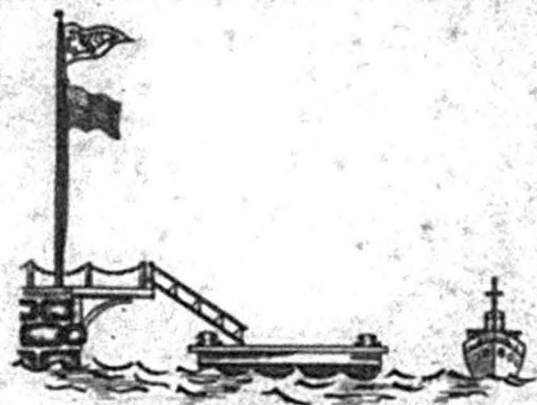


**Montauk –
Boom
1924-1926**

C



EAST 52ND STREET
NEW YORK CITY
AND
MONTAUK, L.I.

MONTAUK YACHT CLUB

NOTICE TO MEMBERS

THE NEW YORK STATION OF THE CLUB WILL BE OPEN AND READY TO RECEIVE MEMBERS AND THEIR GUESTS ON WEDNESDAY, MAY 29TH. THE FLOAT HAS BEEN REPAIRED AND IS AGAIN IN POSITION IN FRONT OF THE CLUB HOUSE.

JOHN M. RUTHERFURD
SECRETARY

MONTAUK BEACH

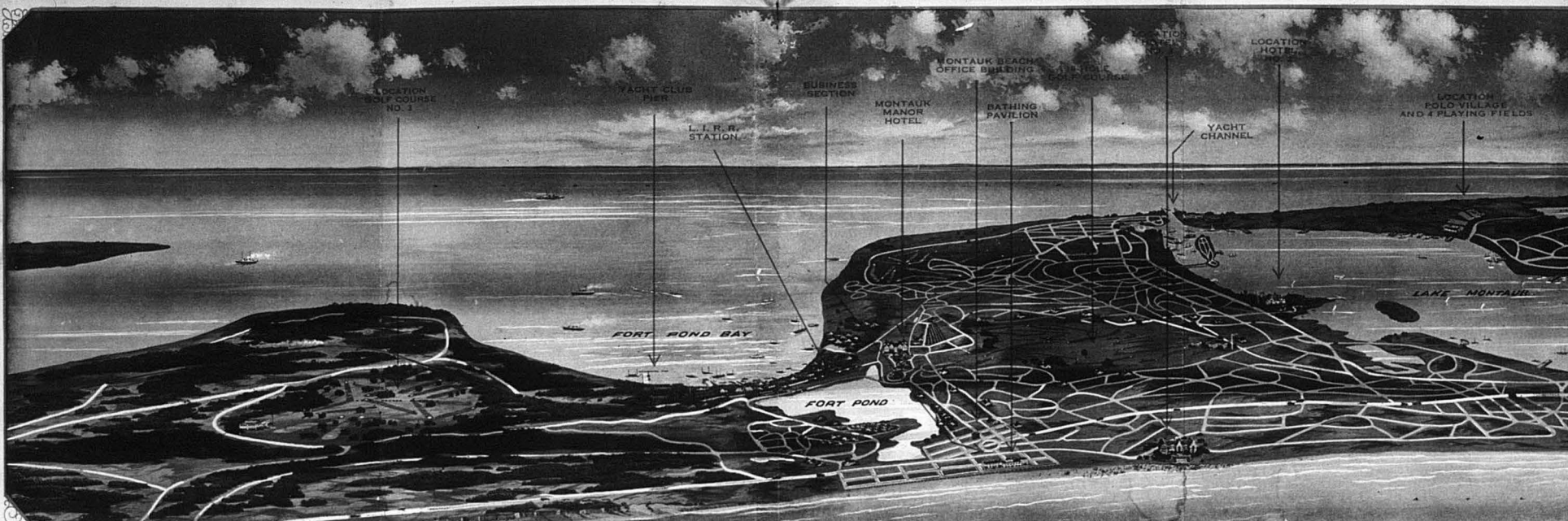


THE NEW
SUMMER CITY
ON LONG ISLAND'S
SLENDER TIP



A
CARL G. FISHER
DEVELOPMENT

MONTAUK BEACH
DEVELOPMENT CORPORATION
MONTAUK, LONG ISLAND
NEW YORK



MONTAUK BEACH, the ten-thousand-acre summer city of hotels, homes and every form of outdoor recreation, rapidly has become a reality. Hotel, roads, yacht harbors, business section, polo field, tennis courts, golf course—these and other achievements are accomplished.

It is the ambition of this small folder to inform the reader of the plans completed, the plans being completed, and the accomplishments yet to be achieved, all designed to make Montauk Beach the finest summer resort on the Atlantic coast and the most complete sporting center in the world.

In each panel of type will be elaborated the artist's conception of Montauk Beach printed in the picture panel above.

This is a portion of the Hither Hills section, primitive area of sturdy foliages, through which only roads have been built. The third golf course, with an elaborate clubhouse, is laid out here. This section will be ideal for home sites, hidden in clusters of dense foliage. It is rolling country and overlooks the Atlantic on the south and Block Island Sound and Gardiner's Island, leased for a long term of years by Clarence H. Mackay, of Postal Telegraph fame, on the north.

THIS SECTION, a continuation of Hither Woods, with its sea cliffs on the Atlantic side, leads the observer to Fort Pond Bay, which so often has been logically considered as the American Terminus for rapid Trans-Atlantic shipping and more recently as the terminus for proposed Trans-Atlantic airways.

It is a large body of protected water adjacent to Block Island Sound. On its shores nestles a fishermen's village, peopled with the men who toil for the lobster, crabs, clams, fish and other palatable sea foods supplying not only Montauk guests but New York's better markets.

It is in Fort Pond Bay that the pier of the Montauk Yacht Club, with 37½ ft. of water at its end, has been constructed to care for the docking facilities of even heavier draught boats. Members of the Club and guests find it convenient rendezvous for yachtsmen.

It is the Montauk terminus for the Long Island Railroad express trains which, in less than three hours, whisk patrons from Pennsylvania Station, New York City, to Montauk Station, just a few moments from the new Montauk Manor hotel.

Here, too, are spacious warehouses, lumber yards and other stocks of essential commodities affording building supplies at economical prices. It is along the ocean side of this area that Montauk Highway, the main traffic entrance to Montauk Beach, winds.

IT is in the area depicted in this panel in which development has been concentrated. Atop a hill overlooking Fort Pond Bay, the Atlantic, fresh water lakes, hills and dales, Montauk Manor, a 200-room, modern, fireproof hotel designed in Tudor Style by Schultz and Weaver, has been built. Since its opening in the Spring of 1927 it has enjoyed the unusual popularity its convenience, cuisine and location justify.

Adjoining it are the first of a series of perfect clay tennis courts. Near it is Montauk Downs Golf Course, the first of three links to adorn the development. It is a sporty eighteen-hole course of championship calibre. Near the first tee, a clubhouse is under construction, to be completed August 15, 1927.

Facing the ocean is the business section, dominated by the seven-story office and administration building already occupied, and blending into the bathing beach, along which a boardwalk will be built, and on which the first unit of a bathing pavilion, with swimming pools at the surf's edge, is under construction.

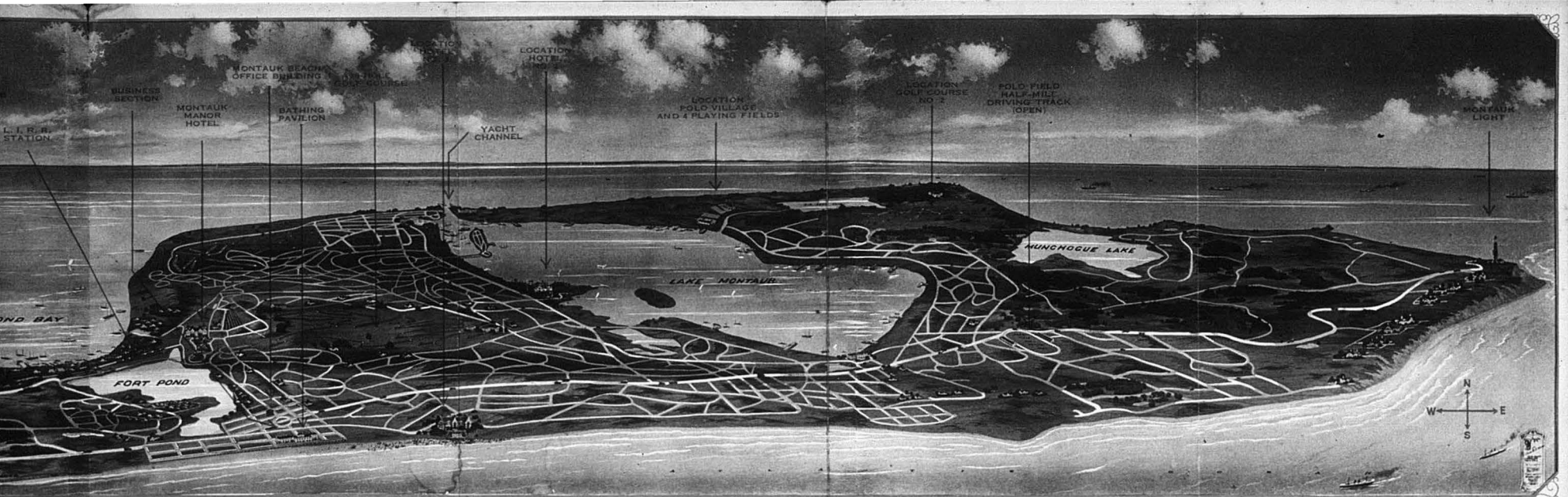
On the west shore of Fort Pond, a fresh water lake, is Shepherd's Neck Village, a community of English type homes housing minor executives and the high-grade workmen who are carrying out the manual development of Montauk Beach.

ARTIST'S
VISUALIZATION OF
MONTAUK
BEACH

MONTAUK LAKE, a land-locked yacht harbor two and one-half miles long, a mile and one-half wide, dominates this section which is so important to sportsmen.

A 15-foot channel, dredged and protected with 600-foot jetties, connects Block Island Sound with the lake, which will be dredged to accommodate large yachts. Near here will be the Montauk Yacht Club.

There is a wooded island near the sound to lake channel connected to the mainland by a bridge already completed. The second hotel will be built on the point projecting into the lake, which is surrounded with hills, ideal for home and estate sites, many of which already have been selected by prominent people. A third hotel will be built on the ocean beach, east of the bathing pavilion, completing the chain of development hostelrys which will satisfy the scenic and location desires of every taste. On the Block Island Sound side of the lake a complete polo village with four fields, adequate stables and a colony of homes for ardent horsemen will be built. In this area, a double, glass-enclosed tennis court, available for tournaments even in inclement weather, will be built. It will be the largest and most complete in the world.



with its sea
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the American
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says.
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A PERFECT POLO FIELD, framed with a gentleman's half-mile driving track, already is in use in this section, which was chosen by the United States Government as a most healthful section for a convalescence hospital for soldiers returned from campaigning in the Spanish-American War.

This is the location of The Third House, preserved now as an historical landmark because it was the headquarters of Col. Theodore Roosevelt and his Rough Riders.

On the Sound Side of this segment will be laid out the second golf course. This entire area, with its hills and dales, is unique for home sites. Its high points overlook not only the lakes but the ocean and sound as well.

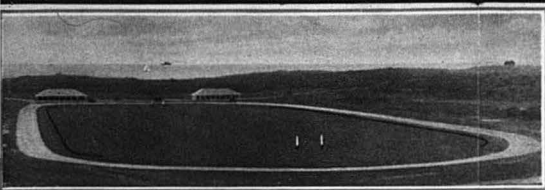
From here the Connecticut shore, especially New London, twenty miles across the sound, is visible on clear days. Many power and sail boats make the journey between Connecticut and Montauk on gala and holidays. Fifty miles of roads have been completed on the entire Montauk Beach Development with important highways throughout the property in use by thousands of visitors who have been attracted here.

More property was sold in the first year of the Montauk Beach development than in the first six years of Mr. Fisher's most successful previous activity at Miami Beach, now noted as America's premier winter resort.

MONTAUK LIGHT, a United States Government Light-house, is on the extreme tip of this section of Montauk, one hundred and twenty miles from New York City. It is off this point that sound and ocean meet. Fishing for the sportiest members of the finny tribe is being conducted by Capt. Charles Thompson, of Miami Beach, personal guide for W. K. Vanderbilt, an expert in waters from Labrador to the South Seas.

Probably never before has there been such interest and concentrated activity on a new community, not only by the development company, but by private organizations and individuals. Numerous influential personages have enjoyed the natural delights for years, but it remained for the present development to project the unusual property before the eyes of the public.

Long Island Railroad Company in rapid transportation, new Montauk Station, miles of side track to accommodate shipping, the East Hampton Electric Light Company, and the New York Telephone Company, as well as other public utilities, have co-operated 100 per cent in assisting in the rapid development of Montauk Beach.



The first polo field, framed with a gentlemen's half-mile driving track, with its stables and other equipment for amateur horsemen, is set in the bottom of a bowl whose sides are rolling hills. An even more elaborate polo village will follow. Regular games were being played in 1927.



Hounds in their kennel await the call to track the elusive fox over the picturesque Montauk countryside, declared by world-traveled hunters to be perfect for cross-country riding. Inset shows red fox photographed from roadside at Montauk.

A blind hole on the sporty golf course, which might have been for all hills and valleys imported from Scotland.

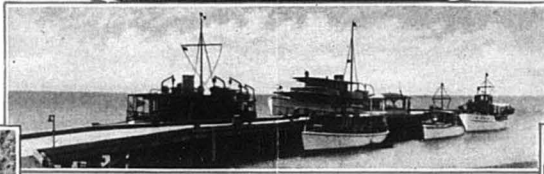


Hither Hills, a natural wooded section, with alluring drives for motorists. Modern tennis courts adjacent to Montauk Manor complete a sporting panorama that is as varied as it is delightfully primitive in its surroundings, yet is jeweled with every modern convenience.

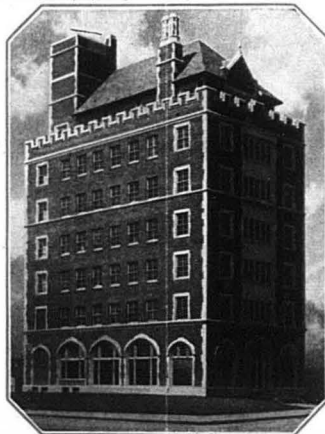


Downs, an eighteen-hole golf club under careful construction for two years, not opened for play until the next year. Professionals have declared it a skill and duress found in it a new one. It is now perfect for play.

Montauk Manor, modern fireproof 300-room hotel of Tudor architecture, which since its opening, June 1, 1927, has been a rendezvous for those who enjoy the varied delights of sunshine, recreation and health in the outdoors.
From its commanding position atop a hill, Montauk Manor overlooks ocean, sound and lakes. Reasonable rates at either European or American plan. It is suggested because of the unusual popularity of the hotel, even in its first season, that reservations be made in advance.
Wire Montauk Manor, Montauk, L. I., N. Y. Phone Montauk 30.



A few yachts at the Montauk Yacht Club pier in spacious Fort Pond Bay, which is considered as an American Terminus for fast Trans-Atlantic Shipping, thus avoiding the congestion of New York City's harbors. Montauk waters afford sporty fishing.



The office and administration building dominating the unique business section facing and adjoining the ideal bathing beach and surf of the Atlantic Ocean is but a subtle indication of the vision, determination and solidity of the developing organization of Montauk Beach, the new summer city of recreation and homes on Long Island's slender, breeze-swept tip.



Wild swans swim in Fort Pond Bay, which with a new Montauk Yacht Club Pier, is conveniently accommodating boats of 37 feet draught at the pier end until the dredging of Lake Montauk is completed. A channel 14 feet deep already has been dredged from Block Island Sound to Lake Montauk and, with refinements now being made, it will be the outstanding lark-locked yacht harbor of the world. Geese and ducks to be released this fall will add to the natural charm.



Fifty miles of perfect roadways, newly constructed, winding over hill and through dale, is an outstanding feat in development. Public utility conveniences have kept pace with the road builders.



Three youthful mermaids on the sands of the perfect beach at Montauk. Here, in an atmosphere many degrees more favorable than any other Atlantic Coast summer colony, children are imbued with joyous health that comes with every enjoyable recreation. The first unit of an unusual bathing pavilion, with barking in the sheltered water of a salt water swimming pool at the surf's edge, is being constructed.



Not only is the architecture being planned to blend with the unusual contour of the reminiscent of Scotland, but hundreds of sheep roaming the hills under the watchful shepherds, harken back to the days of the white men at Montauk when they leapt from the ground from the sturdy Montauk. It had chosen this healthful area for the

TO MONTAUK

Wide paved highways through picturesque Long Island to Montauk.
Express train service on Long Island Railroad from Pennsylvania Station.

It is an attractive motor car journey from New York to Montauk, a veritable paved boulevard excepting 4.2 miles of dirt road just before reaching the Montauk Development. This road is being resurfaced this year. It is a fast, comfortable trip on the Long Island Express trains from Pennsylvania Station, New York City, to Montauk.

KEY

- RAILROADS ———
- MOTOR ROADS ———
- MOTOR PARKWAY ———
- FERRIES ———



\$3,000,000

Montauk Beach Development Corporation

First Mortgage and Collateral Trust 6% Gold Bonds

Dated May 1, 1928
Authorized \$3,000,000

Due April 30, 1932
Outstanding \$3,000,000

Interest payable May 1 and November 1 at Bankers Trust Company, New York City

GUARANTEED AS TO PRINCIPAL AND INTEREST BY THE CARL G. FISHER COMPANY

Kentucky State Tax Refunded

Coupon bonds in the denomination of \$1,000, registrable as to principal only; redeemable as a whole or in part on any interest date upon 30 days' published notice at 105% and accrued interest on or before November 1, 1928, or, if such redemption shall occur thereafter, at a premium decreasing by 1% of 1% for each six months or part thereof between November 1, 1928, and such subsequent date fixed for redemption. Interest payable without deduction for normal Federal income tax not in excess of 5%. The Company agrees, as provided in the Trust Indenture, to refund, upon timely application, any personal property tax or taxes not in excess of five mills per annum and the Massachusetts Income Tax not in excess of 6% per annum on the interest.

BANKERS TRUST COMPANY, NEW YORK CITY, Trustee

Mr. Howard E. Coffin, President of the Company, has summarized his accompanying letter, as follows:

PROPERTY: Montauk Beach Development Corporation was organized October 27, 1925, to acquire and develop for residential purposes certain properties located near Montauk, on the extreme eastern end of Long Island, N. Y. The property owned and controlled by the Company is one of the most extensive desirable seashore residence developments located within easy access of New York City. Paved and improved highways lead from New York City to the property and the Long Island Railroad maintains a regular schedule from Montauk to New York City throughout the year.

The entire tract consists of approximately 10,000 acres, or over 15 square miles, with 21 miles of waterfront on ocean, sound and lake, of which slightly more than one-half is now under intensive development. The building of roads and streets, the installation of ample water and lighting facilities and other and general improvements cost as of April 30, 1928, approximately \$3,294,000, and now include over 31 miles of road, 20 miles of electric pole lines and 12 miles of water mains. A thoroughly modern hotel was built at a cost, including service buildings, landscaping and furnishings, of approximately \$1,500,000. It was opened to the public in June, 1927, and has earned a profit of more than \$65,000 during the first two years of operation. Approximately 75 homes have been constructed at Montauk since 1925, of which 35 were constructed by the Corporation.

Montauk Beach is not only a residential community of handsome homes and extensive estates, but with its beaches, both on the Atlantic and Long Island Sound, its deep sea and inland fishing and bathing, its boardwalk, its polo fields and bridle paths, and hunting preserve, its golf links, indoor and outdoor tennis courts and its inland harbor for yachts, it is ideally situated and equipped for the enjoyment of all forms of modern sport.

SECURITY: These Bonds, in the opinion of counsel, are the direct obligation of the Montauk Beach Development Corporation, and are secured by a direct First Mortgage upon the property under intensive development, the hotel and club houses being included in these properties. The original property was acquired in 1925, at a cost of \$2,682,195.98. Since its acquisition and up to April 30, 1928, there has been expended over \$5,000,000 on all of the property upon which these Bonds are a direct first lien. Cash from the sale of these Bonds and the Second Mortgage Bonds already outstanding will be spent for the immediate improvement of the mortgaged property, so that the cost of the property as a whole will be in excess of \$10,000,000 of which approximately \$9,000,000 has already been spent.

Total sales to date approximate \$2,400,000 and cover between 240 and 250 acres of land, making an average sale price of about \$10,000 an acre.

GUARANTEE: As additional security, the Carl G. Fisher Company unconditionally guarantees the prompt payment of the principal and interest of these bonds by endorsement on each bond. The guarantor Company has capital stock outstanding of \$4,000,000 and surplus of \$3,908,000 and is controlled through stock ownership by Mr. Carl G. Fisher.

PURPOSE OF ISSUE: Of the present issue of \$3,000,000 of these bonds \$1,367,000 have been issued in exchange for a similar amount of bonds previously outstanding on part of the property. The proceeds of the sale of the balance of \$1,633,000 of these Bonds will be used in the continued development and improvement of the mortgaged properties at Montauk for the purpose of subdivision and sale thereof. The expenditure of these proceeds, which are expected to be ample for the entire development covered by the present budget, will be supervised by an Advisory Committee composed of George LeBoutillier, President Long Island Railroad, Robert H. Tyndall, Vice-President Montauk Beach Development Corporation, Howard E. Coffin, Vice-President Hudson Motor Car Company, Richard F. Hoyt of Haydon, Stone & Company, C. M. Keys, President Curtiss Aeroplane & Motor Co. Inc., etc., and Carl G. Fisher, President Carl G. Fisher Company.

MANAGEMENT: The development and management of the property will continue under the direct supervision of the present executives, who have had long and successful experience in the improvement and sale of real estate developments of a high type.

We offer these bonds for delivery when, as and if accepted by us and subject to prior sale and to the approval of all legal proceedings by our counsel, Messrs. Cuthell, Hotchkiss & Mills of New York. The right to reject any and all subscriptions in whole or in part, or to allot a smaller number of bonds than subscribed for, is reserved.

PRICE 100 AND ACCRUED INTEREST TO YIELD 6%

JAMES C. WILLSON & Co.
130 SOUTH FIFTH STREET
LOUISVILLE, KENTUCKY
INVESTMENT SECURITIES

The statements contained herein are not to be considered as representations or as guaranteed by us, but they are from sources we believe to be reliable.

Montauk Beach Development Corporation

MESSRS. JAMES C. WILLSON & Co.
130 SOUTH FIFTH STREET,
LOUISVILLE, KENTUCKY.

Montauk, N. Y., November 1, 1928.

Gentlemen:

With reference to the First Mortgage and Collateral Trust 6% Gold Bonds of the Montauk Beach Development Corporation, I am pleased to give you the following information:

PROPERTY

Montauk Beach Development Corporation was organized October 27, 1925, to acquire and develop for residential purposes certain properties located near Montauk, on the extreme eastern end of Long Island, N. Y. The property owned and controlled by the Company is one of the most extensive desirable seashore residence developments located within easy access of New York City. Paved and improved highways lead from New York City to the property and the Long Island Railroad maintains a regular schedule from Montauk to New York City throughout the year. The entire tract consists of approximately 10,000 acres, of which over 5,000 acres, or about 7½ square miles, are under intensive development. The entire development includes approximately 5 miles of ocean front, 9 miles of water front on Block Island Sound, 7 miles of lake front, 31 miles of completed roads and highways, 20 miles of electric pole lines, and 12 miles of water mains, thus affording ample sites and facilities for the development of the property as a residential community of the highest type.

