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H. L. MANDEVILLE
EQUITABLE BUILDING
120 BROADWAY
NEW YORK

CABLE ADDRESS "MANMAC"
LIEBERS, BEDFORD McNEIL AND
WESTERN UNION CODES
RECTOR 7558-7559

May 17, 1918.

Capt. J.F. Jaudon,
Miami, Flo.

Dear Captain:-

I am glad to know that you are out of the hospital, but I would have been glad to have had a little more detail information as to what caused you to need a hospital. I hope that it was nothing very serious.

I am sending you under separate cover the outline of a plan to sell improved sections of land. This plan is made along lines that, it seems to me, will be certain to win. It will be necessary to organize a small company, known as the Farm Management Association, or the Farm Management Corporation. I have made my figures on this basis upon the assumption that we can pay the salesmen, that is to say our agents, 50% of the price at which the land is sold, and I think we should start the price at \$10.00 an acre and raise it gradually to \$40.00. I have gone over this very carefully with Cochran and McClure of Chicago and with Mandeville and Company of New York, and both firms agree with me that this can be done, and both firms are willing to co-operate with us.

My idea is, that we should get about five representative houses of high standing that have large clienteles, and let them start operations under this plan. I believe under this arrangement we could sell at least two sections of land per week after we are in running order. Each sale would be for cash and consummated and wound up promptly.

Now as to the retail end of the proposition, this is, in my opinion, an excellent plan. One that will bring money very quickly and the best that can be figured out.

I am writing you under separate cover as to my ideas and plans concerning the railroad and concerning some quick financial arrangements.

Very truly yours,

H. L. Clark

RLC/N