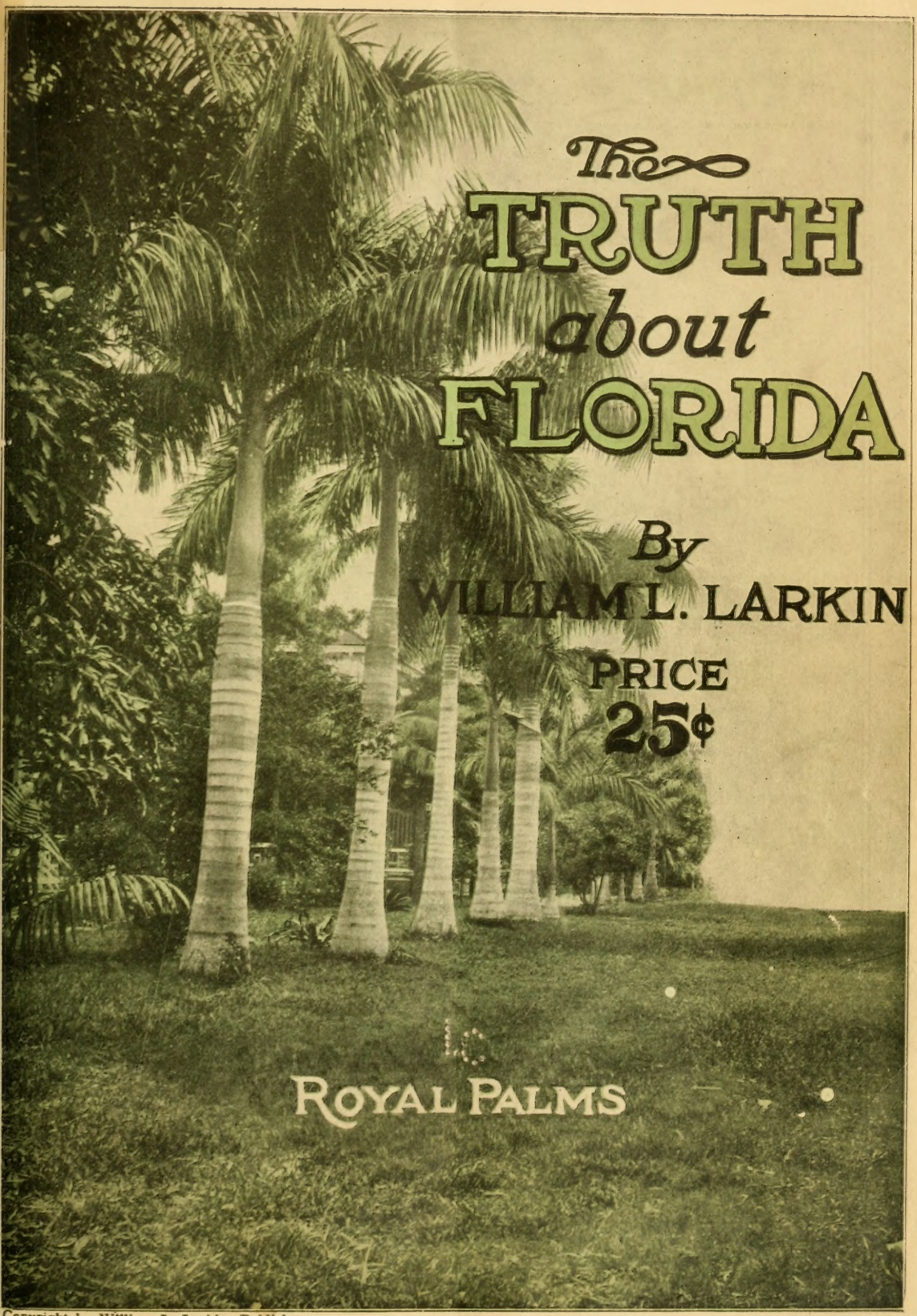

Florida Land Opportunities

THE Florida East Coast Railroad in extending its new lines to Lake Okeechobee, Chuluota and Kenansville, opened up some of the best lands in Florida

Some of the richest agricultural lands in America are located on this new extension. The Florida East Coast Railroad developments make it possible for farmers to own and cultivate this land with profit.

The Land department will offer homeseekers and home-builders some very attractive land on very easy terms. These lands are adapted to the production of practically all general farm crops, as well as citrus and other fruits and early vegetables.

The Florida East Coast Railroad has opened the door of opportunity for farmers in the Okeechobee, Chuluota and Kenansville region that have rarely been equalled in America.

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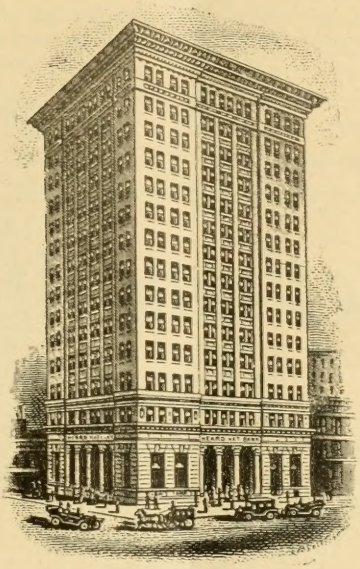

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THE HEARD NATIONAL BANK
of JACKSONVILLE : FLORIDA

Reason for Publishing "Truth About Florida"

A desire to render a valuable service to over 100,000 American citizens who have purchased land in Florida during the past two years, many of whom have never seen their holdings, and also to render a service to thousands of prospective land buyers who are anxious *to know the truth* from noted public officials and writers of authority whose knowledge of conditions and public statements cannot be questioned.

If you have purchased muck, marl, hummock, prairie or flat woods land near markets, that can be cleared, drained or cropped at a reasonable cost, don't sell your holdings. They are bound to double in value and taxes in Florida are exceptionally low on account of the economical administration of public affairs. The tax rate is about one-third of what it is on similar land in many of the northern states that are colonizing.

WILLIAM L. LARKIN, Publisher.

The Truth About Florida

Contents subject to change

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$0.25

Cosmopolitan Florida

By HON. PARK TRAMMELL
Governor of Florida

NOWHERE in the world, perhaps, are the natural conditions more favorable to the development of a happy and prosperous citizenship than in Florida. This is particularly true with respect to the state's balmy climate, her fertile soil and favored geographical position. For some years Florida's growth has been marvelous and the state has received thousands of industrious and desirable white settlers from other states and countries. Floridians welcome these new comers and rejoice at their coming to assist in the development of the state. The people of America are now looking to the South and it is a source of profound gratification to feel that the movement towards Florida is only well begun and that this movement is bound to continue with increasing force and enthusiasm for years to come.

HON. PARK TRAMMELL.

The resources of Florida are very extensive and remarkably diversified. They offer great opportunities for the advancement and enrichment of all who apply themselves to their development. Florida is the greatest all-the-year-round commercial fruit and vegetable-growing section in America. She is the largest producer of naval stores in the United States; she is the largest producer of phosphates in the world. She supplies a great proportion of the sea island cotton, which is now so valuable in the manufacture of rubber tires for autos and other motor trucks, and her short staple cotton reaches into the millions of dollars. Her timber and lumber resources have already assumed enormous proportions and are capable of very much greater development. Her fish and oyster industries constitute a source of great wealth and her sponge fisheries are the most valuable on the American coast.

Certain sections of the state are noted for the production of wrapper tobacco which rivals that imported from Cuba. It has long been said that Florida's soil can supply the entire country with its needs of sugar.

Florida stands in the forefront of American states with regard to the exceedingly important matter of educational, religious and civic progress. Her public school system has been raised and is kept upon a high standard of efficiency. The state maintains splendid institutions for the higher education of her youth, in addition to which there are in Florida a number of very excellent private and denominational colleges and universities. The people are law-abiding and God-fearing, and a large number of religious denominations are well represented in the state's population. This population is perhaps more cosmopolitan than that of any southern state and is progressive along all lines.

The man in business seldom appreciates how absolutely dependent he is upon the soil. Everything he eats and wears comes from it. The farmer is the original producer and it is only the surplus from the farms that the city man does business upon. When crops are good and the surplus large business is good. When the crops are short business is poor. That there is a new era dawning for the farmer is no idle dream. We have come to realize that farming requires great skill, knowledge, business ability, and it is not a vocation for the uneducated. In no line of work does the application of intelligence count for more than in farming. There are many successful farmers in our state. If you inquire into the secret of their success you will always find they increased their earning power by cultivating the soil intelligently. We can never know too much about the best methods of carrying on our life work.

Development of Florida

By HON. W. S. JENNINGS, Ex-Governor of Florida

MANY things have been written relating to Florida and her wonderful climate, the productiveness of her soil, the value of her products on the markets of the world, ofttimes to be doubted by the uninformed. Comparatively few people have really traveled over Florida's great domain, and fewer sufficiently to understand the real values that seem to lie dormant in many varied lines of endeavor.

HON. W. S. JENNINGS,
EX-GOVERNOR OF FLORIDA

Readers are not always interested in the same subject matter, nor do they seek information along the same lines, and therefore any article written concerning the development of Florida could not hope to interest but a comparatively few people. If all were interested in the orange and citrus fruit culture more space than I could assume to occupy could be filled with most interesting and valuable information touching this wonderful industry in Florida and its great value to the people. On the other hand, if your readers were interested only in vegetable growing, in which Florida excels both in productiveness and value, a book could be written on this line of resources and development.

The architect and builder would be interested in Florida's development on account of the varied lines of architecture and constructure sought for in Florida. The capitalist finds opportunity on every hand until his greatest difficulty seems to be in choosing from the many opportunities offered.

No state holds greater opportunity for the thrifty and frugal homeseeker and homebuilder. This does not mean that the unsuccessful and unprepared people can find fortunes garnered for their convenience, only to be picked up upon arrival from some far away clime on a fast train, but should be understood to mean only an opportunity offered for those willing to exert themselves and make some reasonable effort upon informed and intelligent lines to entitle them to share in the values that Florida's opportunity, her soil and climatic condition produces.

It is stated by a recent writer that "The dawn of history in our state is full of romance. Ambition and avarice, desire for advancement and love each played a part in its exploration and exploitation. Some came expecting to find every stream a Pactolus, and all the sands glittering with gems." This serves to illustrate the varied expectations of uninformed people concerning Florida.

