

**INDUSTRIAL RECORD**

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The Pine and Its Products."

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Commended to lumber people by special resolution adopted by the Georgia Sawmill Association.

**THE RECORD'S OFFICES.**

The publishing plant and the main offices of the Industrial Record Company are located at the intersection of Bay and Newnan Streets, Jacksonville, Fla., in the very heart of the great turpentine and yellow pine industries.

**NOTICE TO PATRONS.**

All payments for advertising in the Industrial Record and subscriptions thereto must be made direct to the home office in Jacksonville. Agents are not allowed to make collections under any circumstances. Bills for advertising and subscriptions are sent out from the home office, when due, and all remittances must be made direct to this company.

Industrial Record Publishing Co.

In the Federated Malay States alone the capital invested in the cultivation of rubber is not far short of \$15,000,000, the area planted exceeds 125,000 acres and the total exports in 1907 were 885 tons of an approximate value of \$2,275,000 and yielding an export duty of nearly \$57,000.

In a hollow tree near Shohola, N. Y., a flintlock musket has been found over which had grown a thick covering of wood. The musket is supposed to have been in use during the battle of Minisink, fought near there between the whites and the Indians on July 22, 1779. The whites were defeated.

The California citrus growers ship about 14,000,000 boxes of fruit and market their product successfully, that is, practically without loss. Florida has not been so fortunate with crops only one-third as large. California owes her success to her fruit exchange and Florida growers can achieve the same good results only by following the same methods and co-operating on the same basis as that which has made the success of the citrus culture of California.

We welcome with especial joy the arrival of possible investors from the West who propose to examine the Everglades, says the Times-Union. If investors will only examine before they buy there should be no charges that Floridians have sold

them lands under false pretences. They are said to be capitalists seeking large bodies of land; what of the charge that such sales were unfair and the promise that the drained area would be sold to individual settlers in small lots?

Orange and grapefruit trees are reported to be blooming to some extent in South Florida. This is believed to be due to the recent heavy rains following a long period of dry weather. The late bloom is of no use, especially, and may even be a detriment, as it will affect the yield of the same trees next year, perhaps. Yet it might be a hint to the grower that if Nature's secrets were all known, it might be possible for Florida to have oranges ripening all the year around. In fact, with the production of new varieties, the fruit season of Florida has already been extended to some degree.

**GRAPEFRUIT IS PROFITABLE.**

One of the most profitable lines of venture in South Florida is the pomelo, or grapefruit, as it is more commonly called. It is as easily produced as the orange, and it uniformly brings a higher price. Budded young trees generally make some fruit the third year and thence produce more largely every season. Being an early bearer, the tree is of slow growth, and at the age of ten years has not begun to approach its prime. It requires substantially the same treatment as the orange, but can be made to produce larger profits.—Tampa Times.

**TIME TO WAKE UP.**

The press of Florida has always devoted considerable space, without compensation, to the citrus fruit industry of the State, and the following from the editorial columns of the Florida Times-Union will be appreciated by every newspaper in the State:

"Have our citrus growers concluded to adopt the methods of California? That means advertising as certainly as organization and business management. The California growers found printer's ink paid so well that they took \$5,000 worth of it the first year, and have steadily increased the purchase, till they now spend \$25,000 per annum for it. Floridians might begin on a few hundreds, and learn by experience, but it is not well to exact unpaid contributions from the press for all time."

**BENEFITS OF PUBLICITY.**

After acknowledging that Cuba, by close contact, has absorbed some American thrift and enterprise, the Florida Times-Union says: "As Cuba is Florida's near neighbor, soon to be more closely connected by the train-carrying ferry link of the Florida East Coast Railway, we are pleased to see the officials of the little republic getting away from the yoke of mananaism. Publicity is what the island needs, for very few Americans know anything of the country outside of Havana and a few other coast cities." To a great extent it was publicity that built up Florida. By extensive advertising tourists and winter visitors were attracted to that State in profitable numbers. Not the natives, but the people who came to Florida from the North and elsewhere wrought the transformation. From being about the least progressive State in the Union, Florida has changed into one of the most prosperous and enterprising. The climatic

and other advantages of Florida, by persistent publicity, have been exploited successfully. What was accomplished in Florida proves that even better results can be secured in Cuba.—Havana Post.

