

# AS OTHERS SEE INDIAN RIVER FARMS

U-7-12-200,000

Form 599

Chicago, Milwaukee & St. Paul Railway Company

Chicago, Ill., February 4th, 1914.

Mr. A. M. Hill,  
Vero, Florida.

My dear Mr. Hill:

We arrived in Chicago Saturday morning in the midst of a very heavy snow storm, which was a great contrast to the beautiful weather we experienced while in Florida:

I wish to thank you for the kindness shown us and your efforts to make our stay while in Vero pleasant and afford us the opportunity we desired in securing pictures and seeing your land and want you to know that we appreciate very much, the courtesies shown us by yourself, Mr. Young and others.

Mr. Dennis made our stay in Palm Beach, St. Augustine and Jacksonville much more pleasant than had we made these cities alone.

The pictures I got were no good from the fact that I was an amateur instead of an expert photographer.

We were greatly pleased with our trip to Florida and with your land; in fact I do not believe you have in any way exaggerated the opportunities and the value of your lands.

Wishing for yourself, Mr. Young and Judge Andrews all success, I am

Yours very truly,

*A. C. Bush*  
Asst. Supt. of Terminals



Vero, Fla., March 23, 1914.

Mr. E. W. MacFarland,  
Concordia, Kans.

My Dear Sir:

Some time ago you asked myself, Mr. Alfred Ahlberg and Mr. Andrew Seller and others to make a trip to Vero, Florida, and look over the lands of the Indian River Farms Company, whom you represented. I did not think about it very seriously, in fact, thought your proposition was another fake land proposition, but you insisted on my coming so hard and I made the trip down and want to say that I was never more surprised in my life to find such a splendid country and to find so many of our people down in this country who are raising fine crops of oranges and grapefruit and pineapples and all kinds of farm truck, and getting good prices for what they raise.

They are entirely satisfied here and

they are not only making a good living but they are saving money because they can farm here the year around and are able to get the very highest prices, as they are getting their produce on the market when our people, farther north, are paying coal bills and waiting for spring to come to be able to go to work.

I can recommend these lands to any of my friends, in fact, I am buying a tract of it myself, in Section 24, Township 33, Range 39, which is near Mr. A. O. Helseth and a number of other Swedish people who are the most successful citrus fruit and pineapple growers in this country.

I wish you every success and hope that you will be able to get a number of these Swedish people down here, as I believe they can do much better here than they can in the North.

Respectfully,  
(Signed) O. A. OLSON.  
Residence, Concordia, Kans.

ORCHARD VIEW FARM.

Stock and Fruit.

Wickliffe, O.

Jerseys, Berkshires, White Wyandottes.

Proprietor, Dr. W. H. Humiston, 536 Rose Building, Cleveland, O.

Manager, W. T. Humiston, Wickliffe, O.  
March 18, 1914.

The Indian River Farms Co.,  
Vero, Fla.

Gentlemen:

In February this year your Mr. Sexton, while stopping in Cleveland, Ohio, met me one day with the stories of the wonderful possibilities of a farm he had purchased from your company in Vero, Fla.

Having been a close friend of his for several years and in the same business, I knew I could trust in his judgment, although the claims he made seemed rather extravagant.

Thanks to our shorter growing seasons of the North, I was able to get away and make the trip to Vero, for which I feel amply repaid.

On arriving I first saw the drainage canal near the outlet and, looking on the spoil banks, found that the dredges had been bringing up marl and shell testing from 16 to 50 per cent calcium carbonate. In our cold and sour soils of the North we are paying from ten to fifteen dollars an acre every seven to ten years to supply this one element which no maximum crop can be raised without. Later I covered nearly the total length of the canal and did not find a foot of spoil bank that did not contain marl and shell. In fact, the officials of the company assured me that this valuable material underlies every tract of the property.

The drainage work was being carried on in a very extensive scale. Each forty-acre tract in the property will have a ditch and road, on one side of it. Artesian wells appeared on some of the more improved farms, so between the rainfall, the wells and the drainage, the moisture content of the soil can be controlled to a very fine degree.

The soil varies from a light sand that the pineapple growers prefer, through a yellow sand which produces the excellent citrus fruits, to a dark sandy clay loam and muck that will grow anything that we have in the North besides the Southern crops—especially the winter truck crops. I found some of the wild grasses over six feet high and wild vetch growing quite high.

During my stay I covered most of the property and did not find a tract that would not produce greater and more valuable crops than my own section produces.

The Government report shows 350 growing days for the past year and a variation of from 60 to 92 degrees is the average difference between winter and summer for this section. This appealed strongly to me, as I have often experienced a greater range of temperature between the rising and setting of the sun.

The only remaining thing to consider was the company back of the project and whether they could carry out their extensive plans. I am thoroughly convinced that they can and will.

With the location, soil, climate,

drainage and roads all considered, I do not know of a better place for a farming investment in this country and have rarely found a more friendly and congenial people and climate.

I have selected 120 acres which, in my opinion, is as good as any land in the country and will start development early next fall.

I wish to thank the company for their courteous treatment in explaining the proposition and taking me over the tract, and especially Mr. Sexton for telling me there was such a place as Vero. Yours,

W. T. HUMISTON.

Vero, Fla., March 23, 1914.

Messrs. Kenyon & MacFarland,  
Concordia, Kans.

Gentlemen:

We have been at Vero several days looking over the holdings of the Indian River Farms Company, which you people represent.

Everything you told us about this country is true; in fact, it is much better than you told us.

We find a great many Swedish people here who are very successful growing oranges and grapefruit on soils not as good as yours, and find that they are the best pipeapple growers in the South. They are not only making a good living on these lands, but are making a lot of money.

It looks so good to us that we are buying and advise anyone who would like to make a good investment to buy some of this land.

We wish you success.

We will be home within a few days to tell you more about this country.

Respectfully,

(Signed) ANDREW SELLER,  
ALFRED AHLBERG.

Mr. George T. Tippin, of Nichols, Missouri, has purchased a forty-acre tract in Indian River Farms at Vero, Florida. Mr. Tippin served twenty years as propagator and fruit grower; was for twelve years buyer and shipper for a wholesale commission business operating in twenty-two states.

During twenty years of this time, he was a member of the executive board of the Missouri State Horticultural Society and served during that time as Secretary of that Society; also served as Secretary of the Missouri State Board of Horticulture; is an honorary member of the American Pomological Society and at the present time is Vice-President of this Society and is also on the lecture department of the Missouri State Board of Agriculture.

We feel very confident that Mr. Tippin will find in Indian River Farms or in the tract that he purchased there opportunities unknown to him in any other section of the United States, and thus we add to our long list of fine developers one more man who will help make that country what it is capable of being made. Mr. Tippin is a man of very wide acquaintance and very great experience, and no doubt within a year's time will have a very wide following of his friends and acquaintances to Indian River Farms.

## Men's Best Successes Come After Their Disappointments—

He has not learned the lesson of life who does not every day surmount a fear.—Emerson.

### Henry Ward Beecher

Let your courage be as keen, but at the same time as polished, as your sword.—Sheridan.

If you knew the results you would try it, Mr. Advertiser.