

FLORIDA IS BUILDING MORE RAPIDLY THAN ANY OTHER STATE IN ENTIRE COUNTRY

Marvelous Development Is Going On in Every Section and Along All Lines of Activity—Estimated Value of 1913 Crops Is \$48,109,000—Buildings of Every Character, Including Factories and Industrial Plants, Being Built—Much Highway Improvement Also.

The story of Florida's development for a year, if it could be told in facts and figures, would stagger imagination. Could there be printed a record for one month only, there would be shown a wonderful growth in every department of the state, for every section there is work being done along all lines.

"To speak of Florida in the ears of many is but to hear resounding tales of swamps, malaria, sand and mosquitoes. Swamps there are, but one has to go in search of them; malaria is less frequent in Florida than in New Jersey; sand is plenty, and very good soil it makes, too, mixed with marl, shell and clay, with the humus of ages, and it will grow anything from hardy vegetables to delicate fruits, to say nothing about the gorgeous flowers and luxuriant vines and plants that are rampant everywhere. Mosquitoes? Show me a country from Alaska to Peru that does not have this singing, long-legged, nipping pest, and we will tell you they are no worse here than there, and only flourish to an annoying degree during a few of the summer weeks.

"There is a general impression that Florida is flat all over. There are many rolling lands away from the coast lines, and an elevation up to a 300-foot rise in not a small section of the state. But it does not take elevation to make the beautiful, nor any more healthful. To all visitors and others interested let us note the fact that the East Coast section has been selected by those who have made it the region of class, on account of its superiority from every standpoint—climate, scenery, fertility of soil, freedom of fogs and malaria, more equable and regular seasons. The Florida East Coast Railway, the 'Flagler' system, traverses this side of the state from Jacksonville way down into the sea; over the keys, or islets, to far Key West, hitherto reached only by a sea trip. A chain of luxurious hotels mark the route of the railway, and to these 'Meccas' flock the '400' of the North. Along the East Coast highways, in fairly good condition and one link in the great national highway from Montreal to Miami, one of the most stupendous enterprises ever born, spin automobiles hailing all the way from Maine to Minnesota. The yachts and houseboats of the northern millionaire scud down the East Coast inland waterway, which enables craft

One of Cleveland, Ohio, Leading Physicians and Surgeons Captivated by the Possibilities at Vero, Florida

Dr. W. H. Humiston, a leading surgeon of Cleveland and one of the best known breeders of fine poultry, hogs and cattle in Ohio, was so favorably impressed with the Indian River Farms Company lands that he purchased 160 acres last month and intends to begin developing it in the fall.

In order to go to Vero Dr. Humiston declined an invitation extended to ten American surgeons to be guests at a dinner given in honor of a number of distinguished European medical men in New York.

As a farmer and stock grower Dr. Humiston has gained as much distinction as in the practice of his profession. His White Wyandotte chickens have a country-wide reputation. He owned the best White Wyandotte hen exhibited at the St. Louis exposition, and his chickens are prize winners at all the big poultry shows. Prize winning Berkshire hogs and Jersey cattle are also produced on the Humiston farm near Cleveland. Dr. Humiston believes conditions are highly favorable at Vero for the production of poultry and live stock as well as vegetables and citrus fruits.



Investigating the Possibilities at Vero, Florida.

D. A. Moran. C. C. Pritchard. Mrs. A. M. Moran. Dr. W. H. Humiston.

up to ten feet draft to pass from the St. Johns river at Jacksonville down through natural 'rivers' and cut canals, way out to the keys at the southern end of the state, all under the protection of the sand strips and dunes separating this water lane from the sea to the eastward.

"The Indian river, synonym for 'Dolce far niente,' is about 155 miles in length and from one mile up to eight miles in width—'some river'—but not very deep. It has a channel marked by government beacons with a depth ranging from 10 to 16 feet, shallowing to the shores. Fish of all salt water varieties, as pompano, trout, channel bass, whiting, sheephead and mullet, abound, especially near the inlets, and wild duck from the mallards to bluebills swarm by the thousands during the winter months so that the water affords not only room in plenty for the 'chugger,' but royal sport for the rod and gun.

"The land bounding the Indian river to the east is called Merritt Island,

well populated and very productive. This, with the mainland as well, is largely made up of hammock, soil giving up in great profusion the cabbage palmetto, the sign of good fruit land, to the pine and hardwood ridges, excellent soil for potatoes, celery and pineapples. The rich muck lands near the water and in low places are ideal for vegetables and all kinds of truck, which grow almost 'in a night.'

"Indian river oranges; yes! as a boy we bought you of choice. Your 'rusty-coated' skin a guarantee that you came from the Indian river, Florida, and that you were sweet and juicy.

