G

THE CARL G. FISHER COMPANY  
REAL ESTATE  
MIAMI BEACH, FLORIDA

August 14, 1930.

MB sales

To Miami Beach Property Owners, Stockholders and Investors:-

There has been much to write you about here lately, but I've been seeing what Europe had to compare with Miami Beach.

After looking over the British Isles and part of the Continent I realize more than ever why you and so many others have thought well enough of Miami Beach to invest your money here.

Going over I met an English gentleman and his wife that had spent part of last winter here at one of our hotels. They were people of considerable wealth and owned a large estate in England. Well, the whole story is that they are going to lease a home here this coming winter. They will probably own a winter home here in a year or two.

It was quite surprising to discover that one only had to say "Miami Beach" and they knew a lot about us. And many of them are beginning to want to come to Miami Beach for their winter's too. In a few years we will see a large English colony at Miami Beach each winter.

I find upon returning, that Miami Beach is still far up in the lead of American cities of this size in its building development. For instance: In the month of May, Miami Beach started more new building construction than was started in 19 states in the United States. Here are the records for that month.

		MIAMI BEACH	\$ 717,175		
Alabama	\$ 677,150	Nevada	\$ 217,650		
Arizona	521,549	New Hampshire	61,781		
Delaware	423,721	New Mexico	131,251		
Georgia	675,055	North Dakota	268,277		
Idaho	364,029	South Carolina	405,603		
Louisiana	569,166	South Dakota	177,645		
Maine	159,166	Utah	61,606		
Mississippi	322,968	Vermont	27,000		
Montana	277,746	West Virginia	519,893		
		Wyoming	\$ 32,575		

It is interesting to note that Miami Beach's total for May was more than Wyoming, South Dakota, New Hampshire, Vermont, Utah, New Mexico and Maine if all of the states were added together.

Sincerely,

C. W. CHASE, JR.,  
Sales Manager

THE CARL G. FISHER COMPANIES

# THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher  
Mr. Collins  
FROM C. W. Chase, Jr.

DATE September 22, 1930.  
SUBJECT MB sales

Toward the end of last season I came to the conclusion that we must this year adopt some new methods of going after real estate business, and also we must let the buying public know that we are the largest, best and most reliable real estate firm doing business on Miami Beach, and that we handle the resale of property, and do not confine our activities to selling our own property only.

Up until a few years ago the name of the Carl G. Fisher Company was synonymous with the buying of real estate on Miami Beach. In the past few years however we have seen about forty other real estate firms spring up and stay here, and practically every one of these firms are continually dinging into the buyers ears that the Fisher Company is trying to hold up Beach values, and therefore if they want to pay more money than they should they can buy through Fisher. But if they want the real bargains they should buy through the Miami Beach brokers not connected with the big development companies.

Furthermore we have lost some of our old time prestige by not having kept in closer contact with members of The Bath Club. Also we should make it a point to devote more time to keeping in closer personal touch with our important home owners here, as we used to do in the old days when there were only a few of them. In those days our personal contact and acquaintance with the important Miami Beach home owners was so intimate and friendly that they always recommended their friends to buy their real estate through the Fisher Company. With a greatly increased number of home owners I have not had the time to continue that friendly relationship, and other real estate firms have in many instances crept in and formed a personal contact that is not helping us at all.

Only last week A. K. Hutchins, owner of one of our finest Indian Creek homes came in to list his home for rent as he is going on a trip around the world. Despite the fact that he has lived here for over four years he stated he did not know that we ever handled any other property than our own. This seems to be quite a general impression, and this we must overcome by doing more institutional advertising to let the public know that we handle every branch of the real estate business, and have practically every property available on Miami Beach.

I have been doing a great deal of thinking and studying since last season, and I am preparing a lot of new sales ideas that I think we should adopt for this coming season. I will write them to you from time to time to secure your ideas, help and suggestion, and then your approval.

We must go out and get the business this year harder than we ever have before, and we must regain the general impression that once prevailed here, that the Carl G. Fisher Company is the most worth while, dependable and best to deal with real estate firm on Miami Beach.

C. W. CHASE, JR.



# THE CARL G. FISHER PROPERTIES

MEMO TO Mr. Fisher  
Mr. Collins  
FROM C. W. Chase, Jr.

DATE September 22, 1930.  
SUBJECT \_\_\_\_\_

*MB sales*

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C. W. CHASE, JR.

CWC:S

THE CARL G. FISHER COMPANY  
REAL ESTATE  
MIAMI BEACH, FLORIDA

*MB sales*

November 24, 1930.

To Our Miami Beach Property Owners, Stockholders and Investors:

It's been four years now since the "Florida boom" yet in that period of "supposed" depression there has been nearly Eighteen Million Dollars of new building construction go on at Miami Beach.

During these past four years there have been built here 436 residences, 18 hotels, 54 stores, 53 apartments, 9 restaurants, 8 casinos, 3 churches, 1 school, 1 library, 1 convent, 1 theatre and numerous other buildings. An average of \$4,500,000. a year for needed new construction.

And for 1929-30 (supposedly dull times) Miami Beach has gone ahead of its average.

Over Nine Million Dollars of this wonderful building operation covers residential construction. The average cost of those Miami Beach homes has been about \$20,000. each. Picture for yourself what 436 such homes would mean to any community.

Look at these figures:-

1926-27 Miami Beach Construction	\$	2,748,917.
1927-28 " " "	"	3,115,080.
1928-29 " " "	"	7,559,941.
1929-30 " " "	"	4,527,188.
	\$	<u>17,951,126.</u>

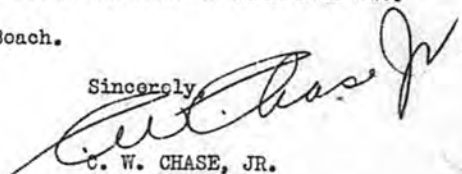
There just isn't any other City we know of the size of Miami Beach that has shown such consistant progress.

After a "boom" there usually follows empty stores, empty homes, empty streets. Miami Beach has been exactly opposite - a scarcity of homes, a dearth of store space, a necessity for widening the streets.

There's just no holding Miami Beach back. It is looked upon now as the most desired place to live in the winter, and each year more and more people in the North continue to find this out.

There's no stopping Miami Beach.

Sincerely



C. W. CHASE, JR.  
Sales Manager  
CARL G. FISHER COMPANIES



Jan 22 1933

Mr Carl G. Fisher.  
Miami Beach, Fla.

Dear Carl:-

Thanks for your letter of Dec. 17<sup>th</sup>. Since I saw you at Montauk I have had a rather rough time of it with my health, and while I do not feel like leaving home now, I hope to be there about the middle of next month. Have not made any definite plans but will see you as soon as I arrive. Hope 1933 will be good to you.

