

LAW OFFICES  
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ONE DUPONT BUILDING  
FR 2-6666

Hon. Ferris Bryant  
P. O. Box 563  
Ocala, Florida

Dear Farris:

If Machiavelli could rise from the dead, he would have to revise his book to include a chapter on the effect of the Miami Herald. The Miami City Commission races were concluded yesterday with the three Herald candidates defeating their opponents by tremendous margins. I am taking the time and effort to write you now because I believe that an analysis of this election strengthens the view which I have always held about your candidacy in Dade County. I was intimately and acutely concerned in one of the three commission sets. I know that thousands and thousands of dollars were spent in daily newspaper advertising, bill-boards, hand bills and television shots. I know that every big down town business interest poured money into this race and I know that the candidate had the active support of the entire Miami Police Force and at least 70% of all municipal employees. The campaign was handled by professionals who have quarter-backed many past City elections and the candidate himself made no political blunders during the race. Yet, he lost by a very, very decisive margin to a completely unknown and below average individual.

Those of us who think we are politically wise can bore each other for endless hours commenting on these election results. I am simply trying to get across one point in this letter, and that is this: You can not beat the Press in Dade County by out-advertising, out-televising and out-hustling them. You simply can't beat them at their own game. They can be beaten, but not in the expensive time-honored manner of flooding the newspapers and the streets with hand bills, paid political workers, etc.

The papers don't just endorse their favorites any more. They start out "editorializing" the general news columns about six weeks before the elections and by the time the editorial endorsement is printed, the voter has been conditioned for it.

Now, I have sense enough to know that everything stated so far in this letter you are already aware of. The repetition here is simply given as a background to raise my voice against the present drift of your campaign here in Dade County. You probably won't have the Press and if the organization continues in the direction you are now going, you will have a campaign organization which will be similar to that which Claude Pepper, Fuller Warren and Charley Johns had here. As I see it, the personnel is shaping up similar to that in the three campaigns I just mentioned; the struggle for power and political commitment follows the same pattern; there is not the slightest evidence of the grass roots support which you should attract from the white-collar and middle-class groups; there is no evidence of an organized method of soliciting the non-professional political support which I have always felt would flock to you with a little encouragement.

It is the same old story of all chiefs and no Indians.

In contrast, the Carlton group has the nucleus of the old Smather's goon-squad plus the active, and I do mean active, support of Gautier and Eaton, plus both newspapers and plus money. John McCarty has a nucleus of disgruntled Collins people, hold-overs from Dan's friends and is picking up alot of the Millard Caldwell faction. Burns has alot of the political misfits and disgruntled politicians who have nowhere else to go and are always looking for a candidate. In each of these cases, however, they are organized with respect to personnel.

I do not mean to be critical to the point that all is wrong but I do mean to be critical to the extent that such is not right. I reiterate that Perine Palmer is as informed and straight a man as you can get. I think that Jim Kehoe is a good man. In Stacey Rowell you have an excellent enthusiastic backer--Sibley can and will get you more and more money if and when you begin to look like a winner. I sincerely hope that the money will be forthcoming.

Criticism, without some attempt at a remedy, is useless and, therefore, I will paraphrase:

- 1) Without the newspapers, Farris Bryant will have to carry this race here by his own personal superiority over the other candidates on television. *I add the explanation that I mean here that Farris will have to do it live or taped TV as opposed to commercial TV 5 second and one minute gimmicks.*

- 2) The money which is spent should be spent on the level which will bring non-professional political workers into the Bryant camp immediately and conversely, no money should be spent on highly paid political workers, lavish advertising and campaign headquarters and all of the other trappings. (I went into great detail above to give a recent, living example of the ineffectiveness of this type of vote solicitation in the City Commission race.)

I have received a number of letters like this myself, and I usually read about half way through and threw them in the wastebasket. If this meets that fate, I have at least gone on record one more time and some day my "I told you so" will be a part of a 1959 miscellaneous file. I think you can beat the field on your own if you use your speaking ability and House record. I hate to see money and effort wasted on "campaigning the candidate" while the voters are ignored. I continue to be baffled by all this big money talk and not a dime for registered voter lists and other essential beginning tools.

Macbeth spoke words of wisdom when he said,

"the first bringer of unwelcome news  
Hath but a losing office, and his tongue  
Sounds ever after as a sullen bell,  
Remembered knolling a departing friend."

Sincerely yours,



ROBERT L. ACHOR

RLA:lrc

cc: Hon. William Jibb

*an honest and candid reply would be refreshing. B.*