

Miami July 22nd 1924
(Sunday)

My Dear Mr. McCord:

I know our several letters will "cross in the mails" each other, but I shall continue to write my ideas which I feel quite sure will co-ordinate with yours.

Am enclosing a letter from "Chevelier Corporation" to me--the same letter was of course mailed to EVERY MIAMI REALTOR----I don't like the letter nor the offerings---we of course want to sell a large acreage to take care of our plans---it may be that you agree on a price of \$20.00 per / acre---I shall if you do--- we simply want to sell enough acreage to bring in some CASH..

We should NOT stand back of Marvel farms, and other offerings-- We do WANT THE TAMiami TRAIL.

I can't see why the "Seeking Mystery River" articles are profitable or advised at this time.

I feel that we now have two problems-----
FIRST-----You Trustees building THE TAMiami TRAIL THROUGH OUR TRACT at the lowest possible cost---as matters stand under the supervision of Urban Cook ---he devoting HIS ENTIRE TIME AND ABILITY to this work---doing the work as quickly and as good as possible at the least possible expense.

SECOND-----The surveying of the TAMiami TRAIL ahead of our construction work to Collier County line---the cutting of Right of Way and making EASY to engineers or venturesome automobilist, the "route" from Dade to Collier County lines THROUGH MOUROE.

These TWO things in addition to making a sale or two of large acreage is ALL we should do now.

The State Road Department will undertake to send their engineers -----STARTING OF COURSE AT EVERGLADE (as this survey is a Collier idea) and they will stay just as far NORTH OF US AS POSSIBLE, and will only bend to the SOUTH TO US when they are forced to do on account of IMPOSSIBLE DIFFICULTIES-----my plan is for us to GET BUSY NOW get our surveyors to actually survey not only up to Collier County but to carry the line into Collier County at a point where WE WANT IT, and to also CREATE a situation where it will not be at all likely that the STATE ROAD ENGINEERS can find any reason to endorse; we may have to go so far as to build a few "corduroy bridges" so that they can follow

J.H. McC.---

the line----we certainly should have Right of Way cut and a situation and atmosphere or "sureness" created that it would be unlikely that any change would be made in our plans---- BUT if we are not ourselves informed----if we are not "set" then you know that Colliers forces will be "loaded"-----I just feel that we are losing a "good bet" by getting Capt. Billy Roberts in a newspaper search for an "unknown River" through our property----when our real problem at the moment is the route and construction of a "known Highway"----I DONT THINK WE WANT OR SHOULD THIS KIND OF PUBLICITY----- I also dont think and I object to this indiscriminate offering of Chevelier property (not the Marvel xxx Canova, or Pinecrest) by every body to anybody; Really I myself have not the authority (without the consent of you and Judge) to make a sale nor for that matter an offering, and these offerings are as new to ME as they are no doubt new to YOU. We can sell a few large acreages and get in some real cash if YOU AND JUDGE and I will name a price ----

To summarize I mean we now need PUSH ROAD CONSTRUCTION as cheap and rapidly as possible-----GET THE SURVEY AND RIGHT OF WAY FOR THE GAP TO COLLIER COUNTY OPENED IN SUCH A WAY THAT IT WILL STAND THE TEST.

Let it be known that Chevelier Corporation will sell a FEW large acreages to RELIABLE and able DEVELOPERS---that location etc offer to the man of money unlimited possibilities to DEVELOP AND RESELL.

In the matter of our Drainage and Development plans we/ should organize the DISTRICT, open up a set of books etc, to the end that as much of the money as we are now spending CAN AND WILL BECOME THE obligation of the DISTRICT so that at a later date we can "unload" it on the land.

I think we are a little too "top heavy" in the office---and a little "shy" in the field at this time.

The Bond issue proposition in shape, but you see this survey question"----"Collier building 600 feet a day"---two new dredges on Tamiami Trail"----and "Collier will build to the Dade County line"---is all CAREFUL PROPAGANDA AIMED AT US---and we must "set ourselves" to meet it and not go off searching for unknown Rivers.

Enclosing clipping which go into details as to all the above.

Personal regards, I am

Sincerely yours