

Jimmie?

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Is it as bad as that? This was asked by a fair haired little woman of a middle aged man who was sitting at his home desk checking up a large pile of stock certificates, <sup>ask</sup> in 1930

Maude my darling its

Yes/as bad and worse, here we have nearly ten thousand dollars worth of Vanderbilt Newspapers Inc, <sup>stock</sup> the same of Miami Coliseum, over twenty thousand in Miami Oil and Natural Gas Co, over fifty thousand dollars in Chevelier Corporation, twenty thousand of various bond and mortgage companies, besides these club, health resort, and God knows what, all of them cost us over a quarter of a million dollars, none of them have any immediate, perhaps no ultimate value, nevertheless they have absorbed all our money we are simply broke; of course none of these investments were made primarily for profit but because they seemed worth while and needful to the community, of course our investments in houses, lots lands in fact all our real estate is mortgaged beyond any possible present or near future market value, as you know this home is under process of foreclosure now, the same will be true of every real-estate investment ~~which~~ we have ~~and~~ which will leave us with a whole lot of vacant acreage under mortgage for more than it can possibly be sold for; no one seems to appreciate just how bad a fix we are in, there is not a day but that some individual, firm or charity in what they know to be a "jam", calls on me for help.

"And of course each and every one gets something from you, now Jimmie this is not discontent nor quarrelling but we can never have any thing in Miami, you help build this city, you have thought and planned for it and the county and state so long that it is <sup>made</sup> personal with you. Now why when you the Tatums, Dr. Holmberg and the others raised that hundred thousand dollars to sink an oil well, you and they must have known it was a bad investment."

"Why Maude that was no investment, it was ~~our~~ knowledge that the Boom was over, we saw things slipping, we knew something must be done to hold up values and perhaps put new values on millions of dollars worth of property which had been purchased by our friends, and thousands of investors in good faith, hence we were willing to make a sacrifice to give this real estate some real value and that is just what would have happened had oil been discovered, so my twenty thousand dollars and theirs was simply more money wasted."

"Now see here Jimmie Jaudon, you were not responsible for their bad investments, you were not personally concerned in the success or failure of Vanderbilt Newspapers Inc, nor the Colliseum nor any of these"

*done J. J.*



other enterprizes which you were talked into putting your good money "for the good of the community" Is there not something in this wreck which offers you an opportunity to start again? "

Start again---its not so easy my darling <sup>he</sup> said, you know my first start when as <sup>boy</sup> nothing but a <sup>boy</sup> ~~lad~~ it was necessary to "help the family" with a sister and a brother at school, the years of plodding to do this and establish a business back there in Orlando, and then the Freeze of 1894 just wiped me clean, and a "new start" down here at Miami, the struggle to build up the fruit and vegetable business here, and think out and <sup>help</sup> work out the development of Miami and Dade County and the "new start" again in 1917 on developing Miami's back country along the Tamiami Trail, and now a fourth "new start" and me over fifty years old? "

"I just thought Jimmie Jaudon that you had acquired so much information from the sugar experts you had employed all of whom were so enthusiastic as to the success of commercial sugar growing that we might have a small acreage of this sugar land and that there would perhaps be the right place for a "new start"; I dont see <sup>at all</sup> how you could fail for the years of success of Captain George Storter, and others and the favorable report of the sugar experts Grief, Ginsberg, McLane, Hall, Ryan and <sup>to you</sup> others all made it so plain that sugar can be grown profitably down here."

"My darling there is no question of the ultimate success of such an enterprize but capital cannot be interested, sugar prices are low and will be low for a long time, and then it will take years."

"Captain Jimmie Jaudon we have worked hard all our lives, it has required the best years of our life to accumulate what to most people would have been a small fortune, only to give it away for ~~that~~ what we thought was the good of the many; the one thing we really have is the knowledge that sugar <sup>cane</sup> can be grown in extreme southern Florida at a profit, that it will employ labor who now need jobs, that we have or can get the right land to grow it on and that it will be a success in every sense of the word, then "why not"?

The answer ~~is that~~ is that it would require us to move out, <sup>to a farm</sup> start a few stalks of sugar cane, increase the plantings year by year, until we had a plantation and we would have to make a living as we went along as it would require all our time on the farm, but if you are game enough to "stand by" ~~if~~ <sup>if</sup> am man enough to ~~try~~ do my part, but we would



have to raise some immediate money, the only thing we have now is the furniture, household goods, our library which we have struggled for years to assemble, these things will bring at public sale only a few dollars at the most, we cant store them, for we have no money to pay storage, and we could not take them with us for we have only a shack or more properly speaking a shanty to live in out on the Trail.

