

Miami Fla July 16th 1934

Mr. J. H. McCord
Spencer
Iowa.

My Dear Mr. McCord:-

Yours 12th inst received----yes its been busy times and with more or less of a handicap, but as the situation is today I have no doubt that the bonds will carry, but as you point out the pendulum may swing against us.

As written you Capt. W. D. Collier of Marco visited me some two weeks ago, I carried him out on the Trail and "sold him" on "speedy completion", had him invite our engineer to Collier County to talk the matter over; succeeded in having him go alone, and he reports on his return as per enclosed----I really believe this is a very optimistic expression of opinion, and one which Mr. Barron Collier will not ratify unless he is forced by public sentiment in Collier and Dade Counties as Mr. Barron Collier's play in to retard the work until the convening of the next Legislature at which time he desires to have the State Road Department take over the project---he will have "hard sledding" there however as Governor Martin is going to make considerable changes in both the "personel" and ways of doing things by this Department.

There has hardly been a day but I have several conferences with with editors; or representatives of organizations who speak to many----my hardest explanation is to explain what some one else has said----yesterday in conference with Editor Stoneman of the Herald I found that Mr. Collier has been calling up different ones on "long distance phone" from New York--the day before he had talked to Editor Stoneman for nearly an hour; Mr. Stoneman however told him that he was in favor of Dade County issuing the bonds, and in any and EVERY WAY SPEEDING UP THE COMPLETION, and that his paper was committed to this policy----My Ohio friends have "worked on" Governor Cox and his paper the News-Metropolis is glad to shift its original position----also enclosing a clipping of a communication from Geo. E. Warren and my reply through Public Pulse, Miami News-Metropolis---I think it a good plan to be on the "aggressive" on the Warren Drainage feature and keep "these birds" busy on defending their position as to their "real interest" in the matter-----to let you know just what I meant when I said "I shall reserve my answer to your Editorial in a more emphatic manner"--the Editorial of July 1st (in which they quoted Barron Collier and expressed opinions and made charges) contain

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ed a number of grounds for damages, both by Chevelier Corporation and J.F.Jaudon-----and they now know it----BUT we want the support of this paper and not its opposition--- we cannot get it by "honey words" we must get by instructions from the owner Governor James M.Cox, and by letting its Editor KNOW we will not stand for libelous statements.

At any rate our situation is much better now "all along the line" than a few weeks ago(see clipping Miami Life) enclosed.

Election is for August 19th.

Please note the enclosed add. I do not believe this a good advertisement----No add. should quote price----I do not think we should sell twelve miles frontage on Tamiami Trail to any one man, firm, or corporation----I am not a party to these quotations and advertisements-----I think a dignified announcement that we have a large acreage and would consider selling one or more large tracts conditioned on purchaser developing same (the psychology of the such an add. would be the "buyer" would be put in the position of "selling us" his plans, and we would rather have an advantage in naming "price and terms"-----The price I suggested was a ~~mistake~~ suggestion as to price on 5000 acre tracts on more with one mile frontage on Trail.

Yes next winter should be our banner year for sales, in selling we must reserve "locations" for our own retail sales campaigns.

Guess Judge will be with us soon again, certainly hope you can have conference with us before his return to Florida, and that the Roland people will come up to and surpass his and your hopes, and they should.

It looks as the Davis and Bryan are more than satisfactory, have had some letters from Ohio and Eastern points, all seem to be agreed that if the South gives them her usual Democratic majorities (and they will be sure to do this) that it will be a democratic year---in one of my letters the writer said " and now that Florida has chosen W.J.Bryan as her leading Democratic politician"ect, etc, I answered that Florida has not done this---that we did send him as a delegate to the National Convention is true (and any state in which he might have qualified would have done the same thing) but that Florida would NOT elect Mr.Bryan to the Senate against either Senators Trammell nor Fletcher.

Will keep you posted on bond matters, I am