Send to Miss Tarbell

May 7, 1926.

1975 Beachwood Drive,
Hollywood, California.

Editor McCall's Magazine,
236 West 37th Street,
New York, N. Y.

Dear Sir:

As a Floridian, I was naturally interested when I saw your May issue on the stands featuring Miss Tarbell's article on Florida.

But one sentence in the said article just about reveals how much Miss Tarbell really knows of her subject; i. e., "Thus by 1920 you could get into Florida as far south as Key West on one side and Tampa on the other by rail..."

There will be considerable amusement over this down our way. It will be news to the inhabitants of Sarasota, Bradentown, Palmetto, Osprey, and about a dozen other towns on the West Coast below Tampa to learn that they were not accessible by railroad "by 1920." You

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will find that they hold a strong conviction that they were accessible by railroad at least ten or fifteen years before that. I myself bought a place on Sarasota Key, sixty miles below Tampa, in 1915, and the whole community was built up along the Seaboard at that time and had been for a long time. Did Miss Tarbell never happen to hear of Mrs. Potter Palmer's magnificent estate at Osprey which she bought before 1910? And does she even know there is a place called Sarasota where John Ringling is spending millions in causeways and key development; where John McGraw of the Giants has vast holdings; where the Adair Brothers long famous as the oldest real estate corporation in this country (Atlanta, Ga.) have already put millions into the Whitfield Estates and other projects. Where the Ritz-Carlton Hotels are building a $3,000,000 hotel.

For the rest, Miss Tarbell's article consists of a rehash of material which has appeared in the Literary Digest, the S. E. P., Harper's, Wall St. Journal and others during the past two years, and is thus not even timely.

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There IS room, right now, not for a rehash of this "binder boy" stuff which is all over, but for a calm analysis of where the boom has left Florida. It may be that Miss Tarbell plans to get around to this - and if so, I only hope that she doesn't stick to her present narrow range - that is, Miami and Tampa - those seem to be the only places she knows much about (and not <u>too</u> much about Tampa, at that!)

This, I hope, does not sound malicious. It is not intended to be so. But I take it you are paying real money for these articles and probably would not wish to have statements appear which are calculated to make McCall's more or less ridiculous as their sponsor.

Yours very truly,

Anne W. Lockstow

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