Montauk Beach is not only a residential community of handsome homes and extensive estates, but with its beaches, both on the Atlantic and Long Island Sound, its deep sea and inland fishing and bathing, its boardwalk, its polo fields and bridle paths, and hunting preserve, its golf links, indoor and outdoor tennis courts and its inland harbor for yachts, it is ideally situated and equipped for the enjoyment of all forms of modern sport. Other major items of development are a 7-story office building, school-house, three store buildings, steam laundry, piers, bridges, jetties, bathing casino, yacht basin and boardwalk. The land is a succession of rolling dunes, heavily covered with grass, and there are also sections of wooded land. The lake front properties and the tops of the hills command very high prices, sales having been made at over \$10,000 per acre.

The building of roads and streets, the installation of ample water and lighting facilities cost as of April 30, 1928, approximately \$3,294,000. A thoroughly modern hotel was built at a cost, including service buildings, landscaping and furnishings, of approximately \$1,500,000. It was opened to the public in June, 1927, and earned a profit during the first year of operation. During the season of 1928, an operating profit of approximately \$65,000 was shown, the number of guests doubling that of 1927. Approximately 75 homes have been constructed at Montauk since 1925, of which 35 were constructed by the Corporation itself.

SECURITY

The Bonds, in the opinion of counsel, are the direct obligation of the Montauk Beach Development Corporation, and are secured by a direct First Mortgage upon the property under intensive development, the hotel and club houses being included in these properties. The original property was acquired in 1925, at a cost of \$2,682,195.96. Since its acquisition and up to April 30, 1928, there has been expended over \$5,000,000 on all of the property upon which these Bonds are a direct first lien. Cash from the sale of these Bonds and the Second Mortgage Bonds already outstanding will be spent for the immediate improvement of the mortgaged property, so that the cost of the property as a whole will be in excess of \$10,000,000 of which \$9,000,000 has already been spent.

Total sales to date approximate \$2,400,000 and cover between 240 and 250 acres of land, making an average sale price of about \$10,000 an acre.

GUARANTY

As additional security, The Carl G. Fisher Company unconditionally guarantees the prompt payment of the principal and interest of these Bonds by endorsement on each bond. The guarantor Company has capital stock outstanding of \$4,000,000 and surplus of \$3,908,000 and is controlled through stock ownership by Mr. Carl G. Fisher. The net worth of the guarantor is conservatively estimated to be in excess of \$8,000,000 and it has no bank loans or floating debt of any sort.

CAPITALIZATION

	Authorized	Outstanding
First Mortgage and Collateral Trust 6% Gold Bonds, due April 30, 1932 (this issue)	\$3,000,000	\$3,000,000
Second Mortgage 6% Bonds, due April 30, 1932	1,000,000	1,000,000
Common Stock Class "A" (par value \$10)	4,500,000	1,360,975
Common Stock Class "B" (par value \$10)	3,000,000	2,576,110

Class "A" and Class "B" Stock are alike, except that
Class "B" Stock has sole voting power.

The above outstanding \$1,000,000 Second Mortgage Bonds have been purchased by the stockholders and others interested in the Company and the outstanding stock was likewise purchased by stockholders at par value.

RELEASE OF MORTGAGED PROPERTY

The Trust Indenture under which these Bonds have been issued, authorizes the Trustee to release any part of the mortgaged premises upon written request of the Company and upon receipt of cash or bonds in the amount required by the schedule of release prices listed therein. The total of release prices of property covered by the mortgage securing these bonds amounts of \$9,909,412, or approximately \$10,000 per acre. In lieu of such cash or bonds, the Trustee may release any part of the mortgaged property upon receiving pledge of a bond and of a purchase money first mortgage upon the property so to be released.

The Trustee shall in no event release property from the operation of this mortgage unless the purchaser of such property has paid at least 40% of the purchase price in cash, and has given, or contracted to give for the balance of the purchase price his bond secured by a first mortgage upon the property sold. These purchase money first mortgage bonds shall mature not later than April 30, 1932, and it is expected that they will mature serially by that date.

Therefore, the Trustee is protected by always receiving the release price as the minimum sale value of the property and should benefit in added security by the fact that the sale prices of the property should be normally greater than the release prices. To date a considerable amount of property has been released by these methods and Bonds retired.

The Trust Indenture provides that, whenever cash received for the release of property and/or the collection of pledged securities shall amount to \$26,000, the Trustee upon request by the Company shall apply said cash to the purchase of these Bonds at private sale or in the open market at the best price obtainable, or to the redemption of Bonds (whichever price is lower), such Bonds, in the event of redemption, to be drawn by lot.

Cash from the payment of the purchase money first mortgages should enable the Trustee to purchase bonds of this issue regularly before maturity, and thus create the equivalent of a strong sinking fund.

PURPOSE OF ISSUE

Of the present issue of \$3,000,000 of these Bonds, \$1,367,000 have been issued in exchange for a similar amount of bonds previously outstanding on part of the property. The proceeds of the sale of the balance of \$1,633,000 of these Bonds will be used in the continued development and improvement of the mortgaged properties at Montauk.

This extreme end of Long Island has been under consideration for a length of time as a proposed terminus for Transatlantic liners, as there is an excellent deep water harbor; train and airplane facilities would save a considerable amount of time by rendering it unnecessary for the vessels to go through the crowded New York harbor.

The expenditure of these proceeds, which are expected to be ample for the entire development covered by the present budget, will be supervised by an Advisory Committee composed of George Le Boutillier, President Long Island Railroad, Robert H. Tyndall, Vice-President Montauk Beach Corporation, Howard E. Coffin, Vice-President Hudson Motor Car Company, Richard F. Hoyt of Hayden, Stone & Company, C. M. Keys, President Curtiss Aeroplane & Motor Co., Inc., etc., and Carl G. Fisher, President Carl G. Fisher Company.

MANAGEMENT

The Board of Directors of Montauk Beach Development Corporation consists of the following:

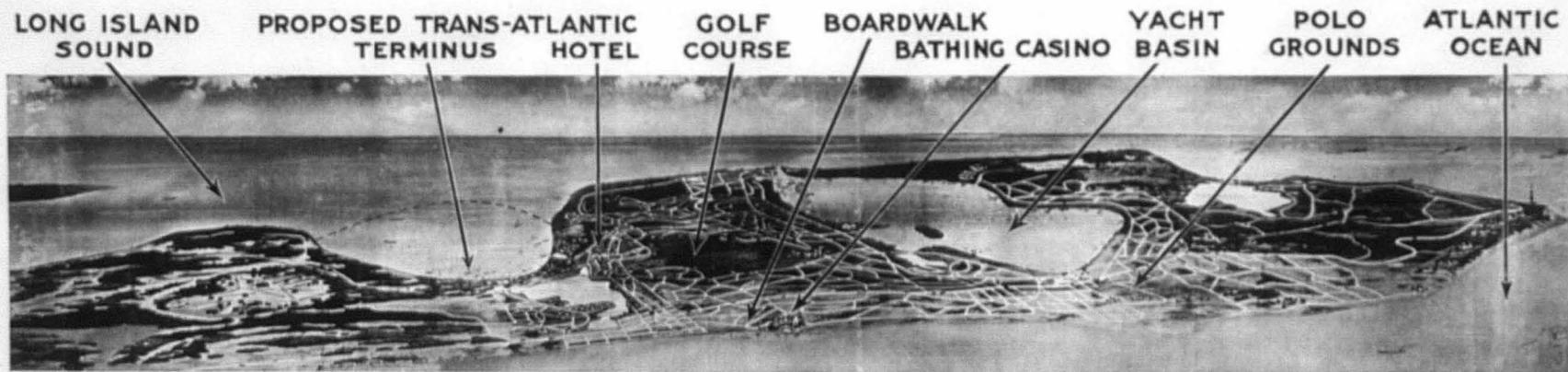
- CARL G. FISHER;
- HOWARD E. COFFIN, Detroit, Michigan,
Vice-President Hudson Motor Car Company;
- C. M. KEYS, New York,
President Curtiss Aeroplane & Motor Company, Inc.,
Transcontinental Air Transport, Inc., etc.;
- GEORGE LEBOUTILLIER, New York,
Vice-President Pennsylvania Railroad and
Long Island Railroad;
- RICHARD HOYT, New York,
Hayden, Stone & Company;
- CALEB S. BRAGG, New York,
Capitalist;
- ROBERT H. TYNDALL, New York and Miami Beach;
- HUGH W. DAVIS, Norfolk, Virginia;
- JOHN J. REDFIELD;
- V. H. EHRHARDT, Pittsburgh, Pa.;
- JOSEPH THOMAS, New York.

The development and management of the property will continue under the direct supervision of the present executives, who have had long and successful experience in the improvement and sale of real estate developments of a high type.

Very truly yours,

HOWARD E. COFFIN,

President.



Montauk Beach, Long Island, N.Y.

JAMES C. WILLSON & Co.
150 SOUTH FIFTH STREET
LOUISVILLE, KENTUCKY
INVESTMENT SECURITIES

North

Apr. 28th, 1924.

Mr. W. A. Kohlhepp:
Miami Beach, Fla.

Dear Mr. Kohlhepp:

You may be interested to know that we looked over the Montauk property Saturday. There are twelve thousand acres and some twenty-five miles of water front, including some beautiful inland lakes; and it is the most beautiful piece of property I have ever seen for development work. The railroad company and the bankers seem to be willing and anxious to go ahead; but, it is a big job, and I have decided to let the matter drop entirely for at least one more year.

We just got our first mail from Miami Beach this morning -- and there is quite a bunch of it. I hope things are going on well at the Beach.

I have a report from Ringwood that he thinks he can save about four thousand dollars by driving piling and building sea-wall on this piling without bulkhead, if properly tied back. I think this can be done where there is no more water to be pumped against the bulkhead; and certainly, if we can save four thousand - let's do it. The wall does not have to be absolutely straight, but it must be substantial.

Regarding the mail that comes in at Miami Beach; I wish you would open up all but my personal letters and only forward such mail as you think would be interesting to me. I want, however, to receive my weekly statements of receipts and expenditures of both companies; also any other information of importance regarding the development work. You can send me a weekly report on the golf course.

I have your letter notifying me of the tax refund -- and I am glad to have escaped that "eight foot sign." I hope you can get some more back from the government.

The balance of your letter of the 23rd is satisfactory.

Yours -

THE ALTON BEACH REALTY COMPANY
MIAMI BEACH, FLORIDA

CARL G. FISHER
PRESIDENT
E.A. KOHLHEPP
VICE PRESIDENT
C.W. CHASE, JR.
SECRETARY

May 2, 1924

Monahan

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

Dear Mr. Fisher:

I have yours of April 28th and note your comments on the Montauk property and am glad to learn that you are so well pleased with the location, but I am more pleased to learn that you will not attempt to attack this job for at least one more year as this will give you time to be far advanced with the Beach development that you will not be over-burdened with too many worries at one time -- 12,000 acres will be quite a healthy job.

I have already consulted with Brown and Ringwood on affecting the saving on the bulkhead on the mainland near LaGorce Island. There is practically no fill to be made back of the bulkhead and it appears very practical and will not only effect a saving of approximately \$4,000 in the work, but will also speed up Conklin's work by saving him a great deal of work on sheeting. It is just such items as this that makes Ringwood very valuable to us.

As per your instructions will continue to open your personal mail and forward everything that would likely prove of interest to you.

Mr. Theodore Houser of the Florida Bond and Mortgage Company (which is one of Ed Romfh's numerous interests) called on me yesterday about the inquiry he had on the Lincoln Hotel. He states that the parties interested are the Carl Winter Interests of Milwaukee, who he claims to be worth \$20,000,000.00 to \$25,000,000.00.

He said that they became interested through the fact that there were so many Milwaukee people down here and also through the fact that they tried several times during the season to get accommodations in the Lincoln without success.

Montauk born

May 11th, 1925.

Dear Lee:

I have tried two or three times to get you on the telephone, but can't make it. I am sending you a wire today asking if you can come out for dinner tonight.

Howard Coffin was out the other day and said he would take one million dollars in Montauk. He thought the Detroit crowd with him doing a little work would take another two million dollars. I can put in one million dollars at this time, or as it will be necessary, which would be over a period of three years. I think it would be no trouble at all to secure the balance now. If Hal and Hugh Davis and Coffin will tackle the job.

I would like to talk to you further about the railroad situation.

Yours,

Mr. Lee Olwell,
New York City.

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

ENGINEER
CARL G. FISHER
H. E. TALBOT, JR.
W. A. KOHLHEPP

Montauk

August 31, 1925.

OFFICE OF TREASURER

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

Dear Mr. Fisher:

Reported to Mr. Fletcher in Jacksonville on my way down here, at which time he had not decided on the purchase of any particular tract, nor did he seem to know in just what part of the State he intended to acquire any property, although he had preference for the West Coast. Mr. Fletcher stated that as soon as he had located a desirable tract, he would notify either Mr. Kohlhepp or myself, but I have heard nothing from him since.

In regard to Montauk which I understand has been purchased, would suggest that a complete topographic survey be made covering the entire property except portions already covered by the map made by the Long Island Railroad Engineers. Such a map should be made before even tentative locations of improvements are considered; also the establishment of an adequate nursery as soon as possible under the supervision of Fred Hoerger would be desirable.

In the event that any large construction jobs are planned along the shores of Great Pond, it might be advantageous to cut a channel from this pond to the Sound so that materials and supplies can be lightered to the location.

Suggestions as to development possibilities previous to purchasing were thought to be more within the province of the salesman rather than a member of your organization, and were omitted for obvious reasons.

I would like to take this opportunity to offer my sincere sympathy in the loss of your mother. It was fortunate that she could be with you so long, and I am sure that very few mothers have their lives made as comfortable and enjoyable as Mrs. Fisher's life must have been.

Very truly yours,

T. E. Ringwood
T. E. RINGWOOD.

Manufacturers Record

EXPONENT OF AMERICA

Baltimore, Sept. 22, 1925.

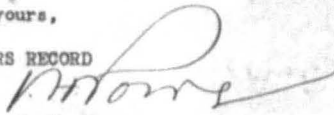
Mr. Carl G. Fisher,
Port Washington,
Long Island, New York.

Dear Mr. Fisher:

Can you give us a general statement about your purchase of Montauk Point property, with particular reference to any equipment, products and material you may require in carrying out your plans at Montauk Point for development? We shall be glad to publish any statement along this line in the Manufacturers Record and will be glad to hear fully from you.

Very truly yours,

MANUFACTURERS RECORD


Victor H. Power,
Second Vice President.

VHP EW

P.S. Sometime ago we heard something about your taking over some development near Tampa, Florida. Is there any foundation for this?

Montauk Basin

Sept. 26, 1925.

Mr. V. H. Power,
Manufacturers Record,
Baltimore, Md.

Dear Sir,

Replying to yours of the 22nd.

We have purchased approximately 10,000 acres of land at Montauk Point, with some 25 miles of water front. We will let contracts for approximately five or six million dollars worth of hotels, club houses, stores, docks, golf courses, etc. We expect to handle most of this work by contract and to let contracts so that work gets started in the early spring.

Very truly yours,

CGF:JJG.

Memo
from T. E. Ringwood

Montauk

Oct. 13, 1925.

Mr. Fisher ✓
Mr Kohlhepp

Have been over the situation here at the Montauk Inn with Mrs Conklin who tells me that she would rather not spend the winter here but that she would like to come back in the spring. I think it would be just as well if she were to do this. She is accustomed to running the place for guests paying six dollars per day and our employees will not be able to pay this much. We can dispense with some of the servants, establish a commissary, serve plain food in reasonable quantities and make the place self supporting in this respect for about half the charge.

Some of the help is inefficient, altho the cook is a good one. The salary mentioned by Baldwin speaking for Mrs Conklin was \$300.00 per month and is thought too much for the actual job by half. There may be sentimental reasons for paying more than \$150.00 which I cannot estimate.

Would suggest that Mrs Conklin be definitely engaged as hostess for the new hotel and released from the Inn. She will not find it pleasant here during the alterations nor afterwards as long as the Inn is used as headquarters for development work.

The heating and light plants failed completely during the recent cold spell and I know Mrs Conklin regards it as a distinct favor to the ~~company~~ if she remains here this winter.

The list of furniture was forwarded direct to Mr. Fisher. ~~At~~ her request ~~no~~ new purchases should be made until painting etc. is completed.

Work of opening the lake has been started. Plans for a small stable for five teams and equipment shed have been made and material ordered. This is necessary at the North end of the lake as teams must be kept near the job otherwise they are no good if driven several miles to and from work. Also we need storage for equipment in this locality.

Plans for shops and machinery sheds and men's quarters to be placed on the site of the air station are being drawn. An outboard motor which can be attached to any boat for use on the lake has been purchased. We will need two saddle ponies this winter as there are times and places when cars cannot be used. We could not get to the north end of the lake last Friday with cars.

Oct. 19th, 1925.

Mr. T. E. Ringwood,
Port Washington, L.I.

Dear Tom:

Replying to yours of the 13th.

We have a couple of horses at the barn that you can get right away. It is well enough to let Mrs. Conklin spend her time in the Inn. In the spring I would rather have a more lively manager but for sentimental reasons don't like to discharge her.

I am sending a new man up there to look after the Hotel and also the other property. He will make a good man. His name is Piigan.

Yours,

CBF:FB

THE
NATIONAL FOWLER BANK

LAFAYETTE, IND.

October 21, 1925. *Montauk*

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

Dear Carl:

I am leaving for Miami early next week and am shipping my ponies by the first. Am taking Bill Miller with me this year to help take care of them and he will also be an addition to the bunch early in the season before many players arrive.

Would like to know if we can get stable room as soon as we reach the Beach and would it be possible for me to put my ponies in with yours and Jesse's. I will probably have five as soon as Fred Post gets there.

Jesse tells me that you are going to live in your old house all this season and he thought you might have room in your garage for me to keep a new Packard sedan I have. He also says you might have a room up stairs for my Chauffeur, who is a nice, young, white boy who has been mother's chauffeur for four years and is first class in every way. Wish you would let me know about these matters as soon as possible. It might be best to send me a wire, as I may want to leave Sunday or Monday.

In regard to my stock subscription in your Montauk proposition, do not overlook the fact that I want to get \$40,000 of this stock. Jesse tells me you are cutting down a lot of the subscriptions, but I am under the impression you are going to take care of the old subscribers in the Beach proposition. Kindly let me hear from you on this matter also.

With kindest regards and hoping to see you soon at the Beach, I remain,

Yours truly,

C. G. Fowler

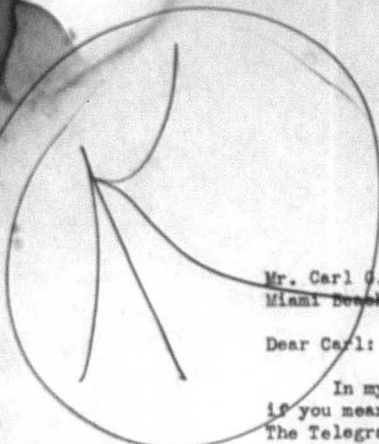
THE MACON DAILY TELEGRAPH

MORNING AND SUNDAY

MACON TELEGRAPH PUBLISHING CO.
PUBLISHERS

MACON, GA.

Nov. 17, 1925.



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

Dear Carl:

In my letter of the 6th I facetiously inquired if you meant to advertise your Montauk property in The Telegraph. This was because you told me in your former letter that you had turned my previous letter over to your Advertising Department. I suppose you meant Auditing Department, and for that reason I jocosely inquired whether or not you meant to take up this in advertising in The Telegraph.

I agree with you quite fully that this last venture of yours will not require any advertising for sometime yet. The newspapers seemed to grab it as a big news story that you had become interested in that section of the world, and I am quite sure the publicity you secured will carry the enterprise for sometime. I have more reasons than one for hoping it will go big.

Yours very truly,

WTA/F

W Anderson

Jr. - ✓

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

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

WESTERN UNION TELEGRAM

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

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

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

NB573 44 NL

NEWYORK NY 18

CARL G FISHER

MIANIBEACH FLO 5328

B2 10V 18 PM 5 18
Munk

HAD IRVIN COBB DOWN TO MONTAUK HE IS DETERMINED TO LIVE THERE SAYS
HE WILL WRITE EXTENSIVELY OF IT GOOD PUBLICITY AM TRYING TO INTEREST
PROMINENT WRITERS TREMENDOUS ACTIVITY SURROUNDING PROPERTY WIRE ME
IF CAN BE OF ANY SERVICE HERE ADDRESS LAMBS CLUB REGARDS

LEO CARRILLO.

POSTAL TELEGRAPH - COMMERCIAL CABLES

CLARENCE H. MACHAY, PRESIDENT

CLASS OF SERVICE DESIRED

FAST TELEGRAM

DAY LETTER

NIGHT TELEGRAM

NIGHT LETTER

The sender must mark an X opposite the class of service desired; otherwise the telegram will be transmitted as a fast telegram.

TELEGRAM

TELEGRAMS
TO ALL
AMERICA



CABLEGRAMS
TO ALL
THE WORLD

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Send the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

Form 1

To Hugh W. Davis,

Dec. 5, 1928.

192

Vanderbilt Hotel

N w York City

HAVE ISSUED NO STATEMENT ON PARK PROPERTY. HANNOGAN HAD INQUIRY
FROM BROOKLYN EAGLE AND I INSTRUCTED HIM TO ADVISE YOU AND INQUIRE
POSSIBLE SOURCE OF TROUBLE STOP HAV YOU CLOSED MUNSON LINE CONTRACT
ON DOCKS.

W. A KOHLHEPP

Manhattan

February 24, 1926.

Dear Hugh,

Replying to yours of the 20th regarding Mrs. Griffiths:

We do not want any women in our sales department unless they operate on their own, on commission, and stay out of the office.

Yours,

CGF:JJG.

Mr. Hugh W. Davis,
#62 Vanderbilt Ave.,
New York City.

March 10, 1926.

Montauk

Dear Hugh,

We should have a certain number of good-sized trees set out at Montauk this spring. A great many people are interested in trees; especially so, when planning the erection of a home. To grow them is entirely out of the question for the next few years to make any showing. If I were you I would call on some of the larger nurseries and make a bargain on some trees to be moved in May. I think the latter part of April or the first of May is the best time to move trees, and if they can anticipate a large number a great deal of money can be saved. I would also like to see the prices you receive from the various nurseries. It is quite possible that the nurseries can purchase from farmers in the immediate neighborhood trees to be moved at the least expense.

Yours,

CGF:JJG.

Mr. Hugh W. Davis,
#52 Vanderbilt Avenue,
New York City.

Mr. Kullback

[Handwritten scribbles]

Montauk

March 12, 1936.

My dear Hugh,

I am glad to hear that you have drawn Sheedy into some of your work as you certainly will need him. I hope you will not develop into a unit without a flywheel to pull you over the dead spots. It's going to take a lot of work this summer to get things into shape and going like we usually do things.

Am glad to hear of your recent agreement with Jennings but I don't quite just understand about the claim of J. Curtis Lawrence. Give me further information.

I think I will O.K. the saving of \$150,000 regarding the Benson Estate.

Have received a letter from the Long Island R.R. in which they practically give up the idea of a pier. Under these conditions, it is not absolutely necessary to move the fishing village; in fact, the village can do more good where it is. We will have plenty of sales of the houses we are building to mechanics and others interested and we can always take up the matter of moving the fishing village later. These fishermen are of tremendous assistance to us. They will furnish our hotels, club houses, etc. with the most delicious sea foods in the world and they are also a Vigilance Committee and we want to do all that we can to help them. When I come North I will figure out a plan to put them up a community house, theatre or something that will hold them with us.

Sheedy will make us a very good man to handle diplomatic and tedious connections with the city. Mr. Franklin was in to see me before he left and spoke very highly of Sheedy. He told me that if he had known that Sheedy was available we would never have gotten him. These connections of Sheedy's with these large steamship people are going to prove very valuable to us and I think it can be arranged in time that Sheedy can secure from the Government a breakwater for us at Montauk which would save us a lot of money. I have in mind that we could make a trade with the Government of a small piece of land for a breakwater. This land could be used for a life saving station or a base of supplies for their tenders. This would be a very good trade to make and I believe that it is possible for Sheedy to put this over. Of course, he can't be expected to do it without allowing the Government plenty of time to ossify on the job.

