

GOV. MARTIN URGES INDUSTRIAL SURVEY

State Executive in Address Says Something is Wrong When Oranges Rotting.

CONTINUED FROM PAGE 1-C.

ished would be utilized as an avenue of commerce, and that where the bark canoe softly slid through the waters under overhanging boughs heaving smoke and moving as living houses would one day come as the Red Man went.

The bays and harbors of Florida have wakened from their centuries of sleep and today are the points where a mighty wave of water-borne commerce finds salience for the discharge of its cargoes and the transfer of hundreds of thousands of passengers brought to our shores by lines of ships that which none better exist in the coast-wise service of these United States. Without the aid and assistance of these water carriers, the rail lines which run their enormous de luxe trains for those coming from the North, East, West, and South, either to enjoy the climate or to participate in the prosperity of this glorious land, would be unable to serve the movement; whereas with the splendid and increasing service which in Jacksonville alone affords more sailings weekly than in any other port in the United States other than New York, that splendid fleet of ships operated by the Clyde Mallory and Gulf & Southern, headed by that consistent friend of Florida whose faith in its growth is illustrated by the constant increase in the superior type of vessels in this service, has made the name of H. H. Waymond in water transportation sound not too low in the scale of those who in the line of transportation are meeting the needs of progress. Aided by the splendid service afforded by the ships of the Merchants & Miners line which likewise has seen the light, and by other lines such as the Baltimore & Carolina, where we must not overlook that the P. & O. Steamship Company has ever been, is now and ever will be a tremendous aid in the development of this wonderful state, the water facilities of Florida are indeed well made use of.

There is such a tremendous field for development existing, the potentialities of which are not within our grasp, that it will take the combined intelligence, energies and facilities of everyone and everything which now moves as an adjunct to transportation to meet the requirements along the line of growth which is but on its threshold.

The progress of Florida in 20 years past has been simply marvelous. Transportation lines were but the pioneers clearing the way and maintaining a smooth path for the march of progress. Individual initiative, separate or combined capital, were required to bring about that which is today in existence and which is but the threshold on which the people are entering into the Florida of the future. While the stranger may not be impressed with the foundations upon which Florida ordinarily operates, such as the turpentine and lumber industries, and the mining of phosphate rock, and may see in the dotted areas where forests once flourished nothing but waste lands, and might fail to realize that with proper protection the cattle industry would outvie any present source of wealth, and in the enjoyment of fishing in our lakes and streams may fail to appreciate that the fisheries industry of the state of Florida is an item of enormous proportions—yet he must know—for it is all around him—that the growing of citrus and other fruits, the production of high-grade vegetables requiring thousands of ears to convey them to market, the raising of such products as celery and other produce, is the basis upon which those who are permanent residents of the state must count for their prosperity. Without industrial development of a manufacturing character, in this age of growth of population and wealth surrounding those so fortunate as to be able to look to the state of Florida for health and recreation, we must necessarily consider how those who are with us and those who are coming should be treated. All over the

state the movement is rising, and as the state is surrounded by the tidal waters of the Atlantic and the gulf so that the water movement which washes the shores of the Atlantic which is not similarly reaching the shores of the gulf and the flood tide of golden prosperity is on the way.

The feeling has long existed that the lands adjacent to the coast and the coast section were unfitted for agricultural development, and yet I call your attention to the pregnant fact that J. C. Penney of the great system of chain stores which has made him a household name in the Eastern and Middle States, who has become a citizen of Florida and a resident of Miami, has seen the possibilities of development in agricultural and horticultural growth and had recently acquired 150,000 acres of land near Jacksonville in Clay county and will carry on to ultimate not assured success the development in which he believes and where he has the means, acquaintance and ability to carry it to successful culmination. Such men as J. C. Penney, Barton G. Collier, who in the development of Collier county will yet leave an enduring monument to his intelligence and his grasp of opportunities, Henry Ford who in Lee and Hendry county and the section around Fort Meade has seen the possibilities of Florida soil for rubber planting, are all assets from which the State of Florida will reap enormous benefits.

The acquisition of enormous areas of land at increasing prices in Western and Northern Florida; the developments in and around Jacksonville, St. Augustine, Daytona, Rockledge, Palatka, Gainesville, Ocala and other points; the marvelous development which is going on along the East Coast of Florida, culminating in the Magic City of Miami, which is today the wonder and admiration of all who come to see and stay to enjoy the developments initiated and culminating splendidly by the Carl Fisher enterprise which perhaps is so unique as to be in a class all by itself, comparable only with the development which is bringing Hollywood to the forefront and which the Kinglings and Palmers are making the Miami spirit, imbuing D. P. Davis, caused him to see the possibilities of the Florida soil for rubber planting, where the delightful and profitable development which is keeping pace with the phenomenal growth; and the steady development of St. Petersburg and the Pinellas peninsula, just as it has Lakeland, Bartonsville, Fort Meade and other points, must teach us, in pausing to reflect that while each and all of these individual developments are a success, that success, in order to really culminate must not be confined to the promotion of each of the sole meritorious location, but that they are all in and of Florida; that if these places, like Winter Haven, Lake Wales, Avon Park, Mountain Lake and Sebring, crowning the glorious Ridge Country, are to have their full meed of attainment, it must be because they go not separately, but hand in hand—not as single adventures in the field of development, but as one of a company in a regiment of a mighty army that is to carry forward in clarion tones and unified voice the cry of "Florida!"

