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Saint Lucie County

Illustrated Edition

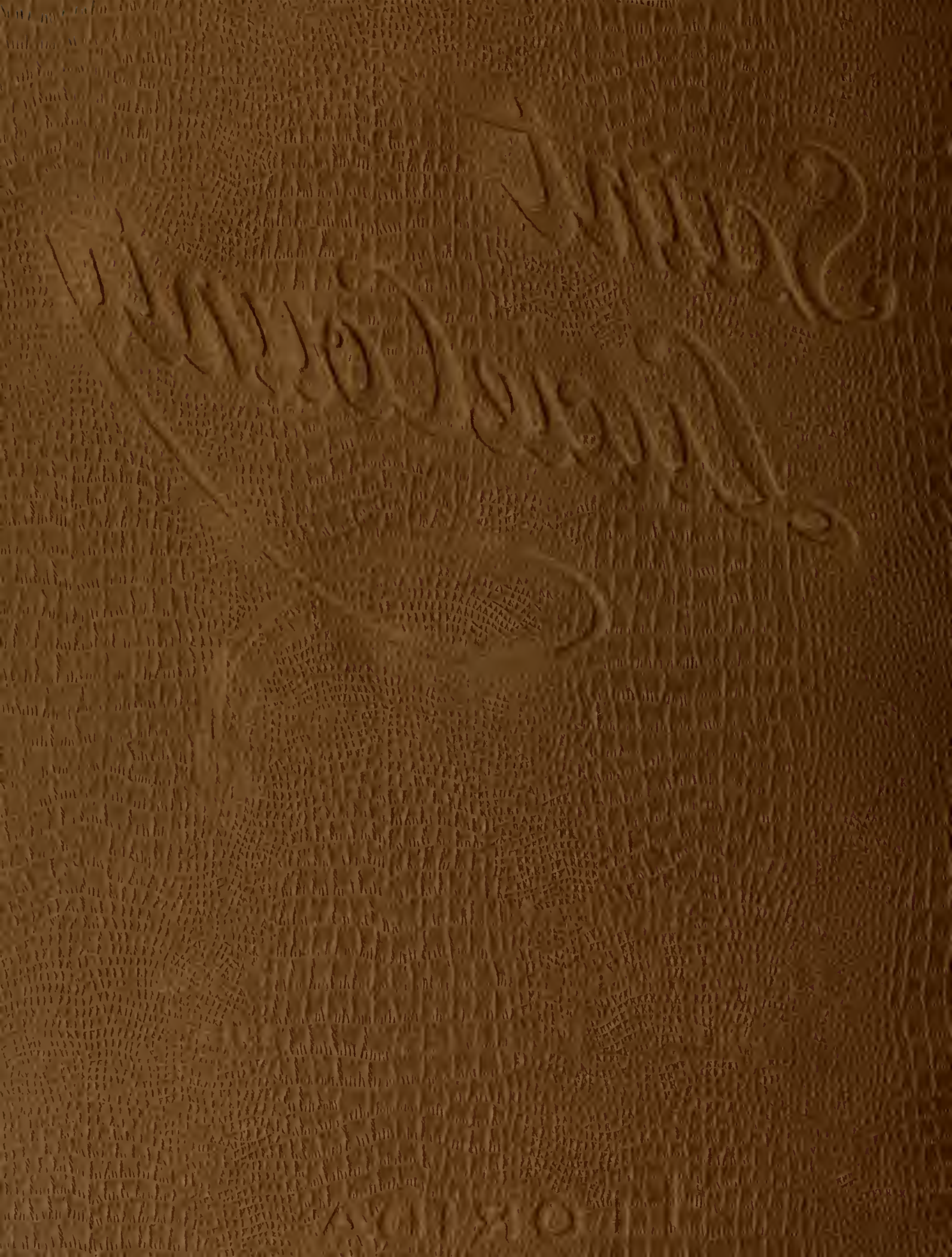
The St. Lucie County Tribune

April 10

Fort Pierce

1916

FLORIDA.



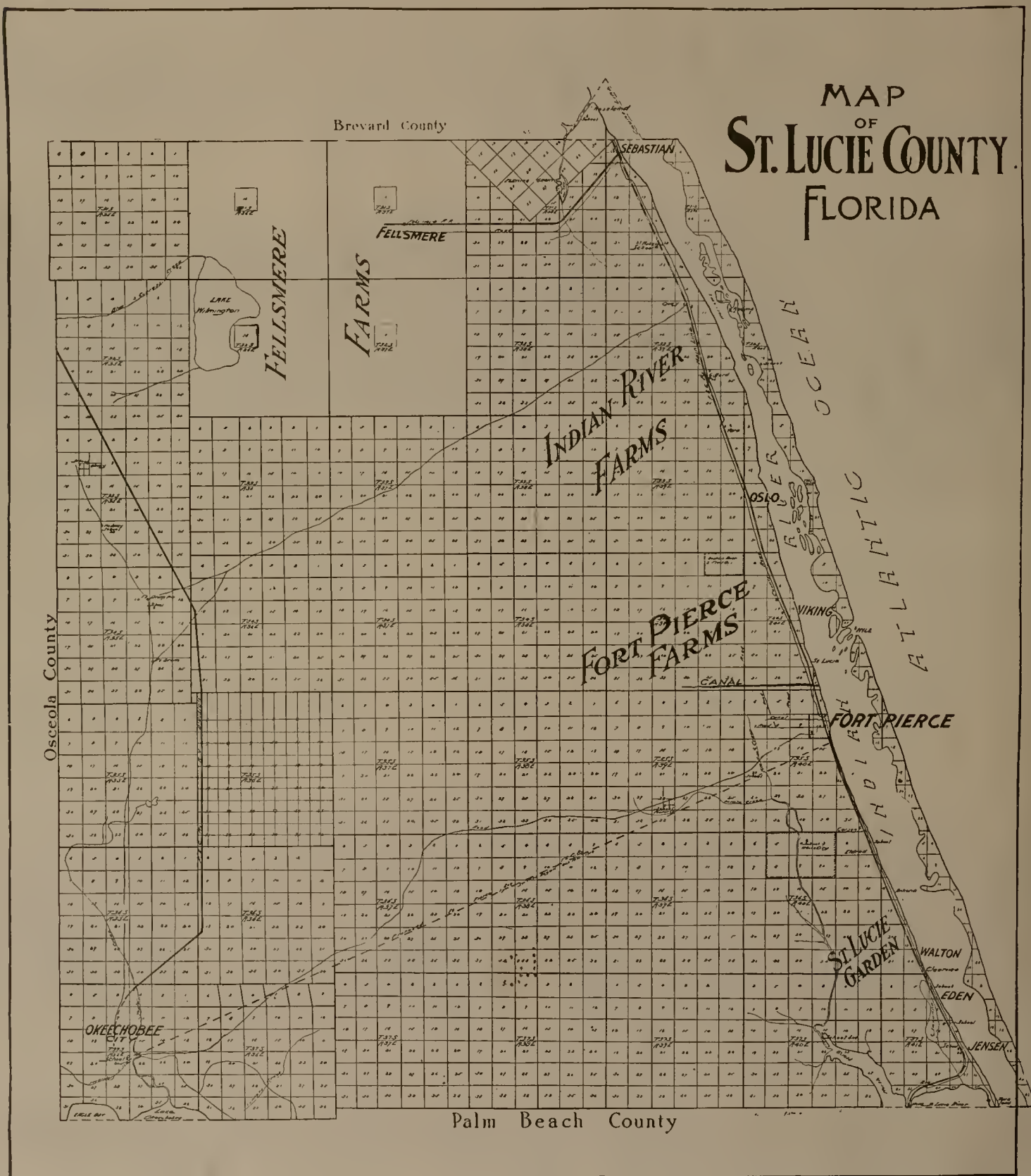
RESOURCES of ST. LUCIE COUNTY FLORIDA



Publication Authorized by
ST. LUCIE COUNTY BOARD OF TRADE,
FORT PIERCE, FLORIDA.



RESOURCES OF ST. LUCIE COUNTY





RESOURCES OF ST. LUCIE COUNTY



RANKLY REPRESENTATIVE OF THE ACTIVITIES, INDUSTRIES AND RESOURCES OF

ST. LUCIE COUNTY, FLORIDA,

this booklet is an authoritative reply to many questions regarding the opportunities in our towns and communities, possibilities in soil and stream, health in climate and pleasure in the picturesque.

It is doubtful whether there is in any other part of the continent so extensive a body of land of equal richness. Agricultural expert, working from a scientific basis, is here realizing the promise of great achievement; the northern farmer is here realizing larger profits from a less acreage than he cultivated back home; the keen-eyed investor is here with dollars earning from 10 per cent. to 25 per cent. on their investment; professional men from all sections are here sharing the profits and reaping the expectations of conservatively planned development.

Another object of this booklet is to encourage the movement, "See America First"—to induce people to familiarize themselves with the wonders of their own Florida, the beauty of the American "Riviera" and the Indian river and to help prove that they can see more at home than abroad in the way of nature's workings.

The St. Lucie Board of Trade has no land for sale; it does not recommend one section of the splendid county above another, for all have their attractions. The booklet simply aims to present the truth about the county, and as such is worth careful reading and preservation for reference.

PUBLICATION COMMITTEE,

THE ST. LUCIE COUNTY BOARD OF TRADE.

RESOURCES of ST. LUCIE COUNTY



Huston Fruit Company's Tomato Field at Vero.

ST. Lucie county is nearly ten years of age. When she became a county on her own account, the entire population numbered about 1,200, while the new county seat, Fort Pierce, had only about 800 people.

Big things have happened in the short space of ten years.

The entire country is beginning to know that there is a Florida, and that Florida has a St. Lucie county where great developments are being completed by nationally prominent financiers, and out of the waste places are being made groves and gardens, good roads and new centers of population, forcing St. Lucie county to lead many older counties of the State. Location, climate and soil are helping along these transformation scenes and further perfection is reflected in the activities of clean-cut business farmers.

In a little less than five years millions of dollars have been expended by individuals and land companies in the digging of large canals, erection of bridges, and the construction of good roads, with the result that hundreds of families have settled on the county lands and are developing them along intensive lines.

ST. LUCIE'S SUPERB CLIMATE.

St. Lucie's summers are springs: its winters, autumns. Many people believe Florida's summer weather must be proportionate to its latitudinal position, but the truth is that in Florida the weather is delightful the entire year, and those who live here both summer and winter will tell you that summer time here is much more pleasant than in the middle and northern States.

