

GUAVA FRUIT POPULAR

Products Are Being Commercialized on Larger Scale Every Year in South Florida Jolly and Jam Shipped to Northern Cities in Large Quantities During Winter Season.

By G. OLIVINO PAGE.

NEARLY everyone who has eaten of guava jelly, guava jam, guava paste or chessa acquires a taste for these products at once and wants more of them, so much so that those various guava products have for years held a distinctive place in the list of table delicacies here in the south. Northern folks are equally fond of these guava products and winter visitors seldom overlook the luscious or sending a goodly supply home each season.

But notwithstanding that these guava products are in a class by themselves, and because of their distinctive and superior flavor, which usually have no competition in the market, they have never been manufactured here in South Florida on the large scale commensurate with the merit of the product. However, on a recent visit to Ernest Schaefer and C. O. Richardson of the Allapattah section, Ernest Looch of Larkton, Mrs. Geo. Kesset of the Holland section and possibly others of South Dade County have built up very substantial individual guava product manufacturing enterprises, doing an annual business of \$20,000 or more each.

Mr. and Mrs. Leon Desland of the Coconut Grove section, have likewise done an extensive business in guava products in addition to candied citrus fruits and Hatan mango products. The guava is one of the hardiest and most easily grown of native fruits of the section. It will stand more punishment than any other tree and will respond more beautifully in production to proper treatment—moisture, cultivation and fertilization—than nearly any other fruit. But in spite of these facts and notwithstanding the wonderful susceptibility of the fruit to large and profitable manufacturing enterprises, the guava is allowed to shift largely for itself in Dade County.

ALTHOUGH nearly every grove or farm home in the county has from three to four, to possibly a dozen or more guava trees about the place on a variety and many trees grow wild along the road and other out of the way places, there are not to exceed two groves of commercial size in the county. One of these consists of four acres belonging to C. J. Ives at the north of Miami, and the other to Louis Hitt, of about the same area, west of Kendall. Besides these are smaller scattered areas devoted to the guava around Hialeah, Dania and Port Lauderdale. The grove devoted entirely to guavas near Port Lauderdale and belonging to W. A. Hland, is one of the largest groves in this section.

Because of the general popularity of guava products, many households of the section make up enough each season for family use at least. This home production, however, has no perceptible effect upon the local market, since the demand at all times is greater than the supply. But if these good housewives happen to put up an excess above home needs, it affords a certain source of a little pin money, since the surplus can readily be sold at a profitable price. However, not all guavas will make jelly. There are a number of vari-

eties, both sweet and sour. The sour or acid guava is the only type of the fruit adapted to jelly manufacture. The guava is easily grown from seed though it may be transplanted as other nursery stock. They are usually set 10 by 20 feet apart, or about 200 trees to the acre. It will begin bearing at two years old and produce a commercial crop of two to three tons of fruit a year at four years old, depending somewhat on the care and attention given. It will do well on any well-drained soil in South Florida, although older growers seem to prefer the marl. The heavy fruiting season is July and August, though in well kept groves there may be a few scattered trees throughout a 5 or 10-acre area where a few guavas can be gathered nearly every week in the year, much the same as the large pineapple field.

BUT the guava must be handled quickly when fully ripe as it does not stand up well and will not stand long distance shipment. Growers or shippers entering to the mail order trade usually ship the fruit in an ordinary tomato crate containing six baskets. These hold 40 pounds of fruit and in single crate orders bring five cents a pound or \$2 a crate f.o.b. for No. 1 fruit. The No. 2s or over-ripe and culls, go to the local small canners and processors of the vicinity. While the guava is quickly extracted and set away to be made up into jelly, jam and the like, no orders come in, since the guava will keep almost indefinitely. The jams and guava paste, however, must be made up at the time the guava is extracted from the fruit. Juice extraction is secured by slicing the 40-acre grove at hand, properly washed, being a certain length of time when the

cooled mass is put through a press similar to that used in the manufacture of wine.

C. J. Ives at Ojus uses as a fertilizer one ton of acid phosphate and 100 pounds of sulfate of soda per acre every other year on his grove. This acre on the Ives place has perhaps the oldest guava trees to be found in the county. These escaped the frosts and freezes of 1917. They are over 20 years old but are now beginning to die out. Mr. Ives, who is perhaps one of the most successful guava growers of the section, estimates that a grove above four years old of properly cared for trees and the fruit properly marketed should show a gross return of not less than \$200 per acre, while the cost of maintenance would not exceed \$50 per year.

W. A. Hland of Fort Lauderdale, who now engages in the real estate business was formerly a traveling grocery salesman. He was so impressed with the commercial possibilities of the guava when he came to Port Lauderdale to locate some years ago that he conceived the idea of buying up the crop and reselling it. He says he spent about \$16 in classified newspaper advertising which resulted in the receipt of more mail orders than he could fill. This prompted him to set out his present 10-acre grove of mostly acid guavas, three and a half miles northwest of Fort Lauderdale, now coming four years old. It has borne the past two years, producing 200 crates at season. He looks for a crop of from 1,000 to 1,200 crates this season.

