

Indian River Farms

Right in the Heart of the
Great Indian River Fruit Section
of Florida

The section that is reaching out to hand
Independence to You

We're waiting for you to come to Vero to show you the wonderful possibilities of INDIAN RIVER FARMS. We want you to talk with the man who has already made a success in INDIAN RIVER FARMS.

We Want

Cattle Men
Dairy Men
Truckers
Fruit Growers
General Farmers
Professional Men
Business Men
**AT VERO,
FLORIDA**

In Indian River
Farms

We want men who do things to join us in building a wonderful community.

A Chicago man, a leader in the commercial life of that city, is quoted as saying: "Among the men I hire, nine out of ten are better workers at 45 years of age than are the men of 25 or 30." This man firmly believes that the man of 45 or thereabouts is at the prime of life, physically and mentally. He also holds

that men of mature years are more reliable and less apt to become restless, after a year or two in a position and to seek new fields.

The average young man, he says, is

Seek Opportunity, Don't Make It Seek You

seeking a "soft snap," and is not the sort of employe who will stick by his employer through thick and thin until his services become highly valuable and, in many cases, indispensable. We often hear

young men complain of their inability to get settled. That is largely because they do not seek to adjust themselves to their work and make the most of their opportunity.

Opportunity seldom knocks at our doors. We must knock at the door of opportunity and be prepared to push the door a little if necessary.—The Living Church.

Full Particulars

INDIAN RIVER FARMS CO., Putnam Building, DAVENPORT, IA.

Advertising is a self-starter; not electric, but nearly.