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In 1870, Henry B. Lum and his son Charles, visited Miami Beach, and their glowing accounts of coconuts growing along the water's edge aroused keen interest in this home at Red Bank, New Jersey, because coconuts and copra were in great demand in those days. So interested did Extra Osborn and Elnathan Field of Red Bank become, that they decided to invest in the Miami venture.

When Osborn and Field arrived at Miami Beach with the men and provisions for establishing a coconut plantation, it was found the water was too shallow to permit the boat to dock and ^{supplies} everything had to be rowed ashore. The schooner then sailed for the Isle of Trinidad for a cargo of nuts that had been purchased. The site for the initial coconut grove was chosen in the area that is now known as Lummus Park. ^{However} Osborn and Field soon ran into tremendous difficulties ^{were soon encountered} trying to penetrate the underbrush and mangrove swamps and ^{was} accomplished very little by the time the schooner returned with the nuts, which had to be dumped overboard and floated in, resulting in a great loss.

The cost of buying the nuts, clearing the ground, and planting were so prohibitive that by the end of the third year, Field had to return to New Jersey for financial aid, where he interested John S. Collins.

When it was discovered that coconuts could not be raised profitably for a commercial venture, Collins acquired the Miami Beach end of the property with the idea of raising fruits and vegetables. Though he had some success with this venture, he soon discovered that lack of transportation was his greatest handicap, and in 1911, started to erect a wooden bridge from Miami Beach to Miami. It was about this time that he was joined by his son-in-law, Thomas J. Pancoast, and also that Charles G. Fisher "happened" on Miami Beach.

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Collins by this time was seventy years old, but his ardor for Miami Beach so-inspired Fisher that he advanced sufficient funds to complete the bridge, which was opened in 1913. Fisher, in the interim, laid out streets, parks, golf courses, and hotels, and by so doing attracted enough numbers here by 1915 to organize a city. Prior to this date, Fisher's development had been known as Alton Beach, but on March 26, 1915, that name was changed to Miami Beach and a charter was granted.

The beauty of the City and its unsurpassed year-round climate gradually attained such fame, that from its modest beginnings as an unsuccessful coconut plantation, it has grown today to a gracious city of approximately 45,000 permanent residents. Its 357 beautiful hotels and 1354 apartment houses play host each year to over a million and a quarter tourists who come here for fun, and relaxation on our sandy shores.

The City of Miami Beach extends its gracious welcome to you all, and invites you to join with us in celebrating our Thirty-fifth Anniversary - our Coral Anniversary - and expresses the hope that you will continue to return to us each year after year, assured of our ever-present hospitality and cordiality.

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from Collins

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Field, Osborn, and Lum, told many of their friends in New Jersey, about the vast possibilities of ^{these} coconut growing in Miami Beach, and aroused the interest of John S. Collins, a prominent citizen to such a degree that he advanced \$5,000 to help out with the scheme.

The venture, however, was doomed to failure but the faith of Collins in the productivity of the soil of Miami Beach was not lessened, so in the early 1890's, he came down to look over the situation. He was convinced, with proper water, fertilization, and care, the land could be made productive of fruits and vegetables.

John S. Collins purchased Osborn's share of property but Field was reluctant to sell so Collins became his partner.

The clearing of the land was the greatest obstacle to be overcome and at first the cost of this ranged from \$70 to \$300 per acre. Collins, however, soon purchased a tractor, built to his design, which greatly speeded up the operation and reduced the cost to \$30 per acre. He cleared a suitable tract of land, located west of Indian Creek, at about the intersection of Pine Tree Drive and 40th Street and began to plant avocados. Field demurred and when he saw that Collins was having trouble protecting the young trees, sold out his holdings so that in 1909 Collins became the sole owner of 1,675 acres of land extending $4\frac{1}{2}$ miles north on the Atlantic and fronting Biscayne Bay on the west.

