

Miami Fla. July 9th 1924

Mr. J. H. McCord  
Spencer  
Iowa.

PERSONAL

My Dear Mr. McCord:

I am attaching you several "clippings" for your analysis relative to Tamiami Trail matters.

You will note that THE BOND ELECTION IS CALLED, that every paper in the county (except the Miami News-Metropolis) is supporting same, that The Miami Herald sent a special correspondent to Collier County (the Editor Hon. F. B. Stoneman had already been out to our construction work and over the Dade County section), BUT the DIRECT CRITICISM against us at this time is that we desire to use the TRAIL PROJECT to re-tail our lands, and the unfortunate part of it is that it is true, as the sale by Irons Land and Investment Co., and the Willingham sales contract on "Pinecrest" is attracting the attention of the public by certain advertisements etc----its a bad time to show these offerings to advantage, due to water being on most of the land, in fact as I told them there would be considerable water there/ until December (not enough to interfere with our work but enough to dampen any ones ardor to buy land or a town lot.

Iron Land and Investment Co., have established nice offices, "Marvel Farms Co", they are at considerable expense----Willingham must SELL to keep his contract with us----these sales and offerings are never the less hurting the Trail project PARTICULARLY as Baron Collier publishes the statement that "no land or lots at EVERGLADES will be offered for sale until the roads are built, canals dug, etc, etc,"----we of course did not offer any lands for sale at re-tail until we were ACTUALLY BUILDING ROAD ON OUR OWN PROPERTY, but the public generally cant appreciate this.

I realize that Chevelier Corporation needs EVERY DOLLAR that we can get in (especially just now), but is enough money coming in to offset the harm the situation creates in the public mind, in other words, instead of talking the great benefit of the TAMIAHI TRAIL'S EARLY COMPLETION, the press wil, quote "real estate sales talk" by those who put this phaze of the situation to them.

Could we not at this time extend the Irons, and the Willingham contracts and request them to cease any offers AT RETAIL of any

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of the lots or land they hold under contract from us until at least AFTER THE BOND ELECTION, in fact they and we should be in position to say " WE WANT THE TAMiami TRAIL COMPLETE TO FORT MYERS, WE ARE NOT OFFERING ANY OF OUR LANDS AT RE-TAIL UNTIL THIS GREAT CROSS STATE HIGHWAY IS COMPLETE; WE HAVE OWNED THIS TRACT OF LAND FOR X MANY YERRA, WE ARE SPENDING TWO HUNDRED THOUSAND DOLLARS OF OUR OWN MONEY TO SUPPLY A LINK IN THE TAMiami TRAIL, WE ARE SETTING EVERYTHING TO ONE SIDE AND CONCENTRATING ON BUILDING THIS LINK IN THE TAMiami TRAIL AT OUR OWN EXPENSE, WHEN THIS IS DONE WE WILL OFFER OUR LANDS AT RE-TAIL.

This announce,ent would not in the least interfere with us selling some large acreages, but public confidence would be in us.

I could not write this to Judge McDougal as "its all in the Family" with him---Irons, Axelson, etc---I think for the time being we want to get away fro re-tail land sales talk by ANY ONE, but sell a few large acreages ~~xxx~~ with substantial cash payments, and good negotiable mortgage notes which can be used by you.

THINK THIS OVER.

In regard/ to the Miami News-Metropolis Editorial of July 1st, I have been advised by some of Miami's best attorneys, among which was James M. Carson that there are seven very fine libel suits in the editorial against Barron Collier, E.G. Sewall, and Metropolis Publishing Company---as the entire article was lies and libelous, with your consent we could enter suit---we may not get a cent, ( we really dont want it) but Mr. Carson says he is sure he could get judgement---What do you think of this?

The \$25,000 now on hand by Dade County will be spent and we will get some fine work---The County Commissioners of Dade County have called the election to approve \$120,000 issue of bonds to surface the Trail up to Dade County's standard of roads ( the best in the State) this bond election will carry---our libel suit will or might help, Collier County will build to us, Lee County has bonded and let the contract to have as good a road as Dade's; we are all set---the only thing that can hurt us is RE-Tail land sales talk.

Rest assured I have been and am busy, Personal regards, I am

Sincerely yours.