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**FLORIDA EAST COAST
HOTEL COMPANY.**
— FLAGLER SYSTEM —

THE PONCE DE LEON,
ROBERT MURRAY, MGR.
THE ALCAZAR,
WILLIAM BRADLIFFE, MGR.
THE ORMOND,
D. J. TRUDEAU, MGR.
THE BREAKERS,
LELAND STERRY, MGR.
THE ROYAL POINCIANA,
H. E. DENNIS, MGR.
THE ROYAL PALM,
JOSEPH GREAVES, MGR.
THE COLONIAL,
J. W. GREENE, MGR.
THE ROYAL VICTORIA,
J. W. GREENE, MGR.
LONG KEY FISHING CAMP,
L. P. SCHUTT, MGR.

JOS. P. GREAVES, MANAGER.

HOTEL CHAMPLAIN
BLUFF POINT, N.Y.
OPEN JUNE TO SEPTEMBER
JOS. P. GREAVES, MGR.

Miami, Biscayne Bay, Fla. March 2/17.

Mr. Carl G. Fisher,
The Alton Beach Realty Co.
Miami, Florida.

Dear Sir:-

I have your favor of February 28th,
asking us to write to Mr. Dick Wells, Kenosha, Wisconsin,
in regard to reservations here, and am pleased to say that
same has been given attention.

Yours very truly,

Alfred Simons
Room Clerk

AS/LAD

WATCHING THE PARADE

By John Pilgrim

There either isn't any moral at all to this anecdote, or else there are two. At any rate --

Years ago Carl G. Fisher, who began life as a reporter and became a rich man because he was able to see a little further into the future than the next man, decided that he would take a vacation. When Mr. Fisher wants a vacation he takes it. Sometimes he plays polo in his own field. Sometimes he sails his own yacht. Sometimes he drives his fast cars.

"I am going to drift down the Mississippi," he said.

He bought a three-man boat, put two other men in it and drifted. At the mouth of the Mississippi he went on drifting, for lack of a better occupation. Maybe he put on a sail now and then or turned on the power. By and by he came to the mangrove swamps in the vicinity of what is now Miami, Florida. He turned his boat about and made port. Then he wired his business associates to meet him.

"Florida is due for a tremendous rise in values," he said. "I see the possibilities --twenty years ahead--let's all go in."

They laughed at him.

"Sit right still," they said. "Do not rush around and possibly hurt yourself. We will telephone for the wagon and have you put where you will be as safe as possible."

Not one would go in. Mr. Fisher continued to see the possibilities and so he went into Florida land all by himself. He was laughed at and laughed back. No doubt he worried from time to time, for moments of financial stress may have arisen. I do not know. But the world knows what happened in Florida about twenty years after he first saw those mangrove swamps. Here are the morals:

Look as far into the future as you can. Make sure you are right.

Then play your hand.



POLLYANNA TEA ROOM

BURDINE & QUARTERMAN

Incorporated

MIAMI, FLORIDA

1/23/20

Mr. F.O. VanDerin
Miami Beach
Fla.

Dear Sir;-

Enclosed ypu will please find check for
\$200.00 on rent Little Pollyanna Tea Room.

Very Truly

The Pollyanna

By *CW Richter*

January 16, 1929.

Mr. Edgar Louis Keuling,
Miami Beach.

Dear Mr. Keuling:

Yours of the 15th I have
referred to Mr. Chase and Mr. Pancoast
as they are in touch with the Chamber
of Commerce work.

Very truly yours,

CGF:T

MISSOURI STATE LIFE INSURANCE CO.

HOME OFFICE, SAINT LOUIS

HILLSMAN TAYLOR, PRESIDENT

LORICK & VAIDEN AGENCY

R. C. KUHN, SPECIAL AGENT

1858 S. W. 6TH STREET

MIAMI, FLORIDA

Feb 4th 1929

Carl G. Fisher Esq.
Miami, Fla.

Dear Mr. Fisher:

I learned from a supposedly reliable source that you are desirous of increasing your line of life insurance, and, in consequence, sought a personal interview at your office but did not have the fortune of finding you in. I was advised by your most cautious secretary, Mr. Tompear, to bring the matter to your attention in writing, and therefore, take the liberty of addressing you in this manner to ascertain if the report is correct, and, if so, please make an appointment for our meeting. I shall be most happy to serve you and to give you the benefit of my insurance experience. Everything will be treated in the most confidential manner, and with the strictest secrecy.

