

He determined to give Miami Beach full value in the eyes of the world.

He began by stopping the selling of lots at cheap prices. He loaned the Lummus brothers one hundred fifty thousand dollars to carry them against the financial tide, so they could assist in boosting prices on a profitable scale. As always with the building of any project, many help. But the three names that will always stand out as the original builders of the city of Miami Beach are J. E. Lummus, J. N. Lummus and Carl Fisher. Had Carl not become interested in helping John S. Collins finish the longest wooden bridge in the world and financing the Lummus brothers, I doubt if Miami Beach ever would have become the playground of the world and a city noted for its fine homes. In the Lummus property homes seldom exceeded the \$3,000 bracket.

Carl started "selling" Miami Beach, in the most modern sense of the word. Into this effort Carl poured his personal magnetism, his gift for human contacts, his sales ability and his knowledge of publicity. In 1919 he began what has been called the first large-scale planned publicity campaign.

It would publicize Miami Beach as "America's Greatest Winter Playground." Incidentally, it would make Carl known as "the father of flamboyant press-agenting."