Best regards,

Sincerely,  
Arthur C. Newby

January 26th 1933.

Mr. Arthur Newby,  
4030 North Meridian Street,  
Indianapolis, Ind.

Dear Arthur:

I have yours of the 22nd. I am just out of the "flu" four days in bed and feel O.K. again, although for a time I thought I had germs inside of me that would break their way out through the side walls.

You may be interested to know that we have more people now in Miami and Miami Beach than we have ever had, with the exception of a short time during the boom. At least we are 25% over last year, and about 60% of the people are an entirely new crowd of people we never heard of before.

I am telling Charlie Krom to write you a letter and tell you about some cottages at the Flamingo where you can have anything you want and you can adjust the price to suit yourself.

I would love to have you come down again and see what progress we have made since the last time you were here.

Best regards,

Yours,

CARL G. FISHER

CGF-HM

Union Skin  
Fidelity

January 27th 1933.

*WUB sales*

Mr. C. H. Keys,  
39 Broadway,  
New York City.

Dear Client:

I enclose you a very comprehensive data sheet of hotel operations up to January 24th. In spite of general reductions, you will notice we are making progress, and our peak of the season has just now arrived. Most of the hotels will be rather completely filled, except the Nautilus and the Flamingo, who never arrive at peak until about the 10th of February.

All the hotels and apartment houses both here and in Miami, and throughout the county are doing very much better than last year, both in numbers and more cash receipts, in spite of reduced rates, and as I have advised you before, there seems to be a small boom starting here for this time of the year.

More sales have been made than any time in the past three years, and three times as many rentals. Of course we are renting houses now for people who have allowed their houses to stand idle rather than rent them during previous years, and we are also selling property at very much reduced prices. It seems that 50 to 60% of the increased travel here, and the new buyers, is among people who have never been to this part of the country before.

Approximately \$180,000 worth of property was sold last week, one large house sold for \$100,000; our Company sold \$27,000 worth of houses and lots.

Yours,

CARL S. FISHER

Copy to:  
Mr. Russell McGee  
230 Park Avenue  
New York

MB sales

March 14th 1933.

My dear Bob:

I have yours of the 7th. Now that the banks are open and Roosevelt has made some very good talks, it perhaps will help revival of business.

It is perfectly wonderful the amount of business that is going on here with closed banks. A \$50,000 cash sale was made on Sunday, through our office, and perhaps you know we sold the Allison Island house for cash. Most of the sales that have been made are made north of Lincoln Road, although a few lots have transferred hands south of Lincoln Road at from \$1,000 to \$1,500 each. A few corners have sold for as much as \$2,500 and there have been a few depression lots sold at \$800.00, but in most of these cases there are considerable tax liens, and sewer liens involved.

On your item of \$2800.00, I would like to give you a couple of lots that are actually worth \$2,800, or one lot worth \$2,800.00 that is not burdened with taxes, but I haven't any lots on which I will not have to pay some back taxes.

A few more buyers of houses are around, and I am in hopes we will find a purchaser for your house.

Yours very truly,

CARL G. FISHER

Mr. R. H. Tyndall,  
Headquarters 38th Division,  
Indianapolis, Ind.



*MB safer  
in general*

April 4th 1933.

Mr. C. H. Keys,  
39 Broadway,  
New York City.

My dear Mr. Keys:

Subsequent to Mr. Fisher's letter to you yesterday, in answer to your letter of March 31st, Mr. Fisher and I discussed the subject matter of your letter quite thoroughly, and he suggested that I write you.

I do not know that there is anything that I can add to what Mr. Fisher has said, other than this, that I believe I understand the details and possibility of any action, in the event such action is taken along the lines which you indicate might be taken, and I have endeavored in a general way to make clear to Mr. Fisher just how such an action might affect you.

He wanted me to reiterate that which he has already outlined in his letter i.e. that he would cooperate with you and the Bondholders Committee in every way possible. We are both convinced that if Grump senses he has either you or ourselves on the run that he will press his advantage. Furthermore that if any of us accede to his present demands, it is just the beginning of a series of actions of which there will be no end.

We are making some investigations, and have redoubled our efforts to develop evidence which we hope when obtained, will serve to offset any action or pressure that he may bring to bear on you, and indirectly on us, and we will keep you informed of what develops.

It may be enlightening for you to know that I have found, in the comparatively short time I have been connected in any way with the affairs of the Montauk Beach Development Corporation that those inside, as well as outside of the North American are favorably disposed toward you, and are willing to do everything that they can consistently, to assist both you and ourselves, and I think you should take heart and feel complimented in the fact that there seems to be an increasingly large number of people who are favorably disposed, and I really believe that if you continue to fight as you have in the past, that you and ourselves will eventually work out of this thing, and come back into our own. It is of course a long road, but I occasionally see light.



Mr. C. M. Keys - #2

There are of course some folks with selfish interests, who will willingly sacrifice others if they may, by so doing, derive a pecuniary benefit.

Mr. Fisher is constantly on the job, is aggressive, and is taking a deep interest in all that goes on.

Mr. Flinn and Mr. Hopkins spent quite a little time with us yesterday in conference with Mr. Fisher, Mr. Collins and myself, and subsequently had quite a long chat with Mr. Flinn, and if we are to accept as 100 percent that which he says or intimates, I feel confident that you have in him and ally, and that he will not knowingly prove, or be a part to any destructive measure.

I wish that we might confer with one another as I would like very much to obtain some information relative to the new lineup of the North American affairs now that General Motors have become so strongly identified with those interests. I don't presume there is very much you can write on this subject, but in any event, if you will keep us informed, we on the other hand, will keep you promptly advised of anything of importance which we hear or that takes place, and please be assured that we will do everything possible to cooperate and assist, so that all of these matters may be worked out to the best possible advantage of all concerned, and as I think I have previously written you, if there is anything that I can do at this end to assist, do not hesitate to call upon me.

I know you will be interested in learning that the Hertz mortgage proposition is in a fair way to being settled by compromise, and referring to a compromise it does not mean that we are going to be called upon to pay any more in the way of reduction on the principle. In other words the \$50,000 payment on the principle stands. The probabilities are that we will have to pay a ~~small~~ fee to Hertz' attorney, the bank has already very materially reduced their fee for acting as Trustee; we have indicated our willingness to stand one half of the taxes on the Polo fields, and we understand that mutual friends have indicated to Mr. Hertz that the terms which he imposed on Bay Shore Company were considered as being unreasonable, and furthermore that the attorney's and trustee's fees were also referred to as being unfair.