It will be my pleasure to work out a insurance program for you that will meet every phase of your circumstances and thereby merit your approval of my work.

Thanking you in advance for your early reply. I am

Very truly yours —

R. C. Kuhn

February 6, 1929.

Mr. R. C. Kuhn,
1556 S.W. Sixth Street,
Miami, Florida.

Dear Mr. Kuhn:

Mr. Fisher asks me to write you that you have been misinformed regarding his intentions, that he is not interested in securing more life insurance.

Very truly yours,

Secretary to Mr. Fisher.

T

February 21, 1939.

Mr. J. K. Kline,
Chief Inspector,
U.S. Customs Service,
Miami, Florida.

My dear Sir:

On Sunday morning, February 24th, Mr. Ferdinand Ververka, the Minister from Czechoslovakia to the United States, arrives in Miami on the Clyde Line "Shawnee", with Mrs. Ververka. Mr. Ververka has been paying an official visit to Havana and is stopping off in Miami on his way back to Washington.

Mr. Ververka and Mrs. Ververka are to be my guests during their stay in Miami and I will have a car at the pier to meet them Sunday morning. I am advising you of their arrival so that you may have opportunity to show them any possible courtesies which you are permitted to extend to foreign officials.

Very truly yours,

Miami, Florida, April 5, 1929.

Dear Mr. Fisher:-

Please permit me to refer to the Collin's project. Knowing that you have called this idea to life, I especially want to show myself recognizable to Mr. Fisher. I assure you of my summoning up all there is in my power and ability to create a piece of art. As you know I am a German and only a short time in this country, my plan however, is in accordance with yours in the artistic sense. If you were able to feel my innermost pressure and if you knew my ideas, you would find it hard to cast the least doubt upon me. I do hope that my model has found your satisfaction. It was my endeavor to create a characteristic piece of work that also answers the style of architecture. The whole wants to represent vigour; Collins, as he reaches out with his hand towards the front represents activity; the carved marble - culture, moreover the illustration of his work, shown by the pictures carved in marble.

Mr. Fisher, I am putting my whole confidence in you and do hope that you will not go by me unnoticed. I would like to make a bust of you without any obligation. Hoping that you will comply with my wish, I am,

Respectfully yours,

Josef Klein,
110 N.E. 8th Street,
Miami, Florida,

Miami, April 5, 1929.

Dear Mr. Fisher,

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respectfully yours

Joseph Kling.

110 N. E. 8th St.
Miami.

COPY

CHAS. W. KOTCHER
DETROIT

Box 154 Miami Beach, Florida

April 12, 1929.

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

My dear Carl:-

I want to thank you for the use of the Shadow "H" for a trip to Coccolobo. Have not been there for two years and it looks just as attractive as ever. I had a party of six including myself, one lady, a lumberman's wife from Detroit, her husband home, and she caught the heel of her shoe on the edge of combing in such a manner in embarking that she slipped between the Shadow "H" and dock and could not swim. I did not see it, although I helped pull her out.

I want to laud the praises of Captain (Clarence) Hewes as he would not go to lunch until all were off and it was through his quick action that got her on dock. The lady was full of laughter, although I could not see the joke. I leave Wednesday morning for home and I wish you your health and happiness.

Very sincerely yours,

C.W.Kotcher,

Temporarily
1511 Alton Road.

CHAS. W. KOTCHER
DETROIT

Box 154 Miami Beach Apr 12/1929
Mr Carl G Fisher
Miami Beach Fla

My Dear Carl: I want to thank you for
the use of the shadow H for a trip to
Coccolabo have not been there for two
years and it looks just as attractive as
ever. I had a party of six including
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on dock. The lady was full of laughter
altho I could not see the joke. I leave
Wednesday morning for home and I wish
you your health and happiness

Very Sincerely Yours

Chas W Kotcher

Temporarily
1511 Alton Road

April 15, 1929.

Commodore G. W. Kotoher,
2137 Gratiot Avenue,
Detroit, Michigan.

