

IKFV

COJOVA

BEACE



Photo by LARRY BENVENUTI, Marathon

Nature's brush

BLOOMING ON the grounds of Crane Point Hammock in Marathon, the 'shaving brush tree' shows its resplendent colors. The tree actually is a native of India.

Today marks the beginning of construction on the first residential and resort dwellings at Key Colony Beach, according to F.P. Phil Sadowski, developer of the area.

Compiled by JALYN WISE

Today marks the beginning of construction on the first residential and resort dwellings at Key Colony Beach, according to F.P. Phil Sadowski, developer of the area.

—Dec. 15, 1955

WEATHER
Best in the
United States
every day.

THE KEY COLONY BEACH-COMBER



News from All the Florida Keys

Vol. 1, No. 1

City of Key Colony Beach, Fla.

May 1958

We'll Make It For You

A Monthly Visit to the Keys

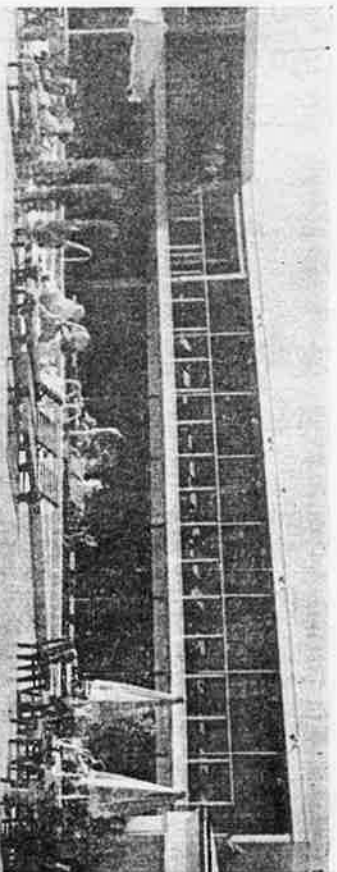
You don't know nearly as much about the fabulous Florida Keys as you're going to know a few months from now. For this is only the first issue of the Key Colony Beach-Comber, jammed full of news about the Keys, that's

going to drop in on you once a month from now on.

We're going to do our best to keep you up to date on such things as:

LAND SALES, with the latest information on who's buying how

Fun in the Sun



Fun in the sun is available to all in the fabulous Florida Keys. Here the whole family sports on the sand beach at Key Colony Beach

in front of the Cabana Club and pool. The only real sand beach in the Florida Keys, it is fronted by a 1,200-foot boardwalk.

much where, and how much he's prying for it.

CLIMATE, one of the Keys' best loved products, which unfortunately can't be exported.

FISHING, which draws outstanding anglers and just plain old fishermen from all over North America. It's also for local consumption only.

ACTIVITIES, social and otherwise, of the mushrooming colony of year-round residents, seasonal visitors and investors.

DEVELOPMENT AND CONSTRUCTION, which already has changed the Florida Keys from the site of a few scattered fishing shacks 10 years ago to the solidly booming resortland it is today.

All this is free, courtesy of Key Colony Beach, the newest city in ancient Monroe County—the first, in fact, to be incorporated in the past 128 years.

We're going to do our best to tell you in the Key Colony Beach-Comber what you want to know, but you've got to help us.

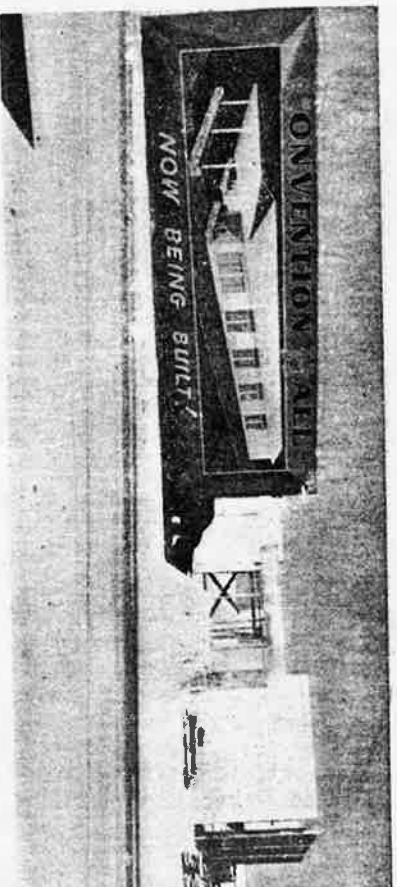
Write and tell us what interests you most in the Keys—and we'll get together stories on it.

Write and tell us whether you enjoy your copy of the Beach-Comber—we want to know, no matter what the verdict is.

And if you don't want to receive the Beach-Comber every month, write and tell us so—and we'll drop you from the mailing list. We don't want to bother anybody.

What we do want to do is keep everyone who's interested in the Florida Keys up-to-date on what's going on down here. There's certainly a lot of it.

Ready Soon



Designed to accommodate 600-750 persons, this convention hall is being built at Key Colony Beach by the F. P. Sadowski Corp. It will

cost \$150,000 and will include such things as air conditioning and complete banquet facilities. The hall will be complete by June 1.

Writers Who Gave Boost To Keys Are Coming Back

All of them have heard of the Florida Keys. Some will be returning for more fishin'. Most will be visiting the geographical jewels that are the Florida Keys for the first time.

Who will be coming down?

Top producers of outdoor material from both Americas. They are members of the Outdoor Writers Association of America (OWAA).

Founded in 1929, the 1,700-member organization has visited Florida twice before. Previous Florida conventions found the OWAA at St. Petersburg in 1947 and Miami in 1951.

In connection with the latter show, a day was spent on the Keys. Just one day. It was a sufficient sampling to make selling the 1958 convention for Key Colony Beach an easy task.

Writers wanted more than a sample. They wanted a week. This they will enjoy—roaming from Key West to Key Largo—between June 1 and 7.

By March 18, more than 257 outdoor writers and their families had signed up. They come from 31 states, D. C., the Bahamas, Bermuda, British Columbia, Canada, Newfoundland and Venezuela.

Famed guides of the Florida Keys have joined many other public-spirited Keys folks to make the fishing and entertainment

phases possible. A total of 900 fishing trips were promised; 900 will be delivered.

The spreading fame of the Florida Keys can be traced back to 1951—to the one-day Keys sardar made then by OWAAers. It started a flow of outdoor material that has grown with each year.

Given an entire week to meet the fine Keys folk and to personally enjoy its unmatched angling, the message of the Florida Keys will be told by hundreds of new friends—the OWAAers visiting here June 1 through 7.



'Islamorada Day' Set for Convention

ISLAMORADA—A feature of the coming convention of the Outdoor Writers Association of America takes place here Thursday, June 6, according to Jake Muller, chairman.

An all-day program—to be known as Islamorada Day—will be staged. Producers of outdoor material will be out fishing with famous guides. That evening they'll enjoy a gather-up buffet at Martin's Hatway House.

Hosting the international gathering of anglers will be the Islamorada Fishing Guides Association. Joe Culley, President.

CLASSIFIED

(Good thru Apr. 30 only)

FOR SALE

DUPLEX — 20 feet water frontage; complete; equipped with G. E. kitchen, wall-to-wall carpeting, traverse rod drapes; large carport, storage room and extra Florida room for owner's apartment. All included in \$22,500 price. Write F. P. Sadowski Corp. for rental expectancy enjoyed by other Key Colony Beach island duplex owners.

GOLF COURSE SITE — A 300 x 1200 square foot tract. Price, \$50,030. Engineering permits 18 hole, 3-par golf course.

REST HOME SITE — 300x750 square feet. ideal site for rest home. Situated near existing, 13-store Shopping Center.

GOLF COURSE LOTS — A number of lots bordering proposed golf course are available at \$3,500 each. These are zoned for single residences or duplexes. Lots are 75 x 150.

WATERFRONT HOME — 20 feet on water. two-bedroom, two-bath private residence. Completely furnished. Wall-to-wall carpeting throughout. G. E. Kitchen. Beautiful sun room. Carport. Utility Room. Completely landscaped, all for \$24,500.

BOAT SITES — 40x100 feet on water. Accommodate a complete duplex, with two carports, space for boat trailers. Price is \$2,800 per lot, including dock.

Upon request we will build your duplex hotel, including land, dock, furniture — ready to move in — for \$10,000 per unit, or \$20,000 for the duplex. Live in one half; rent the other. Some folks rent both halves except when occupying their own unit.

OCEANFRONT LOTS — Only a few left at these prices. They are lots in Stevens Subdivision numbered 1 through 4, and 20 through 23. Sold in units at \$15,000 per lot, or half of retail price. Face on Atlantic ocean, stand 6 feet above sea level, or 1 foot higher than U. S. Highway No. 1. Only sand beach in Florida Keys. Zoned for motels, hotels and studio apartments.

INVESTMENT GROUPS — An entire island in the Atlantic Ocean. 350 acres. About 2 miles of oceanfront, mostly high and dry. Price is \$3,500 per acre. Only undeveloped sand island left in Florida Keys. Cost is \$3,500 per acre. Capital Gains. Income potential is from 8 to 10 million dollars. Terms are 25 per cent down; balance up to 10 years; interest at 6 per cent.

OCEAN FRONT TRACTS — About 6 acres or 250,000 square feet, situated in Stevens Subdivision. Over 800 feet on ocean and sand beach. Cash price is \$125,000, or half of retail.

FOR RENT

Rates at motels and cooperatives will be lowered April 1. All are on ocean, with these privileges: Use of boardwalk, 1,100 foot fishing pier, cabana and pool. Fine restaurant and lounge adjacent. Marina and charter boats within walking distance. New convention hall now in process of erection.

For information write Key Colony Beach Chamber of Commerce, Box 305, Marathon Shores, Florida.

AT NEW SHOPPING CENTER — Stores for: Beauty Shop; Grocery and Barber Shop. (Must have Florida license).



F. P. SADOWSKI CORP.
City of Key Colony Beach
Marathon Shores, Florida

1
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Just Who Is This Man Sadowski?

F. P. (Phil) Sadowski is a long-time Florida developer. Three purchases at Pensacola in 1926 included 640, 1280 and 40 acres, the latter at Paradise Beach. His home went up the same year, six cottages following in 1927. In 1932 he built the Paradise Beach Hotel, with its 600 seat dining room and patio area.

Leasing it in December, 1940, he took it back again, selling out in 1946. He and his wife, Dorothy, and family moved to Miami in 1946 — for his health and to "retire."

Between 1946 and 1951 he built about 1,000 homes and duplexes in North Miami, Biscayne

Park, Miami Beach and Dade County. The Sadowskis moved to Marathon in 1951. Three millions in lot development followed.

These were: South Marathon Shores, Marathon Shores, Little and Bay Venice, the Sadowski Subdivision, the \$1 million Jack T-T Motel and North Marathon Shores. More than 200 homes and business properties were built during the course of development.

The 38 homes in the FHA-financed Sadowski Subdivision sold out in the first week they were placed on the market.

Newest Sadowski operation is at Key Colony Beach, a \$6 million dollar re-moulding of a sand island originally spotted a mile off U. S. Highway No. 1 to Key West. Situated 104 miles south of Miami and five miles north of Marathon, Key Colony Beach in September of 1957 became the second city to be created in Monroe County in 129 years. Population on that historic day was 11.

Existing ocean front construction includes integrated planning at its best. Everything is plush. Everything works together. Two luxury motels and a pair of fine co-operative buildings sandwich a restaurant, lounge and cabana club. An 1,100-foot ocean pier



F. P. (Phil) Sadowski

joins the units together. The 112 unit Studio Co-Op is being planned for 1958.

Signs of the Times, Florida Keys Style

Stanley Switlik, the nation's Porcunite King, is building a \$1,500,000 golf course at Marathon. First nine holes to be ready in May, second nine by next spring.

