

# The INDIAN RIVER FARMER

Facts for the man interested in the development of the most wonderful State in the Union.

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## Florida's Fruit, Vegetable and Stock Raising Possibilities

"Farms for Florida" seems to be the slogan of the meritorious land companies that are now engaged in developing large bodies of reclaimed and naturally drained land in the state, particularly along the East Coast. These big companies are not content with simply selling the land; they want actual settlers and many of them offer large inducements to all who will come to stay. The home-seekers need have no fear in following the land agent who insists that the prospective purchaser first examine the land and inquire personally into local conditions before he buys. The chances are that if he follows up such a lead he will not only buy, but will lose no time in closing out his affairs at his former home and soon become a resident and developer in the state of Florida.

Florida horticulturists and vegetable growers have enjoyed a fair degree of prosperity of late. The orange and grapefruit crops have nearly all been sent to market. In boxes this Florida fruit was about the seven million mark. There is about 10 per cent of the crop yet to be disposed of. At no period of the shipping season have the prices been at all disappointing, while for the past two months they have been more than satisfactory. The late varieties that are now being sold are bringing to the Florida fruit men handsome returns.

The coming crop promises to be near the ten million mark. The fruit is well set for a profusion of bloom in all the citrus-growing sections of the state. Then, again, many new groves will soon be coming into bearing and during the winter months the several nurseries of the state have disposed of many hundreds of thousands of new stock for the making of new groves, and with all this the plans for still further development, as

in disposing of such an output to profit to the grower. The quality of Florida's citrus crop, both of oranges and grapefruit, cannot be surpassed in the world. Perhaps to the individual consumer this fact is not generally known. As a matter of fact, Florida citrus fruits have not as yet extended to all sections of this country, not to mention profitable territory abroad. This is especially true of Florida grapefruit. Therefore, judicious distribution will mean a whole lot in the disposition of Florida fruit as the output increases from year to year. When the method of distribution has been made more perfect, there remains yet another important means through which Florida fruits can be made more generally popular and an increased demand created, namely, publicity.

Florida has hardly scratched the surface as yet along this modern line of business. Occasionally one sees an advertisement of the Florida Fruit Exchange, and now and then a magazine advertisement of Atwood grapefruit. In the future handling of Florida's citrus output publicity is apt to take a much more prominent part in the successful marketing of the crop. It will be to the profitable selling what fertilization is to the increase in yield of both Florida fruits and vegetables.

So the future promises well so far as Florida's citrus industry is concerned, and those who are going ahead with the making of new groves have no fear but that the selling end, through the exchanges, up-to-date methods of distribution and scientific publicity, will keep up with the business and continue to return to the grower a good profit for his fruit.

What has been said in reference to Florida's citrus fruit industry also applies to Florida-grown winter vegeta-

ter months, when the rest of the United States was shrouded in a blanket of snow. Fresh vegetables are always in demand, and when Florida first began to send a few crates North during the months of March, April and May, those who tramped through ice and snow to steam-heated homes welcomed such luxuries and paid generous prices.

First came the Hastings—now celebrated the world over as the pioneer Irish potato producing section through the winter months. First an experiment, then a few acres, then hundreds of acres, and today thousands of acres. When this industry took on booming proportions and the output quadrupled from year to year—the timid ones predicted—supply that would exceed the demand and in consequence an overstocked market and financial loss to the producer. This feeling obtained to the writer's knowledge when the crops jumped from 20,000 to 40,000 barrels in one year.

But there was no glutting of the markets and no slump in prices. The distributors were on the job and have been ever since.

While Hastings is the pioneer Irish potato growing district of Florida, the tubers are grown successfully all along the East Coast of Florida as far south as Dade county. Lower down the state they ship earlier and mostly in hampers instead of barrels. So far this season the Irish potato crop in all sections has sold at top-notch prices.

Up to April 18 more than one thousand cars, or about 400,000 crates of tomatoes, were shipped out of Dade county this season. The average f. o. b. price was \$1.90 per crate, as against \$1 for the same period last year. It is no trick at all for a grower to gather 200 to 300 crates per acre. Tomatoes can be produced for 70 cents a crate, so there is some good profit in the business.

Some truckers prefer other vegetables to the three standards—potatoes, tomatoes and celery—and go in for egg plant, beans and peppers. The aggregate acreage in these crops

much improved. Today some of the most enterprising cattlemen are fencing land and making excellent pastures for their stock. The grasses adapted for this purpose are para grass, Rhodes grass and natal grass, in addition to the native grasses.

