

Florida Presents Unsurpassed Opportunities to Investors

Destined to Become One of the Most Cosmopolitan States in the Union. Has Wonderful Resources

Richard H. Edmonds, editor of the Manufacturers Record of Baltimore, in an interview gave out a statement pertaining to Florida, its resources, possibilities and its future, as follows:

"Florida is destined to be one of the most cosmopolitan states in the Union. By virtue of the fact that people from all sections of the United States and a good many intelligent people from other lands are settling here, this state will have the advantage that arises from the commingling of the highest type of citizenship coming from other states and other lands.

"It is an unusual opportunity which Florida enjoys of developing the highest type of citizenship in the country. It is the last state in the Union which can ever have conditions exactly like those to be found here. Other states have long ago passed through that period of a great rush of population similar to that upon which Florida is just entering. Texas, Oklahoma, and the Pacific coast states years ago had the opportunity of bringing together men of energy and virility from other sections, but Florida's opportunity is even greater than was theirs because of the larger development of the whole country and the unique position which Florida holds as the winter playground and the winter home of tens of thousands of leading men of affairs of the whole country.

"This state has not yet had to meet the problems of the northern and western states, to which there has been a great rush of immigration from Southern Europe. It is not likely to have to meet this problem for years to come to any large extent and it will be fortunate indeed, in that respect. Many of the better class of foreigners will come to Florida as they have been doing for years, but there has as yet been no great rush of the vast movement of alien races from Southern Europe with which the North and West are being flooded. Into Florida are coming many thousands of people of standing and position, of education and character, and many of them people of means who here find ideal conditions for living. Some are coming because of Florida's climatic advantages, some are coming because they want to escape the biting blizzards of the North and West, some are coming because of business opportunities in agriculture and in manufactures and some are coming because they realize that in a rapidly growing state, where the best class of population is increasing as here, opportunities are more numerous than in older communities.

"Florida's climate is an asset just as tangible and real as Alabama's coal and iron. Florida has great agricultural potentialities for diversified farming and cattle raising, as well as for trucking and citrus fruit industry. It is the world's best citrus fruit region. It is a state of great manufacturing potentialities. Its ports will marvelously expand in trade and commerce with the opening of the Panama canal. Indeed, they would continue to expand even if there were no Panama canal in sight, but with that nearing completion these ports will become world centers of commerce. And yet greater as a tangible asset of commerce for the making of a state, Florida's climate surpasses in value its agricultural or manufacturing potentialities and the possibilities for the future commerce of its ports.

"More and more, as the years go by,

people of means and even those of very moderate circumstances, who can possibly do so, are seeking to escape the hardships of the winters of the North and West. Every biting blast of the blizzards that sweep over the North and West and Canada are whistling the story of Florida's climate and arriving before them the people who can escape to Florida.

Physicians everywhere are recognizing that climate has more to do with the betterment of health than all their medicine. Intelligent physicians, anxious to benefit their patients, as all of them are, seek whenever possible to get them away from the North and West during the winter months. If they have been sick they want them to recuperate in a milder climate; if they are well they want them to keep in health by going away from the region in which colds and pneumonia hold sway during the winter months.

"Every year adds immensely to the number of people who are able financially to get away from home for a few weeks or months. The population of the United States is verging closely on to 100,000,000 people. It will increase in the next ten years by about 20,000,000. The time is in sight when middle aged men of today will see 150,000,000 people living in this country as against the 50,000,000 who lived here in 1880.

"Wealth is increasing several times as rapidly as the population. Broadly speaking, it may be said that every dollar of added wealth is an added asset to Florida, for all the wealth increase of the country means that every year thousands of people are becoming financially able to spend their winters here. Thus the number of people whose financial ability enables them to visit Florida or to make a permanent home there is increasing at a very rapid rate. But this is only one element making for Florida's advancement by the incoming of new people.

"In every factory and in every counting room in the country is being heard the cry 'back to the farm.' The increasing cost of living in the cities is compelling men of moderate income, salaried men and mechanics, to look to the country in order to escape from the burdens of the high cost of living due to economic conditions which would not be seriously changed either by free trade or protection.

"For these economic conditions are mightier in their force than protective tariffs or free trade. They are worldwide in their scope. But to the majority of these people whose eyes are looking to the country farming in the ordinary sense is impossible. They are not fitted for it and land in the North and West is too expensive. To these people the outdoor life of Florida, its fruit growing potentialities, its limitless resources and the ability to produce at home the things necessary for a living mightily appeal.

"For every man that comes to Florida as a tourist or a settler there are a thousand whose eyes are longingly turned away. What California, with its amazing development, has been to the Central West in years past, Florida will be to the entire country east of the Mississippi river for years to come. Less than a quarter of a century ago Los Angeles had 50,000 people. It now has a population of about 400,000 and its wealth is so great that it was recently able to celebrate the comple-

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Indian River Farms Co.

Mt. Olive Ill. April 19th 1914

Davenport, Iowa.

Gentlemen:-

We the undersigned sincerely thank you for your most liberal donation of a strip of land at Quay Fla. for a Lutheran Church. Now as there is no organization formed yet, we deem it best and most expedient to have this strip of land deeded to Rev. E. Nottbohm, who is to deed it over to the trustees of the organization that may be hereafter effected and so stipulated in deed.

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Nature's Lavishness

Nature has been so lavish in distributing her favors in this particular part of Florida that it seems as if nothing is lacking to make it an ideal spot for carrying on the world's greatest business—agriculture. Here the farmer finds not only a fertile soil that will produce yields far above the average of many kinds of crops and a delightful climate that permits the work of production to go on the year round, but he has also within easy access a supply of water which will afford him absolute insurance against crop failures from lack of rain.

About 400 feet below the surface of the earth at Vero stands a sheet of sulphur water, which needs only to be tapped to provide a flowing well that

tion of an aqueduct costing \$23,000,000, built to bring water from a mountain region 250 miles away. Los Angeles is typical of California's development. What has been done in Los Angeles and California can and should be done in Florida. The advantages of this state are greater than those of California. Its nearness to the center of population of the whole East and South and Central West gives an added advantage of great importance. It is within the power of the people of Florida and the railroads working in co-operation to more than duplicate in this state the truly wonderful development which has made California one of the wonders of the world. It should always be borne in mind by the owners of Florida's railroads and by the people of the state that the resources here are greater than California's, that the climatic advantages are far superior and that the geographical location with relation to the population of this country and to the world's activities are also better than California's.—St. Lucie Tribune.

is worth many times its cost. Three of these artesian wells have been put down on the company's tract and more will be sunk soon.

When the Huston Fruit Company began developing its land 4½ miles from Vero, one of the first things done was to drill an artesian well. That was last September, and Dr. W. C. Barber, manager of the company, believes it has already paid for itself several times over. A strong flow of water was obtained at a depth of 415 feet and the well cost exactly \$310. There the expense ended and the three-inch stream of water that gushes forth from the well will be sufficient to supply all the needs of the farm, probably for all time to come.

Besides giving the farmer at Vero a cheap form of crop insurance, an artesian well provides him with a private waterworks system for his house that operates without cost. By erecting a tank and connecting it with the well he can obtain a pressure that will force water to any part of his house and allow him to have all the conveniences of a city dweller.

The water that comes from these wells is exceptionally pure and analysis shows it to be much the same in quality as many of the famed mineral springs throughout the country. Visitors to Vero soon acquire a taste for it and the street from the hotel to the well in Seminole Park is kept hot by people going for a refreshing drink. It comes from the ground at a uniform temperature winter and summer and loses much of its sulphur taste when left standing.

The Florida Grower

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