The Key Colony Beach-Comber

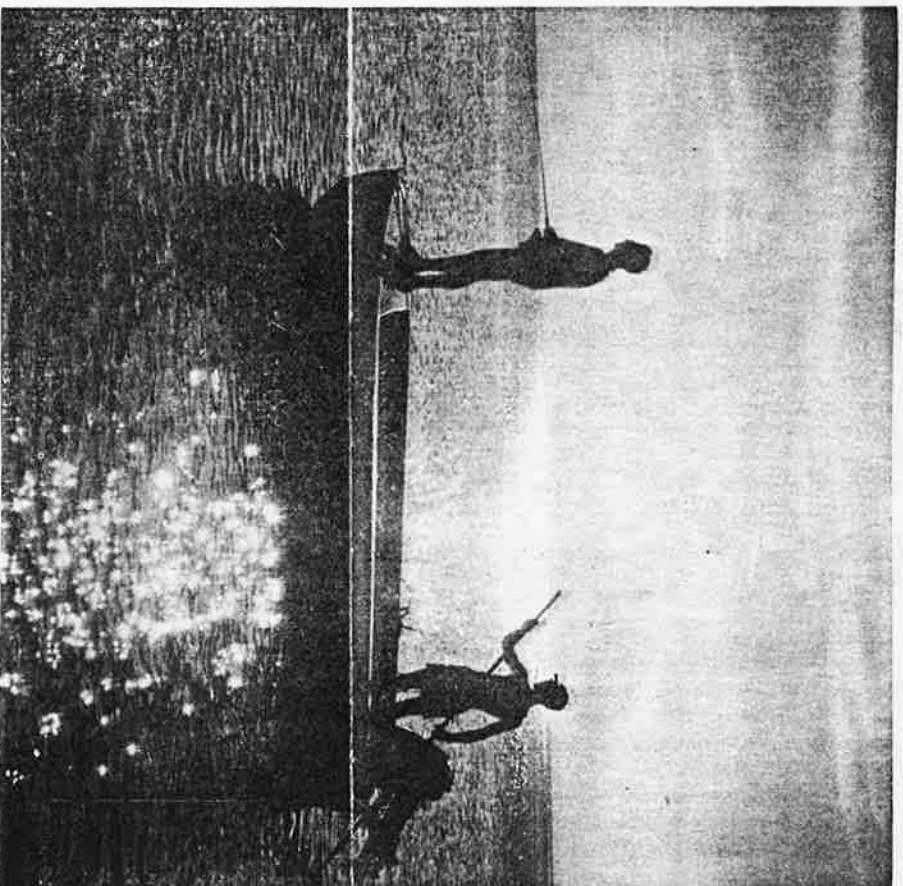
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Editor
Allen Corson

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Florida's Largest Out-of-State Circulation - - 41,108 This Month

Two Silhouettes



A bonefisherman and his guide are silhouetted against the sun-spangled sea as they cruise slowly along the flats of the Florida Keys.

The bonefish, a silver ball of fire, is one of the most-sought fish in the Keys.

FISHING

BY ALLEN CORSON

Over 200 outdoor writers will mosey up and down the Florida Keys, comes June 1 — 7. Let's meet some early registrants:

MURRAY CROWDER, Spring Valley, Ill. president of Outdoor Writers Association of America, and a previous visitor who field-tested tackle with Capt. Eddie Edenfield off Islamorada . . .

MAYNARD REECE, Des Moines, Ia. His eight-page, full-color layout last summer in **LIFE** was hand-painted from living fish, many caught in the Keys.

DICK CORNISH, New York, outdoor man for *The News-American's* largest newspaper. . .

CHARLEY A. VAUGHAN, ditto for *The Philadelphia Inquirer*, with its million Sunday circulation. . .

TOM McNALLY, Chicago Tribune, a midwestern giant. . .

RIES TUTTLE, OWAA veep, whose Des Moines Register Tribune hits 70 per cent of Iowa's homes.

HANK ANDREWS, Cleveland Press, an old Florida hand. . .

PETE MCILLEN, Toronto Telegram. . .

PEIE PERINCHEFF, Mid-Ocean News, Bermuda. . .

HENRY E. DOEBBEL, Coza Y Pesca, Caracas, Venezuela. . .

And the multi-paper gang:

JOE BATES, . . . Longmeadow, Mass., with 300-500 weeklies and dailies on his Nestle string . . .

BUCK ROGERS, Columbia, Mo. His Outdoors, Inc. messages now hit 300 papers. . .

PERK ANGWIN, Barre, Vt., with syndicated coverage in New England. . .

GRITS GRESHAM, Natchitoches, La. with 35 papers in that state. . .

HAROLD COLBY, artist-writer with nine papers in New York's West Chester County. . .

ELDY JOHNSON, McKeesport, Pa., whose monthly page in a labor mag has 1,250,000 circulation.

From the Far West: **ENOS BRADNER** and **HOWARD GRAY**, Seattle, and **FRED PETERSON**, Spokane, all in the state of Washington. . . **JOE MEARS**, **JOHN GARTNER** and **CLAUDE KREIDER**, from California.

Ice Fishing the Only Kind You Can't Get in the Keys

Who fishes in the Florida Keys? Just about everybody.

For instance, records of the Metropolitan Miami Fishing Tournament show angling entries from the Keys this past winter by such well-known names as Herbert Hoover, Jimmy Stewart and Prince Winston of Sweden.

Hoover made his annual visit to the Key Largo Anglers Club in quest of bonefish. A spell of cold weather cooled off the bone-fishing, but the ex-president is expected to try again in a few months.

Stewart, under the guidance of Capt. Jimmie Albright, fulfilled a lifelong ambition by boating an 8-pound, 6-ounce bonefish off Islamorada.

Prince Wilhelm, a guest at the

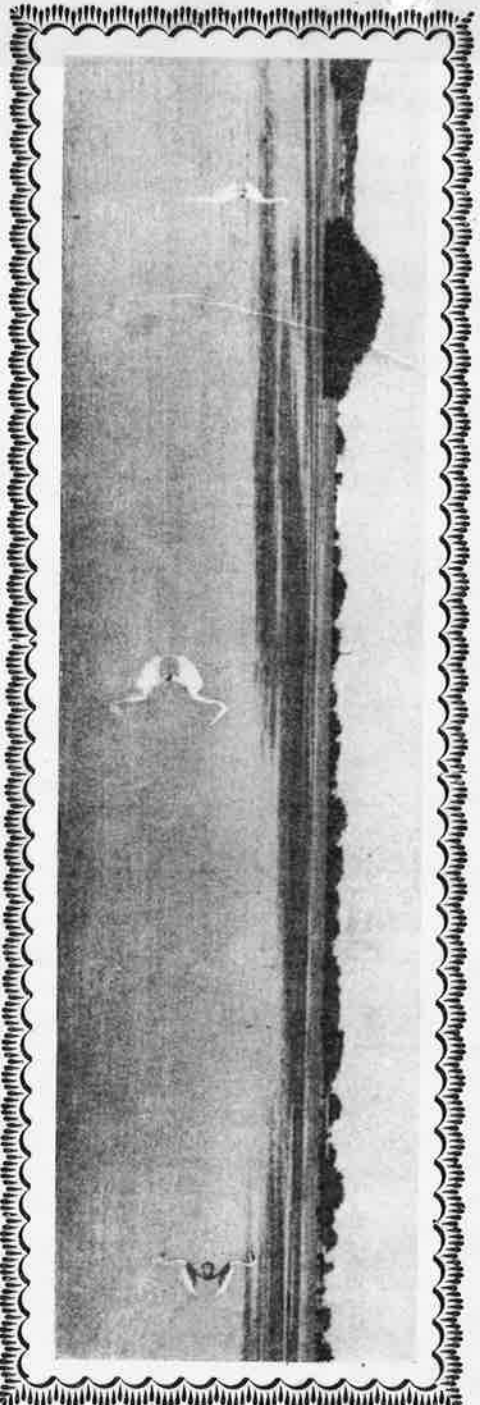
Ocean Reef Club, got the best of a 17-pound blackfin tuna.

Fishermen whose names are unfamiliar to you did even better, indicating that Florida Keys fish don't care who catches them.

Biggest dolphin in the Met journey so far this year is a 49-pounder caught by Robert L. Meizenberg of Highland Park, Ill. He was fishing out of Islamorada.

The leading amberjack—an 80-pounder—was boated by Gaylord E. Smith of Birmingham, Mich., also off Islamorada.

Also caught on the Keys was a 9-pound, 6-ounce channel bass, the biggest in the tournament to be caught on fly-casting equipment. It was taken by Frank C. Hendrickson of Southold, N. Y.



Around the Island...

Business is up. The Ruttger Sands and Key Colony Beach Motels report increased (income or guests) up to 40% over 1958... Christmas week saw up to 50 beach pads rented in 1958 at the Cabana Club; 97 in 1959... At Tom Bowes Marina, manager George DeBoer enjoyed a gross almost double the preceding year... At Paul Hamm's Shopping Center, five stores are rented. Last year it was one. Newest is The Pantry, a grocery-sundry store opened by Gil Spence... The 75x110' canal lots proved a sensation. 111 were put on a special sale in September. On Jan. 23, only 10 of the duplex lots were left.

Colony House restaurant has installed a package bar... National Air Lines has missed three stops at 8000 foot Marathon Air Port since beginning its schedule here in November... Where last year at this time there were no golf courses, now there are three: KCB G.C., 18 hole, par 3; Sombrero, 18 hole championship; Duck Key, nine holes... Boot Key Bridge, a \$1 million span, is well on to completion... Indies House, at Duck Key, opened Jan. 24.

A growing list of charter craft can be found along the lead-in causeway. A head boat is

there, too... The Galley, causeway eating spot, now offers door delivery of goodies... Lunches and daytime snacks are served at the popular Key Colony Beach G.C. by Jon and Edna Hapsas... Phil came through with a fine renovation job on the Cabanas, prior to selling them to Forbes L. Simon. They look good with their alternate yellow and white theme.

Cable-Vision, a service insuring top TV reception, is to be brought to Key Colony Beach in the near future... The new (seven of them) bigger Duplex Boteles featuring 2 bedroom accommodations, are proving a fine addition to Island rental facilities.

THE KEY COLONY **BEACH-COMBER**

● PUBLISHER: **F. P. (PHIL) SADOWSKI** ● EDITOR: **ALLEN CORSON**

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Copies to Date 580,000

February, 1960 Issue

F. P. SADOWSKI CORP.

City of Key Colony Beach
Marathon Shores, Florida



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Fun and Facts from the Florida Keys

Golfers keep Making Holes-In-One, Club Record Set

A club record was set Dec. 12 on the testing, 18-hole, 3-par Key Colony Beach Golf Club by Billy Booe. The PGA golf pro from Bridgeport Conn., went the par 54 route in 45 strokes. His partner was KCB G. C. pro, Art Willette.

Booe tabbed a hole-in-one on the pace setting round, his tee shot disappearing into the 9th cup. Two days prior to that, Art made his ace on the 11th, part of a sub-par 49 score. Art Matney, Duck Key bartender, tabbed his third ace on Dec. 12, on the 4th hole. His score was 55.

Other enthusiasts joining the growing Hole-In-One Club are:

S. Stock, Marathon, Nov. 23, 8th hole, score 56; Father James Connaghan, Marathon Shores, (two), Nov. 24, 5th

hole, score 61 and Dec. 28, 2nd hole, score 60; E. A. Vandy, Chicago, Dec. 14, 8th hole, score 55; Richard Stock, Jr., Marathon, Dec. 10, 5th hole, score 60; Craig Rehfeldt, Marathon, Jan. 3, 15th hole, score 61; Bob Finger, Toledo, O., Jan. 15, 8th hole, score 60.

Each of the above "aces," receives a tree memento of his achievement, same being a golfer atop a pedestal to which is affixed an engraved metal plate listing pertinent facts. Each of the 18 holes has had one or more aces scored upon it. Your tree trophy awaits you at the Key Colony Beach G. C. Fore-ward march!!



ALL LIT UP with happiness is REA Administrator, David Hammill, Washington, D. C. He and other Rural Electrification Association officials convened at Key Colony Beach Dec. 10-12. His catch is a hefty, 47 pound grouper.

2,000 Attend Key Colony Beach Conventions In 1959

Key Colony Beach, as a Convention City, played host to over 2000 visitors during 1959, featuring groups from 72 to three in excess of 400.

Biggest meeting ever held by the Florida League of Outdoor Writers took place April 24-26, with 72 in attendance. Alcoholics Anonymous had approximately 100 here June 20-21.

The Florida Association of Realtors banqueted 406 during their three day regional meet ending July 12. Many have since returned. A district Elks installation catered to about 150 clubmen on September 26.