All right Captain Jimmie Jaudon I will get Ray Wright the auctioneer come over at once, you go out to farm and arrange for our camp. "

So true to this plan the Captain got out his fixxxxxr old automobile, travelled out the Trail, called on Doctor Tiger a Seminole Indian and paid him ten dollars to deliver ~~him~~ that much value in sugar cane seed ~~cane~~ on the Trail the following week, Mrs Jaudon altho heart sore turned the household goods into cash and a week later they loaded up the old car ~~and~~ with two cots, beddings and a sufficient supply of household goods saved from the "auction" to set up keeping house ~~on the~~ way out they saw piled up along side the Tamiami Trail a small pile of sugar cane -about two good arms full--. I guess this is our seed cane said the Captain so onto the load it went, and by night they had established them selves in the shanty ~~at Ochopie,~~

The next morning after taking a look around the Captain secured the services of "Uncle Pete Newbold" a Nassau negro to help prepare the land and plant the sugar cane purchased from Captain Tony" the Seminole Indian, he found two stalks of red and a few stalks each of ribbon and green varieties (the Indians had been growing sugar cane in the Everglades for many years, where, when and how they ever secured their start is a mistery even now), "Come on Newbold lets hoe down these old tomato rows and about every ~~th~~ <sup>th</sup>ree feet stick a peice of this sugar cane with about three eyes into the ground, in a few days "Charlie Tiger-tail another Seminole passed by and said "You buy um sugar cane" the captain said yes "how much you got" Charlie Tiger Tail said " Think so five dollars" after Charlie had brought the canoe in which he was poling up the Tamiami Trail Canal alongside the Trail the Captain purchased this second installment of about two armsful of sugar cane for planting, he and the Nassau Newbold planted this in the Santa Domingo way stuck in the ground <sup>at three feet intervals</sup> each peice having about three eyes., the old tomato rows they were using were seven feet apart, thus it would require about two thousand peices to the acre but all the peices they could get from the two ~~two~~ lots purchased from the Seminoles planted less than one half acre.



This start was made in the "Rainy Season" of 1930 and the rainy season in Florida is Tropical in every sense of the word, usually from June until September or October it rains/ <sup>almost</sup> every day, about forty inches of rainfall or five in four/months; "let her rain" was the slogan "it makes the sugar cane grow" but ~~xxx~~ something else had to be considered and that was how money to "carry on" with was to be had so the canal banks being the only elevated spots were used to plant seed beds of eggplant, pepper and tomatoes, to be used later when the ground dried off enough to permit field plantings; the "Massau Newbold" was the "regular hand" but the Captain soon enlisted the service of Seminole Indians. "Buffalo Bill", Abraham Lincoln" and Billie Osceola" were found to be Indians that would work and they could and did stand the mosquitos, horse flies and other insect pests which make life miserable in the <sup>rain</sup> field. *tropical area x*

The truck growers in that section of Florida were very skeptical of this "amateur" sugar cane and vegetable venture and were by no means timid in expressing the opinion that it was to be a failure.

However the crop grew, and when harvest time came for the vegetables, a small packing house and stand for the sale of the crop was erected alongside the Tamiami Trail and each day enough vegetables was sold to keep the farm going; in the spring of 1931 it was found that some of the sugar cane could be sold to the negroes for "chawing" so the Captain would take his old car which had been made into an improvised truck and "peddle" sugar cane at five cents per stalk, <sup>to the forest farm labor in that section</sup> thus enough capital was accumulated to extend the sugar cane plantings to about five acres in 1931; the same plan was followed in 1932 so that in the fall the Captain found he could "grind" some of his sugar cane into syrup, having no capital to buy a <sup>sugar</sup> mill he made ~~xxxxxxxwithxxxxxxxExBxxxxixtex~~ a search for a "Syrup Mill" and found <sup>some years before</sup> that <sup>a Seminole Indian</sup> Captain Tony a Seminole Indian had a small mill which he had purchased <sup>from some</sup> Indian traders from Chatanooga through the Girtman's/ at Miami, so he arranged <sup>to</sup> that he would go into the Everglades, drag out this mill and kettle and would return it to <sup>the Indian</sup> Captain Tony when wanted" You get um, use um, bring back me on Tamiami Trail me show you where, think so all right"; so a test grinding was made ~~and~~ of some cane which the forest fires had swept through at one of the Captains plantings at Turner River and it was a success; later in 1932 a share <sup>who had a motor driven mill</sup> grinding contract was made with J.D. Darnell/ and several thousand gallons of excellent syrup was made from the crop.

