

Jan 28, 1925
TUESDAY AFTERNOON...

Dear Dad:-

Was mighty glad to get your letter today and feel much encouraged over your interest in Florida and Ft. Lauderdale in particular. Mailed you copies of both the Ft. L. papers today together with a descriptive booklet. Thought you might get an idea of the place from all that stuff. Sent you the section I made up yesterday.

Ft. Lauderdale is about 6,000 and, of course, growing. Ten years ago it was a trading post on the edge of the Everglades. It is known throughout the state as one of the best bets and many believe it is the coming town on the east coast, outside of Miami, of course. The combination of solid farming trade and tourists make it a doubly safe thing, it appears to me.

Mamie and I are wild for you to come down here next month. We have an extra room upstairs here and can fix you up slick. I am almost sure I could get a week off from the office and I could drive you anywhere in the state you wanted to go. Can't help but believe that if you ever get down here you'd realize for yourself the possibilities. It's as incomprehensible to you as Miami's development is to Jacksonville people. A friend of mine went to Miami the other for the first time in several years and says he'd rather sell peanuts in Miami than naval stores in Jacksonville.

It's just that way. You can't visualize the tremendous development until you see it. And, to reiterate, now is the time to get into it. It is only a question of making a well-chosen location.

I wrote yesterday to a realty broker in Ft. Lauderdale to inquire if the Herald were for sale. He may or may not give me satisfaction but to impress those folks that we mean business you might write to the owner and explain how the thing was brought to your attention and ask if he would care to sell his sheet. He would probably ask a big price but it could just

as likely whittled down somewhat. Believe I wrote you what the realtor there estimated: that they would want \$75,000 in all and that the building could ~~pro~~ probably be sold for between \$50,000 and \$60,000, maybe the latter. There's nothing authentic about that estimate, understand. If we could clear the plant for even \$20,000 it would pay for itself in two years I am confident for if you make \$5,000 a year out of the Demo. you could do \$10,000 easy in Ft. Lauderdale. As I noted on the margin of the daily paper, they are so busy getting up ads that they do almost no job work and carry little news. While they're busy trying to get out a paper every day we could get a lot of fine business, unless I miss my guess.

Well, enough about that---except the parting injunction to do your best to get off and please accept my offer of railroad fare that I wrote Mother about. I'm that interested in seeing you look Fla. over.

As to the Town Colyum---why you pore fish a "panic" in that case was the equivalent of a panegyric. Panic means, in the argot, a riot or a big event signifying riotous merriment. The week I wrote about was full of the cracks about the feather bed and the ? and about the Washington hand press and the pised forms. I nearly laughed myself sick over the shirt-tail full of type business.

Had a letter from Suniland at last which I quote in part:

"Replying to yours of 20th will say that when you come down to Tampa, as you said you expected to do in the near future, I will be glad to talk with you about a connection with Suniland. The magazine is going over in a big way and I believe there is a place here for a man who is looking forward into the future. Anyway I'll be very glad to talk it over with you". The letter was from Hanford, mng- editor, with whom I have had a good deal of correspondence. He writes very friendly letters and I shouldn't be surprised if he weren't right about Suniland as it is a sell-out on the stands every month within a week. I thought when I wrote him that I would be in Tampa on a special edition within a short time. Am sending him my Broward story tonight.

Well, it's time to go to work. Wrote B.H. this afternoon also. Give my idea a little consideration. I'm not as foolish as I once

was and I may have found a winner . Who knows ? Lots of love to you and all the family.

Devotedly,

Bill