We are having a lot of inquiries down here regarding Montauk and I think we are going to go big when our maps are completed and the property is on the market. In the mean time, I think you should have a list of all property owners at Montauk before you and keep in touch with them from time to time on one subject or another and let them know that we want them to co-operate with us and that we will co-operate with them.

We are still doing some business here but there will probably be considerable trouble in the state before the first of June.

Yours,

COF:JJG.

Mr. Hugh W. Davis,
#62 Vanderbilt Avenue,
New York City.

POSTAL TELEGRAPH - COMMERCIAL CABLES

CLARENCE H. MACKAY, PRESIDENT

CLASS OF SERVICE DESIRED

FAST TELEGRAM

DAY LETTER

X

NIGHT TELEGRAM

NIGHT LETTER

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TELEGRAM

TELEGRAMS
TO ALL
AMERICA



CABLEGRAMS
TO ALL
THE WORLD

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Send the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

Form 1

Miami Beach, Fla., March 13, 1926.

Hugh W. Davis,
Montauk Beach Development Corp.,
#62 Vanderbilt Avenue,
New York City, N.Y.

A Mister Evans resident of Montauk called on me today and stated he had been told that unless he put a proper price on his property he was subject to eviction and that many residents there on our property are nervous over our plans Stop I consider the fisherman and present residents there one of our most valuable assets Stop Get word to them immediately and thoroughly that we have no idea of moving them at this time and that if it becomes necessary later to establish a commercial district on the property they occupy we will provide them equally as good or better homes in the near vicinity and at very moderate prices Stop Be sure to get them the message that we consider them an asset and want them to remain there and furnish food supplies to our hotels and home buyers.

CARL G FISHER

CGF:JJG.
Pd. & Chg. Alton Beach Realty Co.
Postal - Day letter.

Montauk

March 22, 1926.

Editor of Riverhead Review,
Riverhead, N. Y.

My dear Sir:

I have your editorial of March 4th entitled "Had they heeded our warnings!" This is a very good editorial and the warning should be repeated to do any good and protect Long Island. Southern Florida is just as good now as it was fifty years ago, or one hundred years ago - climate, sunshine, short distance to New York - all remain fixed; but last summer this territory was invaded by a bunch of "sharps" and "binder boys" and their operations have injured this country considerably. We will recover quickly, in fact, we are now convalescing and able to take liquids. Another year will see Miami and Miami Beach and Dade County in full swing.

Our own company at Montauk is offering no property for sale and will not do so until we have our records, maps, etc. in such shape that we can say to our investors what we are prepared to do under contract. We are not going to build any "proposed oceans."

Your paper can be of great assistance to the people of Long Island if you will continue your warnings to purchasers. Let purchasers investigate brokers and dealers in property thoroughly and never be pushed into making a hurried deal. We will be glad to give you such co-operation as we can.

Very truly yours,

CGP-mc

A C SPARK PLUG COMPANY

FLINT, MICHIGAN

OFFICE OF
THE PRESIDENT

March 22nd, 1926.

Ann Lark

Miss Margaret Collier,
c/o Mr. Carl G. Fisher,
Miami Beach, Fla.

My dear Margaret:-

I am enclosing herewith check for \$50,000.00 as part payment on my subscription of \$100,000.00 on Montauk Point and will appreciate your delivering it to whomever should receive it.

Thanking you in advance and with best regards, I am,

Sincerely yours,

A. Champion

A. Champion.

AC:GR

MONTAUK BEACH DEVELOPMENT CORPORATION
52 VANDERBILT AVENUE
NEW YORK

Manbeck

TO-

-MEMORANDUM -

March 30, 1926.

Mr. Carl G. Fisher,
Mr. W. A. Kohlhepp.

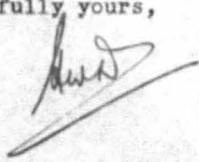
On yesterday with Mr. LeBoutillier, I attended a very enthusiastic meeting of the Long Island Association, which was fathered by the Long Island Railroad and which is undertaking an intensive campaign to advertise Long Island.

I have subscribed \$1,000 on behalf of the company towards the fund of \$25,000 which they seek to raise for preliminary expenses and immediate advertising.

I cannot impress upon you too strongly the importance of getting under way with Hotel #1. With a bad market there is much grief here and under the best conditions this is a skeptical community. The public expects much from us and there are always a few "pea shooters" ready to take a poke. I get an occasional back-fire from them and I should like very much to see a tangible start on our building program. There is some comfort in the thought that while a bad market will slow down sales to some degree this spring, it should also reduce building costs and so long as we are building on a cost-plus basis with an up-set price, we will get the benefit. Mr. Sheedy is working out with Schultze & Weaver the suggested revision of Hotel #1 and expects to get immediate results. We all know that speed is not one of the points of Schultze & Weaver. Now that we are all agreed on building a respectable hotel and not one of Brown's stables, we ought to be able to get ahead without delay.

Faithfully yours,

RR/HWD



Montauk

April 24, 1926.

Miss

Mr. David F. Dellinger,
Cherryville, N.C.

Dear Sir,

Replying to yours of the 12th.

I would not be interested in any land in North Carolina.
We have taken on about 10,000 acres of land at Montauk, Long Island,
which we expect to develop within the next two years.

Yours truly,

CGF:JJG.

Montauk
Hawkins

April 28, 1926.

Dear Walter:

I enjoyed so much being with you Tuesday and Wednesday.

Unquestionably you must have had one hell of a time the past month but you must be encouraged by the results - certainly there is a general feeling of security and confidence on the Beach that makes it stand alone among the Florida enterprises. I came north with a number of operators and press people and "listened in" on their comments - all of which confirm the above observation.

With all of your burdens I hesitated to discuss my own difficulties and did so only with the thought that it would be much better for you to be thinking over my situation.

Summarizing our talk (and always when I have to discuss my personal affairs I am embarrassed and do not express myself very clearly) the situation is about this.

When I came into your organization it was with the idea of creating a place for myself as an executive which would justify my complete abandonment of my law practice. I was under the impression that my father would retire from business and that he was quite satisfied with this plan. As then stated, I contemplated that for a period of six months to a year it would be necessary for me to devote approximately a week in every month to dispose of existing commitments and liquidate the business of our old firm. You will recall my request to Mr. Fisher and yourself that no salary be paid me but that an adjustment satisfactory to you would be made at the end of each year. You insisted, however, that I be paid a nominal salary with the understanding that I should be allowed to devote the necessary time to the above purposes.

You may also recall I then stated that for various reasons I could not join you for about two months. Your own condition at the time, coupled with the purchase of Montauk a few days later and the pressure on you of several other large transactions, prompted me to jump into the organization at once. In the performance of your work I was unable to get to Norfolk to assist my father for but two half days over a period of six months.

I have increasingly realized during my association with you that you put but very slight value on professional service; in fact, that the element

of caution and restraint incident to the functioning of counsel is only irritating to you as an interference with the speedy accomplishment of your objectives. Accordingly I determined to gamble my future in the organization on my ability to demonstrate driving force as an executive, and persuaded you in January to allow me to take charge of Montauk under the direction of Mr. Fisher and yourself.

Almost immediately Sheedy was introduced in the picture and employed over our protest and my frank announcement that in my judgment he was unsuited for our purposes, both in training and mental attitude. His knowledge of my opposition very naturally compelled him to announce that he could not work under me.

To avoid a hopelessly confused situation and for the general good, I agreed with you on an organization chart which would meet Mr. Sheedy's views, allow him to control and report directly to you upon all construction matters and take charge of the entire personnel, both in our office and in the field, with the exception of the legal department. I retained responsibility to complete my pending negotiations concerning the purchase and sale of our property, public relations, etc. with which I was more or less familiar.

Under this arrangement I have been working since it was agreed upon and while I have carefully avoided any interference with, or supervision of, Mr. Sheedy's work, I have cheerfully and sincerely assisted him at every opportunity.

Meantime it has developed that my father, to whom I am deeply devoted and to whom I owe every obligation, finds that he cannot relieve himself of the responsibility of certain clients and certain personal undertakings and he has appealed to me to readjust my affairs and give him some assistance. While I am able to postpone my response for a few months, I must meet his request.

Therefore, the developments both within our organization and in my own affairs, indicate that I must forego my ambition with respect to Montauk and somewhat limit my functions with your organization. I have the satisfaction of feeling that even though it becomes necessary for me to separate entirely from the organization, you will suffer no particular loss. The accumulated information which I have, I am confident you will readily absorb and I am sure that you anticipate no difficulty in doing so.

While I want you to do just exactly what you think is for Mr. Fisher's best interests (for you well know the affection, regard and admiration I have for him) and while I do not wish you to be affected in any way by any sentiment regarding me, I should like very much to work out the arrangement we discussed, namely: for my salary to be discontinued, but my present association with the organization to continue. Of course, such continuance must be subject to termination by you at will and my compensation entirely subject to your direction. If you like I will be glad to have a retainer (to offset the expense of maintaining myself in New York a large majority of my time) hold myself in readiness for the calls of your organization and give them priority over other demands at all times.

You realize that so long as I receive a salary I shall be uncomfortable in taking any time for the Norfolk business. Even with your approval of my doing so, I should be subject always to outside criticism - and you know my dread of being classified with the "hangers-on". Furthermore, the continuance of my Norfolk business in even small degree will keep for me in the future the sense of financial and personal independence which enables me to express my views on any subject frankly to you and to Mr. Fisher - the most valuable contribution I can make to the organization.

My only fear in the present situation is some misunderstanding by Mr. Fisher. For this reason I hope you will show him this letter and see that he reads it.

With warm regards,

Faithfully yours,

Hugh W. Davis

April 28, 1926.

Montauk

Mr. Hugh W. Davis,
62 Vanderbilt Ave.,
New York City.

Dear Hugh,

Mr. Henry L. Bowlby, Chief Engineer of the Long Island State Park Commission, called on me the other evening and in the ensuing conversation he gave me to understand that they had taken title to the Benson Estate and the property on the Point. The original deal I had with them, as you will remember, was to sell them approximately 300 acres at a price of \$250 an acre and to give them for park purposes approximately 45 or 50 acres at the east end of the Island with the consideration at that time that they would build a 20 foot concrete road entirely thru the property, and there were some other considerations which I thot would be mutually agreed upon. I understand now that they have not taken title to the property any more than they had several months ago and that the matter is still in litigation and they now agree, or wish to agree, to appropriate and spend \$125,000 that is now available for the first grade of a road and agree to put a 20 foot concrete road entirely thru the property and to only use the Point for park purposes. However, if all the other property holders out there continue to wish that this park be kept off Montauk I will be glad to go along with them, but it occured to me that if they had actually taken title to this property and were going ahead with their plans regardless of the other property holders at Montauk then it would be best for us to cooperate with them in seeing that the parks were no more of a nuisance than could be avoided, which would be much easier to do now than later.

Regarding the 5 foot setback: I think it desirable on business property to have this set-back so that the sidewalk can eventually be widened. We made quite a mistake here in not having a 5 foot set-back on Fifth Street. We corrected this, however, on Lincoln Road. It is much easier to have this 5 foot set-back clear for future requirements than to allow the matter to pass in some of our first deeds and then try to correct it later, so I think you had better go ahead as I instructed unless you can put up some real good argument as to why we shouldn't do so, and I haven't heard one yet.

Yours,

GCP:JJG.

April 28th, 1926

THE PRESBYTERIAN CHURCH
SEWICKLEY, PENNSYLVANIA.

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

Dear Carl :

Thanks for your letter of the 15th; I see your point of view and quite agree with you that it would be an expensive proposition to build and finance a Church of the order I had in mind. It would, however, have two advantages : first, it would be a real Community Church, covering all the religious needs and making duplication of enterprises unnecessary; second, it would be under independent control and not subject to the whims of any Denomination. That is - the Montauk Corporation would direct it under a system of Trusteeship.

It turns out that there are just two ways of creating and directing a Church there. First - to do as you did at Miami Beach; offer a lot and a subscription to some Church Board, as you did to the Congregationalists, if they will do the rest, stipulating that you must approve the building plans. This is the simplest and most economical way out. The Headquarters will then make a loan or gift to help erect the Church, send someone down to organize the Society, and possibly make a grant of \$1000 a year towards a Minister's salary until the Church becomes self-supporting.

The chief weaknesses of such a method are the following : First, that it is a denominational enterprise and can only appeal to a limited constituency. This has turned out to be the case with the Miami Beach Church. Other de-

nominations now want their own Churches and some, from the start, have had no accommodations, such as Catholics and Episcopalians who cannot get along with the rest. The second weakness is that the denomination may send someone in as Pastor who may not be the right sort. You were fortunate in Dr. King but that may not happen again. And third - with this method there is continual solicitation for collections and subscriptions to keep it going.

The other way of doing it is to build the Church yourself and dedicate it to the use of the whole community, having a Board of Trustees representing different faiths and putting someone in charge who is broadminded enough to play no favorites. The initial cost, as I said, would be large - at least it would cost more than the other method - but the results would be more satisfactory. That is - you might have to put in, besides the lot, \$30,000 or \$40,000 to build an appropriate Chapel, one dignified and easily convertible to the uses of different faiths. The upkeep can be taken care of by the Board of Trustees thru a canvass of the community once a year. Taxation for Church purposes is, I find, unconstitutional.

This latter is the plan I had in mind. However, as you sensed, it is more expensive to begin with but will be more satisfactory in the long run, and is up-to-date in every respect.

I certainly appreciate the fact that you want my advice and would like me to have something to do with it. There is nothing Ann and I would rather do than to live at Montauk. She thrills to the idea of living thru another development like Miami Beach, and I personally would like to direct

a Church there, believing I could do it in a satisfactory manner. If I had the means there is nothing I would rather do than give my services freely to a thing like that - but alas, the children cry for bread and 'education', the back for clothes, the car for gas, and the pipe for tobacco.

If, however, you are favorable to the latter plan, I shall be glad to give what time I can spare to starting it off. Count on me to help in any way.

Very sincerely yours -

A handwritten signature in dark ink, appearing to read "J. Allen". The signature is written in a cursive style with a horizontal line underneath the name.

May 24, 1926

Mrs. Owen Davies ODell

Sewickley, Pa.

My dear Ann:

Sorry I missed you. I have been in a week with two broken ribs. I am up again. Hop~~ing~~ see you soon. Will see that you to Montauk.

I will be glad to give Owen a cite for church and \$1,000 a year for ten years if handle all the rest of the junk that goes deal. In Miami church the have made so that they are going to build a \$300,000 right away.

Hope to see you soon.

CGF:JVD

Sincerely,

May 8, 1926.

S. Ernest Philpitt & Son,
4800 Lincoln Road,
Miami Beach, Fla.

Gentlemen,

Replying to yours of the first.

We will, no doubt, want a piano and also a victrola
in the Dade Boulevard Hotel but we will not be able to discuss
this with you before the hotel is completely finished.

Yours truly,

GGF:JJG.

May 15th, 1926.

MRS. OWEN DAVIES ODELL
222 THORN STREET
SEWICKLEY, PENNSYLVANIA

Dear Mr. Fisher :

Sorry I missed you last week. I was in New York, after a trip to the Boston Doctor, and called up, thinking you might have returned. Received quite a figurative pat on the back from Dr. Swain on the improvement in my back. I am playing golf again now - have lost ten pounds - and feeling more like I did before that ~~---wreck~~ wreck.

When I go East again in July, I should like to see Montauk and buy something out there if you have placed it on the market then.

When I was down last week I took with me the enclosed letter, thinking I might possibly see you. Owen says it is so long you probably won't want to take time to read it - but discussing things at any length on paper is always rather trying. He has gone quite thoroly into the Church necessity there, but I don't believe he has actually set down the concrete information that you perhaps want. Your office may already have handled

that - consulting architects, deciding upon the Church Denomination you want back of you, etc.

Owen is going to preach one Sunday in Indianapolis in a couple of weeks and we will probably drive out. Can I do anything for you out there? I almost hate to go back - the place means so little to me now.

Hope you are
feeling O.K. now.

My love

Ann

Montauk 1926

SCHEDULE OF RESTRICTIONS

1. No business or trade shall be carried on or permitted upon any of the lots in said subdivision, which lots shall be used exclusively for residential purposes.

2. No building shall be constructed on any of the lots in said subdivision unless the cost of same be at least Seven Thousand Five Hundred Dollars, and no building shall be constructed or erected upon any lot abutting Lake Montauk unless the same shall cost at least Fifteen Thousand Dollars, said amount, in each instance, to be actually expended in the construction and erection of such building, and not for fees in connection therewith.

3. No building shall be constructed or erected on any of the lots in this subdivision until after the plans, specifications and location of the same shall have been approved in writing by the party of the first part, its successors or assigns; and no change shall be made in the grade or topography of any of said lots until the plans and specifications for same have been so approved in writing.

4. The construction and erection of buildings on each lot in said subdivision is limited to one one-family residence only, and one private garage on each lot, with servants' quarters constructed or erected in connection with the garage on each lot; PROVIDED, HOWEVER, that no such servants' quarters shall be used for residence purposes by any owner or lessee of said premises, unless the written consent of the party of the first part is first obtained, and if servants' quarters or garage be constructed or erected prior to the residence, the same shall not be used or occupied for living purposes until work is actually commenced upon said residence, and assurance satisfactory to the party of the first part given that said residence will be completed within a reasonable time.

5. No part of any building constructed or erected upon any of the lots in said subdivision shall be within 40 feet of the line of any adjacent street or the high water line of Lake Montauk, or within 5 feet of the rear line of the lot on which said building is erected, or within ten feet of any building on any property adjacent thereto.

6. No tents or temporary buildings shall be constructed or erected on any of the lots in said subdivision.

7. No Iron-clad building, or building with a tin roof shall be constructed, erected, placed or operated on any of the lots in said subdivision. No structure shall be erected, or other provisions be made thereon, for the care of horses, cows, cattle, hogs or poultry; nor shall any horses, cows, cattle, hogs or poultry be kept or raised thereon; nor shall any use be made of any of said lots which is offensive, unsightly, unhealthy, or tending to damage in any manner the adjoining property, or to disturb the peace of the inhabitants of the neighborhood.

8. No boathouse or dock building shall be erected on or adjoining any of the lots of said subdivision.

9. No lot in said subdivision shall at any time be subdivided, sold or conveyed except as a whole.

10. No spirituous, vinous, malt or other intoxicating liquors shall ever be manufactured or sold upon any of the lots in said subdivision.

11. None of the lots in said subdivision shall be sold, leased or rented, in any form or manner, by any title, either legal or equitable, to any person or persons other than of the Caucasian race; nor to any firm or corporation of which any person or persons other than of the Caucasian race shall be a member or stockholder.

12. No wire or wooden fences of any kind, and no other fences, fence walls or hedges over four feet in height, shall be erected or maintained upon any of the lots in said subdivision; and all sewerage arising from the use and occupancy of each lot in said subdivision shall be disposed of in septic tanks of standard design approved by the Health Authorities of the State of New York and constructed and maintained on each lot by the owner thereof until said sewerage is disposed of by connection with a municipal or other public disposal system; which connection the party of the second part agrees to construct and maintain if and when said public disposal system is provided upon any adjacent avenue, street or lane by the party of the first part, its successors or assigns or by any public authority.

13. All of the restrictions, conditions, covenants and agreements contained herein shall run with the land and continue until January 1, 1980, and may be extended from that time for a period of twenty (20) years and thereafter for successive periods of twenty (20) years without limitation, by the assent, evidenced by proper agreement entitled to record of the owners of two-thirds in area of the property in said subdivision, exclusive of roads, streets, avenues, lanes and other open spaces intended for the general use of owners of property in said subdivision.

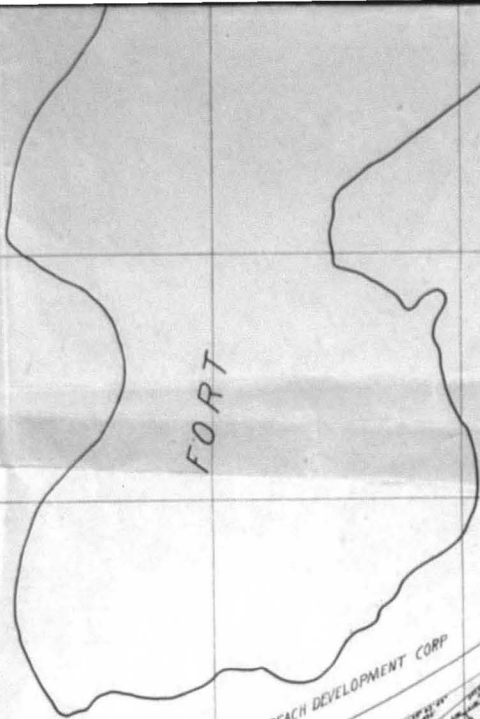
14. The foregoing restrictions, conditions, covenants and agreements contained herein shall bind and ensure to the benefit of and be enforceable by the party of the first part, its successors and assigns, or by the owner or owners of any property in said subdivisions, their legal representatives, heirs, successors or assigns, and failure by the party of the first part, or any property owner to enforce any of such restrictions, conditions, covenants and agreements herein contained shall in no event be deemed a waiver of the right to do so thereafter.

15. Violation of any of the restrictions or conditions or breach of any of the covenants and agreements herein contained shall give to the party of the first part, its successors or assigns, the right to enter upon the property upon or as to which such violation or breach existed to summarily abate and remove, at the expense of the owner thereof, any erection thing or condition that may be or exist thereon contrary to the intent and meaning of the provisions hereof; and the party of the first part, its successors or assigns shall not thereby be deemed guilty of any manner of trespass for such entry, abatement or removal.

16. Any or all of the rights and powers of the party of the first part, its successors or assigns herein contained may be assigned to any corporations or associations which may

hereafter be organized and which will assume the duties of the party of the first part its successors or assigns hereunder pertaining to the particular rights and powers assigned, and upon any such corporation or association evidencing its consent in writing to accept such assignment and assume such duties it shall, to the extent of such assignment, have the same rights and powers and be subject to the same obligations and duties as are given to and assumed by the party of the first part, its successors or assigns herein.

17. The party of the first part covenants and agrees that all deeds hereafter executed by it, its successors or assigns for any and all of the lots situated in said subdivision shall contain the foregoing restrictions, conditions, covenants and agreements and that said restrictions, conditions, covenants and agreements shall be binding upon all of said property shown on said map of said subdivision from and after this date.

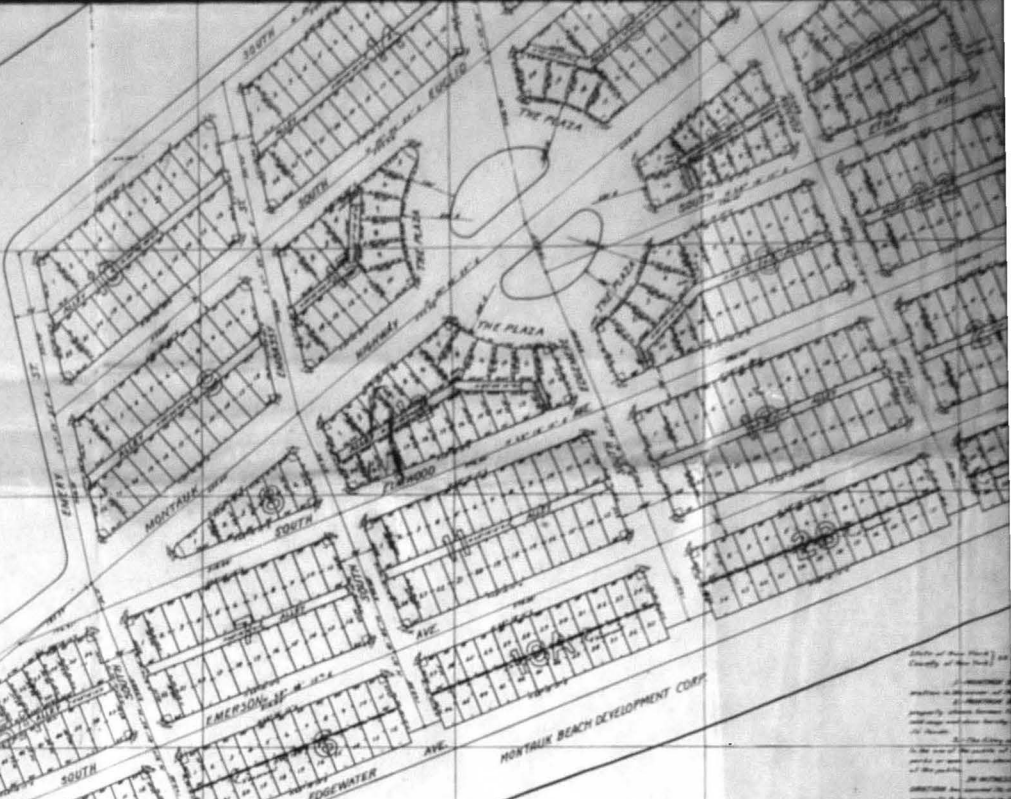


FORT

MONTAUK BEACH DEVELOPMENT CORP

CLAIRE A KENNEDY

MONTAUK BEACH DEVELOPMENT CORP



OCEAN

ATLANTIC

I, John J. ... certify that I was ... the survey of the property ... dated May 14, 1924.