Something of the growth and development of Florida, however, may be gleaned from history and public documents, in way of comparison. It should be borne in mind that Florida was purchased under a valuation of $5,000,000 in 1819, less than 100 years ago; whereas last year's vegetable crop in Florida alone was estimated to be three times greater in value than the total value of both East and West Florida in 1819.

Attention is called to the development in Florida of our educational opportunities and a slight comparison which will serve to indicate the advancement along educational lines. In 1860 there were only nine schools in Florida of a public character with less than 1,000 pupils. The private schools numbered 138, as shown by a census of 1860, with an attendance of 4,000 pupils. At this time there are more than 3,000 public schools, maintained at an expense to the public of approximately $2,000,000 annually, with more than 100,000 students. Almost every county in Florida has one or more high schools and every county has many graded schools. In addition to these, we have for higher education: The State University, State College for Women, John B. Stetson University, Columbia College and other ex-

cellent institutions of learning, which place Florida in the foreground among educational states, with an educational spirit equal to the best.

Another evidence of Florida's development is indicated by a comparison of growth in population. The census of 1860 showed that Florida had a population of 140,439, which, of course, included slaves at that date equal in number to one-half of the state's population. The census for 1911 was 777,900. Further estimates indicate a population at this time of about 40 per cent increase since 1910, or a population of 1,000,000.

The assessed valuation of property may indicate to those inclined to review comparisons along this line something of the progress Florida is making. In 1894, the total assessed valuation of real and personal property in Florida was less than $90,000,000. The total assessed valuation of property in 1914 is estimated at $300,000,000. In 1880 there were 518 miles of railroad in Florida. Today there is upwards of 5,000 miles.

During the same year the total bank deposits in Florida were $287,289. In 1914 they exceeded $30,000,000. The value of farm lands and improvements in 1880 was $20,000,000; in 1914, $200,000,000, notwithstanding the fact that less than 8 per cent of the area is in cultivation.

Twenty years ago had some one dipped his pen into imagination and written as a prophecy one-half that has actually come to pass in Florida during the past two decades, he would be called a dreamer of dreams, too wild to be even entertained. To predict the future seems pardonable when looking into the past as a guide.

The brief outline above can serve to indicate the wonderful comparative progress in all lines of endeavor, some of which have been mentioned; others, apparently too many to enumerate here, should be considered and are known to those familiar with Florida conditions.

Thirty years ago the middle and lower peninsula was almost an unbroken wilderness. Twenty years ago orange and citrus fruit crops in Florida were less than 500,000 boxes. Now it is predicted that the crop will yield 9,000,000 boxes.

Many of the villages of 20 years ago are now thriving cities, and great portions of the wilderness of 20 years ago are now dotted over with thriving towns, beautiful farms and groves, many miles of hard surfaced roads, and the happy homes of a prosperous and contented people. This is only part of the growth of 20 years. Who can, with any certainty, predict the future of the state?

It has for its known resources inexhaustible beds of phosphate, immense deposits of kaolin clay and fuller's earth, great citrus industry, its rapidly growing vegetable producing territory, forests, and possibilities of pecan and fig industries, wonderful opportunity for raising stock from the fact that cattle, sheep and hogs need but little and inexpensive protection against the weather and the ease with which animals are raised and the further fact that this condition is becoming rapidly understood, not only by the stock men in Florida, but by those of the North and West, and confirms the belief that Florida will eventually become one of the greatest producers of beef, pork, mutton, butter and cheese in the union.

The experiments that have been tested in Florida in growing forage crops solves the problem of raising cattle. The conditions that exist in Florida are most encouraging. Several new grasses have been found that grow continuously throughout the year in parts of Florida, and abundantly in other parts of Florida, furnishing a vast amount of feed throughout the year. Besides this, the velvet beans, the Chinese sugar cane, Kaffir corn, etc., are among the best cattle feed grown, and can be grown with ease.

Mr. G. M. Grace of 101 Ranch in Oklahoma, an admitted authority on cattle raising, says that Florida has the very best of opportunities of any state in the Union for raising cattle; that the facilities in Florida for raising cattle are better than in any other state in the Union, and that with the supply of beef constantly growing less and with prices yearly advancing, and the demand increasing with the rapidly increasing population, Florida will become among the great cattle growing states.

The Commissioner of Agriculture reported (in 1909) that Florida produced 4,351,000 bushels of corn valued at $3,409,000, this exceeding in value any other single farm crop. Since which time it is estimated that the 1913 crop yielded upwards of 11,000,000 bushels of corn, which makes general farming, particularly in the upper counties in Florida, as productive to the real farmer as the average farm lands of the middle West.

Experience of the past has shadowed forth the future, and a few years will see Florida producing millions of pounds of sugar, increasing her general farming productions, and she will be leading in stock raising, her rice will be in every market and her fruits and vegetables will supply the wants of the less favored sections, while her fish and oysters will be in every hamlet in the land. These are the products Florida can promise from her land and her water.

These may serve to indicate the development of Florida with only 8 per cent of her land under cultivation.

Progressive Florida

By ALBERT W. GILCHRIST, Ex-Governor of Florida

FLORIDA, the home of sunshine and flowers, welcomes the land hungry of the nation. Within its boundaries lie 35,000,000 acres and only 8 per cent of this vast area has been developed. Here is a haven for the homeseekers of the world. Few persons realize the true size of Florida on looking at the ordinary map. As an example, the distance from Chicago to Mobile, Ala., by rail is 910 miles. From Flomation, a small station near the northwest corner of Florida, by rail to Key West, via Jacksonville, is 934 miles, or 24 miles farther than from Chicago to Mobile.

HON. A. W. GILCHRIST, EX-GOVERNOR OF FLORIDA

The state extends 420 miles directly north and south. Its eastern boundary is the Atlantic Ocean; on the west, a great portion of it is touched by the Gulf of Mexico.

By reason of its geographical location and climatic conditions, with 1,200 miles of sea coast, Florida stands alone among the states of the Union. In my opinion, and in the opinion of many agricultural experts, it leads them all. Its soil and climate render it friendly to the production of corn, oats, sugar cane, long and short cotton and all kinds of vegetables, tropical and semi-tropical fruits.

It is one of the most healthful states of North America. The death rate, according to the last census of the state, is 6.6 per 1,000. The registration area of the United States, including the New England states, New York, New Jersey, Delaware and the District of Columbia, has a death rate of 17.8 per 1,000. In England, Scotland and Wales it is 18, while in Italy the rate is 21.1. To my mind one of the most important matters for investigation by the prospective settler is this question of health.

Much attention is being given in many of the western states to irrigation. There is no part of Florida in which good artesian water cannot be found. The wells vary in depth from about 60 to 400 feet. Its thousands of miles of rivers and lakes make it probably the best watered state in the Union. Irrigation for farming purposes can therefore be cheaply done, although the fact is that it rarely is found necessary. The artesian water always is healthful and free from microbes.

Though not a corn state, in several portions of Florida the production is from 50 to 100 bushels of corn per acre. As to the production of cotton, both long and short staple, the soil is peculiarly adapted.

Florida is the only state in the Union producing pineapples, 90 per cent of its crop being grown along the east coast. The industry has become a mammoth one. The annual output is nearly 1,000,000 crates. Ten years ago it was less than 250,000 crates.

Our pineapples, oranges and grapefruit need no eulogy. They speak for themselves in practically every market of the continent. Florida furnishes the daily breakfast delicacy and the dinner dessert for millions of American homes.

We have scarcely any competition for our winter crops, as we are through shipping by the time the states north of us come into the markets. Southern Texas cannot be called a rival, for its produce goes to other markets. California is too far away.

Everything in the truck line is grown and potatoes, cabbages, celery, strawberries and other crops are raised while the farms of the North are resting.

The soil in most instances produces from 250 to 500 crates of early vegetables per acre and when planted with sweet potatoes will grow from 150 to 200 bushels most anywhere in the state. Various sections seem to specialize on certain kinds of vegetables, some annually shipping hundreds of carloads of Irish potatoes, others trainloads of celery, tomatoes and strawberries. They raise from 800 to 1,000 crates of strawberries, ninety to 150 bushels of Irish potatoes and equally large quantities of other truck.

Our best lands produce three field crops between January and October, it requiring about 90 days to mature a crop. In many counties farmers grow Irish potatoes, corn and sweet potatoes on the same ground in rotation, and fertilize only after the first crop. Lands are very similar to men. Some land is better suited to produce certain results than other, as some men are better fitted to accomplish certain tasks than are other men. Our land produces as much per acre of the product to which it is suited as any in the United States.

A farmer who contemplates coming to Florida should first make up his mind what he wants to grow, because there are fruits produced in the southern and central parts of the state which cannot be grown in the northern and western sections. Vegetables of all kinds, however, thrive anywhere from the extreme ends of the state during all of the winter months.

Our best lands for growing field crops are the lands we drain. Pineapples are grown only on the high, rolling, sandy ridges. Citrus fruit requires a little heavier soil, although there is land adapted to both. There are communities where pineapples are planted between orange and grapefruit trees. In the southern portion of the state citrus fruits and other tropical and semi-tropical fruits are grown extensively. Of the several trunk lines of railroad, one alone expects to ship 28,000 carloads of truck and fruit this season.

The following is taken from a bulletin of the State Department of Agriculture:

"The success of vegetable growing in Florida is too well known to justify going into lengthy details as to methods of cultivation or transportation. Among the most profitable crops are tomatoes, beans, Irish potatoes, celery, cabbage, lettuce, peppers, egg plant. From the growing of each of these products thousands of people reap a rich reward for their labor every year, and many of them make comfortable fortunes; most, if not all of these vegetables, are grown at seasons of the year which enable them to command a monopoly of the markets as well as prices. Many of these crops bring handsome returns. Tomatoes, for instance, have yielded as much as $1,000 per acre, but the average runs from $300 to $500, and Irish potatoes will average near $100, lettuce from $300 to $800 per acre and celery as much as $1,500 per acre."

Cattle, sheep, poultry, horticulture and agriculture flourish throughout the state. Manufacturies, mining and fisheries of the state are rapidly growing. In 1911 the manufactured products represented over $95 per capita. Florida is shipping about one-half of the phosphate mined in the United States. There also are mines of fuller's earth and fine clay for pottery.