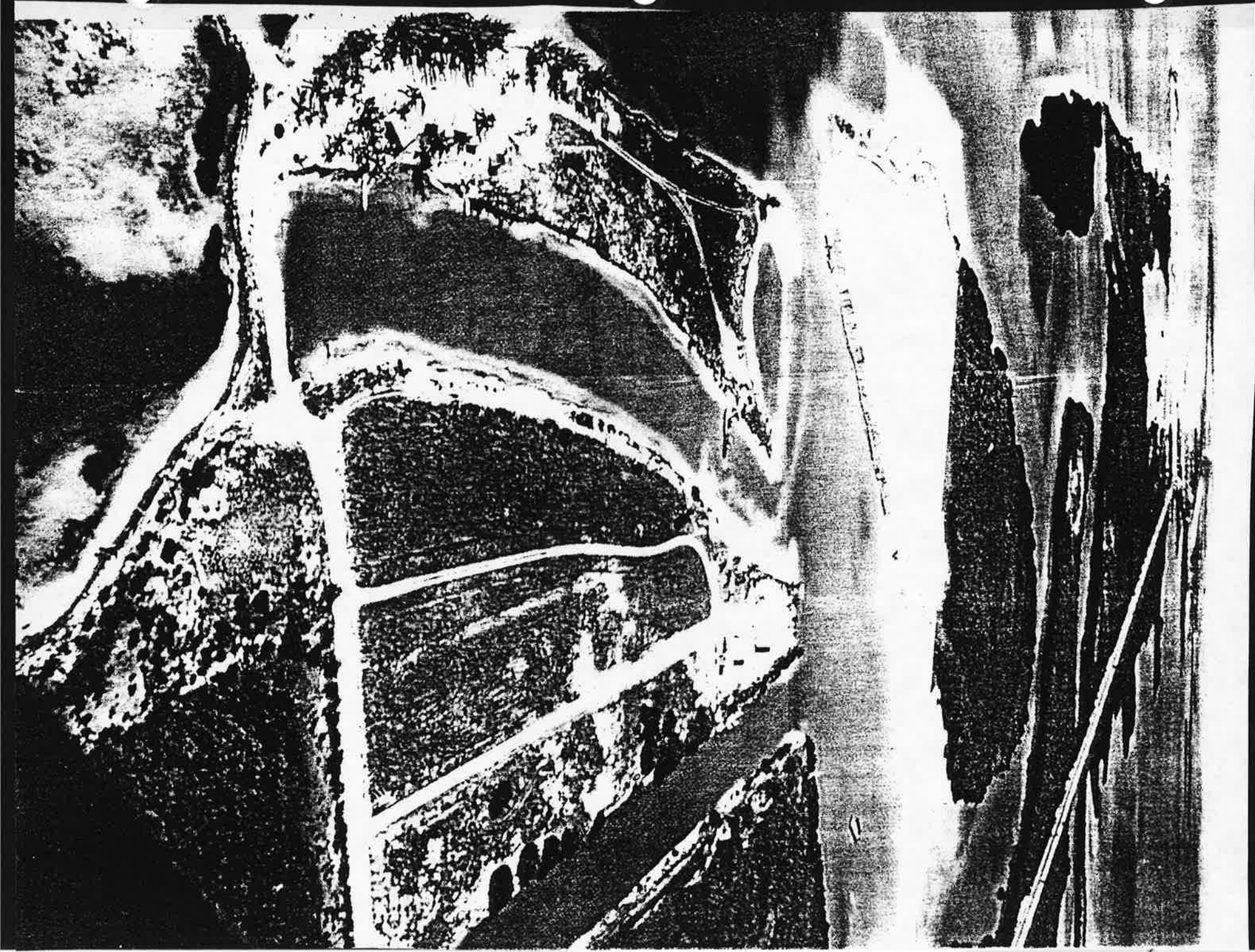
The United States Congressional Secretaries visited Key Colony Beach September 30, only spot they've elected to visit on each of their three Florida post-Congress fun tours.

The District United States Power Squadron surprised with an attendance of 412. Their initial visit to the Island ran to about 60 boating enthusiasts. The Jes-ters, Shrine fun unit, exceeded their own advance estimate, with 126 aboard for their November 13-14 funfest.

On November 17-22, the Island's own running of the Guy Lombardo Scallish

Tournament even topped a late guess by your editor. Twice he upped headlines—from 40 to 50, from 50 to 60—and final figures showed 96 contestants using 60 boats, hailing from 20 states; releasing 107 of 117 scallish.

Final meeting on the 1959 convention calendar was the Rural Electrification Association (REA) gathering held here December 10-12. Estimated total attendance was over 400.





Only an aerial view, far left, throws mammoth proportions of Key Colony Beach into true perspective. Sugar-white patch is freshly dredged land. On the beach, left, shoremen smooth this coral rock and sand mixture to make way for construction crews moving in to dot area with multi-colored homes; below, Canal "street," one of an intertwining network that gives island Venice-like appearance, provides every home with doorstep dock.

CITY OUT OF THE SEA

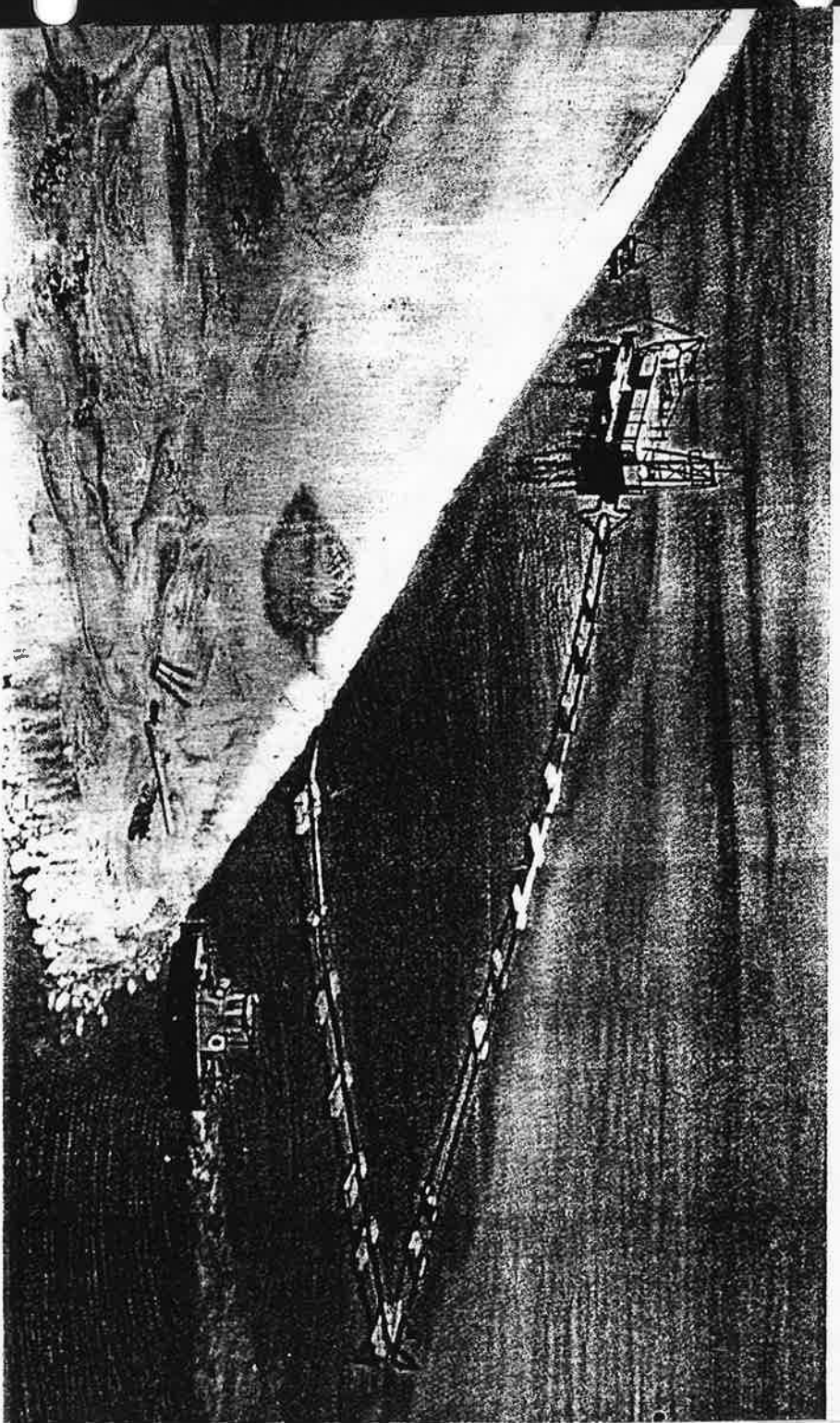
About two hours' drive south of Miami, along the Overseas Highway that spurs the Florida Keys, lies Key Colony Beach. Today's visitor to this modern, man-made miracle, gazing at rows of brightly colored homes, walks along palm-shaded streets laid out on land which was the bottom of the Atlantic Ocean a few years ago; a swamp-infested wilderness where an occasional passing fisherman tied up his boat and cursed the mosquitoes.

Construction crews and dredging outfits were first on the scene, when work began, and they both had one essential need in common—petroleum products. That was when Texaco went to work in vacationland. An old-timer now, the familiar Texaco sign is a friendly neighbor to everyone at Key Colony Beach on land and sea. From the beginning, it was not difficult to see that, beyond the immediate construction necessities, there was an even greater opportunity once the project was completed and occupied. So, Texaco moved in on the ground floor—literally.

Dredged and dynamited from the shallow sand and coral rock ocean floor off nearby Key Vaca, this 365-acre island is now the pride of more than half a dozen housing developments that have sprung up on neighboring Keys. At the edge of one of the finest bathing beaches in Florida (sugar-white and a mile long) sprawling luxury motels and gleaming cooperative apartment houses stand in the sun. Behind this impressive facade spreads a vast Venice-like area of choice water-front lots, interlaced with broad avenues and a network of canals where everything from rowboats to yachts glide back and forth.

This tremendous transformation, spectacular even by Florida standards, is the outgrowth of a two-part program to provide not only a bustling vacationland for tourists but also to offer enticing homesites for middle-aged couples in retirement. Such a program and exciting promise of future potential—the Key Vaca area's population has skyrocketed 900 per cent since 1950—has attracted the attention of busi-





To create a place for relaxation has taken plenty of petroleum energy

men in many fields, including energetic John Puto, distributor of Texaco products in the area.

Mr. Puto opened a service station at the island's impressive \$150,000 marina, which is operated by Texaco dealer Tom Bowes. The marina is equipped with mooring facilities for boats of all sizes. Mr. Puto also operates as a wholesale distributor from his main bulk plant in nearby Marathon Shores, centrally located to service the entire range of Keys with equal ease. He not only sells over 100,000 gallons of gasoline and lubricants a month for the automobiles and boats of area residents but also continues supplying dredging outfits and construction contractors with the petroleum products they need.

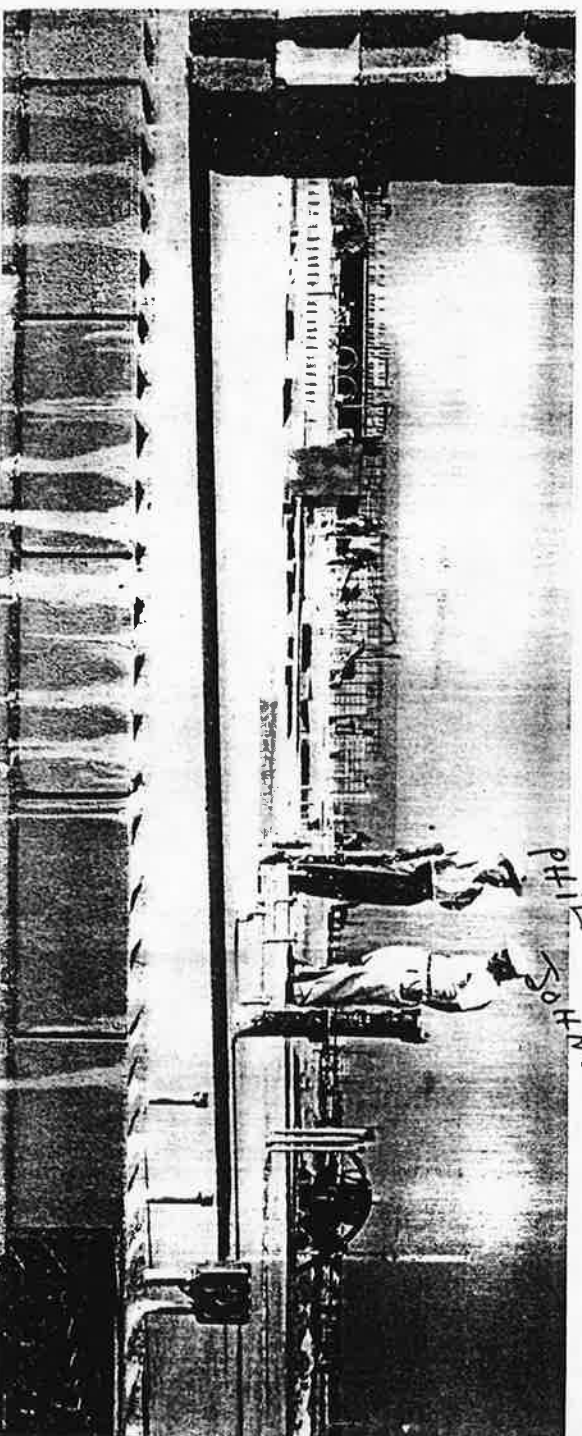
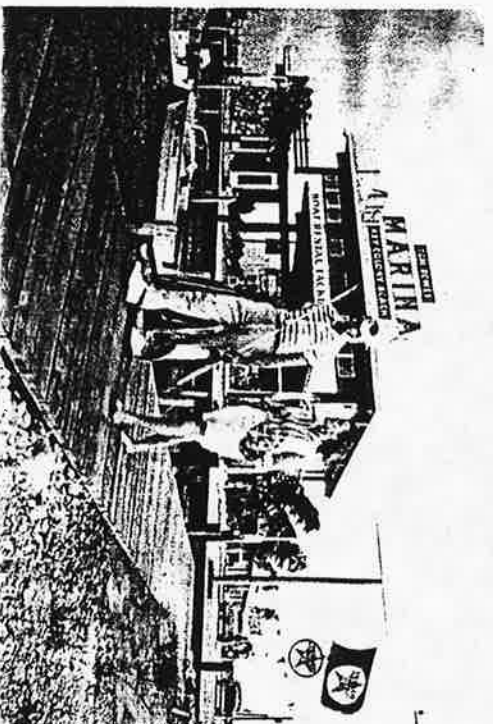
With tank trucks, Mr. Puto carries diesel fuel to outlying fishing fleets; supplies the bulk of gasoline and lubricant needs for over 20 construction firms operating up and down the Keys; as well as independent off-shore oil drilling opera-

tors. Around Key Colony Beach, hoses 200 to 300 feet long snake out from shore to reach fuel-hungry dredges. In addition, two new Texaco service stations—one on Big Pine Key to the south and the other up north in Islamorada—are in operation, supplied by the Marathon Shores bulk plant.