SUBDIVISION PROPERTY OF MONTAUK BEACH DEVELOPMENT CORP FORT POND BUSINESS

MONTAUK, BRITAINTON

Scale 1" = 100'

NO. 16, 1924



FORT

MONTAUK BEACH DEVELOPMENT CORP

OCEAN

ATLANTIC

I, John J. Baker, do hereby certify that I made and completed the survey of the property herein on Oct 20, 1924 and that the same was made in accordance with the laws of the State of New York and that the same is a true and correct copy of the original as shown by the same to the Board of Supervisors of the County of Suffolk, New York, on Oct 20, 1924.

John J. Baker
 Surveyor
 County of Suffolk, New York

State of New York
 County of New York

KNOW ALL MEN BY THESE PRESENTS, that I, MONTAUK BEACH DEVELOPMENT CORPORATION, a Person or Persons in possession of the property above described, do hereby certify that the same is a true and correct copy of the original as shown by the same to the Board of Supervisors of the County of Suffolk, New York, on Oct 20, 1924.

IN WITNESS WHEREOF, MONTAUK BEACH DEVELOPMENT CORPORATION has caused its corporate seal to be hereunto affixed and these presents to be signed in the name of its proper officers and agents on this 16th day of November, 1924.

ATTEST: *John J. Baker* Secretary
John J. Baker President

State of New York
 County of New York

BEFORE ME, the Clerk of the County of Suffolk, New York, on this 16th day of November, 1924, the above named MONTAUK BEACH DEVELOPMENT CORPORATION, its proper officers and agents, did appear and they acknowledged to me the execution of the foregoing instrument and they acknowledged to me the execution of the foregoing instrument and they acknowledged to me the execution of the foregoing instrument and they acknowledged to me the execution of the foregoing instrument.

John J. Baker
 Clerk of the County of Suffolk, New York

SUBDIVISION NO. 1
 PROPERTY OF
 MONTAUK BEACH DEVELOPMENT CORP.

FORT POND BUSINESS SECTION
 MONTAUK, EASTHAMPTON, SUFFOLK COUNTY, NEW YORK

Scale 1" = 100'

Nov. 16, 1924

Approved: *John J. Baker*
 Chief Engineer

ROSE H. CAHILL
HONORE MCNAMARA

MARY G. POTTER
COUNSELOR AT LAW
222 FIFTH AVENUE
NEW YORK

TELEPHONE
MURRAY HILL 6022

June 24th

My Dear Mr. Fisher:

I am staying with my friend Miss Potter for a few days en route to our place in Pennsylvania. Mr. Cooper is not coming up until the first of August.

I want to see Montauk Point. When are you going to open it to the public. We both want to find out if it is the place where we will have a summer home. Our place in Pennsylvania is getting rather impossible because of the class of people coming there. Ford may have been a benefactor to the great unwashed but he certainly put a crimp in the word "privacy", so far as the country is concerned.

Very truly

Elizabeth Cooper

239 East 48th st

(Mrs. Clayton S. Cooper)

Phone 9845 Vanderbilt

Montauk
B

June 29, 1936.

Mrs. Clayton S. Cooper,
4239 E. 48th Street,
New York City.

My dear Mrs. Cooper:-

I have yours of the twenty-fourth. We are already counting on you and Mr. Cooper being residents of Montauk Point and I am hoping that you and Mr. Cooper will come down sometime this summer to Fort Washington and let me send you out to Montauk to look the place over. We need a lot of good people like yourself and Mr. Cooper at Montauk to help us out with our program; in fact most of the schemes I have put over have been greatly assisted by dragging into the picture more able and competent people to tell others of what we have to offer. I am sending you a little booklet with pictures of Montauk. We are making no attempt at this time to sell anything there.

We are now trying to complete a lot of roads, an office building, a golf course and a harbor for yachts. This time next season we will be in shape for yachts to come sailing into our lake and tie up to our yacht club dock. It will also be possible to get something to eat in a good cafe and to take a swim. It will further be possible to walk up to the dock and sign on the dotted line for as much as you care to invest. We have a very strong feeling towards the people from this section of the country who have helped build Miami Beach, and if you and Mr. Cooper will come down and look over Montauk I am satisfied that you won't get more than fifty per cent the worst of it.

Montauk and Miami Beach are in a class by themselves and we feel that we are very lucky that we could finally corral the Montauk property. It was a long hard job and took two years, but we finally got it in shape where we can go ahead and deliver. If you decide to come east I wish you would give me a couple of days notice so that I may switch off some other engagements. I would like to send you and Mr. Cooper down in my boat. The road to Montauk is beautiful and perfect with the exception of about four and a half miles, which we will take care of immediately. Aside from the four and a half miles of poor road we have no excuses whatever to offer.

Yours,

CGF:K.

Carl G. Fisher.

Montauk, Long Island,
July 15, 1926.

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ESTIMATED UNIT COST ON ALL COMPLETED NEW CONSTRUCTION.



MONTAUK BEACH
Development Corporation

ENGINEERS' BUNK-HOUSE NO. 1.

Total cost -- \$1,118.77 ----- Contents - 8,500 Cu.Ft.
Unit cost per cubic foot ----- \$0.1316.

ENGINEERS' BUNK-HOUSES NOS. 2 and 3,
ENGINEERS' MESS-HALL, NO.3.

Total cost, including fire job Bill of \$652.96 ----- \$14,547.85.
Cubic contents -- 45,900 cu. ft.
Unit cost per cubic foot -- \$0.3128.

ENGINEERS' OFFICE BUILDING

Total cost -- \$10,671.45 ----- Contents - 56,900 cu. ft.
Unit cost per cubic foot ----- \$0.2890.

OFFICE OF THE MONTAUK STRUCK COMPANY.

Total cost -- \$5,582.54 ----- Contents - 17,600 cu. ft.
Unit cost per cubic foot ----- \$0.3177.

BUNK-HOUSE NO.1.

Total cost -- \$16,469.29 ----- Contents - 124,852 cu.ft.
Contract Price - \$15,654.65 ----- Extra Work - \$814.64.
Unit cost per cubic foot ----- \$0.1319.

BUNK-HOUSE NO.2

Total cost -- \$21,292.24 ----- Contents - 146,239 cu.ft.
Contract Price - \$17,500.00 ----- Extra Work - \$3,792.24.
Unit cost per cubic foot ----- \$0.1455.

BUNK-HOUSE FOR THE MONTAUK STRUCK COMPANY.

total cost -- \$6,006.58 ----- Contents - 22,790 cu. ft.
Unit cost per cubic foot ----- \$0.2655.

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ESTIMATED COST ON COMPLETED CONSTRUCTION.

HOSPITAL.

Total cost - - - \$8,154.06 - - - - - Contents - 9,840 cu.ft.
Unit cost per cubic foot - - - - \$0.8185.

MACHINE SHOP.

Total cost - - \$15,052.61 - - - - - Contents - 94,400 cu.ft.
Contract Price - \$12,242.00 - - - - - Extra Work - \$285.61
Unit cost per cubic foot - - - - \$0.1580.



MONTAUK BEACH
Development Corporation

JCMcC/HVL

Mr. Fisher

Montauk, Long Island,
July 19, 1926.

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Weekly Field Report.

Engineering Dept.

The following is a report of the progress of various phases of the work to the date of this report.



MONTAUK BEACH
Development Corporation

TOPOGRAPHY.

To date we have control traverse over -	9,200	acres.
levels over -	9,200	"
Topography completed -	7,840	"
Special Topography -		
Vicinity of Montauk Inn -	12.5	"
Shepherd Neck -	12.0	"
Blocks - 11 - 7 - 2 - 5 - *	19.0	"
Hotel Site - Burying Point -	18.0	"
Along Hotel Road -	17.5	"
Golf Club House & Vicinity -	<u>15.</u>	"
TOTAL - - - - -	92.0	"

Staking Golf Course -- Restaking Golf Course change.

Detail topography Golf Club House site has been taken and prints furnished to the New York Office. There are thirteen men engaged in taking the topography. For the time being, detail work has been completed and these men have been instructed to complete topography at the western end of the property and rerun the western boundary line of our property which was originally run by the State Park Engineers and which we believe is in error due to carelessness in establishing the meridian at this point.

ROADS & ROAD CILING.

About 3,200 lineal feet of road #1 has been graded in sand this being capped with about 8" of clay. To date, about 650 lineal feet of this road has been capped. The cost of this capping is now being established on about 1000 feet in order to obtain a fair average. The clay necessary for capping has

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MONTAUK BEACH
Development Corporation

to be hauled from different points and the length of haul varies to a point where the cost established on a small piece of road will not represent a fair average for the whole. This mapping is a great saving over the construction of a concrete road which was originally contemplated in this area. The maintenance cost will, of course, be high but I see no reason why this method of handling sand roads cannot be adopted generally except where the road is going to have exceptionally heavy traffic as on main highways etc. where concrete will be most economical. The grades on road #4 are being changed for a distance of 650 feet to conform to elevation established by architects on store and apartment buildings.

The following is a list of the roads under construction to date:-

Road No.	Proposed total length	Constructed width.	Length	Percentage Construction	Length completed	Completed and Ciled.
1	15,074	50	15,074	100%	10,700	71%
2	10,181	50	10,181	100%	000000	00
3	5,444	50	5,444	100%	5,444	100%
4	4,850	50	4,850	100%	2,800	58%
5	5,400	20	4,900	91%	4,000	74%
6	4,700	50	2,600	55%	00000	00
6-1	750	50	750	100%	00000	00
7	850	50	850	100%	850	100%
8	6,150	50	6,150	100%	6,150	100%
9	258	50	258	100%	258	100%
10	1,400	50	1,400	100%	1,400	100%
11	1,100	50	1,100	100%	1,100	100%
12	1,000	50	1,000	100%	850	85%
13	900	50	900	100%	900	100%
14	8,754	50	8,754	100%	8,754	100%
15	2,100	50	00000	0000	00000	0000
16	3,000	50	3,100	34%	00000	0000
17	6,070	50	3,455	57%	00000	0000
18	5,550	50	2,015	36%	00000	0000
19	2,600	50	1,185	46%	00000	0000
20	2,000	50	00000	000	00000	0000
21	1,460	50	010	6%	00000	0000
TOTAL-95,401 - 17.7 miles			78,444	81%	42,706	46%
			14.45 miles		8.06 miles.	

ROADS - continued.

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MONTAUK BEACH
Development Corporation

The temporary road constructed last fall and used all winter for heavy hauling to bridge site was graded up and oiled under the original contract with McCollom. Contractor paid off. The portion of this road which runs across four fairways in the Golf Course is not oiled so that in case this portion of the road is abandoned it will be a simple matter to smooth it over and plant grass on it. A check of oil applied by contractor on this road is as follows:- 8,040 gallons on the 7,017 feet of road, or eight-tenths of a gallon per yard which was essentially in accordance with the contract.

As previously reported, the road thru Montauk Village has been oiled over a distance of 2,208 lineal feet. This road starts at end of concrete road and runs west over foreign or Railroad Property. Continuing for a distance of 448 feet to Parsons' track, plus 460 feet beyond, road was built and oiled with two coats making the total distance of this section 908 lineal feet - 16' 0" in width. Proceeding westward, but on M.B.D.C. property, road built from Title Map line to new pier in Fort Pond Bay a distance of 809 feet about 16 feet wide. Two coats applied to this portion of road. There was also a small road built on property leased to the Montauk Sand & Gravel Corporation, length about 200 feet, 8 foot wide which also received two coats of oil.

Total area of roads oiled to date is 171,165 sq. yds. , on which we have used 104,161 gallons of oil. Average used per sq. yd. about 0.61 gallons.

WATER SUPPLY.

Water pipe in stock at the shops as shown:-

5,504 Lin. Ft. 1 1/2" Galv.
5,124 " " 2" "
198 " " 8" Universal.

To date the following pipe has been installed:-

GOLF COURSE - 497' - 6" Universal
3,685' - 6" Bell & Spigott
1,788' - 4" Galvanized.
2,021' - 2" "
2,500' - 2" "
5,324' - 1" "

Fittings - 36 faucets, - 5 - 6" Valves,
4 - 2" Valves, - 1 - 3" Valve.

Practically complete except for any additions due to building of proposed club houses etc.

WATER SUPPLY - continued.

ROAD #2 - 2,208' - 6" Universal.
809' - 6" B. & S.
Fittings - 4 Hydrants, --- 1 - 6" Valves.

ROAD #3 - 1,104' - 8" Universal.
Fittings - 3 - 8" X 6" T. --- 1 - 30" Bend.
1 - 8" X 4" T.

ROAD #5 - 1,844' - 6" Universal.
2,454' - 6" B. & S.
1,151' - 2" Galvanized.
House Connections.

ROAD #7 - 786' - 6" B. & S.
1 - 6" Valve.

ROAD #12 - 622' - 2" Galvanized.

ROAD #27 - 460' - 6" Universal.
1,875' - 6" B. & S.
125' - 2" Galvanized.
382' - 1" "
6 - 6" Valves.
4 - Hydrants.
7 - Curb Boxes.

In addition to the above piping, there has been used the following for temporary use:—

ROAD #8 - 1,400' - 2" Galvanized.

WATER TANK TO RIDING ACADEMY - 1,940' - 2" Galvanized.

RIDING ACADEMY TO GOLF COURSE - 359' - 2" Galvanized.
3 - Faucets in Nursery.

WATER TANK TO BUNK-HOUSES - 1,062' - 2" Galvanized.
2 - 2" Valves.

SHEPHERD NOOK VILLAGE - 622' - 2" Galvanized.
249' - 1" Galvanized.
182' - 2" Galvanized.
41' - 1" Galvanized.
3 - 2" Valves.
2 - 2" Flanges.
1 - 2" T.
1 - 2" Plug
1 - 1" Valve.
2 - 1" to 2" Reducer.
1 - 1" T.
4 - Faucets.
7 - 2" Valves.

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87-1828



MONTANA
Superintendent

In addition to above, service lines to two executive houses on Road #1 have been installed.

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WELLS.

Numbers 1 to and including 5 are completed. Drilling on #6 in the vicinity of Mr. Fisher's Colony on the east side of Lake Montauk was stopped yesterday at 27 feet due to poor possibility of getting water below this point. The samples of soil taken at this point showed old beach sand mixed with shells and the small amount of water obtainable was brackish. This strata of sand was below sea level and was found under 90 feet of clay. This is the ~~unsuccessful~~ well we have drilled and we have instructed the driller to move his rig about 5,000 feet south of this location at a lower elevation and begin another well where we think the chances of getting water are better. Even if unsuccessful, this well together with well #6, dry hole #6 and the East Hampton Gun Club well, of which we have a record, will give us a fairly complete section which will indicate underlying formation across the entire property and will be worth considerable money to us as a matter of information as to where our water supply is and where it is not.



MONTAUK ROADS
Development Corporation

SHEPHERD NECK VILLAGE -

The following is a percentage report showing progress of houses in Shepherd Neck Village and is exclusive of landscaping. The landscaping on houses 4 and 5 is complete in the fough. Gun House #6 landscaping has been started. The installation and connection of fuel storage tanks was started last week, but as yet have not been completed in any of the houses.

House #1 - 98%	Complete	
" #2 - 97%	"	
" #3 - 97%	"	Occupied.
" #4 - 98%	"	Occupied
" #5 - 99%	"	as noted in report
" #6 - 99%	"	of 7-5-26.
" #7 - 90%	"	
" #8 - 85%	"	
" #9 - 80%	"	
" #10 - 84%	"	
" #11 - 80%	"	
" #12 - 82%	"	
" #13 - 75%	"	

SHEPHERD NECK VILLAGE - continued.

House #14	-	45%	Complete
"	#15	-	22%
"	#16	-	40%
"	#17	-	40%
"	#18	-	40%
"	#19	-	6%
"	#20	-	10%

The status of the original four houses is the same as in last report. These houses being completed and occupied.

There have been three additional houses staked out during the last week for the additional employees village making a total of four houses which have been staked out in Shepherd Neck Village Extension, but there has been no actual construction started on these houses.

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MONTAUK BEACH
Development Corporation

HOTEL #1 -

Rough foundation concrete and pipe trenches in west wing, poured - 95% complete. Forms for the balance ready for concrete. The erection of second floor supporting columns and beams has started in the west wing. Concrete has been poured in column footings in the central portion and the foundation walls. Pipe trenches in this section are poured - 50% complete. The shovel has completed work in the east wing on sub-excavations for tanks. Rough excavation of the east wing about complete. Dirt being used for roads, terraces etc., around the hotel and Servants Quarters.

SERVANT'S QUARTERS -

All first floor joists have been laid during the past week and rough floor has been laid on same - 95% complete. The erection of studding for outside walls has started and is complete to second floor level in east end of building.

GARAGE

The foundation walls have been poured - 80% complete. The excavation for boiler room is under way.

OFFICE BUILDING.

The pouring of all concrete up to and including the second floor slab is complete. Forms for the outside stairs are being built. Work on stripping column forms and guide forms has started and the patching of same is under way. The third floor supporting column forms have been erected and 22 have been poured. Also the beam forms and floor forms are erected and ready for steel.

OFFICE BUILDING - continued.

Work on the stair forms and placing of conduits in the third floor slab is under way.

STORES.

Shovel started the latter part of last week to complete cellar excavations for stores in Shepherd Neck.

EXECUTIVE HOUSES.

Cellar excavation for House #1 is complete and form work for foundation walls has been started.

Executive House #2 - lot 5 - block 4B, has been staked out during the past week and construction started.

GOLF COURSE -

As reported by Mr. Hoerger.

ENGINEERS' MESS HALL. - 90% Complete.

ENGINEERS' DORMITORY - 85% "

PUMP HOUSE

STORAGE TANKS

SEPTIC & FUEL TANKS - Shepherd Neck.

Platform has been built on location for storage tanks and two tanks have been erected.

Shovel has started on excavation for construction of pump house.

Septic tanks are now in place in Houses #1-2-3-4-5-6-7.

Fuel tanks have been placed in the grounds of the above houses and are being connected up.

BRIDGE IN LAKE MONTAUK.

The following is an outline of the progress made to date on this project:-

Piles driven and capped - 100% Complete.

Decking - 91% Complete

Backing logs - 70% " (not including addition wanted by Mr. Fisher).

Steel - 100% Complete

Sheathing in Bridge Opening - 56% Complete

Side-walk - 68% complete.

Painting - 4% Complete.

(Fill is now being placed
{ for approach to west end
of this bridge. }

Sheet #7.

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MONTAUK BEACH
Development Corporation

YACHT CLUB PIER IN LAKE MONTAUK.

The stem only has been driven and capped and partially decked as follows :-

Piles - 15% Complete
Runners - 27%
Stringers & Decking - 14%.

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MONTAUK BEACH
Development Co. 1926

PIER IN FORT POND BAY.

Complete except for water and electric conduits. In as much as we do not have a water supply installation at or near this pier, it is suggested that we run a 4" galvanized line from Fort Pond to the pier via Pearson's Gravel Plant pump. Pearson has agreed to do the pumping at the gravel plant in consideration of the additional water supply. We would have used Pearson's well temporarily, but the well water at this locality is not suitable for boiler use and the well does not produce water in excess of the needs of the Gravel Plant. This will save buying a pump and furnish water to the dock until such time as our regular water main system is installed in this vicinity.

DREDGING.

The Dredge is now well into the line of sand dunes at the entrance to Lake Montauk. Yardage to date of report as follows:-

Total yardage to date - 48,784 cu. yds.
Boulders - 99 cu. yds.

RIDING ACADEMY - No change from last report.

NURSERY . No change from last report.

HOSPITAL - Complete but not equipped.

FIELD & OFFICE CORPS .

To date the staff at Montauk consists of the following:-

Field force - 25 ***** Draughting Department 13.
Office - 8 ***** Police Department - 4.
1 - Shepherd.

INDUSTRIAL AREA.

The following amount of track laid is as shown on progress map. :-

INDUSTRIAL AREA - continued.

Location -	Track Laid.	Sub-Graded.	Ballasted.	Final Grade.
P.S. on main to P.S. on drill track -	910'	910'		
DRILL TRACK.				
P.S. of run off to east end -	1,250'	1150'	550'	
P.S. of run off to west end.	1,820'	1,820'	1,820'	250'
Montauk Struck Co. siding P.S. to end -	800'	800'	800'	
Ladder track - P.S. of drill to P.F. 3rd. team track -	640'	200'	200'	
First yard track P.F. to end -	910'	910'	50'	
Second yard track -	520'			
Gross over first yard track -	150'			
First team track - P.F. to end.	185'			
Second team track P.F. to end -	140'			
TOTALS -----	7,125'	5,690'	3,220'	250'
PERCENTAGE -----		60%	45%	5%

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MONTAUK BEACH
Development Corporation

MISCELLANEOUS.

Location of the new steel bunk-house, on the east side of siding #2 has been staked out.

A plot - 50' X 125' - located about 100' north of the Struck Co. Ware-house on siding #1 has been chosen by Alexander Orr and allotted to him, subject to negotiation to be completed at the New York Office

Mr. Pearson's recent bill for temporary construction which was done on a cost plus basis has been completely analyzed as per attached unit cost estimate, and is thought to be alright

MISCELLANEOUS.

It is apparent from this unit cost that all work let to Mr. Pearson on a contract basis and not particularly rushed is very reasonable in price, where as the construction which we pushed, such as replacing the bunk-house after the fire, and other emergency work is high. The reason for this is that Pearson, to push these rush jobs, apparently hired a good many low grade workmen that he would not have hired otherwise.

Complete analysis of road costs in different areas is being worked up in accordance with Mr. Fisher's request and will be forwarded as soon as possible.

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MONTAUK BEACH
Development Corporation

RECOMMENDATIONS.

It is suggested that as soon as the comparative merits of the two methods of selling property are considered, and the program determined, that we be notified as soon as possible as there is a great deal of work that has to be done to get ready for a considerable number of sales in either case. Also the work that is to be done is greatly different in each case and if we are to sell from filed plats it will be necessary to restrict these sales to a certain given area or sub-division.

For the reason that the property in the immediate development program is almost as large as the entire area of Miami Beach and has so many different characteristics, even in areas which are relatively close together, it is thought that buyers are liable to want property at different points over the entire area of development. If it is decided to use this method, the simplest way to handle such sales will be to sell parcels corresponding to the lots the buyer desires on the sales map and describe these by meets and bounds description, referring to a filed plat showing control and roads only. In effect, this would be selling parcels for building sites and each sale would be handled separately with a survey sketch and the price involved would be based on the particular advantages of that site, such as view, elevation, exposure etc., which would also eliminate the necessity for laying out a hard and fast lot scheme and would also avoid the complication of dedicating streets, etc, and filing an amended plat for each minor change of layout.

