**The Key Largo Breeze**

**Archer Newspaper Collection**

**Date Range: 1925 March 28-1928 July 25**

**Historic Homestead Town Hall Museum**

**41 North Krome Avenue, Homestead, FL 33030**

**Processed by:** Katherine L. Fleming, September 2021, updated June 2022

**Creator:** Key Largo Pub. Co., Key Largo, Fla.

**Extent:**  2 flat newspaper boxes (19 x 25 x 2.5 inches)

**Accession Number:** 2016.011

**Language:** English

**Acquisition Information**:

The Archer Newspaper Collection was located in a set of flat files that had been owned by Benjamin and Marjorie Archer that were stored in a building owned by the City of Homestead. The city requested that the Historic Homestead Town Hall Museum take possession of any items in the structure that were of historical value since the structure was being renovated and unclaimed items would be destroyed.

**Cite as:** *The Key Largo Breeze*, Archer Newspaper Collection

**Biographical History:**

**Benjamin Edgar Archer** was born in Key West, Florida, on November 8, 1891, to George Franklin Archer (1869-1951) and Mary Eddings Fripp (1873-1959) and died in Homestead, Florida, on February 1, 1981. He had three siblings. Ben worked at the *Key West Morning Journal* when he was a school child and, in 1912, served as a cub reporter there. From 1917 to 1919, he was the editor of the University of Florida publication the *Florida Alligator*. In 1921, he graduated from the Pulitzer School of Journalism at Columbia University. While at Columbia, he worked on an assignment for the old *New York Herald* and the *Brooklyn Eagle*. He then served for a year as linotype operator on the *Bridgeport* (Connecticut) *Post*. Ben was founder and served as President of the Pioneer Museum in Florida City, a member of the Homestead Rotary Club and the Redlands Chamber of Commerce. (Find-a-Grave, Homestead News-Homestead Leader, November 2, 1961)

**Marjorie Iva Leach** married Ben Archer in New York City in 1921. Marjorie was born in Joplin, Missouri, on September 22, 1886, and died on October 11, 1969, in Homestead, Florida. She moved to Florida City in 1916 with her parents John Milton Leach (1863-1921) and Jemima Robinson Leach (1856-1944) and four siblings. Her father farmed and served as President of the Florida City Council. Marjorie obtained art degrees from Florida State College for Women and Columbia University. She once served as head of the industrial arts department of the Florida State College for Women (now Florida State University). Marjorie designed page layouts for the newspapers that she owned with her husband Ben. She was charter president of the Homestead Art Club and Soroptimist Club, and was active in the PTA. As a charter member of the Homestead Business and Professional Women’s Club, she served as its President for two years. (South Dade News Leader, October 13, 1969)

Marjorie and Ben had one son, Dr. Lester Archer, an internist who maintained offices in Perrine, Florida.

**Organizational History:**

Marjorie and Ben Archer moved to Homestead in 1922 and founded their own newspaper, *The Homestead Leader,* the following year. Ben served as publisher and editor, while Marjorie served as managing editor. Beginning as a weekly newspaper, the paper ran daily during the 1925-1926 real estate boom, later returning to a weekly.

In 1931, the *Homestead Leader* purchased the *Homestead Enterprise* and was renamed the *Leader-Enterprise*. On September 5, 1957, the *Perrine Post* was added to the *Leader-Enterprise* and the name changed to the *Homestead Leader-Perrine Post*. Although the *Perrine Post* was purchased from veteran Miami newspaper editor and magazine writer, Howard Smith, Smith continued to help supervise and contribute to the publication. The August 22, 1957, issue of the weekly *Perrine Post*, Volume 1, number 4, notes that the newspaper was first published on August 2, and that the expected issue on August 29th would not be forthcoming. The next issue would be a combined paper published on September 6.

In November 1961, after 39 years in the business, the Archers sold their newspaper to Stanley W. Calkins, owner of six newspapers in Pennsylvania. Calkins merged the Archers’ newspaper with the *Homestead News*, which he acquired from Polly Rose Balfe in February of that year. In 1946, Balfe had acquired the *Redland District News* from James W. English, who founded the newspaper in 1936. Balfe changed the *Redland District News* name to the *Homestead News* in 1953. In 1961, with the Calkins merger, the newspaper became the *News Leader* and, in March 1967, Calkins changed the name to the *South Dade News Leader*.

Due to the real estate boom, on March 25, 1925, the Archers and John L. McWhorter began the*Key Largo Breeze* to serve Key Largo and, according the newspaper, Key West to the Keys’ “northernmost tip.” The newspaper maintained offices in Key Largo and Homestead, Florida. Benjamin E. Archer served as editor-manager, Marjorie Leach Archer as managing editor, and John L. McWhorter as associate editor. McWhorter’s name is missing on the May 2, 1925, nameplate and thereafter. Marjorie’s name disappears from the nameplate on June 13, 1925, and only Ben Archer’s name appears as editor-manager. After the initial issues, the nameplate credits the Key Largo Publishing Company.

