

Big Business Block Planned for Vero

P. T. Burrows of Davenport, Iowa, one of the most eminent architects of the middle west spent several days in Vero recently getting ideas to be used in preparing plans for a business block. Charles Griik of Davenport and head of the Indian River Development Company is considering the erection of such a building. Mr. Burrows tentative plans provide for a building that will be the most attractive business structure in Florida. A roof extending out to the edge of the sidewalk is one of the unique features. In every detail the building will be planned to meet the requirements of a semi-tropical climate and at the same time harmonize with its surroundings.

It is Mr. Griik's idea to fix a standard for building construction in Vero which will make it the most attractive town in Florida from an architectural point of view. One of Florida's great drawbacks has always been the indifference of the people to appearances.

With surroundings peculiarly adapted to the combination of beauty and comfort in their buildings they have for the most part neglected their opportunities sadly. It is only necessary to see what has been accomplished in some instances to realize the wonderful possibilities of the state in this respect. When the people of Florida begin to pay as much attention to the appearance of their buildings and environs as is done in California, a trip through Florida will be as great a delight to the eye as is presented by the western state. In this movement Vero intends to take a leading part.

Corn Belt Must Come to the South

The first edition of 25,000 copies of "Farm Truth No. 1," issued by the Southern Settlement and Development Organization, bearing the title "Ground Limestone for Southern Soils," by Dr. Cyril G. Hopkins, director of agriculture of the organization, is being distributed throughout the southern states. It is going to farmers, live stock raisers, newspapers, farm journals, agricultural colleges, boards of trade and kindred organizations, and individuals who are interested in quickening the development of the South. It is a pamphlet of 38 pages, written in simple language and goes into the details of the methods of using limestone to correct soil acidity, giving the reasons for its use. The author, until recently, was head agronomist and chemist of the college of agriculture of the University of Illinois, and is the originator of the Illinois system of agriculture based upon

crops of such valuable biennial legumes as red clover, alsike clover, sweet clover (mellilotus), and alfalfa, and these, when infected with the proper bacteria, have direct access almost twelve months in the year to the inexhaustible supply of nitrogen in the air. The biennial and perennial legumes store up very much more nitrogen and organic matter in their roots than do the annual plants, such as cow peas, and, one seedling (sometimes with a nurse crop and with no extra preparation of the seed bed) may provide a legume crop to occupy the land for, from two years to five years or more.

"These deep rooting legumes are the 'best subsoilers' and in many ways they are the best of self-improving crops. Furthermore, they are splendid pasture crops, and if not cropped too closely (a bad practice for any pasture) they will furnish grazing

Good-will is a very tangible asset, and the absence of it may be a liability.

For instance, if you have a big manufacturing plant, fully equipped for turning out goods, and you possess no good-will, if your plant burns up, the venture is extinguished, destroyed, dead.

If the institution has back of it good-will, then earthquake, flood, fire, may destroy your plant, but the good-will remains and can be utilized. This is survival value.

All worthy deeds, all honest work, all sincere expressions of truth—whether by pen or by voice—have a survival value.

Civilization is a great, moving mass of

survival values, augmented, increased, bettered, refined, by every worthy life. Man dies, but his influence lives and adds to the wealth, the happiness and the welfare of the world.

Art distinctly has survival value. The artist appeals to the age to come. What he produces is dedicated to time. He does

Good-Will

not look for a quick return.

Men hotly intent on making money are not apt to make much money, because the dollar is a rolling disk, and when you chase it, it attains a terrific velocity.

It exceeds the speed-limit, and many a man has chased it clear into the penitentiary walls and heard the gates click

behind him before he realized what he was doing.

The actions, schemes, plans and enterprises of Get-Rich-Quick Wallingford had no survival value.

Hate, revenge, jealousy, doubt, negation, have no survival value.

Courtesy, kindness, good-will, right intent, all add to the sum of human happiness. Not only do they benefit the individual who gives them out, but they survive in various forms and add to the well-being of the world.

All acts, whether work or play, should be judged with the idea of survival value in mind.—Elbert Hubbard.



