

## STATE CLIMATE IS BASIC ASSET

### Nothing Else Needed, Declares Developer in Okeechobee County

OKEECHOBEE, July 26.—The present rush to Florida has not convinced a great many skeptics as there are great numbers who still stand to one side and shake their heads. For, there are many who do not realize that Florida is still very much a pioneer state and that the million and a quarter people now in Florida can only hope to cover and cultivate a small part of the "wonder peninsula."

"Yes, but what've you got except a wonderful climate for tourists?" some northern visitors asked Lon A. Hough, owner and developer, the other day.

Mr. Hough, who is a native Floridian and an Okeechobee pioneer, pointed out that until the early part of this spring that practically all the land in Okeechobee county had been owned in large bodies, in fact, so large that they resembled feudal estates.

Now, however, there is only one large estate left in Okeechobee county as the rest have been sold and are being cut up into small farms and cultivated.

The rich soil of Okeechobee county offers the farmer unlimited opportunities and every aid is being given the farmers by the state and federal agricultural agents and farming encouraged in every manner possible.

However, Mr. Hough stated that in reality no other asset was needed for Florida except its climate as practically all the homesite buyers in the section were buying on account of the fact that they liked the wonderful equable climate of the Okeechobee district and preferred the mild winters and delightful summers of Okeechobee to the rigorous winters and sweltering summers of older parts of the country.

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