My dear Kotoher:

I have yours of the twelfth. I am not at all surprised that some of your guests fell off the boat. Why you did not fall off is the only joke.

Best regards. Hope to see you soon.

Yours,

GGF:T

Misc

December 7th 1931.

Mr. Harry Hice,
1620 Alton Road,
Miami Beach, Fla.

Dear Mr. Hice:

I have yours of the 1st. I am glad to know that the Councilmen are set on some plan to help make the ocean beach self sustaining. There is no reason why we should furnish bath houses and bathing beaches for the largest part of the southern part of Florida.

There is also no reason why we should not close the bathing beaches at sun down the same as is done in other cities where they have self respect, law and order, and control of the bathing beaches. It is an imposition on the apartment house owners to have to put up with present conditions, and the owners of private homes all along the ocean front from the Roney Plaza south, have some very bitter complaints regarding the indignities which they must suffer throughout the season, whether summer or winter, from people who do not belong to Miami Beach, and mean nothing to this community.

You probably know that I have asked Mr. Robert Moses to come down some time in January, and explain to the Council and a few other gentlemen who are interested, the management of Jones Beach, just outside of New York. Mr. Moses can give us a good deal of real advice and information, that he could not probably put in print. The city should have more control over these beaches, particularly the parking and use of the ocean beach road. This street is lined with cars continually, with people from all over the State, who come early and stay late, and leave a lot of cigar stubs, matches and paper boxes around on the beach for us to clean up.

Hope you will be able to hear Mr. Moses talk when he comes.

Yours very truly,

C. G. FISHER

COF-JHM

May 5th 1933. *M/3c*

Mr. Harvey Wiley Corbett,
130 West 42nd Street,
New York City.

My dear Mr. Corbett:

At Port Washington we have quite a building that was completed five years ago, that was made of steel and transite, which is practically the same construction that I am trying to use in our small house. We have in this building a sample building that has seen five years of service, and all that is necessary is for you to look at it, to be sold on the general construction idea.

I want to further complete the Solar system of hot water, and also the heating plans, and at the same time we want to get a small Company together that can start to build houses in units of at least six, which give us the minimum cost for materials, etc.

I have the property which I will be very glad to donate to a Corporation, and of course some strong names must be back of this Corporation to instill confidence.

There must be three or four thousand architects drawing and designing all kinds of houses that are made out of Buffalo chips, up to the funny sheets in the newspapers, but I have been told that I am on the right track for a small house.

You would be surprised to know how much trouble it has been to lick some of the very small details that ordinarily would be overlooked, also in order to make the house attractive, it really seems easier to stick geegaws on a house with sealing wax, or some other sticking compound, than to build these extra geegaws into the house.

One of the big questions that it seems we are facing is whether people will analyze horse sense, as you said in your article, and buy an article that is more or less duplicated. If we have to change a house around and make it six inches wider and four inches longer, here and there, and change the rooms around

Mr. Harvey Wiley Corbett - #2

in the same general plan, we cannot get any place with our fabricated idea. Our cost comes down very rapidly when we can order in lots of six, and also when our men know where every piece of material must go, and once having had the experience, in putting these pieces in place, it is very much easier to put in the second and third piece of the same type.

I was trained as a mechanic in fabricating automobiles, and I have seen the result of close cooperation between the manufacturer of the part and the mechanic who assembles same, and I really believe we can expect wonderful results from these small houses, after we once get going, but it will be absolutely necessary to appeal to buyers to use horse sense, and to put up with little inconsequential differences between the actual house construction, and their ideas of what the rooms or measurements they may want.

We sold a house the other day to a lady who bought a house to fit a rug. She paid \$5,000 more for the house than was necessary, in order to get a room in which a \$3,000 rug would fit.

I hope to see you some time in early June when I will have the Solar heater installed at Port Washington.

Yours very truly,

CARL G. FISHER

CGF-HW

Mr. Harvey Wiley Corbett - #2

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Yours very truly,

CARL G. FISHER

CGF-IRM

May 22nd 1933.

Mr. Hugh W. Davis,
300 East Main Street,
Norfolk, Va.

Dear Hugh:

The new "homestead" law, exempting houses costing \$5,000 or less from taxes, has passed the Senate, and will be voted on by the people.

