

The Land of Opportunity

Thousands Are Giving Their Attention to This State; Living Cost is Low

The East Coast Offers Special Inducements to Those Seeking a Place Where Success Is Sure

There are a thousand and one things that enter into the present high cost of living. In this article we will state some facts and figures which to a considerable extent will explain why the cost of living is abnormally high and the reasons why there will be a constant increase in the cost of living unless there is a change along the lines of agricultural development.

Statistics tell us that from the year 1900 to 1910 there arrived in this country four million emigrants from foreign countries and that the natural increase of our home population was three million souls, making a total of seven million more people to be fed than there were in 1900. At the same time there has been very little increase in the number of acres under cultivation, consequently there has been no proportionate increase in the amount of feed stuffs.

The greater number of the immigrants coming to this country from foreign countries become consumers instead of producers. They settle in or near the large cities and become wage earners. There is and has been for some time past a tendency for our home population to move from the farm to the cities. In some sections of the United States there are large numbers of farms that have been abandoned, thus decreasing the acreage formerly used to produce food stuffs.

The price of farm lands in some of the old settled states has advanced to a point which makes farming unprofitable. To illustrate: Last winter we met a prominent farmer and banker from Iowa. He owns several farms which he rents out and these broad acres that under proper management should be producing a good income on the amount of money invested do not even pay the interest charges, to say nothing about making their owner a fair margin over the actual interest on the money. These farms were largely acquired when farm lands were much cheaper than at the present time.

"A few years ago," he said, "good farm lands could be purchased at from \$30 to \$50 per acre and now they are worth from \$100 to \$150 per acre and in some instances \$200 per acre has been paid."

Not so many years ago the late Horace Greeley said, "Young man, go West," and this slogan was taken up throughout the length and breadth of the land and its echo was heard in foreign lands and thousands upon thousands responded to the call. At that time there was a vast empire of lands owned by the government, and Uncle Sam gave to every man who desired it a hundred and sixty acre farm. Today, the great bulk of government land has been taken up, the great West has become an empire in itself, with cities, towns and villages.

With the high price of land the constantly increasing number of in-

habitants must look to other parts of the United States for homes and farms. The great South, which has been so long neglected, its lands lying idle, and for sale at a very small price, must necessarily reap the benefits of higher prices for farm lands. Already the great tide of immigration is turning southward, farms are being purchased, great manufacturing enterprises are being developed into this great southland.

The time has come when the ever increasing population of the United States must look to the South for its supply of meats, including beef, pork and mutton. The great cattle ranges of the West and Southwest have been cut into small farms, the wild range has become cultivated fields, the great cattle kings of the West and Southwest are no more.

The southland has long been neglected, but now is coming to the front; people in the East, North and West are just learning the lesson that the southland is the cream, the best part of our great domain, a place where life is worth living. The question naturally arises, which particular portion of the southland is offering the greatest inducements to the new settler?

For many years Florida was looked upon as unfit for human habitation; it was looked upon as a vast expanse of swamp and poor lands, the real home of alligators, snakes, deadly insects and the Seminole Indian. When we intimate that Florida will be the spot where the people from the North will look for homes, we are simply saying that which is fast proving to be true.

Never in the history of home building has there been an equal to that which has taken place and is taking place on the East Coast of Florida. From Jacksonville south to Detroit, the most marvellous changes being brought about by capitalists and developers.

Lands that eighteen years ago were thought to be worthless have proven to be lands that produced more profits in the culture of winter vegetables than any lands in the United States; lands that were supposed to be actually worthless so far as growing citrus fruits, have proven to be the cream of all citrus growing lands in the state. Take for instance, the county of Dade. Eighteen years ago there was not a single citrus grove in the bounds of the county, now this county is alone producing 33 1-3 of all the grapefruit grown in the state of Florida, and hundreds upon hundreds of acres are being planted yearly in grapefruit alone. The county also produces more winter vegetables than any five counties in the state. Eighteen years ago there were not more than a dozen cattle in the county, now they are numbered by the hundreds and new herds of the best breeds of cattle are being brought in. Where it was one continuous wilderness, an unbroken forest, eighteen years ago, are now thrifty cities, villages and hamlets and the country districts are now thickly settled neighborhoods. Detroit, located at the jumping-off place, has several hundred permanent residents; Homestead, with its nearly one thousand population; Modello, next with its growing population; Naranja, Black Point, Peters, Perrine, Cocoa-