→ Thomas J. Pancoast, Collin's son-in-law, paid a visit to the property in 1911 and was so amazed at the progress made that he, too, became vitally interested in Miami Beach.

It was at this time that Collins realized that the most serious drawback to the development of Miami Beach was the lack of transportation to Miami and as a result, with Pancoast, Lestern and Arthur Collins, he started to construct a wooden bridge. John S. Collins was 71 years old at the time.

The pilings of this bridge had to be sunk in sheet iron casings, and concrete poured into the casings around the wood to protect the wood from the toredos.

Half-way across the Bay, the contracting company failed and the Collins crowd were faced with an almost insurmountable problem.

It was at this point, that Carl G. Fisher "happened on" Miami Beach, and advanced the money to Collins to finish the bridge, which was finally opened to the public in 1913.

This bridge was later torn down and the right of way sold by Collins to the Venetian Causeway people who built islands along the road.

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HISTORY OF MIAMI BEACH

Miami Beach, a swampy wilderness a scant 40 years ago, is today a world-famous seaside resort, a winter and summer vacationland for thousands of visitors annually, and a year-round home to a permanent population that, at the 1950 census, numbered 45,541.

Originally, except for one narrow strip of natural land, it was a stretch of sand, of wild and snarled growth, of swamps from which the mangrove roots stood up like tangled skeletons. But it had sun and sea, blue skies and balmy sub-tropical atmosphere, with the Atlantic Ocean lapping it to the east and Biscayne Bay separating it several miles from the mainland. The rank growth was hacked away and waterways were dredged and swamp and lowland filled.

John S. Collins and J. N. Lummus were early developers. Collins came to Miami Beach in 1907. Having had previous experience in observing the development of other cities, he saw the same possibilities here. Accordingly he acquired acreage. On the single strip of natural land he planted avocado groves. With the remainder of his property he hoped to attract other developers.

The only method of reaching Miami Beach from the mainland was by boat. Collins Canal was therefore constructed to provide boat passage through the undeveloped area. The next step was the building of a wooden bridge from the mainland, but with completion in sight funds ran out and work was temporarily stopped.

Early in 1912 Carl G. Fisher arrived in Miami and he, too, envisioned a great future for that thumb of land between the ocean and the bay. With capital to invest he purchased property from Collins, Lummus and others. Thus Collins was able to finish the bridge in 1914, providing access to the whole area.

The first hotel was constructed at the southerly extremity of Miami Beach not long after, and a few houses went up. Streets, parks and golf courses were laid out. The population increased enough to permit the organization of a city, and a charter was granted on March 26, 1915.

For the next five years a stream of investors drifted south, some to get sand in their shoes and remain to help create the new city. But it was between 1920 and 1923 that the avalanche of investors descended. Building rocketed. Real estate prices rocketed as well; and America's greatest land boom was precipitated. People poured in from all over the United States until by the end of 1925, hotel, apartment and home construction was valued at \$30,000,000.

The land boom collapsed and the 1926 hurricane struck soon after. But invaluable lessons had been learned and the town made a determined come-back. By 1928 it was making good progress and it continued to do so even during the depression years.

In 1942, almost overnight, military uniforms swarmed over Miami Beach. Almost every hotel and most apartment houses were quickly leased by the army to house men sent here for training. Golf courses, parks and streets became training grounds, and the citizens took justifiable pride that the unique facilities of a resort, such as the immediately available housing, could be turned to the distinct advantage of the war effort. Time was the important element in the emergency, and Miami Beach had barracks all ready to move into its hotels and apartment houses. With the turning back of the properties to their owners at the end of the war, the city entered on a five-year period of growth that has been unprecedented.

Now comprising a main island, approximately eight miles long, and a number of connected natural and man-made islands, the city is separated from the City of Miami Beach by Biscayne Bay, across which it is reached by three causeways. Included in its limits are eight square miles of land and nine square miles of waterways. It has a total water frontage of 279,100 feet: 39,150 feet along the ocean, 55,400 feet along the bay, 99,800 feet of island frontage, and 84,750 feet rimming inland waterways.