The other method is the one used at Miami Beach and has a good many advantages in that it allows of closing the sale more quickly but necessitates re-determination of exact location of all streets to be built, lot lines, all necessary

RECOMMENDATIONS - continued.

computing and planning must be done, easements reserved and the plat filed before any lots can be sold. This, of course, makes it necessary to restrict sales to given areas and necessitates filing of an amended plat for each and every change, regardless of how small it might be.

Before any plats can be filed it is necessary to assign names to all of the streets and roads to be shown and on which property is to be sold.

It is rumored at this office that the Fowler Sea Products Co. are in difficulty and are considering closing the plant. Will investigate this today and report further. Would suggest that we investigate the possibilities of using this plant for a temporary power station. They have a 45 kw. generator in operation there now and this would help out considerably until the Long Island Lighting Co. gets around to furnishing us power. There is reason to think that the Long Island Lighting Co. is stalling and the moral effect of our either purchasing or leasing a small plant for our own use might speed them up considerably. There is also a good deal of refrigerating machinery which might be utilized on the development by conversion to ice making. A more complete report of the situation will follow. It is to be regretted that the Fowler Sea Products cannot make a go of it as the fish that they turned out was very good and might have been featured at some of our hotels in the future.

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MONTAUK BEACH
Development Corporation

T. E. Ruess

Engineer-in-charge.

TBR/HVL

TEMPORARY PRICE LIST

MONTAUK BEACH DEVELOPMENT CORPORATION

EFFECTIVE SEPTEMBER 1, 1926.

- - - -

(Subject to Change Without Notice)

PRICE LIST

September 1, 1926.

EAST FORT POND SUB-DIVISION

Block 25, Lots 1	\$7,300.00
" 2	5,600.00
" 3	7,500.00
" 4	x
" 5	7,000.00
" 6	6,000.00
" 7	5,000.00
" 8	5,500.00

Block 27, Lots 14	\$5,200.00
" 15	5,200.00
" 16	5,500.00
" 17	5,800.00
" 18	6,200.00
" 19	5,900.00
" 20	5,500.00
" 21	6,200.00

Block 26, Lots 1	
" 2	
" 3	
" 4	
" 5	
" 6	
" 7	
" 8	
" 9	
" 10	
" 11	
" 12	
" 13	
" 14	
" 15	
" 16	
" 17	
" 18	
" 19	
" 20	
" 21	
" 22	
" 23	
" 24	
" 25	
" 26	
" 27	
" 28	
" 29	
" 30	
" 31	
" 32	

Block 28, Lots 1	7,000.00
" 2	6,000.00
" 3	5,200.00
" 4	5,500.00
" 5	5,500.00
" 6	5,500.00
" 7	5,300.00
" 8	5,200.00
" 9	6,600.00
" 10	7,500.00
" 11	6,000.00
" 12	5,400.00
" 13	5,300.00
" 14	6,000.00
" 15	6,000.00
" 16	5,800.00
" 17	5,500.00
" 18	5,200.00

Block 29, Lots 1	6,000.00
" 2	5,000.00
" 3	5,000.00
" 4	6,000.00
" 5	4,500.00
" 6	
" 7 8,300.00
" 8	
" 9 5,000.00
" 10	
" 11 5,000.00
" 12	
" 13 5,000.00
" 14	
" 15 6,600.00
" 16	

Block 27, Lots 1	8,000.00
" 2	7,500.00
" 3	6,400.00
" 4	5,700.00
" 5	5,900.00
" 6	5,900.00
" 7	5,800.00
" 8	5,600.00
" 9	5,500.00
" 10	5,500.00
" 11	8,500.00
" 12	5,600.00
" 13	7,300.00

Block 30, Lots 1	6,000.00
" 2	5,700.00
" 3	6,000.00
" 4	6,000.00
" 5	6,500.00
" 6	8,000.00
" 7	6,600.00
" 8	x
" 9	x
" 10	5,400.00
" 11	5,200.00
" 12	6,400.00
" 13	7,000.00

EAST FORT POND SUB-DIVISION.

Block 30, Lots	14	6,200.00
"	15	5,900.00
"	16	6,500.00
"	17	5,900.00
"	18	5,500.00
"	19	6,300.00
"	20	5,000.00
"	21	6,600.00
"	22	8,000.00
"	23	5,500.00
"	24	5,500.00
Block 31, Lots	1	9,500.00
"	2	8,000.00
"	3	8,000.00
"	4	9,200.00
Block 32, Lots	1	7,000.00
"	2	4,500.00
"	3	4,500.00
"	4	4,500.00
"	5	7,100.00
"	6	7,500.00
"	7	6,000.00
"	8	5,800.00
"	9	4,500.00
"	10	4,300.00
"	11	4,500.00
"	12	6,500.00
Block 33, Lots	1	9,300.00
"	2	9,000.00
"	3	9,000.00
"	4	9,000.00
"	5	15,000.00
Block 34, Lots	1	6,000.00
"	2	7,000.00
"	3	9,000.00
"	4	4,800.00
"	5	5,800.00
"	6	5,600.00
"	7	6,800.00
"	8	5,000.00
"	9	8,000.00
Block 34A, Lots	1	8,000.00
"	2	6,700.00
"	3	6,500.00
"	4	6,500.00
"	5	7,000.00

September 1, 1926.

PRICE LISTSOUTH GOLF DOWNS SUBDIVISION

Block 36, Lot 1	\$4,300.00	Block 38, Lots 32	x
" 2	4,500.00	" 33	6,500.00
" 3	4,800.00	" 34	6,800.00
" 4	4,000.00	" 35	6,800.00
" 5	6,900.00	" 36	7,000.00
" 6	7,500.00	" 37	6,800.00
" 7	5,300.00	" 38	5,600.00
" 8	5,300.00	" 39	5,800.00
" 9	5,300.00	" 40	7,000.00
" 10	7,000.00	" 41	6,300.00
" 11	6,000.00	" 42	7,000.00
" 12	4,500.00	" 43	6,000.00
" 13	6,500.00	" 44	x
		" 45	8,000.00
Block 37, Lot 1	6,000.00	" 46	7,500.00
" 2	5,000.00	" 47	6,800.00
" 3	5,000.00	" 48	7,000.00
" 4	4,000.00	" 49	7,000.00
" 5	5,000.00	" 50	7,000.00
" 6	4,000.00	" 51	7,500.00
" 7	4,000.00	" 52	7,300.00
" 8	6,000.00	" 53	7,000.00
" 9	5,800.00	" 54	7,000.00
		" 55	7,000.00
Block 38, Lot 1	7,200.00	" 56	7,500.00
" 2	7,000.00	" 57	7,500.00
" 3	7,000.00	" 58	7,000.00
" 4	7,000.00	" 59	8,000.00
" 5	x	" 60	7,000.00
" 6	7,000.00	" 61	9,500.00
" 7	7,000.00		
" 8	7,000.00	Block 39, Lots 1	4,000.00
" 9	x	" 2	5,800.00
" 10	7,000.00	" 3	5,800.00
" 11	7,100.00	" 4	5,600.00
" 12	7,200.00	" 5	5,400.00
" 13	7,200.00	" 6	5,600.00
" 14	7,100.00	" 7	5,600.00
" 15	7,000.00	" 8	5,600.00
" 16	7,200.00	" 9	5,200.00
" 17	7,200.00	" 10	5,400.00
" 18	7,200.00	" 11	5,500.00
" 19	7,500.00	" 12	5,400.00
" 20	7,200.00	" 13	6,700.00
" 21	7,000.00		
" 22	9,200.00	Block 40, Lots 1	6,600.00
" 23	7,000.00	" 2	5,000.00
" 24	x	" 3	5,500.00
" 25	x	" 4	6,700.00
" 26	x	" 5	6,000.00
" 27	x	" 6	5,500.00
" 28	7,000.00	" 7	5,500.00
" 29	7,200.00	" 8	7,500.00
" 30	7,200.00	" 9	7,000.00
" 31	7,000.00	" 10	5,400.00
		" 11	5,800.00
		" 12	5,500.00

SOUTH GOLF DOWNS SUBDIVISION.

Block 41, Lots	1	\$6,500.00	Block 50 Cont.		
"	2	5,000.00	Lots 15	\$4,800.00	
"	3	5,000.00	" 16	4,800.00	
"	4	7,200.00	" 17	4,700.00	
"	5	8,200.00	Block 51, Lots	1	7,000.00
"	6	5,000.00	"	2	5,600.00
"	7	5,000.00	"	3	5,400.00
"	8	7,000.00	"	4	x
Block 42, Lots	1	7,600.00	"	5	4,500.00
"	2	4,800.00	"	6	5,600.00
"	3	5,400.00	"	7	5,500.00
"	4	5,400.00	"	8	5,600.00
"	5	x	"	9	5,600.00
"	6	x	"	10	5,600.00
"	7	x	"	11	5,600.00
"	8	5,400.00	"	12	7,500.00
"	9	5,400.00	"	13	5,000.00
"	10	x	"	14	x
"	11	8,000.00	Block 52, Lots	1	4,200.00
"	12	6,000.00	"	2	x
"	13	6,000.00	"	3	x
"	14	6,000.00	"	4	5,000.00
"	15	6,000.00	"	5	5,000.00
"	16	6,200.00	"	6	5,500.00
"	17	6,200.00	"	7	5,400.00
"	18	6,000.00	"	8	5,400.00
Block 43, Lots	1	x	"	9	4,000.00
"	2	x	"	10	x
"	3	x	"	11	5,000.00
"	4	x	"	12	5,000.00
"	5	x	"	13	5,400.00
"	6	8,000.00	"	14	4,700.00
"	7	6,000.00	"	15	5,500.00
"	8	5,800.00	Block 53, Lots	1	6,700.00
"	9	x	"	2	5,000.00
"	10	9,000.00	"	3	5,000.00
"	11	5,400.00	"	4	5,000.00
"	12	x	"	5	6,200.00
"	13	x	"	6	6,000.00
"	14	6,000.00	"	7	5,400.00
"	15	6,000.00	"	8	5,400.00
"	16	8,000.00	"	9	5,400.00
Block 50, Lots	1	6,800.00	"	10	6,200.00
"	2	5,000.00	Block 54, Lots	1	5,200.00
"	3	4,500.00	"	2	4,000.00
"	4	8,700.00	"	3	4,500.00
"	5	6,400.00	"	4	4,600.00
"	6	6,300.00	"	5	6,100.00
"	7	x	"	6	7,000.00
"	8	6,000.00	"	7	4,500.00
"	9	6,000.00	"	8	4,500.00
"	10	6,000.00	"	9	6,000.00
"	11	8,500.00			
"	12	x			
"	13	4,700.00			
"	14	4,700.00			

SOUTH GOLF DOWNS SUBDIVISION.

Block 55, Lots	1	\$	x
"	2		x
"	3		x
"	4		x
"	5	4,800.00	
"	6	7,500.00	
"	7	5,000.00	
"	8	5,000.00	
"	9	5,000.00	
"	10	6,400.00	
"	11	4,800.00	
"	12		x

Block 56, Lots	1	\$	x
"	2	7,300.00	
"	3	6,000.00	
"	4	6,800.00	
"	5	7,500.00	
"	6	8,000.00	
"	7	8,000.00	
"	8	8,500.00	
"	9	7,500.00	
"	10	7,800.00	
"	11	8,500.00	
"	12	6,000.00	
"	13	6,700.00	
"	14	6,500.00	
"	15	6,000.00	

Block 57, Lots	1	\$	x
"	2	6,000.00	
"	3	6,500.00	
"	4	8,000.00	
"	5	6,500.00	
"	6	6,800.00	
"	7	7,500.00	
"	8	6,000.00	
"	9	6,000.00	
"	10	6,500.00	
"	11	7,000.00	
"	12	6,300.00	
"	13	6,000.00	
"	14	7,000.00	

Block 58, Lots	1	\$	x
"	2	7,200.00	
"	3	8,300.00	
"	4	8,500.00	
"	5	7,000.00	
"	6	6,600.00	
"	7		x
"	8	5,600.00	
"	9	5,900.00	
"	10		x
"	11	6,800.00	
"	12	7,000.00	

Block 59, Lot	1	\$	x
"	2	4,800.00	
"	3	4,500.00	
"	4	5,000.00	
"	5	4,300.00	
"	6	4,800.00	
"	7	5,000.00	
"	8	5,000.00	
"	9	4,800.00	
"	10	6,000.00	
"	11	5,200.00	
"	12	5,200.00	
"	13	6,500.00	
"	14	4,800.00	
"	15	5,200.00	
"	16	5,200.00	
"	17	5,200.00	
"	18		x

Block 60, Lot	1	\$	x
"	2	4,500.00	
"	3	4,600.00	
"	4	4,700.00	
"	5	5,300.00	
"	6	5,300.00	
"	7	5,500.00	
"	8		x
"	9	7,100.00	
"	10	5,300.00	
"	11	5,300.00	
"	12	5,300.00	
"	13	5,500.00	
"	14	5,200.00	
"	15		x

Block 73, Lot	1	\$	x
"	2		x
"	3		x
"	4	4,300.00	
"	5	4,300.00	
"	6	4,300.00	
"	7	4,300.00	
"	8	4,500.00	
"	9	4,600.00	
"	10		x
"	11	7,000.00	
"	12	5,500.00	
"	13	5,300.00	
"	14	5,200.00	
"	15	5,100.00	
"	16	5,000.00	
"	17		x
"	18		x
"	19		x
"	20		x

SOUTH GOLF DOWNS SUBDIVISION.

Block 74, Lot 1	\$5,000.00
" 2	6,000.00
" 3	4,300.00
" 4	4,800.00
" 5	4,300.00
" 6	5,800.00
" 7	9,000.00
" 8	5,200.00
" 9	4,300.00
" 10	4,000.00
" 11	6,000.00

Block 75, Lot 1	6,600.00
" 2	5,000.00
" 3	5,000.00
" 4	6,800.00
" 5	4,000.00
" 6	4,300.00
" 7	4,800.00
" 8	5,000.00
" 9	5,000.00
" 10	4,000.00
" 11	5,500.00
" 12	5,500.00
" 13	6,800.00
" 14	x
" 15	4,000.00
" 16	4,000.00
" 17	4,500.00

Block 76, Lot 1	5,200.00
" 2	5,000.00
" 3	5,400.00
" 4	5,000.00
" 5	x
" 6	5,500.00
" 7	4,500.00
" 8	x
" 9	x
" 10	x
" 11	x
" 12	6,000.00

Block 77, Lot 1	9,000.00
" 2	5,500.00
" 3	7,500.00
" 4	5,000.00
" 5	6,000.00
" 6	4,500.00

Block 78, Lot 1	8,500.00
" 2	5,000.00
" 3	x
" 4	x
" 5	x
" 6	5,000.00
" 7	8,400.00

Block 79, Lot 1	\$5,600.00
" 2	5,200.00
" 3	6,600.00
" 4	5,600.00
" 5	4,800.00
" 6	5,200.00
" 7	5,900.00
" 8	4,800.00
" 9	5,200.00
" 10	7,600.00

Block 80, Lot 1	4,800.00
" 2	5,500.00
" 3	6,000.00
" 4	4,000.00
" 5	4,400.00
" 6	4,600.00
" 7	5,200.00
" 8	5,000.00
" 9	6,000.00

Block 81, Lot 1	x
" 2	4,500.00
" 3	5,000.00
" 4	4,300.00
" 5	5,200.00
" 6	3,700.00
" 7	7,000.00
" 8	4,000.00
" 9	4,300.00
" 10	4,300.00
" 11	x

Block 82, Lot 1	6,000.00
" 2	5,000.00
" 3	x
" 4	4,000.00
" 5	4,200.00
" 6	4,500.00
" 7	4,400.00
" 8	6,200.00
" 9	6,000.00
" 10	5,000.00
" 11	4,500.00

Block 83, Lot 1	6,200.00
" 2	4,800.00
" 3	5,500.00
" 4	5,500.00
" 5	5,000.00
" 6	6,000.00
" 7	5,200.00
" 8	x
" 9	x
" 10	6,000.00
" 11	6,500.00
" 12	5,500.00
" 13	x
" 14	x

SOUTH GOLF DOWNS SUBDIVISION.

Block 84, Lot 1	\$	x	Block 87, Lot 6	\$6,500.00
" 2		x	" 7	x
" 3		x	" 8	x
" 4		x	" 9	x
" 5	4,300.00		" 10	4,000.00
" 6	4,000.00		" 11	x
" 7	4,000.00		Block 88, Lot 1	7,500.00
" 8	4,000.00		" 2	x
" 9	4,000.00		" 3	x
" 10	5,500.00		" 4	4,400.00
" 11	6,800.00		" 5	4,400.00
" 12	5,000.00		" 6	4,400.00
" 13	5,000.00		" 7	6,700.00
" 14	5,100.00		" 8	5,000.00
" 15	5,200.00		" 9	4,000.00
" 16	5,300.00		" 10	x
" 17	x		" 11	x
" 18	x		" 12	5,000.00
" 19	5,100.00		" 13	4,500.00
" 20	5,000.00		" 14	5,000.00
" 21	6,800.00		" 15	7,000.00
" 22	5,200.00		" 16	4,800.00
Block 85, Lot 1	7,000.00		" 17	5,000.00
" 2	3,800.00		Block 89, Lot 1	
" 3	4,000.00		" 2	5,000.00
" 4	4,200.00		" 3	4,500.00
" 5	4,800.00		" 4	5,800.00
" 6	3,300.00		" 5	5,500.00
" 7	3,600.00		" 6	4,300.00
" 8	4,400.00		" 7	4,600.00
" 9	5,000.00		" 8	4,000.00
" 10	4,800.00		" 9	6,700.00
" 11	4,400.00		" 10	7,500.00
" 12	x		" 11	4,500.00
Block 86, Lot 1	5,600.00		" 12	4,000.00
" 2	4,500.00		" 13	4,200.00
" 3	3,600.00		" 14	
" 4	4,500.00		Block 90, Lot 1	4,000.00
" 5	3,000.00		" 2	4,800.00
" 6	3,600.00		" 3	4,800.00
" 7	3,600.00		" 4	4,300.00
" 8	3,400.00		" 5	4,200.00
" 9	3,200.00		" 6	6,000.00
" 10	5,700.00		" 7	4,000.00
" 11	5,600.00		" 8	4,000.00
" 12	6,200.00		" 9	4,000.00
" 13	4,800.00		" 10	4,000.00
Block 87, Lot 1	x		" 11	6,000.00
" 2	4,500.00		Block 91, Lot 1	5,000.00
" 3	4,900.00		" 2	4,000.00
" 4	x		" 3	4,300.00
" 5	x		" 4	5,200.00
			" 5	5,000.00
			" 6	4,700.00
			" 7	4,500.00

SOUTH GOLF DOWNS SUBDIVISION.

Block 91, Lot	8	\$4,300.00
"	9	6,000.00
"	10	4,300.00
"	11	5,300.00
"	12	4,000.00
"	13	3,800.00
"	14	4,500.00
"	15	4,000.00
"	16	

Block 92, Lot	1	5,600.00
"	2	4,500.00
"	3	4,200.00
"	4	x
"	5	x
"	6	4,000.00
"	7	x
"	8	x
"	9	3,600.00
"	10	4,800.00
"	11	x
"	12	4,000.00
"	13	4,000.00
"	14	4,500.00
"	15	6,000.00
"	16	4,700.00

September 15, 1926.

PRICE LIST
WEST LAKE SUBDIVISION

(Subject to change without notice.)

Block 150, Lot 1	\$7,000.00	Block 152, Lot 9	\$4,500.00
" 2	6,500.00	(Contd.) " 10	4,500.00
" 3	6,800.00	" 11	7,000.00
" 4	4,500.00	" 12	5,000.00
" 5	6,800.00	" 13	x
Block 150-A, Lot 1	5,600.00	" 14	x
" 2	4,000.00	" 15	x
" 3	4,000.00	" 16	x
" 4	5,700.00	" 17	x
" 5	4,000.00	Block 153, Lot 1	5,500.00
" 6	6,800.00	" 2	4,000.00
" 7	3,600.00	" 3	4,000.00
" 8	4,000.00	" 4	4,000.00
" 9	4,000.00	" 5	4,000.00
" 10	5,600.00	" 6	4,000.00
Block 151, Lot 1	6,000.00	" 7	5,500.00
" 2	3,800.00	" 8	4,000.00
" 3	4,300.00	" 9	6,000.00
" 4	x	" 10	4,000.00
" 5 & 6	9,000.00	" 11	4,000.00
" 7	4,500.00	" 12	4,000.00
" 8	4,500.00	" 13	4,000.00
" 9	4,500.00	" 14	4,000.00
" 10	6,000.00	" 15	4,000.00
" 11	4,000.00	" 16	5,500.00
" 12	4,300.00	Block 154, Lot 1	6,000.00
" 13	3,600.00	" 2	5,700.00
" 14	7,200.00	" 3	5,700.00
Block 151-A, Lot 1	6,800.00	" 4	5,700.00
" 2	4,300.00	" 5	7,600.00
" 3	4,300.00	" 6	5,700.00
" 4	7,500.00	" 7	4,000.00
" 5	4,700.00	" 8	4,000.00
" 6	4,700.00	" 9	4,000.00
" 7	7,000.00	" 10	4,000.00
" 8	4,500.00	" 11	5,800.00
" 9	4,500.00	Block 156, Lot 1	8,000.00
" 10	7,000.00	" 2	5,700.00
" 11	4,700.00	" 3	5,700.00
" 12	4,700.00	" 4	5,700.00
Block 152, Lot 1	x	" 5	8,600.00
" 2	x	" 6	4,500.00
" 3	x	" 7	4,300.00
" 4	x	" 8	4,000.00
" 5	x	" 9	5,500.00
" 6	5,000.00	" 10	4,000.00
" 7	5,000.00	" 11	5,500.00
" 8	6,000.00	" 12	4,000.00
		" 13	4,000.00
		" 14	4,500.00

Block 157, Lot 1	\$4,200.00
" 2	4,000.00
" 3	4,100.00
" 4	4,000.00
" 5	4,000.00
" 6	5,500.00
" 7	4,400.00
" 8	4,200.00
" 9	4,000.00
" 10	5,000.00
" 11	4,200.00
" 12	4,000.00
" 13	3,800.00
" 14	5,800.00

Block 158, Lot 1	7,500.00
" 2	5,900.00
" 3	5,900.00
" 4	5,900.00
" 5	5,800.00
" 6	5,700.00
" 7	10,000.00
" 8	6,200.00
" 9	4,000.00
" 10	4,000.00
" 11	4,400.00
" 12	4,600.00
" 13	5,000.00
" 14	4,000.00

Block 159, Lot 1	8,000.00
" 2	5,700.00
" 3	5,700.00
" 4	5,700.00
" 5	7,300.00
" 6	4,500.00
" 7	4,300.00
" 8	4,300.00
" 9	4,700.00
" 10	6,500.00
" 11	4,000.00
" 12	5,400.00
" 13	4,600.00
" 14	4,500.00
" 15	4,700.00
" 16	4,000.00
" 17	5,700.00

Block 160, Lot 1	6,000.00
" 2	4,300.00
" 3	4,800.00
" 4	4,200.00
" 5	5,300.00
" 6	5,700.00
" 7	4,000.00
" 8	5,000.00
" 9	5,000.00
" 10	4,000.00
" 11	7,000.00

Block 161, Lot 1	\$4,000.00
" 2	4,000.00
" 3	4,500.00
" 4	8,200.00
" 5	5,700.00
" 6	5,700.00
" 7	5,700.00
" 8	8,300.00
" 9	6,500.00
" 10	4,700.00
" 11	4,200.00
" 12	4,200.00
" 13	5,700.00
" 14	4,000.00
" 15	6,700.00

Block 162, Lot 1	5,000.00
" 2	x
" 3	4,500.00
" 4	6,800.00
" 5	5,700.00
" 6	9,500.00
" 7	4,500.00
" 8	4,000.00
" 9	4,000.00
" 10	6,200.00
" 11	4,500.00
" 12	4,300.00
" 13	6,000.00

Block 163, Lot 1	9,000.00
" 2	6,000.00
" 3	5,500.00
" 4	8,300.00
" 5	5,700.00
" 6	7,000.00
" 7	6,400.00
" 8	6,000.00
" 9	5,800.00
" 10	4,500.00
" 11	4,500.00
" 12	6,200.00

Block 191, Lot 1	6,400.00
" 2	4,700.00
" 3	x
" 4	x
" 5	5,000.00
" 6	5,000.00
" 7	6,300.00
" 8	4,500.00
" 9	4,500.00
" 10	5,000.00
" 11	5,000.00

West Lake Subdivision.
 (Prices subject to change without notice.)

