

THE GOINGS-ON AT VERO, FLORIDA

The Organization of a Board of Trade in Vero Shows Progressive Spirit of Residents

It is a foregone conclusion that a Board of Trade in a town or city is as necessary to its advancement and its prosperity as is the accumulation of citizens. When a community reaches the point that it feels the necessity of an organization of a Board of Trade, then that community has reached the point where its success as a community is assured.

Vero, Florida, has made the initial step, for the citizens assembled in meeting and executed the first step toward a permanent organization of a Vero Board of Trade. All the leading business men of the city attended the meeting and were all of one accord.

Vero is on the verge of a boom, the necessity of a Board of Trade is apparent, and we, the business men of the town of Vero, do hereby put our shoulders to the wheel and effect the organization through which we can tell to the world the wonderful opportunities awaiting the northern man in our community.

Charles Gifford, the oldest resident of that section of country, was elected president. Mr. Gifford's father went to Vero 25 years ago and established the first grove in that section of country. There Mr. Chas. Gifford spent his boyhood days, and he has developed a fine orange and grapefruit grove, is in the general merchandise business, and the amiable disposition which he carries around with him daily is conclusive evidence that his trials and tribulations have been few and far between. That certainly speaks well for the country in which he was raised and in which he has always made his home.

C. G. Redstone, who for many years has been in the saw mill business, cast his lot in the vicinity of Vero a number of years ago and is one of Vero's most progressive citizens, was made vice-president of the Board of Trade. His influence in that organization cannot help but play a very important part in the upbuilding of the town of Vero and that community.

The secretary and treasurer of the organization is Mr. Joseph Hill, who is a newcomer, having been for a number of years engaged in newspaper work, connected with the Indianapolis Star at Indianapolis, Indiana. Mr. Hill's keen qualities and rare abilities as an advertiser fits him for the position of secretary of the Vero Board of Trade. No doubt his influence will be felt through his ability to impart in ink the great opportunities awaiting the northern man in the vicinity of Vero, Florida.

Among the matters that came up for discussion at the first meeting of the Board of Trade, was the incorporation of the town of Vero. The establishment of a telephone exchange, the bringing of a canning factory to Vero saves thousands of dollars annually to the fruit and vegetable growers. An immense amount of oranges, grapefruit, tomatoes, beans and other vegetables go to waste every year because they have matured too late or of not a sufficient good quality to ship. A canning factory would be able to utilize practically all of this material.

The following members of the Board of Governors were elected to serve with the other three officers: O. Roach, E. J. Wood, J. M. Jones and

J. M. Knight. All of the Board of Governors are old settlers in this community and business men of very high standing.

On the following Thursday evening another meeting was held to complete the organization. The constitution and by-laws as reported by the committee were adopted. The dues were fixed at \$1.00 a year, but provision is made for assessments on a vote of a majority of the members. Regular meetings will be held on the second Tuesday of each month and the regular meeting day in June was fixed as the time for holding the annual election of officers.

Discussion of the telephone situation occupied a large part of the meeting. It ended with a vote to instruct the secretary to prepare a letter to the telephone company, setting forth the need of a telephone exchange in Vero. Several of the members announced their intention of having their phones removed unless better service is given. The extension of the line westward through the Indian River Farm Company's lands will add a large number of new subscribers to the system and increases the necessity of having an exchange.

The new Board of Trade starts under most auspicious circumstances. It has the united support of the business men of Vero as well as all the leading men of the community. They are strongly imbued with the feeling that Vero is rapidly coming into her own and are willing and ready to lend their assistance.

When news of the organization of the Board of Trade reached Davenport, Dr. John LeRoy Hutchison, general sales manager of the Indian River Farms Company, sent the following telegram to the secretary: "I congratulate you and the organizers of the Vero Board of Trade. You can rest assured of the company's cooperation in the furthering of that organization's interest. Myself and my associates are with you and for Vero, body and soul. With the class of men already in Vero and vicinity its future is absolutely assured. We are all with you."

I believe that no man can create wealth for himself out of the infinite resources of the universe without at the same time creating wealth for others.—Arthur W. Newcomb.

Vero's Baseball Team

Plans for giving Vero a baseball team were taken up at a meeting of persons interested on May 25. A canvass of the situation developed the fact that there is an abundance of good material in Vero and vicinity from which to select a team and those present proceeded to organize the Vero Baseball Club. B. T. Redstone was elected temporary chairman and Jos. Hill was made secretary and treasurer. Mr. Redstone was given the position of coach and J. C. Rogers was made manager. Committees were appointed to draft a constitution and solicit funds with which to purchase balls, bats and gloves. The soliciting committee had no difficulty in obtaining the required amount and practice was started on the following Sunday.