Along the ocean on the main island, is a dazzling white skyline of hotels. Other hotels, apartment houses, shops and theatres are scattered over both the main island and the dozen or more islands adjacent to it. White and pastel-tinted residences, with walled gardens and exotic planting, line the streets, to the delight of the visitor whose first impression invariably is of the brightness and cleanliness of the city. Since most buildings are comparatively new, Miami Beach, architecturally, is a young modern.

Originally a winter residential community, the city's unusual advantages have turned it into a year-round vacation center and the permanent home of many noted people. Thousands of our Spanish-speaking neighbors to the south come here, particularly during the summer.

In addition to the luxury hotels, apartments and winter residences of wealthy industrialists from the North, Miami Beach contains thousands of smaller, though none the less attractive, homes of business and professional people of Greater Miami, as well as retired persons from other states. Housing facilities include 5,389 single family residences, 1,578 apartment houses containing 16,552 family units, and 359 hotels with 24,656 rooms.

The city offers visitor and resident all the climatic advantages, sports and recreational resources, of the sub-tropics. Ocean and bay suggest swimming, deep-sea fishing, boating, surf-boarding -- all forms of water recreation, including dropping a fish line from the handiest bridge or casting into the surf.

The unique climate found nowhere else in continental United States has established this area as a health resort, particularly for elderly people, hayfever sufferers, and those convalescing from rheumatic and heart diseases. The mild climate and sunshine reduce the frequency of colds and respiratory troubles. Excellent hospital and health facilities are available. The health of its permanent and visitor population is carefully guarded by proper control of all facilities used by the public.

Cultural advantages offered to Miami Beach residents and visitors covers a wide field, including year-round free art exhibits in the Miami Beach Art Center, only municipal art gallery in southeastern Florida, and shows at private galleries. Music of all types is presented in the new Miami Beach Auditorium and in the Miami Beach Senior High School Auditorium. There is an active Miami Beach Little Theater. In addition, the Miami Beach public library, fifth largest in Florida, offers readers, both resident and visiting, a choice among some 50,000 volumes.

Complete educational facilities include seven public schools, part of the Dade County public school system, parochial schools and fifty private schools licensed by the city to give academic instruction as well as courses in music, art, dancing, and commercial training. Higher education is available at the University of Miami. Churches of many denominations promote the spiritual life of the community.

Miami Beach is rapidly becoming a convention center. Containing one-fourth of the total number of hotel rooms in the entire state, it can compete with the largest cities in the country in the handling of conventions. The recently completed Municipal Auditorium seats 4,000. It has 12,000 square feet of floor space in the main auditorium and is one of the most modern in the nation, providing 22,000 square feet of exhibition space.

The city is a shopper's paradise. Lincoln Road's dozen blocks between the ocean and Biscayne Bay, are lined with a concentration of internationally famous shops -- branches of New York, Paris and London establishments. Bright awnings and carefully tended landscaping add lustre to this principal east-west thoroughfare of luxury shops and theatres. Besides Lincoln Road, other shopping districts take care of the needs of tourist and resident.

Though obscured by the city's fame as a resort, the small industrial establishments at its southern tip must be taken into account. They represent manufacturers of fruit-preserveds and candies, building materials, awnings, costume jewelry, ice and bottling plants, etc.

The busy shipping center at the south end of the main island and the steel and concrete warehouses and docks that comprise Causeway Terminal are also important to the city's economy. Freighters and some of the nation's finest yachts tie up at these wharves. Cargo, passengers and mail leave from here for the nearby West Indian islands. The Coast Guard flag flies over its large station here; and the big reservation of the United States Corps of Engineers is at the very edge of the island. Across Government

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Cut, through which all shipping must pass to enter the harbor, the U. S. Quarantine Station is located on Fisher's Island.