September 15, 1926.

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Block 192, Lot 1	\$6,200.00
" 2	4,300.00
" 3	4,300.00
" 4	6,200.00
" 5	4,700.00
" 6	4,700.00
" 7	4,700.00
" 8	4,600.00
" 9	5,300.00
" 10	7,000.00
" 11	5,300.00
" 12	5,000.00
" 13	4,700.00
" 14	4,800.00
" 15	4,800.00
" 16	5,000.00
" 17	6,700.00

Block 193, Lot 1	6,200.00
" 2	4,000.00
" 3	x
" 4	x
" 5	6,000.00
" 6	4,800.00
" 7	x
" 8	x
" 9	5,000.00
" 10	4,000.00
" 11	3,500.00

Block 194, Lot 1	3,300.00
" 2	4,000.00
" 3	4,300.00
" 4	4,100.00
" 5	5,800.00
" 6	6,000.00
" 7	4,700.00
" 8	4,000.00
" 9	4,000.00
" 10	4,000.00
" 11	4,000.00
" 12	5,400.00

Block 195, Lot 1	5,500.00
" 2	4,000.00
" 3	4,000.00
" 4	4,000.00
" 5	4,000.00
" 6	6,000.00
" 7	3,500.00
" 8	3,600.00
" 9	5,000.00
" 10	4,000.00
" 11	5,600.00

Block 196, Lot 1	\$5,800.00
" 2	4,200.00
" 3	4,200.00
" 4	4,200.00
" 5	7,000.00
" 6	7,000.00
" 7	4,200.00
" 8	4,200.00
" 9	4,200.00
" 10	4,200.00
" 11	4,200.00
" 12	6,000.00

Block 197, Lot 1	5,000.00
" 2	3,800.00
" 3	4,000.00
" 4	4,500.00
" 5	6,500.00
" 6	4,800.00
" 7	6,500.00
" 8	4,200.00
" 9	4,000.00
" 10	3,800.00
" 11	8,000.00

Block 198, Lot 1	5,700.00
" 2	4,100.00
" 3	4,000.00
" 4	4,000.00
" 5	5,500.00
" 6	6,000.00
" 7	4,000.00
" 8	4,000.00
" 9	4,000.00
" 10	4,000.00
" 11	5,000.00
" 12	9,000.00
" 13	4,800.00

Block 199, Lot 1	9,000.00
" 2	4,300.00
" 3	4,300.00
" 4	4,300.00
" 5	4,300.00
" 6	5,500.00
" 7	4,000.00
" 8	3,800.00
" 9	8,000.00
" 10	4,100.00
" 11	4,300.00
" 12	4,300.00
" 13	4,500.00
" 14	8,000.00

West Lake Subdivision.
(Prices subject to change without notice.)

September 15, 1926. 4.

Block 204, Lot 1	\$5,000.00
" 2	4,900.00
" 3	4,300.00
" 4	4,300.00
" 5	4,500.00
" 6	4,500.00
" 7	5,000.00
" 8	6,000.00
" 9	4,300.00
" 10	4,000.00
" 11	4,900.00
" 12	4,300.00
" 13	5,000.00
" 14	4,300.00
" 15	6,800.00

PRICE LIST.

FORT POND BUSINESS SECTION.

Block 1, Lots 1 & 2	\$13,200.00	Block 4, Lots 1 & 2	\$14,000.00
" 3	5,000.00	" 3	6,000.00
" 4	5,000.00	" 4	6,000.00
" 5	5,000.00	" 5	6,000.00
" 6	5,000.00	" 6	6,000.00
" 7	5,000.00	" 7	6,000.00
" 8	5,000.00	" 8	6,000.00
" 9 & 10	13,200.00	" 9	6,000.00
" 11 & 12	18,500.00	" 10	6,000.00
" 13	7,800.00	" 11 & 12	14,000.00
" 14	7,800.00	" 13 & 14	12,000.00
" 15	7,800.00	" 15	5,200.00
" 16	7,800.00	" 16	5,200.00
" 17	7,800.00	" 17	5,200.00
" 18	7,800.00	" 18	5,200.00
" 19 & 20	18,500.00	" 19	5,200.00
		" 20	5,200.00
Block 2, Lots 1 & 2	16,000.00	" 21	5,200.00
" 3	6,300.00	" 22	5,200.00
" 4	6,200.00	" 23 & 24	12,000.00
" 5	6,100.00		
" 6	6,000.00	Block 5, Lots 1 & 2	\$13,200.00
" 7	6,000.00	" 3	5,000.00
" 8	6,000.00	" 4	5,000.00
" 9	6,000.00	" 5	5,000.00
" 10 & 11	14,000.00	" 6	5,000.00
" 12 & 13	12,000.00	" 7	5,000.00
" 14	5,400.00	" 8	5,000.00
" 15	5,400.00	" 9	5,000.00
" 16	5,400.00	" 10	5,000.00
" 17	5,500.00	" 11 & 12	13,200.00
" 18	5,500.00	" 13 & 14	18,500.00
" 19	5,500.00	" 15	7,800.00
" 20 & 21	14,500.00	" 16	7,800.00
		" 17	7,800.00
Block 3, Lots 1 & 2	\$13,200.00	" 18	7,800.00
" 3	5,000.00	" 19	7,800.00
" 4	5,000.00	" 20	7,800.00
" 5	5,000.00	" 21	7,800.00
" 6	5,000.00	" 22	7,800.00
" 7	5,000.00	" 23 & 24	18,500.00
" 8	5,000.00		
" 9	5,000.00	Block 5A, Lots 25 & 26	\$15,000.00
" 10	5,000.00	" 27	6,000.00
" 11 & 12	13,200.00	" 28	6,000.00
" 13 & 14	18,500.00	" 29	6,000.00
" 15	7,800.00	" 30	6,000.00
" 16	7,800.00	" 31	6,100.00
" 17	7,800.00	" 32	6,100.00
" 18	7,800.00	" 33	6,200.00
" 19	7,800.00	" 34	6,200.00
" 20	7,800.00	" 35 & 36	15,000.00
" 21	7,800.00		
" 22	7,800.00		
" 23 & 24	18,500.00		

Block 5A, Lots 37 & 38	\$13,500.00
" 39	5,700.00
" 40	5,700.00
" 41	5,800.00
" 42	5,800.00
" 43	5,500.00
" 44	5,400.00
" 45	5,400.00
" 46	5,400.00
" 47 & 48	13,000.00

Block 6, Lots 1 & 2	\$15,200.00
" 3	8,100.00
" 4	8,000.00
" 5	8,000.00
" 6	8,000.00
" 7	8,000.00
" 8	8,000.00
" 9	8,000.00
" 10 & 11	15,000.00
" 12 & 13	19,000.00
" 14	8,000.00
" 15	8,000.00
" 16	8,000.00
" 17	8,000.00
" 18	8,000.00
" 19	8,000.00
" 20	8,000.00
" 21 & 22	18,500.00

Block 7, Lots 1 & 2	15,000.00
" 3	6,000.00
" 4	5,800.00
" 5	5,700.00
" 6	5,800.00
" 7	5,500.00
" 8	5,500.00
" 9	5,500.00
" 10 & 11	13,700.00
" 12 & 13	13,200.00
" 14	5,300.00
" 15	5,300.00
" 16	5,300.00
" 17	5,300.00
" 18	5,300.00
" 19	5,300.00
" 20	5,400.00
" 21 & 22	13,500.00

Block 8 - RESERVED

Block 9, Lots 1 & 2	\$12,000.00
" 3	4,800.00
" 4	4,800.00
" 5	4,200.00
" 6	4,800.00
" 7	4,800.00
" 8	4,800.00
" 9	4,800.00
" 10 & 11	12,000.00
" 12 & 13	15,000.00
" 14	8,000.00
" 15	8,500.00
" 16	8,500.00
" 17	8,500.00
" 18	8,500.00
" 19	8,500.00
" 20	8,500.00
" 21 & 22	17,000.00

Block 10, Lots 1 & 2	\$12,000.00
" 3	4,800.00
" 4	4,800.00
" 5	4,800.00
" 6	4,800.00
" 7	4,800.00
" 8	4,800.00
" 9	4,800.00
" 10 & 11	11,500.00
" 12 & 13	11,000.00
" 14	4,800.00
" 15	4,800.00
" 16	4,800.00
" 17	4,800.00
" 18	4,800.00
" 19	4,800.00
" 20	4,800.00
" 21 & 22	12,000.00

Block 10A, Lots 23 & 24	15,700.00
" 25	6,300.00
" 26	6,300.00
" 27	6,300.00
" 28	6,300.00
" 29	6,300.00
" 30	6,300.00
" 31	6,400.00
" 32	6,600.00
" 33 & 34	18,000.00
" 35 & 36	25,000.00
" 37	8,500.00
" 38	8,500.00
" 39	8,400.00
" 40	8,400.00
" 41	8,400.00
" 42	8,400.00
" 43	8,400.00
" 44	8,400.00
" 45 & 46	20,000.00

Block 11, Lots	Block 14, Lots
1 & 2 \$13,700.00	1 & 2 \$9,000.00
" 3 5,500.00	" 3 4,800.00
" 4 5,500.00	" 4 4,800.00
" 5 5,500.00	" 5 4,800.00
" 6 5,500.00	" 6 4,800.00
" 7 5,500.00	" 7 4,800.00
" 8 5,500.00	" 8 4,800.00
" 9 5,800.00	" 9 4,800.00
" 10 6,000.00	" 10 4,800.00
" 11 & 12 17,000.00	" 11 & 12 10,000.00
" 13 & 14 14,500.00	" 13 & 14 15,000.00
" 15 5,800.00	" 15 6,000.00
" 16 5,800.00	" 16 6,000.00
" 17 5,300.00	" 17 6,000.00
" 18 5,300.00	" 18 6,000.00
" 19 5,300.00	" 19 5,500.00
" 20 5,300.00	" 20 5,500.00
" 21 5,300.00	" 21 5,500.00
" 22 5,300.00	" 22 5,500.00
" 23 & 24 13,200.00	" 23 & 24 9,500.00

Block 12, Lots	Block 15, Lots
1 & 2 \$17,500.00	1 & 2 \$10,000.00
" 3 6,800.00	" 3 4,700.00
" 4 7,000.00	" 4 4,700.00
" 5 7,000.00	" 5 4,700.00
" 6 7,000.00	" 6 4,700.00
" 7 & 8 25,000.00	" 7 4,700.00
" 9 8,500.00	" 8 & 9 11,000.00
" 10 8,500.00	" 10 & 11 13,500.00
" 11 8,500.00	" 12 5,000.00
" 12 20,000.00	" 13 5,000.00
" 13 6,700.00	" 14 5,000.00
" 14 6,000.00	" 15 5,000.00
" 15 6,200.00	" 16 5,000.00
" 16 6,200.00	" 17 & 18 15,000.00
" 17 6,000.00	
" 18 5,800.00	
" 19 5,600.00	
" 20 5,600.00	
" 21 & 22 12,500.00	

Block 13, Lots	Block 16, Lots
1 & 2 \$11,000.00	1 & 2 \$10,000.00
" 3 5,500.00	" 3 5,200.00
" 4 6,000.00	" 4 5,200.00
" 5 & 6 20,000.00	" 5 5,000.00
" 7 7,800.00	" 6 5,000.00
" 8 8,000.00	" 7 5,000.00
" 9 & 10 22,000.00	" 8 & 9 12,000.00
" 11 7,000.00	" 10 & 11 17,000.00
" 12 7,000.00	" 12 6,500.00
" 13 7,000.00	" 13 6,500.00
" 14 & 15 14,000.00	" 14 6,500.00
	" 15 6,500.00
	" 16 6,500.00
	" 17 & 18 20,000.00
	" 19 8,300.00
	" 20 15,000.00

Con -

November 15, 1926 (4)

Block 17, Lots 1	\$15,000.00
" 2	6,000.00
" 3	6,000.00
" 4	6,000.00
" 5 & 6	15,000.00
" 7 & 8	12,000.00
" 9	4,800.00
" 10	4,800.00
" 11	4,800.00
" 12	12,000.00

Block 18, Lots 1	\$23,000.00
" 2	7,500.00
" 3	7,500.00
" 4 & 5	17,500.00
" 6	5,500.00
" 7	5,300.00
" 8	5,100.00
" 9	5,000.00
" 10	4,900.00
" 11 & 12	12,200.00
" 13 & 14	13,000.00
" 15	5,200.00
" 16	5,200.00
" 17	5,300.00
" 18	5,300.00
" 19	6,000.00
" 20	6,200.00
" 21	5,500.00
" 22	5,000.00

Block 19, Lots 1 & 2	\$15,000.00
" 3	5,500.00
" 4	5,500.00
" 5	5,400.00
" 6	5,400.00
" 7	5,300.00
" 8	5,300.00
" 9	5,200.00
" 10	5,200.00
" 11 & 12	13,000.00
" 13 & 14	12,500.00
" 15	5,000.00
" 16	5,000.00
" 17	5,000.00
" 18	5,000.00
" 19	5,200.00
" 20	5,200.00
" 21	5,400.00
" 22	5,400.00
" 23 & 24	15,000.00

Block 20, Lots 1 & 2	\$17,000.00
" 3	5,200.00
" 4	5,100.00
" 5	4,700.00
" 6	4,700.00
" 7	4,500.00
" 8	4,500.00
" 9	4,500.00
" 10	4,500.00
" 11 & 12	13,700.00
" 13 & 14	18,000.00
" 15	8,200.00
" 16	8,200.00
" 17	8,200.00
" 18	8,200.00
" 19	8,300.00
" 20	8,400.00
" 21	8,500.00
" 22	8,500.00
" 23 & 24	22,000.00

Block 20A, Lots 25&26	\$13,000.00
" 27	4,500.00
" 28	4,500.00
" 29	4,500.00
" 30	4,500.00
" 31 & 32	13,000.00
" 33 & 34	17,000.00
" 35	7,500.00
" 36	7,500.00
" 37	7,500.00
" 28	7,500.00
" 39 & 40	17,000.00

Block 21, Lots 1 & 2	\$12,500.00
" 3	5,000.00
" 4	5,000.00
" 5	5,000.00
" 6	5,000.00
" 7 & 8	12,500.00
" 9 & 10	12,000.00
" 11	4,800.00
" 12	4,800.00
" 13	4,800.00
" 14	4,800.00
" 15 & 16	12,000.00

Block 22, Lots 1 & 2	\$11,500.00
" 3	4,600.00
" 4	4,600.00
" 5	4,600.00
" 6	4,600.00
" 7 & 8	11,500.00
" 9 & 10	12,500.00

Block 22, Lots	11	\$ 5,000.00
"	12	5,000.00
"	13	5,000.00
"	14	5,000.00
"	15 & 16	12,500.00

Block 22A, Lots	17 & 18	\$16,000.00
"	19	6,000.00
"	20	6,000.00
"	21	6,000.00
"	22 & 23	15,000.00
"	24 & 25	12,000.00
"	26	4,800.00
"	27	4,800.00
"	28	4,800.00
"	29 & 30	12,000.00

Block 23, Lots	1 & 2	\$10,000.00
"	3	5,000.00
"	4	5,000.00
"	5	5,000.00
"	6	5,000.00
"	7 & 8	12,500.00
"	9 & 10	16,000.00
"	11	6,000.00
"	12	6,000.00
"	13	6,000.00
"	14	6,000.00
"	15 & 16	18,000.00

Block 23A, Lots	17 & 18	9,500.00
"	19	4,700.00
"	20	4,700.00
"	21	4,700.00
"	22	4,700.00
"	23	4,700.00
"	24 & 25	10,000.00
"	26 & 27	10,000.00
"	28	4,800.00
"	29	4,800.00
"	30	4,800.00
"	31	4,800.00
"	32 & 33	13,500.00

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

HECKSHER BUILDING
NEW YORK

October 22, 1926.

Mr. Carl G. Fisher,
Port Washington,
New York.

Re STATE PARK

My dear Mr. Fisher:

By reason of the rather large number of persons present at lunch yesterday I did not go into any detail in reply to your question concerning this matter.

I appreciate and share your desire to bring the matter to a conclusion. On the other hand the problem has many facets. There is, unquestionably, great uncertainty as to the Park Commission sustaining its entry. Until this is sustained their claim for consideration rests only on:

- 1 - A possibility of their acquiring the land of the Bensons, and
- 2 - Their ownership of the Brown 14 acres with the appurtenant right to the common use of the "Reservations."

Even though their entry be sustained the price to be paid the Bensons must be fixed by the court, and it is my view that a price of \$500 per acre will be fixed, in which event I doubt seriously if the Park Commission will be able or willing to go on with their project.

Until the court proceedings are terminated, either by litigation or compromise with the Bensons, and the interest of the Bensons is clearly established, it is clear that we would be unsafe in conducting any negotiations with the Park Commission, save with the cooperation of the Bensons. Furthermore, it seems to me that we are morally obligated to continue our cooperation with the Bensons until the termination of this litigation. Therefore, as you know, we joined with them in making the suggestion that we would donate two hundred acres on the west line of the Benson property. So far this suggestion - made indirectly to Moses - has only met with the response that he is determined to establish a park on the eastern end of the Island, even though its boundaries are confined to the 14 acres acquired from Brown.

It may become necessary to make a trade with the Park Commission which permits them to locate a small park on the east end of the Island by reason of their ownership of the Brown parcel with its appurtenant rights in the "Reservation" areas. Of course any trade must embrace a surrender of their rights in the "Reservation" areas and should be on the basis of a lease, even though a ninety-nine year renewable lease, with appropriate covenants in the lease restricting the Park Commission's use of the property. I do not yet see how we could enforce any promise Moses makes with respect to this area after he acquires title to same from the Bensons. Assuming he would fulfill his promise as a moral obligation during his tenure of office, we must, of course, realize that this tenure is limited and subject to termination upon many contingencies. We should also get, of course, some cooperation in highway construction.

I have talked with Walter about the renewal of negotiations looking to an adjustment of the matter, and as soon as George Hite returns from Europe (about November 1) and Walter returns from Florida, the three of us will go over the matter, report to you any plan we agree upon and with your approval will undertake to put the same into effect. I believe that we have finally hit on an individual who will make a most excellent go-between and whose name I will give you the next time I see you.

With warm regards always,

Faithfully yours,



HUGH W. DAVIS.

HWD/ENF

October 25, 1926

Mr. Hugh W. Davis
Montauk Development Corp.
Heckscher Building
New York

Dear Hugh:

Have you made any steps yet to ascertain control into Lake Montauk. The Lake will soon be open and if there is any possibility of argument, we can claim the entrance until the argument is settled.

We want to be able to control the Lake and entrance, and I think since it is owned by ourselves and surrounded by us, we should be able to control the entrance and anchorage.

I do not want to make any agreement with the State Park Commission, I just want to know what is going on. I am particularly interested, however, in knowing what hopes we have of continuing the good road from South Hampton to our property line. If necessary, our tractors and graders will cooperate and do our share of work on the State Highway, so we can have a good road in the Spring.

Made a fine deal with Coffin yesterday; details when I see you.

Yours,

CGF:JD

Montauk

October 26, 1926

Mr. George Le Boutilier
Vice President L. I. Ry.
Penna. Station, N. Y.

Dear Mr. Le Boutilier:

Regarding the railroad depot at Montauk, would it be possible for you to build another one for us say about six hundred yards east of the present location so we can be further away from the Fishing Village for the present. It will be some time before we can get in and straighten out this village or offer them better houses. I think in time the depot will be most valuable to you and ourselves.

The present depot can be maintained for whatever purpose you desire, but it would assist us greatly if you would make some repairs on it and have it thoroughly painted.

Yours,

OGF:JD

October 26th, 1926.

202 THORN STREET,
SEWICKLEY, PENNSYLVANIA

Mr. Charles C. Grant,
Flatiron Building,
New York City.

Dear Sir :

Mr. Carl G. Fisher of Miami Beach, Florida, and Fort Washington, Long Island, who is now developing Montauk Point, has asked me, as a personal friend, to oversee the erection and organization of a Community Church at the last named place.

Last Summer I saw the Church at Williamstown, Massachusetts, and secured your name as the architect of same. I submitted a postcard picture of it to Mr. Fisher as the type I favored for Montauk. He now writes - "Do you know where you can get a plan of this Church, the number of cubic feet in same and an estimate of the cost?" I am writing him that I am getting in touch with you as the architect, hoping to secure preliminary plans and estimates.

The Church is to be erected by the Montauk Corporation, for the use of all faiths. Hence it must be of a convertible nature, with chancel and two vestries, one on either side. The plan is to build an auditorium to seat approximately five hundred (500) people, with basement sufficient to take care of furnace.

Will you consider the duplication of the Williamstown Church, so far as the exterior is concerned, arranging the interior along the lines suggested above?

DMW

Are you willing to submit tentative plans with estimates, as desired by Mr. Fisher?

I shall be glad to hear from you at your earliest convenience.

For reference, I am Minister of the Presbyterian Church, Sewickley, Pennsylvania.

I shall also be glad to see you by appointment if desirable.

Respectfully yours,

UDO:R

Owen D. Odell

26
Oct. 26th, 198.

208 THORN STREET,
SEWICKLEY, PENNSYLVANIA

Mantall

Mr. Carl G. Fisher,
Fort Washington,
Long Island.

Dear Carl :

Thanks for the letter about the Church. I have written the architect of the Williamstown Church, Charles C. Grant, Flatiron Building, New York, asking him to submit tentative plan and estimate. He may ring you for reference as he doesn't know me from Gene Tunney.

As for Directors : we can't appoint them until we know who will live down there next year. That can be handled a little later.

Thanks for the good invitations. Would we could accept them all - but we'll do our best.

Yours - *Owen*

Enjoyed seeing the snapshots Margaret sent. Hope her father is much better now and that she is no longer worried about him.

O.

C O P Y

October 27, 1926.

Mr. Owen D. Odell,
205 Thorn Street,
Sewickley, Pa.

Dear Sir :

I have received your letter of October 26th, and in reply will say that I will be pleased to submit preliminary plans and estimate for the church at Montauk Point, L.I., mentioned in your letter.

The church at Williamstown seats only about three hundred, but we have just completed the First Congregational Church at Norwalk, Conn., a building of the same type with five hundred sittings.

It would be well to meet with you to discuss your problem, and to show you work we have done. If you will advise me when you are to be in New York, I will arrange to be in my office.

Yours very truly,

(signed) Charles C. Grant.

October 28th, 1926.

MRS. OWEN DAVIES ODELL
202 THORN STREET
SEWICKLEY, PENNSYLVANIA

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

Dear Carl :

I have just received a reply
from the Church architect, Charles C.
Grant, copy of which I attach hereto.

I now plan on running over
to New York for a day - Monday or Tuesday
next - in order to get some figures from
him. He may possibly have plans that
will be just what we want with very little
change necessary.

Yours -

Owen

Remark

November 9, 1926

Mr. C. F. Redden
Metropolitan Club
Fifth Ave. & Sixtieth St.
New York

My dear Mr. Redden:

I received the book from Mr. Flint the other day, and I can not wait to start it. We are quite busy now getting things ready to go away and this is my reason for the delay in answering your letter. I am going to write Mr. Flint a little note and I wish you would write him and thank him, for fear this letter I am writing will not reach him.