From a strictly business standpoint, and looking at it only from the viewpoint of cost of re-financing, an arrangement can be made along the lines which I have above indicated, as a form of compromise settlement, the cost to the Bay Shore

Mr. C. M. Keys - #3

Company will be comparatively low, and it would be most desirable if we could arrange, to get this matter closed up and out of the way, thus relieving the tension all along the line. The amount which they will be called upon to pay may be considered as low cost of refinancing. In this I believe you will agree.

I trust from the above, you will gain a very clear idea of our attitude here, and desire to do everything possible to help, and understand particularly why Mr. Fisher is unwilling to agree to Grump again taking over the hotel. You can readily understand that if Grump is again in control of the hotel, that there will not be drawn to the hotel, prospects from the class of people who would be possible buyers of Montauk Beach property.

You well know that the Fisher interest have depended from the very beginning of Mr. Fisher's operations in real estate, upon trade from the hotels, people who can and will buy property. This method has heretofore proven so successful that it seems most desirable that it should be continued, as it is a proven fact that with the right kind of clientele in the hotel, sales can be consummated through that medium.

In every one of our hotels, from the Manager down to the bell boy, have been a factor to the Fisher Company offices, and a source of information from which many a sale has resulted, and that with the right kind of management at Montauk Manor, Mr. Fisher is confident that the clientele or guests can be counted on as a remunerative source for the sale of property at Montauk this summer. With the wrong kind of management, there will be no such thing.

I don't know that I have added anything to that which Mr. Fisher has already written you, except perhaps to give you a clearer picture and renew confidence in our intention to work with you in any and every way possible, and make more clear to you why Mr. Fisher cannot see his way clear to agree to put Grump back at Montauk Manor.

Yours very truly,

THE CARL G. FISHER COMPANY

F. R. Huppage  
Vice President.

April 28th 1933.

MIB sales

Mr. T. Milton,  
c/o Packard Motor Car Company,  
Detroit, Mich.

Dear Tommy:

It is funny how our thoughts bounce together, - just the day before yesterday I saw Captain Hewes, and made a deal with him to get on the Shadow K. and ship you a rug, which I expected to ship you a year ago, but I don't know just why I never think of it. When I am on the Shadow and think of it, no one is there to do the job, so I am going over now and pick one out that will fit your flat, and off she goes.

Have been trying to sell the Shadow, for a price which would surprise you, but cannot sell it. The people who have the money are afraid to buy a yacht, no matter how badly they want it, and then of course there are some people who have too much brains to buy a yacht.

You ought to be glad they didnot cut your salary 150%. The only people who are sitting pretty now are those who have a salary. Right this minute if you have any money in the bank, you have \$2.00 to my one.

We were going wonderfully here on the Beach, and it looked as though a new boom had started, our hotels were making \$4,000 a day, when the banks folded up, and inside of 48 hours they were piling out of here, literally by the thousands.

In spite of all this enough people remained so that our hotels had about 80% better business than they had a year ago, and now a small builing boom has started again. It is small, but you will notice the Wall Street Journal quotes Miami, (which actually means this territory, as the Beach is away ahead of the City of Miami, on sales and building permits)

Mr. T. Milton - #3

as being the one bright spot for real estate in America.

I certainly cannot laugh off the fact that you made \$2500 in the market last year.

It is too bad about our old friend Capehart, isn't it? The last time I saw him however, his wife had enough diamonds on to make a necklace and a set of hobbles for a sea cow, and he did not seem to be worried, although the new pair of shoes he had on hurt his feet somewhat. I hope to see him again this Spring.

The new machine is a "bear" and I hope to have one some of these days.

If you can get off, come on down to Montauk, and you will have some real fun catching black bass and other fish. I will bring down enough poles and we already have a row boat there, in fact two of them, and the little lake is full of bass. When I tell you that my friend Bill Nelson caught 26 one afternoon you can get some idea of the situation.

I ran into a new patent the other day, which is either a "louse" or a camel with gold bells. I have worked for a year on a steel and transite house, and I am sending you one of our first booklets. If I can ever get these started at Montauk, I can sell a thousand of them.

Mr. Harvey Wiley Corbett, a very famous architect from New York and Philadelphia, who built Bush Terminal in New York and Bush House in London, Member of the Advisory Board, Princeton University, Lecturer Columbia University, Member Fine Arts Commission, New York, Member American Institute of Architects, Architectural League of New York, etc. was given a full page by the Public Ledger in Philadelphia, last week on manufactured houses.

We thoroughly agree on this subject, and it is possible we might get them started. I built a sample at Montauk last summer, and this sample certainly looks like a sample, but I know we can do better from now on.



Mr. T. Milton - #3

Now don't make any arrangements to go any other place for your vacation. You can play golf and while I won't have the hotel, we have a spare room, and we have a wonderful vegetable garden, and if J.G. wants to come along bring him on and I will turn over the fishing boats and tackle to you, and you can have a lot of fun.

You know I had to give up my house on the Hill to the bankers, and I moved into an old house that was designed by Stanford White fifty years ago last August. However, it has plenty of room and ~~knows~~ it is safe, under ordinary weather conditions? I started to pull a loose board off the back porch last summer, and the whole porch fell down and damn near broke my neck.

I am giving you this rough description so you will know you are not going to have quite the luxury you have had in the past visiting me, but I have learned that fresh vegetables taste just the same in an adobe shack, as they do in the Waldorf,

Yours,

CARL G. FISHER

CGF-HM  
Enclosure.



MB sales

May 15th 1933.

Mr. J. H. Trimble,  
615 Circle Tower Building,  
Indianapolis, Ind.

Dear Jack:

You will probably be interested to know that the sales of the CARL C. FISHER PROPERTIES to May 1st (which is the end of our fiscal year) were \$204,172.00.

Sales pending and in process of closing - \$24,700.00

Practically all of these sales were through the Miami Beach Bay Shore Company.

I am now negotiating for the sale of the "SHADOW K." at a very low figure; if successful, it will at least get rid of a liability.

We sold yesterday a fifty foot lot on Lincoln Road.

Building permits for four and one half months, from January 1st to May 15th 1933, amounted to \$636,400.00, and we are still going.

If nothing unusual happens between now and November, we expect to have the largest influx of visitors next winter that we have ever had in Florida.

Yours very truly,

CARL C. FISHER

CGF-HM

May 13th 1933.

MB  
sales

Mr. Edward N. Hurley,  
38 S. Dearborn Street,  
Chicago, Ill.

My dear Mr. Hurley:

I know you will be interested in the results of the operations at Miami Beach this year.

After three very dull years, we had a tremendous invasion of new tourists this year - about 50% of the visitors this year had never been to Miami Beach before.

All of our hotels were crowded when the bank troubles came upon us, however, in spite of these troubles, our season this year was more than 50% better than in the last three years.