A new phase of the farming industry in our state has developed during the last few years. Many farmers from the North and many business men as well have winter homes and farms or orange groves. They come South in November, after their work is over in the North, put in a crop of vegetables or market their fruit, and by May 1 they are through and back in their northern homes.

I know a score who have done this year after year, avoiding the severe weather of the North and enjoying outdoor life all winter in a country where the balsam of the pine and the ozone of the sea air blend with warm sunshine and make every day a "golden day" and bring health, comfort and happiness.

Florida is the winter playground of North America and over 100,000 people from the United States and Canada spend from one to six months in tents, cottages, houseboats or $3,000,000 hotels. The poor and the rich mingle and rub elbows. All are as happy as children.

I remember once talking with a man from the middle West. In the conversation he was speaking of the productiveness of the soil where he lived and depreciating the non-productiveness of the soil upon which he was standing. He stated that land in his home state would produce about 50 to 75 bushels of corn to the acre, or from one to two tons. His attention was invited to the fact that fully 12,000 pineapples, weighing five pounds each and representing 25 to 30 tons to the acre, were grown upon land similar to that upon which he stood. That ended his criticism.

Our state is being settled with good citizens. The population increased 35 per cent during the ten years preceding the last census. The population is made up of enterprising citizens from every state in the Union and from various foreign countries. Good land, convenient to transportation, can be obtained for from $10 to $50 an acre. From ten to forty acres are the sizes of the average farms.

There are now various plans for the colonization of the state. It would be injurious to Florida for people to come here expecting too much and going away dissatisfied. I am confident that there are lands in the state which will suit the whims and desires of any person in the world, if he only will take the trouble to thoroughly investigate.

The board of internal improvement of the state has undertaken the drainage of the Everglades. When that task is accomplished it is expected that a large area will be valuable for farming.

Florida welcomes the honest, industrious homeseeker. There is a certain charm about Dixie that appeals to people from all over the world.

Florida and the Better Ways

By EDGAR LUCIEN LARKIN

Director of the Lowe Observatory, Mount Lowe, California, U. S. A.

THE Creator created Florida for the beautiful home of the people after all coal in the United States has been exhausted. For in coming ages the belt around the world in between parallels of latitude 20 and 32 degrees in both hemispheres will be indeed the better ways on earth. And good land Florida, rich in green and colors of all kinds of flowers, rests peacefully between degrees numbered 25 and 31. And the earth hath no more favored spot.

EDGAR LUCIEN LARKIN, ASTRONOMER

Poets have pictured the crowding of humans toward the equator when coal becomes costly. For the deeper becomes the mines, the higher will be the cost of coal production. The warm central latitudes of the earth will therefore become of exceedingly great value, and real estate will boom. This is the inevitable future of this planet, our earth, unless science can find a method of securing electricity with its priceless heat, light and power directly, without first burning coal. This is the capital problem that must confront man in the not very remote future. I have called these two zones the better ways; perhaps should read, best ways.

Ivan Ponce de Leon discovered land in latitude 30 degrees eight minutes, somewhat north of where St. Augustine now stands, on Palm Sunday, April 4, 1512. Their name for this day was Pascua Florida, so in its honor, he gave the name Florida to the discovered land. And De Leon had been an old comrade of Christopher Columbus.

On this trip of discovery, he started from Porto Rico, in March, 1512. An Indian girl told De Leon of a spring of life-giving, life-renewing water toward the interior. He returned with an expedition in 1513, and again in 1521, in search of the wonderful spring of perpetual youth. This fabled spring of "sweet savor and reflaire" and "of divers manner of spicery" was beyond all doubt of a much different nature, namely, Sulphur Springs, and these really have curative properties, especially in cutaneous diseases. At all events, the Indian maiden knew that the water was beneficient. Now, when I go to Florida I want to get to White Sulphur Springs, to Okeechobee City and then up to Kissimme.

When I was a diminutive youth I read some kind of a story about the Everglades in Florida. I ran away entirely to imagination; saw grass ten feet high standing in water, and the edges of the grass-blades were sharp saw-teeth ready to cut up clothing as well as flesh. No human could get through the, to me, very mysterious Everglades. And then I saw millions of alligators, huge insects and things. After that I read with the earnestness of a dime novel lurid accounts of the Seminole war and the hiding of the Indians in the fastnesses of the fearful swamp. And I carefully held to these youthful legends and traditions until my good cousin, William L. Larkin, habitat Chicago, sent me his interesting book, "Souvenir—Official Opening of the Gulf to Atlantic Waterway of the Everglades Drainage Canal."

This book was a revelation to me as it gave me the truth about the mystic Everglades and muck lands of Florida. The popular beliefs regarding the region never existed in reality, and "no more ridiculous fallacy was ever taught in the public schools of America than the description of the Everglades published in geographies." Instead of the horrific area of waste and uselessness, the whole is

capable of complete reclamation. Indeed I was surprised when I read this. Now let us see what this actually means.

A vast tract south of the 27th degree of latitude is now made available. It is an area made ready for man by thousands of years of deposition of rich vegetable and animal products. If such an expanse had suddenly been made available in any of the Northern states, it would indeed have been valuable. But in southern Florida, the reclamation of all land, public and private, muck and marl land, is all the way from five to ten times more valuable. At present imagination cannot set a price on every acre of land capable of being cultivated south of Lake Okeechobee. Here is my prediction: In that surely coming time when the entire Northern latitudes will feel the serious shortage of coal, all the governments controlling land in the two better ways will buy them from owners and rent to the people. No land monopoly will be tolerated when coal jumps to three, five or ten times its present price.

There will be exciting times then; and the troubled conditions will extend around the world. But meanwhile, in the two or three centuries before the fuel problem looms to overpowering importance, the owners of Florida muck, marl and hummock lands will be the very favored ones among millions of less fortunate humans.

The food question must become acute, and the higher goes coal, the demand for food will harass also. I may as well repeat—look out for coal and food. The ancient Babylonians in reclaiming the lands adjacent to the Euphrates and Tigris did no greater work for the benefit of man than this stupendous project in the Everglades and private projects of Florida.

Why! the people have not heard of Florida. And even well informed Americans do not yet realize its immense possibilities. Many think Florida a little winter resort for the wealthy only. But it must inevitably become great enough to be called Imperial.

In coming years the American people will not be such great meat-eaters as they are now. Nature's splendid health-food, fruits, will be in ever increasing demand. Any square acre of tropical or sub-tropical land that can grow fruit, will be of such enormous value that all present prices of land on earth are insignificant.

"Back to the land" is often heard now, but this cry will rise to a roar—and we need not expect to wait for as much as a hundred years to hear it.

Arable land is becoming scarce at this moment. Here is an idea: Scientific men are aware that there are portions of the earth's surface actually drying out, notably in central Asia. The water level is sinking lower. Every acre reclaimed anywhere is of immense value; but between the 20th and 32nd parallels, they are as fields of cloth of gold. All of Florida, every acre that possibly can be tilled, must be given over to the raising of fruits, berries and every kind of vegetable used for human food. It will sell—demands throughout the entire North, to Canada even, will be great and exacting. What will be the call when the United States shall contain 250,000,000 inhabitants?

I have attended four great national irrigation congresses; have seen the vast projects displayed as maps and charts and listened to the engineers explain all, and statisticians and economists tell of probabilities. The subject is immense, but in all of these elaborate displays I have not heard of the great reclamation work in the Everglades and private projects of Florida.

With arid regions of the world increasing, wood and coal decreasing, there opens a prospect calling for very serious thought. The Souvenir says that 4,000,000 acres can be rescued in the Everglade region. Yes, rescued is the very word to use, for man will yet strain every nerve to rescue, reclaim and conserve down to square feet where now we speak of acres. In terraces in China they speak of so many square feet in a garden. For Florida must become as a garden for the North.

It is doubtful if there is a place on earth so rich in soil as the reclaimed Everglades. Nature has been for ages at work making a garden ready. See this good dame, Nature, had a care. She prepared immense beds of phosphates in Florida, all ready for the garden soil when it shows the first sign of deterioration. Then think of the warm ocean currents around southern Florida, the air currents carrying moisture and warmth, the plentiful rainfall, and then the glorious sunshine. For the soil of rescued Everglades is beyond a layer of gold in value. For the soil of the earth is now being washed out to sea by every river. And man has not one ounce to spare. Behold the great day of majesty for beautiful Florida.

Railroads as Principle Factors in Florida's Development

By J. E. INGRAHAM, Vice-President Florida East Coast Railway Co.

THAT railroads are great civilizers is a truism beyond dispute, and that they are also great developers is as true but not so well known. A country may abound in natural resources, but it will remain dormant as long as there is no means of transportation. With the coming of railroads in such a country manufactories will spring up should it possess timber or mineral wealth; lands will be cleared and cultivated should it be adapted to agricultural pursuits.

CORAL ROAD,
MIAMI TO MONTREAL BOULEVARD.

In the early '80s there were but a few miles of railroad in Florida, which was sparsely settled and had only a few small cities, widely separated and not all directly connected by rail. In 1880 an era of railroad building began, which has given the state a very considerable mileage. As a result many important towns and cities have sprung up, and the population has grown from a scant 325,000 in 1880 to over the million mark in 1914, and almost every town in the state is connected with the business centers by rail.

High-class passenger and freight service is maintained throughout the year, which will excel the facilities ordinarily found in such sparsely settled communities. There is hardly a town in Florida but what has Pullman service the entire year to the East, North and West, or can make such connections with very little difficulty or inconvenience. Fast freights are operated, which enables the grower to market his crops to best advantage, and the shipments of citrus fruits, vegetables and all Florida products are increasing year by year.

The railroad men of Florida have been brave, self-reliant and progressive. Nothing has been too good for their lines. They have always been optimistic and have worked for the advancement of the state, which they have all learned to love so well and whose possibilities they foresaw.

The railroad man is generally the first settler in a new country. First comes the construction gangs. Then, after the rails are laid, station buildings are erected and the road opened for traffic. The men necessary for its operation make their homes at the places most convenient to their work and become the pioneers. In most instances the railroad man and his family have come from towns where they have had comfortable and adequate conveniences for living, and their desires and those of the incoming settler create a demand for stores to supply their wants. The storekeeper also recognizes that the "railroad pay envelope" is a "sure thing," and it means something on which he can depend for steady trade. With the growth of the towns schools and churches follow and other improvements as their progress demands.