Just for your information, L'Ecluse sold a "bump" just in back of the lot I bought and on the east side of the Lake, consisting of six acres for \$60,000, and a fine house will be built here in the Spring. Individual sales closed in the office for the week amounted to \$82,000. We have already established a price on business property with an average of better than \$65,000 an acre and on residential property of better than \$10,000 per acre.

Coffin spoke to me about having you represent us in Detroit, and also his property. You can use his office if you cut down on the overhead. I am satisfied that you can make a better commission at Detroit than salary. You may call on dozens of people this winter who will not want to close until they see the property, and as it is not a very pleasant time of the year to see the property, they can look at catalogues and have in mind that these investments grow as the long winter days with snow and ice etc. go by so that it will be very easy for you to pick up a lot of these prospects in the Spring.

We are very agreeable surprised at the progress we are making without any expense in advertising and with only three salesmen actively on the job. A great many salesmen are lining up prospects for the Spring but are not doing any thing at this time. We do not expect to do any advertising until after we have passed the million dollar mark in sales. I believe we will reach this figure in the next sixty days.

Mr. C. F. Redden

- 2 -

November 9, 1926

I expect to leave here Friday or Saturday for Charleston and then I will catch the boat and go down to Sapele Island. I am sending the boat today to Charleston. If you want to meet the boat at Charleston and come down with us, we would be very glad to have you. We will probably spend a night on the boat and expect to leave Sunday morning for Miami Beach.

I am sending the letter to Mr. Flint addressed to you, as I do not know his address.

Yours,

CGF:JD

P. S. In addition to the sales, we have made several very fine leases for oil stations, lumber yards, coal yards, block stations, garages etc., all of course with the option of buying, and by making these leases we have given the leasee an opportunity to use all his money in actual building progress and a chance to pay it on his property.

C. G. F.

MEMO TO Mr. C. G. Fisher

DATE November 17, 1926.

FROM Mr. H. W. Davis

SUBJECT Private roads

Montauk

I have your notes on my memo addressed to Mr. Kohlhepp under date of November 10. I am advising Mr. Kohlhepp to act on the following interpretation of your notes:

- (a) On or about November 15 of each year we shall close up for one day, with watchman and chain, all arteries leading from the Montauk Highway and any other public road connecting with our holdings.
- (b) We will continue to preserve all roads, except streets in business districts, as private roads, and will not invite or permit public authorities to maintain the same by the use of road equipment, labor or otherwise.
- (c) We will post at the entrance of each of our roads leading from the existing public highways, a sign as follows: "Private road - Montauk Beach Development Corporation."

HUGH W. DAVIS
[Signature]

HWD/EVF

Montauk
November 19,
1926.

Mr. E. C. Romfh,
Miami, Florida.

Dear Ed:

Have been trying to get you on the phone but you seem to be a very busy fellow these days. I brought one of our heavy stockholders in Montauk down and he is going to be here a few days with me. We have a very nice loan on the fire up in New York, which I want to talk to you about.

We are certainly doing some good work in our pre-development sales. We have definitely established new price for business property \$70,000 an acre and price for residence property \$10,000 an acre and we are making some very nice sales to some very nice people, such as Mr. Coffin of the Hudson Company and Mr. Le Boutilier of the Long Island Railroad and others of that stamp.

Yours,

November 12, 1926.

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

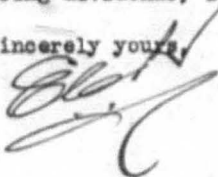
Dear Carl:

Someone sent me a page ad from the New York Times of Sunday, October 24th, with profuse illustrations of the development work going on at Montauk Point.

I must say that the line you are handing the innocent public is a good one. For some reason or other it recalls to my mind the story of the farmer who was trying to convince a prospective purchaser that the cow he had for sale was a good one. When asked how much milk she gave, he replied, "Hell, I don't know how much milk she will give, but if she's got any milk, she'll give it to you."

With kindest personal regards and best wishes for ever-increasing dividends, I am,

Sincerely yours,



ROBERT L. BACON
187 District New York

COMMITTEES
MERCHANT MARINE AND FISHERIES
BANKING LAWS
BANKING INSURANCE
NATIONALITY AND NATURALIZATION
INDUSTRIAL AFFAIRS
PHILIPPINES
GENERAL
LIBRARY

Congress of the United States
House of Representatives
Washington, D. C.

December 8, 1926.

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

My dear Carl:

Some of my fishermen friends who live in Montauk Village seem to be disquieted as to the future of this fishing village. Some one has told me that you do not intend to move anybody away within five years.

I would appreciate it greatly if you could let me know what plans you may have for the Montauk fishing village, if any. Is it your plan to leave the fishing village where it is, to re-locate it, or to abolish it entirely? I should like to be able to answer inquiries I am getting; therefore, let me know what I can quote and what I must keep confidential.

I went over to Port Washington to see you but I missed you by a day. You had just left for the South.

With kindest regards,

Sincerely yours,

Robert L. Bacon

←

←

December 6, 1926

Marshall
born

Men. Robert L. Bacon
House of Representatives
Washington, D. C.

My dear Bob:

I have yours of the 3rd.

I have no idea of moving the Fishing Village; at least not for some time. I have a man hired at two hundred dollars a month to go around and tell the people this and he has been doing this for the last six months. All we expect of the Fishing Village is their co-operation in cleaning the place up. We consider the fishermen there are quite useful to the future of Montauk, as they supply sea food and give us one or two cases of first class scotch that has not been doctored. Eventually we may want to move the village a short distance from the present location, and then we can sell individual lots at low prices, and to those who do not want to buy a lot, we can build some small houses and rent them at very reasonable prices. In the mean time, if the fishermen want to keep their present place, all we want of them is to keep their yard clean, and they will have our co-operation.

Sorry I missed you at Fort Washington. Wish you could run down some time this winter. Things are going great and the place is nearly all cleaned up.

We are doing fine at Montauk. We have sold over eight hundred thousand dollars worth of property without any attempt to force a sale. We want to pass the million dollar mark before we offer our property to the public in the Spring. We have some very interesting names to announce as purchasers who will build some handsome homes at Montauk. I am glad you are interested in a location out there. It ought to make you some real money.

Yours,

CGF:JD

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

HECKSNER BUILDING
NEW YORK

December 11, 1926.

TO ALL STOCKHOLDERS:

Last week's sales amounted to \$97,500.00, one of which was six and six tenths acres at \$60,000.00 for a fine residential site. This was sold to Mr. Fordham C. Mahony. Mr. Mahony selected a beautiful hill top adjoining a part of Mr. Fisher's residential site. Mr. Mahony also expects to build a very handsome home immediately.

It is particularly interesting to notice the great activity of sales at Montauk among purchasers from New York and all parts of Long Island, regardless of the fact that we have not yet advertised our property for sale. We expect to pass the million dollar mark some time in January, after which we will prepare advertisements for Montauk to appear some time in February or the first part of March.

We do not want many visitors at Montauk until our hotel is completed and we have accommodations for them.

CGF:JD


C. G. FISHER

Montauk

December 13, 1926

Mr. Albert Champion
A C Spark Plug Company
Flint, Michigan

Dear Albert:

I have yours of the tenth regarding Barney. I don't think Barney would do very much here this winter. Things are quite slow, except in case of bargains, and a lot of bargains are being offered. Our own companies are sitting tight and trying to let our early transactions in houses and lots make sales wherever possible.

Barney might do very well at Montauk. We have wonderful property there to sell and almost everybody is interested in it, and next Spring we will have so many better facilities to show the property to the people, that the sales will be very heavy. As you know, no salesman is getting a salary in our organization now. They all work for commission only. We found this way to be better for ourselves, and it weeds out the salesman who are not on the job. Barney's very large acquaintance should help him out tremendously, and we would help him all we could. Personally, I think if Barney had a small house at Montauk and would live there, as the out of door life would be very much to his liking, he could have his friends and the people he wanted to work with come out and see him. We would be very glad to give him some prospects in the Spring when the season opens up.

Most of the selling now is being done by Gayness, Webb, L'Abuse and myself. I am confining my efforts to those people who I come in contact with, who are likely to buy a large home site. I think Young Milton will do very well as a salesman at Montauk next year. As soon as Spay gets his western property cleaned up he can devote his entire time at Montauk.

Will be very glad to see Barney in the Spring and talk the matter over with him at that time.

Best wishes.

Yours,

CGF:JD

Buy or Lease
Now
for next season

MIAMI BEACH FLORIDA



Miami Beach, Florida



5812 ALTON ROAD

One of the finest residential sections—with in one block of Biscayne Bay and surrounded by beautiful homes. Facing east on a plot with 110-foot frontage and 125 feet in depth. The grounds are nicely landscaped. A large court yard, paved with stepping stones, provides unusual parking space. Large porte-cochere.

Main House—First Floor—Pleasant living room, with exceptionally good wood fireplace. French doors open onto a screened porch on the south side of house. Tiled dining room; kitchen; butler's pantry; storage pantry and lavatory.

Second Floor—Three bedrooms. Three baths—two with shower over tubs. North bed-

room has alcove den and tiled dressing room. Screened living or sleeping porch opens off southeast bedroom.

Garage Apartment—First Floor—One bedroom with shower bath; space for three cars, overhead doors, tool room and laundry.

Second Floor—Three bedrooms. Two baths, with showers over tubs. North room has three exposures—cathedral ceiling—private bath and stairway. Solar water heating system.

Price \$22,000.00, unfurnished.

5013 DELAWARE AVENUE

Modernized New England Colonial, designed and built for subtropical climate, this unusual home provides true living comfort and its compactness insures a minimum in upkeep. Construction is of concrete block and stucco; all white tile roof; ornamental wrought iron trim on porch, balcony and entrance. Beautifully landscaped. Wallpaper used throughout house in decorating walls.

First Floor—An attractive feature of the living room is built-in bookcases and cabinets of knotty pine in natural finish and extending the entire length of the room. Casement windows above the cabinets, on each side of the fireplace, are of art glass in roundels. The fireplace is faced with polished quarry key stone. French doors open onto a living porch, screened and trimmed with ornamental wrought iron. Quarry key floor. Dining room has built-in corner cupboard and French doors opening onto porch. Delightful kitchen—spacious and most modern equipment—excellent light and ventilation. One bedroom; shower bath, colored tile.

Second Floor—Three bedrooms. Two baths with colored tile and shower over tubs. Fireplace for wood or gas log.

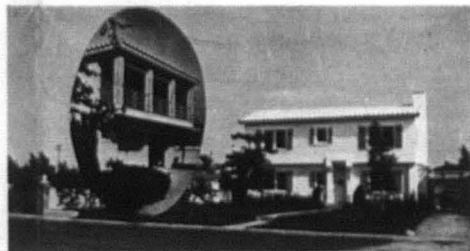
Garage (shown in inset)—First Floor—Two cars; overhead doors; lavatory; double laundry tray.

Second Floor—Two nice bedrooms; one tiled bath with shower over tub. One private lavatory. Balcony, tiled floor, screened and trimmed with ornamental wrought iron. Garage separate from main house.

Lot 60 ft. x 150 ft. Faces west. One block from bus line.

Price \$31,500.00, furnished.

Lease—Winter Season—\$3,200.00.



5005 DELAWARE AVENUE

Following the modern trend of Florida architecture, this most attractive residence is of the finest construction. Concrete block and stucco—antique brick trim—art glass in many windows and doors—quarry key stone floors in porches and walks—porches and entrances trimmed with beautiful wrought iron—white tile used in roofing throughout. Solar water heating system.

On corner lot 69 ft. x 150 ft. Unusual care has been used in landscaping and the selection of trees and shrubs. There is an attractive terrace with large fish pool and croquet court.

Shown on right of photograph and separate from the main house is an artistic building which can be used as a guest house, with a large recreation room or bedroom, with gas fireplace and buffet; full tiled bath with shower over tub. Porch, private entrance.

First Floor—Tiled entrance hall—wrought iron bannister—lavatory. Large living room, recessed bookcases. Three exposures. Gas log or wood fireplace. Dining room with built-in cupboard. Breakfast room decorated with wallpaper. Well-equipped kitchen with good ventilation.

Second Floor—Five bedrooms, two of which may be used as servants' rooms. Southwest bedroom has gas log or wood fireplace, cathedral ceiling. Southeast bedroom has tiled living or sleeping porch with screened jalousies. Four bathrooms—three with shower over tubs. All colored tile.

Garage—Connected with house. Two cars; overhead doors. Double laundry tray. Two large glass brick windows. Walled entrance court.

Price \$33,500.00, unfurnished.

Lease—Winter Season—\$4,000.00.



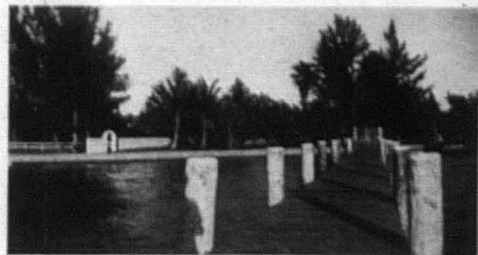
BAYFRONT LOTS WITH PRIVATE PIER

Excellent location for yacht owner.

One hundred twenty-five feet of water front on Biscayne Bay, at 13th Terrace. Just south of the Flamingo Hotel grounds. Lots are walled in on north and east side.

Private pier 196 feet in length.

Price, including two lots and pier,
\$18,000.00.



Montauk, Long Island, N. Y.



DeFORREST HOUSE DeForrest Road, Montauk, New York

Possessing charm acquired only by age . . . together with the modern facilities and substantial construction of newer homes . . . this spacious shore house, designed by Stanford White, offers real comfort and tranquillity. The house is built on an elevation many feet above sea level, and from the wide porch that extends across the front one can see the majestic liners on their journey across the Atlantic.

On an approximately three-acre plot of land, this three-story, frame house has electricity, telephone, heating system and four wood fireplaces.

First Floor—Wide entrance hall . . . dining room with fireplace . . . living room with fire-

place . . . large den; butler's pantry; pleasant kitchen and screened porch, overlooking beautiful Lake Montauk.

Second Floor—Four bedrooms and three baths. Two fireplaces.

Third Floor—Two large bedrooms and one bath.

Garage—First Floor—Two cars, one bedroom.

Second Floor—Three bedrooms, one bath.

Price \$25,000.00, furnished.

Lease—Summer Season—\$2,000.00.

SANGAR HOUSE

DeForrest Road, Montauk, New York

A delightful home in the rolling hills of Montauk, on the slender tip of Long Island "125 miles at sea" and within sight of historic Montauk Lighthouse . . . nearby the finest fishing grounds in northern waters . . . excellent golfing and tennis . . . bathing beaches and bridal paths.

This three-story basement, frame house is only a short distance from the ocean on a three-acre plot of land and has electricity, telephone and furnace in addition to seven wood fireplaces.

First Floor—Reception hall with beautifully panelled walls and ceiling, open stairway and wood fireplace. French doors open on a spacious porch across the front of house and facing Ocean. Living and dining rooms have panelled wainscoting. Large den; butler's pantry, kitchen and service porch.

Second Floor—Six bedrooms. Three baths. Four fireplaces.

Third Floor—Two bedrooms. One bath.

Garage for two cars.

Price \$27,000.00, furnished, and including cottage described below.

Lease—Summer Season—\$1,800.00.



SANGAR COTTAGE—Located on rear of Sangar property. This building is constructed of steel and transite. It has large living-dining room combined, with a very good wood fireplace. One bedroom; one bath, with shower over tub. Kitchen, service porch and porte-cochere.

This place is comfortably furnished and may be leased with or without the Sangar House.

Lease—Summer Season—\$325.00.

MONTAUK LONG ISLAND



*What do you think is
top price for sale
now on subject
mentioned today
Inquiry Young Galleries
Michigan Ave. Chicago
now in Rochester
with their display
Sending Air Mail
Special route wait
its arrival before
answering this wire*

M. C. FISHER if you think
best — *[Signature]*
P. O. BOX 2373
MIAMI BEACH, FLA.
PHONE 6-1997

*Answer to hear
whatever you say
Doe - M -*

MONTAUK BEACH DEVELOPMENT CORPORATION

Montauk

MEMO TO Mr. Carl G. Fisher

DATE December 15, 1926.

FROM Mr. W. A. Kohlhepp

SUBJECT Montauk Trip

Our trip to Montauk Saturday was quite successful in spite of the fact that we had terrible weather. The weather in New York Saturday was awfully cloudy, and at the time we left it was practically as dark as night. I telephoned Montauk before leaving and learned that it was clear there, but by the time we arrived a snow storm had come up, making it very difficult to get around and made it very nasty underfoot for climbing over the hills and sand dunes, but the entire crowd seemed to be in splendid spirits and were quite enthusiastic over the development. Of course if we had had a good clear day their enthusiasm would have been much greater.

The party consisted of:

- Mr. Charles Hayden of the firm of Hayden, Stone & Company
- Mr. Richard Hoyt " " " " " " " "
- Mr. T. L. Chadbourne of the law firm of Chadbourne & Chadbourne
(This firm is counsel for Hayden,
Stone & Company)
- Mr. Charles Sabin, Chairman of the Board of the Guaranty Trust Co.
- Mr. E. W. Stetson, Vice President of the Guaranty Trust Company
- Mr. Arthur W. Loesby, Vice President of the Equitable Trust Co.
- Mr. Joseph Brower, Vice President of the New York Trust Company
- Mr. Livingston (I do not know his business connection)
- Messrs. Caleb Bragg - Davis - Bowman and myself

On the way down to Montauk, as well as on the return trip, the bankers had two games of bridge going the entire way. They apparently did not want to get down to the discussion of figures and serious business, and Mr. Hoyt and Mr. Bragg both recommended that we do not try to talk business but treat the trip as more of a pleasure outing, as they thought that would bring the best results. Of course there was a running conversation centering principally on Montauk, particularly on the return trip. They all appeared to enjoy themselves and commented very favorably on the development, and were particularly impressed with the vastness of the proposition. We finished lunch just as we arrived at Montauk and spent about half an hour in a detailed discussion of maps, locations, plans and, to a certain extent, figures before going over the property.

We first went to the hotel and the entire party walked throughout it. There were a great many comments of surprise both as to the size of the hotel and the type of construction and design, and it surprised me that the entire party went through the entire building. We then took them down to the cut. Fortunately there was a great deal of equipment on the job, both working on jetties and in the dredging. Mr. Sabin and Mr. Hayden took the lead in asking questions and went a long way toward selling the balance of the party, as they both appeared very much enthused. We then went around to the east side of the lake and went on top of your hill, where we had a splendid view in spite of the misty weather. We then went through the Business District, taking in the office building, and drove through Shepherd Neck Village and back to the train. The roads were in very good shape but were rather slippery on account of the fresh snow that was falling. There were no drifts to speak of and only a small amount of snow clinging to the hills in the sheltered spots.

Mr. W. A. Kohlhepp

Montauk Trip

FROM

SUBJECT

- 2 -

On returning to the car everybody was cold, but they were put in good spirits by Caleb Bragg's men who prepared a round of hot toddies. As soon as the train got under way we had another discussion over the maps, and they were all very much interested in the booklets. I was glad to see that each one carried his booklet off. We left Pennsylvania Station at 11 o'clock in the morning, arriving at Montauk at 1:40; left Montauk at 4 o'clock, arriving at Pennsylvania Station at 6:40. The time made was a decided surprise to the bankers and a number of them commented on the splendid condition of the road bed. They were very much interested to know that the schedule made by the special train was identical to the schedule to be made by the new train next year.

I have a conference with Hoyt this afternoon at four o'clock and have a conference tomorrow with the Guaranty Trust Company and expect to see the National City Wednesday. I hope to have a favorable report to make.

We have not approached Phipps or any of the banks as Hoyt has shown considerable interest in our proposition and thinks he can work out some basis to handle our Miami proposition as well as the Montauk proposition. He is quite enthusiastic and is certainly a great friend of yours.

In discussing finances with these different houses it is rather slow work due to the fact that they have to be taken in the proper sequence and I have to be careful not to get our wires crossed by talking to too many people at one time.

One thing that surprised me on the trip to Montauk was the fact that there was no representative of the National City Bank on the party. I personally saw letters written by Mr. Hoyt to Charlie Mitchell and several officers of the Bank, inviting them to go on the trip, and heard Mr. Hoyt talk to Mr. Russell and Mr. Besselaer over the 'phone. I suggested that Lee Alwell be invited and understand he also received an invitation. The invitation list and the entire arrangements for the party, outside of the train, I left in Mr. Hoyt's hands and he certainly did work hard to make it a success.

I will keep you advised of developments, and hope to arrive in Miami with good news before Christmas. Kindest regards.

W. A. KOHLHEPP

WAK/EVF

December 20, 1926

Montauk

Mr. ^{E. W.} M. Frost
Boston Herald
Boston, Mass.

Dear Mr. Frost:

I have yours of the 16th.

I suggested to Mr. Gayness that it would be entirely optional with you, whether you take stock, business lots or one of our high hill tops for an investment. I am satisfied that the hill tops we are selling now for thirty thousand to forty thousand, will easily bring one hundred thousand dollars in the next three years. When we sell one of these hill tops at Montauk for one hundred thousand dollars, we give a much greater value than can be had here for one hundred thousand dollars. Our best residential sites here before the storm on the Ocean Front were buying for about one hundred twenty-five thousand dollars per acre, and since the storm, they have probably depreciated to seventy or seventy-five thousand. At ten thousand dollars per acre, which is the established price now at Montauk for residential sites, we have sold over three hundred thousand dollars worth of these hills at this rate; I believe they are of unusual value. Our progress at Montauk calls for the expenditure of about four million dollars during the next two years. This amount is in addition to the three and a half million already invested. If you take either the Plaza lots or Hill Tops, I certainly would you not to make a quick turn. Our policy will be to advance the price ten per cent after we have passed the million dollar mark in sales. After we have passed the two million dollar mark, or after the first opening in May or June, we will advance the prices another ten percent, and from time to time we will increase the prices as the market warrants.

If you wish to take stock, you can transfer it, up to the first of June, at our present market price, for the purchase of property if you wish. Our stock, I am satisfied, will pay somewhere between forty to one, up to and possibly seventy-five to one. Our stock here at Miami Beach will not show this profit to our own company, but it will show a larger profit to some of the original investors in lands and to a very larger number of investors it will show a profit of from thirty to forty to one over a period of eight years.

Mr. W. K. Preston

- 2 -

Dec. 30, 1935

This leaves the proposition open to you, to select stock, business lots or hill tops.

We are getting a lot of cooperation from New York people.

I hope you will decide to run down here for a while this winter; I would like to have you see what we have done. Particularly would I like to show you how the newspapers butchered us on the cyclone. Conditions were bad enough, but not one tenth as bad as the papers made it out to be.

Merry Christmas.

Yours,

GGF:JD

If you wish to close the matter up before the first of the year with Mr. Gayness, you can drop him a note in New York, and he will go up to see you. If you wish to let it go until later, this will be all right with me.

GGF

Montauk

December 23, 1926

Mr. Hugh W. Davis
Heckscher Building
Fifth Avenue
New York City

Dear Hugh:

The biggest job we have yet to handle in connection with Montauk is the working out of a plan to admit members to our Montauk Club, and the amount to charge for membership and the yearly dues. We have hundreds of people who want to be members of the Montauk Club, and there will be hundreds more when the fact is advertised that the Montauk club is the largest outdoor club in the world of its kind. The day will come when a membership to the Montauk Club will be more valuable than a membership to any other club in America.