For good measure, Mr. Puto's warehouse can fill requests for automobile tires, batteries, or accessories, and he supplies Texaco Rust Proof Compound to protect exposed steel girders on the 11 bridges linking the Overseas Highway. Not one to neglect civic responsibilities, Mr. Puto was recently elected chairman of the Monroe County Petroleum Council.

Key Colony Beach has been called Florida's second St. Petersburg, with Miami Beach's real estate boom thrown in to lend background. Designed as the only completely planned-planned resort city in the Florida Keys, the community has already jumped into second place behind Key West as the largest town on the long stretch of Keys. With a recently

Island waters tempt anglers with some of the world's finest salt water fishing; and Texaco marina, right, provides gasoline and oil for their boats. Ashore, Texaco also supplies essential products to construction contractors who are expanding into neighboring areas. Important customers, too, are dredging outfits that cut canals below shallow tidal flats and spare sand which has been scooped from ocean's bed through jointed pipe to build new subdivisions. Both the marina and new homes stand on land created by this unusual dredge-and-fill work.



completed 8,000-foot landing field on Key Vaca supplied with Texaco aviation gasoline and lubricants by the versatile Mr. Puto) and a shopping center on the causeway connecting the island to the Overseas Highway. Key Colony Beach now offers its residents every convenience of mainland cities.

The history of the Key Colony Beach development is as amazing as its growth. It all began by accident. In the early 1930's, a Miami real estate man "retired" to Key Vaca. Near the town of Marathon he bought 16 acres of coral rock and mangrove swamp and then purchased 10 additional acres to guarantee a right-of-way from the highway to his property. To raise these tidal flats to highway level—six feet above sea level—required fill and the only fill available was the coral rock itself.

Canals 100 feet wide and 16 feet deep were blasted; huge dredges scooped the rock and sand from the ocean bed and packed it between the canals. Suddenly, the outline of an

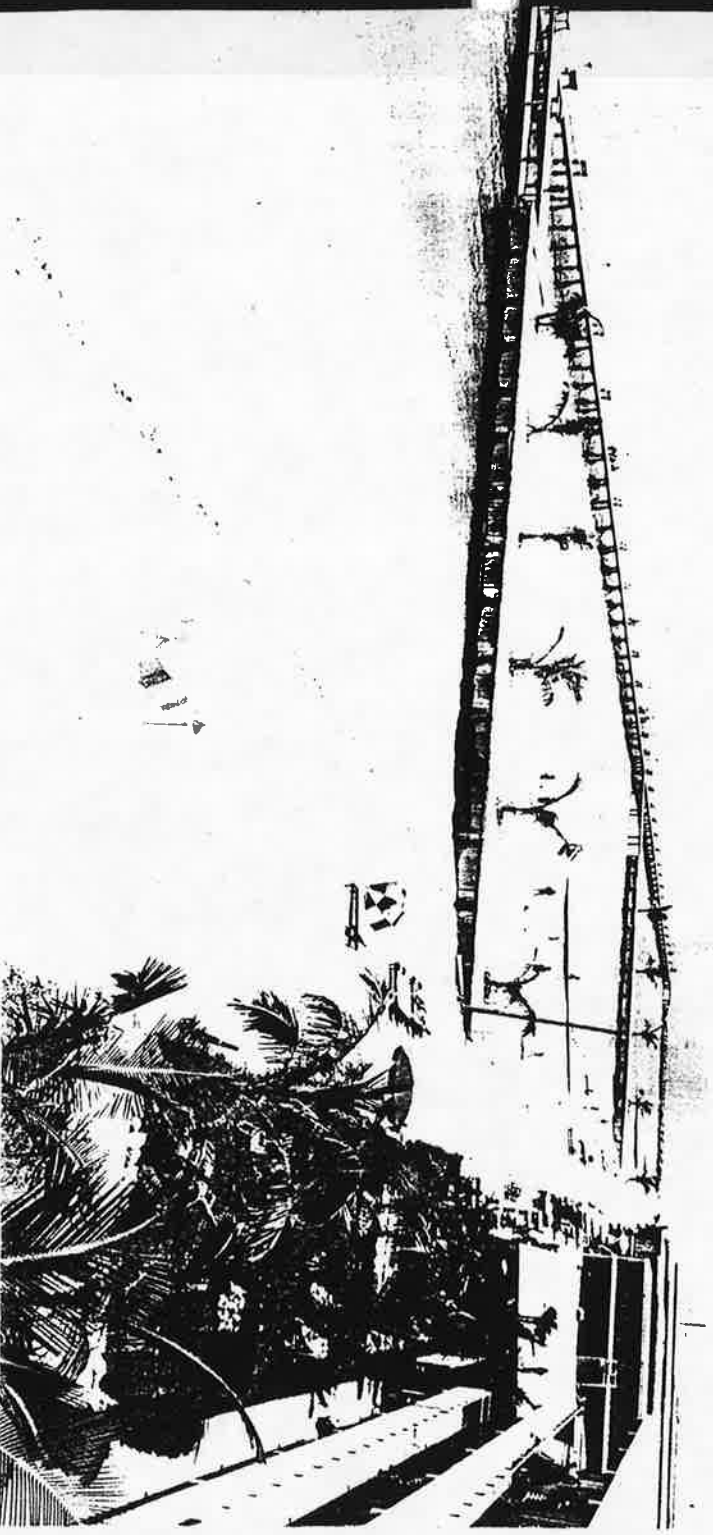
island containing vast tracts of valuable water-front property emerged and Key Colony Beach was born.

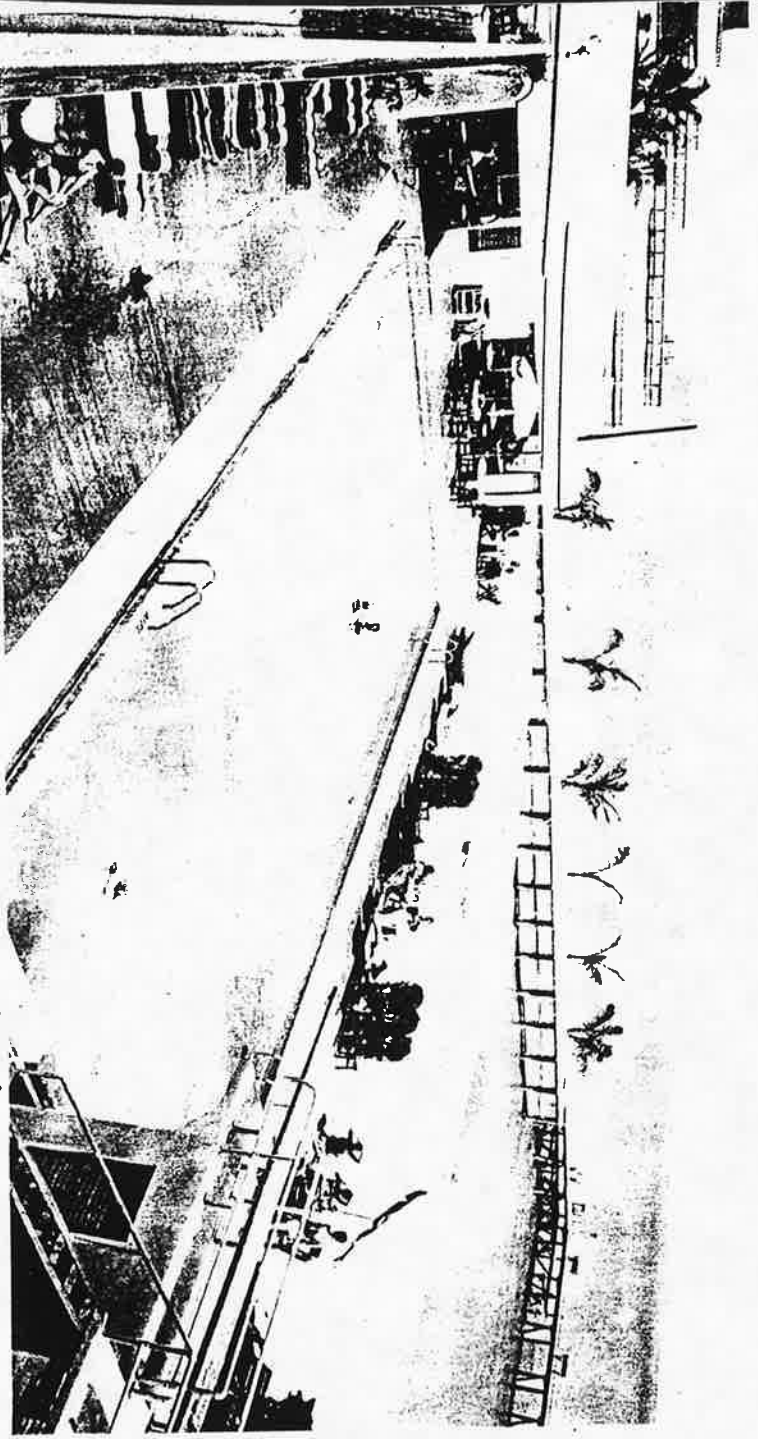
The dredge-and-fill method that created Key Colony Beach was first employed in the 1920's to carve the Tamiami Trail through the Florida Everglades. Now it has become the favorite land reclamation method on the Keys and has lent a helping hand to such neighboring developments as Key Vaca's Little Venice, South Marathon Shores, and North Marathon Shores—representing a capital investment exceeding \$100 million. Texaco, too, has played a vital role here. Both businessmen and residents look upon the oil business as one of the best that have come into the area.

Not only money, but also brains are behind the current building boom in the Central Keys. Natives and newcomers alike look ahead to the time when the Keys, constantly bathed in sea air, may well be the nation's leading vacation paradise. Key Colony Beach will be ready.

A Choice of Unusual
Investment Opportunities in the Florida Keys
In Newly Created City of Key Colony Beach
On the Overseas Highway near Marathon

- Commercial and Residential Sites
- An Entire 325-Acre Undeveloped Island
- 2 New Waterfront Homes, Completely Furnished
- The Finest Operating Restaurant and Cabana Club in the Marathon Area





Swimming Pool, Cabana Club and Portion of Protected Beach

A Choice of Investment Opportunities in the Rapidly Developing FLORIDA KEYS Exceptional Capital Gains Potentials A Variety of Possibilities to Interest Both Large and Small Investors

What Opportunities Are Available?

Commercial lots in Key Colony Beach, available in large tracts or singly. Among them are:

BoTel Site, 40'x100' with 40' dock on the water. These sites will accommodate two adjoining studio apartments with 2 carports and space for boat trailers.

Duplex Apartment Sites on the water or bordering the golf course.

Oceanfront Tracts and Lots zoned for hotels, motels, apartments.

Rent Home Site, 300'x600'.

Golf Course Site, 300'x1200' with 560' frontage on Ocean Drive; planned for 18-hole par-3 golf course.

