

THE CARELESS WORD.

Oh, many a shaft at random sent
Finds mark the archer little meant!
And many a word at random spoken
May soothe, or wound, a heart
that's broken —Scott.

BRINGS BETTER RETURNS THAN ANY OTHER FORM OF LAND CULTURE.

PETER O. KNIGHT EXPOUNDS THE WHY

Biggest Grower in Southern Part of State Contrasts Section with California's Richest Fruit Region —Is Man of Big Affairs.

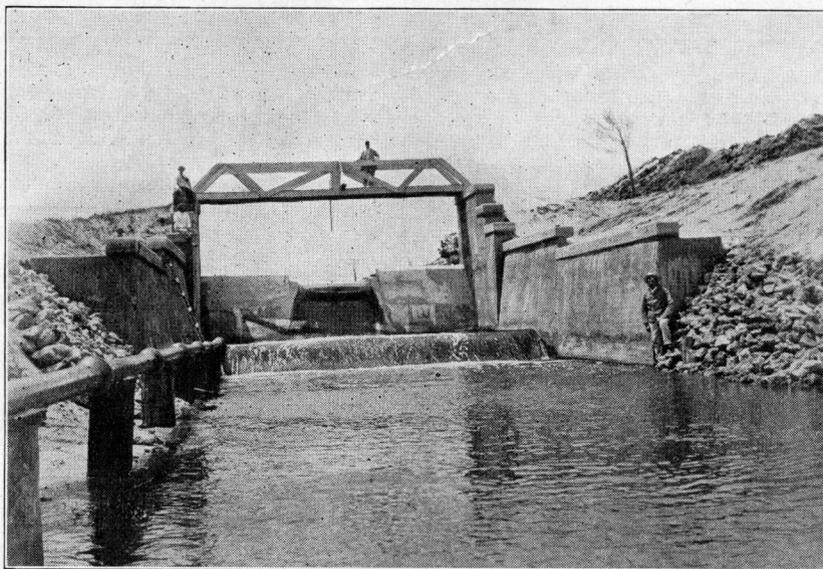
Peter O. Knight of Tampa, asked to give his reason for engaging in citrus fruit growing on so large a scale in Florida, and to contrast the conditions here with those in California, replied in substance as follows:

"I have lived in Florida since 1884, and while I have always been optimistic of its future and of its natural resources, I have never felt so firmly convinced of its future until I had traveled over most of the world and until I had pretty thoroughly inspected southern California, a year and a half ago. I made a pretty thorough inspection of southern California for the reason that I consider it the only real competitor that Florida has.

"The land in the temperate zone of the United States sells for from \$100 to \$300 per acre, and the most intelligent farmer rarely nets \$25 per acre therefrom. In fact, the average net per acre is about \$2.50, while in South Florida many people make annually from \$500 to \$1,200 per acre.

Florida's Natural Advantages.

"No portion of the United States can be compared to southern Florida, except southern California. There is no comparison between southern California and southern Florida as to natural advantages and conditions. We have a better soil for the culture of citrus fruits than southern California. We can raise more citrus fruit per acre, and there is no comparison in the quality of the citrus fruit, and more especially the grapefruit. Our summers are no worse and our winters far superior. Southern California has its rainy season in the winter, when it does not need it, and its dry season in the summer, when it needs rain; whereas Florida has its rainy season in the summer, when it needs it, and moderate rains in winter only. There is no climate to equal that of southern Florida during the months of October, November, December, January, February, March and April. Raw lands adapted to citrus fruit culture in southern California cost from \$500 per acre to \$1,500 per acre. Lands in southern Florida adapted to citrus fruit culture sell for \$150 per acre. The annual rainfall in southern California does not exceed nine inches; in southern Florida it is about fifty-three inches. Water rights in California sell for approximately \$12 per acre per annum. We are only two days from the market, whereas southern California is from seven to eight days from the market. Southern California is the rich man's country, and not the poor man's. No poor man, or man of even



Spillway in Main Canal of Indian River Farms at Vero, Florida.

moderate means, can go there now and make a success in the growing of citrus fruits.

Predicts Great Development

"When these facts become known to the people of the United States—and they will become known by and by—no one can tell what the development of southern Florida especially will be.

"The result of my visit to California and of my traveling through the world generally, finally induced me to purchase one hundred and forty acres of land, which I am extensively developing with citrus.

"I am firmly convinced, after a careful study of conditions, that, with the energy, money and intelligence devoted to the business, more money can be made out of citrus growing than any other business on earth. This and the desire, after a while, to live in the country, induced me to purchase the property and develop this grove."