Prior to the commencement of the era of road construction very little was known of Florida and its possibilities. The state was peculiarly situated, with a vast difference in climate, in soils and in products. Little was known of what could be grown, and, as Florida is first of all an agricultural and horticultural state, its chief asset was practically untried. I think there is no doubt but that the railroad men were the ones that did the most in the development that followed, and, as a whole,

there are no men who have given greater thought to this one character of development. The Land Department (or whatever the title of the department handling this work may be) of the railroads are continually investigating the agricultural conditions to ascertain the relation of crops and soils and find out the products adaptable to the different localities along their line, in order that they may be able to give out authentic information and assist the settlers in finding suitable locations. The freight man analyzes the products of his territory, assists in the finding of markets that will be the most profitable to the producer, and sees that adequate freight service is furnished. The passenger man sees to it that the people who come on to his line and settle, from the North, East or West, have reasonable opportunities, at reduced rates, to visit their former homes during the summer time. He also sees that proper passenger service is funished.

In times of stress, such as those which occurred throughout the state during the great freeze in 1897, and during the epidemics of yellow fever—which are now a thing of the past—the railroads came to the front with every possible means of assistance in their power. During the time of the great fire in Jacksonville in 1903, which was the most severe of anything that had occurred in the South up to that time, they were ever ready to afford means of relief.

For a long time, commencing in the '70s, the state was looked upon as a resort for invalids and a winter resort for a few of the wealthier class who could find accommodations and amusement in a limited way at that time. Today Florida bids fair to become one of the most productive states in the union. Its output is continually increasing. It is a great winter resort, and always will be, but more and more of the winter visitors are becoming all-year-around residents, going north for a while in the summer instead of coming south for a few months during the winter.

I think I may say without fear of dispute that there is no more cosmopolitan country in the world than Florida, nor one that is more progressive and up-to-date. The various counties are constructing thousands of miles of good roads, one county in the southern part of the state having upward of 600 miles of hard surfaced roads within its borders. The towns are paved, supplied with sewers, water works, electricity and gas; have modern public buildings, fine churches of all denominations, high-class public schools, and stores carrying stocks of all classes of goods that will meet all needs.

To the railroads, I think, to a large extent, must be given the credit of the marvelous development of Florida. They have been mainly instrumental in finding uses for her latent resources. This activity along agricultural and horticultural lines has brought them in closer touch with the grower than is ordinarily the case, and to the mutual benefit of all concerned.

The fact is now established that there is hardly a crop—either farm, fruit or vegetable—but what can be grown profitably in some part of the state, and a state that was practically unproductive thirty years ago is now a big factor in the northern markets, and seems destined to become one of the leading contributors to the world's food supply. And still all is not yet known of Florida's possibilities. We recently came to the conclusion that Florida had qualities that would make her one of the leading stock-raising states, and what has been done along this line would indicate that our assumption is correct.

The call of the west seems to have been the main cause for Florida being overlooked. Few eyes were turned in her direction until after the great western movement had commenced to subside. For some incomprehensible reason the distant and unknown often blinds us to the better things right at hand. However, Florida is now established and making a name for herself. The railroad men who came to this country in her barrenness and expended large amounts of money in constructing roads through a non-producing land now see their judgment confirmed, and it is a success deserved and attained, to a great extent, through their own efforts.

Producing Beef in Florida

By THE OBSERVER

"YES, SIR, I'm leaving Iowa for good. Iowa's a fine state; none better anywhere. But, pshaw! All of us can't live here." The speaker pointed to three husky looking boys who sat with a sad-faced woman, guarding a pile of grips, in the Union Station at Des Moines. "The boys have got to go somewhere and I can't afford to buy $200 an acre Iowa land, so we're getting out. I sold for $175 and bought in Florida for $40 an acre and I guess 40 acres there'll pay better than a quarter section here. Of course, I hate leaving the old home, but it don't seem to bother me as much as the woman folks," and he looked anxiously at his wife, already homesick. "But what in thunder can we do? I guess we'll get used to it in time, for it seems best for the boys."

THE OBSERVER

He was a type of the modern immigrant, leaving the middle West for the cheaper lands of the Southeast. History was only repeating itself. The old drama of settling America was being re-enacted. His great-grandfather had "squatted" in Kentucky after being crowded out of Virginia by the spread of cotton culture; his grandfather had left Kentucky for the cheaper lands of Ohio and Illinois, and his father had drifted across the Mississippi into southern Iowa 50 years ago. Now, after the passing of the old frontier, he was turning back to opportunities overlooked in their mad rush for low priced western land. The waves of western immigration have broken and are rolling back across the continent to the Southeast.

"What are you going to do in Florida?" the Observer asked.

"Raise oranges, grapefruit and figs, I reckon, with vegetables between the rows while the trees are coming into bearing. They tell me you can get three crops of vegetables off the same piece of land each season down there," he replied.

"Have you ever tried fruit growing or truck gardening?"

Oh, Lord, No! I've been too busy raising cattle and hogs to monkey with such things as them."

"You've done pretty well with live stock, haven't you?"

"Well, I can't complain much on the way Iowa's treated me. I didn't have a cent to begin with and, of course, it's corn and live stock has made Iowa, same as other good farming states."

"Then why not raise cattle and hogs in Florida?"

"Oh, shucks! There aint no cattle or hogs in Florida to speak of and what there are aint worth a cuss. Why, they think down there a hog's fat when you pick it up by the ears and it just balances. Most of the cattle are runty critters that ain't got no meat on their bones; they're all et up by the ticks and they don't get enough to eat; they're inbred for a thousand years till they're all run down. Why, an Iowa man has to laugh to see some of the herds called cattle."

Then why don't you put some meat on and build up the herd by taking in a good immune bull from Texas. By dipping them you get rid of the ticks and fence the scrub cattle out. By planting tame grasses and forage crops they will have plenty of good feed. By giving them half the care you do in Iowa, not even folks from your state, would laugh at hearing them called cattle."

This time his contempt for The Observer's ignorance was so great that in spite of womanly ears he exclaimed, "Oh, hell! Florida's no cattle country or they'd be some there. Besides, raising cattle's hard work and the profits ain't in it with fruit growing. Why, there's a fellow down near where I bought that cleaned $2,000 an acre profit off his grapefruit grove one season and that beats raising cattle all hollow!"

There it was again—the man who made $2,000 an acre net profit from his Florida fruit grove! There must have been some man, some place in Florida, who some

time made $2,000 profit per acre on his fruit. The Observer knows there must have been such a man because he's read about him so often and heard so many land men tell about him. But he is as elusive as the proverbial Irishman's flea and he jumps around fast but never lights. You cross his trail everywhere but he is always a native of the county you are in. After years of "watchful waiting" The Observer has failed to locate him. I have located a number of fruit growers without the aid of blood hounds who have produced $500 and $1,000 per acre, but that $2,000 an acre man of mystery should be captured and placed in the hall of fame "while the capturing is good." When he is found The Observer is confident that four facts will be revealed: First, that he is an expert fruit grower with years of hard work and trying experience behind him; second, that his remarkable yield was in an exceptional season when conditions were right; third, that his acreage was small and received the most scientific cultivation, and, fourth, that his grove can be bought for less than his net profit for a single season.

The Observer was going to call his Iowa friend's attention to the fact that there are a million head of cattle in Florida. That the state as a whole and especially the prairie country in central and southern Florida is one of the finest grass sections of the United States. That the finest forage crops furnishing the best of fatteners can be grown there luxuriantly at a minimum of trouble and expense—its climate makes a natural "calf incubator"—but he gave it up. What was the use! He was inoculated with the "fruitaritus" and was a hopeless case. The fruit gamble had him and it's worse than the mining fever.

Nor has The Observer any reason or desire to criticise the Florida fruit grower. It's a fine business—none better—for the man who is expert or who is willing to spend time, money and patience to become expert. But for the man who has raised cattle, sheep and hogs all his life there is a better game in Florida with surer and larger profits than he ever made in the North or is likely to make playing a new game in the South. He is the man who is going to save Florida from the frenzied fruit grower and the winter tourist—just as surely as the boll weevil saved some portions of the South by forcing a diversified agriculture on the cotton growers. The other sections of the South have good cause this year to regret they did not take the cure.

The United States is 25,000,000 beef cattle short with conditions rapidly growing worse. Many causes have combined to produce this result. The Government Bureau of Animal Industry reports that if every available source were drawn upon to the utmost it would be years before we could begin to catch up with the present shortage.

Nor can we expect much relief from Canada, Mexico, South America or other foreign countries even under free-trade arrangements, for it is not merely a local shortage we are facing—it is a world shortage. Oklahoma, Texas and the western country are no longer able to supply their own feeders and are beginning to draw on Georgia and Florida. It is the Southeast and especially Florida that is in the best position to help the situation.

Uncle Sam is boosting the Southeast as a cattle country; and the packers, appreciating what present conditions mean, are pointing out the same thing; farm journals all over the country are showing their readers the bonanza offered by the native southern cow crossed with a grade bull. Opportunity is playing an "Anvil Chorus" on the door of every farmer in Florida, but the great majority are interested in the growing of speculative crops and it looks as though it were going to remain for outside cow men to realize the possibilities. The comparatively few who have seen the great chance are making a ten strike and pointing the way for others.

The average northerner has never thought of Florida as a cattle state. This has been due largely to the fact that until recently Florida cattle have been sent to Cuba. The slowness of Florida cattle men to take up the important matter of tick-eradication has also hitherto prevented shipment across the quarantine line to northern points. Within the last few months, however, there has been a change and large shipments have been made to northern and western points. Thirty-five thousand head of feeders were sent to the "101 Ranch" in Oklahoma; train loads have gone to the canners at Kansas City and Chicago; shipments have been made to Indiana and Ohio and with the aid of the federal government 12,000 head were sent to western feed lots. A fair example of characteristic short-sightedness is furnished by the fact that the Florida cattle man is selling off his cows and thus robbing himself of his surest source of big income for the future. He is discounting the folly of the man who killed the goose that laid the golden egg.