Residential Land in Key Colony Beach is available in large subdivision tracts or individual lots. There are sites for higher priced and for medium priced homes.

Two of the existing homes, newly completed, furnished and equipped, ready to live in, are available for purchase. These have waterfrontage on canals, 2 and 3 bedrooms, 2 and 3 baths, wall-to-wall carpeting, GE kitchens, air-conditioning, carports.

An Operating Restaurant, Cocktail Lounge, Swimming Pool and Cabana Beach Club on the Ocean. Profits the year round,

favorable purchase terms, a growing clientele and unsurpassed location make these luxuriously equipped establishments an excellent opportunity for individual or chain operation.

The Shamrock Restaurant and Cocktail Lounge services all motels and tourists accommodations in Key Colony Beach. Seating capacity, approx. 500. Fully licensed. Modern concrete and steel construction; air conditioned. Ample parking.

The Cabana Club and Pool adjoining the Shamrock Restaurant and fronting on the ocean has 33 fully equipped cabanas with showers and dressing rooms, beach shop and manager's apartment. Large 30'x75' filtered pool for fresh or salt water bathing.

Purchase includes 236,977' of Atlantic Ocean frontage with screened-in swimming beach and 236,977' of night-lighted deep water fishing pier.

FAT DEER KEY—an entire 325-acre island on the Atlantic, adjacent to Key Colony Beach and connected by a causeway to the Overseas Highway. The only undeveloped sand island left in the Florida Keys. About 2 miles of oceanfrontage; mostly high and dry. Presenting an exceptional number of profitable development possibilities and a tremendous opportunity for capital gains. Offered at favorable terms.

The Story of Key Colony Beach

Fabulous in the true sense of the word, Key Colony Beach is a city entirely created by the drive, imagination and Midas-touch know-how of one man—Felix Philip Sadowski, known throughout the Florida Keys as Phil.

Four or five short years ago, an almost unknown island lay alongside the Overseas Highway under a tropic sky, its white sand beaches lapped by the Blue Atlantic. Only an occasional fisherman ventured among the shallows and bays, the reefs, shoals and deep water offshore where marlin, tarpon, sailfish, and bonefish made up the only citizenry.

Out of this island-puscel-by, Phil Sadowski (retired for the third or fourth time after a story-book career of hotel management and home building) now has created the second largest, and only wholly pleasure-planned resort city in the Florida Keys.

Bringing Key Colony Beach to its present state of development has cost many millions of dollars. Sadowski has filled bay bottom land, dredged canals 100 feet wide and 14 feet deep, and used coral rock for bulkheads. Pure white sand has been pumped in to create huge tracts of valuable waterfront property. Channels around nearby keys allow the tides to flow freely and reduce to a minimum the danger of high water from storms.

Key Colony Beach, now a 365-acre vacation community, is interlaced with broad avenues and a network of canals where the yachtsman may tie up his boat at his own doorstep. Here, Phil Sadowski is in the process of developing an area uniquely suited for both recreation and permanent living, particularly for the retirement-age group which is fast becoming one of the largest portions of our population.

What Key Colony Beach Now Offers

This successful, growing community today has many homes, splendid motels, cooperative apartments, small shopping center, and a fine yacht marina. A new, air conditioned convention hall seats 600.

The beautiful oceanside Shamrock Restaurant and Cocktail Lounge, Pool and Cabana Club are successfully operating. Over a quarter of a mile of boardwalk (the only one in the Keys) and fishing pier, lighted at night, stretches along the oceanfront, where a protecting screen guards one of the finest bathing beaches in Florida.

The \$150,000 marina has moorings for boats of all sizes. It provides service, tackle, charter and rental boats, as well as boats for sale. On the main causeway leading to the marina from U. S. 1 is a shopping center which already has many units in operation, and parking area for 300 cars. Automobiles are available for rental.

Development, of course, is still going on. New buildings and landscaping will in due time relieve the present extensive areas of white sand. The elevation, 6 feet above the ocean, may not seem great to those unfamiliar with the Florida Keys, but Floridians who know the small variations in the tides here and the protection offered by an offshore sand bar paralleling the Keys for miles, look upon a 6-foot altitude as an exceptional advantage.

Location and Transportation Facilities

Key Colony Beach and the adjacent undeveloped Ft. Deer Key lie along the Overseas Highway at Marathon—just 100

miles south of Miami (about a 2-hour drive), and about 50 miles north of Key West. An 8000' CAA approved landing field brings the area within minutes of Miami. National Airlines is expected to start scheduled service in 1959. There is regular bus service out of Miami every two hours.

The Greater Natural Asset—Climate

In the Florida Keys, the most comfortable year-round temperatures in the United States team up with an amazingly low average humidity to produce a climate that is the envy of many health resorts. Sufferers from arthritis and related ills find great relief in the Keys. Outdoor sports, sun and sea bathing enthusiasts find an invitation to year-round enjoyment. The temperature ranges from a low of 50 (never a frost) to a breeze-cooled high of 90—a year-round average of 72 degrees. Because of the level land and shallowness of surrounding waters, the humidity remains constantly low, averaging 48%. The low humidity and fresh sea breezes are a joy to all who come to the Keys seeking relief from the extreme temperatures and humidity of many mainland cities.

Fishing That's Out of This World

The waters of the Keys literally team with fish. More than 600 species have been identified and at least 100 species are commonly caught. Recent catches in the area include an 8 lb. 6 oz. bonefish, a 175 lb. tuna, a 49 lb. dolphin, an 80 lb. amberjack, a 9 lb. 6 oz. channel bass, as well as record size tarpon, barracuda, sailfish, marlin and snook.

The shallow flats in the vicinity of Key Colony Beach offer bonefishing as good as could be found anywhere in the world. The Gulf Stream is at hand for superb game-fishing. It's always "open season" for the fisherman who likes to catch delicious varieties of "eating fish" fresh for his dinner . . . or just dangle his line from his own dock, or the fishing pier, or as so many do—from the bridges of the overseas highway.

Who Comes to the Keys

Fishermen (who have included Herbert Hoover, Jimmy Stewart, Ted Williams and Prince Wilhelm of Sweden, to name a few of the best known) have come from all over America to try their luck in the Nation's Fishbowl. Key Colony Beach was the site of the 1958 Convention of the 1700-member Outdoor Writers Association of America—the third Florida convention for this organization. The roster of recent visitors includes sportsmen, writers, fishermen, yachtsmen, health and recreation seekers from all 48 states and Canada.

Weekends bring crowds of visitors and a thriving weekend trade out of Miami. More than 1,977,000 tourists visited the Florida Keys last year. Many fell in love with the area, purchased homes or income property, and have become year-round residents.

What Is Happening in the Florida Keys?

Before the Overseas Highway became a reality, not many years ago, a stretch of islands slightly more than ten miles long, known as the Marathon area, was bought for an optimistic \$1500. In 1940, submerged land sold for \$5 an acre, ten years



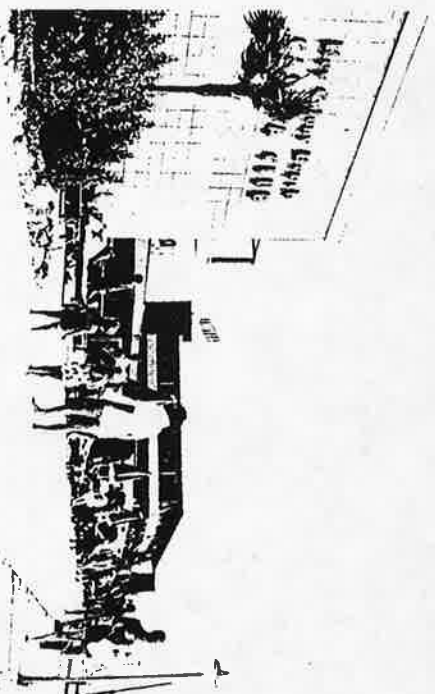
A Day's Catch

later, high and dry acreage started at \$200. In 1950 there were fewer than 20 homes worth anything like \$50,000 in the whole Marathon area.

With the nation's growing emphasis on recreation, retirement, and leisure-time facilities, men with money to invest are discovering the opportunities which the Florida Keys afford.

Within the last five years, three large real estate developments have been started in the marathon area which, when completed, will represent an investment of over \$100,000,000. Payrolls run to an estimated million dollars a year; another million is being spent in the fringe benefits of subcontracting.

Not only money, but brains are behind the current boom in the Central Keys—the brains of men of vision who look ahead



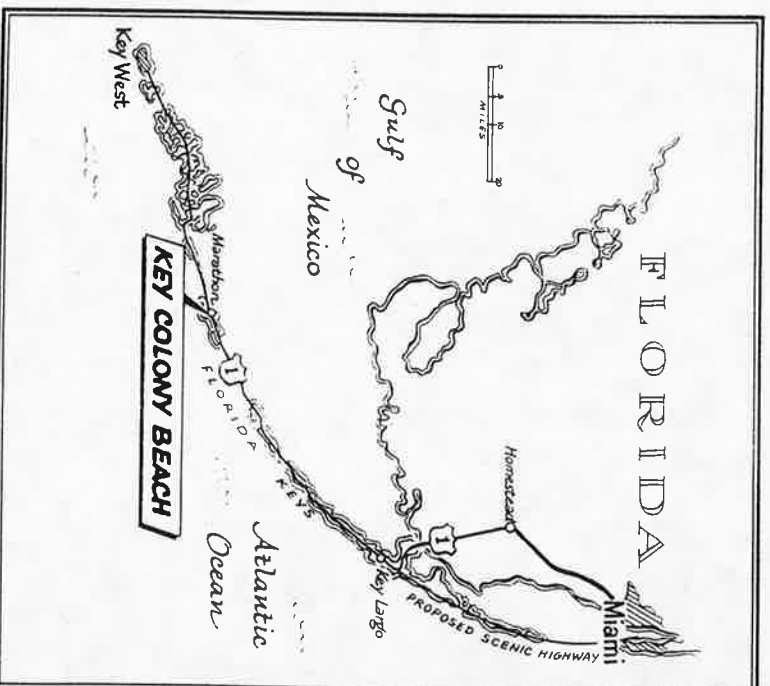
The Bonaventure

to the time when the Keys may well be the Nation's number 1 Vacation Paradise.

On either side of Key Colony Beach are Sombrero Beach where a \$1,500,000—18 hole golf course is under construction, and Duck Key where a Toronto tycoon is developing a million-acre fishing retreat.

Key Colony Beach is the most advanced and the most many faceted of the Marathon area's developments. Far Deer Key, still wholly unexploited, lies beside it, waiting to fire the imagination of other men with capital and vision to transform it, too, to a flourishing resort city. Here the individual or group seeking an investment which promises a more than satisfactory return will find a full-scale of rewarding possibilities.

TAXES: Monroe County appraises on a basis of 50% of fair market value. The county tax rate is 32 mills per \$1000 of appraised value. The tax rate for the City of Key Colony Beach is 2 mills per \$1000 of appraised value. The City will use the county assessments.



PREVIEWS NO. 80403-B

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Existing Ocean Front Construction at Key Colony Beach

It's Warm
Here
Now —→

THE KEY COLONY
BEACH



COMBER

NEWS FROM ALL THE FLORIDA KEYS

And Cool
This
Summer

Vol. 3, No. 1

CITY OF KEY COLONY BEACH, FLORIDA

FEBRUARY, 1960

16th ILTT To Be Held Nov. 15-18

3rd Annual City of Key Colony Beach Sailfish Tourney Gives Island Two Weeks of Billfishing

The most sought fishing tournament in the world will be held at the City of Key Colony Beach Nov. 15-18, 1960. This is the 16th International Light Tackle Tournament (ILTT). It follows the 3rd Annual City of Key Colony Beach Sailfish Tournament. Gar Wood, Jr., president of the ILTT Association, got approval while at the 15th ILTT, held in Nov. 1959 at Acapulco, Mexico.

A group from the ILTT Association was here the weekend of January 17 to inspect Island facilities. Included were co-founder Dr. Roy B. Dean, of Mexico City, Art Hall, Long Beach Cal., and Lee Harter, Costa Mesa, Cal.

These two events give Island visitors two weeks of billfishing during the peak of the fall sailfish run. An estimated group of 125 anglers in the 3rd Annual City of Key Colony Beach Sailfish Tournament will be swelled by ILTT competitors, several of whom are expected to enter both tourneys.

The ILTT operates off a precise formula, arrived at over the years. First, it is a team event. Three members represent clubs affiliated both with the ILTT, and the International Game Fish Association. Maximum stateside membership in ILTT Association is 44 clubs. No limit is imposed on outstates club membership.