We are anticipating a tremendous inflow of visitors this coming season. The beautiful roads from the Middle West and Eastern States to this point now, together with the low price of high grade cars, make a visit to Miami Beach very easy to accomplish, as compared with previous years.

Building permits, as you will notice from the enclosed card, are way ahead of any other point of like character, in the United States, and we are now entering into a very strong building period.

Will try and keep you advised occasionally of the progress of the Beach.

Yours very truly,

CARL G. FISHER

CGF-EM  
Enclosure.

N/B

Sales

May 18th 1933.

Hon. James M. Cox,  
Dayton, Ohio.

My dear Mr. Plenipotentiary:

If you have any spare funds, here is a good 7% security,  
why not pick up five or ten thousand dollars worth of them?

I suppose you read your own newspaper enough to know the amount  
of building permits on the Beach, and that we have sold more  
property since the first day of May this year, than we sold  
last year between the first day of May and the 1st day of  
November, and there is actually now at this time, close to a  
million dollars in new construction work. The building permits  
alone are approximately \$670,000 for the season up to this  
date.

If you meet any of my friends in London say "ello" for me.  
We have one ~~very~~ ~~able~~ ~~share~~ ~~holder~~ in London, his name is  
the Hon. Sir He certainly is a very liberal  
fellow, he bought some Penn Terminal stock and we have never  
heard from him since.

Best regards,

Yours,

CARL G. FISHER

CGF-BM  
Enclosure.

May 18th 1933.

MBS  
sales

Mr. R. H. Tyndall,  
c/o 38th Division Headquarters,  
Indianapolis, Ind.

Dear Bob:

I have yours of the 15th, and for your sake I hope your deal didn't go through. I don't know what the actual offer was, but it is rumored that it was ridiculously low.

There are only three corners left on the west side of LaGorce, and two new houses have been started within the past week or ten days, one on the extreme north end of Alton Road, and the golf course, and the other on the extreme south end.

Earl Kiser was anxious to sell his lot for \$4,000 three months ago, his price now is \$8300.00 and he is going to get it.

If the furniture in your house is of any value at all to Dean, I would advise that it be reserved in this sale, the house would actually bring more money without the furniture if it was cleaned up, the windows polished a little bit, etc.

If the sale does not consummate in a few days, write me and tell me just how much money you want out of it, and let me give you a little advice.

There is quite a building boom on here, - for instance, we have sold more property since the first of May than we sold last year from May 1st to November 1st.

Margaret suggests that last year Jack LaGorce was very much interested in your house, and I believe it was priced at \$12,000. Why don't you write Jack a letter on this subject.

If you do not sell the house to Jack, or to your present prospect, it is an absolute cinch that you can get \$15,000 for this house on this corner next season, and perhaps it might be raised to \$16,000 or \$17,000. Yours is one of the most desirable lots on the Beach. Wish I had a chance to see you again before going North, I am still hanging on with some little business.

Yours,

CGF-HM

CARL G. FISHER

MB  
Sales

MIAMI BEACH BAY SHORE COMPANY.

SUMMARY - SPECIAL COVENANTS AND STIPULATIONS.

SUNSET LAKE SUBDIVISION:

1. Cost of residence \$5,000.00, actually expended in construction.
2. Plans, specifications and location approved.
3. One single residence and garage with servants' quarters in connection therewith, not to be used for living purposes until building is commenced.
4. No tent or temporary building.
5. No double house, apartments, business or commercial establishment, and no horses, etc.
6. Grantor reserves Lots 1, 2, 3, 4 and 5, and Lots 10, 11, 12 and 13, of Block 12, for Hotels and apartments.
7. Set back- Blocks 10, 12 and 15, front line 40 feet from bulkhead, and 5 feet from sides. Blocks 9, 11, 13, 14 and 16, 20 feet from front line, 5 feet from sides. Garage all lots 5 feet from rear and side lines, except Blocks 10, 12 and 15, which are 25 feet from rear and 5 feet from sides.
8. No boat house or dock buildings, except Blocks 10, 12 and 15 extend 15 feet, 3 feet above high tide; boat covers 8 feet above high tide.
9. Caucasian Race only.
10. Sorage by septic tanks, expense of purchaser.
11. No liquors.
12. Lot is conveyed not to be subdivided; grantee may convey any part to adjoining owners.

GRANTOR COVENANTS:

1. Covenants running with the land, inure and enforceable by owners and Miami Beach Bay Shore Company.
2. To fully and completely construct suitable water and light connections, also to complete North Bay Road.
3. Violation of restrictions - reversion of property, to take possession without notice.
4. All future deeds same form, except increase minimum cost.
5. Warrant title subject to the above conditions, etc.



FIRST PINE TREE DRIVE SUBDIVISION:

1. Cost of residence \$15,000.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence, private garage, overflow guest house, and stable hereinafter described.
4. No double house, apartments, business or commercial establishments, hospitals, etc. Also no cows, etc. except permission granted to erect "Private School" on Lots 2, 3, and 4; also stable to be built of stucco, concrete, brick, block or tile only, to cost not less than \$5,000.00, and to have cement or concrete floor, and only to have six stalls for accommodation six horses, to be completely and properly screened concrete manure pits to be properly closed and screened.
5. Set back: 100 feet from concrete bulkhead front of lot and 5 feet from side lines. Garage 25 feet from side lines. Barn or stable to be located same as garage with respect to building line.
6. Caucasian Race only; however, permission given for keeping servants for family use.
7. No liquors.
8. Lot not to be subdivided, except convey any part to adjoining property owners.
9. Dock not to extend over 20 feet from bulkhead in front of lot, and boat house erected on Flamingo Bay shall not extend higher than 16 feet above mean high tide.
10. Sewage by septic tank at cost of purchaser.

GRANTOR AGREES:

1. To construct light and water connections.
2. To complete a concrete bulkhead along west bank of Flamingo Bay from the north to the south boundary line of this property.
3. To pave a rock road 20 feet wide along west end of lot from the north to the south boundary line of subdivision, said road being known as Pine Tree Drive.
4. Covenants running with the land, inures and enforceable by owners and Miami Beach Bay Shore Company.
5. Violation of restrictions reversion of property to take possession ten days notice mailed to last address.
6. Future deeds same form with increase cost of residence.
7. Warrants title subject to restrictions.

OCEAN FRONT SUBDIVISION (Unrecorded):

1. Cost of residence \$7,500.00 and garage \$2,000.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. No tents or temporary buildings.
4. Only single residence and private garage with servants' quarters in garage, but not to be used for living quarters before residence is commenced.
5. No double house, apartments, business or commercial establishments, hospitals, etc. Also no horses, etc.
6. Set back: 40 feet from high tide line Ocean Front; 40 feet from bulkhead Indian Creek or Flamingo Bay; 30 feet from nearest street line proposed Collins Ave., and 5 feet from side lines.
7. Caucasian race only; however, permission given for keeping servants for family use.
8. No liquors.
9. Lot not to be subdivided, except convey any part to adjoining property owners.
10. Sewage by Septic tanks at cost of purchaser.