These cattle bring from three to four cents a pound, and, being small and thin, the price runs from only $15 to $25 for three year olds. A short time ago the pick of the herd could be had for $20 in De Soto County. Even that looked like a big price to the native cattle man. He figures that it costs him only two or three dollars to raise an animal to a three year old weighing around 600 pounds, and if he can sell for $20 he has a nice margin of profit left. He has grown wealthy at it, too, and that without much effort on his part, so why should he worry! As an exponent

of easy-life philosophy the Florida cattle man is without a peer. But the day of the old free range in Florida is passing just as surely and as rapidly as it passed in the Southwest. The old style, easy-going cattle man has got to give way to the efficient stock raiser, who will still have a cheap even if not a free range, and will make many dollars bloom in profits where but one bloomed before.

Florida cattle could not very well help being thin and runty considering the lack of intelligent attention they have received. They have been allowed to in-breed for generations; they are infested with the tick like all southern cattle where no effort has been made at eradication, and can be done easily and cheaply by dipping; they are practically strangers to the taste of salt and have to walk miles under a semi-tropical sun for poor surface water when good flowing wells can be easily obtained in most parts of the state; little attention is given to the castration of young bulls and calves are never weaned. But the greatest trouble is that they do not get enough to eat nor the right things to eat. They are left to graze the year round on the wild grass (something like northtrn blue-stem only coarser) without other feed, and that in a country which will grow practically every tame grass and forage crop luxuriantly for the planting.

Little wonder, then, that Florida cattle are under-sized, thin and anaemic or that "it makes an Iowa man laugh to call them animals cattle," as our Iowa friend said. It is seeing these things and not appreciating the fact that the drawbacks can be eliminated by intelligent care and that the trouble is not with Florida cattle, land or climate, but with the man behind the cattle that makes the stranger pass Florida by in his search for good, cheap grazing land.

But the fact remains that the land is there to be had for from $10 to $15 an acre in large tracts; that it is as good wild grazing land as this country ever offered and that it can be made to produce as many pounds of good beef at a lower cost per acre than any other state in the Union.

The Observer hopes his Iowa friend will make a big success growing fruit and vegetables in Florida. Many northerners do, but he is "playing a long shot to win," and overlooking an old favorite that would pay him better returns if he went about it right.

Cattle raising in Florida has none of the romantic attractions of citrus fruit growing; there is nothing poetical or fanciful about it. It takes time and hard work to overcome the handicaps which generations of indifference have imposed.

It takes about three crops of farmers to make any new country, and in Florida —one of the oldest states in years, but the youngest in development—the third crop is just coming on. The first was the unscientific cattle man and fruit grower; the second was the frenzied speculator and one-crop farmer, and the third is the diversified farmer. He will raise staple products with some speculative crops as a side line and the former will tide him safely through those years when the elements and low prices beset the path of the one-crop farmer.

Then and not till then will Florida's lop-sides trade balance attain its right proportions. Then she will cease sending money to Iowa for eggs, to outside packers for meat, to northern canning plants for vegetables, and to any state for oats, baled hay and all kinds of feed, which can be raised to better advantage at home.

Mr. G. M. Grace, chief cattle buyer for Miller Bros. famous "101 Ranch" in Oklahoma, told the story of Florida cattle in an interview in the Arcadia (Florida) paper. He said:

"I have been here since March buying up and shipping cattle to Oklahoma. In the five months I have been here we have shipped about 23,000 head and have 10,000 more already bought for shipment.

"Your cattle are the best of any in the United States—in saying that I mean that they are better proportioned. They are small and clean-limbed and if crossed with another breed the very best results would be obtained.

"In other words, Florida beef would be the highest on the market and would bring $1 more on the hundred pounds than any other beef.

"Your grass here is nutritious, but not fattening. You can grow red clover, Para grass, Natal grass, Rhodes grass, Bermuda grass or a half dozen other good grasses to the very best advantage. I have noticed red clover about the cattle pens where sprouts have sprung up and, being a very prolific plant, spread rapidly. From my observation I can see that the cattle are not getting enough salt, which is very necessary and helps in keeping them up.

"You have better facilities in this state for raising cattle than any other place in the Union, but," concluded Mr. Grace, "the breed should be improved, and attention given to raising the proper grasses and forage crops."

Editor's Note.—The Iowa man should visit the Carson Ranch that recently received 75 full-blood Holstein bulls from Texas; the Leslie Ranch, Kissimmee; the King Ranch, Arcadia; Robert Bradford's herd of Jerseys, Leon County; S. H. Gaitskill's registered short horns, McIntosh; Marion County, Florida, Vegetable Company's Jersey farm at Hastings; A. Snellgrove's Holstein herd at St. Augustine. The cow man from Iowa might change his mind and plant calf incubators between the rows of grapefruit trees instead of early vegetables after visiting the above stock farms.

The World's Food Problem

By WILLIAM L. LARKIN

LET us relax for a moment and diagnose the food problem of the world through the normal eyesight of intelligent, thinking humans and not through exaggerated lenses which magnify or contract, according to the condition of our mind, personal interest or disregard of the advancement of the human race. Let us take the cold facts and figures prepared by experts and form our own conclusions regarding the duty of the producer and consumer in the distribution of the world's food supply on an equitable basis.

WILLIAM L. LARKIN

Our own government census bureau informs us that the United States feeds 100,337,000 mouths daily from the products of the soil.

From the same source we are informed that during a period of ten years our population increased 21 per cent and our farm land acreage only four and a fraction during the same length of time. Food prices continue to soar under maximum crop conditions. In addition to feeding our own, the future demand on our food supply from the warring nations of Europe will far exceed our production. When the slaughter ceases and the impoverished nations are forced through lack of food and funds to readjust conditions, Florida will have a chance to supply more than her share of the shortage.

It takes time to recover lost commercial prestige. It takes time to reconstruct the neglected agricultural and industrial commerce of Europe, and time to recapture lost trade with foreign nations.

While America sympathizes with the warring nations and deplores the terrible waste of human lives and the loss of billions of dollars through the most gigantic error ever forced on the nations of the world, at the same time it is our duty to make hay while the war clouds hover over Europe and the sun shines over tropical Florida. Increasing our bank account under such conditions is only human and will result in mutual benefit in readjusting the food supply of the world.

Feeding ten million soldiers that destroy more than they consume, in addition to feeding the refugees and thousands of starving, homeless humans, brings us face to face with a food problem that is almost unthinkable.

Florida should concentrate her vast energies and intelligence by taking advantage of this opportunity and double her crop production and earning power while the rest of the world is in the grip of frost and snow. Unless something is done to increase production thousands will go hungry in European countries where the greatest war of modern times is still in progress. It is the farmer that solves the problem of food, clothing, shelter and all things that contribute to the health, happiness and prosperity of the nation.

We should also remember that the purchasing value of a dollar has shrunk today to about two-thirds of its value in 1896. In other words a dollar will buy only two-thirds of the food products it would in 1896.

Bulletin 140, U. S. Department of Labor, shows an increase in the retail price of food from 1890 to 1913 of over 70 per cent.

The main causes of this shortage are attributed to various conditions, continual changes in methods and the annual production of new wealth from year to year in proportion to supply and demand which has affected the purchasing power of the dollar.

"The total increase from 1896 to the present," says Irving Fisher of Yale, professor of economy, "is about 75 per cent, which is more than the increase of whole-

sale prices, owing principally to the fact that the present statistics include besides wholesale prices the prices of shares. The volume of trade for any year is represented as the number of dollars worth on the basis of the prices in 1909. Thus the actual value of trade in 1909 was 387,000,000,000, i. e., three hundred eighty-seven billion units of goods of various kinds, the units being such as to be worth one dollar in 1909. The trade in 1912 was 450,000,000,000 of these same units, i. e., such as were worth one dollar in 1909. Similarly the trade in 1896 was 191,000,000,000 of these units. As the index number of prices shows that the price level of 1896 was only about 60 per cent of the price level of 1909, the actual value of trade in 1896 was only 114,600,000,000. This is for 1896, i. e., one hundred ninety-one billion units, each worth one dollar in 1909, at 60 cents each, the price of a unit in 1896."

Florida has no cause to be alarmed over feeding her own population. The only trouble with Florida is the fact that making a living is too easy. In 1910 Florida had a population of 752,610 with 45,861 square miles to draw on for her food supply. In other words thirteen mouths to be fed on every square mile.

In Europe things are different. Egypt has a population of 9,821,000 and 931 humans are fed from every square mile. Germany, with 208,780 square miles, sustains a population of 64,925,993. Belgium, that leads the world in maximum crop production, is about the size of Palm Beach County and sustains a population of 7,300,000 from 11,373 square miles of territory, or 660 are fed on every square mile. Her fields have been devastated like many in the war zone and her food supply must come from other sources. This condition applies to every nation in the war zone. Holland comes next with 587. British Empire, 373, and Japan 336 per square mile. The monarchs of Europe will gladly furnish every soldier a uniform, guns, ammunition and battleships to destroy human lives, and the commerce of the sea, but not even a hoe or seed to replenish the food destroyed and consumed by the gigantic armies of destruction.

The following list shows the population and square miles of territory that provides European countries with their food supplies. In building for the future this list will furnish an object lesson in thrift to follow and an object lesson in restraining the ambition of Emperors and Kings for the betterment of the human race.

Countries	Population	Sq. miles
British Empire	435,000,000	13,123,712
Russian Empire	166,250,000	8,647,657
United States	100,337,000	3,616,484
France	39,601,509	207,054
German Empire	64,925,993	208,780
Prussia	40,165,219	134,616
Rovaria	6,887,291	29,292
Saxona	4,806,661	5,789
Wartemberg	2,437,574	7,534
Austro-Hungarian Empire	51,340,378	261,020
Japan	67,142,798	235,886
Turkish Empire	31,000,000	
Italy	34,700,000	110,623

From the beginning of the human race man has struggled and worked with brain and brawn to solve the most important question for the upbuilding of a prosperous nation, namely, the food supply.

No other single factor can guarantee so much happiness and prosperity as the bounteous crops that the farmer produces from the soil. Man came into this world to work and improve conditions.

No matter what vocation he chooses in life, every man should be just as important in carrying on the world's work assigned to him as the man higher up.

The greatest problem that confronts the world today is that of providing the food supply of the nation on an equitable basis.