The thermometer rarely registers above 92 degrees, and even this degree of temperature is not

realized owing to the continuous trade winds. To this wind, also, is due our cool nights, invariably permitting refreshing sleep.

Work is carried on here in summer as well as in winter. We do not stagnate, neither are we overcome with lassitude, as many believe who do not know. It is never too hot to work, and a case of prostration is rarely known anywhere in Florida, even among laborers exposed to the direct heat of the sun all day, every day.

As far as the opportunities of her marvelous climate are realized, Florida is in her infancy. Under the Florida sunshine, agriculture flourishes winter and summer, having a double monetary value compared with northern climes. This double-duty climate is being sought more and more, it increases the wealth of our people, expands our cities and towns and makes life easier; it disproves forever the fallacy, that as far as Florida and St. Lucie county are concerned, the lower the latitude the higher the heat.

Government statistics show that Florida has the lowest death rate of any State in the Union. It is a State where thousands of people come for their health.

St. Lucie county's average is below the average for the State. Here we have a congenial climate—no earthquakes, cyclones, devastating storms: no severe cold, no extreme heat. You can sleep out of doors the entire year.

Do not come to your new home penniless. It may take less in Florida to make a new start, but it takes something—several hundred dollars at the very least.

St. Lucie county has no openings for the man without ambition or without some money.



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Springtime Scene on Riverside Drive.

UNITED STATES WEATHER BUREAU STATISTICS.

The following table of temperature and rainfall, based on a ten-year average from United States Weather Bureau statistics, will give the prospective homeseeker a comprehensive idea of what to expect in temperature and rainfall in St. Lucie county.

	Mean Monthly and Average Temperature in Degrees.	Average Monthly and Total Rainfall. Inches and Tenths.
January	62	4.3
February	65	4.0
March	69	3.3
April	73	2.8
May	77	3.9
June	80	5.5
July	82	5.9
August	83	6.6
September	81	6.9
October	75	4.7
November	73	3.1
December	66	2.5
Annual	74	53.5

SOCIAL SURROUNDINGS.

When anyone considers going into a new country, the question suggests itself, "What class of people will I meet?" St. Lucie county contains some of the best people—live, cultured, progressive; people who have come here to work out their destiny in developing the natural resources of the county. You will be pleased with your St. Lucie county neighbors. It is the assimilation of ideas from various sections of the country which is doing so much in forwarding the county's interests.

There is no social, political or religious ostracism in the county. This condition is the natural result of an influx of people with opinions of all kinds from which has sprung the broadest spirit of tolerance and liberality. A constant stream of new ideas flowing into the community tends to formulate the wisest advancement in all circles of our governmental and social structures.

TRANSPORTATION.

St. Lucie county has the main line of the Florida East Coast Railway running along the western shore of the Indian river the entire length of the county. This line gives transportation to all the prominent points of the county. This same company will shortly open a new line running to Okeechobee along the eastern border of the county, which opens up a section that will blossom and thrive under the stimulus of much-needed transportation.

The Fellsmere railroad runs from Sebastian, directly eastward, through the Fellsmere agricultural district.

It is believed that the Seaboard Air Line railway is coming to the East Coast at a point near St. Lucie, said to be one of the best places for a deep-water port between Jacksonville and the south end of the peninsula. This road is building eastward through the Crooked lake country and it is not thought that it will stop until it reaches the East Coast.

RIVER TRANSPORTATION.

The Indian river is really a long narrow inlet of the Atlantic ocean from which it is separated by a fringe



AFTER A ST. LUCIE COUNTY HUNT.



RESOURCES OF ST. LUCIE COUNTY



1—RICE. 2—PINEAPPLE FIELD. 3—KING ORANGE. 4—CATLEY GUAVA. 5—3-YEAR-OLD GRAPEFRUIT TREE.
6—ORANGE PACKING HOUSE SCENE. 7—CABBAGE FIELD.

RESOURCES of ST. LUCIE COUNTY

of land, or outer reef. This stretch of water forms a part of the inland waterway from the North to Key West.

There is a movement looking to the government to take over this river, and connecting canal system, which if consummated, would open up large possibilities for the development of water transportation facilities for St. Lucie county. These possibilities are fully realized now, but little advantage has yet been taken for the development of our commerce along waterborne routes. There is, however, a good amount of traffic and during the winter, several regular pleasure passenger lines.

ST. LUCIE'S GOOD ROADS.

Good roads are among the most convincing evidence of the substantial nature of the advance and progress of the county. St. Lucie's net-work of good roads is not surpassed by any other Florida county. Nine years ago there was not one mile of hard surfaced roads in the county. Today there's a hundred miles of county roads and another hundred miles being built by the land development companies, which, with other roads contemplated by the County Commissioners and townsite and land firms, will mean that in five years there will be close to five hundred miles of hard surfaced roads in a county only 40 miles square.

Fifty miles of the present net-work forms a part of the great national highway from Montreal to Miami, and there is no finer drive in the world, skirting as it does the Indian river, among the most picturesque riv-

ers of the country. The automobilist passes hundreds of acres of orange groves and pineapple plantations. Fringed along the river are many handsome homes, with a beautiful panorama of palms, ever-blooming hybiscus and tropical plants and flowers.

From Fort Pierce, south, the road hugs the bank of the river for twenty miles, one of the prettiest terraced banks to a river to be found in America, giving to this driveway the justified designation of THE AMERICAN RIVIERA.

THE COUNTY SCHOOL SYSTEM.

The county has a splendid school system which is being improved each year. The county officials are erecting the attractive school building shown on page 21, at a cost of \$75,000. There are school houses in all parts of the county where the number of pupils justifies maintenance.

EXPLAINING ST. LUCIE'S DRAINAGE OPERATIONS.

Mention is frequently made of draining the lands and of canal systems, throughout this booklet, that a brief explanation will clear away any misconceptions regarding the condition of the land.

St. Lucie county is not a swamp. During certain seasons of the year, the water falling on the broad, level land took such a long time to flow off that agriculture as seen today was impracticable. The many drainage canals throughout the county provide a



1—WHERE PRAIRIE AND PINE LAND MEET.

2—PRAIRIE LAND OF ST. LUCIE COUNTY.



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1—MANGO TREE. 2—TOMATO FIELD. 3—IRISH POTATOES. 4—BEANS. 5—HARVESTING RICE FIELD. 6—CORN.

RESOURCES OF ST. LUCIE COUNTY



Packing House of the Allapatahatchee Fruit and Vegetable Company, on Ten-Mile Creek.

quick and satisfactory channel whereby the water may flow off the lands into the Indian river.

SOIL.

Prof. Chas. N. Mooney, U. S. Bureau of Soil Survey, recently declared in a speech in Florida that there was no poor soil in Florida. The white sand over which anyone could pass a handkerchief without soiling was producing the finest pineapples on the American continent. It was merely a matter of knowing what to plant.

Practically every acre of St. Lucie soil is capable of producing something. Every month, almost, we learn of new possibilities.

The United States Department of Agriculture places the average value of crops per acre in St. Lucie county at \$125—exceeded only by one "hot-house" county of Long Island.

Ten acres in St. Lucie county should be made to yield an income exceeding 6 per cent. on \$50,000 to \$100,000 of United States bonds.

In nine years some of the finest orange and grapefruit groves in Florida have been developed by individuals in St. Lucie county. There are scores of these and they are making money. One man has taken a profit of \$14,000 off his grove in one season. New groves are springing up in every direction, and eventually the entire county will be a garden spot.

BIG CROPS—GOOD PRICES.

Three to five crops yearly. Twelve months growing season.

Only four weeks to a hundred days required for winter vegetable crops.

About seventy varieties of fruits and nearly as many kinds of vegetables are grown in St. Lucie county. Owing to superior quality, about 20 per cent higher prices are secured for Florida oranges and grapefruit than for similar California products.

OFFICIAL AVERAGES.

The following is taken from page 188 of a bulletin of the Florida State Department of Agriculture:

"The success of vegetable growing in Florida is too well known to justify going into lengthy details as to methods of cultivation or transportation. Among the most profitable crops are tomatoes, beans, Irish potatoes, celery, cabbage, lettuce, peppers, eggplant. From the growing of each of these vegetables thousands of people reap a rich reward for their labor every year, and many of them make comfortable fortunes; most, if not all of these vegetables are grown at seasons of the year which enable them to command a monopoly of the markets, as well as prices. Many of these crops bring handsome returns. Tomatoes, for instance, have yielded as high as \$1,000 per acre, but the average runs from \$300 to \$500. Irish potatoes will average near to \$100. Lettuce from \$300 to \$800 per acre."

To own an orange or grapefruit grove in St. Lucie



1—BUNGALOWS OF E. S. REED AND F. K. STETSON, AT ST. LUCIE.

2—NEW BUNGALOW OF F. R. AST, AT WHITE CITY.

3—HOME OF COUNTY SCHOOL SUPERINTENDENT J. W. HODGE, AT VIKING.



RESOURCES OF ST. LUCIE COUNTY



Residence of Mrs. L. B. Abdill, Riverside Drive, Eldred.



Residence of Mrs. C. T. McCarty, Riverside Drive, Eldred.

county is to belong to the orange nobility. Well-cared-for groves return from \$500 to \$1,000 per acre.

This is the kind of opportunity that is being grasped by well-to-do farmers from Illinois, Iowa, Indiana, Ohio, Kansas, the eastern States and from Canada. In increasing numbers these soldiers of agriculture and horticulture are invading our fertile lands, here to find plenty more proportionate to the effort expended.

SHIPMENTS ALWAYS BRISK.

During the past season over 150,000 boxes of oranges and grapefruit were shipped from the county, as against 1,500 boxes nine years ago. It is likely that in five years St. Lucie will lead every county in the State in this great industry, as thousands of acres have been set, and are being set to trees, all of which will be producing by that time.

The shipping season overlaps. One crop has scarcely time to get out of the way before another overtakes it. When the citrus fruit season is tapering off, the vegetable shipping comes on.

There is not another State in the Union that yields such a variety and abundance of the products of the soil and at such remunerative prices as in Florida.

SUGAR CANE.

St. Lucie county should rank with the great sugar producing sections. There are thousands of acres admirably adapted for the growing of sugar cane. As high as 46 tons to the acre has been raised, yielding from 300 to 600 gallons of syrup to the acre. Its cultivation requires little skill or labor.

LIVE-STOCK RAISING—CATTLE AND HOGS.

St. Lucie county is going to play a prominent part

in the development of live stock raising. The climatic conditions and forage possibilities are excellent, and the only reason this industry has remained dormant, is simply because less attention has been given to it than to vegetables and fruits. General farming and stock raising will be among the rock-bottom activities of the county. There is opportunity here for men desirous of entering this line of industry.

POULTRY.

It is safe to say that over 100,000 dozen eggs and 10,000 chickens are imported here yearly, or nearly \$50,000 for this one item going out of the county which ought to stay here were systematic attention given to poultry and eggs. Our rapidly increasing population creates an unceasing demand.

EUCALYPTUS MAHOGANY—THE INVESTMENT TIMBER.

Eucalyptus trees grow five times faster than any other known hardwood. In two years they will grow from twenty to forty feet high and from three to seven inches in diameter. Eucalyptus takes a finish equal to, and is being used for, the finest mahogany-finished furniture.

An acre will grow 800 trees from 75 to 100 feet high in from 8 to 10 years, which will furnish about 100,000 feet of commercial timber, worth at a minimum price today, \$25 per thousand feet. This gives a profit of \$250 a year while growing trees on a ten acre tract.

This is mentioned as another of the opportunities in St. Lucie county. The Eucalyptus tree seems to be the only tree that can avert the timber shortage that is before the country.

RESOURCES OF ST. LUCIE COUNTY

SELECTION OF LOCATION.

One of your first requirements is a good map of the locality. A soil survey map and description from the Agricultural Department will give all the drawbacks of a county or special locality. To get the map is worth while—it gives you facts.

Next, get in touch with only the reliable real estate agent whom the banks will recommend. Avoid unknown men, or those whose only interest in you is the commission they may earn on the transaction. The reliable man has studied conditions from all angles and knows more than you can learn in your brief survey.

Examine the soil personally. Note the various crops—if any. Note the growth, as certain growths indicate the character of the soil.

Study location, proximity to market, the gain of the short haul from farm to railroad or boat, the distance from hard road, drainage, etc.

Purchase in the line of developments. It is cheaper to pay a higher price for land rightly located, than to pay a small price for land at a “jumping off” place.

Don't be hurried. Ask questions.

Buy only as much land as you can handle well. Then get out of a few acres of St. Lucie county land what you have been accustomed to get out of many more acres in some other State. Figure on the possibilities of one acre, and in buying, multiply the acres in proportion you are equipped to work them intensively to their limit.

SOME DETAILS.

To elaborate on the opportunities and resources of St. Lucie county would take this entire book. If there's anything you want to know, write us about it, or ask us about it when you come here.

Some readers may naturally ask:

LANDS—What are the kinds of lands in the county?

Hammock, prairie, muck, pine and high sandy.

COST OF CLEARING—What is the cost of grubbing and clearing?

Hammock, \$50 to \$100 per acre; pine, \$25 to \$40 per acre; high sandy, \$20 to \$25 per acre.

TIMBER VALUES—Is the timber of value?

Yes. In some cases for lumber, in others for strand-wood.

CONDITION OF MUCK LANDS—Are muck lands ready for the plow when drained?

No. Usually a coarse grass which is standing must be cut or burned.

IRRIGATION—Is irrigation necessary?

Not as a general rule.

ARTESIAN WELLS—Is St. Lucie county in the artesian belt?

Yes. A flow can be had at from 300 to 500 feet deep.

COST OF WELLS—What is the cost of digging a well?

About \$1.25 per foot.

SURFACE IRRIGATION—Is surface irrigation used?

Yes. During March and April it is frequently dry and it is an excellent safeguard to be able to turn water onto the crops. A six-inch well will irrigate fifty acres.

FERTILIZATION—Do you fertilize in St. Lucie county?

Yes. Fertilizing and intensive farming go hand-in-hand, brings quicker results. It pays in the same way that it pays to feed corn to hogs to fatten them.



BUNCH OF ST. LUCIE COUNTY BANANAS.



RESOURCES OF ST. LUCIE COUNTY



Irish Potatoes Growing on Prairie Muck Land.

WHAT KIND OF FERTILIZER—All fertilizers sold in Florida are under State supervision. All companies will aid you at any time.

COME AND SEE.

No matter how glowing the outlook the prospective

settler must not be over-confident of his future in Florida. There are obstacles and difficulties to be mastered. Old methods will not bring results. The newcomer must adapt himself to Florida conditions. For this reason, having nothing to unlearn, the merchant or the artisan frequently has an advantage over the seasoned farmer.

The only safe way is to come and see, and not buy through the mail or through the representation of an agent of any land company. See before you buy. Then you will know what you are buying and where your land is located—two essential items bearing on your success.

HOMESEEEKERS' EXCURSIONS.

Homeseekers' tickets, good for twenty-five days, are issued every first and third Tuesday of each month from all principal central western points. This is an ample allowance to thoroughly investigate any locality.

You will find St. Lucie county a wonderful place, and if you perfect your plans to cast your lot here with us, you will find a hearty welcome awaiting you.



- 1—ONE OF THE LARGE DREDGES THAT EXCAVATED THE MAIN AND LATERAL CANALS AT FELLSMERE FARMS.
- 2—TAYLOR CREEK INTO WHICH THE MAIN CANAL OF THE FORT PIERCE FARMS FLOWS TO THE INDIAN RIVER.
- 3—A FLOWING ARTESIAN WELL—THESE MAY BE HAD ANYWHERE IN FORTUNATE ST. LUCIE COUNTY.
- 4—ON THE SLOPE OF THE MAIN OUTFALL CANAL OF THE INDIAN RIVER FARMS AT VERO.



RESOURCES of ST. LUCIE COUNTY



Club House of Mid-Rivers Country Club.



Tennis Court of Mid-Rivers Country Club.

WHY is Jensen different, yet among the most promising towns in St. Lucie county?

Because Jensen, devoted to tradition, is a place of leisure and decidedly the place for the prospective home-buying resident to visit before selecting a residence elsewhere.

Inherently possessing advantages that stamp her doubly attractive, Jensen lies on the picturesque Indian river shore, a river frequently referred to in verse and prose. Jensen has the most available riparian location that can be offered along the river-front hereabouts, for there is an absence of marsh land along the shore for twenty miles to the north and ten miles to the south, and Jensen's river-front boulevard permits anyone to reach the water's edge without obtaining permission from those holding riparian privileges which so often precludes the average person from the pleas-

ure of fishing and boating on a beautiful expanse of water elsewhere, and which so frequently mars the utility of a town's water-front.

Along this boulevard is a veritable exhibition of foliage. At times, the palmetto trees stand in those groups featured so prominently in pictures of the semi-tropics. As you glance through these trees, you will see lone cranes standing stolidly in their incessant quest for food. All around the mullet will be jumping, yet Mr. Crane never moves until an unwary fish comes close enough and then, with a dip indescribably rapid, the crane snaps his meal.

On the shore side, you will pass through the bulk of the pineapple belt that has brought fame to this county. For 25 miles you can drive by these fields, relieved here and there by flowering shrubs and fruit trees. It is a study in nature for anyone to travel



1—RESIDENCE OF C. H. RACEY, "MOUNT ELIZABETH."

2—RESIDENCE OF R. R. RICOU, JENSEN.



RESOURCES of ST. LUCIE COUNTY



Residence of George S. Saylor, Riverside Drive, Ankona.

leisurely, noting the variety of temperate zone and semi-tropical fruits—guava, fig, date, banana, etc., alongside the peach and other more northern trees. This road resembles a long lane through a grove and garden, and those who develop these beautiful places have the placid, sleeping river to look out upon after each day of labor—restful and inspiring.

Jensen is one of the oldest towns along the East Coast and boasts that it can offer more beautiful homesites than on any other given frontage along the river. Jensen has never experienced the developing of her natural beauty which would usually create a boom to a similar location, but she remains content to advance in proportion to her assimilation of new residents. This growth is unhurried as there is not more than one mile of shore front intermittently occupied with residences in a distance of twenty miles.

The day will come when the quietude will be shared with many in this neighborhood, but no matter the extent or nature of improvements or developments, Jensen's native picturesqueness will be preserved for those who desire the leisurely pleasures of old Jensen. Ancient in settlement and staid by instinct, Jensen has remained quaintly true to tradition; primitive, she has remained free from boom, but signs are seen of modern progressiveness by the establishment of a yacht club and formation of a country club, and the advent of sportsmen who fish in streams not yet commercialized.

Jensen's principal industry is among the pineapples. St. Lucie's "pines" prove themselves superior to foreign fruits and remain as a profitable form of livelihood for those who follow it. The town has an ice plant, fish packing house, high school, several churches, and splendid water supply.



The R. R. Ricou Brick Block in Jensen.

By virtue of its healthful location and beautiful surroundings, Jensen is unquestionably among the promising towns of the county for the homeseeker. By homeseeker, or settler, we do not mean the "farmer" or the "cattle raiser," for Jensen is different. Jensen is for the people looking for health, recreation and quiet retirement during the playtime of life.

Jensen does not offer an opening to make great financial wealth, but it is distinctive in that it does offer tangible wealth in the form of health, quietude, leisure, variety and a pleasurable change from ordinary routine.

For people who count on these things, Jensen's the place.

