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6941

The Citizens National Bank

CAPITAL \$100,000.00

Spencer, Iowa, July 12, 1924.

Captain J. F. Jaudon,
321 N.W. Fourth Avenue,
Miami, Florida.

My dear Captain:-

I have yours of July 8th enclosing various interesting clippings. I am more than glad to learn from your letter that you have all the papers lined up except one. I am in hopes the other one will tame down, and they doubtless will if some of the leaders around town change their attitude.

For what day is the election called? I am greatly interested in the outcome of this bond matter, as it seems to me that with this large additional fund pledged to the completion of the Date County and of this road, that we will have a lot of free advertising and that it will give a big impetus to our selling argument and plans.

Personally I agree with you in regard to your idea as to sales. Perhaps you have the price a little low for retail sales, but of course we are talking about wholesale operations. It is certain that if you could get three or four companies interested in selling Trail lands that their argument and their propaganda would bring customers to us.

I am inclined to believe that next winter should be a very favorable time to make a lot of big sales for, as you know, the first year of development of a tract is almost always the best time to get people interested in large numbers because there is, of course, more or less noise and excitement over development programs and anticipation is as strong a selling factor as an argument that is proved.

Now that the Convention is over, and by the way, I don't think they made a very bad selection after all, Judge will probably be home by Sunday or Monday and will pick up the Florida affairs again.

Captain J. F. Jaudon-2

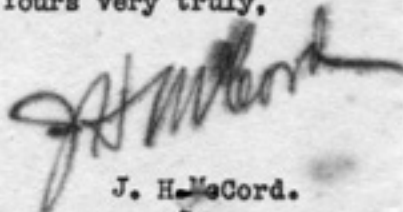
I don't know whether they will make the Florida trip at this time or whether they will wait until Fall. I have written Judge that I would meet him in either Sapulpa or Miami, if I could be of any help. He needs to re-arrange some financing for the benefit of the Chevelier Corporation account that is very greatly needed. How the fortunes of the Chevelier Company come out will depend in no small degree on the support and interest which they can get from the Roland people. In these days it is pretty hard to find any one with money who is willing to take a chance on anything other than Government bonds or approved securities and in-as-much-as these people have money and are interested already it is surely up to Judge and the rest of us to get them in as strong as possible so as to get hold of development funds.

I can easily understand that you had your hands very full with this bond election issue. I hope the election is not too far off if you have things coming favorably now, as sometimes the pendulum swings back.

I understand that Nansen is in Milford and he called in here one day but I did not happen to be in, so I have not seen him as yet.

Hoping to get further favorable news on the bond issue matter, I am

Yours very truly,



J. H. McCord.

JHM-ec