It is not a local condition but a national condition that must be solved. Florida, the winter garden spot of the nation, has the chance of a life time to double her population and earning power by taking advantage of conditions forced upon us by the warring nations.

Florida has the soil, the climate, and the farmer. The opportunity is here and the time is now.

State Officials and Newspaper Guests Visiting Thomas A. Edison's Tropical Florida Home.

Ex-Governor A. W. Gilchrist, ex-Governor W. S. Jennings, Wm. V. Knott, State Comptroller; Hon. R. E. Rose, State Chemist; Prof. P. H. Rolfs, Director U. S. Experiment Station; Lincoln B. Hully, President John B. Stetson University; Robert D. Strong, Publisher Lake Worth Herald; Major M. E. Dickson, Editorial Staff, Chicago Examiner; J. A. McNeal, Associate Editor Topeka Capitol; W. J. Etten, Managing Editor, Grand Rapids News; J. B. Gairing, Editor, Western List, Western Newspaper Union; George H. Adams, City Editor, Minneapolis Journal; Bert N. Mills, City Editor, Des Moines Capital; W. H. Murphy, Chicago Record-Herald; C. L. Felten, Columbus Dispatch; C. E. Moore, City Editor, Cleveland Plain Dealer; Fred Graint, Special Representative, Opportunity; B. H. Yarwood, Sioux City Tribune; C. H. Trick, Associate Editor, Chicago Magazine; D. Allen Willey, Syndicate Writer, Baltimore; George N. Owen, Chicago Sunday Telegram; M. A. Brown, Private Secretary to the late Governor Broward, and William L. Larkin, Publisher, Truth About Florida.

Growing Sugar Cane in Florida

By R. E. ROSE, State Chemist

WERE it generally known that larger amounts of sugar can be made in Florida, at a much less cost per acre, with less labor, with but little skill required in growing, with far less capital required for machinery, and manufacturing, than in beet-sugar making, vast sums would be invested in the business. The location of central mills, at various parts of the state—near Pensacola, Mariana, Quincy, Tallahassee, Madison, Lake City, Gainesville, Ocala, Leesburg, Brooksville, Lakeland, Plant City, Bartow, Ft. Meade, Punta Gorda, and Bradentown—could each afford a supply of cane for mills making each 5,000,000 or more pounds per annum. On the St. Johns River and East Coast, St. Augustine, Hastings, DeLeon Springs, Tomoka, Daytona, Port Orange, New Smyrna and Titusville afford equally as fine opportunities for the establishment of central mills.

R. E. ROSE.

These mills or factories, purchasing their supplies from the farmer, can afford to pay for the cane delivered, a price, equal to the sum now obtained for his crude syrup, now made in a crude and wasteful manner, saving the farmer the annoyance and cost of manufacture, and packages, and at the same time make large profits on the capital invested.

Any soil in Florida that will produce a fair crop of corn will produce a corresponding crop of sugar cane—any well-drained sandy loam, particularly soils with a clay or marl sub-soil, such as are generally chosen for trucking or vegetable growing, soils with a large percentage of vegetable matter, well-drained flat woods, low hummocks, and saw grass lands largely composed of vegetable matter. The gently rolling lands of west and north Florida, with clay sub-soil, a warm sandy loam, well drained naturally, soils that produce fair crops of corn. The soils generally chosen for Irish potatoes—well-drained flat woods, with clay bottoms, similar to the Hastings and Dupont, St. Johns County potato soils, and similar soils in Columbia, Suwannee, Baker, Duval, and other northern counties, with vast areas of similar soil in Orange, Osceola, Polk, Hillsborough, DeSoto and Lee.

In fact, as I have said in previous articles, I know of no township in Florida that could not furnish sufficient cane to supply a factory, with a capacity of 5,000 to 10,000 acres of cane per season, producing 15,000,000 to 30,000,000 pounds of pure granulated sugar per season.

Further south in St. Lucie, Palm Beach, Dade and Lee Counties, below the twenty-eighth parallel, where vast areas of rich land in large bodies can be had, the plantation or "gang-system" will prove most satisfactory, where the planter owns the factory and cultivates the cane also. This system is applicable only where there is no probability of killing frost, where large fields can be safely allowed to stand till wanted by the mill. North of the twenty-eighth parallel the central-factory system, similar to the beet-factory system of Germany, Austria and the West, will be found most satisfactory. Where the acreage is made up of numerous small fields of ten to forty acres each, each farmer, in case of threatened freezing weather, can properly care for his crop by windrowing or mat-laying, as is now practiced in Georgia, Mississippi and frequently in Louisiana.

The crop can then be delivered as the factory requires it. This process of securing the crop adds but little to the cost and keeps the cane perfectly for months.

No silos or bins are required for cane as with beets. The delay caused by a cold snap seldom retards the work of sugar making to exceed three days.

I advocate the central-mill plan, purchasing cane from the farmers, that the best results may be had both in the field and in the factory, the farmer devoting his time, skill and labor to producing the largest possible crop of high-grade cane, the miller to the most economical methods of making the best sugar, each receiving the greatest reward possible for his skill in his particular line.

The culture of sugar cane is practically similar to that required for Indian corn. Fall planting—October 15 to December 1—is preferable to spring planting.

For "seed" the mature canes are planted by laying them in a furrow on properly prepared land, in one continuous row or line, lapping each cane a foot or more to insure a perfect stand, cutting such cane as are crooked, in order to keep the row straight. The proper distance between rows is six feet.

While 65 tons per acre of cane have been grown on large areas of rich land, and 35 tons averaged on fields of more than 500 acres, it is safe to estimate carefully; while it is claimed that 30 tons is a fair average, my opinion is that the estimate should be an average of 20 tons per acre.

Basing the selling price of granulated sugar at 5 cents per pound, paying the grower one-half the value of the sugar in the cane, or four dollars per ton for cane, the gross profit of the factory should be three dollars per ton of cane, from which is to be deducted interest charges on investment, wear and tear of machinery, and general expenses not included in manufacturing costs. Hence a factory, handling 1,000 acres, or 200 tons, of cane per day for 100 days (a very small factory—modern factories handle 1,000 to 2,000 tons of cane per day), would pay its owners $3.00 per ton of cane handled, or $60,000 gross per season, from which must be deducted all expenses but that of manufacturing ($1.00 per ton of cane or 62 cents per 100 pounds of sugar). Such a factory will cost approximately from $150,000 to $200,000, erected and ready for work, much depending on local conditions.

Forty per cent of the world's supply of sugar, some 7,500,000 tons of 2,000 pounds each, are grown in those countries now at war—Belgium, France, Germany, Austria and Russia. This year's crop will not be harvested. Were the war to cease today, it would be years before these countries would again produce their average crops.

Sugar has become a staple food. It is no longer a luxury, but a necessity. The production has barely kept pace with the demand or consumption. No surplus is carried over from year to year.

The total acreage for the state reported in 1910 was 7,522 acres, valued at $794,172, or $105 per acre. More than half this acreage was produced in the northern tier of counties. It is safe to say that, using better machinery, mills and evaporators, this value could readily have been increased 50 per cent, or to $150 per acre.

With a modern central sugar, or syrup factory, similar to the beet factories of the West, the value of the product would have been at least double, or $200 per acre.

Grinding begins October 15 in Louisiana, and seldom before November 15 in North Florida, insuring thirty additional days for maturing the crop. In South Florida killing frosts are of rare occurrence, and grinding continues from December 1 to February. In tropical Florida, south of the 28th parallel, frost to kill oranges, lemons, limes or tropical cane, seldom occurs. The climate of West, Northern and Middle Florida has fully thirty days longer growing season than Louisiana, while South Florida has forty-five to sixty.

In tropical Florida the element of frost does not come into calculation. Grinding may begin when the crop is ready and extend into the next growing season.

There is no agricultural product more staple than sugar—no crop more certain to produce a fair return. A total failure of a cane crop has never been recorded.

Editor's Note—The United States imports annually for local consumption from foreign countries 2,406,500 tons of sugar at 5 cents per pound, amounting to $240,000,000. This will be produced in Florida when capital seeking safe investment wakes up to the opportunities in the land of sunshine and flowers.

Florida and Her Great Opportunities

By W. A. McRAE, Commissioner of Agriculture

FLORIDA is truly a state of great opportunities in the fields of horticulture, truck farming, and all branches of agricultural pursuits. A country best adapted to these industries should possess good climate, good soil and sufficient rainfall to grow crops without irrigation.

Florida's climatic conditions and her annual rainfall is sufficient to grow bounteous crops without irrigation.

The state of Florida extends north and south through 600 miles of latitude and east and west through 400 miles of longitude. Her climate is semi-tropical in the northern part of the state and going south it is almost a tropical climate when the lower end of the peninsula is reached. There is a greater regularity of climate in Florida than in any portion of North America, as will be shown by the Government Official Reports of average annual and monthly temperature and precipitation:

W. A. MCRAE.

Nearly every kind of soil known to America is found in Florida. We have the heavy loam land in the northern and western portions of the state and outcropping of the same soil through the various sections of the entire state. These lands we find in varying grades of clay and sandy loam in every county of the state; the heavy loam with hardwood timber is found principally in Gadsden, Leon, Madison, Jefferson, Jackson, Holmes and Washington Counties in the north and western portions of the state, and in Alschwo, Levy, Columbia, Marion, Hernando, Citrus, Pasco and Sumter Counties in east and central Florida. There are no finer lands than these in any county for general farm purposes, or for fruit and vegetable growing when far enough south. The sandy loam lands are unsurpassed for fruit and vegetable production and the varying grades of these soils are to be found in every county in this state in abundant acreage.

When we reflect upon the remarkable success attained by those engaged in the various branches of agricultural pursuits in Florida, we realize that there is practically no limit to the capacity of our soils or our resources and possibilities for industrial development.

With the great and continued improvements in methods of planting, fertilizing and cultivating the numerous crops, largely through the aid of improved methods, the yields have been increased to a remarkable degree. Indeed it is not unusual for the grower of such crops as lettuce, celery, cauliflower, tomatoes, egg plants and other crops under an intensive system of cultivation, to receive from three to five hundred dollars per acre, and in many instances as high as eight to twelve and even fifteen hundred dollars per acre. Under old time methods such yields would have been impossible; nor are these methods alone practiced in the production of vegetable crops; the same improvements have been and are being rapidly extended into the cultivation of the standard field crops, such as cotton, corn, sugar cane, oats, velvet beans, cow peas and others.