The ILTT takes over assignment of both boats and anglers. Thus, each angler fishes on the three tourney days with members from clubs other than his own. Men from other teams draw

boat assignments, and each angler fishes from a different boat each day.

Three men per boat, and they rotate chairs each hour. Watches are synchronized so that maximum time per fish per angler is observed. Emphasis strictly is on released billfish. ILTT members also have two official pre-tourney warmup days, and another is set aside for Ladies Day.

Up until their visit to the Florida Keys, ILTT competitions have been held at Palm Beach, Riviera Beach and Miami Beach, Venezuela and Acapulco and Mazatlan, in Mexico.

Ocean Front Cabanas And Pool Are Sold

Forbes L. Simon, of Minneapolis, on Jan. 19 took over ownership and operation of the popular oceanfront Key Colony Beach Cabana Club and pool.



F. P. (Phil) Sadowski ... Sells Cabana Club

The purchase was made from Island developer F. P. (Phil) Sadowski. Price involved was \$100,000.

Simon is president of two Minneapolis firms, Oak Investment Co. and Forbes Home Developers, Inc. He first became acquainted with Phil when the latter was building Jack Tar Motel.

The new owner has elevated Art Rasor to the status of overall manager of the operation. Innovations planned by the new owner and manager will be announced in a future issue.

In Future Issues:

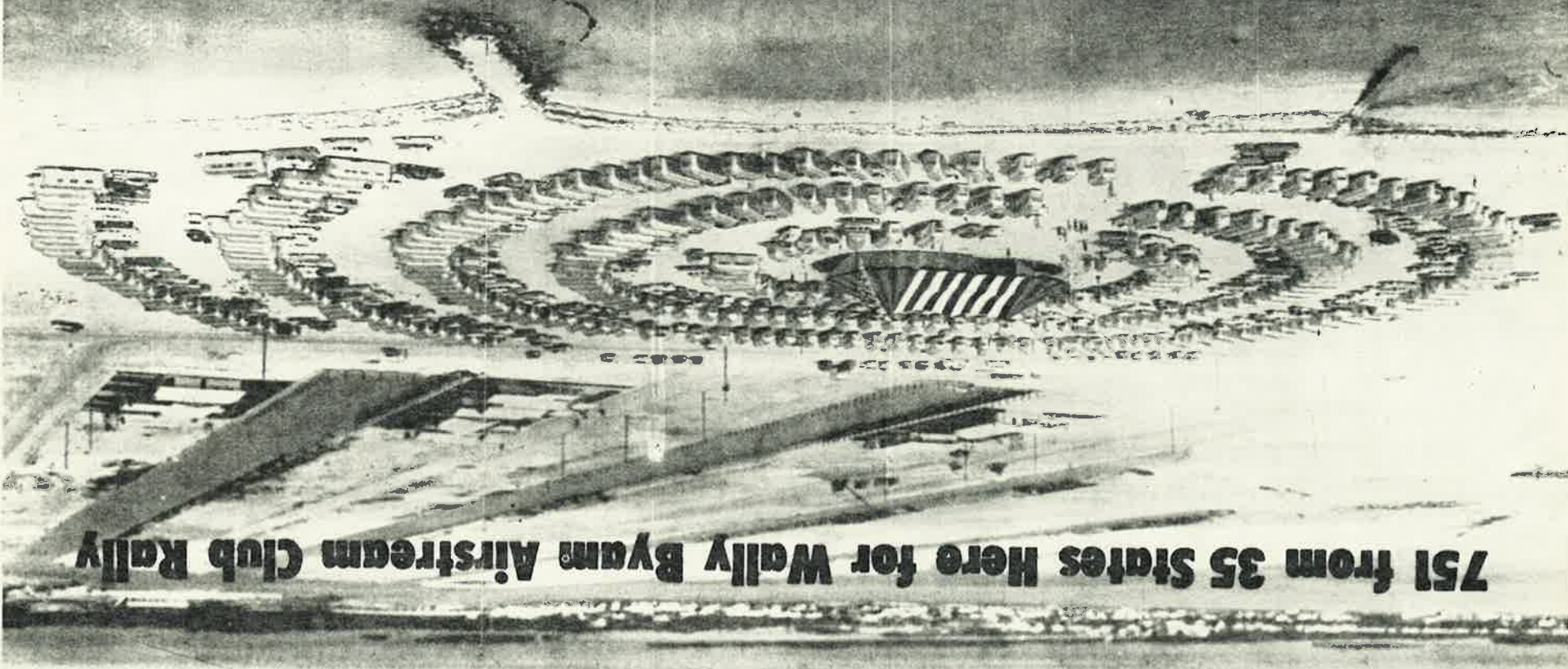
Coco Plum Beach

Yoland Sales Reports

Ocean Front Co-ops

Key Colony Beach Hosts Huge Rally

751 from 35 States Here for Wally Byam Airstream Club Rally



"Wagon Wheel" shown above is touring trademark of famed Wally Byam Airstream Rallies and Caravans. The 306 Rigs average \$10,000 each. More owners now are on caravans in Mexico and Africa. Latter safari takes 18 months.

costs \$20,000 a couple. Near, quiet and friendly, Byam Caravanners got zoning dispensation from City Commission; had fine time; came from Alaska, 34 other states, D. C. and Canada, and spent \$12,000 in \$2 hills in Marathon area.

Key Colony Enforces Building Code

By JOHN WATTS

Keynoter County Editor
Key Colony Beach — Reconstruction of motels, boteles, restaurants and homes in this ocean-front community, is proceeding at full speed ahead — but with a difference.

The "difference", according to Mayor Phil Sadowski, and members of the Key Colony Beach City Council, is that all repairs and reconstruction now must follow provisions of the Southern Building Code, which Key Colony Beach adopted as its official code last December. Practically all of the buildings which went through the shattering force of Hurricane Donna's 200-mile an hour winds had been erected before the code was adopted.

At a special meeting of the Council — Key Colony Beach and Key West are the only incorporated cities in Monroe County — the city officials surveyed the damage to the community and laid down the law for contractors, builders, plumbers, electricians and other workmen to follow.

Mayor Sadowski, gazing out of the front window of the Key Colony Beach Motel where the session was held, watched workmen busy putting a new roof on his Convention Hall, and summed the reconstruction program up in these words:

"By January 1, there will be no sign we ever had a hurricane. And things will be much better than before."

By "better," Mayor Sadowski explained that the meant construction will be governed by strict regulations on building, with particular stress on anchoring down roofs to withstand the battering of violent winds.

"I'm happy to state," Sadowski said, "that practically all the damage done to Key Colony Beach was done by the wind and not by water. Donna proved that the elevation of Key Colony Beach was sufficient to take care of even hurricane driven waves."

Workmen were busy reconstructing Buttiger's, the Key Colony Beach Motel, the Fabiana Club, Sadowski's Colony House Restaurant, the Sunset Beach Apartments, and numerous homes and boteles, while crews of the State Road Department dumped rock and fill along the causeway from U.S. 1 preliminary to a general riprap operation.

Water lines were gradually being restored, electricity was promised by the middle of this week, and telephone crews are sinking new poles and running lines.

Occupational licenses must be obtained from the city before a contractor can start on a contract. Applicants will be checked for experience and reliability.

Meanwhile, the city has the services of Kenneth Lefevre, of Gee and Jenson, consulting engineers of West Palm Beach, who has set up the building code for the community. Lefevre is assisted by Bruce Decker, inspector loaned by the City of West Palm Beach in the emergency.

The City of West Palm Beach is paying the expenses of its

men in helping out the Key Colony Beach community.

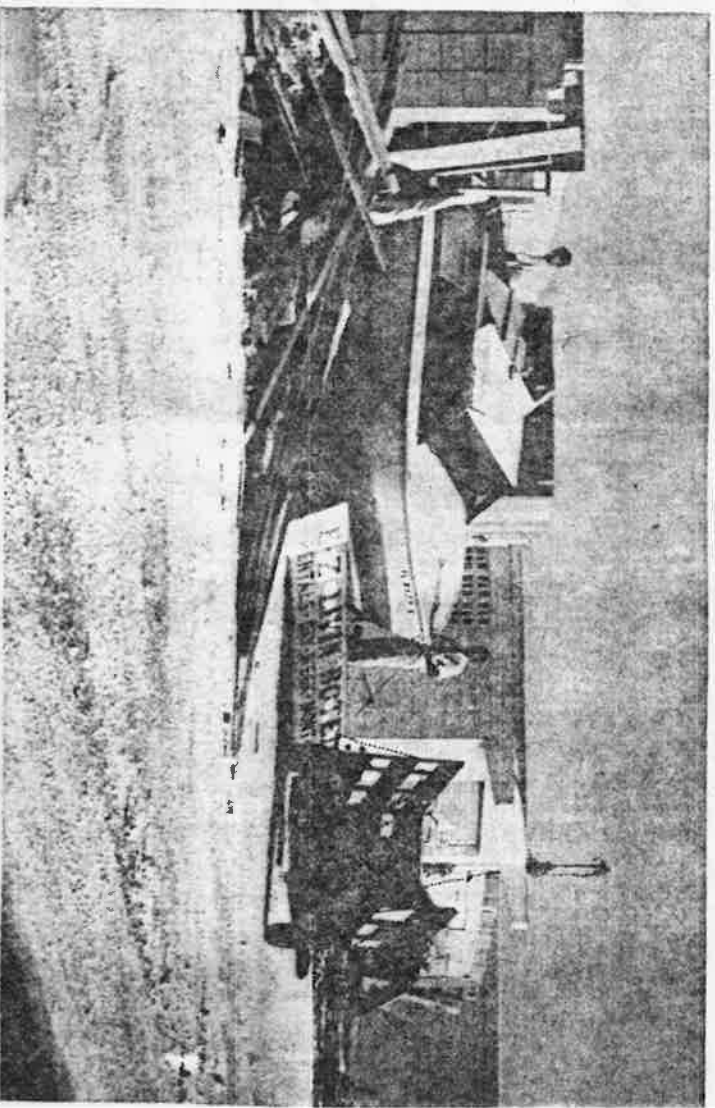
"It is impossible to express adequately our thanks and gratitude to the city officials of West Palm Beach for their courtesies, to the people of Marathon, and to the American Red Cross for their help in coping with our reconstruction matters," Vice Mayor Art Surrat commented.

The code sets up basic requirements on concrete work, providing that all column forms shall be solidly constructed, all dowels shall be anchored to footings by cinch anchors imbedded a minimum of

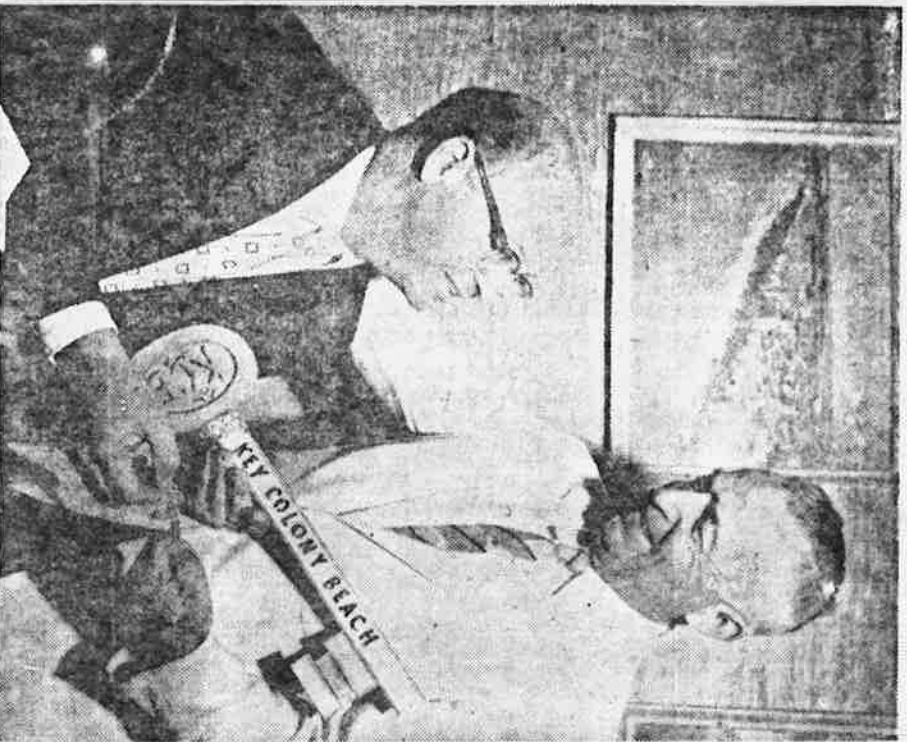
three inches with one half inch bolts extending a minimum of 10 inches into the column, all steel shall be lapped a minimum of 20 inches in columns and 30 inches into beams,

Rigid specifications also are set up for carpentry work and roofing, as well as masonry. Use of salt water is barred for mortar.