And when the day comes that the stranger I am now announcing can sink, as only those in this conference can hope to make it sink into the minds of these patriotic, but separately operating soldiers, then will the real development of Florida go forward and show the world such results from unified and concerted effort united and concerted doing as will advertise to the world that all of Florida is worth investigating; all of Florida should be visited; and being here, the individual tastes will dictate the individual selection. With this army, well organized and well financed, moving on to success, results can be accomplished which will not be attained without such co-operation.

Let us see what those whom we have to contend with as competing elements are doing. Take California. This state knows how to unite for permanent interests of the state. Communities and interests North of the Tehachati play with San Francisco—these South, with Los Angeles. San Francisco and Los Angeles are the focal points to which are collected annually one million five hundred thousand dollars, which is used in internationally advertising California. In addition to this amount, every local chamber of commerce and

class of business industry makes separate appropriations for advertising toward colonization and the development of new industries and markets for California products. Rivalry between Northern and Southern California is intense, but no outsider is ever allowed to know about it. California puts up a united front in her efforts to lure the Eastern tourist and homeseeker, and they have been immensely successful. In San Diego, a city which compares with our Tampa, Miami and Jacksonville, they know to a dollar what it costs to induce a new family to make its first section, purchase property, and settle there. It is impossible to make a tour of California without having a mass of detailed and attractive information concerning the state "shot" at one. The railroads co-operate with California, Incorporated, and the Southern California Club, which are the two styles under which the attention of the Eastern people. Not only do the railroads co-operate, but also the fruit growers, oil companies, and ranch owners and public utilities all join these quasi-official arms of the California State Government. As for the state herself, she is investing annually scores of thousands for surveys and direct publicity, and a tier-finding service to her numerous urban communities.

The Arizona and Phoenix Colonization Club draws into its publicity till funds from every state in the Union, including Arizona and California, while jealous of each other as they are in every other state, have nevertheless the sense to realize that it is necessary to work together to meet the public and educational blows if they are to be made felt by the general national public.

Conditions are different in Florida and there are reasons why Florida must not imitate other states in approaching her problem of development. In the first place, she is fortunate in that the whole of the entire state is not only available, but attractive to incoming settlers and investors for one purpose or another. Florida has big business interests concentrated in one or two big cities, as they are in California. In the Northern and Western parts of the state, and well down into Alachua and Marion county, the soil is adapted to the growing of cotton, corn, and other cereals and has demonstrated its fitness for the cultivation of the Sumatra rice which is now grown on many thousands of acres of land which was formerly utilized for the raising of other products, but which, because of the shortage and high price of labor, must find in some new and high-priced product conditions which justify intensive farming with skilled labor.

The rolling lands of Northern and Western Florida are adapted to and are being utilized for the growth of Sateuma, oranges and the popular pecan nut. The clay soil, which produces wonderful grasses, has brought the dairy industry into existence, and Florida is no longer dependent upon imported milk for the needs of her table. These rich, rolling lands are an inviting field to those who farther North and West find their crop season of too short duration and the long winter months a period of inaction, is not of irritation. The historical and attractive Pensacola, delightful DeFuniak Springs, beautiful Marianna, sitting in probably the most fertile lands, are inviting immigration. Tallahassee, the capital city of the state, is in the center of what is anticipated to be an area of cultivated lands with homes of people of wealth and intelligence, and affords today effort united and concerted doing toward the Atlantic and South to Alachua and Marion counties, a situation which is ripe and needs but the hand and touch of immigration and the aid of progress to make it a garden spot of agricultural and horticultural products.

The rich hammock lands which extend well down the State, with a warmer climate, while originally dependent upon the products of the pine tree and the output of its phosphate deposits, rather than the products of the soil, are awakening to what they possess, and are being cultivated, and which today the stranger, going along superb roads, sees recognized in the growing of citrus fruits and other products in the South, where the climate assures early vegetables and the growth of citrus fruits and where the next lines of output in the way of banana and grape culture are being fostered. A potential employer in the making. The movement into Florida

from taxation, the wealth and intelligence of the world to settle in our midst. When they accept that invitation, they should be fairly treated; truth should be the keynote of all representations, and fair dealing the measure by which their life in Florida should be surrounded. It will be idle, even injurious, to create and foster this movement, unless hand in hand there go just laws of taxation, uniformity of public burdens, in order that a fair distribution may be made over all for their just share of the cost of carrying on the government.