Canning Factory Planned for Vero

Vero canned tomatoes are now on the market. Frank Harris is the father of the industry, which promises to develop into a most important one. Mr. Harris purchased a home canning outfit last spring and put up 500 cans from tomatoes which matured too late for profitable shipment. He disposed of his entire output in Vero at good prices. The cans have attractive labels and bear the name "Indian River Brand."

Mr. Harris is considering the establishment of a canning factory at Vero to handle fruits and vegetables. There is no doubt as to the need of such an institution. With a canning factory growers would have a home market for everything they raise and need not rely entirely on the northern markets



Surfacing Roads in Indian River Farms.

Indianan Strong for Vero and Indian River Farms

Farming in Florida looks so much better than farming in Indiana to N. Jensen of North Vernon that he bought a forty-acre tract at Vero in July and decided to begin improving it at once. Mr. Jensen owns 204 acres of good land in Jennings county, Indiana, but after looking into conditions at Vero he made up his mind that he could reap a far larger profit with a less expenditure of labor and money here than his old home. Vero's delightful July weather also appealed to him so greatly that he decided not to return to Indiana.

THE MONEY VALUE OF BEAUTIFICATION.

Many are the men who look at everything from the dollar and cents standpoint, and from this standpoint good roads and home ground beautifications pay and pay handsomely.

Any community in Florida that will get together, and will plan intelligently the beautification of their public highways, and economically carry out that plan, is just as certain within the course of a few years to get back five dollars for every dollar spent as the sun shines, and this regardless of the amount spent, whether it be a thousand or a hundred thousand dollars.

Real estate values are bound to in-

crease by reason of such work, and such things attract people, and people who come only to look bring money into a community.

California has made capital of just such things, and the millions spent annually by those who go to see the beautiful things, planned and executed by men, would pay the cost of them twice over.

We are fully aware that there is not going to be a general uprising along this line, but the community that does get together and beautify a road or a highway is going to reap the greater reward by reason of the novelty of it, and by example, will other communities be taught that it pays in dollars and cents.—Florida Grower.

nut Grove, all developing with leaps and bounds, all south of Miami, now a city of nearly sixteen thousand population. Going north from Miami the same conditions prevail. Cities, towns and hamlets have sprung into existence as if by magic and the magician's wand is still bringing in the people with greater rapidity than ever before.

One of the great reasons for this rapid development—we may say the prime factor in this magnificent growth—is the building of the Florida East Coast Railway. The same incomparable climatic conditions had prevailed for centuries, the same fertile soil had been there from the beginning, yet the years passed with but little perceptible change so far as population was concerned. With transportation this southern section was soon recognized as being a most desirable place. The early experiments in vegetable culture gave promise of a rich reward for the husbandman's labor, the citrus trees developed with a rapidity hitherto unknown in other sections of Florida,

the genial climate called with a call that was heeded by thousands. * * *

Here, on a city lot, the carpenter, mason, and the wage earner, if he has a mind to do so, can grow all the vegetables his family consumes, beside oranges, grapefruit and tropical fruits for family consumption. The short hours which the workmen have to give their employers each day give ample time to care for home gardens, thus reducing the "high cost of living" very perceptibly, besides making home places more attractive and valuable. Add to the home garden a few rose bushes and other flowers, and additional beauty and value is given the home. Comparatively few, even of the fruit growers, have a home garden, where the great part of the food can be grown, comparatively, or fruit for home consumption, but depend on fruits purchased from the grocer put up in Baltimore or other cities. The home garden and the larder well filled with canned vegetables and fruits would materially reduce the high cost of living.—Florida Farmer and Homeseeker.

LATE GRAPEFRUIT for April to July market assured the planter of Bowen, Florida, Standard and Marsh Seedless varieties. Sold reasonable prices for A No. 1 stock at

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