GRANTOR AGREES:

1. To construct light and water connections.
2. To complete a concrete bulkhead along East Bank Indian Creek or Flamingo Bay, from north to south boundary line of property.
3. To construct road designated as Collins Ave. on Plat, to be same character and in accordance with other roads built by Miami Beach Bay Shore Company.
4. Covenants running with the land, inures and enforceable by owners and Miami Beach Bay Shore Company.
5. Violation of restriction reversion of property to take possession ten days notice mailed to last address.
6. Future deeds same form with increase cost of residence.
7. Warrants title subject to restrictions.

OCEAN FRONT SUBDIVISION: (Lots 1 to 30)

1. Cost of residence \$15,000.00, actually expended in construction.
2. Approved plans, specifications and location.
3. Single residence and private garage with one overflow guest house.
4. No double house, apartments, business or commercial enterprises, and no horses, etc.
5. Set back: 75 feet from high tide Ocean Front, this meaning to establish uniform frontage on Ocean Front.
6. Caucasian Race only.
7. No liquors.
8. Real estate not subdivided; grantee may convey any part to adjoining property owners.
9. No dock over 30 feet from bulkhead in the rear of Lots on Flamingo Bay, and no boat house over 16 feet above high tide.
10. Sewage by septic tanks, cost of purchaser.

GRANTOR COVENANTS:

1. To completely construct water and light connections.
2. To complete concrete bulkhead east bank Indian Creek or Flamingo Bay.
3. To pave rock road 20 feet wide approximately 30 feet east of bulkhead.
4. Covenants running with the land, inures and enforceable by owners and Miami Beach Bay Shore Company.
5. Violation of restrictions, reversion of property to take possession without notice.
6. Future deeds same form with increase cost of residence.
7. Warrants title subject to restrictions.

NAUTILUS SUBDIVISION:

1. Cost of residence \$10,000.00 in Block 1; \$5,000.00 in Blocks 2, 3, 4, 5, 6, and 7; actually expended in construction.
2. Approved plans, specifications and location.
3. Only single residence and garage with servants' quarters in connection with garage, not to be used as living quarters without written consent of grantor.
4. No tents or temporary buildings.
5. No double house, apartments, business or manufacturing establishments; and no horses, etc.
6. Grantor reserves Lot 1, in Block 7, Lot 11, in Block 6, Lot 41, in Block 1, and John Island and Collins Island, for hotel purposes.
7. Set back: in Block 1, 40 feet from bulkhead and 5 feet from side lines, except Lots 15 and 16, which are 20 feet from bulkhead and five feet from side lines; Blocks 2, 3, 4, 5, 6, and 7, 20 feet from front line and 5 feet from side lines. Garage in rear 5 feet from side and rear lines, except Block 1, garage in Block 1, 25 feet from rear line and 5 feet from sides.
8. No boat house or dock extending over 15 feet in Block 1, 3 feet above high tide; temporary covers 8 feet above high tide.
9. Caucasian race only.
10. No liquors.
11. Lot not to be subdivided; grantees may convey any part to adjoining property owners.
12. Sewage by septic tanks at cost of purchaser.

GRANTOR COVENANTS:

1. To complete water and electric light connections.
2. Bulkhead along southerly, westerly and northerly boundary of Blocks 1 and 2; to complete North Bay Road, Alton Road, and connecting streets between Blocks 2, 3, 4, 5, 6 and 7; street lighting system, and sidewalks west side Alton Road.
3. Covenants running with the land, inures and enforceable by owners and Miami Beach Bay Shore Company.
4. Violation of covenants, reversion of property to take possession in ten days written notice.
5. Future deeds same form, increase cost of residence.
6. Warrants title subject to above restrictions, etc.

PALM VIEW SUBDIVISION:

1. Cost of residence \$6,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishments, sanitariums, hospitals, etc. Also no horses, etc.
5. Set Back: all lots except Lots 6 and 7, Block 9, Lots 3 and 4, Block 10, and Lot 9, Block 18, 25 feet from front line and 5 feet from side lines; garage on rear of lot and 5 feet from rear and side lines.
6. Caucasian race only.
7. No liquors.
8. Lot not to be subdivided, except to adjoining property owners.
9. Grantee may keep and maintain servants for family use.

GRANTOR COVENANTS.

1. Covenants run with the land, inure and enforceable by owners and Alton Beach Realty Co.
2. Grantor will construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.



WATERMILL  
BOND  
MADE IN U.S.A.

THIRD COMMERCIAL SUBDIVISION:

1. Approval of plans, specifications and location by grantor.
2. No factory, machine shop, manufacturing establishment, frame building, iron clad building, hospital or like institution allowed; nor horses, etc.; nor any business whose operation would be offensive, etc., or disturb peace, etc. of neighborhood.
3. Caucasian race only.
4. No liquors.
5. Permission given for keeping servants on property for family use.
6. Lot not to be subdivided, except to adjoining property owners.

GRANTOR COVENANTS:

1. To construct light and water connections.
  2. Covenants running with the land, inure and enforceable by owners and The Alton Besch Realty Company.
  3. Violation of restrictions reversion of property to take possession without notice.
  4. Future deeds same form only increase in cost of residence building.
  5. Warrants title subject to restrictions.
- HAMMER  
BOND  
MADE IN U.S.A.

BELLEVIEW SUBDIVISION:

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishment, sanitarium, hospitals, etc. Also no horses, etc. No business that is offensive, etc. to inhabitants of neighborhood.
5. Set Back: Lots 1, 2, 3, 4, 5 and 6, in Block 42, 20 feet from front line and 5 feet from side lines. Lots 9, 10 and 11, in Block 42, 40 feet from bulkhead and 5 feet from side lines. Lots 1 to 9, and 13 to 20, inclusive, in Block 41, 25 feet from front line and 5 feet from side lines. Lots 7 and 8, Block 42, and lots 10, 11 and 12, Block 41, 20 feet from bulkhead.
6. Lots 10, 11 and 12, in Block 41, excepted from restrictions in Clause 4, to permit erection of hotels and apartments, but balance of restrictions to apply.
7. Caucasian race only.
8. No liquors.
9. Lot not to be subdivided; except to adjoining property owners.
10. Restrictions, etc., not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
2. Grantor to construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

PIKE RIDGE SUBDIVISION:

