

Jan 23, 1928
THURSDAY NIGHT...

DEAR DAD---

Just a note to let you know that things seem to be breaking good for us. The enclosed letter from Roe will explain it. I wrote to him last week or the first part of this, to find out if possible what could be done down there. I had talked with him on the subject while in Ft. L. and mentioned Ike in this connection. He seemed enthusiastic and said the town would appreciate new and more modern management of the weekly paper.

Roe is a young ad man just into the realty business about two years. He is a hustler but, of course, not to be trusted. In this instance I believe his information is all right. He can serve but will bear watching.

I feel as he does that quick action would be advisable. You might write to Sherwin and start dickering with him. Don't know if I did wrong in enlisting Roe's aid or not but figured that inquiry wouldn't hurt. Of course he's working for a big trade and a commission, poor fish.

It is desirable that you lend me some weight in communicating with the owners if you are interested and if possible wish you could arrange to come down here sometime early in February. That paper wouldn't last ten days in the open market---~~THAT'S~~ NO BUNK. Jeff Bailey went to Eustis--inland and not even on a main railroad and paid \$35,000 for a half interest in a small daily there. Bailey, as you probably know, is district sec. of Kiwanis and former C.E. of the Age-Herald.

NOW, DAD, THINK THIS OVER AND GET UP ON YOUR TOES. SON WILL MAY HAVE SPOTTED SOMETHING GOOD. NO HARM IN INVESTIGATING, ANYWAY.

With much love and hopes for your favorable decision about this,

DEVOTEDLY,

U M

Psychic hunch this
good bet. B.

P.S. Come down early in February~~nk~~ to look this over and I'll take a week off and drive you down in the flivver or anywhere else you want to go.

Bill .

J. WELLINGTON ROE, INC.

REAL ESTATE

FORT LAUDERDALE, FLORIDA

MIAMI
W. PALM BEACH
WASHINGTON, D.C.

J. W. ROE, Pres.
LOUIS F. MAIRE, V.-Pres.
MOE KATZ, Treas.

January,
Twenty-Eighth,
1925.

Mr. W. M. Walker,
c/o Times-Union,
Jacksonville, Fla.

Dear Mr. Walker:-

This admits receipt of yours of January 25th in regard to purchasing a Fort Lauderdale paper.

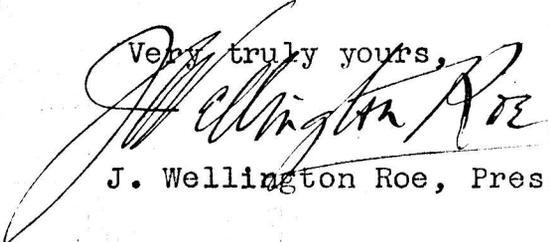
The Sentinel (daily) and the Herald (weekly), were recently consolidated by two men from Ohio, who purchased both plants and intended to operate the merged paper as an afternoon daily and Sunday morning. I have just been informed by reputable authority, however, that owing to actions of the publisher of the Sentinel, this deal has fallen through, so now both papers have returned to their former status. I am also informed by those who should know that the Sentinel's publisher regrets very much his actions and now that he has seen his way clear to get out of the active work, is anxious to do so.

In view of these facts, I am suggesting that you and Mr. Parrish consolidate your forces immediately, find out exactly how you stand financially and if possible one of you come here, and I believe we could secure one or both of the papers. Either one would be an ideal field, although naturally the consolidated papers would be much stronger than either individual.

Awaiting your reply, I am going to go ahead and get all the data regarding cash necessary, etc., on both plants, so that as soon as you and Mr. Parrish are in shape to do business (which I imagine will be soon, as you will appreciate the fact that once a paper has been placed on the market, it changes owners in a very short time) we will be able to make the fur fly.

Please keep me informed and if possible I would advise that one of you come here.

Very truly yours,


J. Wellington Roe, Pres.

JWR-W