Failure to do work properly, a special notice to contractors warns, will result in the work being removed and replaced after inspection.



Mayors Meet NOVEMBER 21, 1957



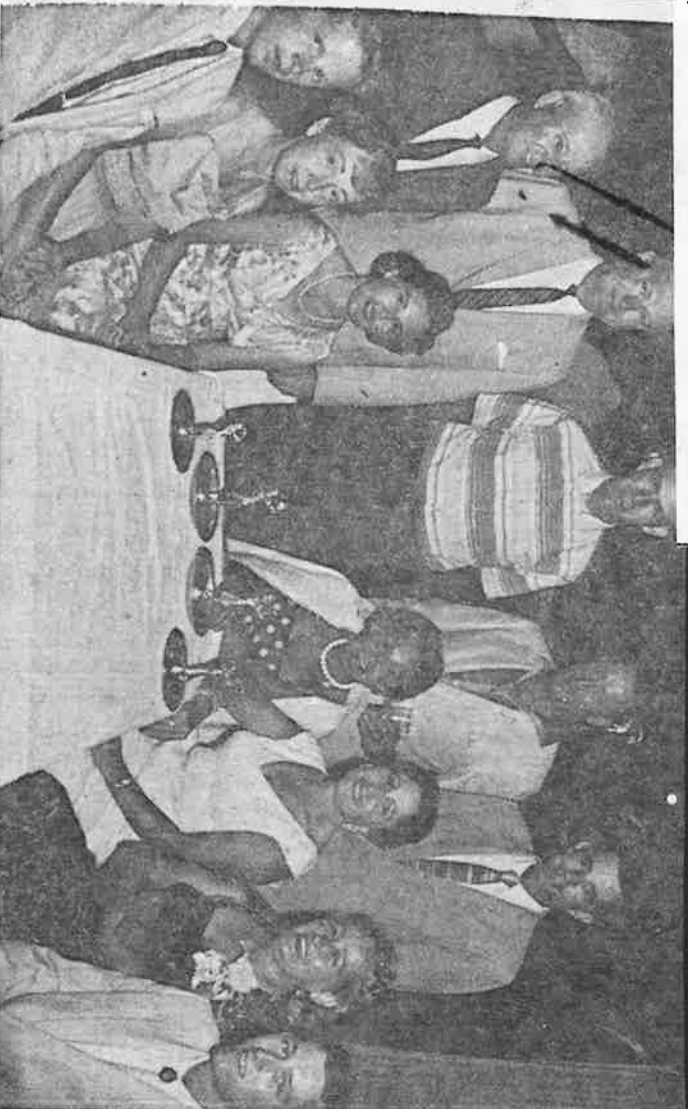
MAYOR OF FLORIDA'S NEWEST CITY EXCHANGES "KEYS" WITH MIAMI BEACH—Mayor F. P. Sadowski (right) presents the key to Florida's newest city—Key Colony Beach—to Mayor Kenneth Oka of Miami Beach. In return, Mayor Oka gave Sadowski the "key to the city" of his own municipality. Key Colony Beach, built by Sadowski within the last 3 years, is the first city to be incorporated in the Florida Keys in 129 years—since Key West became a municipality in 1828.

F. P. Sadowski

Any man who can create value where no value existed before is destined to become a millionaire. Such a man is the thrice retired millionaire, F. P. Sadowski, who transformed worthless tidal lands into glamorous Key Colony Beach on which now stands two completed cooperative apartments, two motels, shopping center, restaurant, cocktail lounge and cabana club, and a vast boardwalk. As though this were not enough, there is a swimming pool, shuffleboard, putting green and a new cooperative apartment for "retirees." Phil Sadowski is the first mayor of the City of Key Colony Beach—the city he created.

With Key Colony Beach radiating "Consumer acceptance," he has proved again he is an expert with thorough knowledge of the needs of his many customers.

But more important than the projects is the successful life he has created. Mr. Sadowski is living proof to everyone in Marathon as well as America, that in America today as when our forefathers envisioned it, you can have a successful life if you have the desire to create it.



WINNERS in F. P. Sadowski's golf tournament are shown here at the awards buffet dinner Sunday evening at the Shamrock. Seated left to right are Charles Tittle, Mabel Field, Alta Payne, Berge Graef,

Edna Hutchison, Barbara MacDonald, and Art Stirrat Jr. Standing are Phil Sadowski, Bill Payne, Bill Scarborough, Bob Field and Fred Tittle.

(Keynote Photo by Anderson)

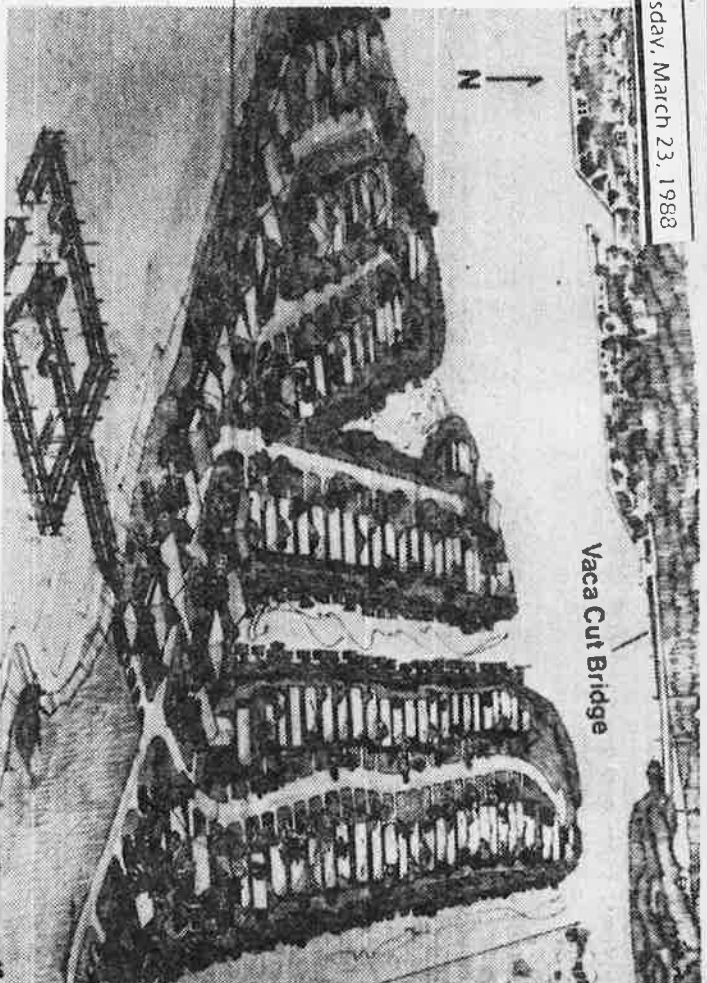
May 21 1959

Home

Wednesday, March 23, 1988

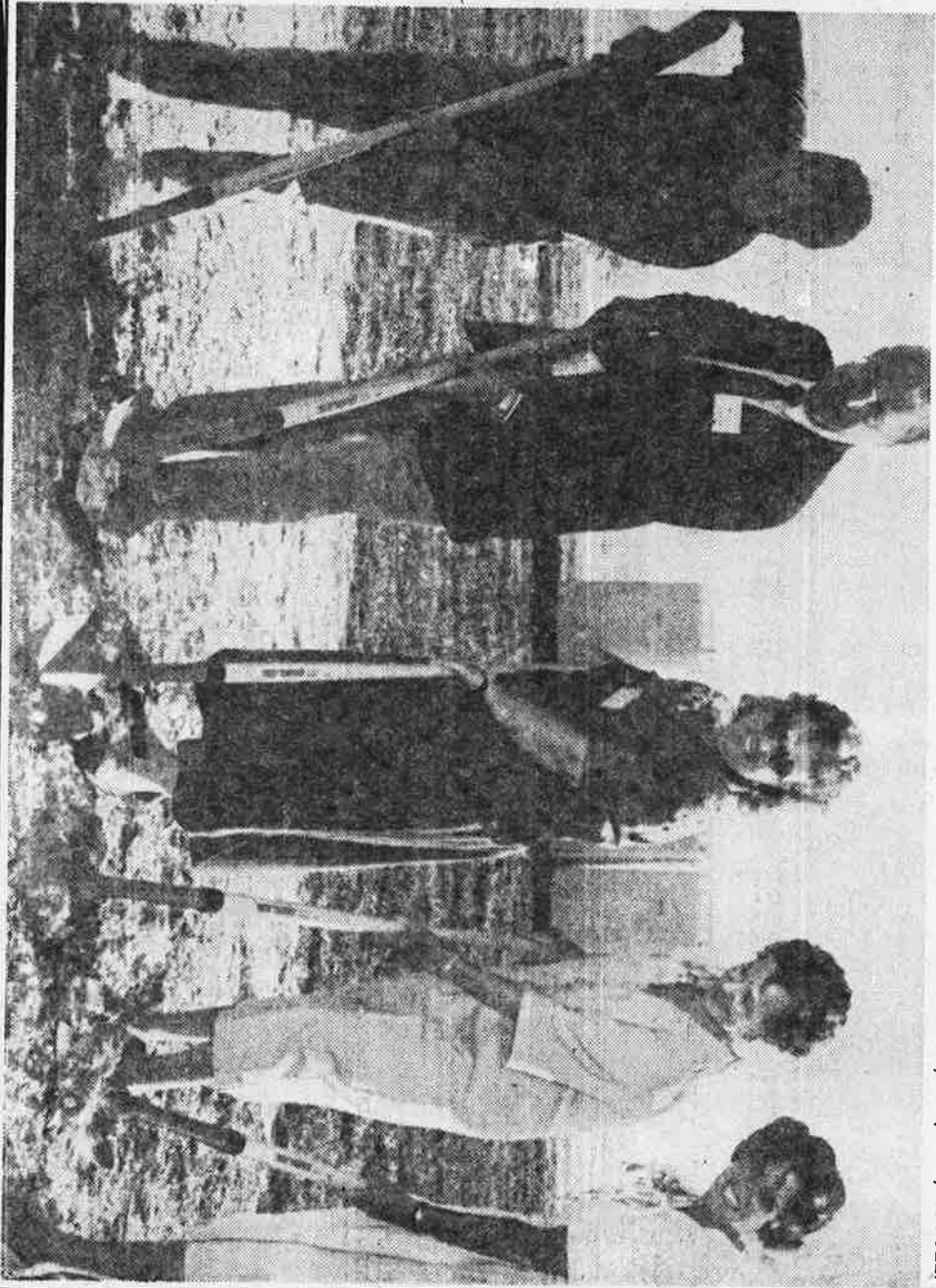
sites

KEY COLONY BEACH (right) will grow by three streets and more than 100 homes when Coury Subdivision Two is fully developed. Below, Amelia Coury (second from right) leads Coury Investments, Ltd. principals in a ceremony March 17 ceremony breaking ground for Coury Subdivision Two. The Coury family has held the Key Colony Beach property since 1955.



Vaca Cut Bridge

Keynote photo by RON DELP



When Builder Retires

Things Sure to Happen

By AMY ROCKWELL
Herald Correspondent

KEY COLONY BEACH — When Phil Sadowski 'retires' someplace, things happen.

Sadowski has retired with a million three times — and nearly lost it all as many times in new ventures. Now, at 76, he's within reach of a fourth fortune as a Middle Keys builder and developer.

In the best Horatio Alger tradition Phil Sadowski left the shelter of his parents' Alabama farm as a penniless teenager and headed for Detroit.

He started with Packard Automobile Corp. and at the age of 19 had figured out a way to save his employer \$3 million a year through a time card innovation.

THIS NETTED the enterprising youth a raise which he promptly set aside each month until he had accumulated \$300. With this he bought a little candy shop.

Too shrewd to give up his regular paycheck, Sadowski hired a "pretty little brown-haired girl" to run it for him and "when her back pay became overwhelming he married her." (Actually there must have been more attractions — they're still happily married.)

Photographs were the big thing after World War I, so Phil went into that business and "by giving people what they wanted" he expanded to more outlets, then into furniture. Fifteen years after his arrival in Detroit as a pauper, Sadowski sold out his 20 stores and departed as a millionaire.

WITH A VIEW to retiring at the ripe old age of 33, Phil and his wife Dorothy settled in Pensacola. However, he quickly became involved in building the Paradise Beach Hotel. He lost his bankroll in the venture; later gained it all back when the hotel became a gold mine during World War II.



Phil Sadowski
... fourth fortune?

