

The Vero Clearing and Development Company Starts Operations

Operations have been started by the Vero Clearing & Development Company, an organization of St. Louis men, who own 100 acres of land on the Indian River Farms Company's tract. After improving the land owned by the members of the company, contracts will be taken for outside development work. The company owns a stump puller and a complete outfit of farming and clearing tools. George Roth of St. Louis, manager of the company, has been in Vero for several weeks. Dr. H. P. Graul is president; F. W. Pape is vice-president; W. G. Graul is treasurer and H. M. Benzen is secretary. The other members are Richard Neidner and W. J. Wallhaus. W. G. Graul will be in Vero soon to build a residence on his lot, which will be occupied by Mr. Roth.

Vero, Fla., May 19, 1914.

The Indian River Farms Company,
Davenport, Iowa.

Gentlemen: When I came to Florida in May I expected to look at lands in various parts of the state. But fortunately I made my first stop at Vero and what I found here convinced me that further investigation would be a waste of time and money.

For the fruit grower and trucker, I do not believe Florida has anything better than your lands. The orange and grapefruit trees are loaded down with young fruit and the growers informed me the prospects for a bumper crop were never better.

I found the development work at Vero progressing rapidly and new settlers are coming in every week. Mrs. Hamilton was with me and became as enthusiastic about Vero as I am. We purchased a tract near the demonstration farm and are anxiously awaiting the time when we can return to enjoy the wonderful East Coast climate and begin developing our land.

I cannot let this opportunity pass without saying a word of appreciation for the manner in which we were treated at Vero. Mr. Young, an old friend of mine, and everybody else connected with the company fairly outdid themselves to make our stay in Vero a pleasant one. The weather was ideal all the time we were there, and to say we enjoyed our visit is putting it mildly.

Very truly yours,

Alton, Ill. G. H. HAMILTON.

"The fig is one of the neglected fruits of Florida. It is hardy, will stand neglect and abuse, and responds generously when properly cared for. The fig makes delicious preserves and is not only an excellent food, but has medicinal qualities and should be more widely used." The News urges every farmer to have a fig tree or two in his yard, and the advice could be extended to all the other counties, and to the town and city folks as well as the farmers, for almost anybody has yard room enough for a fig tree.

BEAUTY SPOTS THAT VISITORS SHOULD SEE.

The tourist who is sojourning in Florida in search of recreation and rest; the capitalist who is looking for opportunities to invest in lands, or the homeseeker who is seeking a home and a living from the ground, should not fail to visit the fine grapefruit grove of J. J. Roberts, at Vero, Florida. Mr. Roberts' grove contains eight acres of about seven hundred and fifty trees, uniform in size and color, some ten and some twelve years old, on which the estimate of this season's crop is between five thousand and six thousand boxes of fruit which has been sold on the trees at two dollars the box. An irrigating plant costing twelve hundred dollars was installed two years ago and forty dollars per acre is expended in fertilizer. This wonderfully beautiful grove is on ridge land, the fruit is medium size, golden russet and the sight of these trees, with their shining dark green leaves, and branches bending under their load of golden fruit, is certainly worth a trip of miles, hours and money, for its like is seldom seen. Mr. Roberts is a genial host and likes nothing better than to show visitors through this fine grove.

This article is not an advertisement, but merely an appreciation of the energy and intelligence of the owner of this beautiful spot and the kindness in showing visitors and those wishing encouragement what can be done by patient effort and the "will to do" in this land of promise.—St. Lucie Tribune.

VERO BOASTS OF A SONG WRITER.

The new song entitled "Harvest Reveries," written by Mabelle Johnson Travis of Vero, Fla., may be had by sending 25 cents to the John J. Hall Music Publishing Company, American building, Columbus Circle, New York City. Music dealers send for reduced rates on copies to add to their music collection.

Volunteer Tomatoes at Vero, Florida

One of the marvels of the Indian River Farms Company's tract are two tomato vines growing on the main canal spoil bank near the Spillway. They came up voluntarily while the spillway was being built last summer and have been bearing fruit continuously for almost a year. Nobody knows how many tomatoes have been picked from them. Both vines are growing in white sand several feet above the surface of the ground and neither has ever had an ounce of fertilizer or the slightest cultivation. One of them measures nine feet from tip to tip and the other is nearly as large. These two plants appear to upset all theories of tomato culture and at the same time seem to be conclusive proof of the fertility of what is conceded to be the poorest of Florida soil.



A Tomato Vine Which Has Produced Tomatoes Continuously for a Year.

THE GREAT THINGS cannot be accomplished by law; they must be accomplished by individual effort. Neither the telephone, telegraph, sewing machine, cotton gin, steamboat nor railroad was established by statute.—E. W. Howe.

Summer in Florida State's Greatest Asset

Humid Temperatures Do Not Occur in This Fair State—Every Month in the Year Can Be Made to Produce Some Crop—Concentration is the Key to Success.

(St. Lucie County Tribune.)

Why should we speak of the summer months as a time of rest like to the northern winter? A great injustice is being done to Florida in allowing the impression to get into the minds of our northern friends that Florida is wholly a winter garden, and that when summer comes we hang our hammocks in the shade, take an interesting novel, plenty of cigars, or other refreshments, and alternately reading, dozing and slumbering, loaf the season through until the arrival of fall again warns us to strip for action and prepare our ground and seed for the planting.

During this period our northern brother is engaged in a desperate fight with the inhospitable climate, wringing from the soil his single crop, from the sale of which he hopes to gain enough to pay his expenses through a long, tedious winter, during which time it keeps him hustling, sheltering his stock and feeding them, hewing wood for the roaring house fires, and thawing out gloves and boots preparatory to another day's struggle with the arctic climate. Gen-

erations of people born and raised in such surroundings have developed a race of world conquerors, and they have written success into the pages of the civilization of the north, and are today the most advanced and progressive people on the earth. But who can tell of the cost of the struggle against adverse conditions?

It is to these men we extend the invitation to come to hospitable Florida. Not that they may put in two or three months of characteristic work and, having in that time secured returns equal to their year's toil in the north, hang their hammocks and loaf their lives away, contented in having attained to what has heretofore been a certain measure of success, to be enjoyed in idleness and relaxation, but to put that northern training and energy into twelve months of effort where a genial climate and hospitable soil will give them that which will mean the consummation of a result undreamed of in less favorable surroundings.

The fact is that the man with the will to do can get as great results in one month as another in Florida, and

every day lends itself to such results. We are greatly influenced in our actions by our surroundings. The natural tendency is to swing from one extreme to the other, and the pushing of the winter cropping is apt to be followed by a period of inaction and rest, not, however, due to either climate or lack of productiveness of the soil, but rather to habits formed by incidental conditions at the start, perpetuated after the conditions disappear and are forgotten.

This habit has been encouraged to some extent by the new comer coming here in the fall, originally to escape the rigorous northern winter and to make a winter crop, and then, in the spring returning to the old home to clean up and dispose of interests there, before locating permanently in the southland.

Now the fact is that there is not a month in the year when a man in Florida cannot make a good living from his land, and have a margin left to lay aside for a rainy day, after his land has been put in condition for cropping. It is the height of folly for a man to wait one day for a more favorable season to come here to prepare his land and commence getting results.

When you get ready to come, come. Get busy at once clearing and preparing the land for planting. When you

have an acre cleared, break it and put in the crop appropriate to the month. Then tend your crop to the limit to get the limit of production and continue your clearing during your spare time. When you have reached the limit of your time in tending crops, and one should follow another as fast as you can harvest the matured fruit, you have found the number of acres you can successfully tend.

The cry, for generations back in the north has been, more acres, more acres, and every farmer thought himself in the direct highway to success when he had added three or four more 80's to the original holding. Forget it.

The Florida farmer's cry should be more concentration, more fruit per acre, better fruit per acre, and still better fruit per acre. When you have doubled the quantity and doubled the quality, then you have just started, and should aim to double both again. And good climate and generous soil will second your efforts in a way you never before dreamed of. But start with that first acre. Don't waste time clearing more acres than you can work to advantage. Test your personal productive capacity one acre at a time.

You who are coming to Vero, come when you are ready to cut loose from the old home. There is no best time here. Whenever your land is drained and ready for occupancy is the time.

It's peculiar how advertising affects the life of a business, but the unadvertised business dies a horrible death.