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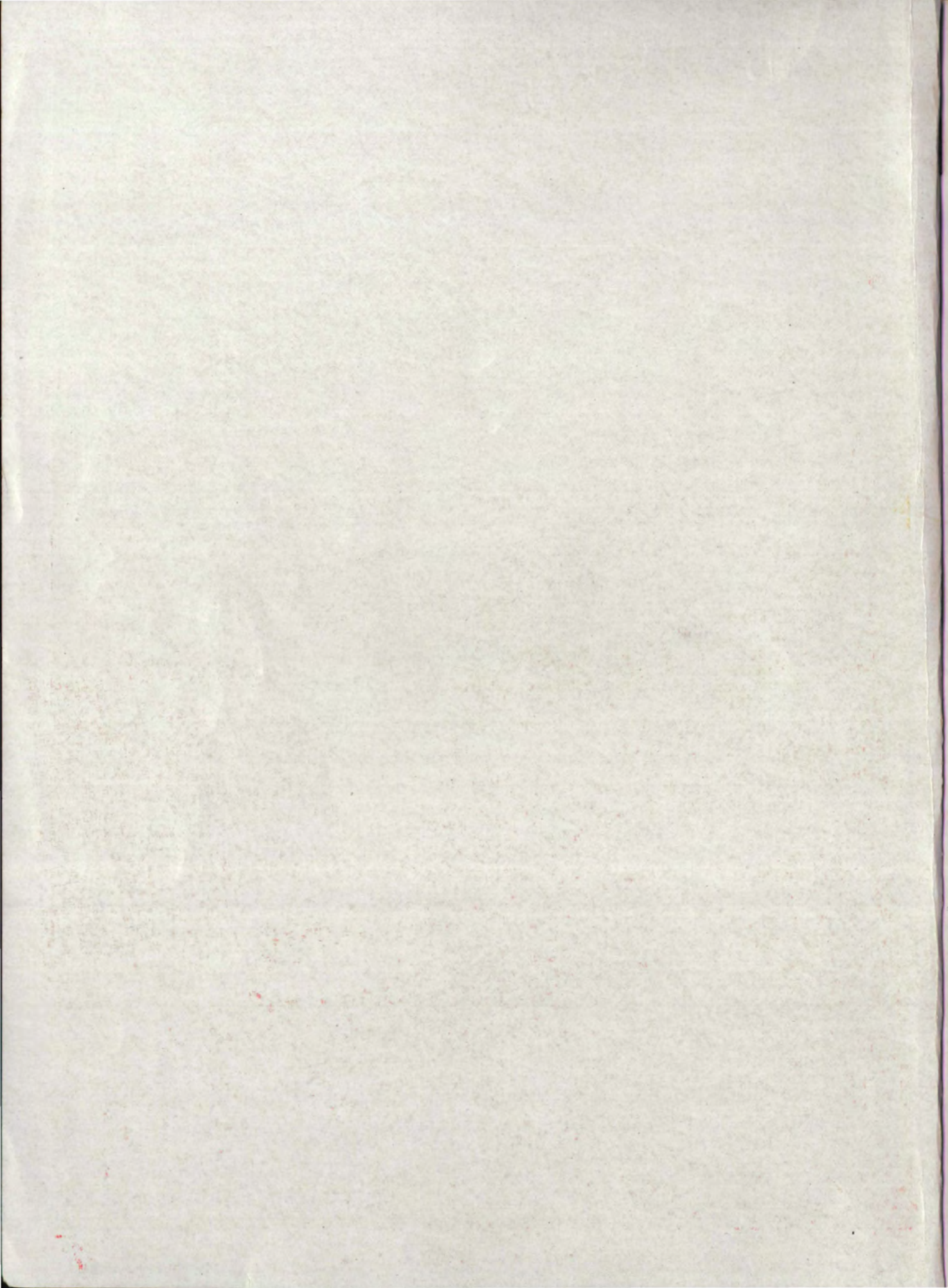