NOTWITHSTANDING the great possibilities which he saw in the guava and guava product business, Mr. Hland says other business matters demanded his attention to an extent that he had to give it up, though he still retained and continued to develop his grove, which he is now employing some one else to look after. Asked as to other guava plantations Mr. Hland said he understood that there was one 10-acre grove at Pompano and he had heard of one 20-acre and one 40-acre grove at Stuart, though he had not personally seen any of them. He added that one

of the largest guava products plants in the state was that of the Best Coast Preserving Company at Dade City, and that other large plants were located at Jacksonville and Ormond.

Mr. Hland stressed the fact that increasing population, must encourage the establishment of manufacturing plants to sustain the laboring classes who may not always find employment in the various branches of the building trades and those of more moderate means who may wish to come to Florida to locate and earn a livelihood.

"While a majority of the people here now are somewhat dizzy in or over the realty operations going on in Florida, the time is coming when our natural resources must be developed. And there are a number of them which the people seem to overlook. And as much as some folks may incline to sneer or chuckle at the idea of guava, there is scarcely a fruit in the state susceptible of easier or quicker development into extensive planting or preserving enterprises in various sections of the state. The market is unlimited and the product is in a class by itself at a price afford-

ing a satisfactory margin of profit."

And, too, fully ripe acid guavas, thinly sliced, sliced and doled up with sugar or sugar and cream, are a strong competitor for the strawberry. The guava is entitled to more consideration and cultivation in every part of Florida where it may be grown.

OWLS DEVOUR GOLDFISH

Bird Is Captured After Destructive Night Raid on Pond.

WARREN, Okla., May 2.—Owls in this vicinity proved that they have a taste for expensive and rare fish; an unusual diet for them. Adolph Danzig, who runs a goldfish farm here, had about 200 fine imported specimens in a shallow pond by themselves. The water was only eight or 10 inches deep. One night a pair of owls were attracted by the shimmer of the goldfish—for owls see better by night than by day—and swooped down upon the pond, cleaning up the whole 200. They made so little noise in the

slaughter that the damage was not noticed until the next day. Mr. Danzig set a trap and caught one of the owls. He will have the bird stuffed and placed in his parlor, thus in slight degree compensating for the lost goldfish.



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FLORIDA'S WONDERLAND

The Region Around Lake Okeechobee

A fact is something conceded by everyone to be true. It is truth itself. When making a statement like the one about the Okeechobee region, the advertiser should always bear in mind facts relative to it and reasons why it is as he represents.

We feel that there are definite reasons why the region around Lake Okeechobee is Florida's Wonderland. First, we would like to ask you several questions.

1. Why should gigantic sums of money, time and labor be spent on the construction of roads and other facilities through the Okeechobee section, if it were not for a tremendous faith in that section and a profound desire to connect the Western part of the state with the East?
2. Why should a syndicate of men buy 27,000 acres of land in this immediate country for the sole purpose of cultivating bananas?
3. Why should a group of government officials choose the shores of Lake Okeechobee for their own personal home sites?
4. Why is the attention of the largest land developers being directed to this part of the state?
5. Why are sawmills, sugar refineries and other industrial developments being installed in the Okeechobee region?
6. Why have the populations of the towns and cities in this section taken such tremendous strides in the last twelve months or so?

The answers for all of these questions evolve out of the facts herewith presented.

The soil of the Okeechobee section will produce the very finest of crops from the standpoint of quality and the standpoint of quantity. The yield is greater. The climate of this country is so ideal that one is able to produce three distinct crops within the period of one year.

The facilities for truck farming, sugar production, lumbering, dairying, cattle raising, fishing, hunting and other innumerable industries, sports and pastimes are so great that this Okeechobee region remains unexcelled as far as possibilities are concerned.

With industries and businesses constantly being introduced into this section—one finds also a proportional increase in population. With an increase in population, people and communities necessitate the development of new subdivisions.

SUNSET PARK

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In the very heart of the Okeechobee region, developers have planned and are executing a residential subdivision unique in its scope. It is planned to include every comfort and convenience necessary to the happiness of the purchaser. In its development plan the owners have provided for wide, paved streets, sidewalks, curbs, concrete ornamental lamp standards, fireplugs, and individual landscaping in front of every lot.

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A competent sales manager and complete sales organization will be installed. Our free bus is at the service of those wishing to see the wonderful Okeechobee region and those desiring to visit beautiful Sunset Park. This bus leaves the Palms Hotel, West Palm Beach, at 9:30 o'clock. West Palm Beach Offices: Palms Hotel Lobby, corner Clematis avenue and Narcissus street. Other offices are located at Lake Worth and Okeechobee City, Florida.

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Inside lots around this property selling for \$1,500 to \$1,800 per foot. This corner of 192 feet frontage is worth \$2,000 per foot or \$384,000, and the building \$75,000 to replace, making a value of \$460,000.

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