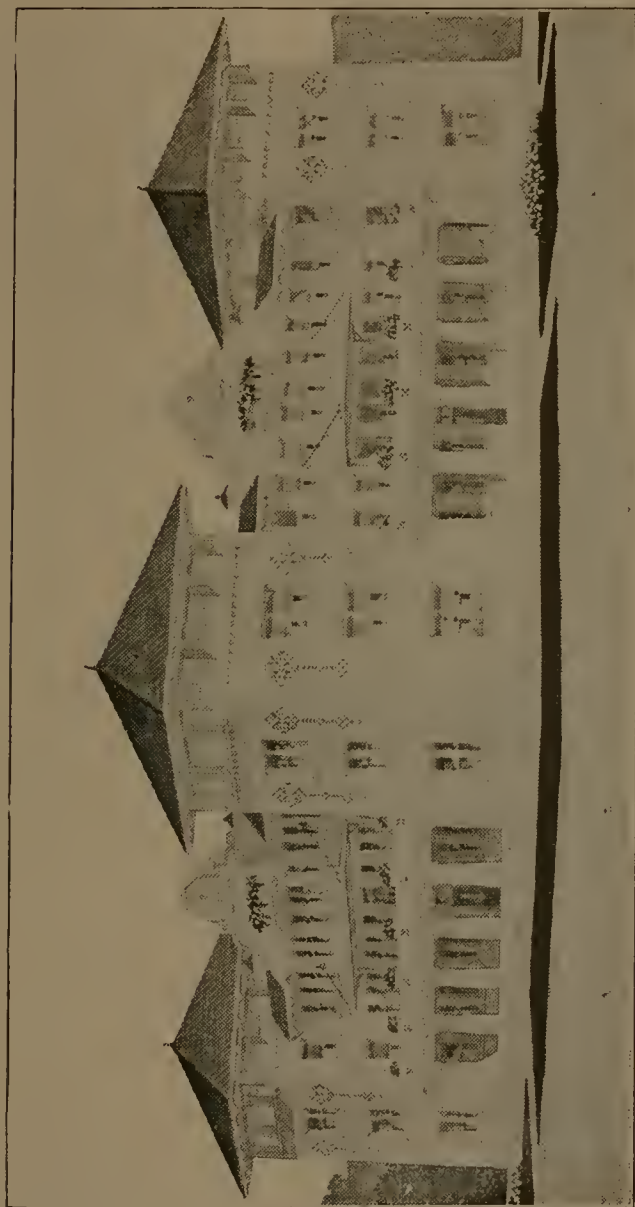


COCOANUT TREE
IN BEARING
ST. LUCIE COUNTY
FLORIDA





RESOURCES OF ST. LUCIE COUNTY



Proposed \$100,000 Hotel for Fort Pierce, a Needed Institution, and it seems that capital will be raised for erection during the present year—An opportunity for an investor or hotel man of capital.



Proposed New Home of the St. Lucie County Bank, Fort Pierce.



A St. Lucie County Pineapple Field.



PROTESTANT CHURCHES OF FORT PIERCE: 1—ST. ANDREW'S EPISCOPAL. 2—METHODIST. 3—PRIMITIVE BAPTIST. 4—MISSIONARY BAPTIST. 5—PRESBYTERIAN.



RESOURCES OF ST. LUCIE COUNTY



Walton's Hotel—The Walton Inn.

IN Florida, one would think that all of the Northern and Western people that are coming south are locating in this State, so many are the evidences of the building of homes by them, from the very handsome to the modest bungalow. The influx of new people is perhaps noticeable in a greater degree in St. Lucie county than many other sections of Florida, for the county population has increased at the rate of approximately 1,000 people a year for a decade.

Our county is also receiving the benefits derivable from an expenditure approaching five million dollars

for various improvements. An extensive acreage of the most satisfying, productive soil is being bought by people in all parts of the country for immediate and future development, and it is predicted by men who study these kind of questions that more people will come to the East Coast of Florida than to any other locality of the United States.

Walton will receive its share of St. Lucie county's growth. Walton is already receiving benefits that were not anticipated five years ago. As a consequence much additional residence property has been taken up and a considerable number of new homes erected.

Walton is delightfully situated on a high bluff overlooking the Indian river, a few miles south of Fort Pierce. It is hand-in-hand with many other places mentioned in this booklet, as being on the Montreal-Miami national highway which has here an elevation of about 30 feet above the river, at this point two and one-half miles wide, with only a narrow strip of land separating river and ocean.

The ocean beach opposite Walton is fine for bathing, and is equipped with bath houses and pavilion, making it a very popular rendezvous for picnicing parties.

For those who prefer a quiet, simple, pleasant and delightful home life there is not a more desirable location in the county than can be found at Walton.

Walton's commodious hotel has a long dock stretch-



1—BEARING COCOANUT TREE. 2—CANAL IN ST. LUCIE GARDENS. 3—ARTESIAN WELL.



RESOURCES of ST. LUCIE COUNTY



ing into the river, and both passenger and freight boats make Walton a port of call. The trunk line railroad passes through the town, and such has been the recent volume of business at this point that the railroad company has erected a new depot to accommodate it.

This increase has been brought about by the development of several thousand acres of fruit and vegetable land, starting about one mile west of the Walton postoffice. This land is being rapidly taken up in small acreages and many new settlers have come here and built substantial homes. Walton is charmed with the desirable class of people taking up residence here. This speaks emphatically for our attractive opportunities which new-comers are quick to take advantage of when they reach here.

Walton welcomes the settler with sufficient money to carry him over the transition period between buying land, accommodating himself to St. Lucie county conditions and the time his crops return an income. Walton offers no inducements to the ne'er do well, but for the man of some means, brain and brawn, she offers every good thing under the sun.

Walton people have firm faith in the future of their town and the surrounding natural resources. Walton's prospects are of the brightest. Walton's growth can never be permanently checked. Waltonians are always ready to welcome people of the right caliber, and this is why, through the medium of this authoritative booklet, they are asking other northern friends to come south—to Walton, first.



WALTON RESIDENCES: 1—MRS. L. J. SAWYER. 2—C. A. BAILEY. 3—W. H. HARRIS.



RESOURCES OF ST. LUCIE COUNTY



Boat Yard and Shop of H. L. Phillips & Son.

TO Eden belongs the honor of being the original home of the Florida pineapple industry, and of the oranges which gave to the Indian river variety its distinctive fame which enables them to obtain from 50c. to 75c. more than for the average Florida fruit.

Today there are more pineapples produced on the beautiful undulating ridge lying between Fort Pierce and Sewall's Point, of which Eden is one of the central points, than in all the remainder of the United States combined.

This ridge is the keystone to Eden. Its natural beauty embowered in a verdure of palms, cocoanut and orange trees, overlooking the waters of Indian river, has been known to a few people for years, but it was only recently that the opening of the magnificent rock road, the Montreal-Miami highway, passing through Eden, revealed its charm to hundreds of enchanted automobilists. The time is approaching when this "Riverside Drive" will be as famous and as sought-after throughout America as the Riviera is in Europe, for not only does it possess the perennial charm of a sub-tropical shore, with the invigorating tang of the salt-breezes, but it unites with sufficient elevation of bank and adjacent rolling land to make ideally attractive building sites. Rare are such spots obtainable, most of them being in possession of wealthy north-erners.

This beauty spot, with an exquisite vista opening up almost every step, is a constant delight to residents, while to visitors, it is a veritable paradise. Several homes both of permanent residents and of winter visitors dot this American Riviera.



Eden Residence of F. G. McMullen, of Fort Pierce.

The Eden Grove hotel is situated in its own orange and pineapple plantation two hundred yards from Eden station. Its outlook forms one of the most picturesque views on the Indian river.

There is plenty of sport and recreation for every taste. Three club houses are within easy reach. Large and small game is obtainable by the hunter willing for a tramp through the woods, while fish in infinite variety swarm both the Indian and St. Lucie rivers, as well as the Atlantic ocean which is reached from Eden by a short launch ride.

Within a mile or so to the rear of Eden are hundreds of acres of pine, muck and prairie land available for development, and at an extremely reasonable outlay it is possible to establish a profitable agricultural business here at the present time. People from all parts of the United States are to be found in this appropriately-named community, Eden.



THE EDEN GROVE HOTEL.



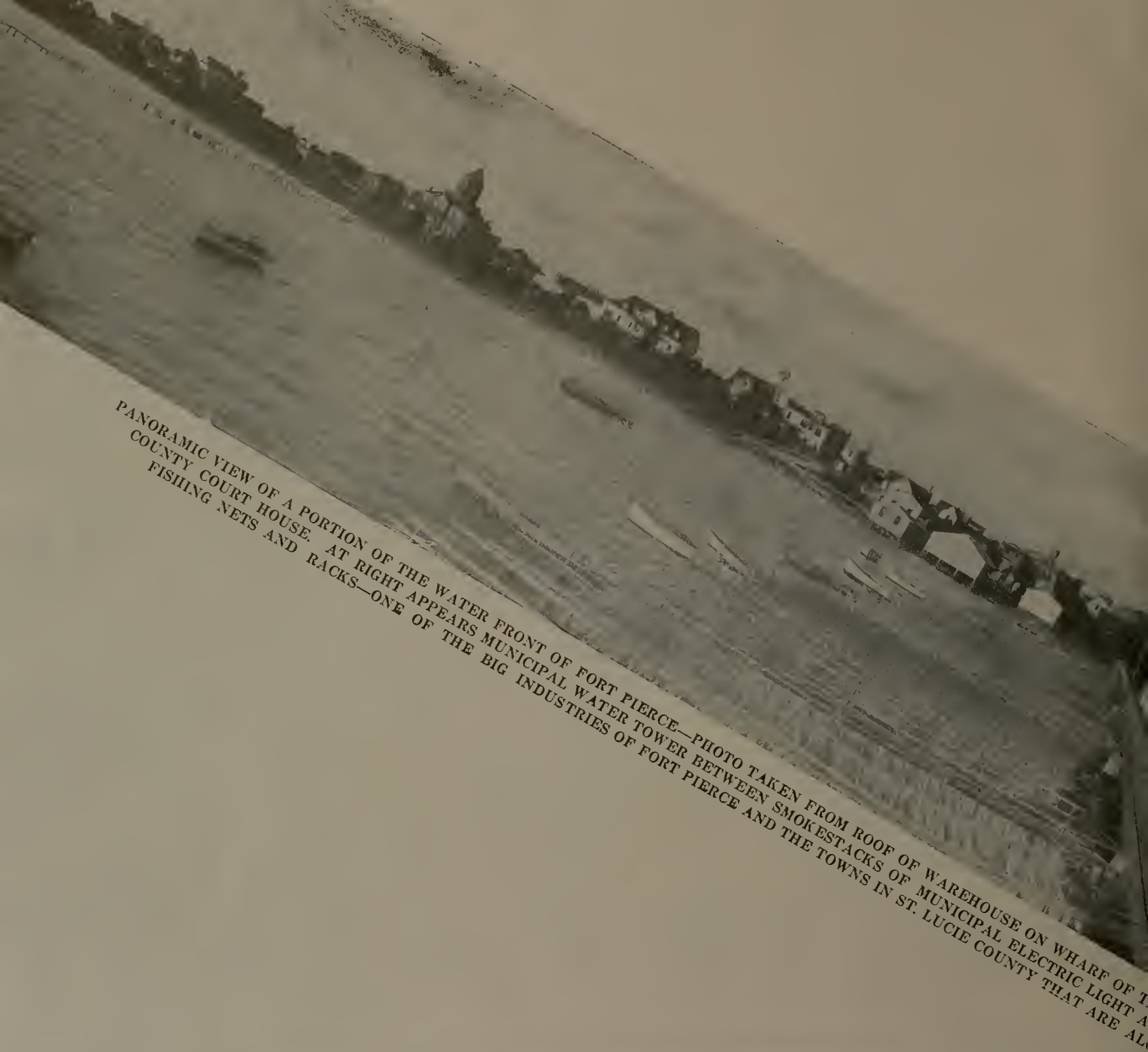
RESOURCES of ST. LUCIE COUNTY



Some of the Handsome Residences In Fort Pierce



1—ORANGE AVENUE RESIDENCES OF MRS. N. CHARETTE; WILBERT WHITE AND A. A. DEMMER. 2—ORANGE AVENUE RESIDENCES OF JUDGE J. R. JOHNSON; OTIS R. PARKER; MRS. SINCLAIR, AND T. J. O'BRIEN. 3—WINTER RESIDENCE ON RIVERSIDE DRIVE OF COL. C. A. GATES, OF CHARLESTON, W. VA. 4—"CAUGHNAWAGA," THE BEAUTIFUL SUBURBAN HOME OF MR. AND MRS. M. E. CARD. 5—RESIDENCE OF R. D. HOLMES, ON MAGNOLIA AVENUE. 6—RESIDENCE OF R. D. HOLMES, ON MAGNOLIA AVENUE.



THE PRIDE OF FORT PIERCE—THE ST. LUCIE COUNTY HIGH SCHOOL—BUILDING AND
 GROUNDS (EIGHT ACRES) COST \$100,000. COMPLETED IN MARCH, 1915.



RESOURCES OF ST. LUCIE COUNTY



NEW \$35,000 BANK OF FORT PIERCE BUILDING, PALMETTO AVENUE AND PINE STREET. COMPLETED JANUARY, 1915.



INDIAN RIVER AND LAKE WORTH FISH COMPANY—DOME AT LEFT IS THE ST. LUCIE WATER POWER PLANT AND THE ST. LUCIE ICE COMPANY. IN THE FOREGROUND APPEARS THE BANKS OF THE FAMOUS INDIAN RIVER.



RESOURCES OF ST. LUCIE COUNTY



In the Business Section of Fort Pierce.



Birdseye View from Water Tower, Looking South.

NEW public buildings, modern business houses, miles of new streets, a splendid system of good roads radiating in all directions, new transportation connections projected, numerous fine homes, probably the largest single school building in the State, a population overflowing the city limits and building into what was but a few years ago open country—these are visible evidences of the progress of Fort Pierce, the county seat and chief city of St. Lucie county.

Fort Pierce today reflects a condition that is co-extensive with St. Lucie county, an era of development which assures continuous expansion and the maintenance of her position as the largest city on the eastern shore-line of Florida between St. Augustine and Palm Beach.

Fort Pierce grows also because of logical location. It is a full railway division point, this one item furnishing a payroll of over \$15,000 a month; forty railway mail clerks make this their home; the stores have a payroll of about \$15,000 a month; the builders, over \$15,000 a month; the fishing industry is worth nearly half a million dollars, and the pineapple income furnishes approximately one and one-half million dollars.

Fort Pierce has two strong banks, two newspapers, and largest lumber concern on the East Coast. Among general utilities, Fort Pierce has twenty miles of cement sidewalks and ten miles of paved streets, complete sewage system, large ice plant, several hotels, general stores, theatres, garages, telegraph, railroad facilities north and south, and telephone system covering the county and placing farmers and growers in touch at nearly every point.

Electric light and water plant is owned by the city. It is equipped in duplicate. In case of breakdown of one set of machinery the other can be brought into play and the plant operated day and night without interruption.

Streets are well lighted, and plans are being considered for modern street lighting fixtures with single opalescent globes.

The Board of Trade and City Council are reviewing plans for a sea-wall along the front of the city facing the Indian river. Proposals call for carrying the present shore line forward about 250 feet and the forming of a public park between the present and proposed line; also for a municipal pier to accommodate big passenger and freight boats.

Probably the largest school building in the State is nearing completion at Fort Pierce. The new county school covers more ground than any similar building. The auditorium will seat 1,200 people, and it is equipped with stage, scenery and other theatrical appliances for up to date performances. The school will feature manual training and domestic science. The eight acres of grounds will be utilized for playgrounds, agricultural experiment plat, and public park.

It is interesting to note the character of building now active. In addition to the \$75,000 high school,



NEW PRESBYTERIAN CHURCH ON ORANGE AVENUE.



RESOURCES OF ST. LUCIE COUNTY



St. Lucie County Court House and Jail.

there is a Catholic school for boys, \$30,000; new building for the Bank of Fort Pierce, \$35,000; new Presbyterian church, \$15,000; convent for girls, \$20,000; a number of concrete buildings, numerous fine homes both within the city and nearby county points. The appearance of these homes can be judged when it is said that many of them cost from \$5,000 to at least one at \$30,000.

Our postoffice has passed the \$10,000 mark by several hundred dollars which entitles the city to free delivery. Action is being taken by the City Council



St. Anastasia's Roman Catholic Church, School and Rectory.

relative to the requirements of the government relative to the numbering of residences and other details.

Fort Pierce is also a satisfying example of a city without saloons, local option being among the statutes of the county—a city with fine religious and social activities, a high order of physical, mental and moral citizenship, good government and the direct primary. The courts are thoroughly non-partisan, and taxation quite reasonable.

There are many other advantages which make Fort Pierce a good residence town. Besides the congenial climate, the proximity of the Atlantic ocean, there is splendid yachting, boating and fishing on the Indian river, and the backwoods furnish good hunting. St. Lucie county roads are a joy to the automobilist, as mentioned in the review of the county on another page.

Fort Pierce particularly needs a good modern hotel, and there are other openings along different commercial lines awaiting the advent of the right people, for such, a good living and a warm welcome await.



1—RAILROAD STATION AT FORT PIERCE. 2—IN THE RAILROAD YARDS. 3—PULLMAN OBSERVATION CAR.



RESOURCES of ST. LUCIE COUNTY



AN extensive range of fine fertile country lies around White City set amid St. Lucie county's groves and gardens, about five miles south of the county seat.

In locating White City on the banks of the picturesque St. Lucie river, the founders had an eye for the charming, for the St. Lucie, one of Florida's prettiest rivers, is 100 feet wide, and 25 feet deep at this point, and it has been declared navigable water from the Atlantic ocean to about one mile above town by the United States War Department.

The St. Lucie river is truly the angler's delight, for it teems with all kinds of fish, and the woodlands along its banks abound with large and small game, making it a hunters' and anglers' paradise that is well patronized not only by our own people but by visitors as well.

In and around White City are well-kept roads. A

newly completed county rock road runs direct from the railway station at Carson to White City, and the road to Fort Pierce is expected to be completely hard-surfaced in the near future, four miles of the distance being finished at the time of writing. Oleander avenue has been graded and surfaced with marl for a mile and a half to the south of Midway, and arrangements are being made to treat Pineapple avenue in the same manner, while other thoroughfares are under consideration for the same treatment.

White City has attracted a population of approximately 300 intelligent and hospitable people from all parts of the world—a large number coming from Chicago. The latitude is far enough south to insure exceedingly pleasant weather conditions the year around, and the prospects of prosperity and a life of comparative ease have exerted an influence which will ultimately result in greater diversification of activities, progression of the community as a whole, and stability of values not thought of today.

Agriculture is our chief industry, and the increase in the number of those engaged in farming and fruit growing is reflected in the flourishing growth of the community, many settlers being supplied with sufficient capital to enable them to extend their operations to any degree as might suit their fancy or purpose, while others are accumulating means of support for their older days.

White City is not a one-crop section. Vegetables and fruits usually grown elsewhere are seen at their best. Increasing attention to potato growing is noticeable—beans, peppers, melons, cucumbers, pineapples, guavas, strawberries, and so on, are grown to a considerable extent and profit for market and home use.



1—BRIDGE CROSSING ST. LUCIE RIVER AT WHITE CITY. 2—ON THE ST. LUCIE RIVER AT WHITE CITY.

RESOURCES OF ST. LUCIE COUNTY

These with other tropical and sub-tropical fruits, our home milk supply, cream and homemade butter, enable White City people to live on a liberal scale and at a lower cost than a similar scale of living in many other places. There is no cry here of the high cost of living, for as big returns from a like amount of capital and effort can be obtained in the White City section as in any other part of Florida. With a reasonable amount of capital, backed by intelligent application and scientific methods, the possibilities for trucking, broad-acre farming or citrus culture are almost limitless.

Here we have one of the rare localities in all the United States where bananas are successfully grown on a commercial basis. Under shade, and with irrigation, banana growing is proving profitable, a conservative estimate of returns at a per-acre rate being from \$200 to \$500.

Sugar cane grows to perfection, the Japanese cane making excellent green fodder for stock. What has been said in the survey of the county about stock raising applies with particular stress to White City. All kinds of forage for making plump cattle and hogs can be easily grown here, and our surrounding country affords an ample opportunity. Many Western cattle experts have predicted the fame of Florida as a cattle raising State. Certainly climate and feeding conditions are here—the lack is men; opportunity is here—it simply wants seizing. Who among the readers of this article will reap the benefit?

There are more bearing citrus groves here than in any other single section of the county, and many of the finest groves in Florida are here located. Upwards of 50,000 boxes of fruit are being shipped this season,



Row of Young Orange Trees.

and nearly 1,000 crates of guavas. To illustrate the various kinds of fruit grown in and around White City, we beg to say that on one ten-acre farm there are grown 25 varieties of fruit. There is not a day in the year that the owner can not step out into his grove or garden and gather fruit fresh from the trees or bushes for home consumption.

Additional acreage is continuously being brought under for fruit raising purposes, and sales of bearing groves are often made at prices which range from \$500 to \$1,000 an acre, showing the value of a good grove from an investment point of view.

To take care of shipments, a packing house association has been organized at White City, and a modern packing house has been built to take care of oranges and grapefruit and is now in operation. A Citrus Protective association is already in operation, the purpose of which is the protection of citrus groves from any injurious pests that might at any time attack the



1—BANANA GROWING IN THE OPEN AT WHITE CITY. 2—VIEW OF THE F. R. AST GROVE AT WHITE CITY.

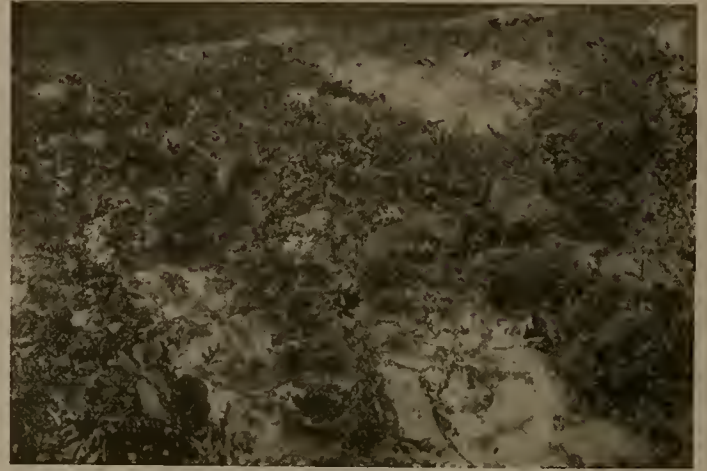
RESOURCES OF ST. LUCIE COUNTY

trees or fruit in this vicinity. While there is at present no real need of such an organization, it was thought best to be prepared for an aggressive attack upon any enemy before a stronghold could be obtained. The White City Nursery Association, uniting several citrus nurseries under one head, all under efficient and expert management, is producing thousands of the finest citrus trees in the State.

In addition to our prosperous agricultural industries, there are several commercial interests here, including a saw mill and a tile works; both enjoy a wide distribution for their products. A small jelly factory is turning out a very superior quality of jellies and preserves of such varieties as guava, grape, kumquat, mulberry, and the like.

Our community life is along simple, restful lines. A number of associations look after their respective interests—Women's club, Improvement club and Nursery association are among the most active. The Improvement club owns a club house and hall. We have a good school with regular high school grade. Among the fraternal orders, the W. O. W. Camp No. 322 meets semi-monthly, and our religious life is very perceptibly advancing. A neat, commodious church building has recently been erected on Midway, and regular services are now being held therein. The lot on which the structure is located is sufficiently large for the erection of a comfortable pastor's home when conditions warrant such a step.

A number of neat and attractive residences have recently been built in White City and plans are under way for the erection of others at an early date, showing a steady and permanent increase in the population and size of our community. As a desirable home site



A St. Lucie County Watermelon Field.

White City possesses many advantages over the usual rural community and is unexcelled.

But a limited space like this does not do credit to the attractiveness of White City—mere words cannot impress the real beauty of our country; you must come and see for yourself. Personal investigation is the only way you can connect up with any one of the tangible opportunities which lie all around. To the world at large we extend a hearty welcome. Now is the opportune time to act. Real estate, while very reasonable in price, is steadily advancing in value and indications point to the conclusion that within a very short time this section of St. Lucie County is to enter upon an era of vast development and prosperity. The person contemplating an investment or expecting to make his home in this section should seize the opportunity while it is offered and get in on the ground floor.



1—SIX MONTHS OLD GRAPEFRUIT BUDS AT WHITE CITY. 2—IN A WHITE CITY NURSERY.



Drainage Canal on the Fort Pierce Farms.

ONE of St. Lucie county's new-old communities is that of Viking, situated a few miles north of Fort Pierce. Viking's present-day growth repeats the common history of the healthy, steady advance of the entire county, and of the State in general.

Viking is a notably large shipping point and marketing outlet for a splendid area of citrus, pineapple and vegetable industries, and quite naturally, around the shipping point many homes have been erected, and school facilities are furnished by the county.

There is boating and fishing on the Indian river, bathing on the beach of the Atlantic ocean, hunting in the back country, and ample opportunity for rest and leisure for those seeking a change from strenuous life.

Viking's bid for prominence began to be heard in the winter of 1905 when Mr. R. N. Koblebard came to St. Lucie from West Virginia in the interest of his young son's health. The opportunities offering in the county, and especially at that time in the growing of pineapples, which was the leading industry, greatly impressed him. He purchased a farm, and the following summer induced Mr. Frank Armstrong and other West Virginia associates to engage in the growing of pineapples in a large way. Thus originated the Seminole Fruit Company, which is now such an important factor in the pineapple business and the growth of Viking.

The Seminole's present acreage at Viking is about 174 acres in pineapples and 27 in citrus fruits. Last season the pineapple crop amounted to over 37,000 crates, equal to 125 carloads, and brought over \$60,000.

While engaged in this work, Mr. Koblebard and his associates saw possibilities in a wider field, through the development of the rich prairie land to the west of



Farm and Residence of Edwin Binney on Fort Pierce Farms.

Pineapple Ridge, and at once set about acquiring a tract of this land containing 36,000 acres. With the completion of an extensive system of drainage canals on this tract, the entire Viking district is being brought under cultivation. Many farmers, both native and from the north, are successfully growing a marked variety of vegetables, field and forage crops, and many are paying special attention to the establishment of citrus fruit groves, under the advice of the Fort Pierce Farms Company, of which Messrs. Koblebard and Armstrong are the moving personalities.

The Fort Pierce Farms Company is building a complete road system throughout the district, thus providing each farm with ready access to a good thoroughfare. These roads are built of the clay, marl and shell dredged from the bottom of the canals.

It is in the center of the tract of the Fort Pierce Farms Company that the previously mentioned Seminole Fruit Company's operations are carried on; in fact, the entire development of Viking has revolved around this one institution.

It will be a revelation to the farmer of the west and north who thinks of Florida farming as a man with a hoe proposition, or a negro with a mule, to see at Viking a powerful tractor pulling large disc plows and harrows and that with this 60 horse-power caterpillar tractor the cabbage palmettoes and small pine trees are pulled out by the roots, with a great saving of time and labor. Twenty acres of land can be plowed and double-disced every 24 hours by this machinery.

Another development well under way that will increase the commercial and shipping activities of Viking is the Ponce de Leon Grove which will eventually contain 200 acres of citrus fruit trees. The manager of this grove, Mr. C. R. Negus, is an enterprising Pennsylvanian, who came to Viking some years ago and, appreciating the opportunities here, quickly took advantage of them.



RESOURCES of ST. LUCIE COUNTY



C. A. Taylor's Barn on Fort Pierce Farms.

In addition to these enterprises, some prominent northern fruit dealers are looking after their source of supply by converting 1,000 acres into a citrus fruit grove. There are a number of smaller groves being set. Mr. Edwin Binney, of New York, has a remarkably pretty grove about two miles west of Viking. Mr. Binney combines the beautiful with the practical in the development of his property. Throughout the full length of his 80 acres on the Viking road, he has plant-

ed cocoanut palms alternating with Australian pines. The young growth is shown in the photograph.

While it is true the farmers in this district pay greatest attention to the growing of fruits, yet they do not fail, also, to appreciate and take advantage of the fine opportunities offered in raising a wide variety of vegetables and field crops. Among those grown most plentifully are, of the vegetables, potatoes, tomatoes, beans, cucumbers, cabbage, lettuce, etc.; and of the field crops, oats, the different grasses, Kaffir corn, etc.

One great aid to the farmers in raising both vegetables and citrus fruits is the fact that they can easily obtain artesian wells and thus protect their crops against possible droughts.

As the development of the Fort Pierce Farms district progresses the operations of the company naturally become more and more centralized about Viking, which means the erection of many additional bungalows, winter homes and other buildings. And this expansion, added to Viking's present activities, will command for her as great attention as given to any other place in the county.

Viking is ready for you when you are ready for Viking.



FORT PIERCE FARMS: Traction Plowing. 2—Prairie Land With Cabbage Palms. 3—Tomato Field. 4—Irish Potatoes.

OKEECHOBEE



OKEECHOBEE is another center of attraction in the development of the rich prairie, timber and hammock lands of St. Lucie county. The small fruit groves planted by the pioneers and the larger grapefruit and orange groves set out within the past ten years demonstrate the possibilities of the Okeechobee section—a region that will help advance Florida into the front rank of agriculture and fruit growing among the States of the Union.

Try to imagine an infinitely big country that grows the finest corn, cane, oranges, grapefruit and other fruits, vegetables of all kinds and provides pasture for livestock every month in the year, with a mild and delightful climate, warmed by tropical ocean breezes in winter and cooled by the same breezes in summer, and you have a faint conception of this God's country which is destined to become one of the greatest food-producing sections in the Union.

The townsite of Okeechobee is in the southwest corner of the county, 38 miles west of Fort Pierce, just north of the extreme northerly end of Lake Okeechobee to which communication is had by the Onoshohatchee river. This river (pronounced O-no-sho-

hatchee) is a beautiful stream, with many winding curves apparently ending in vaulted halls of lovely green foliage, pillared by tall palmettoes, towering among immense cypress trees which form arches overhead. This attractively adorned river, with its densely wooded shores, the brilliant flowering shrubs and vines interlacing all, make a trip on its waters a veritable voyage in Fairyland.

The soil in the vicinity of Okeechobee is largely a dark sandy loam—much of it being underlaid with clay and marl. There is muck, too, in abundance, and a large area of rich black soil resulting from leaf mold—the most fertile agricultural land known. The lay of the land could hardly be improved. It is just a trifle on the rolling order with sufficient fall toward the lake to cause the current in the Onoshohatchee river which passes through the townsite to flow swiftly.

Okeechobee holds a strategic position on the Onoshohatchee river, where the prairies, timber lands and the Everglades meet at the north end of the lake, the legitimate point and logical center where the business of the great lake, a veritable inland sea, and these fertile lands naturally converge.

At the townsite of Okeechobee and the surrounding lands, the elevation ranges about 33 feet. The townsite has been carefully located and platted with wide streets and avenues. Plans are now under way for hardsurfacing the principal streets of the town, with especial attention to Parrot avenue, leading through the town to Lake Okeechobee two and a half miles south.

Direct transportation provided by the Okeechobee branch of the Florida East Coast Railway having its lake terminal here necessarily insures an enormous and rapid development of the section. This is further assured by the fact that the State of Florida has already contracted for the construction of the huge



RAILROAD STATION AND SOME NEW BUILDINGS AT OKEECHOBEE.

RESOURCES OF ST. LUCIE COUNTY



Grass Prairie at Okeechobee.



Road Through Hammock at Okeechobee.

Okeechobee-St. Lucie drainage and ship canal, extending from the east shore of Lake Okeechobee to the south fork of the St. Lucie river, a distance of 24 miles. This canal, having a minimum bottom width of 160 feet and depth of 14 feet, will provide communication with the Atlantic ocean and control the waters of Lake Okeechobee, preventing their overflow and draining thousands of acres of fertile soil. It is estimated that in constructing this canal a total of 20,000,000 yards of material will be excavated, at a cost of over \$1,616,000. The work is to be completed within four years.

Lake Okeechobee is the second largest body of fresh water wholly within the United States. It is two and a half miles south of the townsite and measures 40 miles long by 30 miles wide, with a maximum depth of 15 feet. The elevation of the surface of the lake is about 21 feet above sea level. This great lake is an open sheet of water with several small islands in its southern part. From its western side there is an outlet to the Gulf of Mexico by way of a canal to the Caloosahatchee river. From the east and southeast go the four state canals now building and to be built to the East Coast with outlets at Miami, Fort Lauderdale, Deerfield and Lake Worth, near West Palm Beach. The Fort Lauderdale canal has been open to navigation for some time.

Into the very north end of Lake Okeechobee flows the short but beautiful Onoshohatchee river. This river divides the townsite of Okeechobee and provides not only a connection with the lake, but affords a safe harbor for boats and furnishes means of connection for traffic between the railroad and the lake. It is from 100 to 150 feet wide and has a depth of from four to fifteen feet. The river is being dredged out to permit the free passage of good sized boats from the lake to the

town. A spur track will run from the railroad yards to a convenient point on the river where dockage facilities will be provided.

From the lake will come wealth from its fisheries, its commerce and pleasure craft. From the forests, a lumber and turpentine and allied business of great value. The prairie lands and the hammocks will be wealth producers for the farmers and fruit growers, and owners of rice and sugar plantations, the dairy men and the live stock raisers and general farmers.

On the west of the townsite lie miles and miles of prairie with a growth of wild grasses and scrub palmettoes, while here and there clumps of pine and hammock dot the horizon. This is the feeding ground of thousands of range cattle and for such purposes is un-



ONOSHOHATCHEE RIVER AT OKEECHOBEE.

RESOURCES of ST. LUCIE COUNTY



Railroad Yard at Okeechobee.



Small Hammock on Prairie at Okeechobee.

excelled. It is safe to say that for stock raising and general farming, for citrus and sub-tropical fruits and for trucking the lands adjacent to Okeechobee are the equal of any in the United States. While, both in and adjacent to Okeechobee, real estate is now selling at very reasonable prices it is rapidly increasing in value and those who contemplate investing here would do well to act quickly.

More than 75 families live in and adjacent to the townsite of Okeechobee and 65 voters are registered for the district, while the postoffice serves approximately 700 patrons, including a number of lake fishermen. The public school last session enrolled nearly 100 pupils. Plans are being considered for the erection of a modern building and otherwise improving the status of the school. Among the recent improvements within the townsite might be mentioned the construction of several large business buildings, including a general mercantile store 100 by 150 feet, a bakery, a hotel and restaurant, furniture store, hardware store, drug store, complete lumber yard, large fish packing house, and several other business establishments. In addition to these, a fine concrete building for the Bank of Okeechobee is going up; an ice and power plant, a new 30-room modern hotel and other business structures will probably be built in the near future. In short, there is every reason to believe that an era of unprecedented growth and development is ahead of Okeechobee and that the fast-growing town is destined to excel the fondest hopes of its promoters.

Okeechobee has a brilliant future in prospect. Its splendid location in St. Lucie county insures good health in one of the most comfortable climates in the world. A city for homes, for business, a Mecca for the tourist, the winter resident and the sportsman.

To sum up, the town of Okeechobee will be supported by the tourist, the fisherman, the general farmer, the livestock farmer, the lumberman, the fruit grower and truck farmer. It is being extensively advertised throughout the country and its superior advantages and rare opportunities are attracting the attention of thousands, many of whom are becoming financially interested. Although only a few months old, it is assuming city-like proportions and is bounding ahead at rapid strides. Situated at the gateway of the great Everglades, backed up by the products of thousands of acres of fertile land, located on the banks of a vast inland sea, blessed by ideal climatic conditions, populated by wide-awake, progressive and able business men, Okeechobee should grow into a great, busy, permanent city.

Look over the Okeechobee section of St. Lucie county. You may find it all your ideals have pictured. An investigation will be worth while, whether an investment is made or not; an investment may mean financial success. The town is only a trifle over twelve hours' journey by rail from Jacksonville and can be reached from Fort Pierce and adjacent points by automobile.

There is no auction, scheme of allotment or complicated plan in the sale of lots or lands at Okeechobee. Sales are made on the basis of first come, first served. All sales are for land as represented. Each individual is handled under the personal supervision of the resident representative on the property.

When choosing your Florida home, with the intention of permanent location, it should receive and command more earnestness of purpose than any deed of your life. It is the one act of all others from which chance should be eliminated.

RESOURCES OF ST. LUCIE COUNTY



Spillway on Main Canal of Indian River Farms Co.

RIGHT in the heart of Florida's famous Indian river citrus country and approximately halfway between St. Lucie river on the south and Sebastian river on the north, paralleling the Florida East Coast railway for twelve miles, the muck-marl, prairie and pinelands are being transformed into bearing orange and grapefruit groves, productive farms and semi-tropical parklands studded with flowers in a riot of color. Land, which previous to the undertaking of efficient model drainage operations by the Indian River Farms Company, was seemingly of little use, but now, when under cultivation is valued at several hundred dollars an acre, according to crop and yield.

The headquarters of this district so rich in fruit growing and agricultural opportunities is the promising town of

VERO

You'll like Vero, with its 70-foot hard surfaced streets, cement walks and curbing, parked sidewalks,



RESIDENCE OF J. H. BAKER, AT VERO.

business buildings, attractively designed and well built residences on generous sized lots, modern hotel, the Sleepy Eye Lodge, fronting the Montreal-Miami highway, extensive landscape park system, fine school house in a two-acre playground, and liberal reservations for churches. Plans are being formulated for a Methodist church, Catholic church, German Lutheran church and Swedish church. The community's citrus fruits are made ready for market in a large modern packing house recently erected by the Vero Citrus Growers Association, which is a branch of the Florida Citrus Exchange. A number of new residences and business houses are now under construction.

Under the direction of Mr. A. W. Young, Florida manager for the Indian River Farms Company, one hundred thousand dollars are being spent on road building through the neighboring agricultural lands, and nearly half a million dollars for a canal and ditch



Vero's Hotel—The Sleepy Eye Lodge.

system. Although not quite completed, the work accomplished so far stands as a monument to the care and watchfulness of those in charge and those directing this extensive system.

Thus the adjacent reclamation project indicates the tangible character of Vero's growth—the emerging from its probation period and its journey along the road of success.

Within the area, Vero has nearly fifty thousand acres of magnificent fruit, pineapple, vegetable and forage growing land, much of it so free of undergrowth that it is ready for cultivation. Indeed, one of the attractions of this locality is a well-developed bearing orange and grapefruit grove a short distance from Vero. The Walker grove has been visited by thousands of people and countless others have heard of it. In its center are nine trees thirty years old, which in the 1913-14 season each yielded 25 crates of fine fruit. On this eight-acre grove indications are that the owner



RESOURCES of ST. LUCIE COUNTY



Raising Hay at Vero.

productive area centering at Vero and the ever-increasing expansion, a prosperous future is assured this strategically situated gateway.

There are commercial business opportunities in many lines of business.

Recreation opportunities are first class. Fishing yields abundantly on the Indian river. A trip into the



Sugar Cane at Vero.

will net \$10,000 next season. His refusal of \$30,000 for the grove is a demonstration of the profits possible by energy and foresight.

The Huston Fruit Company, of Vero, has a large acreage under cultivation—tomatoes, beans, squash, onions, etc. The picture shows the excellent state of development.

That Vero is destined to become an important shipping point was stated by a Florida State deputy of the Shell Fish Commission, who recently was in Vero staking out oyster leases.

With population, trade and traffic of this large,

woods brings the sportsman into touch with quail, turkey, duck, etc.

Climate is similar to other sections of the county—summers cooled by ocean breezes; warm winters, ample rainfall.

Stop off at Vero.



1—FLAGLER SYSTEM DEPOT, VERO. 2—RANK GROWTH ON VERO HAMMOCK LAND. 3—MAIN OUTFALL CANAL AT VERO.

SEBASTIAN



THE first town of importance reached by motoring parties from the north on the National Highway, after entering St. Lucie county, is Sebastian, which is located two miles south of the junction of the Sebastian river with the Indian river. It is quite a junction point, as it is the junction of the Fellsmere railroad with the Flagler System.

The advantage of a railroad junction to a town adds greatly to its importance. The Fellsmere Company has over 100,000 acres of land developed or being developed, and all passenger and freight traffic must go by way of Sebastian.

Facing the beautiful Indian river and built along

the high shore line Sebastian is delightfully situated and being surrounded by orange and grapefruit groves it presents a most attractive appearance. It possesses the advantages of river, railroad and fine building ridge, with the Montreal-to-Miami National Highway passing through its centre.

Sebastian is twenty-seven miles north of Fort Pierce, the county seat, and is rapidly developing into one of the important towns of the county. It is surrounded by large tracts of fine hammock lands, which are being gradually developed into splendid citrus fruit groves and garden tracts. The ridge lands are almost immune from frost, the young bloom and buds passing through the coldest weather without the slightest injury. There is good hunting and fishing and an ideal climate for those who are looking for a quiet, pleasant place to live or enjoy the winter months, among a pleasant people, who are always ready to extend a cordial welcome to strangers.

The health conditions in Sebastian are ideal. There is rarely any sickness, but in the event of accidents or slight illness there is one good physician, who devotes a good share of his time to his splendid irrigated orange grove, from which he derives a much larger income than from his practice as a physician.

Sebastian has a large public school, two churches, a fine Improvement club hall, two new hotels, several stores, postoffice, express office, telegraph office and a commodious depot. It has an extensive fishing business, shipping quantities of fish the year around to the big markets of the east and west, in fact this is an im-



1—JUNCTION OF INDIAN AND SEBASTIAN RIVERS. 2—CABBAGE FIELD. 3—SEBASTIAN PUBLIC SCHOOL.



RESOURCES OF ST. LUCIE COUNTY



1—Residence of Dr. David Rose, Sebastian.