Besides being general counsel for the Seaboard Railroad and other railroad enterprises, Mr. Knight is president of the Tampa Hardware Company, the Tampa Investment and Securities Company and the Land Company; he is also vice-president of the Tampa Electric Company, vice-president of the Tampa Foundry and Machine Company, Ybor City, Tampa, and is a director of the Tampa Northern Railway Company, the Exchange National Bank, the Hernando National Bank of Brooksville, and the West Tampa Bank and the Tampa Gas Company. Therefore it can readily be seen that Mr. Knight is a man of big affairs, and his opinions regarding the possibilities of Florida are worthy of consideration by the man wishing to make this state his home.—St. Petersburg Tribune.

MICHIGAN CASABA

The new Melon. Not a watermelon—not a muskmelon—but better than either. If you want to grow any next season you better order seeds now, as the supply is limited, and you may be unable to secure any in the spring. Sample package of seeds 10c; large package, 25c. Only a few at this price. Descriptive circular free. **Burgess Seed & Plant Co., 8 I. R., Allegan, Michigan.**

TAKE ADVANTAGE OF YOUR OPPORTUNITIES.

GOOD ROADS IN ST. LUCIE COUNTY.

Few counties in the state can boast of better roads than St. Lucie county, and they are constantly being improved and increased.

The \$200,000 received from the first bond issue in the county was used last year with a net result of nearly sixty miles of hard surfaced roads, the majority of the surfacing being Dade county rock. Like almost every other county in the state, the first real road work was not as satisfactory as it might have been, as the money was not always expended to the best advantage and did not bring the results that it should have.

With the work done before and since by the county commissioners from the regular taxes, St. Lucie county now has about eighty miles of good roads. At the last meeting of the county commissioners some important road work was ordered and the work is going steadily on.

With the development that is going on in every section of the county, as a result of the millions of dollars expended by the big land companies, it is time that a definite plan for laying out parallel roads throughout the county should be adopted.

All roads should be run on section



Dr. James C. Gill. Dr. W. H. Bohart. Prominent Physicians of Chicago, Ill., at Vero, Florida.

JOHN C. LOGAN, GENERAL YARDMASTER AT CHICAGO, OF CHICAGO, MILWAUKEE & ST. PAUL R. R., TO DEVELOP GROVE AT VERO, FLORIDA.

After a thorough inspection of the state of Florida, John C. Logan, general yardmaster of the Chicago, Milwaukee & St. Paul Railroad in Chicago, accompanied by Mrs. Logan, went to Vero and bought a tract of land as well as several town lots. He intends to return to Vero in the fall and begin developing his farm. In the meantime he will endeavor to arrange for a number of his friends to join with him in purchasing more land and go into fruit growing on an extensive scale.

"It is all better than I expected," writes Mr. Logan. "I went carefully over every part of the tract and did not see a foot of land that is not worth more than is being asked for it. I found that the company is living up to its contract and its promises in every particular and all the development work is being done in the best possible manner.

"If nothing but citrus fruits could be grown on this land it would be the best real estate investment I know of, but vegetables seem to do equally as well. The finest groves I saw in Florida are at Vero and the fruit I ate there was the best we had on our trip. It is no longer hard to understand why Indian River oranges and grape fruit sell for the highest prices on the northern markets. They are worth more than any others.

"I expect to get a grove started next winter and I think so well of the proposition that I intend to try to induce as many of my friends as possible to invest there also."

Very truly yours,
(Signed) JNO. C. LOGAN.

309 North Pine Ave.

Hattiesburg, Miss., May 15, 1914.
Indian River Farms Company,
Vero, Florida.

Gentlemen:
In reply to the request of your Mr. Hill for my impression concerning your proposition, permit me to say that I spent a week in South Florida investigating the merits of your lands and verifying your literature.

I was so impressed with your climate and so pleased with your lands that I bought some of your property and expect to make your state my home as soon as I can wind up my affairs here. Yours truly,

GEORGE HARTFIELD.

lines as nearly as possible and in straight lines in every instance. Following old trails or lines of least resistance cuts up the property and presents a bad appearance.

In a few years St. Lucie county will be dotted with farms in every direction and roads will be a necessity, for the convenience of the farmers and the traveling public generally. If a definite plan were adopted now, before the county is thickly settled, the roads could be extended, as needed, according to this plan and a system would soon be in vogue that would commend itself to prospective land buyers.—Ft. Pierce News.

Except For the Pessimist, the Optimist Would Never Be the Big Noise



Your competitor will eventually drive you out of business; he advertises, you don't.