Great development is promised in the stock raising business in Florida within the next few years. That it is an ideal climate for cattle has been demonstrated; that pastures can be kept up practically the year round is another alluring feature; that the tick can be eradicated has been amply proved; that there is a large amount of money to be made is also a known fact, even under the old conditions of open range grazing.

Upon this subject the following press dispatch from St. Louis, under date of April 20, is significant:

"A new profitable field is now open to the Southern cattle raisers in the producing of stock cattle on low-priced lands that can be shipped to the corn belt and finished for market on grain. Last week Chapman Brothers of Chariton county, Missouri, marketed a drove of seventy heifers at the St. Louis National Stock Yards for \$43.17 per head. They purchased these cattle last winter at a cost of \$19.50 per head. These heifers were Florida raised and not good in quality, yet they gained flesh in the North at the rate of two pounds per day and made money for the men who handled them.

"Missouri and Illinois could use a hundred thousand Florida, Alabama and Georgia feeders this spring."

It will be observed that the gentlemen from Missouri know a thing when they see it as most Missourians do. They bought these Florida heifers last winter, transported them to their corn land, added two pounds a day to their weight and sold at a tremendous profit.

The question naturally arises why don't the Florida cattlemen gather in this fine profit to themselves by fattening their own stock instead of letting "George do it."

The answer is that they will. Last winter Florida cattlemen sold

## The Rolling Stone

"Too late!" Oh, God, that bitter cry again  
Rings in my ears, the echo of my  
thot,  
Flung from the cruel, mocking Wall  
of Fate  
That marks the end of Life—my  
life, ill-wrought.

Ill-wrought and wasted, aye, these  
many years—  
Ah, well, we all must reap as we  
have sown.  
I've wandered long—wherever Fancy  
beckoned,  
I've followed heedlessly—a Rolling  
Stone!

Always the lure of strange and un-  
known trails  
Has wooed my vagrant feet to  
roam afar—  
Never content to 'bide in one fixed  
place,  
Blindly I bound my chariot to a  
star.

My Chariot of Dreams—wild, youth-  
ful dreams—  
Gripped by the wanderlust insat-  
iate—  
Now, if I pause to think what might  
have been,  
Echo the hollow years, "Too late  
—too late!"

—Les Wallace.

Too late!  
What a reckoning of woe in that  
short phrase—too late!  
And what a world of misery in  
life's reflection—"what might have  
been!"  
The heart wailings of the man who  
started too late, "The Rolling Stone."  
"Always the lure of strange and  
unknown trails."  
And so it has been and will ever  
be—the lure of strange and unknown  
trails which binds our chariots to a  
star and leads us blindly on and on  
until we awaken too late.

But is it really "too late"?  
The mariner who has been ship-  
wrecked on the sea of life may yet  
find the Harbor of Worth While.  
His youthful dreams of wealth and  
power perhaps are as dead things.  
But there are other paths yet open  
to him—paths that lead to spiritual  
peace, contentment of soul and ever-  
lasting life—attainments that are  
more to be desired than all the gold  
and man power in all the world.  
Too late?  
It is never too late!

indicated by the orders for new stock with the leading nurseries, means many more Florida acres to citrus groves within the next few years.

While on the subject of this general extension of the Florida citrus industry, the question of supply and demand comes to one's mind. All who are familiar with the present and prospective conditions realize that Florida's quota of oranges and grapefruit will in a very few years be something like fifteen million boxes. A pretty big crop, but the expert seller does not anticipate any difficulty

bles. This business has developed entirely within the past twenty years. Up to 1895 Floridians paid no attention to any crop but that of oranges. It was such an easy crop to produce and market, leaving the summer months open to idleness and pleasure and visiting about. Then came the freeze and then came some hustling—a brand new Florida feature—but the outcome was all that could be desired and the extra energy was well repaid. It was soon found that all kinds of truck could be produced in Florida during the win-

down the East Coast is large, but individual patches are small. All have proved to be paying crops this season.

The stock raising industry has taken a new lease on life in Florida during the past twelve months. Florida maintains close upon one million head of cattle, largely existing upon the immense open ranges in South Florida. Most of this stock is small and tick-ridden. The principal market is Cuba. During the past year important developments have been made. Vats have been established, stock has been dipped, and in consequence very

something like 50,000 head of range cattle to cattlemen in Oklahoma, Missouri and other corn growing states. The 70 head fattened in the corn belt is only an instance of what happened to the other 49,930.

The solution will be the creating of a so-called corn belt in Florida. Florida soil and climate will produce as good a quality and as large a yield of corn as any other state in the Union under proper care. Florida will also produce a large tonnage of sorghum and other fattening stock food per acre.—Times-Union.

99% of the people don't know what they want. Somebody tells them. Why not you?