A severe heart attack was the next setback. He moved to Miami on doctor's orders, presumably for another retirement.

After a year of boring inaction he started doodling with house plans "just for something to do." He wound up contracting to build a model home and, the day it was completed the designer was offered \$37,000 for a place that had cost \$27,000 to build. Phil Sadowski was off to another million dollar scheme.

"I was the first 1,000-house builder in Miami," he says.

Phil was introduced to the Keys by his son Dick who joined his father's firm after college. Young Dick was a deep sea fishing enthusiast who was continually drawn to the Keys.

AFTER JOINING his son at a fishing lodge several times, Phil also became attracted to the area. But it took another heart attack and the advice that he needed more oxygen in the air to move him permanently to the Keys.

Retirement a gain was mentioned, when Phil bought 16 acres of coral rock and mangrove swamp on Vaca Key.

Then Sadowski bought additional 40 more acres for access to U.S. 1. He eventually decided it had to be raised

and made useful and the only fill he saw was the rock at hand.

So he had enough rock blasted to raise his land level six feet and suddenly he had beautiful waterfront property that was sold quickly.

SADOWSKI SOON was luring hundreds of buyers, even by air, to his Little Venice, then South and North Marathon Shores, Sadowski Subdivision, Key colony Subdivisions One, Two Three and Four; and later what is now the city of Key Colony Beach.

On one weekend he even had Guy Lombardo's band entertaining in his new Key Colony Beach Convention Hall.

Sadowski was selling his modestly priced homes "for cash only" as fast as they could be put up, and immediately investing the money into expanded development which very nearly led to his downfall.

LATEST project, Coco Plum Beach, a larger island just across the harbor channel from Key Colony Beach, was just beginning to sell when U.S.-Cuban relations began declining. Keys tourism fell to nothing.

Then came Hurricane Donna. Losses were severe in the mid-Keys.

From millionaire developer — on paper — Sadowski found himself at a critical point in his career.

He was within a week of foreclosure on everything, including Coco Plum, when a friend backed him with a \$75,000 loan.

Now he appears near his fourth fortune with homes springing up on Coco Plum.

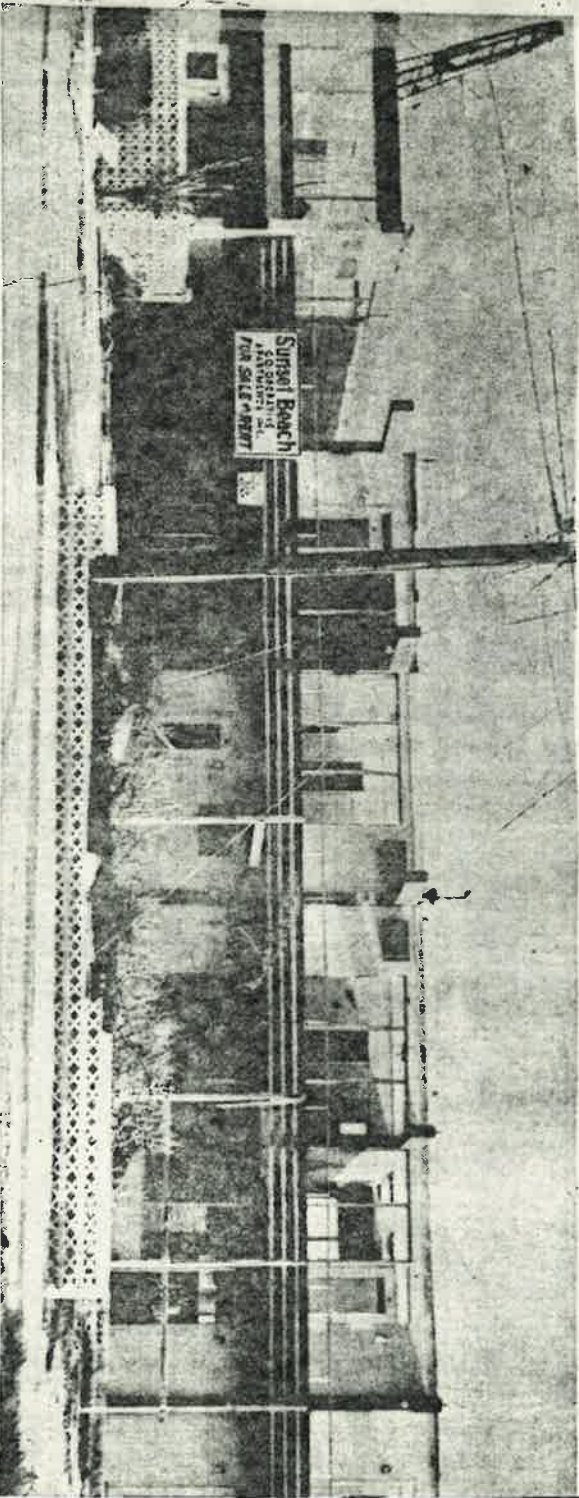
Construction also is due for high-rise apartments Sadowski plans.

But Phil Sadowski vows that this time he's really going to retire... But first he has to work on clearance for his waterways... And then there are a few plans ahead...

Key Colony Enforces Building

Code

Sept 20, 1960



HARD HIT by Hurricane Donna, the Sunset Beach Apartments on Key Colony Beach, already are being restored to their original state.

Compiled by JALYN WISE

"KEY COLONY BEACH

— This tiny city has probably experienced the biggest residential building boom in the middle Florida Keys this year.

"To date, 14 buildings with a building permit value of \$302,900 have been completed or are under construction, said Mayor William Kerlin.

"The 14 buildings contain 31 housing units. Largest completed this year is a nine-apartment, three-story building on the Atlantic-side beach."

— Nov. 3, 1966

Saturday, March 14, 1987

KCB celebrates 30th birthday

KEY COLONY BEACH — Everybody is invited to birthday party here March 15.

Key Colony Beach Day celebrates the island city's 30th year with food, fun and entertainment sponsored by the local chamber of commerce.

This special edition of the annual event will feature the "Little Gem of KCB" beauty contest with kids aged 6 months to 9 years vying for prizes, trophies and certificates, said spokesmen. Entry fee is \$10 and participants do not have to live in Key Colony Beach.

Call Fran at 289-0691 for more information.

The birthday fest kicks off 8 a.m. with the Shriners' annual pancake breakfast. The club also will man the hot dog and hamburger booth for lunch.

Duffers will tee off 9 a.m. in the annual KCB Golf Tournament.

Two white elephant sales, Marathon Community Theater's photo button booth and children's games, hermit crab races and ticket sales for a drawing for a Mercedes Benz to benefit Florida Keys Children's Shelter will go on all day.

The chamber also will hold drawings for dive trips, cruises, savings bonds, gift certificates and other prizes, said the spokesman.

Other food booths include homemade ice cream, gourmet coffee and beer and soft drink.

The Shriners' parade is set for 1 p.m. featuring club members, police and fire vehicles and beauty contestants.

Turk Coury & Friends will entertain 1-5 p.m. and potters, jewelers, glassblowers, painters and other artists will display throughout the afternoon.

IF YOU WANT TO LIVE TO BE A "100" YOU MUST

Go swimming in a heated salt water pool—every day for 30 minutes.

Play Golf—(short course) no caddies—no carts—no annoyances—two hours—excellent exercise.

Join the Shuffle Board Court Club—45 minutes per day—very important.

Walk on the beach every day (barefoot) 10 minutes—A MUST—Good exercise.

FOR MENTAL EXERCISE: Play cards—every day in the new Key Colony Golf Club Card Room.

DON'T BITCH — SMILE — TAKE IT AND PAY NO ATTENTION TO ANYBODY TALKING WITH YOU OR AGAINST YOU — IT'S TERRIFIC FOR THE NERVES.

DON'T EAT FATTY FOODS — KEEP SALT AND SUGAR AND CONDIMENTS TO A MINIMUM.

WHEN YOU ARE READY TO DO ALL THIS YOU CAN JOIN THE "CHEAT THE HEIRS CLUB" FOR \$1.00 PER YEAR — THAT'S ALL IT COSTS BUT YOU WILL LEAVE THAT MUCH LESS TO YOUR HEIRS.

TOURNAMENTS AND PRIZES AWARDED EVERY MONTH TO THE CHAMPS IN GOLF, SHUFFLE BOARD AND BRIDGE AND CANASTA AT A DINNER IN THE NEW CARD ROOM.

FISHING: Any kind you want — anywhere — Ocean — Bay — Canal — by boat or on the piers — take your choice — Feed them scraps and you'll have plenty of fish in the same spot — 1 hour a day is recommended for relaxation.

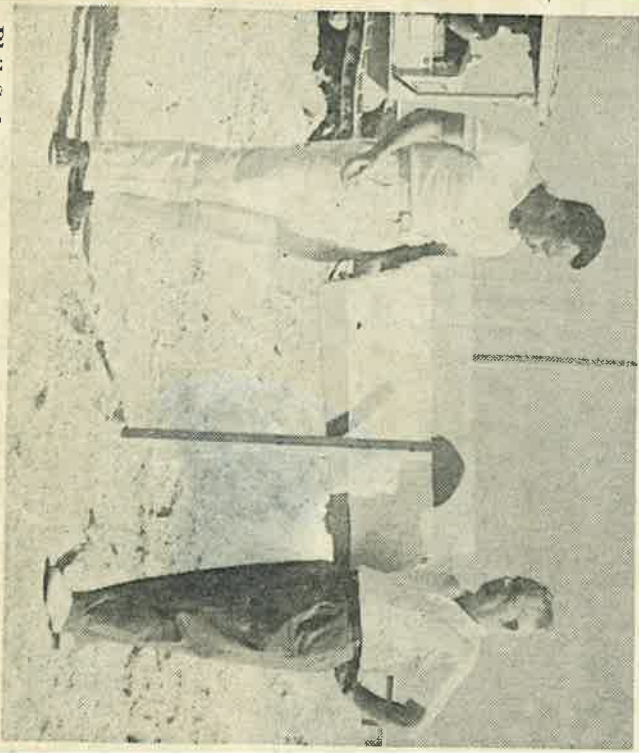
BOATING: All kinds — sailing — outboards — skiing — cruising — cycle boating — Catamaran, etc. etc.

FOR FREE BROCHURE WRITE: PHIL SADOWSKI — KEY COLONY BEACH, FLORIDA

KEY COLONY BEACH GOLF COURSE
1959



Short Course Has Par Three



Phil Sadowski and Tom Bowe inspect site of first green.

Golf Course Construction
Underway At Key Colony

KCB C of C elects 1960

Ballots cast in the election for new directors of the Chamber of Commerce of Key Colony Beach indicate that the seven candidates receiving the largest number of votes were Hazel Benedict, Jack Rutger, Elliott Jaffee, River Hewitt, Audrey Elver, LeRoy Farnham and Cecil Treadway.

A polling committee composed of William Kerlin, Isola Cushing and Penn Austin counted the ballots just prior to the Thursday luncheon meeting of the organization held at the Golf Club Restaurant on the Beach, and the results were announced during the business session, which was conducted by E. M. Cushing.

The new board of directors will hold a meeting some time early in December, at which time the members of the board will elect among themselves a president, vice president and secretary-treasurer, who will be installed into office at the December meeting, scheduled for the 15th of that month.

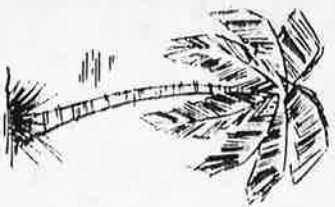
Mayor William Kerlin was asked by the chair to give a report on the activities of the City Commission; he replied that on the subject of the waste disposal proposed unit, which seemed to be uppermost in the minds of the property owners, representatives from the Housing and Urban Development Commission had visited the city and would make their recommendations.

Kerlin also said that the Ninth Annual City of Key Colony Beach Saitfish Tournament was in full



MAR ISLAND ON COCO PLUMB
DR. L. L. MARSTEN 1960's

Best Beach On The Keys Key Colony Beach



As all visitors to the Keys know,

the fishing is great, but a good sand beach is hard to find. Well, the KEY

COLONY BEACH MOTEL has a beauty just waiting for you. Besides the beach, the motel has 40 modern rooms complete with refrigerators, T.V., air conditioning and wall-to-wall carpeting. Most rooms have king-size beds. The motel also has water skiing, skin diving, bicycling, tennis courts and a heated fresh water pool right on the ocean. Two excellent restaurants are nearby both with entertainment as well as quality food. The marina has boats of all types for rent as well as bait and fishing tackle. Call Marathon 743-5561 or write Box 3405, Marathon Shores. Hugh and Olga Bartels, owner-hosts.