I am sure, if ratified, this will be one of the best laws ever passed in the State of Florida.

There are probably six or seven thousand people north of the Ohio River, and East of Denver, who are retired, or semi-retired, and have an income sufficient to support themselves in their declining years, where taxes are eliminated.

Several States are going to arrive at this plan, in my estimation, within the next two or three years. Texas has been considering the plan for the past three years, and have been doing some serious work on the subject, also California, and I don't at this minute remember the other States, but almost all the western States, and a great many Northern States have a great deal of land that would be much more valuable to the State, if exempted from taxes, and settled on by residents building small homes, than the land would be under the present conditions.

We have been working for practically two years on a design of a small house that is fireproof, tornado proof, and the last word in complete sanitary construction, that we could sell to retired business men or ex-Army officers, school teachers, ministers, and others who want a small home, where they could live outdoors a big part of the year, and help support themselves with small gardens, with a very reasonable price of a few hundred dollars an acre of ground, and in some locations only \$25.00 or \$30.00 for an acre of ground.

These steel and asbestos houses can be built from \$1,000 up to as much as \$10,000. We expect in the near future to have a complete line of samples of these houses

Hugh W. Davis - #2

constructed here at Miami Beach.

The process of building is not at all new, as there are at this time more than fifty million dollars worth of buildings constructed of this same material in the United States. The Administration Building in Chicago is the last large and important building to be built from these materials.

The steel used is copper bearing and rust proof; the floors are cement on steel girders with polished surfaces, if wanted, making a complete and powerful imitation of Cuban tile in colors.

The construction throughout is of the very highest type, using the same windows and doors that are used in the finest office buildings in the United States, also the same hardware.

These buildings necessarily cost a small advance over wooden construction, but these buildings will be complete and practically without deterioration for many years after wooden buildings have entirely disappeared.

It is part of the plan of our Company to insure these buildings against tornados, fire, or any other destruction, not wilful, for \$10.00 a year.

There must be more than one thousand prominent architects at this time working on this problem.

My company has already constructed a sample house at Koptauk, within a few hundred feet of the ocean front. We have a small sample building here at Miami Beach, that has been built for five years, and left open, subject to the elements.

Naturally improvements are coming very fast in the minor details of fastenings and partition work. One very splendid feature of this type of construction is that there will be no piping or wiring underneath the house. It is unnecessary to have plastering on the walls, unless of a more highly decorative type, as used on the walls for decorative purposes only.

It is a Governmental law now in some places for all plumbing and wiring to be exposed. This in itself is a great protection in insurance, in even wooden buildings or semi-wooden buildings.

Mr. Hugh W. Davis - #3

The most expensive and beautiful buildings now being constructed in all parts of the country, have a very large part of exposed plumbing in the construction.

We suggest there is less than fifteen feet of piping underneath the house, and this is heavy cast iron piping, which under ordinary conditions should last for one hundred years, without deterioration, or maintenance costs.

The fabrication of small houses, and even larger sized houses is not new. The Sears Roebuck Company for years have sold thousands of small houses in all parts of the United States and South America, and the writer purchased ten of these houses more than ten years ago from the Sears Roebuck Company, and while they are only semi-fire proof, they are substantial houses and passed through the recent hurricane with much less damage than many houses that we have constructed, costing as much as seven and eight, and ten times as much as these small fabricated houses.

We are designing a small house of four rooms that can be taken apart and hauled on a ten ton truck from one location to another, without damage to the sections.

I enclose you a preliminary pamphlet on this subject. I expect to have a more completed catalogue within the coming two weeks.

Yours,

CARL G. FISHER

CGF-HM
Enclosure.

11/15/33
May 22nd 1933.

Mr. Hugh W. Davis,
300 East Main Street,
Norfolk, Va.

Dear Hugh:

Glad to have yours of the 17th.

I am hanging on down here longer than usual, with the expectation of closing up two or three small deals. Closed one yesterday which is a \$15,000 deal, on three year terms, but it saves us paying taxes, and helps pay the water bill.

We are entering into another small building boom here, and if nothing happens in the next few months we are going to pass all records for the past three years easily.

I am sending you under separate cover a circular on steel and transite houses that I have been working on for a couple of years. I have the assistance of some of the best engineers with the steel companies and other manufacturers who will furnish us with 98% of the materials used in these houses.