He who misrepresents must be condemned; the swindler and the criminal must have no place in our march;

the good faith of Florida must be demonstrated, for that is on trial and much of the great good that has already been accomplished and which we are seeking to accomplish will fall if the thought become prevalent that in Florida one must deal with caution, test the accuracy of representations, except to be exploited by unscrupulous people, and have one's life and property jeopardized by laws which exist in name only and are not operative in fact.

"We have too much of merit to allow injury by anything but fine clean-cut fair dealing, justice and production within the laws applicable

to every body and administered in such a way that every man who comes into this State will rejoice that he not only is living in a God-given climate in a State of wonderful resources but, above all, is among people who know and speak the truth and amidst a civilization which with its magnificent system of public schools, where education is the keynote of governmental policy, and is surrounded and protected by the majesty of the law which preserves and protect life and property and builds up a civilization which should be the glory of our commonwealth."

It is possible for the hotel interests of this State, representing as they do a business of sixty millions a year, to co-operate with the State in the growing of cotton, corn, and other cereals and has demonstrated its fitness for the cultivation of the Sumatra rice which is now grown on many thousands of acres of land which was formerly utilized for the raising of other products, but which, because of the shortage and high price of labor, must find in some new and high-priced product conditions which justify intensive farming with skilled labor.

Increased population means greater business. While today there are probably sufficient hotel accommodations, and of a character that will make it possible for the man who has our greatest asset—the potential settler—to abide a while in reasonable comfort at an outlay which will not drive him home before he has become enchanted, if the thought can get into the minds of those who are in the business of entertaining the visitor that every class, high or low, rich or poor, those of wealth and those of moderate means, that it takes a millionaire to visit Florida and stop at a Florida hotel. Every visitor consumes the fruits that grow on our trees and advertises them elsewhere. Every visitor enjoys the produce of our soil as a feature of ordinary food, where at home they must be bought as luxuries. The home market for Florida fruits and produce should be the basis of marketing our entire output, and with prosperous owners of groves and tilled acres, an army of growers of fruit and tillers of the soil will be developed out of those who are convinced from daily observation that Florida has something to offer in the way of a home market. A home under delightful conditions had, but a living for themselves and their children can be produced in the very surroundings where they have elected to live.

As long as Lake Okeechobee, the second largest body of fresh water in the United States, exists, that long will Okeechobee remain the heart of Southern Florida, dominating every artery of transstate traffic. Highways, railways and waterways all radiate from Okeechobee, extending to all parts of the state and into the northern markets. Here, too, prosperity is insured by the longest growing season and the most superlatively productive land in the country. Here, too, are the best fishing and hunting grounds in the South, facilities for sport of both land and water, and the glory of summer skies and sun and sea.

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HE NEED NOT HAVE WORRIED. A revival was raging in a Virginia colored church. The fruits had been considerable. One obdurate soul, however, resisted the efforts of the elder. Called to account for his reluctance, he replied: "Yo see how it is, Elder. I no got a problem. I don't see how I gwine get mah shirt on ova mah wings when I gits to Glory."

"Dat ain't your problem," retorted the exhorter promptly. "Yo problem is how is yo gwine git yo hat on ova yo' horns."—From Everybody's Magazine for April.

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One-hundred-foot boulevards and parkways, three circular parks and two square ones, residential estates of unusual charm, apartment sites de luxe, a carefully selected business center, a reservation for tennis club and courts, and immediately adjoining the subdivision a golf course and country club now being planned! All this on State Road 8, the improved transstate highway, and on the route surveyed for a new coast-to-coast railroad, running also into the north!

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TROPIC GARDENS—

Spacious and superbly fashioned five and ten-acre properties—are also being sold in OKEECHOBEE ESTATES! A more complete announcement soon.

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AN UNUSUAL OPPORTUNITY TO PURCHASE SPLENDID ACREAGE AT VERY ATTRACTIVE PRICES

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10,000 acres, \$20 per acre, 6 miles from Okeechobee City. Railroad through the property. Also good graded roads. Cheapest land in the county.

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15,000 acres, \$15 per acre. High elevation, rich soil, good roads, fine fruit country, near Haines City and Lake Alfred. One-fifth cash; easy terms.

GLADES COUNTY

7,500 acres, \$20 per acre, adjoins Curtiss-Bright Ranch, 3 miles to Moore Haven, real near Palm Dale. Roads through property. Will split this up to suit you.

OSCEOLA COUNTY

1,920 acres, \$20 per acre. High and dry farm land, one mile road frontage, adjoins Rockefeller purchase. Cheapest good land available in this county.

COLLIER COUNTY

43,000 acres, \$17.50 per acre. Will sell 5,000 acres and up. Only 60 miles from Miami.

FORT LAUDERDALE

640 acres, 2 miles away. Splendid farm land. Rich soil. \$300 per acre—"a great buy."

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