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage, or approved apartment houses on West side of Washington Ave. and east side of Drexel Ave., if built under provisions of Article 2.
4. No double house, business or manufacturing establishment sanitariums, hospitals, etc. Also no horses, etc., PROVIDED, HOWEVER, apartment houses permitted, if approved by grantor, on lots facing east on Washington Ave. and west on Drexel Ave.
5. Grantor reserves right for itself to use Lots 3, 4, 5, and 6, Block 53, for Hotel purposes,
6. Set Back: Residence 30 feet from front line and 5 feet from side lines. Garage on rear of lot and 5 feet from rear and side lines.
7. Caucasian race only.
8. No liquors.
9. Lot not to be subdivided, except to adjoining property owners.
10. Restrictions, etc. not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
2. Grantor to construct light and water connections.
3. Violation of restrictions = reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

SUBDIVISION OF BLOCK 80:

1. Cost of residence \$15,000.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishments, sanitariums, hospitals, etc. Also no horses, etc.
5. Grantor reserves the right for itself to use Lot 1 for hotel purposes.
6. Set Back: Residence 70 feet from bulkhead and 5 feet from side lines. Garage on rear of lot and 5 feet from rear and side lines.
7. No boat house or dock building erected on bay in front of lot; only temporary boat covers will be permitted - not to be over 8 feet above mean high tide.
8. Caucasian race only.
9. No liquors.
10. Lot not to be subdivided, except to adjoining property owners.
11. Restrictions, etc. not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
2. Grantor to construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

ISLAND VIEW SUBDIVISION:

1. Cost of residence \$5,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Lot not to be subdivided, except to adjoining property owners.
4. No factory, machine shop, manufacturing establishment or iron clad building, Block 15 excepted from above. No horses, etc. No business offensive, etc. to disturb peace of inhabitants of neighborhood.
5. Caucasian race only.
6. No liquors.
7. Restrictions, etc. not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
2. Grantor to construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.



ALTON BEACH REALTY COMPANY  
SUMMARY - SPECIAL COVENANTS AND STIPULATIONS.

LINCOLN SUBDIVISION:

1. Cost of residence \$7,500.00, actually expended in construction.
2. Approved plans, specifications and location.
3. House, garage or apartment house. Lots Nos. 7, 8, 9, 10, 11 and 12 in Blocks Nos. 47, 48 and 49 excepted from this restriction.
4. No business or manufacturing establishment, sanitarium, hospital, etc. Also no horses, cows, etc. Lots Nos. 7, 8, 9, 10, 11 and 12 in Blocks Nos. 47, 48 and 49, excepted from this restriction.
5. No factory, machine shop, manufacturing establishment, frame or iron-clad building. Also no horses, cows, etc. on Lots Nos. 7, 8, 9, 10 and 11 and 12 in Blocks Nos. 47, 48 and 49.
6. Set back 15 feet from front line and 5 feet from side lines. Garage on rear 5 feet from rear and side lines. Lots Nos. 7, 8, 9, 10, 11 and 12 in Blocks Nos. 47, 48 and 49 excepted from these restrictions.
7. Caucasian Race only.
8. No liquors.
9. Real estate conveyed not to be subdivided. Grantee may convey to adjoining owners.
10. Grantee may keep and maintain servants for family use.

GRANTOR COVENANTS:

1. Covenants to run with the land, inure and enforceable by the owners and the Alton Beach Realty Company.
2. Grantor will construct proper and convenient water and electric light connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. Lots in Blocks 50 A, 61 and the west half of 51 A, and 60 - possession not given until May 1st, 1924. Also the Alton Beach Realty Company reserves the option to remove 2 inches top soil any time during 1924.
5. All future deeds same form only increase the cost of residence.
6. Warrants title subject to restrictions, etc.

FIRST ADDITION TO MID-GOLF SUBDIVISION:

1. Cost of residence \$7,500.00 in Blocks 3, 4 and 5; \$3,500.00 in Blocks 6 and 7; \$5,000.00 in Block 8; actually expended in construction.
2. Approval of plans, specifications and location.
3. Only single residence and private garage, except Block 8, wherein in addition one stable; also servants quarters with garage, not to be used for living purposes before building is commenced.
4. No tents or temporary buildings.
5. No double house, apartments, business and manufacturing establishments; hospitals; nor horses, etc., except in Lots in Block 8, where stables may be erected similar to ones erected by grantor in adjacent neighborhood. Horse stables \$5,000.00 - to contain not to exceed 12 stalls, accommodating 12 horses; completely screened; to be used as private stable as long as others are in neighborhood.
6. Set back; 25 feet from front, 5 feet from side lines, except Block 8 facing Chaco Avenue 25 feet from front; garages, except in Block 8, 5 feet from rear and side lines. Block 8- 25 feet from bulkhead, or rear, and 5 feet from side lines. Stables in Block 8 at the rear of house, located the same as garage.
7. No boat house or dock building except dock 7 feet from bulkhead in Block 8, 3 feet above high tide, and boat covers 8 feet above high tide.
8. Caucasian race only; however, permission given for keeping servants for family use.
9. No liquors.
10. Said lot not to be subdivided, except grantee may convey any part to adjoining owners; however, permission to subdivide Lot 20, Block 8, provided conveyed with same restrictions as apply to balance of Block 8.
11. Sewage by septic tanks - cost of purchaser.

GRANTOR AGREES: without cost to purchaser:

1. To construct light and water connections.
2. To complete bulkhead along East bank of Biscayne waterway within limits of property within one year from completion of residence by the purchaser.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and Miami Beach Bay Shore Company.
2. Violation of restrictions, reversion of property, take possession without notice.
3. All future deeds same form with increase cost of residence.
4. Warrants title subject to above restrictions, etc.

MIAMI BEACH BAY SHORE COMPANY  
SUMMARY - SPECIAL COVENANTS AND STIPULATIONS.

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MID-GOLF SUBDIVISION:

1. Cost of residence \$7,500.00, actually expended in construction.
2. Approved plans, specifications and location.
3. Only single residence and garage.
4. No double house, apartments, business or manufacturing establishments, sanitariums, hospitals, etc. Also no horses, etc.
5. Reservation of Lots 1, 2 and 29, Block 1, for hotel or apartment house.
6. Set back: all lots except 1, 2 and 29 in Block 1, front line 25 feet, side line 5 feet; garage on the rear 5 feet from rear and sides.
7. Caucasian Race only.
8. No liquors.
9. Real estate conveyed not to be subdivided - grantee may convey any part to adjoining owners.
10. Grantee may keep and maintain servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and Miami Beach Bay Shore Company.
2. Grantor will completely construct water and light connections, improve streets and build sidewalks in front of lot.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form, only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

THE ALTON BEACH REALTY COMPANY  
SUMMARY - SPECIAL COVENANTS AND STIPULATIONS.

