

February 22, 1916.

Honorable Ion L. Farris,
Suite 503 Bisbee Building,
Jacksonville, Florida.

Dear Farris:

I have just been talking with Mr. Helm, Mr. Horton
and Mr. Kackley.

need
We will get an organization going this week. You
can not be trying to hurry me about it, because, I do not in-
tend to make any mistakes in the beginning even if it costs
some slight delay.

As soon as an organization is completed, I shall write
to you about it giving the full details.

I am glad to see that you are keeping up a "BACK TO
BROWARD" fight with even more vigor than you started out. You
will find that your momentum will increase, and that your en-
thusiasm will grow more intense, and that the response you re-
ceive will be more satisfactory not only in this part of the
State but in all others.

In addition to your "BACK TO BROWARD" slogan, I think,
there are two more that you might use with some effect although
not allowing them to usurp the chief place in your literature or
in your speeches. They are: "SAVE FLORIDA'S HONOR" and also
"PREPARE FOR PROSPERITY". You can see for yourself the appli-
cation of these and you can decide for yourself whether or not
it is desirable to use them.

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If you do decide to use them let me suggest that you make it an absolute, fixed and inviolable rule that no advertisements shall be sent out in which these slogans do not appear in BOLD TYPE, and that ^{no} ~~any~~ typewritten letter on any political subject, however, personal it might be, be allowed to go out of your office at any time during this campaign, unless, these slogans appear in it in CAPITALS. This rule will lose one-half ($\frac{1}{2}$) of its effect unless you make it an absolute and fixed rule allowing no exceptions whatever.

I shall be glad if you will drop me a line from every place you go, telling me how you find the situation there, and also telling what men in each County are for you, specifying particularly one man in each county to whom I could write confidentially.

I hope you will not lose any opportunity to carry your "BACK TO BROWARD" fight into every newspaper in the State in which you can get it.

It has been very pleasant not only to me but to others to see that you have not so far, over-looked an opportunity of this kind.

We are having ten thousand re-prints made of the report of your speech in Miami. They will be ready in a short time.

Please make arrangements with your office in Jacksonville to have as many papers in the State as possible re-print the substance of this speech. Have them advise me how many

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copies of the re-prints I must send them in Jacksonville.

Mr. Helm gave me the enclosed copy of a letter from Mr. Vallette. This letter you can simply take as encouragement, I would not use it in any other way.

Yours very truly,

JHC/reb.
Enclosure: