

In the long run men hit only what they aim at. Therefore, though they should fail immediately, they had better aim at something high.—Henry Davis Thoreau.

THE INDIAN RIVER FARMER

Vero, Fla. Davenport, Ia.

A monthly publication devoted to agricultural interest of Florida in general and the Indian River country in particular.

Subscription Price...\$1.00 Per Year
Sample Copies on Request.
Advertising Rates on Request.

JUNE, 1914.

The Editors will be pleased to receive contributions of interest on any subject pertaining to agriculture in Florida. Questions of subscribers or readers, if of general interest, will be answered in these columns.

Address all communications to Editors, Indian River Farmer, Davenport, Ia.

All of the articles from other publications and sources other than our own staff will be reproduced in full or in part as current news matter only, and without any attempt at official verification.

ADVERTISERS TAKE NOTICE

THE INDIAN RIVER FARMER has a circulation of about 12,000 copies. It is placed in the homes of those who have already decided to move to Florida. Advertising rates furnished upon application Indian River Farmer, Davenport, Ia.

Another General Store for Vero

E. J. Wood, a Pioneer Resident of Vero, Demonstrates His Belief in Its Future.

A new general store has been opened in Vero with E. J. Wood as the principal owner. At present the business is being conducted in a small store building erected by W. M. Stewart opposite the depot, but as soon as the new bank building is completed in August it will be removed to one of the large store rooms in that structure. A complete line of goods usually handled by a general store will be carried.

Mr. and Mrs. T. P. Ray of Vero are associated with Mr. Wood in the new venture. It will be the first store to be opened in the new town of Vero and its success is predicted from the start. Mr. Wood formerly conducted the largest fish business along this section of the river and is an experienced business man, as well as very popular. He was one of the first of the local people to foresee the future of the town and now believes in it more strongly than ever. During a recent automobile trip through northern Florida he found the people greatly interested in the development of this part of the state and was assured by a number that they intended to come to Vero with a view to locating here. Reports of the wonderful opportunities awaiting settlers had penetrated every part of the state which he visited, according to Mr. Wood.

With consistency a great soul has simply nothing to do. He may as well concern himself with his shadow on the wall.

Speak what you think now and tomorrow

Dwellings and Businesses Needed in Vero

It is seldom that a Florida town goes begging for residences in the summer season of the year, but such is the case in Vero. At the present time there is a great shortage of residence properties, and this is just a forerunner of what may be expected when the winter season comes on, unless very effective plans and immediate steps are taken to overcome this shortage.

Indian River Farms Company keeps building, but is unable to supply the demand. Vero is destined to become the town beautiful in Florida. The system of parks and roads, the beautifying of which is just beginning, starts Vero as a residential section.

Vero is to become the home of many northern families who have reached the point in life where their income is sufficiently great to permit them to live their life as they should in a country where climatic conditions are most excellent and such conditions will continually stimulate the growth of Vero.

Opportunities for investment in residence properties at Vero are innumerable and the man with a little capital today who puts his money in Vero will find it very profitably invested.

Vero needs a good drug store right

at the present time. A man by just going in there and establishing himself will find the drug business profitable right from the very start and will find himself located in a town with a future. Vero needs a meat market, a bakery, a garage, a feed store, pool and billiard hall, a motion picture theater and a nursery. In all of these lines, there are immense opportunities. Men who are familiar with these various lines of business will find the opportunities they are looking for in Vero.

A portable saw mill is needed. Many new settlers are going in and developing their farms in Indian River Farms, and some of the land has to be cleared. A portable sawmill outfit to do the clearing and saw the timbers would be very profitable. Many of the settlers contract to have the clearing done, and much of the timber is wasted in this way. This in a few years' time will be very badly needed. A developing company owning a portable saw mill and contracting for the clearing of the lands of the settlers could get the timbers for nothing, besides being paid for taking it off of the ground, and this sawed without logging for any distance could be done very profitably.

THE REV. DAVID H. SCARROW OF WAVERLY, KAN., TO MAKE VERO HIS HOME.