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COMMERCIAL SUBDIVISION:

1. Approval of plans, specifications and location by grantor.
2. Caucasian race only.
3. No. liquors.
4. Lot not to be subdivided, except to adjoining property owners.
5. Permission given for keeping servants on property for family use.
6. No factory, machine shop, manufacturing establishment, frame building, iron clad building, hospital or like institution allowed; nor horses, etc.; nor any business whose operation would be offensive, etc., or disturbing the peace, etc. of the neighborhood.

GRANTOR AGREES:

1. Covenants running with the land, inures and enforceable by owners and The Alton Beach Realty Company.
2. To construct light and water connections.
3. Violation of restrictions reversion of property to take possession immediately without notice.
4. Future deeds same form.
5. Warrants title subject to restrictions.

GOLF COURSE SUBDIVISION:

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishment, sanitarium, hospitals, etc. Also no horses, etc.
5. Set Back: All lots in Blocks 8, 8-A, 21 and 36, except Lot 1, Block 36, 25 feet from front line and 5 feet from side lines. Garage on rear of lot and 5 feet from rear and side lines.
6. Set Back: All lots in Blocks 7-A, 7, 22 and 35, except Lot 1, in Block 35, and Lot 2, in Block 7-A, 40 feet from front and rear lines and 5 feet from side lines. Garage 8 feet from rear and side lines. Residence shall be of double front type, fronting both east and west.
7. Caucasian race only.
8. No liquors.
9. Lot not to be subdivided, except to adjoining property owners.
10. Restrictions, etc. not to be construed to prevent keeping servants for family use.
11. Lot 1, Block 35, and Lot 1, Block 36, excepted from restrictions in paragraph 4, and subject to Commercial Subdivision and business lots on Lincoln Road restrictions.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Co.
2. Grantor to construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.



GOLF COURSE SUBDIVISION:

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishment, sanitarium, hospitals, etc. Also no horses, etc.
5. Set Back: All lots in Blocks 6, 8-A, 21 and 36, except Lot 1, Block 36, 25 feet from front line and 5 feet from side lines. Garage on rear of lot and 5 feet from rear and side lines.
6. Set Back: All lots in Blocks 7-A, 7, 22 and 35, except Lot 1, in Block 35, and Lot 2, in Block 7-A, 40 feet from front and rear lines and 5 feet from side lines. Garage 8 feet from rear and side lines. Residence shall be of double front type, fronting both east and west.
7. Caucasian race only.
8. No liquors.
9. Lot not to be subdivided, except to adjoining property owners.
10. Restrictions, etc. not to be construed to prevent keeping servants for family use.
11. Lot 1, Block 35, and Lot 1, Block 36, excepted from restrictions in paragraph 4, and subject to Commercial Subdivision and business lots on Lincoln Road restrictions.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Co.
2. Grantor to construct light and water connections.
3. Violation of restrictions - reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

FISHER'S FIRST SUBDIVISION:

1. Cost of residence in Blocks 1, 28, 29, 56 or 77, \$7,500.00. to be actually expended in construction.
2. Cost of residence in Blocks 2, 3, 26, 27, 30, 31, 54, 57, or 76, \$3,500.00, to be actually expended in construction.
3. Approval of plans, specifications and location by grantor.
4. Only single residence and private garage.
5. No double house, apartments, business or manufacturing establishment, sanitarium, hospital, etc. Also no horses, etc.; PROVIDED, HOWEVER, Lots 1, 2, 3, 4, 5, and 6, of Block 31; Lots 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16, of Block 54, are excepted from restrictions in this paragraph.
6. Grantor reserves for itself Lots 1, 2, 3, 4, 5, 6, 17, 18, 19, 20, 21, and 22, of Block 54, and all of Blocks 57 and 76, for hotel purposes.
7. Set back: Blocks 1, 28, 29, 56 and 77, 30 feet from front line, and 5 feet from side lines. Garage on rear of lot, and 5 feet from rear and side lines.
8. Set Back: Blocks 2, 3, 26, 27, 30, 31, 54, 57 and 76, 20 feet from front line and 5 feet from side line. Garage on rear of lot, and 5 feet from rear and side lines.
9. Caucasian race only.
10. No liquors.
11. Lot not to be subdivided, except to adjoining property owners.
12. Restrictions, etc. not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Co.
2. Grantor to construct light and water connections.
3. Violation of restrictions, reversion of title, to take possession without notice.
4. All future deeds same form only increase of cost of residence.
5. Warrants title subject to restrictions, etc.

HAMMERVILLE  
BOND

SUBDIVISION OF BLOCK 44:

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. No double house, apartments, business or manufacturing establishment, sanitarium, hospital, etc. Also no horses, etc.
5. Set Back: Residence 30 feet from the front line and 5 feet from the side line. Garage on rear of lot and 5 feet from rear and side lines.
6. Caucasian race only.
7. No liquors.
8. Lot not to be subdivided; except to adjoining property owners.
9. Restrictions, etc. not to be construed to prevent keeping servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
  2. Grantor to construct light and water connections.
  3. Violation of restrictions - reversion of title, to take possession without notice.
  4. All future deeds same form only increase of cost of residence.
  5. Warrants title subject to restrictions; etc.
- HAMMERVILLE  
BOND  
MADE IN U.S.A.

OSBORN TRACT:

1. Cost of residence \$3,500.00 to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. 2 horses allowed, and if barn is constructed, it must be of stucco, concrete, block, brick or stone, have concrete floor, enclosed manure pits, and must be properly screened: not to contain more than two stalls.
4. Set Back: Residence 50 feet from front line and 5 feet from side line. Garage 5 feet from side and rear lines.
5. Negro race prohibited from owning property in this tract.
6. No liquors.
7. Not to be subdivided.
8. Restrictions, etc. not be to construed to prevent keeping and maintaining servants for family use.

GRANTOR COVENANTS:

1. Covenants run with the land, inure and enforceable by owners and The Alton Beach Realty Company.
2. Violation of restrictions - reversion of title, 10 days notice.
3. Warrants title subject to restrictions, etc.

SUBDIVISION OF LOT 10, BLOCK 45.

1. Cost of residence \$7,500.00, to be actually expended in construction.
2. Approval of plans, specifications and location by grantor.
3. Only single residence and private garage.
4. Lot not to be subdivided, except to adjoining property owners.
5. No double house, business or manufacturing establishments, sanitarium, hospital, etc. Also no horses, etc. PROVIDED HOWEVER, approved apartment houses or hotel permitted, if erected under the restrictions herein applying.
6. Caucasian race only.
7. No liquors.
8. Restrictions, etc. not to be construed to prevent keeping Servants for family use.