At the second meeting of the club arrangements were made for a dance and box social at Vero hall on the evening of June 9 to raise additional funds. A. W. Young, Florida manager of the Indian River Farms Company, promised to furnish a diamond and to equip the team with uniforms. As soon as the team is ready to play efforts will be made to arrange games for every Saturday afternoon with surrounding clubs.

Indian River Growers' Association Destined to Become Great

An interesting meeting of the Indian River Growers' Association was held May 30 at the school house in Vero. Twelve new members were taken in and several valuable talks were made.

A. E. Conway, agricultural advisor for the Indian River Farms Company discussed hay and cover crops at some length. He advised the planting of rice and para grass for hay as soon as the rains begin and offered to supply settlers with rice seed and para grass cuttings. One-tenth of an acre of para grass will keep one horse or cow supplied with hay the year round, he said. Cow peas should not be planted for hay until the middle of June because it cannot be cured if put in the ground earlier, he said. For cover crops to be plowed under, cow peas and velvet beans may be planted in May or early in June. He advised against depending on a crop of cow peas for hay on new ground, however.

W. H. Dennis of Chicago, who owns land at Vero and expects to locate here later told of his experiences in growing vegetables at Pompano, the largest vegetable producing point on the East Coast. He dwelt particularly on the importance of the growers being organized in order to market their crops to the best advantage. He said he had learned by personal investigation that it would be possible for the association to make arrangements with retail dealers in Chicago to take the members' products direct without them passing through the hands of commission men. In order to do this it would be necessary for all goods to be packed under the supervision of the association. It is only through organization that the growers can expect to get the best results, Mr. Dennis declared.

It was decided by the members to arrange a series of educational meetings with addresses by men of experience in growing fruits and vegetables. Social sessions will be held in connection with some of these meetings and a committee was appointed to make arrangements for the first ones. It is intended to emphasize the social side of the organization and when it grows stronger headquarters will be maintained in Vero where the meetings will be held and members may gather during their visits to town.

The new members taken in were: R. R. Gladwin, Ft. Pierce; John A. Atkin, Ft. Pierce; J. I. Hallett, Vero; William Atkin, Ft. Pierce; E. R. Seidler, Vero; Frank Harris, Vero; W. H. Dennis, Chicago; W. E. Fletcher, Gifford, Fla.; A. Bodin, Vero; Huston Fruit Company, Vero; Mrs. A. W. Young, Vero; R. J. Young, Vero.

It is expected that the Growers' Association will handle two to five cars of fruits and produce daily during the shipping season next year, their facilities for marketing same will be the cause of the growers receiving an immense profit per acre.

Development of Indian River Farms Progressing Rapidly

Five drag line excavators are now at work on the Indian River Farms Company's tract at Vero, and the development work is progressing at a rapid rate. Three of the machines are working on the contract of the List & Gifford Construction Company of Kansas City, which includes all the canals south of the main canal and all the sub-laterals in the north project.

The C. H. Marshall Construction Company is digging Lateral B with a big Bucyrus excavator, having taken a sub-contract for the south laterals. P. M. Schick is making rapid progress on the sub-lateral ditches on the north side with his Gade drag line, also under a sub-contract. List & Gifford have another Gade machine at work along the hard road leading west from Vero, and when this ditch is completed they will start on the south boundary ditches.

Fred M. Crane will soon take the last yard of dirt from the main canal and move one of his machines north. The other is cutting Lateral B at the rate of a mile a month.

Florida Photographic Concern
General Photography
and Picture Framing
Films and Finishing for Amateurs
FORT PIERCE - FLORIDA

VERO PUT IT OVER QUAY TO THE TUNE OF 22 TO 5.

Vero's new baseball club started the season with a victory, defeating Quay by the score of 22 to 5 at Vero on June 11. The result of the first game assures the team of new uniforms, as A. W. Young, Florida manager of the Indian River Farms Company, offered to fit out the members of the team with uniforms as soon as they won a game. Vero both outbatted and outfielded Quay in the first game and the Vero fans were highly pleased with the showing made by their team. Marvin Knight and William King made an effective battery.

The baseball club gave a successful dance and box social in the Vero hall on the evening of June 9. At a meeting of the club the night before Elbert Knight was elected captain.