

Florida, the Temperate Zone, Fine Year Round

Swept by Cool Breezes, Peninsula Gives Added Attractions in Summer Time

Florida's ideal climate, winter and summer, is receiving much favorable comment at present. In connection with the claim that the peninsula is the temperate zone, Hon. J. N. Whitner, of Sanford, recently talked interestingly as follows:

"For more than forty years you gentlemen of the press of Florida have constantly reiterated the truth that Florida never suffered the excessive heat of the United States and Canada. Have again and again called attention to our freedom from sun stroke or heat prostration, called attention to the cooling breezes that during most of the 24 hours blow across the peninsula from ocean to gulf, making it only necessary to find a shade where the breezes blow to find comfort during all our long summer. After the lapse of time our northern friends are accepting the fact and no longer do they shudder at the thought of Florida in summer. Within a week and during the present heated spell, which is taking its tolls in deaths in the north, a gentleman from Richmond, Va., was in Sanford and told me he had visited Florida during twenty years many times, always in winter, but this visit showed new and unexpected charms of climate that had made him decide to invest. And, Mr. Editor, he was not dressed for warm weather either. But you and your readers are no doubt asking why I should occupy your space discussing so well authenticated a fact as our temperate summers, so I will hasten to give, what in my opinion is one of, if not the prime factor in producing this condition for which we should be so grateful. Briefly, it is our sandy soil which practically absorbs no heat and radiates that little quickly. I have long been of this opinion, but do not remember having either heard or seen it discussed. This is my apology for writing. My theory is that sand (silica) being a non-conductor of heat the rays of the sun, however hot, have no power to carry heat to any depth. There is, therefore, no storage of heat going on during the hours of sunshine, such as takes place in clay, brick and rock, certainly not to the same extent. On the other hand, the little heat accumulated by sand is al-

most instantly dissipated by the rapid radiation.

"In a crude experiment I covered an ordinary thermometer with sand and it went up to 117 degrees Fahrenheit. I placed a shade 18 inches in diameter over it, without removing the sand and had the satisfaction of seeing the mercury fall 10 degrees in 5 minutes and I attribute part of this delay to the fact that the glass encasing the mercury being a non-conductor of heat it did not respond immediately to the cooling of the sand. If the above premises are correct it will be readily understood that by the time the sun has set on sandy Florida the little stored-up heat has radiated and caught by the cooling sea breezes has been dissipated. The natural sequence is our incomparable nights when life is a joy and refreshing sleep invigorating and recreating.—Florida Metropolis.

Prosperity Rests With the South

Cutting down of the high cost of living rests with the south, according to the year book of the department of agriculture just issued, and the farmers of this section can do much towards bringing about changed conditions. Experts of the department make these five suggestions:

1. Americans should eat less meat and more fish.
2. Farmers of the south are the last hope for increasing the American beef supply.
3. Rural citizens should organize for their mutual interests in obtaining cheaper insurance, better markets, and improved sanitation.
4. Housewives should avail themselves of the advantages offered by the department to improve domestic economy.
5. The states should amend their food and health laws in such a way as to make their standard equal, if not higher than the federal laws.

"Farmers of the south are the last hope for increasing the American beef supply," reads the report. The northwest and the west from which sections in years past have come the beef cattle to feed the nation no longer supply more than a small fraction of the beef of former years. The great ranches of the Dakotas and on down to the Panhandle of Texas have been cut up into homesteads and the great herds have dwindled to almost nothing. The western states were naturally ambitious to have their areas broken up into farms and settled, but the result has been a scarcity of beef and high prices for meat products. But in the south there yet remain large tracts, undeveloped, where cattle can have practically unrestricted range.

The farmers are urged to feed the corn of their farms to stock on their own land, thereby accomplishing a double purpose—increase in profits and increase in soil fertility. Reading the book brings home the truth which is always apparent, that the farmer is the bulwark of the nation, and that prosperity rests with the south.—Florida Metropolis.



A Square Deal for Everybody The Citrus Exchange Motto

The foundation of the Florida Citrus Exchange is a square deal for all the factors connected with the citrus industry.

It believes that the interests of the grower, the distributor and the consumer are identical and that in serving one all are served.

The Exchange is a co-operative organization of growers that seeks to advance the interests of the producers of citrus fruits by playing fair with dealers and consumers.

Members of the Exchange work on the principle that when they send good fruit to the market in good condition, good dealers will be glad to distribute it at a reasonable profit to a good class of consumers who will pay fair prices for it.

Wholesale or retail dealers in fruits do not ask nor expect as large a margin on fruit that reaches them sound and well packed as they must have on fruit that comes to them in such condition that a considerable risk is taken that it will decay before it can be sold. The care with which the Exchange packing houses handle the fruit they put into the market is appreciated by the trade.

The Florida Citrus Exchange has consistently endeavored to establish and maintain the highest quality in Florida fruits. It has persistently assured dealers of this fact and it has insistently told consumers the same thing. Dealers and consumers alike have come to depend on the "red mark on the box" of the Florida Citrus Exchange as the emblem of quality and the shield of protection. Growers who wish their fruit marketed under this policy are invited to become affiliated with the Exchange.

And dealers more and more will push freely and handle with a minimum profit to themselves any line of goods which is so well advertised that it moves freely and which is of such good quality that the persons who buy are satisfied and will come back for more.

Consumers want the best they can get for the money; to know that they can obtain under the same brand name goods of equal quality all the time. For the assurance that these things are true of any goods offered them, there is perfect willingness to pay more than the price at which can be obtained less dependable goods.

All Things Come to Him Who Won't Wait

ST. LUCIE COUNTY PROVES VALUE OF SURFACED ROADS

It has come to be accepted as a fact that the increased use of the automobile in a community is a sure indication of the enterprise of its citizens in the extension of its improved highways. The rapid increase in registration from 30 to 200 of these vehicles in St. Lucie county indicates that roadwork of an effective type has been recently done in this territory. The fine Montreal-Miami road along the Indian river the full length of the county accounts for a large part of this advance, and the time has now come to develop a network of like surfaces throughout the county. If any evidence is necessary of the value of these highways in the increasing of the wealth of our citizenry, try pricing the lands adjacent to these improved surfaces and compare with the figures asked before the improvements were made.—St. Lucie Tribune.

FLORIDA CITRUS EXCHANGE

How do you expect to sell your goods if the people don't know you?