The same method of planting a few acres of vegetables mostly tomatoes, eggplant, pepper, beans, cabbage and squash was followed to provide funds to keep going until the spring of 1933 when a careful check up was



made and it was found that the "new start" had ~~xxxxix~~ over thirty acres in growing sugar cane, that the fields had stood the "high water" in fact seemed to like it, that the sugar cane was of high sugar content and purity and yielded when planted correctly, around forty tons or more to the acre.

"What do you think of that Jimmie?" said Mrs Jaudon, "here we have lived, gave employment to many <sup>white men</sup> Indians, negroes and ourselves and have certainly demonstrated beyond any doubt that a family can more than make a living on such a farm as ours, in fact it looks to me as tho we have "started something worth while".

"Yes" said the Captain "I was out to the Green Corn Dance <sup>at</sup> of the Seminoles last week, they are all talking about our sugar cane, they want to plant for us, Charley Tiger Tail, Captain Tony, Josie Billie, Abraham Lincoln, Lofton Tiger Tail, Ingraham Billie, Cory Osceola, the Willies, the Tigers, the Jumpers, in fact I believe that all of them would plant a few acres each if we could only find a market for the sugar cane when grown, in fact Stanley Hanson who is a great friend of the Seminoles has put the matter squarely up to them they all say "yes we plant um, you sell um, we grow sugar cane 'ojus' (plenty), no can sell, what you say"; I have also talked with the big tomato growers, as you know they planted something like fifteen hundred acres to ~~xxx~~ <sup>last season</sup> tomatoes/they say that the land should only be used for tomatoes for a few years and then it would be in excellent shape for sugar cane, they say that they would plant many hundred perhaps thousands of acres giving employment to hundreds and thousands who are now un-employed IF they had a market for their sugar cane, they are thoroughly convinced that they can grow from thirty to fifty tons or more of sugar cane to the acre at a cost of less than fifty dollars per acre spread over a period of five years or more, and they are convinced that this land will produce five or more crops without replanting, in other words from the "ratoon"; BUT where is the market? they all say; you know darling that when I made that trip to Cuba last year---yes I know that thirty dollars was a small fortune-- "I saw no better sugar cane than ours, I saw oxen working in the fields, in fact I had the experience of ploughing them, I know we can grow as many or more pounds of sugar to the acre <sup>than</sup> as they, I know it will cost us very little if any more than it does them, I know we can make employment for men and women by the thousand, can produce this sugar here in Florida without competing with growers already engaged in the same industry, I know that statistics say that "out of every 100 men at twenty five, 54 are dependant at age sixty five---more than half dependant---dependant on their relatives



or on charity", I know that a few acres of sugar cane with a money crop of vegetables will not only support but will supply a savings account to any man or family, of course he or they would have to meet the conditions of a tropical country, rainy seasons, mosquitos, and all the discomforts of these conditions, ~~xxx~~ I know that the dis-abled veterans of the United States would find here a warm salubrious climate, a means of lively hood a haven for their old age.

"Why dont you reduce your knowledge to figures and "go after~~ix~~ them" just as you did when we made our start out here less than three years ago?.

" That is not a bad idea, well to start on this sugar cane land should be worth fifty dollars per acre, thats at six percent interest three dollars per acre per year, five dollars per acre will surface drain and provide roads to and from the fields, if you use lands upon which tomatoes or other vegetables have been grown one can put it in excellent condition for the sugar cane seedlings for less than fifteen dollars per acre, the seed cane and the planting will cost thirty five dollars per acre, the cultivation the first year fifteen dollars, the second, third, fourth and fifth years the same for cultivation but nothing for seed cane, planting, or preperation, after the first year, one could increase their <sup>yield</sup> crop by using twenty dollars per acre for fertilizers, thus the five years cuttings of sugar cane would cost less than two hundred and fifty dollars or less than fifty dollars per acre per year.

How about the yield?

' If the rows are made four and one ~~fx~~ half feet apart and the cane is planted three feet apart that would give three thousand hills to the acre, each hill would yield an average of over <sup>twenty</sup> ~~thirix~~ pounds of sugar per year per year cane/covering a period of five years or thirty tons or more (and it would be far more if fertilization as suggested was resorted to) per year, thus if the sugar mill paid one dollar per ton for the sugar cane in the field it would be an anual net revenue of thirty dollars per acre, two dollars per ton net sixty dollars, four dollars, eight dollars, five dollars, one hundred dollars per acre per year net. ( and sugar cane has sold as high as five dollars but ~~it~~ best to figure on two or three dollars per ton.