It has been a long tough job to get as far along as we are now. I would rather design three new automobiles than try and design these houses and get them in working shape. It is easy enough to make some designs, but they never fit the general conditions of the manufacturers of the windows, doors, steel beams, and the outside wall materials. However, we are beginning to see daylight and I think I see a lot of prospective business.

There are a thousand buyers for a completed job that they can see, with a fixed price, to one buyer who will buy a lot, and go through the trouble and annoyance of talking to architects, builders, insurance agents and so forth.

I had hopes that you would get down here this winter.

I expect to get away within a week, and hope to see you soon up north.

Yours,

C
CGF-EM

CARL G. FISHER

May 25th 1933.

Mr. Stote Fletcher,
c/o R. H. Tyndall,
Indianapolis, Ind.

Dear Stote:

The other day I got to thinking that your little one horse mule plow would work to good advantage in some parts of this country, where the soil is very loose and easy to handle, providing the plow had a wider wheel than the first ones you built, and of course a satisfactory engine.

Florida is going to put through the new "homestead" law, which will exempt all homes under \$5,000 from taxation. misc

This is going to result in a large inflow of farmers and retired business men, and I have been thinking that one of these little plows would be a great light cultivator on small acreage of just a few acres which would really be a garden patch.

What finally happened to the patents, etc?

I expect to be north within the next ten days.

I don't want to buy any patent or go into the manufacturing business, but I do think that there might be a chance for this plow to get a start in this country where it would be difficult to start it in other places.

Yours,

CARL G. FISHER

CGF-HM

MISS
May 26th 1933.

Mr. Evert P. Maule,
Dade County Court House,
Miami, Fla.

My dear Mr. Maule:

In the last few days a question has come up that I would like to talk to you about regarding our small steel and transite house.

We are in need of some materials that can be gotten quickly, for porch elevation and copings, also for foundation work. Would like to talk with you and get figured out some prices for me.

I am going to leave here about Wednesday. Hope to see you some time Monday. In the meantime will talk to Mr. Zurwelle, and see if he can figure out some plans to submit to you for some prices.

Yours very truly,

CARL G. FISHER

CGF-EM

C

CGF Misc

June 3rd 1933.

Mr. H. Sayre Wheeler,
Opalocka, Fla.

My dear Sayre:

I called Mr. Alexander this morning and he has not yet returned to the city, so you will probably get in some contact Monday or Tuesday.

I enclose you herewith the blue print of the latest small house which they have worked out between the Johns Manville Company and the steel company.

This is a very attractive little house, and when once built will stay built, and the deterioration on them will be practically nothing for years.

The price on these materials according to the way it will cut, is being compiled now, and I can give you more detail within the next ten days or so.

This house is laid out so you can add sections on three sides of the house, at a small proportionate expense.

The largest dealer in concrete blocks, cement and building materials in southern Florida just left my office, in fact this blue print was made from my drawing which he had made, and he is very enthusiastic regarding the possibilities of these small houses, and is figuring his costs to use blocks for the side walls, but is using our steel construction for the roof support and materials.

The whole selling value of this house is ruined if you have wooden roof supports and wooden floors, and we will have a price shortly for some of these houses. In his specifications he would have a very great advantage with his supply of materials right here near to us.

I will advise you as soon as I get further estimates from him.

Yours,

CARL G. FISHER

CGF-HM

RUSSELL T. PANCOAST ARCHITECT

1139 LINCOLN ROAD MIAMI BEACH, FLORIDA

Estimated costs:

~~7/11/33~~
Oct 6/33

Bldg 85 x 130

204,000 cu. ft. @ .15 - 30,500⁰⁰

Bldg. 85 x 90 (alternate scheme)

165,500 cu. ft @ .14 - 23,000⁰⁰

001-100
[scribble]

RUSSELL T. PANCOAST

ARCHITECT

188 LINCOLN ROAD

MIAMI BEACH, FLORIDA

Oct. 7, 1933.

Mrs. Carl C. Fisher,
Bayview Colony,
Port Washington, N. Y.