2—Idlewilde Inn, Sebastian.

portant shipping point, as the following figures will show:

Fish shipped in one year.....	6,000 barrels
Grapefruit and oranges.....	20,000 boxes
Guavas	900 boxes
Garden truck of all kinds	10,000 boxes

The Sebastian river flowing into the Indian river a short distance north, divides the counties of Brevard and St. Lucie. At the junction of these two rivers is some of the finest hook and line fishing in this section of the State. The Indian river is two and one-half miles wide, opposite Sebastian, and is separated from the ocean by the peninsula, which at this point is only three hundred yards in width.

The inlet question, now so much talked of, is almost an assured fact. The money has been guaranteed and the Government has assigned a competent engineer to report on the best method of constructing the inlet, or connection, between the Atlantic ocean and the Indian river. It is located opposite the mouth of the Sebastian river and when completed will add greatly to the fishing industry and otherwise. The barrel factory carries an abundant supply at all times, so the fishermen always have barrels for their shipments to the northern States.

Its being located so near the Atlantic ocean the advantages of the ocean breezes cannot be surpassed. No matter how warm the days may be in mid-summer, the evenings are always cool and pleasant. A large per cent. of the population is from the North and they much prefer the climate of Sebastian, not only the winter, but also the summer months, this mostly on account of the ocean breezes as above mentioned.

A number of small motor boats are for hire and passenger boats make schedule trips, as advertised.

Automobile livery at popular rates, also garage service for owners of cars.

The famous Pelican Island is situated one mile south of Sebastian in the Indian river. This is a Government reservation for the protection of the pelicans. The Government also has another island two miles west, which is a rookery for plumed birds. The game wardens have charge of these islands and do not allow persons to land without a permit. A good view can, however, be obtained from a boat, as parties are allowed within a short distance of the islands.



GRAPEFRUIT CLUSTER GROWN BY JOHN F. PARKER, FORT DRUM.



RESOURCES OF ST. LUCIE COUNTY



Beautiful Grounds Around Fellsmere Bungalow.

A CONVINCING demonstration of St. Lucie county's wonderful progress is found in the thriving town of Fellsmere, located in the north-eastern section of the county, near the Indian river. Where, hardly more than two years ago, there were only the pine trees, Fellsmere has grown up almost by magic—a live, hustling, progressive town, a fine example of the agricultural and horticultural resources available through the fortunate combination of soil and climate of St. Lucie county and the Indian river district.

Fellsmere is the beginning of a future city. If you step off the train at the Sebastian station of the Florida East Coast railroad, and then take the connecting Fellsmere railroad for the pleasant ride of ten miles westward to Fellsmere, you will find the citizens of

Fellsmere have comfortable homes surrounded by attractive gardens and fine lawns. Well stocked stores and supply houses, postoffice with two incoming mails daily, telegraph office, express office, electric light plant, ice plant, a substantial bank, three hotels, lumber yard, vegetable packing house, two saw mills, and one of the best citrus nurseries in Florida are included in the many commercial enterprises.

Fellsmere's religious and educational needs, and her facilities for social entertainments are well provided for. A fine school building has recently been erected here by the officials of St. Lucie county and a sub-school district has been organized.

The Fellsmere Farms Company has donated a lot for the public library, and through the generosity of a



1—BEAUTIFUL LAKE WILMINGTON ON FELLSMERE TRACT. 2—VIEW SHOWING CANAL AT EARLY STAGE OF DRAINAGE OPERATIONS.



RESOURCES OF ST. LUCIE COUNTY



friend of Fellsmere, a building will soon be erected for the use of the Library Association—the library already being well supplied with books. The Fellsmere Tribune, published weekly, reflects the industrial and social activities of the town.

Opportunities for amusements are to be found at the theatre, and in athletic field, where there is a baseball diamond and grandstand. Because of Fellsmere's pleasant surroundings, and because of the excellent fishing and hunting close to town, the people of Fellsmere take considerable interest in these recreations.

Although life at Fellsmere is full of interesting activities and enjoyments, it is, nevertheless, a serious, hard-working community, for Fellsmere owes its existence to the productivity of the extensive tract of land known as Fellsmere Farms, and to those people whose ambition is stirred by the possibilities of the

rich rewards obtainable through the tilling of the generously-endowed soil.

It is interesting to learn that the 118,000 acres of land, now known as Fellsmere Farms, was not available for intensive farming until a company with large financial resources could be organized to carry out a comprehensive plan of development. This has been done by the Fellsmere Farms Company, an organization of wealthy business men of New York, Philadelphia, and of Florida.

Planning the establishment of an ideal farming and fruit growing community, the company employed engineers and agriculturists to investigate the features bearing on the successful realization of their ideas. Favorable reports being rendered, work started with the construction of the standard gauge Fellsmere railroad from Sebastian to Fellsmere townsite, which road



FELLSMERE PRODUCTS: 1—SUGAR CANE. 2—SEA ISLAND COTTON. 3—IRISH POTATOES. 4—SUGAR CANE AT DEMONSTRATION FARM.



RESOURCES OF ST. LUCIE COUNTY



will be extended further on through the farming section.

During the three years of operations more than \$1,500,000 have been spent, chiefly on drainage developments, with the satisfying result that the Fellsmere Farms development can be justly classed among the foremost projects of the kind in America.

Thirty-six and one-fourth miles of canals from thirty to one hundred twenty-two feet wide and from six to eighteen feet deep have already been completed and over one hundred twenty miles of ditches. In all approximately 3,325,000 cubic yards of excavation has been finished. These large scale improvements, and the intensive cultivation of the soil on a smaller scale by hundreds of settlers, make possible the Fellsmere of today.

The company's policy has made small acreages available to a large number of people throughout the United States, and hardly a day passes without some

new arrivals settling upon their land. The extensive acreage now being cultivated and the variety of the crops, from oranges and grapefruit, to hay and sugar cane, bear eloquent testimony both as to the capabilities of the settler and his industry, and to the accuracy of the preliminary investigation preparatory to the company's development. For anyone seeking farming as a business, Fellsmere presents an admirable location.

Fellsmere's citizens are progressive, prosperous, hospitable, and full of pride in what they have accomplished. They believe that the improvement work which is in progress will make their town the center of one of the country's favored agricultural sections.

The people of Fellsmere invite visitors at any time and at any season of the year, and sincerely hope that all who read this synopsis, necessarily brief, will feel they are welcome to investigate Fellsmere in any way they please, and to learn by personal observation that here is an actual, lively, convincing illustration of what St. Lucie county holds forth to men of ambition.



1—FELLSMERE BUNGALOW. 2—CONTROL GATES ON MAIN CANAL. 3—HARVESTING HAY. 4—ARTESIAN WELL. 5—FELLSMERE RICE FIELD.



RESOURCES OF ST. LUCIE COUNTY



Principal Stations Along the Main Line OF THE FLORIDA EAST COAST RAILWAY FROM JACKSONVILLE TO KEY WEST.

STATIONS	Miles From Jacksonville Across River	County
South Jacksonville		Duval
Bayard	15	"
St. Augustine	37	St Johns
Elkton	47	"
Hastings	54	"
Palatka	65	Putnam
San Mateo	66	"
Dupont	91	"
Ormond	104	Volusia
Daytona	110	"
Port Orange	115	"
New Smyrna	125	"
Hawks Park	127	"
Oak Hill	136	"
Titusville	155	Brevard
Cocoa	173	"
Rockledge	175	"
Eau Gallie	190	"
Military Park	192	"
Melbourne	194	"
Grant	206	"
Roseland	212	St. Lucie
Sebastian	215	"
Wabasso	219	"
Quay	222	"
Toledo	223	"
Gifford	226	"
Vero	228	"
Oslo	231	"
Viking	235	"
St. Lucie	239	"
Fort Pierce	242	"
White City	246	"
Eldred	247	"
Ankona	249	"
Walton	252	"
Eden	254	"
Jensen	257	"
Rio	259	"
Gosling	260	"
Waveland	261	"
Stuart	261	Palm Beach
Sewalls Point	264	"
Hobe Sound	275	"
Jupiter	283	"
West Palm Beach	300	"
Palm Beach	301	"
Lantana	308	"
Hypoluxo	309	"
Boynton	312	"
Delray	317	"
Yamato	321	Dade
Fort Lauderdale	341	"
Dania	345	"
Little River	361	"
Buena Vista	363	"
Miami	366	"
Cocoanut Grove	371	"
Perrine	382	"
Homestead	394	"
Tavernier	431	Monroe
Long Key	457	"
Knights Key	477	"
Key West	497	"

United States Weather Bureau Statistics

Temperature and Rainfall at Principal Points Along
The East Coast of Florida.

The following table of temperature and rainfall, based on a ten-year average from United States Weather Bureau statistics, will give the prospective homeseeker a comprehensive idea of what to expect in temperature and rainfall along the East Coast of Florida:

MONTHS	St. Augustine		Ormond		FORT PIERCE		Palm Beach		Miami		Key West	
	T	R	T	R	T	R	T	R	T	R	T	R
January	.56	3.0	58	3.6	62	4.3	67	4.1	69	3.0	70	2.1
February	.61	3.0	58	2.8	65	4.0	67	3.0	70	3.2	72	1.7
March	.62	2.9	64	3.0	69	3.3	70	1.7	73	3.0	72	1.2
April	.68	2.0	69	3.0	73	2.8	74	2.6	76	3.8	76	1.3
May	.73	4.4	77	4.6	77	3.9	76	8.0	79	7.1	80	3.5
June	.78	4.9	70	5.2	80	5.5	80	5.5	82	7.0	83	4.1
July	.80	6.0	80	3.4	82	5.9	82	6.1	83	8.6	84	4.4
August	.80	5.0	80	5.2	83	6.6	82	6.3	83	8.0	84	4.8
September	.77	7.4	79	7.2	81	6.1	80	8.8	82	11.1	82	7.4
October	.65	4.1	72	6.3	75	4.7	78	5.2	78	9.0	79	5.3
November	.63	3.2	64	3.4	73	3.1	72	3.4	73	2.0	74	2.6
December	.58	2.5	57	2.9	66	2.5	68	1.9	69	2.7	70	1.9
Annual	.68	48.1	69	50.6	74	53.5	75	56.6	76	63.5	77	40.3

T—Mean monthly and average temperature in degrees.

R—Average monthly and total precipitation, inches and tenths.

THIS BOOKLET
DESIGNED, PRINTED AND EMBOSSED

BY

TRIBUNE PRINTING COMPANY

"Printers for Particular People"

FORT PIERCE, FLORIDA

PHOTOS BY

FLORIDA PHOTOGRAPHIC CONCERN

FORT PIERCE, FLORIDA

ENGRAVINGS BY

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