There has been no decline in population growth since the city was established, but a steady rise has been recorded by state and federal census. The spectacular expansion during the past five years is reflected in building permits. Nowhere in the United States has building activity been so continuous since the 1920's as it has been in Miami Beach.

Perhaps none of the above could have been accomplished had not Miami Beach -- through boom and bust, uncertainty and prosperity -- enjoyed a sound business management. The stable basis on which the city has always operated has attracted favorable attention throughout the financial world.

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The City of Miami Beach is a paradox -- it is both limited and limitless -- limited in space and limitless in its scope. It is a City already famous world-over for its "rags to riches" growth -- in 35 years -- from mangrove swamp to the Nation's host. It is a City founded on the faith and foresight of individuals, developed by individuals, ^{today} and nurtured by individuals -- individuals who make up our citizenry --

In 1567, a Spanish mission, 1870 a coconut plantation, 1912 ~~incorporated with 33 qualified voters~~ 1915 incorporated with 33 qualified voters, today a City with permanent residents numbering

45,541. It's 7.1 square miles of land, 8.2 miles of ocean frontage and contains 12,338 residential, business, ~~and~~ apartment- and hotel lots - and there is no longer any land to be developed in Miami Beach, or any more to be subdivided -- in fact, in general attunement with the progress for which it

~~is~~ noted, this city without a slum, has already begun to demolish older buildings, buildings that would be considered up-to-date in many localities and new ones are being erected in their places. Since February of this year, 17 of these demolitions have been started --

It is a City where auctioneers once used to give away free sets of dishes in order to sell lots -- it is a City where now, land is very often sold by the foot --

~~Miami Beach's~~ ^{It is the City where} first road was completed in 1913 - today we ^{have} 130 miles of paved streets -- ^{whose} first telephone exchange established in 1919 with 67 subscribers,

today has more than 55,000 telephones.

It is the City where the first office of the Chamber of Commerce was established under a big beach umbrella - the Chamber of Commerce which reported that its mail inquiry for June totalled 11,070 letters....

It is the City with its famed Lincoln Road -- Lincoln Road that in the early

The City of Miami Beach is a paradox -- it is both limited and limitless -- limited

'20's was one of the finest residential streets in the Greater Miami area *that*

presently has over 225 stores that gross over \$40 million dollars a season

It is a City founded on the faith and foresight of individuals

developed by individuals

It is the City that, when its first hotel was built in *the Brown*

Hotel, people foretold ~~its~~ its failure -- ~~today~~ today has as its

major industry -- hotels, with one-fourth of all the hotel rooms in the State

of Florida in its environs

It is The City where mangroves and mosquitos once ~~ran~~ rampant, ~~now~~

is gaining -- whose fame ~~as~~ as a haven for hay fever sufferers

now spreads rampantly across the world....

It is a City whose assessed valuation in 1920 was \$224,000 - in 1949 reached

the amazing peak of \$283,891,200 - and this year will be even higher *about 290, Mill.*

It is a City of the times - as modern as today - even tomorrow - a City

visited yearly by thousands - a City of which we are all individually a part -

as the pioneers were a part - they pioneered - yes - but we continue to

pioneer - ~~to~~ to keep pace with our progress -

so that our visitors will constantly be like Christopher Columbus and discover

a new WORLD around them --

I'm proud to be a part of it.....aren't you?

Today has more than 25,000 telephones

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There is no longer any land to be developed in Miami Beach - or any more to be subdivided - and this modern City which celebrated its 35th Birthday this year, in attunement with the progress for which it is already famous has begun to demolish houses and other buildings to keep apace with its reputation of being the most modern of cities -- a city without a slum -

In February, the Miami Beach Kennel Club demolished a building that they owned to make a more modern entrance off of Ocean Drive.

In March, Mr. Stangeways and Mr. M. R. Witschger of 1751 Washington Avenue moved a frame house on the rear of their lot in order to build a 10-unit apartment house.