Dear Mrs. Fisher:

Our long distance connection yesterday was so poor that I understood I was talking to a Mrs. Carl Spencer and you must have thought some of my questions idiotic. We are rushing the drawings and expect to get them off by air mail this afternoon. I do not feel that the problem has been studied properly in this short time and I hope you will make allowances for the rushed quality of the work.

We have drawn the building as we understand you want it with the first floor 85' by 130' divided into two stores with a second floor above. We did not attempt to cover more than a small area on the second floor since you did not know for what it was to be used. We have suggested two apartments but the space could be arranged for offices. This building will be more expensive than the ordinary Lincoln road building due principally to the excessive depth, and due somewhat to the extra structural cost of supporting the second floor over such large spans.

We have made an alternate first and second floor plan which may offer some suggestions of value. This scheme shows the first floor area divided into three spaces which would give two shops 25' and one 30' wide, inside dimensions. By removing either partitions but leaving a row of columns, the space can be divided into one large shop and one smaller one. Two lines of columns as in this scheme would make it easier and cheaper to support a second floor. We have kept the shops only 85' deep which is longer than most Lincoln Road shops. Unless you have some party in mind who requires 130' I would think that depth more than necessary. The second floor over this alternate plan shows an area suitable for offices, although apartments could be worked out.

There is not any demand as far as I know for second floor office space on Lincoln Road at the present time but apartments should be desirable with Lincoln Road on one side and the Golf Course on the other. I hope I have supplied the information you want at present. Please let me know your reactions and if you want revised sketches we will make them without delay.

Sincerely yours,

Russell T. Pancoast

M.V.S.C.

May 15th 1933.

Mr. J. A. Robbins
1018 Erie Trust Building,
Erie, Pa.

My dear Robbins:

In addition to the effort I am making to try and start five of our type of Art Steel houses here, I was asked, last Saturday, to be one of a group to promote a new town club, just a short distance northwest of Miami, and west of Miami Beach.

Almost a million dollars was spent in promotion of this piece of land several years ago, and there remains yet, a big part of this investment in very good shape, and the general plan is to offer this in one acre home sites and vegetable gardens to retired business men, officers, school teachers, engineers, and that general class of people who have a small fixed income.

We know there are thousands of this class of people who would be attracted now to this section, since we have the new homestead law, which will exempt property up to a value of \$5,000 from taxes.

This Company, I believe, will be completed within perhaps the next sixty days, and if so, their very first demand will be for a small home to offer to build for the buyer of these home sites, or to sell to the buyer, a good deal as Sears Roebuck sell their houses.

What can we do to design a smaller house, and of course at much less expense, using the tubular chimney, but retaining the concrete floor, Juisier eye beam, steel frame, and the steel doors and windows? Practically a square house with port-cochere will do the trick, and I thin 16' x 16' to start with, if your general plans work out on that basis.

The location this new Company has in mind, has a magnificent water supply, a completed nine hole golf course, magnificent clubhouse, and good roads, electricity and a very low valuation at the starting price for the land.

C

Mr. J. A. Robbins - #3

We know from the number of retired Army officers, Railroad engineers, professional and business men that are now coming into this territory, that there is an enormous field in the immediate future, for the type of house I am describe.

I don't suppose you can save much on the present design, but the size will save considerable, and perhaps Johns-Manville will quote us a price on the flat cheapboard material that will help if they have completed their locking device, I would certainly like to see one, and I would like to have a couple more small slabs, the same as those that were sent me, so I could use some of these locking clamps for demonstration purposes.

I expect to be up north within the next ten days.

It is fine to learn that Johns-Manville will cooperate with the architecture department.

The drawings of the two story house were received, and the interior and layout is O.K. in every respect as far as I can see, but you must admit that the outside of the house looks terrible, and I don't know of a single thing to suggest to make it look better, unless we get the orders to dress it up with shrubbery and color, which I will have done right away.

Write me regarding the small plan house, it should be designed, if possible, for a two room design, and be able to add another room on the side. This small house will have plenty of room, as the plot will be one acre square, and I think you should have in mind that this little house could also be used as a garage building, without the extra rooms and shower baths, and I hope you can figure out some sort of a design with Voight, as I would like to present it to this group before I get away from here.

Yours very truly,

CARL G. FISHER

Copy to:
Mr. P. A. Voight,
Johns-Manville Company,
292 Madison Avenue,
New York City.