

Your Opportunity in Florida

By MOSES FOLSOM

Ninety per cent of the people in the United States never succeed beyond the making of a livelihood.

Is it because opportunities are lacking? Is it because they cannot command the capital to finance a successful enterprise when the chance comes?

Possibly one of these articles does prevent a few people from becoming independent, but where lack of opportunity or lack of capital keeps one man poor, a failure to grasp opportunity when it does come, has denied hundreds of thousands of people comforts and luxuries that they deserve to have and enjoy.

To the man who is an optimist, who believes that the opportunities of today are as good as those of yesterday, to the man who knows opportunity, and has the courage to grasp opportunity when she calls, to the man who has the patience to wait a few years to gain what 90 per cent of his fellow men never gain, the investment offered in Florida will prove irresistible.

The pessimist, the "John Couldahad" type of fellow, will pass this opportunity by as he has always done and always will do. To such a man we have nothing whatever to offer—except our sympathy.

You have met Couldahad. Everybody knows Couldahad.

Standing at a cross-road near four splendid farms, he is talking to a stranger. "A few years ago," John says, looking first at his tattered clothing and then at one of the fine country estates, "I could 'a' had any one of these farms you see here for \$10 an acre. Y' can't touch one of them now for \$100 an acre. I could 'a' had everything I wanted—lived on Easy street the rest of my life and when I died left my family in good shape."

You find John Couldahad in every city, every town, every village, every hamlet and cross-roads berg. There always were John Couldahads, there always will be John Couldahads.

Old John Couldahad—you know him—you often see him in your community—always the same old John—seedy, sad, forlorn, penniless—but wiser than Solomon. Don't be a Couldahad.

Consider what it means to own land—something which can never be stolen, burnt, lost, or taken from you or your heirs, in a country where sunstroke and extreme cold are unknown. This is possible in Florida, a state where the newcomer's admiration increases the longer he stays.

At first sight the visitor sees a good deal of sand, and may conclude that nothing will grow. It is only necessary to look around and see that there is wonderful variety and myriad forms of plant life. Investigation will show that Florida is first in the number and variety of merchantable forest trees, having over 200 kinds, or 47 per cent of all the trees of the country, a half more than can be found in any other state.

Investigation will also show that Florida is the only state with trees not found elsewhere in the world, as far as is known to botanists. These are technically known as *Tumion taxifolium* and *Taxas floridana*. The former is a graceful conifer which has received from the strong pungent odor arising from its foliage when bruised the unenviable common name of stinking cedar. It is not known in any other locality than the east bank of the Apalachicola river. The second related and even more restricted tree of this locality is commonly known as the Florida yew. These two trees are probably survivors of early growths, having died out in other parts of the country, but continue an existence in Florida. Two trees of the first-named are growing in the capitol grounds in Tallahassee, having been transplanted from their native heath.

No state in the Union offers more opportunities for tree growing than Florida—fruit trees, nut trees, flowering trees, forest trees, shade trees.

A record story is told of an old seedling grapefruit tree that one year produced 110 boxes. Grapefruit is packed fifty-four, sixty-four and seventy to the box. At fifty-four to the box, the largest size, the yield in this instance was 6,000. At seventy to the box, the smallest size, the yield was 7,700. A yield of 10,000 oranges from one tree is another record. With a half, a quarter, or even a tenth of such a yield there is money in trees.

Picture a tree on this Florida land, the golden orange or the grapefruit tree, which live for many years, and rightly tended give abundantly of fruits which are not equalled in quality elsewhere in the Union.

Picture a pecan tree, a tree native to the South, a tree which produces a crop that is in constant and increasing demand, one of the richest and most palatable foods of all, the choicest of its kind, easily harvested and marketed, a food product which does not rot or decay for months, and which is transported to America's best markets in twelve to thirty hours.

Picture the fig tree and rose bushes and flowering vines clinging to the house with blooms in every month.

Picture a garden with strawberries ripe in the open air at Christmastime.

Picture the banana plant with its long green leaves waving in mild breezes when the Northern country is covered with snow.

Picture vegetables and flowers in every month growing in the open air.

Picture a country where fuel and heavy winter clothing are secondary matters.

