



Oceanic Properties Inc

One Bush Street
San Francisco
California 94104
Yukon 1-4770

S.R. I Cor.

December 4, 1964

DEC 5 1964

Moore, Lyndon, Turnbull, & Whitaker
1001 Heinz
Berkeley, California

Dear Chuck and Bill:

At long last the goal all of us have been striving for is definitely within sight. The efforts of each and every one of you are deeply appreciated and we believe you know that. In your efforts to create something exciting and appealing in The Sea Ranch you have spent innumerable hours paying attention to infinite detail. We ask you now to continue with us for a few more steps in order that we may present our cumulative efforts to the buying public.

Within two weeks Oceanic, with your help, will start to put forth its first efforts toward attracting those mythical buyers we have so long talked about. We believe that you should be part of this process. Hopefully all of our ideas will be accepted by the public, naturally some of them will not be, and possibly some new thoughts will be added. You should have benefit of the information we receive from the public at the earliest possible time, in order that we can continue toward a more interesting development.

Each of you undoubtedly came into contact with people who expressed an interest in the project. In order that we may capitalize on that person's interest and start selling The Sea Ranch, we would appreciate their names. We hope to send out a very limited mailing during December, describing what you have done. This will be followed, where possible, by a visual presentation of slides that have been taken, from our earliest planning sessions to some of Ned's latest onsite construction, as well as a display of a model that has been made of the first increment that is to be sold.

During the holiday season, people other than Oceanic consultants may have some leisure time. We would like to attract those people to The Sea Ranch and commence our first marketing program. The holiday season likewise promotes impromptu get-togethers and many parties. We are certainly not adverse to the idea and hope The Sea Ranch concept might become part of the joyous conversations at this time of the year.

If possible, could you send a list by December 11, 1964, of those parties



you think might be interested, as well as our bitterest enemies (the latter of which is an interesting market also) in order that we may add their names to quite a blossoming list of prospective purchasers.

Let's keep our fingers crossed.

Sincerely,

Emmett R. DeMoss, Jr.

P.S: Oceanic feels that the holiday season is an opportune time to demonstrate the possibilities of ownership in The Sea Ranch to people associated with the teaching profession. During the holiday season and after professors have graded final projects and papers, we would hope that they might take a trip to The Sea Ranch. I would very much like to organize several showings of our completed model to some of your friends and associates. Does this seem logical and/or feasible to you? Please give me a call if you think some such meetings could be arranged.

ERD:mj

cc: Donald J. O'Leary