This is the point I am getting at. I am going to start now to get booklets in shape for Spring membership. I am going to get at least one thousand members at one thousand or fifteen hundred dollars each and then spend the money on the attractions which I shall enumerate. I have instructed Steve Hanagan to prepare the booklet. This is what we want to put in the booklet: A polo scene in action for which we have the cuts here; a driving track and grand stand for a small crowd of people, hunt club and dogs, picture of sheep, picture of speed boats and sail boats, golf course, people on the beach, riding club with riding academy in the background, tobogan slides, casino layout, dairy and truck gardens, 51st Street landing, Fort Washington landing, an artist conception of Sapelo Island, Miami Beach landing, Cocolobo landing, Havana landing, club boat and fishing boats. We have already an artist's conception of the double tennis courts and auditorium and also a layout of our boat house and aquarium. Certainly this will be the largest all around outdoor club in the world. No other club existing can touch what we offer. In several instances in connection with this club, we break world records. Our double tennis court will be the largest indoor tennis court in the world. Our yacht club will offer more yachting facilities than any other yacht club in the world. Our polo club will offer more polo facilities than any other polo club in the world.

to me a very attractive booklet could be gotten out. If I can get a proper booklet with laws, by-laws and rules, I will get one thousand or fifteen hundred or even two thousand people at one thousand or two thousand dollars each for membership. After these people are members, they will pay a membership fee for everything they get. They will not pay as much as they should for these privileges, but they will pay enough to make these special privileges self-supporting and sustaining, which is the point I am trying to get at.

It is a big job to write these rules and regulations properly and get them framed up as they should be presented. However, it is a million dollar receipt against ten dollars worth of expenses. I want to go at it now and I would like to have (Hugh Davis) get on this job, together with the advice of Jack LaSorce, and if the two of you can't frame up something, lets hire a man who can and pay him and keep him until the job is finished. I will get the members if you will give me the printed matter to work with. We are undoubtedly lined up to offer more to our members than any other club on earth offers to its members.

Yours,

GGP:J

cc J. C LaSorce

Montauk

LAW OFFICES OF
HUGH C. DAVIS AND HUGH W. DAVIS
302 BANK OF COMMERCIAL BUILDING
NORFOLK, VA.

Dec. 23, 1926

My dear Mr. Fisher:

I have your letter of the 23rd with respect to the Montauk Club.

So far as the legal end of the picture is concerned, it is quite simple and very largely accomplished. Charters, by-laws and rules have been prepared for golf, tennis, yachting, polo and, I think, a bathing, clubs. This idea of consolidating the whole works into one is a change of plan, but quite simple to handle from the legal end provided you will first determine on the practical fundamentals, namely, the classification of members and the dues for the several classes - I judge from your letter that you are now considering whether to fix the entrance fee at \$1,000 or at \$2,000.

Since writing your letter you have no doubt had an opportunity to discuss this matter with Caleb Bragg and with Walter. I hope that Walter will bring back Worth with him, or that you will write me your definite conclusions on (a) whether or not you wish all of the clubs to be consolidated into one; (b) the classification of memberships; (c) the amount of initiation fees; and (d) the amount of dues.

I make the suggestion that if the clubs are consolidated into one you keep the initiation fee down to \$1,000, and permit not only membership in the consolidated club, but arrange for short time privilege cards to be issued non-member guests for the use of each specific facility - for example, a sixty-day card for golf only for \$100; a sixty-day card for yachting only for \$100; a sixty-day card for tennis only for \$100.

Another and very important factor is to line up a group of twelve or fifteen prominent people who will consent for their names to be used as the initial Board of Governors of this club. The publication of these names in your booklet seems to me of great importance.

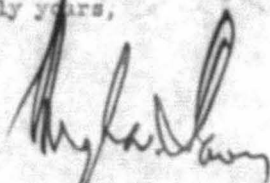
I note that you have instructed Steve Hanagan to prepare the booklet - I think it would be much better if you would have the pictures to which you refer forwarded to New York so that they can be considered by Jack LaForce and so that if possible we can get him to direct the assembly and if possible prepare the descriptive text for the booklet. I believe that his broader conception illustrated by his "Visit to Altonia" will be more effective than anything you can obtain from any other source.

#2 - Fisher - 12/29/26

I am sending a copy of this letter to Jack LaSorce, and I hope to see him in Washington in the next week if it meets his convenience. With his views in hand and after hearing from you either directly or through Walter, I shall be very glad to undertake to bring the matter to a prompt head and keep you advised.

With warm regards,

Faithfully yours,



Hugh W. Davis

HWD:D

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

Montauk

January 31,
1927.

Mr. Theo. J. Doyle,
Dodge Brothers,
Detroit, Michigan.

My dear Mr. Doyle:

I am sending you under separate cover a booklet of Montauk. Our Montauk Corporation purchased ten thousand acres there, with the Pennsylvania Railway Station right in the center of the property. We have five beautiful lakes on the property and one of them we have just opened up connecting with Long Island Sound and giving us fifteen feet of water into the lake.

We have one large hotel almost completed, an office building, about fifty houses, and fifty miles of roads. We have a water plant in and a large dock which will permit vessels drawing thirty-five feet of water to land at this dock.

We have made no sales announcement as we wanted to get our hotels and accommodations in shape before we made an active campaign for sales. However, we have three working salesmen in New York who have sold more than a million dollars worth of our property at Montauk to previous customers who purchased and made big profits from our early sales here at Miami Beach.

The general slow up in conditions here at Miami Beach makes it necessary for me to get additional stockholders in Montauk. I was fully prepared to finance the entire Montauk development myself before last summer's troubles struck us here at the Beach. Some of our stockholders in Montauk are Mr. Roy Chapin of the Hudson Motor Company, Mr. Howard Coffin, Secretary of Labor Davis, Mr. Caleb Brage, my old friend Jim Allison; Mr. Ed Ramph of the First National Bank is also a small stockholder, and Mr. Albert Champion. I know you would enjoy the work we are doing at Montauk and I would like to have you join us for some amount that will make you interested in our plans.

Yours very truly,

Montauk

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Yours very truly,

Notes
1/22/50

TERMS OF ADVERTISING FOR

ROSTFAK BEACH

FOREWORD

OFTEN an advertising campaign will not achieve full expectancy because language, verbiage and illustration appeal too singularly to one class.

Life is made up of many classes, many tastes, many likes and dislikes.

Some like golf - others don't.

Some like fishing - others don't.

Some like yachting - others don't.

Some like horse-back riding - others don't.

Some like the woods and mountains - others like the sea.

Some like a spot offering youth and animations -
others like quietness.

Because one is dealing so strongly with tastes, likes and dislikes, the Montauk Beach development calls for a penetrating analysis. The advertising recommendations embodied herein are drawn from many things: (1) An intimate knowledge of Montauk and its history; (2) The character of the development and the objective of its creators; (3) The individualities of the settings; (4) The unique twist that can be given the sport and play to be found there; (5) The irresistible charm of the name and the architectural ensemble.

THE ARCHITECTURE . . . as it harmonizes
with the setting

THE designers of Huntside Beach have caught the spirit of
Huntside more readily than past advertising efforts have inter-
preted it.

IF Huntside, through Nature, duplicates the English downs,
Huntside Beach, in architecture, intensifies them.

It is the English manor house without austerity . . .

The sovereign dignity of the English stone residence
with American warmth

Residence, hotelery, apartment and golf club all proclaim
the English spirit

It is life on the English moor.

Yet, with no thought of depreciating 1928 Huntside adver-
tising presentations, which have certain fine characteristics,
a review of Huntside publicity and a face-to-face meeting with
Huntside Beach is a surprising contrast.

The advertising which I think of Long Beach . . . the
actuality reveals a decidedly different picture.

Much of New York's contact with Long Island and beach
life -- and in this statement only those of fairly substantial
means are considered - is with the Long Beach to Regshore section
on the south side and Flushing to Huntington on the other.

For that reason the vital differences in region, setting
and architecture should be prominently presented.

This is highly important.

Mortimer Something New

THE ARCHITECTURE . . . as it harmonizes
with the setting

THE designers of Huntake Beach have caught the spirit of
Huntake more readily than past advertising efforts have inter-
preted it.

If Huntake, through Nature, duplicates the English downs,
Huntake Beach, in architecture, intensifies them.

It is the English manor house without austerity . . .

The sovereign dignity of the English stone residence
with American warmth

Residence, hotelery, apartment and golf club all proclaim
the English spirit

It is life on the English moors.

Yet, with no thought of deprecating 1928 Huntake adver-
tising presentations, which have certain fine characteristics,
a review of Huntake publicity and a face-to-face meeting with
Huntake Beach is a surprising contrast.

The advertising makes one think of Lido Beach . . . the
actuality reveals a decidedly different picture.

Much of New York's contact with Long Island and beach
life -- and in this statement only those of fairly substantial
means are considered -- is with the Long Beach to Regshore section
on the south side and Flushing to Huntington on the other.

For that reason the vital differences in region, setting
and architecture should be prominently presented.

This is highly important.

Huntake Something New

It cannot be emphasized too emphatically.

For Montauk must contend against quicker accessibility, greater transportation and a popular impression that "Montauk Beach is not another Long Beach - only farther out".

If such an ignorance exists among the better class of New York, think how much greater it is among well-to-do people of other cities whose ideas of seashore life are drawn from Atlantic City, Long Beach and Florida resorts.

Thus, in the first steps of our recommendations, we deal with fundamentals, i. e.,

- (a) An accurate, inspiring interpretation of the true Montauk
- (b) The character of architecture that emphasizes it.

SETTING - as it governs advertising

In one respect, Montauk is extremely unique.

It alone offers one natural charm found nowhere else in America . . . the downs of South England.

Whether by design or by chance, the Suffolk downs are a bit of England transplanted.

Even the texture of the grass and the soil bear resemblance.

C. B. McDonald, pioneer of golf architects, was quick to see this . . . the similarity to the soft-clad seaside downs of England and the heather-like texture of the grass . . . hence his choice of Suffolk downs as the site for his famous National links.

High-traveled society likewise saw the parallel - and built Shinnecock Hills and Southampton.

The arresting beauty of these downs never ceases.

They never tire or pall.

Palm trees suggestive of the tropics, have done more to win playgoers to Florida than any single element.

So, too, a dramatization of the Montauk downs can be an effective aid to Montauk advertising.

In the panorama of undulating downs is another imposing element that is deserving of more emphatic treatment . . . the famous Montauk light.

Thousands of motorists drive annually from New York to Montauk light. Its spell is enthralling. Its setting is majestic.

1/2 Montauk

There is something of the supernatural in the appeal of a lighthouse. And Montauk's light is not of the present mechanical age . . . it's a relic of bygone years and generations.

The public is forever seeking those things that are different.

With minor exceptions, it is never seen down . . . therefore, that is something NEW to see.

It has never seen knobs, and knolls, and hummocks rising in such confusion and without regard to geographic symmetry . . . it will be curious to see them.

It has seen natural beauty . . . the beauty of the Catskills . . . the low, even, sandy beaches of the Atlantic . . . but it has seldom seen or caught the spirit of the wild, rugged grandeur of the East end of Long Island. Word and picture can inspire this desire.

It has stood on the seashore at Atlantic City, Lido and Long Beaches and gazed out on the ocean . . . it has never looked down from the sandy cliffs of Montauk, seeing the ocean from a different perspective and stirring emotions unknown in the other view.

It, in the main, has never stood beside Montauk's historic light and gazed from "land's end" . . . an awe-inspiring sight that never loses its lustre.

These are the things that are important in copy. The spirit of Montauk must be interpreted. The essential differences.

The sunsets, shades and lights that stamp its individualities
... as infelibly as the configuration and the colors of
the Grand Canyon lure thousands yearly.

The spell of the sea still bewitches men ... the lure
of near and dear old North America as it has England ...
the flash of Montauk's beacon on starry or stormy night can
kindle romance in city souls as surely as it signals comfort to
ships at sea ...

Breathe the spirit of Montauk into advertising, exploit
it, glorify it ... as those who know it can ... and the
future of Montauk Beach as a reality project can be assured.

SPORT -- given a new tempo
by the setting

CLIMATE has a unique appeal individuality of scene
arrests interest . . . character of architecture charms . . .
but a vital factor in the success of any realty development is the
STAGE FOR PLAY.

Within the metropolitan area there are 186 golf courses.

Within a few hours ride of the city a man can fish for
most any game fish that swims in Northern waters.

Within an hour a man can reach either motor boat or sail
boat.

Either salt or fresh water bathing can be had in relatively
a few minutes.

These fundamental sports are provided in regions closer to
New York City than Montauk.

And, in consequence, to iterate that all these diversions
can be enjoyed at Montauk is to stir but minor interest.

Montauk Beach has a powerful and matchless story to tell
about sport.

It has only to dramatize the tempo of its sport, as stimu-
lated by setting, character or country and natural advantages.

We analyze them individually --

. GOLF

Golf is the popular recreation of men of means and moderate means.

In all likelihood, the prospects Montank Beach seeks to reach are members of a country club.

In that club the prospect has his own group of friends. And in all probability his standard Saturday and Sunday morning foursome.

To wrench that man loose from his coterie of friends requires a powerful thrust.

It must be done HOW?

This is the solution ---

Always the golfer -- from the scratch player to the high-handicap man -- has had an inborn desire to play the great seaside courses of England and Scotland . . . Frestwick . . . Troon . . . Sandwich . . . St. Andrews.

Lido approximates these traditional seaside courses in a few ways.

The National, near Southampton, is practically a duplicate of them.

And so is the Montank course in setting . . . wind conditions . . . rough and turf.

This, then, is the glamer of Montank.

It is Sandwich, Troon, Frestwick . . . , transplanted.

It cannily invites the golfer to put his "inland" game up against English playing conditions.

This can be vividly dramatized.

Golfers come from every part of the country to play three courses National Pine Valley Lido.

There is no overwhelming desire to play a course approximating one's own.

There is - to play a super-course; or one where playing conditions are vastly different.

The result is that the courses named draw from the great distances . . . and caddies at Pine Valley and Lido are practically at a premium week-ends.

Montauk Beach is as accessible as National or Lido . . and more so than Pine Valley.

Though not so difficult as the three named, none the less it is a fine test of golf under English seaside conditions and with MHB in contour and interesting holes than Lido.

As one who has played golf for twenty years, over many courses, I can see the interest of the golfer was immediately to Montauk Beach if British similarity is spotlighted.

FISHING

Here, again, is a great opportunity.

There is no finer striped bass fishing to be had along the coast than at Montauk Point and vicinity.

For years, J. P. Morgan (the elder) used to fish from its jutting pier and camp on the beach.

Because of greater publicity, the Jersey beaches, Cutchunk Island, Woods Hole and Five Island Beach have drawn away of the wall-to-de striped bass fishermen who used to make annual pilgrimages to Montauk.

The power of fishing to influence can be illustrated by an example - not drawn from Florida resorts.

Fishing magazines and New York newspapers called attention to the fine channel bass fishing to be had at Chincoteague, Virginia. These notices have made Chincoteague. During the channel bass season boats are at a premium . . . the hotel has had to be rebuilt to accommodate fishermen coming from as far west as Chicago . . . and thousands of dollars pour into this fishing village in a few months. From May 30th to August 1st, the Eastern shore division of the Pennsylvania Railroad does a fine business with fishermen going to Chincoteague and Wachapreague.

Within the vicinity of Montauk is fishing so diversified and so thrilling that if properly exploited it should attract thousands to Montauk Beach. And be the means of selling a number of residential sites.

First, there is the game striped bass

Second, from the second week in May the weakfish start to run in the Peconic Bays

It is a peculiarity of weakfish that they strike in from the gulfdream first at the east end of Long Island.

A few years ago these facts were unknown - today when news goes forth that the "weakfish have struck in at Peconic" there is a veritable army of invaders from the metropolitan area. So great is the rush that regular fishing guides have to call upon all the market fishermen from miles round for boats and guides. Montank Beach has never taken advantage of this opportunity . . . which lasts from approximately May 10th to July 15th.

From personal knowledge, I know of two men living on the North Shore of Long Island who bought summer homes on Shelter Island solely because of the unexcelled weakfishing in the Peconic Bays.

Third, the "offshore" grounds at Montank provide during the months of July, August and September, the finest "big game" fishing to be found in American waters.

This can be utilized to attract the wealthiest sportsman as far west as Chicago.

Tuna, broadbill swordfish, an occasional marlin, bonita and bluefish an assortment of deep sea warriors to stir a fisherman to the soul.

The season for these fish parallels that of Southern California. Schools of tuna begin moving up the California coast

in Mid-July and remain until the end of September.

So, too, at Montauk for tuna feed on mackerel and herring.

But tuna in the Atlantic are much larger than those in the Pacific. I have seen them taken from Long Island and Massachusetts pound nets weighing in excess of 500 pounds. The record tuna of Bahama waters is approximately 269 pounds.

Tuna are just as plentiful here as in Catalina waters and they can be caught more easily. No "kite" or "sled" is used in trolling.

Yet wealthy fishermen yearly will go to the coast for tuna when bigger and stronger tuna are here WHY?

Two reasons . . . one, because many have not known about it; two, because they do not know proper guides and boats can now be had for Atlantic fishing.

Malibu at Catalina has but one thing to recommend it big game fishing. Yet Montauk can exceed it . . . in fishing sport, in accessibility and in popularity.

All that is required is to utilize advertising forces that know Montauk in all its phases; that know the fine points of deep sea fishing; that know what a B-Ocean reel is and can interpret its scream as a scumming tuna plunges with line; that can paint the thrills of a harpooned broadbill fighting the "little white barrel"; that can differentiate between golf courses inland and at Montauk.

Golf and fishing are the two major sports for men of means.

Montauk has a matchless story for the public on these two favorites.

The Canadian Pacific Railroad has found that a fisherman will travel thousands of miles and several days for certain sport . . . and now spends a very sizeable sum advertising salmon runs and "the white waters of the Hixigow".

How much easier and lighter should be Montauk Beach's task to attract well-to-do devotees of fishing and golf to Montauk, but a few hours from New York?

Fale attracts many spectators - few play it.

Yachting and motor boating appeal - but most any water will do.

Surf, or surfless, bathing in ocean or bay . . . the fine hard beach . . . uncontaminated waters . . . are a strong magnet.

MONTAUK BEACH as it interests
the investor

THE future and growth of Long Island are assured.
The surge will be always upward.

Usually in an appraisal of values the standard is proximity
to New York City.

Yet land values in Greenvort, and Riverhead on the north
shore, not many miles from Montauk, have soared to amazing figures. X

Present development in the region of Montauk has already
increased values materially.

The possibility that Montauk may someday be the docking
point for Atlantic liners is always held out. X

Montauk, therefore, has definite sale and resale value.

Here, this country has been created by the investment of
capital in seemingly remote regions.

The army of people which is ever willing to invest in sound
enterprises that promise a great future yield is not small . . .
it is large.

The real estate sections of metropolitan newspapers
should receive a share of the Montauk Beach advertising appro-
priation. X

SUMMARY

. . . of four distinct
phases

AIM to reach four distinct groups with specific copy
appeals that will interest each.

GROUP ONE: That class that is accustomed by
habit to take a house near the shore
for the summer months and has no
specific diversion, but is interested
in many

GROUP TWO: The ardent golfer who wants his week-
ends and vacations for golf

GROUP THREE: The fisherman of means and parts who
wants his home close to his favorite
sport

GROUP FOUR: The investor who goes in for the long
pull seeking the proverbial "pot of gold"
if he is patient

As outlined and indicated, Montank Beach's natural
environs - well understood by the Wm. H. Rankin Company - pro-
vide powerful advertising material to enlist the interest of all
four groups.

THE HEN R. HANKIN COMPANY'S
SPECIFIC RECOMMENDATIONS

HEREIN we so deal only with fundamentals.

We recommend as basis

- (1) Segregated appeal to the four groups mentioned . . . thus singling out for immediate interest the thing that fascinates them MOST
- (2) A realistic interpretation in art and copy of the Montauk scene not a generalization of resort activities
- (3) Immediate differentiation in sports
- (4) Use of mediums that appeal specifically to these groups, and thus gain 100% interest

(a) for the family of means . .

These magazines

Spur
Town and Country
House Beautiful
Vogue
Country Life

(b) for the fisherman

Field and Stream

Small space opposite
fishing and hunting column
New York Herald Tribune

(c) for the golfer . . .

American Golfer
The Sportsman

(d) for the investor

Space in the real estate sections
New York Times and Herald-Tribune

In order to get full visibility and maximum interest we recommend the use of color in the magazines suggested.

Magazines should be used through the months of March, April, May and June at a cost of about \$30,000 - \$7,500 a month. Summer decisions can be made and crystallized in that period. We believe results will justify a twelve month campaign.

Beginning with April we recommend retrogavure advertising in the following cities

New York	Chicago
Pittsburgh	St. Louis
Detroit	

We also recommend that the retrogavure campaign in the Times and Herald-Tribune and Post be tested one month ahead of the campaign in other cities.

This will develop maximum attention and maximum interest in five great sections to whom Mountain will appeal.

A supplementary suggestion would be to add Atlanta and a few southern points in order to reach that well-to-do class that annually comes north in the summer months.

The campaign such as outlined would cost:

Magazines \$7,500 per month . . . Four months . .	\$30,000
Newspapers (over the season). . . Apr. . .	75,000

prompt action is necessary now to enable us to have our copy in the March magazine and our entire organization is ready to go to work immediately to plan and execute a campaign which will make Montank Beach the leading resort of the East.

Vice-President.

APPROVED:

President

Newspaper
800 Lines

America's Smartest Social Groups
Are Now Summering
In America's Smartest Resort

On Long Island's slender tip, where land gayly greets the sea,
a marvelous summer colony is being created.

The loveliest, by far, of all Atlantic coast resorts and the
smartest, Montauk Beach offers you and your family everything the
heart desires. Here your favorite sport is at its bestriding,
fishing, swimming or sailing, polo, hunting, golf or bathing.
And social activity is such that the hours seem all too short.

In this beautiful resort, beautiful homes are being built by men
famous in sport and industry. But there is still a favored spot
where you can build your summer home -- if you wish.

In the midst of this wonderful summer colony is the noted rendezvous
for fashionable folk. A modern, exquisitely planned and efficiently
operated hotel of 200 rooms, each with bath. Sunrooms that command
untiring views, card-rooms, a beautiful grill and a dining room that
has few equals - nothing has been overlooked that will help to make
the days and nights glorious hours of pleasure and rest. It is
Montauk Manor.

America's smartest social groups are now summering here in America's
smartest colony. It is easily accessible, yet exclusive.

For information concerning the properties available for purchase and
the possibility of spending a few wonderful days, weeks or months
of vacation at Montauk Beach write or phone, (name)

Montauk Beach
At the End of the Sunrise Trail
On Long Island's Slender Tip

Representative

Here Rest and Play
Are Supreme

Silence, peace and pleasure ride together over the wooded hills. The air is vigorous with the salty tang of the sea. It's where I can play at my favorite sport and forget that there ever was a city of hot, crowded streets, or business and worry. It makes me young again. It's Montauk Beach - ten thousand wonderful acres at the end of the sunrise trail.

Here rest and play are supreme.

Golf on a sporty 18-hole course. A comfortable clubhouse. Thirty miles of bridle paths. Between white goal posts, smooth, springy turf tempts the man who loves polo. There's surf bathing - wide, crystal beaches. Sea fishing to delight the man who has caught his tarpon and landed a sail-fish off the Florida Coast. Safe anchorage for deep draught yachts in Lake Montauk. Tennis.

And as rich as the days are in pleasure, the nights are richer in rest. In the lap of deep, restful sleep, glorious strength of youth quickly returns.

In the midst of this wonderful summer colony, standing on the highest point of land and overlooking the hills, the sea, the Sound and quaint Montauk Village, is Montauk Manor. There is no resort hotel in the world more beautiful. 200 exquisitely furnished, light, airy rooms with bath. Excellent cuisine. Montauk Manor is now the rendezvous for fashionable folk.

Better yet! ... Pack your bag and come out to Montauk Manor for a few days. Bring your clubs, your tackle and your bathing suit. Bring your family ... and you'll stay if you like to play.

Write for illustrated booklet ... or see your own broker or call at our offices in the Savoy-Plaza, New York City, Phone Regent 5000.

One hundred and twenty-six miles into the Atlantic Ocean at the end of the Sunrise Trail. DeLuxe trains on the Long Island Railroad whisk you pleasantly from the Pennsylvania Station in New York to Montauk in less than three hours. The motor highways from New York are in perfect condition.

Choice properties are now available for purchase

MONTAUK BEACH

Montauk Beach Development Corporation, Montauk, N.Y....On Long Island's Slender Tip