

# St. Lucie County's Vast Resources and Development

St. Lucie county is one of the busiest, most enterprising and most prosperous counties of South Florida. Its towns and cities have sprung into existence in a very few years, reminding one of the great building of the West.

Many men of millions came here a few years ago and saw the vast possibilities of investing their money; being convinced of the climate, location and soil, they purchased more than 500,000 acres of land and began developing it, making it ready for settlement. Since then, there has been pushed onward as fast as possible great canals running through the vast prairies, together with hundreds of miles of laterals and farm ditches, converting this wild land into groves, truck fields and gardens.

Where three years ago land that was inaccessible in almost every direction, is now the scene of thousands of families engaged in the work of intensive farming, groves and pineapple fields, of unrivaled productiveness. And these people are only the advance party of the great main body, which is on the march to take up its permanent station on St. Lucie county's broad acres.

Beginning the 28th day of February, J. G. White and a party of distinguished bankers and business men of the East, toured our county, for the purpose of personally observing the wonderful development going on, and the great progress made in converting this land into farms. These men are men of affairs, who have left behind them substantial evidences of their ability to take this old world in its primeval crudeness and convert it into a modern field of adventure for the better living of the whole race. They play with gigantic engineering problems as the child on the sand heaps, building his escarpments and leveling his hillock to a seemly miniature terrain.

There is being spent in the county nearly five millions of dollars on its

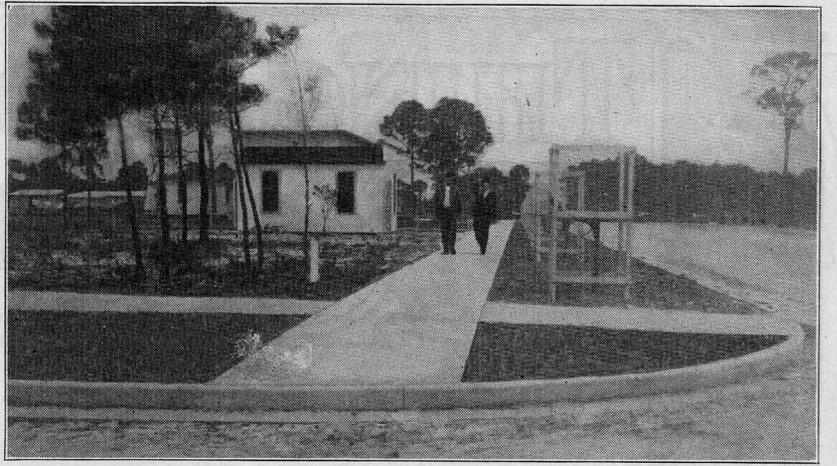
development, thereby opening up more and greater possibilities each day.

Until yesterday we were pioneers, we were conquering a continent, winning a wilderness, pushing railroads. Reckless, bold, dashing men have been in the saddle. Aggressiveness, courage, initiative and strenuousness have been the qualities of leadership. Destruction has been the keynote—destruction of forests, soil, fertility, mineral deposits, game, fish and human energy. Today we have won our wilderness. Now construction and upbuilding must be the keynotes. Conservation is the cry of the age, and St. Lucie county is leading in this new order of things.

Her roads are one of the many evidences of her faith in the future. Nearly two hundred miles of hard surfaced roads, of which the most important one runs the entire length of the county, forming a link in the great chain of the Montreal to Miami National highway, sixty miles long, over which thousands of automobiles tour every year—a driveway unsurpassed in beauty. The tourist is surprised at every turn, passing through groves, garden and glen, then sees opened up before him the vast pineapple plantations and for thirty miles he passes plantations of untold wealth. Then from the splendid little city of Fort Pierce he runs parallel with the famous Indian River for several miles, the finest river drive in the world.

The pineapple income means one and one-half million annually; oranges and grapefruit, nearly one-half million; the fishing industry, when normal, several hundred thousands, and numerous enterprises bringing a tremendous lot of money to this city each year.

The prevailing wind is from the southeast, off the Atlantic ocean, bringing the ozone and coolness, laden with the tang of salt and the odor of pine, to our residents, having a great healing and preserving effect.



Corner Osceola Boulevard and Seminole Avenue, Vero, Florida.

## Northern Cash is Developing Lands at Vero

Forty-Four Thousand Acres of Fertile Lands Are Being Drained and Hard Surfaced Clay and Shell Roads Built.

More than \$250,000 of good northern money is being spent by the Indian River Farms Company of Davenport, Ia., in draining and building roads through 44,000 acres of land at Vero, 141 miles north of Miami, according to a report brought back yesterday by Ben Johnson, who drove overland to the scene of the big development operations to inspect work on eleven miles of canal which he is dredging there under contract.

Vero at present is not a large town, but is growing mighty fast as the northern families pour in to locate near land which they have purchased from the Indian River Farms Company. Many new farmers are farming this year on land which was never tilled before and which never before has been in a condition to be tilled. The town boasts of the finest and best hotel between West Palm Beach and Daytona, according to Mr. Johnson.