The first issue of the *Key Largo Breeze* explains that “When any appreciable area of territory cut off from communication with the outside world except by long distance rail travel and wire service attracts the attention of home makers, investors and developers, it needs its own newspaper to give its citizens first hand touch with the world’s history in making.” The newspaper asserts that it will assist in the development and growth and prosperous future of the area.

**Scope and Content:**

The *Key Largo Breeze* collection contains all issues of this publication from the first issue on Saturday, March 28, 1925 (Vol. I, no. 1) until July 25, 1928 (Vol. IV, no. 4). The first issue and most of those that followed contain multiple full-page and partial-page advertisements by development companies. The bound issues begin with the first issue and continue through Friday, October 8, 1926 (Vol. II, no. 30). Included is a small-sized, one-page issue, Volume II, number 29, concerning storm damage from the 1926 hurricane. Unbound issues consist of copies of the first issue and issues from October 13, 1926 (Vol. II, no. 31) through July 25, 1928 (Vol. IV, no. 4). A Microfilm Service copy is available for October 13, 1926 through July 25, 1928, at the Florida Keys History Center (Monroe County Public Library donated by Wright Langley).

Issues were published weekly beginning on March 25, 1925 (Vol. I, no. 1) through February 2, 1927 (Vol. II, no. 47). After that date, the paper was published biweekly through May 25, 1927 (Vol. III, no. 5). The publication then became a monthly publication from June 29, 1927 (Vol. III, no. 6) through 1928 July 25 (Vol. IV, no. 4).

**Arrangement:**

Chronological.

**Subjects:**

Key Largo (Fla.)--Newspapers

Monroe County (Fla.)--Newspapers

Florida--Key Largo

Florida--Monroe County

United States--Florida--Monroe--Key Largo

**Related Collections:**

The Archer Newspaper Collection also contains copies of the *Homestead Leader, Leader-Enterprise, Homestead Leader-Perrine Post,* and a single copy of the *Perrine Post*.