Here is opportunity reduced to its simplest terms. Grasp it now and independence is yours, and you enter the ranks of the ten per cent of successful people who are above the ninety per cent of those who do not succeed.

Take now—today—to Florida—the step that means a life income and comfort, and a heritage for your children.—Florida Times-Union.

LOSING DESIRABLE CITIZENS.

By C. E. Weeks.

(Written for the Rural World.)

I see in a recent issue of one of our great dailies where two trains carrying six hundred and fifty men into western Canada to become citizens of that province and none of them could be classed (to use the language of one of America's most distinguished citizens) as undesirable citizens. It should be to the interest of every American, who has his country's welfare at heart, to do what he can to prevent this exodus. The element who are leaving the United States are a credit to any country, and it will take generations to educate those who come to our shores to qualify them to occupy the place made vacant by those we are losing, and in my judgment the only way to retain those who are leaving is to attract their attention to different parts of our country. The writer has just returned from a trip through the South which included the eastern coast of Florida, and was very much surprised at the opportunity found there for the individual of moderate means and where they can in a very few years become absolutely independent and not have to face the rigorous winters of British Columbia. While the Florida coast is surprisingly new, when we take into consideration the fact that the oldest city in the United States is within its boundaries, it affords not only a refuge from the cold winters of the North as well as from the unhealthy regions of the semi-south. The government report shows in one town where I visited that only once in the heated season, of the year for twenty years had the thermometer reached 95 degrees and the effect of that was modified very much by the sea breeze. I found one land company while there which has a sale system and a quality of land which would bear very careful investigation. I do not understand why anyone would wish to leave the delightful surroundings of the southern Atlantic coast to emigrate to a country that has nine months winter and three months bad weather. I am perfectly willing to give any one who may be interested the benefit of the knowledge I gained of that country as to location, drawbacks and advantages of the several districts that I visited.

Cartersville, Mo.

Vero, Florida, April 25, 1914.

Mr. Sam Moore,
Akron, Ohio.

Dear Sir and Neighbor:

I have viewed the prospects and proofs of this company's lands in St. Lucie county, Florida, and find everything just as represented.

This district of the Indian River is noted for its citrus fruits, and the same bring the highest prices on the Jacksonville market.

The production of pineapple is enormous and I have been told that the greatest number of pineapples from the whole state were shipped from this section.

Now all the settlers with whom I have spoken seem satisfied and the people are very sociable, also the representatives of the company were very accommodating in showing me around and explaining to me the different products that can be raised and how to raise them.

They can raise everything here that we can raise in Summit county and a great deal more, such as tropical and semi-tropical fruits.

The climate is fine, with a gentle sea breeze, and not as hot as many northern people predict, for I still have on my winter suit and underwear and am not a bit uncomfortable.

I am mailing you, under separate cover, a newspaper about this district and will vouch for the pictures of the same to be absolutely true to life.

The prices of land here range from \$60 per acre to \$100; city lots from \$100 to \$400.

This is a great country and I know that you can make good. Sorry I am tired of writing, but when I return I will tell you more. Give the boys my best regards and tell them I think of them while I am enjoying my trip to the best state, for climate and opportunities, in the Union.

Respectfully and neighborly yours,

(Signed) W. F. ZEHNDER, JR.

P. S. Enclosed find picture of school house. W. F. Z.

Winter Melon

Grows anywhere, prolific producer, most luscious taste. **Keeps all winter.** Only a limited amount of seed for sale, so you will need to buy now if you grow any next season. Small sample package 10c; large package 25c. Descriptive circular free. **Burgess Seed & Plant Co., 13 I. R., Allegan, Mich.**

Fort Pierce, Fla., Jan. 30, 1914.

Mr. New Settler, Vero, Fla.

Dear Sir:—We have lived in this State for the past thirty years and can advise you intelligently about the line we carry and the adaptability to this country's needs. Hardware, Furniture, Farming Implements, Studebaker Wagons and Buggies. Dynamite in stock.

Write, or better still, call and see us.

Yours,

JACKSON-LUCE-GLADWIN
COMPANY

EVER-BEARING { **STRAWBERRIES**
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The three greatest ever-bearers ever produced. Also a few Northern Grown **HARDY ENGLISH WALNUT** trees for sale. Send today for descriptive circulars.

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