At 21st Street and the Ocean, old cabanas and a restaurant have been wrecked in order to erect 125-room Seagull Hotel.

Harry Miller at 846 Michigan Avenue has wrecked an old garage in the rear of the main house to erect an 8-unit apartment house.

On Belle Isle, a beautiful old concrete house has been wrecked and it is planned to erect an apartment building on the site.

In May, Jona Associates demolished a store building and wooden cabanas and are erecting a 100 room hotel building.

At 23rd and Collins Avenue, Mr. Kasman has torn down one-story tax-payer stores and is erecting a modern two-story fireproof building with space for a proposed bowling alley on the second floor.

Mr. Hollman at 1401 Washington Avenue has demolished a heterogeneous collection of old stores and on this site is erecting a modern building consisting of 10 stores.

The Sea Isle Hotel at 3001 Collins Avenue has wrecked 12 of its cabanas in order to erect a 125-room addition to the hotel that will make it one of the largest in Miami Beach.

At 1461 Washington Avenue, Mr. W. Taradash has demolished one of the very old Miami Beach houses and is erecting modern stores in its place.

Ben Morton has demolished an old restaurant at 1111 Dade Boulevard in order to erect the new and extremely modern La Rue Restaurant.

The Allied Construction Company has demolished a house built before 1921 at 1104 Ocean Drive in order to build a 60 room hotel.

Mr. Bill Sherman is wrecking the old Elmar Apartment at 220 - 21st Street, which was built by the Fisher Company in 1916 and is erecting a two story building in its place.

In June, Coral Gardens, Inc., started the demolishing of a two story residence at 1608 Collins in order to erect a 44 unit apartment building.

At 1849 James Avenue, the Leonard Brothers moved a house completely off Miami Beach and across the Bay - this lovely home was originally owned by the Welch Grapejuice people, Jane Fisher's mother, and a large apartment house will be erected on this site.

In July, an old cabana club that was built by the Fisher interests for use by hotel guests was wrecked in order to built the 250 room Casa Blanca Hotel.

August 14, 1950

4235 Collins Avenue - old Cahoon residence
to be torn down and new hotel to be built -

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For the next five years, a stream of investors drifted south, some to get sand in their shoes and remain to help create the new city. But it was between 1920 and 1923 that the avalanche of investors descended. Building rocketed. Real estate prices as well; and America's greatest land boom was precipitated. People poured in from all over the United States until by the end of 1925, hotel, apartment and home construction was valued at \$30,000,000.

The land boom collapsed and the 1926 hurricane struck soon after. But invaluable lessons had been learned and the town made a determined come-back. By 1928 it was making good progress and it continued to do so even during the depression years.

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The history of Miami Beach revolves around men -- men of vision -- without whom our glorious community would probably still be today, an area of swamp and underbrush. Less than a hundred years ago, inspired by glowing accounts of coconuts and copra that grew along the water's edge in Miami Beach, some northern business men decided to establish a coconut plantation here.

However, unforeseen difficulties in trying to penetrate the underbrush and mangrove swamps arose, and when they returned north to seek financial aid, they aroused the interest of John S. Collins, who after a short time, decided that vegetables and fruit would be a more profitable venture and acquired the Miami Beach end of the property for this purpose. Though he had some success with this venture, he soon discovered that lack of transportation was his greatest handicap, and in 1911, started to erect a wooden bridge from Miami Beach to Miami. In May of 1912, the Lummus brothers purchased about 500 acres of swampland and started to develop it -- also, it was about this time that Charles G. Fisher, happened, by chance, on Miami Beach, and though Mr. Collins by this time was seventy years old, his ardor for its potentialities so inspired Fisher that he advanced sufficient funds to complete the bridge, which was opened in 1913. In the interim, streets, parks, golf courses, and hotels, were laid out and this attracted enough numbers here by 1915 to organize a city which was granted a charter on March 26, 1915, and named Miami Beach.

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