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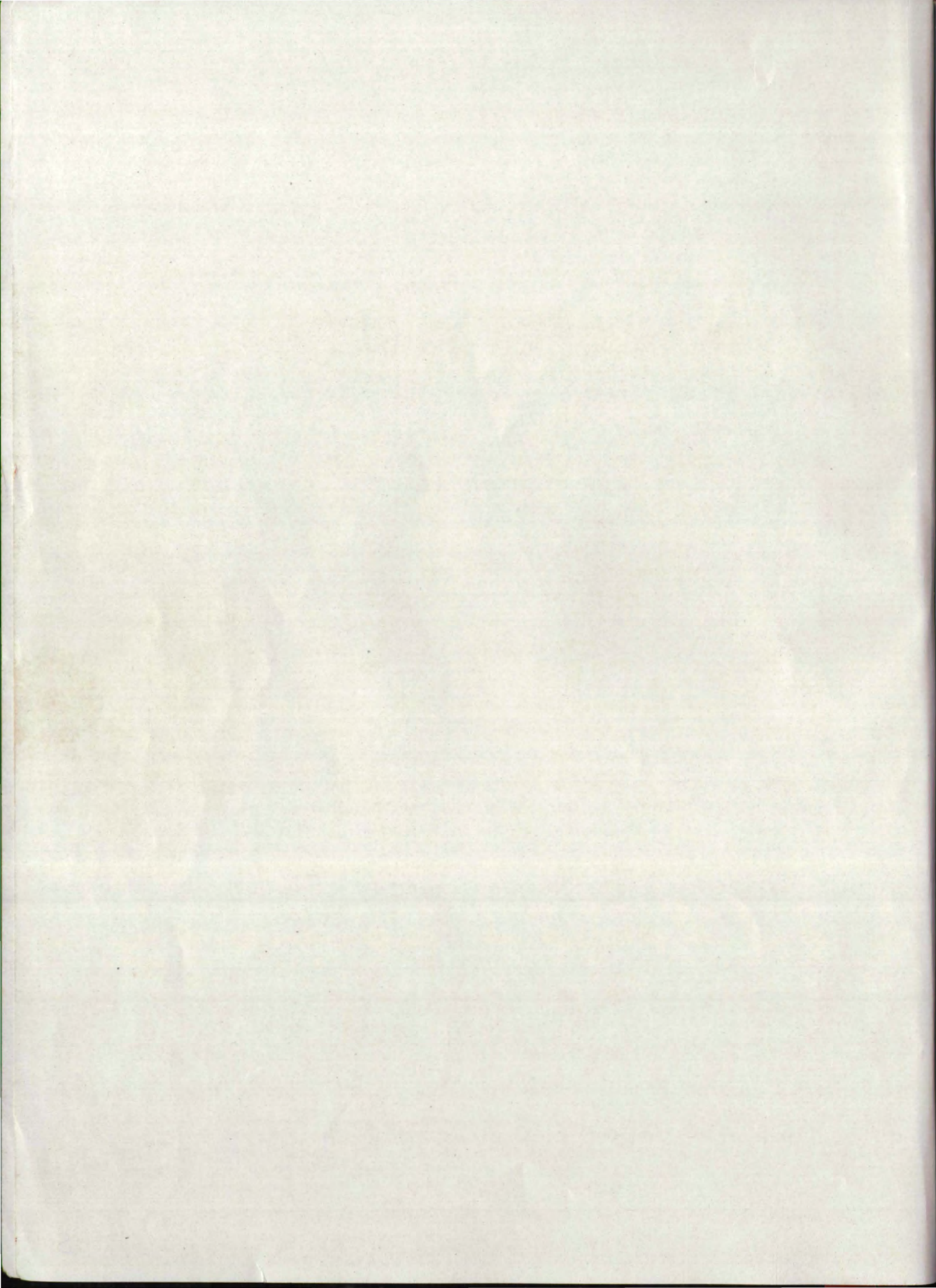