Rev. D. H. Scarrow, pastor of the Presbyterian Church at Waverly, Kan., will begin operations on an Indian River farm at Vero as soon as he can dispose of his land holdings in Kansas and Arkansas. Rev. Mr. Scarrow went to Vero without any definite intention of buying land. He is an experienced farmer as well as a minister of the gospel and it required but a few days to convince him of the great agricultural possibilities of Indian River Farms.

"I have never seen a place where all conditions seem so favorable for the farmer," said Rev. Mr. Scarrow before departing for his home. "The strange feature of it is that I found things to be even better than represented by the company. The soil, climate and development work all surpassed my expectations. While the appearance of the groves proves this to be preeminently a citrus fruit country, it is equally certain that it will develop into a great trucking section. Stock raising also looks attractive here, and with the mild climate and abundance of forage crops, I can see no reason why stock cannot be grown profitably. It is too early to say definitely what line I will pursue, but my choice, other things being equal, would be the raising of fine stock."

Marl Mine Better Than Gold Mine

A marl mine is better than a gold mine—or, rather than most gold mines. George Martz of Howard county, Michigan, found a marl deposit covering four acres to the depth of from twelve to twenty feet on his farm. It runs 94 per cent lime. He is said to be getting more orders for it than he can fill, and has the prospect of a good business for a long time in the future. Marl is usually made up of decomposed shells and is a splendid form of lime for the soil. Owners of marl should awaken to its value, and that very soon.—Farm and Fireside.

Indian River Farms are underlaid with a marl subsoil which contains more than 80 per cent lime, which is one of the cheapest fertilizers known. The value of the lime deposit alone is worth more than the present selling price of Indian River Farms, which demonstrates that every time you set your foot on Indian River Farms you walk over a gold mine.

Vero's New Bank Ready For Business September 1st

A bank will be opened in Vero September 1. The organization of the Farmers' Bank of Vero was completed at a meeting held at the school house, June 3 and application for a charter was made at once.

Judge J. E. Andrews took the leading part in the organization of the bank and was elected as its first president. Calvin Reams was elected vice-president and William Atkin, cashier. The directors are: J. E. Andrews, Calvin Reams, William Atkin, E. C. Walker, T. P. Ray, O. O. Helseth and Louis Harris. Mr. Atkin will resign as cashier of the St. Lucie county bank of Ft. Pierce to take up his duties with the Vero institution. Judge Andrews was formerly president of the St. Lucie County Bank.

The new bank has a capital stock of \$20,000. All of it is held by residents of Vero and the immediate vicinity. It will occupy a new brick building to be erected at the corner of Osceola boulevard and Seminole avenue. A building committee was appointed to arrange for the erection of the building, which will contain three store rooms in addition to the bank quarters.

The establishment of the new bank marks another step forward in the growth of Vero. It will have a rich and extensive territory from which to draw.

The fact that all of the stock was taken by residents of the immediate community, is proof that they have faith in the future of Vero. The proposal for the establishment of a bank met with a ready response and within four days after Judge Andrews started the circulation of the stock subscription list \$20,000 had been subscribed. It was originally intended to have a capital of only \$15,000, but subscriptions came so easily that it was decided to increase the amount to \$20,000.



16 Full Grown Tomatoes In One Bunch Grown at Vero, Fla.

JAMES J. HILL PERSISTS

James J. Hill continues to preach the gospel of increased production on the farm. He emphasizes that the only thing that endures is the soil and this, too, to be preserved at its highest fertility must be treated right. It is to arouse interest in sensible agriculture, to increase production without robbing the future, that he continues to preach a gospel of greater efficiency for the farmer. And as Hill is a practical man of affairs, both from the viewpoint of one who comes into close contact with great farming regions and who sees the dependence of the financial structure of the country on the food supply, what he says is of more than passing interest.

You Can't Get Experience on Credit

The Great Are Misunderstood

row again speak what tomorrow thinks, though it contradict everything you said

today. "Ah, so you shall be misunderstood"—Is it so bad to be misunderstood?

Pythagoras was misunderstood, and Socrates, and Jesus, and Luther, and Copernicus, and Galileo, and Newton, and every pure and wise spirit that ever took flesh. To be great is to be misunderstood.—Emerson.

Don't think you're an exception to the general rule. Advertise or quit business.