**Description:**

**Series 1: Bound Newspapers [not on microfilm]** (published weekly)

Box Folder Contents

1 1 1925 March 28; Vol. I, no. 1, 16 pages

1925 April 4; Vol. I, no. 2, 8 pages

1925 April 11; Vol. I, no. 3, 8 pages

1925 April 18, Vol. I, no. 4, 8 pages

1925 April 25, Vol. I, no. 5, 8 pages

1925 May 2, Vol. I, no. 6, 8 pages

1925 May 9, Vol. I, no. 7, 10 pages

1925 May 16, Vol. I, no. 8, 10 pages

1925 May 23, Vol. I, no. 9, 10 pages

1925 May 30, Vol. I, no. 10, 12 pages

1925 June 6, Vol. I, no. 11, 10 pages

1925 June 13, Vol. I, no. 12, 10 pages

1925 June 20, Vol. I, no. 13, 12 pages

1925 June 27, Vol. I, no. 14, 10 pages

1925 July 4, Vol. I, no. 15, 8 pages

1925 July 11, Vol. I, no. 16, [10 pages]

1925 July 18, Vol. I, no. 17, [10 pages]

1925 July 25, Vol. I, no. 18, [12 pages]

1925 August 1, Vol. I, no. 19, [10 pages]

1925 August 8, Vol. I, no. 20, 12 pages

1925 August 15 Vol. I, no. 21, 8 pages

1925 August 22, Vol. I, no. 22, 8 pages

1925 August 29, Vol. I, no. 23, 8 pages

1925 September 5, Vol. I, no. 24, [12 pages]

1925 September 12, Vol. I, no. 25, [8 pages]

1925 September 19, Vol. I, no. 26, [10 pages]

1925 September 26, Vol. I, no. 27, [10 pages]

1925 October 3, Vol. I, no. 28, [10 pages]

1925 October 10, Vol. I, no. 29, [8 pages]

1925 October 17, Vol. I, no. 30, [8 pages]

1925 October 24, Vol. I, no. 31, [8 pages]

1925 October 31, Vol. I, no. 32, [8 pages]

1925 November 7, Vol. I, no. 33, First Section, 6 pages

1925 November 7, Vol. I, no. 33, Knust & Lane Section, 8 pages

1925 November 7, Vol. I, no. 33, Third Section, 8 pages

1925 November 7, Vol. I, no. 33, Fourth Section, 6 pages

1925 November 7, Vol. I, no. 33, Fifth Section, 4 pages

1925 November 14, Vol. I, no. 34, 8 pages

1925 November 23, Vol. I, no. 35, 8 pages

1925 November 28, Vol. I, no. 36, 8 pages

1925 December 5, Vol. I, no. 37, 8 pages

1925 December 12, Vol. I, no. 38, 10 pages

1925 December 19, Vol. I, no. 39, 8 pages

1925 December 26, Vol. I, no. 40, 8 pages

1926 January 2, Vol. I, no. 41, 8 pages

1926 January 9, Vol. I, no. 42, 10 pages

1926 January 16, Vol. I, no. 43, 8 pages

1926 January 23, Vol. I, no. 44, 8 pages

1926 January 30, Vol. I, no. 45, 8 pages

1926 February 6, Vol. I, no. 46, 10 pages

1926 February 13, Vol. I, no. 47, 10 pages

1926 February 20, Vol. I, no. 48, 8 pages

1926 February 27, Vol. I, no. 49, 8 pages

1926 March 6, Vol. I, no. 50, 8 pages

1926 March 13, Vol. I, no. 51, 8 pages

1926 March 20, Vol. I, no. 52, 8 pages

1926 March 27, Vol. II, no. 1, 8 pages

1926 April 3, Vol. II, no. 2, 8 pages

1926 April 10, Vol. II, no. 3, 6 pages

1926 April 17, Vol. II, no. 4, 6 pages

1926 April 24, Vol. II, no. 5, 8 pages

1926 May 1, Vol. II, no. 6, 6 pages

1926 May 8, Vol. II, no. 10 [sic], 6 pages

1926 May 15, Vol. II, no. 11, 6 pages

1926 May 22, Vol. II, no. 12, 8 pages

1926 May 29, Vol. II, no. 13, 8 pages

1926 June 5, Vol. II, no. 13 [sic], 8 pages

1926 June 12, Vol. II, no. 15, 6 pages

1926 June 19, Vol. II, no. 16, 6 pages

1926 June 30, Vol. II, no. 17, 6 pages

1926 July 7, Vol. II, no. 18, 6 pages

1926 July 14, Vol. II, no. 19, 6 pages

1926 July 21, Vol. II, no. 20, 6 pages

1926 July 28, Vol. II, no. 21, 6 pages

1926 August 3, Vol. II, no. 22, 6 pages

1926 August 11, Vol. II, no. 23, 6 pages

1926 August 18, Vol. II, no. 24, 4 pages

1926 August 25, Vol. II, no. 25, 8 pages

1926 September 1, Vol. II, no. 26, 6 pages

1926 September 8, Vol. II, no. 27, 6 pages

1926 September 15, Vol. II, no. 28, 4 pages

1926 September 22, Vol. II, no 29, 1 page [small broadside]

1926 October 8, Vol. II, no. 30, 6 pages

**Series 2: Unbound Newspapers**

Box Folder Contents

2 1 1925 March 28; Vol. I, no. 1; 16 pages (2 copies)

2 2 1926 October 13; Vol. II, no. 31; 8 pages

2 2 1926 October 21; Vol. II, no. 32; 8 pages

2 2 1926 October 27; Vol. II, no. 33; 8 pages

2 2 1926 November 3; Vol. II, no. 34; 8 pages

2 2 1926 November 10; Vol. II, no. 35; 8 pages

2 2 1926 November 17; Vol. II, no. 36; 8 pages

2 3 1926 November 24; Vol. II, no. 37; 8 pages

2 3 1926 December 1; Vol. II, no. 38; 8 pages

2 3 1926 December 8; Vol. II, no. 39; 8 pages

2 3 1926 December 15; Vol. II, no. 40; 4 pages

2 3 1926 December 22; Vol. II, no. 41; 8 pages

2 3 1926 December 29; Vol. II, no. 42; 8 pages

2 4 1927 January 5; Vol. II, no. 43; 4 pages

2 4 1927 January 12; Vol. II, no. 44; 8 pages

2 4 1927 January 19; Vol. II, no. 45; 8 pages

2 4 1927 January 26; Vol. II, no. 46; 8 pages

2 4 1927 February 2; Vol. II, no. 47; 8 pages

2 4 1927 February 16; Vol. II, no. 48; 8 pages

2 4 1927 March 2; Vol. II, no. 49; 8 pages

2 4 1927 March 15; Vol. II, no. 50; 8 pages

2 5 1927 March 30; Vol. III, no. 1; 16 pages

2 5 1927 April 13; Vol. III, no. 2; 8 pages

2 5 1927 April 27; Vol. III, no. 3; 8 pages

2 5 1927 May 11; Vol. III, no. 4; 8 pages

2 5 1927 May 25; Vol. III, no. 5; 8 pages

2 5 1927 June 29; Vol. III, no. 6; 8 pages

2 5 1927 July 27; Vol. III, no. 7; 8 pages

2 5 1927 August 31; Vol. III, no. 8; 8 pages

2 5 1927 September 28; Vol. III, no. 9; 8 pages

2 6 1927 October 26; Vol. III, no. 10; 8 pages

2 6 1927 November 30; Vol. III, no. 11; 8 pages

2 6 1928 January 25; Vol. III, no. 12; 8 pages

2 6 1928 February 29; Vol. III, no. 13; 8 pages

2 6 1928 April 25; Vol. IV, no. 1; 8 pages

2 6 1928 May 28; Vol. IV, no. 2; 8 pages

2 6 1928 June 20; Vol. IV, no. 3; 8 pages

2 6 1928 July 25; Vol. IV, no. 4; 8 pages