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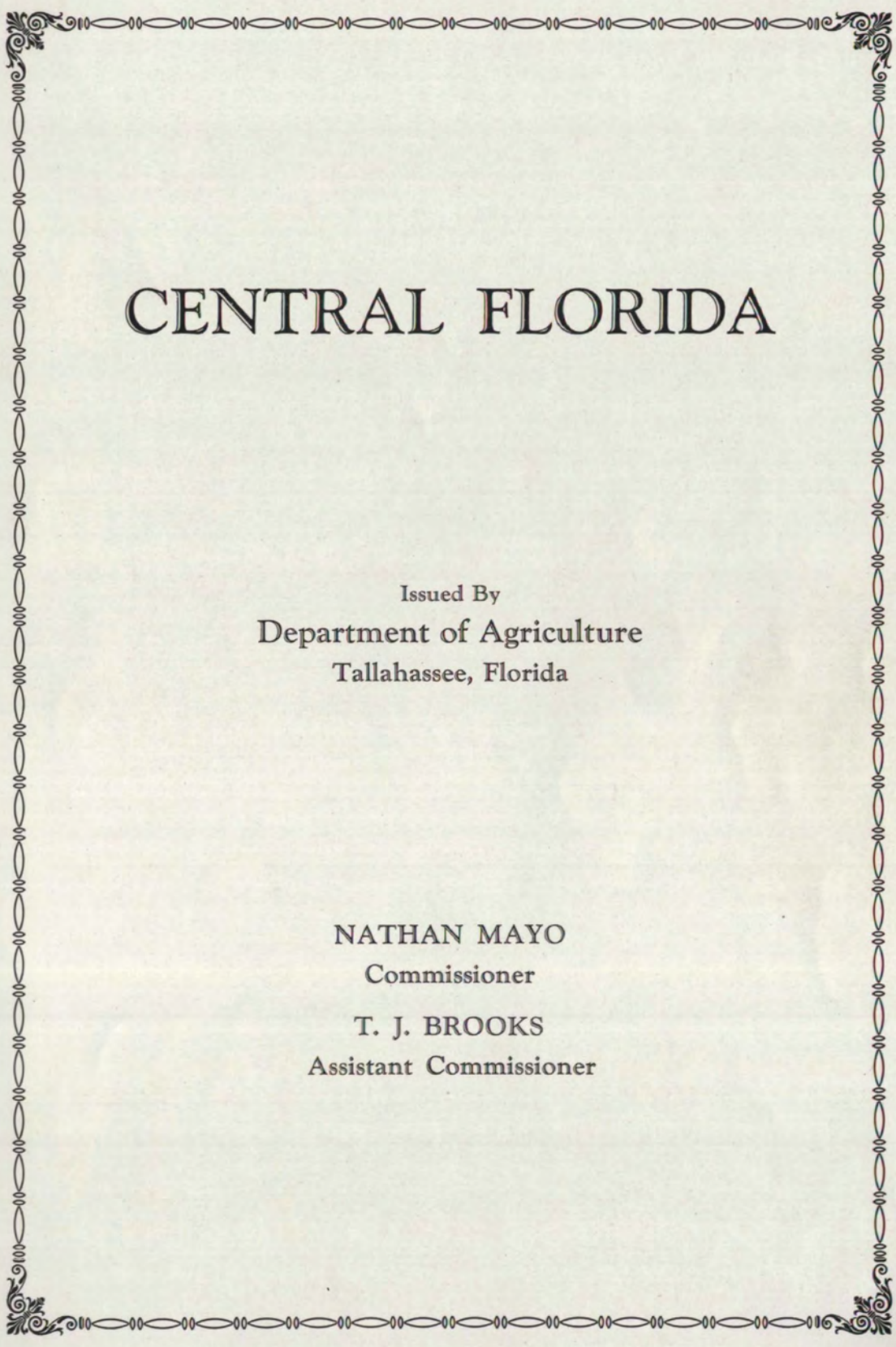