**A POLYGLOT ASSEMBLAGE.**

Florida Phosphate Discussed in a Number of Different Languages at International Congress.

The following from the American Druggist will be of interest to all Florida phosphate dealers:

"Commenting upon the various languages heard in the discussions and considerations of important chemical problems at the International Congress, Mr. Plant tells an amusing story of a debate held at a session of the Analytical Chemistry Section on the Standard Test for Florida Phosphate Rock. The meeting was presided over by an English-speaking chairman, but the majority of delegates in attendance were foreigners. A French chemist started the discussion in French. His theory and methods of conducting the test were opposed vigorously by a German expert who made his protestations in German against the claims advanced by the Frenchman. An Italian chemist supported in the Italian language the contention of the German, but the first French chemist's assertions were sustained by another Frenchman whose address, needless to say, was also in French. Then the original French chemist, who had started the polyglot discussion, reiterated his contentions in French and Professor Fresenius made a motion in German, which was seconded by an Italian in his native tongue, to refer the matter to a special committee. The professor's motion was translated into English and then presented to the section which carried it, each delegate voting in his native language."

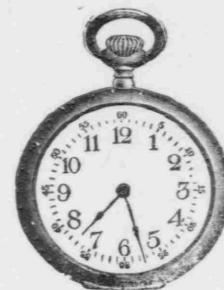
**FOR BATTLESHIP FLORIDA.**

An Appeal to Cities, Counties and Organizations to Raise Funds for Handsome Gift.

The Legislature of the State of Florida having failed to take any steps towards making an appropriation for the purchase of a silver service to be presented to the new battleship Florida, now in course of construction and which will be launched next year, it devolved upon the patriotic citizens of the State to contribute the sum necessary to purchase the testimonial that will be presented to the ship in appreciation of the honor conferred upon the State. To this end the Jacksonville Board of Trade has taken the initiative and it is hoped that the appeal will be responded to most liberally.

The plan proposed by the Board of Trade is that towns and cities, counties and organizations, take it upon themselves to raise money, and thus be personally interested, even as they would have been had the legislative appropriation been made. It is thought that the amount should not be less than \$7,000 or \$10,000, and with all contributing the latter amount should be easily raised.

A circular letter has been sent out by the Board of Trade to the mayors and intendents of cities and towns, to commercial organizations, boards of county commissioners, etc., and already a number of replies have been received, approving



**KEEP TIME on your men**

with a good watch and see how your production of turpentine will increase.

When you desire a time-keeper that is "always on the job" buy a watch from us.

We have them from \$10.50 up in the hundreds - - each watch is the best in it's class and will give good and faithful service.

**R. J. RILES CO.**  
Jacksonville, Fla.

the plan and promising co-operation. The letter reads as follows:

Circular Letter.

Jacksonville Board of Trade, July 23, 1909.

"At the last session of the Legislature the bill introduced to provide \$5,000 towards the purchase of a silver service for the battleship Florida failed of passage, and it now behooves us to get to work and collect same by public subscription.

"This Board of Trade having taken the initiative in this matter, now proposes that we collect from \$7,000 to \$10,000 by general subscription from all over the State. We think it is a very great compliment that the largest battleship in the American navy is named after our State, and it should be fittingly recognized by having a handsome silver service, on which could be traced the beautiful history of Florida, from its early discovery and settlement.

"When the amount is collected, it is proposed to have the governor appoint a representative committee to look after the details, as well as to present the service, in the spring of 1911.

"We respectfully urge upon the great importance of this matter and ask for your hearty co-operation by starting subscription lists in your community at once. Make remittance to the Jacksonville Board of Trade, which will act as custodian of the funds and make acknowledgment through the press; and if a sufficient amount cannot be collected, then amounts in hand will be returned to subscribers; but we must not, at the start, acknowledge such a word as failure.

"W. A. BOURS, President.  
"H. H. RICHARDSON, Secretary."

**WORK ON NEW ROAD.**

Atlanta, Ga., July 31.—Work is soon to begin on the Moultrie & Western Railway, which has been granted a charter. The road will be built from Moultrie and Camilla to a point on the Flint river, and will be forty miles in length. The capital stock is \$100,000.