

PREISS AND BROWN

Publicity

PREISS AND BROWN ADVERTISING, INC. | 660 MADISON AVENUE | NEW YORK 21, N.Y. | PLAZA 2-6363

Letter Received from Mayor's
Office on August 16. ✓

June 10, 1961

The Honorable Kenneth Oka
Mayor of Miami Beach
Municipal Building,
Miami Beach, Florida

My Dear Mayor Oka :

We are in the process of preparing a series of advertisements for client, Transnation Realty Corporation, the theme of which is to be great land purchases ... for instance, The Alaska Purchase, The Gadsden Purchase, The Louisiana Purchase, etc.

The idea behind the theme is the fact that the values of each of these properties has increased so tremendously during the intervening years.

We would like to feature Miami Beach in one of these ads. I believe it was purchased in the 1920s by a gentleman named Mc Cutcheon, at a price, I am sure, considerably less than its value per acre today.

Would you be kind enough to have someone in your office, or in your chamber of commerce, forward us a few facts relative to this subject?

Namely :

1. The name of the man who bought Miami Beach and developed it
2. The date
3. The price paid
4. The value today

All that we need are rough estimates. Exact figures aren't necessary.

We'd also be grateful for any other interesting facts or any general literature on your city you might have available.

Thank you very much
Sincerely

W. K. De Young

WKD:s

1. Time Capex
2. History