CENTRAL FLORIDA

Department of Agriculture
Bureau of Plant Industry

WALTER M. ...
1910





CENTRAL FLORIDA

Issued By
Department of Agriculture
Tallahassee, Florida

NATHAN MAYO
Commissioner
T. J. BROOKS
Assistant Commissioner

CENTRAL FLORIDA

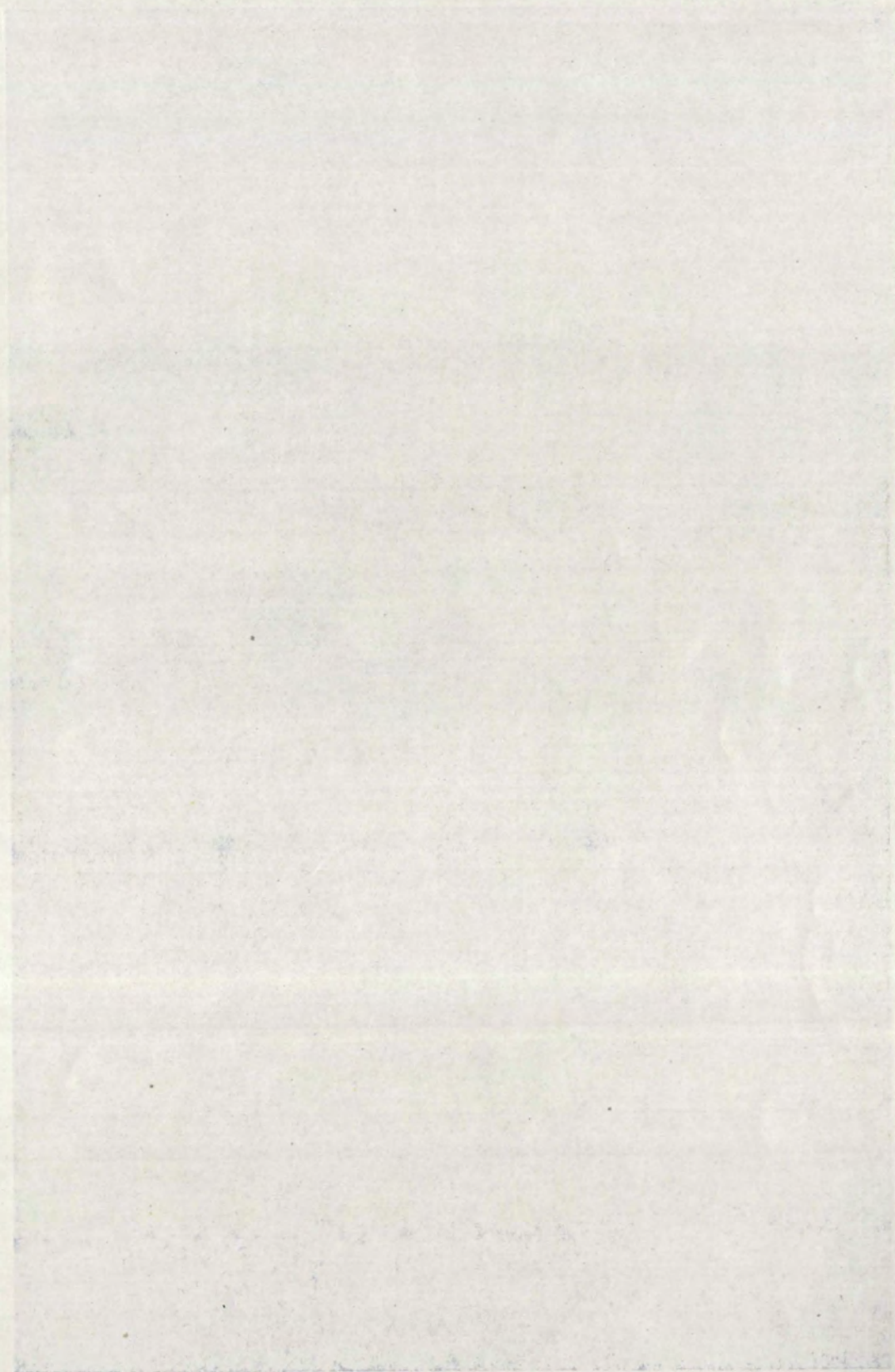
Volume 10
Department of Agriculture