Florida could rightly be called a "live stock nursery" for here cattle, sheep and hogs can be bred and finished for the market as cheap, if not cheaper, than anywhere else in the United States.

There are now grazing on the natural ranges in Florida more than 800,000 head of stock cattle that have never had anything to feed on except the native grasses found on the range. Cattle here live to an old age and disease of any kind is seldom seen among the herds unless imported from other states.

With large areas of cheap grazing lands that are still available, with thousands of acres of good agricultural land which can also be had at reasonable prices, the astounding fact prevails that stock feed can be raised in Florida for less cost per pound or bushel than it can be raised anywhere else and should make Florida the Mecca for stock raising.

Florida offers great opportunities for the dairyman. We are not limited to the growing of one crop on the same land during any single year. We can grow some crops successfully every day in the year. Stock raising and dairying can be made a profitable business even though run on a small scale. A country where grasses and the various field crops grow the year round is by nature a country for dairying and stock raising.

Florida has more sea coast than any other state in the Union. Nearly the entire coast, 1,600 miles, is noted for splendid fisheries and thousands of tons of fish are caught from her waters and distributed through hundreds of markets in the Northern and Western states annually. There is nearly 800 miles of this coast that is adapted to the growing of oysters and clams; some of the finest known are found in these waters.

The Legislature of 1913 enacted a law giving citizens of the state the right to lease water bottoms along the coast for oyster and clam culture, and since the passing of the act nearly 10,000 acres have been leased for oyster and clam culture.

We can safely say that in from ten to fifteen years there will be at least 100,000 people employed in the oyster and fish industry on the Florida coast. Ten acres of oysters well planted and well cared for will make a splendid living for a small family; the only trouble is in the planting.

Florida offers rich returns to all those interested in bee culture. With her short winters and myriads of flowers that bloom during every month in the year, success to the bee culturist is assured if those engaged in the business devote the same care and attention to that business that is required to bring success in any other business or industry. There are, perhaps, fewer diseases to combat in Florida than in any other section of the United States.

Possibly no state in the Union has enjoyed a longer and more continuous period of good government than has the state of Florida, and this alone has much to do in making Florida one of the richest states, per capita, in the entire Union.

The report by the United States Government in 1914 showed Florida the richest state per capita of all the Southern states and she stood well in the front with the richer states in the North.

In writing of the state of Florida, showing her advantages to the tourist and home seeker, attention is called to the things which makes her a country with the greatest possibilities of any other state in the Union. Good climate, good soil, sufficient rainfall to grow crops without irrigation; a state with good government, with no bonded indebtedness, low taxation and great wealth per capita of population. Florida's rate of taxation is about one-third of any of the Northern states and lower than any of the Southern states where low priced lands are offered to homeseekers.

We invite good citizens to come to Florida. There are over thirty million acres of good land that is not in cultivation, and only needs the touch of man's hand to turn it from the grassy plain into cultivated fields that will bring rich returns.

The man who comes to Florida with the idea that he can get a living without work, had better not come, neither should the person without money, enough at least to pay his way for six months or longer. Nowhere on the American continent can the industrious man find a better country, a more congenial climate, or a more responsive soil; nowhere can he make as good a living and create a competence for the future with less labor and personal effort as in Florida, if he but **observes the laws of common sense and ordinary business requirements.**

A new era is dawning on the great state of Florida. Our own people see, as never before, the thousands of opportunities that are here for development. Residents from other states of the Union see these opportunities and are coming by the thousands, and they are coming from the four corners of the earth and seeking homes with us and buying our lands for permanent homes and investments in all lines of endeavor.

Fertilization of Florida Soils

By MRS. M. N. G. PRANGE

BEFORE maximum results can be obtained from the application of fertilizer, the soil must be made a congenial environment for the plant.

Drainage is the first essential. Good drainage means that the average water table is at least two and one-half feet below the surface. Some of our lands are naturally well drained, but the greater portion of the best land in Florida is naturally too wet for profitable cultivation. Often a small amount of ditching to a natural outlet will give relief, but in some instances the establishment of immense drainage systems has been necessary. These drainage operations have been of untold value to the state, for acres upon acres of choice land that has in the past been either saturated or wholly covered with water are now adequately drained and ready for cultivation. Wide, shallow ditches carry off surplus water just as rapidly as deep, narrow ones and tend far less to extreme dryness in periods of drouth.

Clearing.—This should be done thoroughly. Living trees and bushes rob the cultivated crops, and dead roots not only interfere with proper tillage, but by their gradual decay, create unfavorable soil conditions. A ditch should surround every clearing to cut off the roots from the uncleared land, even though it is not necessary for drainage.

Lime.—Practically all Florida soil needs lime. The exceptions are where there is a marl subsoil lying within a few inches of the surface. The best and most economical form of lime is crushed limestone which costs $1.50 per ton in bulk by car lots, f. o. b. works in Marion County. Light soils should be given at least one and one-half to two tons per acre, and heavy soils two or three tons. Land upon which potatoes are to be grown should not be limed since potatoes grow equally well on slightly acid soil and acidity checks the development of scab.

Humus.—The organic matter so essential to fertility is rapidly leached out of our open soils, therefore every effort must be made to build up the humus content of the greater portion of the land, while in even the richest areas care must be given to its maintenance.

Legumes should be grown freely—not the legumes of the north, but those adapted to Florida—namely, velvet beans, cowpeas, and beggar weed. Velvet beans and cowpeas are to be preferred on new land. They not only enrich the soil but take from it certain factors deleterious to the growth of cultivated crops. As soil improvers they are practically of the same value. Cowpeas are to be preferred where citrus trees are to be planted as they do not overrun the young trees. Velvet beans should be used on garden land or in peach orchards, since cowpeas are so likely to induce root knot. Beggar weed is preferred in established citrus groves needing cover crops since it is self-seeding. Only dry matter should be worked into the soil, for here in Florida, contrary to northern conditions, the turning under of green vegetation forms poisonous compounds.

Raw Phosphates.—The lack of humus and the inability to turn under green manures makes the use of untreated phosphates impractical. The matter has been tested again and again, and it is thoroughly accepted that "floats" are of no value whatever on our Florida lands. Some very good people contend that soft phosphate can be used to advantage in the muck soils, but, though there are acres of soft phosphate deposits, all attempts to create a demand sufficient to support operations have failed, and all the works have been abandoned, so that no soft phosphate can now be found on the market.

Lack of Plant Food.—Some of the muck lands of Florida analyze very high in nitrogen, but a great part of this nitrogen is only slowly available to the plant.

While there are different types of land, and some soils need less nitrogenous fertilizer than others, the Florida grower generally has to fertilize his crop, depending very little on natural resources. While this adds somewhat to the expense of making the crop, statistics show a higher net profit per acre from Florida soils than from the richest of northern farm lands.

Fertilizer Problems.—The pioneers of Florida met unknown conditions. Northern practices are not successful here. In growing truck there must be right proportions of quickly and slowly available plant food to insure rapid and steady development; the citrus tree is extremely sensitive as to its sources of plant food, the tree itself being easily thrown into a diseased condition, while the quality of the fruit is even more readily influenced; and there is ever present the necessity of so proportioning the different ingredients as to keep to a minimum the leaching away of plant food elements.

These needs have been worked out and the newcomer of today finds the results of some forty years' experience in crop production offered to him in the commercial fertilizers on the market. These formulas are varied to meet the many needs, and explicit directions for their use are given by agricultural experts so the veriest novice has at his command without extra cost the best methods of fertilization known to the present date. He can thus profit by the hard earned experience of others.

State Fertilizer Laws.—We are proud of the protection Florida gives in regard to fertilizer. Any grower can have his fertilizer analyzed free of expense and, besides this, a corps of energetic inspectors are constantly sampling fertilizer wherever found. This insures to the grower an honest product.

Welcome.—There is just one Florida in the whole world. She opens wide her doors to all good citizens. She offers to you twelve months of harvest in place of six months to produce and six to consume. Her incomparable climate is yours to enjoy: no rigors of winter weather, no prostration from heat in summer, no floods to sweep away homes, no burning winds to parch the crops in the field; but, instead, a pleasant interchange of bright sunshine, copious rains, and balmy breezes. For twenty-seven years I have scarcely left her borders, and I would I had a thousand voices to chant the praises of "Florida, my Florida" and to bid you welcome to her many bounties.

Editor's Note.—Mrs. Prange learned the story of the soil from practical experience. For many years she successfully cropped, cultivated and managed her own farm at Vero, Florida. She is the department manager of the largest manufacturers of fertilizer in the state of Florida.

Potato Field in January that brings $2.50 per bushel f. o. b. Ft. Lauderdale, Fla.

One of 20 dredges that cut over 600 miles of water-ways in Florida suitable for transportation, irrigation and drainage.

J. R. DAVEY, Jr.'s, TREE, CLEARWATER, FLORIDA

6 feet around trunk. Bore 90 boxes of fruit in 1894. One of the largest Citrus trees in the State.

ABUNDANT rainfall gives Florida tremendous advantage over every citrus-growing section. The vast proportion of citrus fruits of the world are grown in semi-arid regions. The semi-arid regions usually suffer from the fact that the rainfall does not come in the summer time when greatly needed, but is supplied by artificial methods. Irrigation rights in southern California cost in some of the districts $30.00 per acre.

The average annual charge for water throughout California is $5.00 per acre, representing 5 per cent on a valuation of $100.00 per acre, the additional cost irrigated lands entail over lands where moisture is supplied by rainfall.

The average annual rainfall in California is twelve to twenty-one inches, which comes in October and April, when the trees need moisture the least. Moisture during the hot summer months in California is supplied through expensive impounding and pumping systems.

Florida's rainfall averages 53 inches annually and the largest percentage falls between April and October, when California has no rainfall and the growing citrus trees require it most.

Assuming that the average cost of water rights in California is $100.00 per acre, and the average annual water tax is $5.00 per acre, or 5 per cent on a $100.00 per acre valuation, and the cost of building laterals and small ditches throughout the grove is $50.00 per acre, California growers are forced to submit to a $250.00 per acre handicap in the growing of citrus fruit.

