

AS SEEN WITH THE OTHER FELLOW'S EYES

Alton, Ill., March 12, 1914.
Indian River Farmer,
Davenport, Iowa.

Gentlemen:
We have just returned from an extended trip through the northern and eastern part of Florida, where my wife and I spent a most delightful three weeks.

We visited and looked over several propositions in Florida land, but will have to confess that we saw nothing that compared with your enterprise at Vero.

They all tell you what YOU CAN do and what THEY are GOING to do, but at Vero you can see what the settlers ARE doing and also what the Indian River Farms Company have done and are doing. Here the company gets things ready for the settler and protects him by furnishing him railroad stations, drainage, good roads, etc., etc.

The company does not care to have a man come in and start before the ditches are completed, but I noticed that they had men employed digging extra ditches to protect those who did come and start their work and I also noticed that nearly all of them had something to ask the company to do for them in the way of getting the necessary crates and boxes for shipping, ordering fertilizer, hunting up the best markets to ship to, etc., etc.

I did not have the pleasure of meeting your Mr. Andrews while at Vero, but if Mr. Andrews has anything on Mr. Young he must be near perfection.

To anyone who may read this, I can say if you go to Vero and see the land of the Indian River Farms Company you can be assured of these facts: You will be cared for at a nice, clean hotel and fed in the best of style at a very reasonable rate. You will be treated in a very courteous manner and shown everything you may want to see in their entire tract of land. You will be shown the orchards of those who have been there for years and made welcome to any of the fruit that may be growing at the time.

I was very much surprised to find that so much land had already been sold and it seems that the longer a man delays going the farther he will be from the market when he does buy.

This tribute to your enterprise is entirely unsolicited and I take pleasure in forwarding it to you for publication.

Respectfully yours,
(Signed) JOHN CHATTERTON.
632 Stockholm St., Clinton, Iowa.

Springfield, Mo., April 11, 1914.
The Indian River Farms Company,
Davenport, Iowa.

Gentlemen:
I have looked over your lands at Vero, Fla., and found them better than I expected. In my own judgment it is a proposition with greater possibilities than you claim for it in your literature.

I have been engaged in growing and handling fruits for twenty-five years, during which time I became familiar with the fruit and truck sections of twenty-two states and Canada, and am better pleased with your proposition than anything I know. Looking at it from every angle, soil, location, climate and the protection of your canal system of drainage, I cannot see why it will not soon be developed into the greatest citrus fruit and truck section of the country.

I have purchased land at Vero and expect to make that my future home.
Yours very truly,
(Signed) GEO. T. TIPPIN.

CHICAGO AND EASTERN ILLINOIS RAILROAD COMPANY

OFFICE OF CHIEF SURGEON,
300 WEST 63RD STREET,
PHONE WENTWORTH 1031 AND 1032.
RESIDENCE 7130 YALE AVE.
PHONE NORMAL 5272.

CHICAGO, ILL. May 11, 1914.

Dr. John LeRoy Hutchinson,
609 Putnam Building,
Davenport, Iowa.

Dear Doctor:

I have just returned from St. Lucie County, Florida from a short visit to the lands of the Indian River Farms Company. I investigated their proposition thoroughly, and was more than pleased with the drainage, and the especially fertile land.

I enclose my check for the first payment on twenty acres of this land, and only wish that I were able financially to take ten times this amount. I predict a very great future for the Indian Farms Colony on account of the high class of colonists who are buying this land, with the idea of immediate development. It seems to me that I have never met up with a finer class of people, broad minded, and very different from the usual class of colonists. These folks seem to be well fixed, and this will be a great asset to this colony.

I will be pleased to have you refer to me, as I have made a very thorough study of this proposition.

Very truly yours,

W.H.B./EB

W.H. Bohart



Dr. W. H. Bohart. W. B. Bohart.
At Vero, Florida.

Edwardsville, Ill., April 12, 1914.
The Indian River Farms Company,
Davenport, Iowa.

Gentlemen:

You have a proposition in Indian River Farms worth while; it is better than your literature represents it. I believe that any man who tries can make a success and be independent in a very short time. I ate the best oranges and grape fruit I ever tasted right off the trees. I saw fields of pineapples that would make any man rich in a few years. I had a swim in the Atlantic Ocean and never enjoyed anything more. I want all my friends to see Indian River Farms and the new town of Vero, for they will sure invest if they look.

I thank the Indian River Farms Company for their courteous treatment. Yours very truly,
(Signed) H. LEHMAN.

April 12, 1914.
The Indian River Farms Company,
Davenport, Iowa.

Gentlemen:

I want to thank you for your courteous treatment during my stay at Vero, Florida. I had the finest time I ever had in all my life, and simply want to say that the man who doesn't invest in Indian River Farms is making a mistake. I think the possibilities there are immense and that your lands will sell at a great high price in a few years. You have an ideal climate and everything to make a man independent. In your country a man can be his own boss and live longer than he could in any other country and with less effort accumulate ten times as much money. I'll direct my friend to Indian River Farms at Vero, Florida. Yours very truly,
(Signed) ROY WAKER.

Vero, Florida, March 12, 1914.
Indian River Farms Co.,
609 Putnam Bldg.,
Davenport, Iowa.

Gentlemen:

One year ago myself and wife made our first trip to Vero, spending several days with friends. Despite the heavy rains and water, which covered many portions of your land at that time, we were so impressed with your drainage canal system and with the wonderful citrus fruit and truck that was being grown on several portions of your tract, that we purchased a tract of this land and some town lots at that time.

During the past year the canal has been extended far back into the tract, draining so much water from the lower portions that it looks much better to us than it did at that time—in fact, it looks so good that we are buying more land.

From an investment point, we believe that it is one of the best propositions that we have ever seen and no one can go wrong who buys in this tract after making an inspection. We could easily sell our holdings here for double the sum we paid one year ago, and that without any development whatever.

Yours very truly,
(Signed) C. C. BRISTOW.

Berrien Springs, Mich.,
April 10, 1914.

Indian River Farms Company,
Davenport, Iowa.

Gentlemen:

I have just returned from visiting your lands at Vero, Florida. I bought ten acres, which will be developed by the Gary Bond and Mortgage Company, and if money matters permitted I would have invested in forty acres more, which I may do at some future time.

I found things better than I expected to find them; I stayed two weeks at Vero, where I met the nicest bunch of people I ever met.

I think all your land is worth all you ask for it, and even more if handled in the right way. There is money to be made, and the climate is the best in the whole country.

I gained two pounds in my two weeks' stay at Vero. I never felt better in my life.

Will close. Yours very truly,
(Signed) GEO. HOUSEWORTH.

Lamar, Colo., April 8, 1914.
The Indian River Farms Company,
Davenport, Iowa.

Gentlemen:

When I went to Florida I expected to look at land on the east coast as far south as Miami, but your proposition looked so much better to me than I expected that I decided to purchase a tract and end my trip there. I intend to go back in the fall to begin work on my farm and will put the money I expected to use in visiting other sections into developing my Vero land.

I am engaged in farming in a fertile section of Colorado, but I have never seen a place where farming seemed so profitable as at Vero. Besides, I am tired of the cold Colorado winters, and a country where crops will grow all the year and it never gets too cold for farm work looks good to me.

Very truly yours,
(Signed) OSCAR B. McCLURE.

Indian River Farms Are Advancing in Price July 1st.
The Development Is Nearing Completion.