

He who can make two grins grow where there was only a grouch before is a benefactor of the race.—*Elbert Hubbard.*

THIS WORLD is made up of a great many who dream pleasant dreams—at the wrong time—and a few who work while the others are dreaming. Later on the dreamers work hard and hopelessly for those who knew when to work. Just NOW, young men, is the time to work, while others dream and forget that work exists. A day of real work at this moment may save you a half dozen years of useless regret later on.

A. A. WATERMAN & COMPANY

MANUFACTURERS

INCORPORATED

OF THE

117 NORTH DEARBORN STREET

CHICAGO, ILLINOIS

"MODERN" FOUNTAIN PEN

May 14, 1914

Mr. W.B. Bohart
Agent for The Indian River Farms Co.
Suite 840 Mc Cormick Bldg.
Chicago, Ill.

Dear Sir:--

I wish to say, that some friends and myself having become interested to some extent in Florida Land and having finally decided that if all of the things that we heard about Florida and its possibilities for fruit growing and truck farming were true, we would like to procure some holdings down there. We decided that I should take a trip down there and investigate the various propositions which we had heard spoken of, as well as other propositions of which we possibly had not heard.

I therefore went to Florida a few weeks ago more particularly to investigate the Everglades, but as you will remember I met you on the train just out of Jacksonville and in our conversation learned that you were representing the Indian River Farms Company, at Vero, Florida, and in compliance with your invitation stopped off with you a day at Vero and saw all that could be seen at your 44,000 acres from an automobile between 8 o'clock in the morning and six o'clock at night, and I must say that it was considerable.

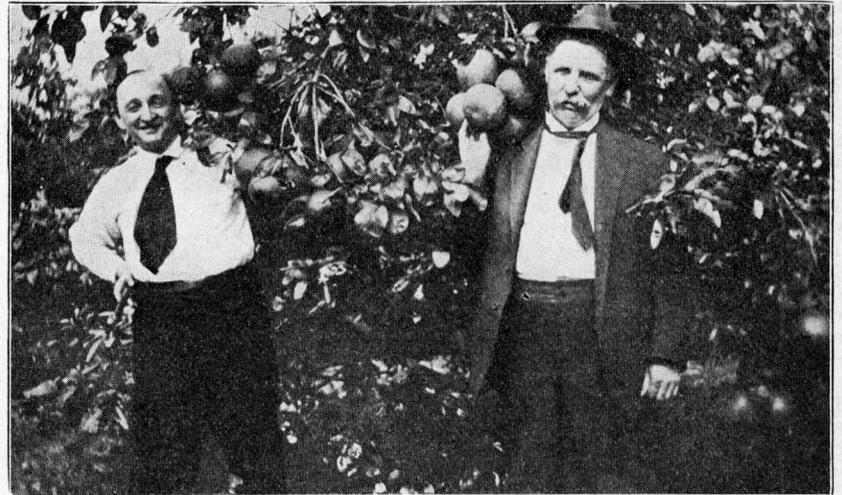
I afterward visited the Everglades and several other localities in southern Florida and had previously visited several localities north of Vero, but was compelled to conclude that everything taken into consideration, your proposition was by far the best of anything I had seen. I, therefore, returned to Vero and spent a couple of days during which time I selected a location which seemed best suited to my own individual requirements, and also took an option on several tracts for the consideration of my friends upon my return.

I am pleased to be able to state that they were so well pleased with the reports which I made to them, that nine of them have invested in holdings there, and the most of us and possibly all of us will begin development this Fall.

Thanking you for the many courtesies which you and Mr. Young extended to me while I was in Vero, I remain,

Very truly yours,

C. E. Gray



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F. A. Fields

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May 14, 1914.

Mr. W.B. Bohart,
Agent for The Indian River Farms Co.
Suite 840 Mc Cormick Bldg.

Dear Sir:--

I have just returned from a trip of ten days through Florida, investigating the possibilities of Citrus Fruit growing in particular and of the growing of other products of the soil in general, and during that time I stopped off at Vero, Florida, where your general office is located, and investigated, thoroughly, the propositions which you were offering to investors and those interested in fruit growing.

I made my first investigation comparatively early, in the trip, and afterwards visited several other localities, but finally returned to Vero and decided to invest in several sections of your offerings, as I considered them the best of anything I had seen.

I wish to thank you and Judge Andrews and also your corps of assistance for the very courteous treatment which was given to me and for your rendering me every service possible to enable me to investigate properly your proposition and, also, to assure you that I am more than willing to render you any assistance that I may be able to render and shall certainly recommend, to such of my friends as are considering investments of this nature, to consider your proposition before making investment elsewhere.

I am,

Very truly yours,

F. A. Fields

Professor M. E. Hard Retires as Principal of the Kirkwood, Missouri, High School

After devoting forty-one years of his life to the transmission of knowledge to others, Professor M. E. Hard, principal of the Kirkwood, Missouri, High School, gives up his life's work and enters the field of becoming a producer instead of a consumer. Much credit must be conferred upon one who gives up the greater portion of his life as did Professor Hard to the betterment of the universe, and it was with much regret that the Central Board of Education of Kirkwood, Missouri, accepted the resignation of Professor Hard as the leader of their high school.

On the other hand, much joy was expressed at the celebration given to Professor Hard upon his retirement, for the fact that the Professor is entering a new field in a new country, where his services are much needed and his influence will add much to the new community in which he is locating.

The people at Vero, Florida, in which community Professor Hard is going to exert his influence, can well congratulate themselves. Professor Hard is an acquisition to any community. He is a man of sterling qualities, high standing and integrity, and will unquestionably make his influence felt.

He has begun the development of a grove at Vero, Florida, and expects in a few years to be shipping to his friends at Kirkwood, Mo., and at many other sections of the country, the finest quality of oranges and grapefruit grown in the world. As he was a keen preceptor of knowledge, so will he be a keen shipper of fruit of quality.

The citizens of Vero and Indian River Farms welcome you, Professor Hard, into their midst and extend to you real Southern Hospitality, and say to the citizens of Kirkwood, Missouri, "Your loss is our gain."

FRANK L. YOUNG, EDITOR, TO MAKE VERO HIS HOME.

Frank L. Young, editor of the Salerno (Fla.) News, believes that the lands of the Indian River Farms Company at Vero are the best adapted of any in Florida for the growing of citrus fruits as well as for truck raising. After a visit to Vero and a thorough inspection of the land and development work being done by the company, Mr. Young returned home and advertised for sale all his holdings at Salerno with the intention of going to Vero to live and develop a grove.

"I like the soil formation here better than any I have seen in Florida," said Mr. Young. "The shell and marl underlying most of the land not only gives it fertility, but holds the moisture and at the same time prevents the fertilizer from leaching. I don't believe Florida contains any better land for making a grove and I know I have seen none so good."

"Another thing that impressed me with Vero and made me want to come here to live was the congenial atmosphere that prevailed. Everybody I met seemed to be enjoying life and trying to make everybody else enjoy it too. I have never been thrown among a more congenial set of people and that is an important consideration when one is selecting a place to live."

"It is easy to see that the company behind this project is strong financially and that the development work is being carried out exactly as promised. Everything is being done in the most thorough manner and according to the most approved plans. I have nothing but praise for everything I have seen here."

Our people want your goods, but they don't know you, Mr. Advertiser.