How many pounds of sugar will a ton or an acre of sugar cane produce, that is average? <sup>what is the</sup>

"That appears to be a hard qu~~est~~ion my darling, but we have had no mature sugar cane analyzed which showed less than ten percent sucrose, in other words one ton would produce two hundred pounds of sugar, thus your thirty ton average per year covering the five year period would yield you



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six thousand pounds of sugar per year which if sold at one cent per pound would be \$60.00 per acre per year.

Just what is the tariff duty on sugar today?

Sugar pays a tariff to the United States of two and one half cent per pound except Cuba where a twenty percent differential is given. of course sugar from the possessions of the United States pay no duty, but only a small portion of our consumption of sugar is produce in the United States or our possessions.

So these West Indies and other sugar producing countries pay us (the United States) two cents per pound and more and still continue to grow sugar? Why you say it ~~must~~ would cost us about one half cent or more per pound to produce sugar, surely it cost them that much, to this you must add the milling or manufacturing into raw sugar and then the transportation, tariff, and the refining cost, and also the handling charge, hence they can not now be making any money on their sugar production as I see by the papers that raw sugar is selling today ( June 21st-33) at 3.36 or a little over three and one third cent per pound, to which must be added the refiners cost the bagging, the wholesale and the retail profit?.

Yes that is just what I am telling you, we can produce sugar at a price which would either reduce the retail price of sugar or it would force a reduction in the tariff, in either event we could make an ~~amount~~ profit; its a political question as to the tariff, but it is an economic and an agricultural fact that we can produce sugar in Florida at a profit, we can employ tens of thousands of un-employed labor in the United States, we can offer a haven to middle aged and old men and women, we can give our ex soldiers/ <sup>and sailors</sup> an opportunity which they do not now enjoy, we can profitably and successfully grow a commodity which our nation consumes in vast quantities and produces in small quantities.

Then why dont you tell the ~~xxx~~ people of the United States about it, I think they want to know.

Thats a finer idea, I see that Bernarr MACFADDEN of LIBERTY has been writing some wonderful articles, that LIBERTY has published a number of fine stories on the subject. I tell you what I will do--I go down to the store and buy that two gallong of kerosene and then come back and visualize just what should be done and carry our "new start" in prospective a few years more; submit the entire article to Mr. Macfadden and Liberty and see what happens.-----

*Next page is 3 years later -*



Well Captain what do you think of the <sup>plant?</sup> ~~mill?~~ The question was asked by The Commissioner of Agriculture of the United States and was directed to a grey haired wrinkled faced sparse built man of perhaps sixty years who was one of the many which the Government had invited as guests to witness the public opening operation of the worlds largest and best sugar mills <sup>at ~~solo~~ in ~~San~~ ~~Diego~~ ~~and~~ ~~other~~ ~~parts~~ ~~of~~ ~~the~~ ~~country~~</sup> which had just been completed to grind into sugar the sugar cane grown in extreme southern Florida.

*Farrar  
Haw  
Bey*

The man addressed as Captain was accompanied by a charming matron who was perhaps fifteen years or more younger than he; before answering the captain gave a quick glance and sly wink at her and said, "Its the greatest sight of my life, and to just realize that this gigantic mill is to convert into sugar the product of thousands of old men such as I, veterans of the wars this Nation has had who without this industry would be in poverty, homes for the aged or dependants on their friends or relatives.

" Just what do you mean by that" asked the Commissioner of Agriculture?.

" Its too long a story for Maude and I to tell out here in this <sup>tropical</sup> ~~blazing~~ hot sun and we prize too highly our experiences to be misunderstood by you or any one else."

" Now dont hold out on us said the Commissioner, come on go with me to the General Managers office where you will be comfortable and undisturbed for I want you to take your time in the telling, for it is generally understood that you two people have something both interesting from an industrial and also from a romantic standpoint.

With this invitation the party proceeded to establish themselves at their ease in the General Managers office, and the foregoing story was told, to which the Captain added.

" Its a well known fact ~~said~~ ~~the~~ ~~captain~~ that it takes wars or adversity to bring our the best thats in us, when I was a young man our country was forced into war with Spain, we just had to learn that we could grow tobacco suitable for cigars, so our growers perfected Connecticut seed leaf wrappers, our Florida growers produced Sumatra wrappers, so it was only a few years until we were and have been at ever since growing most of our cigar tobacco, I like every one else who had to stay at home in 1898 planted a tobacco field of Vuelta Abajo tobacco, so our real victory in the Spanish American war was one of adding a production of a commodity which had not before been grown in the States, and that is just what I think you and we have done with sugar and is in a nut-shell JUST WHAT I THINK OF YOUR SUGAR MILL.