"Competition with the bright California orange and the demands of the fruiterer have been the means of nearly eradicating this 'russet' fruit. The growers give attention to spraying to kill off the mite that causes the skin of the orange to become dry and brown, but hermetically seals up its luscious contents. But in spite of this, and by purposely omitting the spray-

DIRECT FROM PRODUCER TO CONSUMER.

Editor Rural World: From Illinois Tradesman, the official organ of Springfield Federation of Labor:

"We used to smile in manner gay And called the farmer man a jay, Who chewed a straw and said 'By gum!'

And thought that he was going some If he could blow a silver dime While up 'ter town fer one good time. That was the way we felt of yore, But we don't feel that way no more. Old Si hikes around today With carloads of vegetables and hay, And livestock, too, and lots of things, Enough to ransom petty kings. His bank account is large and fat. He no more wears the 'hey rube' hat. His wad of money makes us sore. We used to kid him, but—no more."

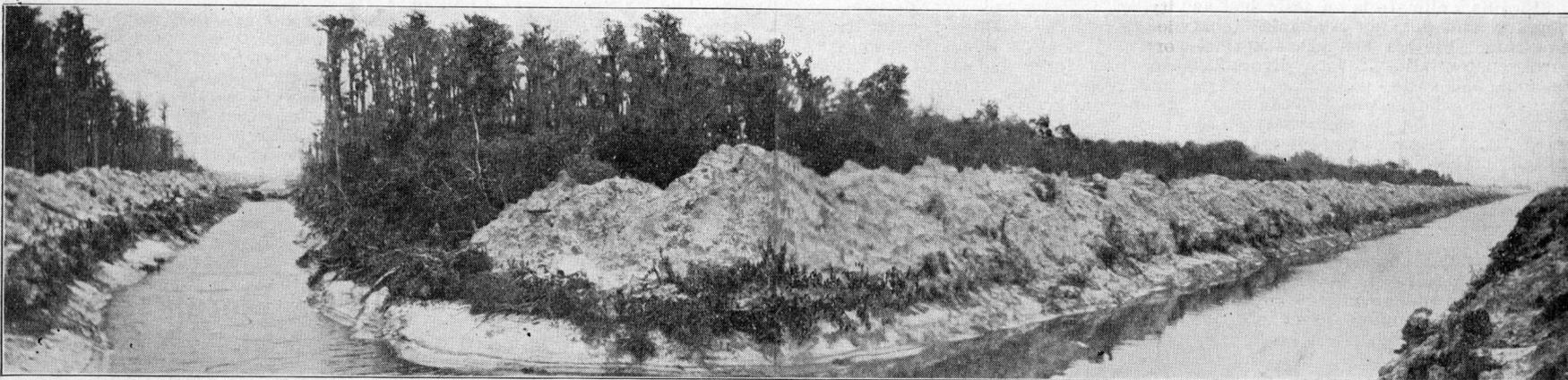
ing, there is yet a small quantity of thin russet fruit developed.

"Of the fruit grown on the river, the common orange, the pineapple orange and the navel are the varieties; with grapefruit, tangerine and king oranges they all take class from this section as being the finest in the state, more sought after, and bring the highest prices. This last fact is the proof of their super-excellence.

"We speak of Florida and this section as with balmy, sunshiny, shirt-sleeve weather. Not always so, as during the winter months when old Jack Frost and King Blizzard whistle tunes in the North and West, the temperature is likely to make one wear extra wraps or hug a little blaze in the fireplace. But these sharp days are a blessing, for the snap and extra vigor adds greatly to the balance of this natural solarium. However, this item is heterodoxical, for to loll on the shady side of the bungalow during the brightest of day-times, and to swing in the hammock on the porch during the most ravishing of moon-lightest and star-brightest of nights, when the great diamond bespecked panoply seems to be just above the head—that is living in Florida.

"The great Empire State may go on in its mad whirl, tearing and racking into piecemeal health, wealth and happiness; the great expanse of trans-Mississippi country may go on taking its lurid toll of human brawn and endurance, but give us Florida, the 'Feast of Flowers,' born on an Easter day, where the clock runs slower, and the moon shines oftener; where one's blood can better keep pace with nature, where contentment sits supreme upon efforts less vigorous, and where life lasts longest.

"There are said to be lands where one might fare well to return to after paying toll to Charon, and if such be the case then Florida is in that class.—Dr. C. B. H., Sharpes, in Florida Times-Union.



Showing Portion of Development at Vero, Florida—This Work Nearing Completion and Will Throw Open for Settlement Thousands of Acres of Florida's Most Fertile Lands. Photo by W. T. Humiston of Cleveland, Ohio.

The way to sell things is to keep continually telling the people what you have to sell.