### Many Improvements Along Coast

"Unless one actually drives up and down the east coast of Florida and sees for himself the splendid development work that is going on, he can hardly realize what is being done, and the magnitude of the undertakings that are under way," said Mr. Johnson. "The Indian River Farms Company is only one of the large concerns that are transforming the east coast from a wilderness into productive areas."

Mr. Johnson declared that the visitor to Vero is impressed with the idea

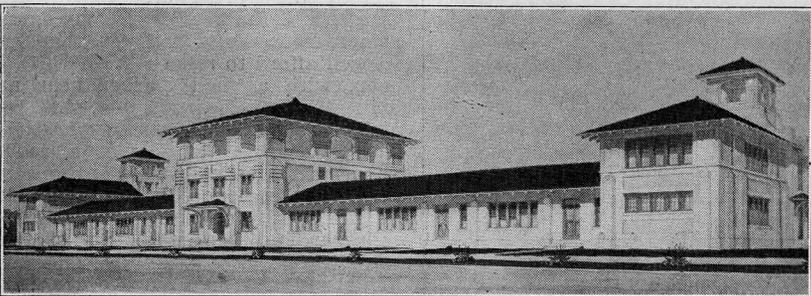
that there is a company that is making good on its representations. It has not sold land "sight unseen," but has brought the purchasers to Florida and sold to them on the ground. According to the records of the company, 98 per cent of the people who have come to inspect the proposition have purchased before leaving. From \$65 to \$100 is being received for the land, depending on its proximity to canals and roads.

Twenty miles of canal are under contract now, and more than this amount in addition will be contracted within the next few weeks. About 100 miles of sublaterals are to be contracted in the near future. It is the intention of the company to not only thoroughly drain the land, but to protect it from overflow from the back country by erecting dykes entirely around the tract under improvement.

### Hard Surface Roads

More than this, hard surfaced roads are to be built throughout the tract, using shells and clay. It is claimed that this combination is highly satisfactory as a road material. The company has put up \$60,000 as a permanent drainage fund, and while it is being constantly depleted by the draining operations now going on, a percentage from the land sales is turned back into the fund which keeps it almost constantly at \$60,000. Nearly twenty thousand acres have now been sold.

The soil is a sandy loam, a mixture of sand and muck. It is claimed to be excellent for oranges, and many groves are being set out, according to Mr. Johnson.



Fort Pierce High School, Fort Pierce, Florida.

### NEW HIGH SCHOOL BUILDING FOR FORT PIERCE.

The new high school building which is to be erected at Fort Pierce at a cost of \$75,000, when completed, will be one of the finest school buildings in this section of the state. It will be of ordinary structure, 390 by 160 feet, tile roof, steam heat and electric lighted.

A great deal has been written lately regarding the schools and school buildings of Florida. It must be admitted that heretofore some of the buildings in all parts of the state have been poor. The high class of people who have been coming into this section of the country the last few years are demanding better schools and better equipments for the schools than ever before. With the new building at Fort Pierce great educational advan-

tages will be offered the children of St. Lucie county. As a county is usually judged by her school buildings, this means much for the development of St. Lucie county and vicinity.

Think of raising 275 bushels of sweet potatoes on an acre of prairie land, that was submerged for years, before it was drained, and selling them for \$1.50 a bushel. That's what an enterprising West Virginia man has just done on one of the Fort Pierce farms, west of the city. He is also raising an orange grove on this same acre. That is a sample of what can be done almost anywhere in St. Lucie county.

**LET US TELL YOU ABOUT SOME THINGS WHICH WILL INTEREST YOU.**

### ST. LUCIE COUNTY WILL DO IT.

Under the heading, "What Will St. Lucie County Do?" the East Coast Homeseeker in March issue says:

"St. Lucie, one of the best producing counties in the state, has thus far made no attempt to have a county fair, but from recent utterances it is probable that next winter St. Lucie county will have formed a fair association and will bring together the products of that county for the purpose of demonstrating to the ever-increasing numbers the real value of the soil and the favorable climate for producing almost everything grown in temperate and semi-tropical zones. Long ago St. Lucie county became noted for its oranges and pineapples and now its products cover all varieties. A midwinter fair is the greatest demonstrator a county can possibly have—an advertisement that carries absolute conviction."

St. Lucie county is beginning to

realize the value of a fair and will have one next winter, sure. If we could have one just at the present time we could show almost all of our sister counties some of the particulars in which St. Lucie county leads. While less fortunate members of the sisterhood are replanting many of their tender vegetables, St. Lucie county is daily sending into the markets of the North large numbers of crates of beans—one of the tenderest of "garden sassa"—and within two weeks will be sending to market several carloads each day of Irish potatoes, tomatoes, cabbage, onions, etc. We are now reaping an \$8 bean market, and will ship on an \$8 potato market all of our crop.

But why wait for a county fair? Visitors to Florida can see thousands of acres of the finest orange and grapefruit groves, and the most prosperous vegetable farms in one-half day automobile ride through the county. Come and see them.—St. Lucie County Tribune, March 27, 1914.

Are the new families in Indian River Farms buying from you?