GRANTOR COVENANTS:

1. Grantor to construct light and water connections.
2. Violation of restrictions - reversion of title, to take possession without notice.
3. All future deeds same form only increase of cost of residence.
4. Warrants title subject to restrictions.





OFFICE OF  
CITY MANAGER

# CITY OF MIAMI BEACH

MIAMI BEACH, FLORIDA

December 1, 1934

TO THE PROPERTY OWNERS OF MIAMI BEACH:

We are pleased to transmit herewith copy of a report to the City Council summarizing briefly the financial condition of the City and other items of interest to our property owners. From every standpoint this has been one of the City's most successful years.

Yours very truly,

CITY OF MIAMI BEACH

By CLAUDE A. RENSCHAW,

City Manager

December, 1 1934



MEMBERS OF THE CITY COUNCIL  
MIAMI BEACH, FLORIDA.  
GENTLEMEN:

I am transmitting herewith the report of our Accounting Department covering the financial operation of the City for the fiscal year ending October 31, 1934. Pursuant to your request that this report be summarized in order that our taxpayers may be familiarized with the financial condition of the City, I am indicating below some of the more important features of the report, together with other information which I feel will be of general interest to our property owners.

During the fiscal year, we reduced our debt from \$4,741,000 to \$4,218,000, a reduction of \$523,000. In addition \$71,000 worth of our bonds were purchased for our account as an investment for surplus funds. During the year we constructed \$148,000 worth of permanent improvements consisting of two bridges at Sixty-third Street across Indian Creek which cost \$44,000, water extensions and betterments which cost \$46,000, sewer extensions \$43,000, and miscellaneous improvements \$15,000. These improvements were paid for out of current funds without a bond issue. They afforded 11,000 man-days of employment and made it possible to keep employed all of our residents who were willing and able to work.

During 1932 and 1933, because of diminishing revenues, four successive wage and salary reductions were made in order to keep our expenditures within our revenues. During the past year, wages and small salary cuts were restored. The larger salary cuts were partially restored. These increases amounted to approximately \$40,000 during the year. We had a bank balance at the close of the year amounting to \$434,790.16. These results were attained notwithstanding the fact that we had the lowest tax levy we have had for ten years. They would not have been possible except for the splendid cooperation of our property owners who, in many instances at a great sacrifice to themselves, paid during the year \$288,000 worth of delinquent taxes and \$344,000 worth of special assessment liens. They also established what is believed to be a record in recent years by paying more than 97% of their current year's taxes. Our uncollected taxes for the year just closed amounted to less than 3%.

Notwithstanding the increased cost of operating the city occasioned by increased building and increased cost of materials and labor, it was necessary to increase our budget for the current year only in the sum of \$14,000, or less than 2% over last year's figures. This increase was made up largely by assessments against new building. Only in a very few instances have taxes been increased over last year except on such lots as have been recently improved. Our current net budget amounting to \$838,000 is, with the exception of last year, the lowest budget we have had for ten years notwithstanding that during that period buildings of a value of more than \$50,000,000 have been constructed, thereby adding greatly to the cost of operating the city.

This reduction in taxes was made possible largely by reason of debt refunding operations which the City recently completed. During the gloomy period of the spring of 1933, it became apparent to the City Council because of unprecedented tax delinquencies and heavy debt service requirements that if financial chaos was to be averted, it would be necessary to revise our debt structure. At that time, our bonds were selling in the low seventies, making it impossible to sell refunding bonds. It was necessary, therefore, to contact the owners of our securities and effect the program by exchange of bonds. This program involved \$2,711,000 worth of securities maturing between 1933 and 1940. The work was supervised by the City Council without the services of bond houses. The entire program cost approximately \$14,000, or about \$80,000 less than the cost would have been had the work been done by outside firms on contract. Since our refunding operations were completed, the price of our bonds has advanced to par and above. The flexible provisions of our present debt structure are such that it can never become a heavy burden, yet our outstanding indebtedness will have been retired by 1953.

Our building program has been particularly gratifying, Miami Beach having led every city in the South during the first nine months of the calendar year. According to information furnished by the Federal Reserve Bank, New Orleans with a population of 458,000 authorized \$1,122,000 worth of new construction, Atlanta with a population of 270,000, \$1,998,000 worth, Birmingham with a population of 259,000, \$753,000 worth, Nashville with a population of 153,000, \$1,051,000 worth, Jacksonville with a population of 129,000, \$1,760,000 worth, Miami with a population of 110,000, \$1,743,000 worth, Knoxville with a population of 105,000, \$927,000 worth. Miami Beach authorized \$4,103,000 worth of building construction during the same period, exceeding the largest of the above programs by more than

\$2,000,000. Permits issued to date amount to more than \$5,000,000 and will probably exceed \$5,250,000 before the close of the calendar year.

Indicative of the permanent nature of the program, it is significant that we have issued to date permits for more than two hundred thirty-five homes at an average cost of nearly \$14,000 each.

In connection with our building program, it is interesting to note that more than 1800 parcels of land were transferred during the first ten months of the year. This represents nearly 20% of the parcels in the city. While it is true that a number of these transfers were in connection with liquidation, a very large majority of them have been in connection with outright purchases for cash.

Respectfully submitted,

CLAUDE A. RENSCHAW,

City Manager.

CAR:ED

**WAINWRIGHT & PAGE, INC.**  
**INSURANCE**  
LINCOLN BUILDING  
60 EAST 42<sup>ND</sup> STREET  
NEW YORK

LA FAYETTE PAGE, JR.  
L.S. WAINWRIGHT  
J.H. WAINWRIGHT

CABLE ADDRESS "WAINCO"  
TELEPHONE  
MURRAY HILL 2-4936

Dec. 18th, 1956

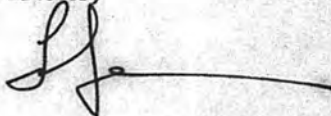
Mr. Carl G. Fisher  
Miami Beach, Florida

Dear C. G.

I have not heard anything from you for a long time.  
How are things going in Miami Beach? There isn't very much  
in the way of news up here.

Wishing you and Margaret a Merry Christmas and a  
Happy New Year, and let me hear how you are.

As ever,



LFP/A



December 21, 1936.

Mr. LaFayette Page, Jr.,  
60 East 42nd Street,  
New York, N. Y.

Dear Lafa:-

I have yours of the 18th and glad to hear  
from you.

You probably know we are breaking all records,  
even over '28 and '29, in buildings and legitimate  
sales. In spite of all the new hotels that have  
been built here, we are running double last year at  
this time in our hotels.

Best regards,

Yours,

CGF:AVM

CARL G. FISHER.