Prof. O. B. Whitaker and Family of Weaubleau, Mo.

matically capable of enormous crop production. The so-called 'corn belt' never had equaled and never can equal the South in the possible acre yield of corn when soil limitations are removed by proper fertilization.

"Is it not in line with the sane optimism to venture the suggestion that it is within the practical possibility to move the corn belt to the Southeast? Soil enrichment is the one factor of influence which can double crop yields and maintain those higher yields, and this factor of soil enrichment not only can double but redouble the present average acre yields of the Southland.

"This publication, 'Ground Limestone for Southern Soils,' is issued in the hope that it will aid the efforts of the agricultural colleges of the southern states, the industrial and agricultural departments of southern railroads, the agricultural magazines and papers and the newspapers of the South in spreading the propagation of soil enrichment by the adoption of a rational system of permanent soil improvement in general farming on southern soils."—Florida Farmer and Homeseeker.

THE FLORIDA BREEZE.

This breeze wafts over orange groves, which have just been covered with perfume laden bloom; it is cool with the breath of the sea that beats upon our outer protecting keys; a gentle, caressing breath; sweet as a maiden's kiss; soft as a mother's tender sigh. It blows to encourage, to refresh, to cheer, to invigorate. Whether from east, west or south, 'tis salt burdened and sparkling; with tingling, tintinabulating suggestions of Isles of Spice, coral reefs and tropic seas; inspiring the poet, stimulating the worker, and satisfying all who live in this God-blessed land of Florida, where thousands and thousands are finding the spring of eternal youth that Ponce de Leon missed only because he did not stay to look for it. With a climate like that of ours the future of Florida is as wide as the seas, as high as the heavens, and as deep as her deepest, sparkling lake. If you would obey the beckoning hand of fate that would lead you to contentment and riches to be won amid pleasant surroundings, come to Florida.—Florida Grower.

the use of limestone.

The opening paragraph sets forth the situation in the southern states, as the author sees it, as follows:

"A limestone country is a rich country." This is a proverb and a truism much older than American agriculture. But every soil can be made a limestone soil, simply by liberal applications of pulverized limestone. The initial application of four tons per acre of ground limestone, with subsequent applications of two tons per acre every four years, will make and maintain a limestone soil on every southern farm, and this is the first great economic step to be taken in that positive soil enrichment which is needed to treble the average acre yield of the land now under cultivation and to restore to profitable agricultural use the vast areas of tillable land now lying neglected or agriculturally abandoned in most southern states."

Taking up the question of the intimate relationship between limestone and legumes, Dr. Hopkins writes:

"With liberal applications of limestone (and phosphorous potassium added, if needed) most southern soils can be made to produce abundant

from early spring till early winter. These are among the most valuable crops in profitable live stock farming, and nothing is needed more for the development of live stock in the South. Moreover, clover and alfalfa are the best crops to precede corn, as is well known by every corn belt farmer.

"Limestone and legumes must constitute the foundation for corn and cattle in the South."

The pamphlet quotes many well-known agricultural authorities in support of the limestone doctrine and gives a list of sources and the cost of ground limestone in the several southern states. There is a foreword by Vice-President W. H. Manss of the organization, in which he says:

"It is well known that the South possesses the only extensive areas of unused tillable lands in the humid parts of the United States and affords the finest agricultural climate with abundant rainfall, which is normally well distributed.

"The results of every nation-wide contest is the growing of our most important cereal crop—corn—establishes the fact that the climate is cli-

A. A. WATERMAN & COMPANY

MANUFACTURERS

OF THE

"MODERN" FOUNTAIN PEN

INCORPORATED

117 NORTH DEARBORN STREET

CHICAGO, ILLINOIS

May 14, 1914.

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

Dear Sir:--

In reply to my request I am in receipt of yours of the 12th inst., in which you stated that the several parties to whom I had spoken about your proposition at Vero, Florida, had purchased land from you aggregating 120 acres. I am pleased to hear this as I will be glad to have them for neighbors and believe that they have all gotten a good thing.

I am also pleased to learn that the most of them expect to begin developing their holdings not later than this Fall, as I expect myself to start development at that time.

Thanking you for your courtesy, I remain,

Very truly yours,

J. A. Field

Prosperity begets prosperity. Tell everybody about it continuously.