

August 27, 1925.

Mr. Wm. H. Smith,
Ford Motor Company,
Dearborn, Michigan.

Dear Sir:- Your reference file L.

Subject:- PEAT

Acknowledging receipt of your letter of August 13th in reply to my letter addressed to Mr. E. G. Liebhold on the subject of PEAT, I beg to say that I do not think you quite fully understood the data placed before you, and you have not considered the subject of FLORIDA PEAT.

One must forget everything which has been written about PEAT in Michigan, New Jersey and Canada. You speak of transporting this material from its present locality to points of consumption via of freight. This is not the proposition which we wish to consider. The facts are that there is an unlimited supply of the very highest grade PEAT located just south of Lake Okeechobee, and it is our idea that a plant be established to extract the by-product and the generating of electric power and transmit same to all points in Florida where there is demand for such power; Miami, Tampa, Fort Myers, Sarasota, Orlando, West Palm Beach, Hollywood, Coral Gables, Orlando and other cities and towns in South Florida, that are now paying very high prices for both light and power, whereas they could be supplied at a very moderate cost should a plant extracting by-product from PEAT and generating electricity be installed in the Everglades.

The opportunity is such a great one, but the initial investment would be so large that ordinary financial interests could not handle the same. It is my desire that you would have Dr. Robert Ranson of Miami, Florida go to Detroit and in person set forth fully to you the possibilities of the proposition, and I trust you will view my suggestions along the lines above set forth rather than one of the transportation of raw material to point of consumption.

Yours very truly,

JFJ/DA.