Florida's advantage of moisture is not the only big advantage over all other citrus-growing sections.

It is conceded by fruit dealers the world over that Florida has no real competitor in the growing of commercial grapefruit.

California produces naval oranges that yield average returns of about $250.00 per acre. Good grapefruit groves in Florida for many years past have yielded $500.00 per acre.

Estimated on a basis of their earning capacity representing 5 per cent of their value, citrus groves that are worth $1,000.00 per acre in California are worth $2,000.00 per acre in Florida.

The surprising feature, however, is that while first quality California citrus land sells for from $250.00 to $1,500.00 per acre, the very choicest citrus land in Florida sells for $50.00 to $100.00 per acre.

Notwithstanding the advantages Florida possesses over competitive fruit-growing sections it takes money and good, hard work, intelligently directed, to succeed. The first question the California colonizer asks the prospective land buyer, "Can you afford to farm in California?" Any man with brains and sufficient amount of energy can afford to farm in Florida, for land is so low priced and possesses a maximum earning capacity, with no annual water rent to eat up profits.

Eighteen years ago Florida produced about 500,000 boxes of citrus fruit annually. This year Florida will produce over 9,000,000 boxes of commercial citrus fruit.

Gardening in Florida

By WALTER WALDIN, Author of "Truck Farming in Florida"

GARDENING in Florida for pleasure has more pleasure, for profit is more profitable, than in any other state in the Union. Nowhere does nature smile as in Florida; it doesn't smile here, it just grins. But a seed in the ground in the North and how often do you find that cold rains, cold soils, and incongenial weather will cause the seed to fail utterly. On the other hand, our congenial sandy soil and humid warm atmosphere awakens the germ with such enthusiasm that it fairly bristles to life over night. No gardener ever planted here who has not been agreeably surprised by the strong, hearty and prompt response of the seed planted; for the sun shines just a little warmer and nature's voice calls just a little pleasanter than elsewhere, and the soft, warm rains interspersed with gentle zephyrs coaxes to life the slumbering germ in such gentle language that response is unmistakable and immediate.

WALTER WALDIN

We are blessed here not alone with the most congenial atmosphere, but with the most abundant rainfall of any state in the Union; still our rains disturb our labors very little, falling mostly in the night, and as a rule only at short intervals in the day-time. No wonder the most prolific shades of green and gorgeous colored floral, and, last but not least, the most profitable results are attained. Who has not heard of the profits derived from a Florida acre? What is estimated an enormous profit in the North is often considered a partial failure here. It is true, failure sometimes results here; it requires a certain amount of knowledge and prudence, and those who fail regularly elsewhere are apt to do so here. I say knowledge. Some people think it requires little or no knowledge to become a truck grower; well, I tell you it does, and brains are needed in the truck patch as well as anywhere else, or in anything else that requires science. This much, however, is certain, the same knowledge and the same amount of money applied in truck growing in Florida, particularly in the southern part, or in the real truck gardening sections, is apt to produce many times the results obtained elsewhere.

One additional beauty about following the trucking business in Florida is, that we do all of our labor in the most pleasant and the most profitable time of the year; so seldom are we interrupted that I usually plan my work and make no allowance whatever for inclement weather; and I have always enjoyed the pleasures of being ahead of my work, whereas in the North, as a general rule, I was behind. That same rule also applied to my bank account, a pleasant little feature that must not be overlooked.

Sometimes we find a man who gets disgusted at one thing or another, "pulls his stakes" and goes elsewhere. I have become so used to seeing them come back to Florida that I am never surprised, and anyone who wishes to make a fair decision must have had some knowledge of how the business is done elsewhere in order to make a fair comparison. My experience has been carried on in a number of different states, and I think I am telling nothing but the absolute truth in the statement made here, viz., "THAT FLORIDA HAS MANY INDUCEMENTS NOT OFFERED ELSEWHERE."

"But no man who can have a piece of land of his own, sufficient by his labor to subsist his family in plenty, is poor enough to be a manufacturer, and work for a master."—*Benjamin Franklin.*

Making Farm Land in Florida

By Scientifically Constructing a Ditch System to Take Care of the Natural Rainfall

By WILLIAM L. LARKIN

IN my rambles through Florida, I gathered much information of a scientific nature; my visit to the state having been prompted by four apparently just and sufficient reasons, for I am like the fellow from Missouri, I want "to be shown" and told all the whys and wherefores.

I knew that in the state of Florida there were untold acres of lands as fertile as in the Valley of the Nile; I knew that the state of Florida was practically a flat country; I knew that much of the land in the state had to be scientifically handled in order to make it productive; I knew that the largest acreage in the state needed development; I knew of a number of projects along the east coast of Florida that are being developed along sane lines, but I wanted to see and be shown, and that is the excuse for my story.

I saw 45,000 acres of Indian River Farms where a ditch and road development system is being constructed by the Indian River Farms Company at Vero, Florida. I made a study of drainage conditions on this entire tract; the record of waterfall and the capacity of the outlet to take care of the maximum rainfall at all seasons of the year, and this to my notion is the first requisite to the success of the growers who are and who will locate in that very wonderful country.

I dug in the muck and marl soil; I convinced myself of the fertility of this vast project; I studied the market conditions under which the products of this great colony of workers could be disposed of with profit. I studied the climatic conditions, how long it takes a transplanted business man from the cooler climates of the North to become thoroughly acclimated to the perpetual ocean breeze where the average temperature is 70 degrees and the average rainfall is more than 53 inches, which is well distributed during the entire cropping period of twelve months each year. The changing of home is a serious question to a man and one which every new home builder should study before investing one dollar in any land project, no matter how remote or how near to the environment of old home ties and conditions.

I am certainly impressed with the fact that the one and first essential to success in nearly all sections of Florida is the taking care of the natural rainfall, and this by artificial means. Florida is a flat country, the highest lands comprise but a small section of the state; the same condition exists in these high lands as it does in all sections of the United States. The higher lands are not always quite so fertile as the lower lands, which in the Northern country would be termed bottom lands. I delved into the engineers' figures on the reclamation of this vast project and I found that William H. Kimball, and the other engineers in charge of the development of Indian River Farms, based their figures on government figures covering the average rainfall for a period of forty years and then increased very greatly the carrying capacity of their main canals, main laterals and sub-laterals, to guarantee absolute safety in coping with the elements.

In the construction of the main canal, which begins at the Indian River and traverses diagonally across Indian River Farms for a distance of some eight miles, the natural slope of the lands was too great to control the water and prevent washing of soil out of the channel into the river during the heavy rainy season, so the engineers constructed a ten-foot steel and concrete spillway to lessen the speed of the waters into the Indian River. This spillway was built about a mile distant from the eastern border of this vast tract.

From the engineers' figures and from personal investigation I found the average elevation in this tract is about 21 feet. As the law of gravitation has not been repealed, the problem of reclaiming this acreage was a very simple one and included

the construction of a main canal, which is about 100 feet in width, a number of main lateral ditches, which are about 20 to 25 feet in width, and sub-lateral ditches on every half mile line, which are from 5 to 14 feet in width. This brings a ditch to every 10, 20, 40 and 160-acre tract and insures absolute safe cropping regardless of the rainfall. A little more than half the work in this great undertaking is already complete, indeed much of this vast acreage is included in the completed ditch section and is ready for planting, and much of it is being planted. Dredges are working night and day, and in a short period the entire tract will be ready to crop with absolute guaranty of safety and thereby eliminate the first necessary essential to success of the grower.

I visited the demonstration farm operated by this company and saw the most luxuriant crops, consisting of nearly every cereal, fruit, vegetable and forage crop growing indigenous to a semi-tropical climate.

I visited citrus fruit groves within the boundaries of this vast project, one consisting of eight acres, and some of the trees being more than twenty years old. From this grove there will be a yield of from 4,000 to 5,000 boxes of oranges and grapefruit this season.

I inspected as pretty a flock of 200 Rhode Island Red chickens, and as fine a bunch of Hampshire hogs, and as fine specimens of the Jersey breed of cattle on this land as you will see in the older and more thickly settled districts of Illinois and Iowa.

On account of the fertility and the large bodies of marl and muck soil the lands are suited for diversified farming, cattle, hog and poultry raising, as well as citrus fruit growing, and are being developed in such a way as to insure the success of every man who locates in this tract if he is willing to succeed.

One great feature is the favorable impression that every visitor forms of Vero and the entire project, on account of the environments and comfortable homelike surroundings of the inhabitants. The residents and land owners seem to be a prosperous looking class with success stamped on their countenances.

There are many great projects of development now in progress in Florida, which, conducted along sane lines, must produce a greater return for money invested than in any other locality in this country. There are many projects under construction that figure into the millions. In fact, millions of acres of idle land in Florida are waiting for capital to reclaim them and place them on the market. It is no child's play, but it takes big business and captains of industry with unlimited capital to solve the problem of Florida and make it pay out on the capital invested.

St. Lucie County is particularly fortunate from the fact that three big projects are under way in which millions of dollars are being spent to place these wonderfully rich lands in shape to produce untold wealth. The Fellsmere Farms Company is developing an immense acreage located but a short distance from Vero on the north; the Fort Pierce Farms Company, a few miles to the south, are bringing into cultivation a large acreage. All this development must very materially increase land values in this particular section of Florida and at a very rapid rate.

Going on down the east coast into Palm Beach County and Dade County I find millions being spent by various companies in the development of large projects. The Palm Beach Farms Company is reclaiming a vast acreage of wet lands in the Lake Worth district. The Everglades Sugar and Land Company is reclaiming a vast tract in the Everglades. The Model Land Company is rescuing large tracts in Hillsborough Valley and Cape Sable. Tatem Brothers are developing a large project at Detroit. S. T. Johnson organized a drainage district in the highlands of Pinellas County and now the taxpayers are draining a large acreage by artificial means. George W. Oliver, President Florida drainage commission, is reclaiming a large acreage near Bartow, which is a short distance from Lakeland, the highest point in Florida. With this great development work going on in all parts of the state, Florida is certainly having her share of prosperity, and, as compared with other sections of the country, more than her share. Her great resources, her wonderful climate, her millions of acres of the most fertile land in the world makes it apparent that she is destined to rank first in food products among all states in years to come.

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