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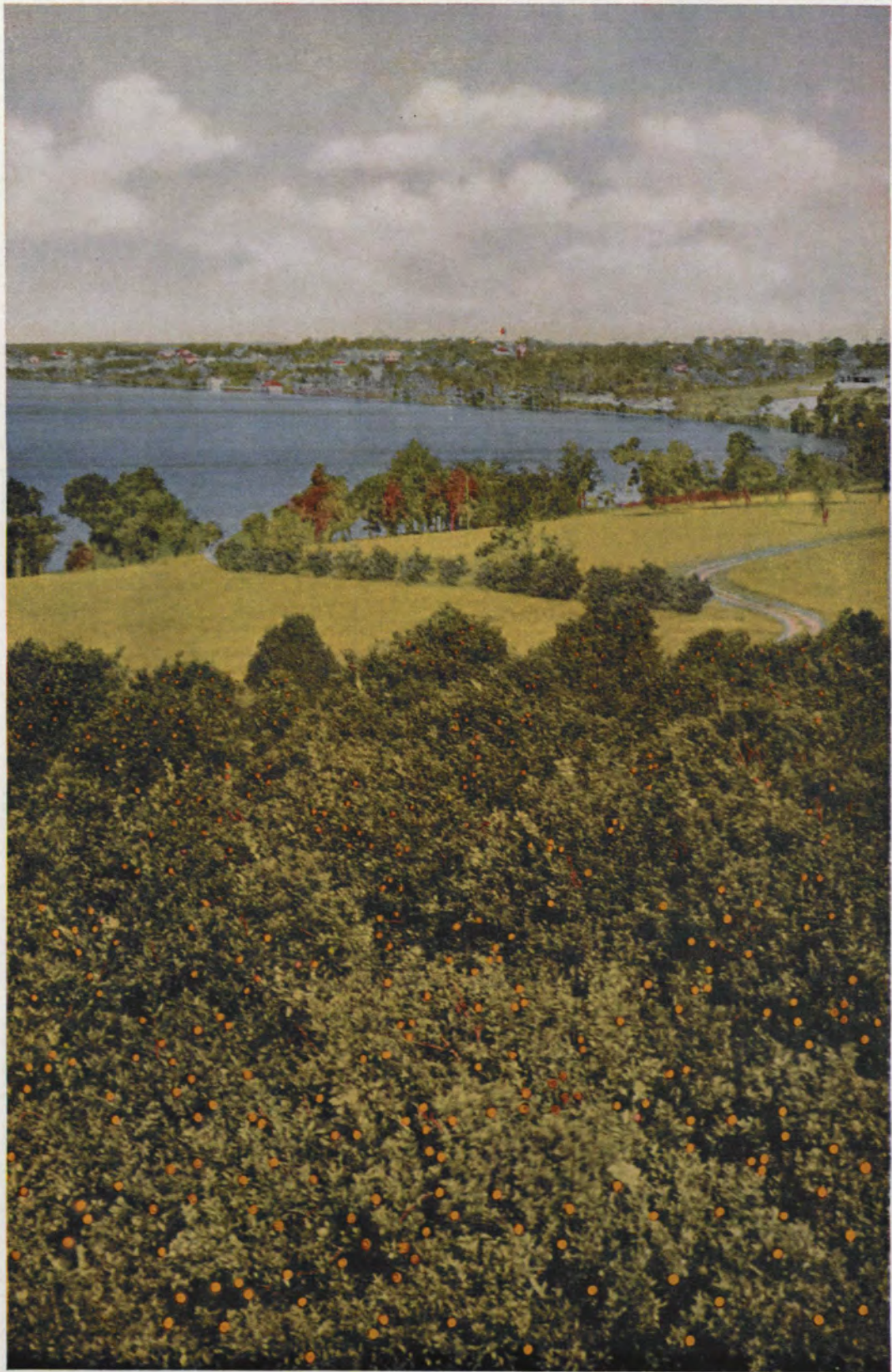
MATTHEW WATSON

Editor

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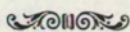
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Autochrome by F. Victor Rahner

Foreword



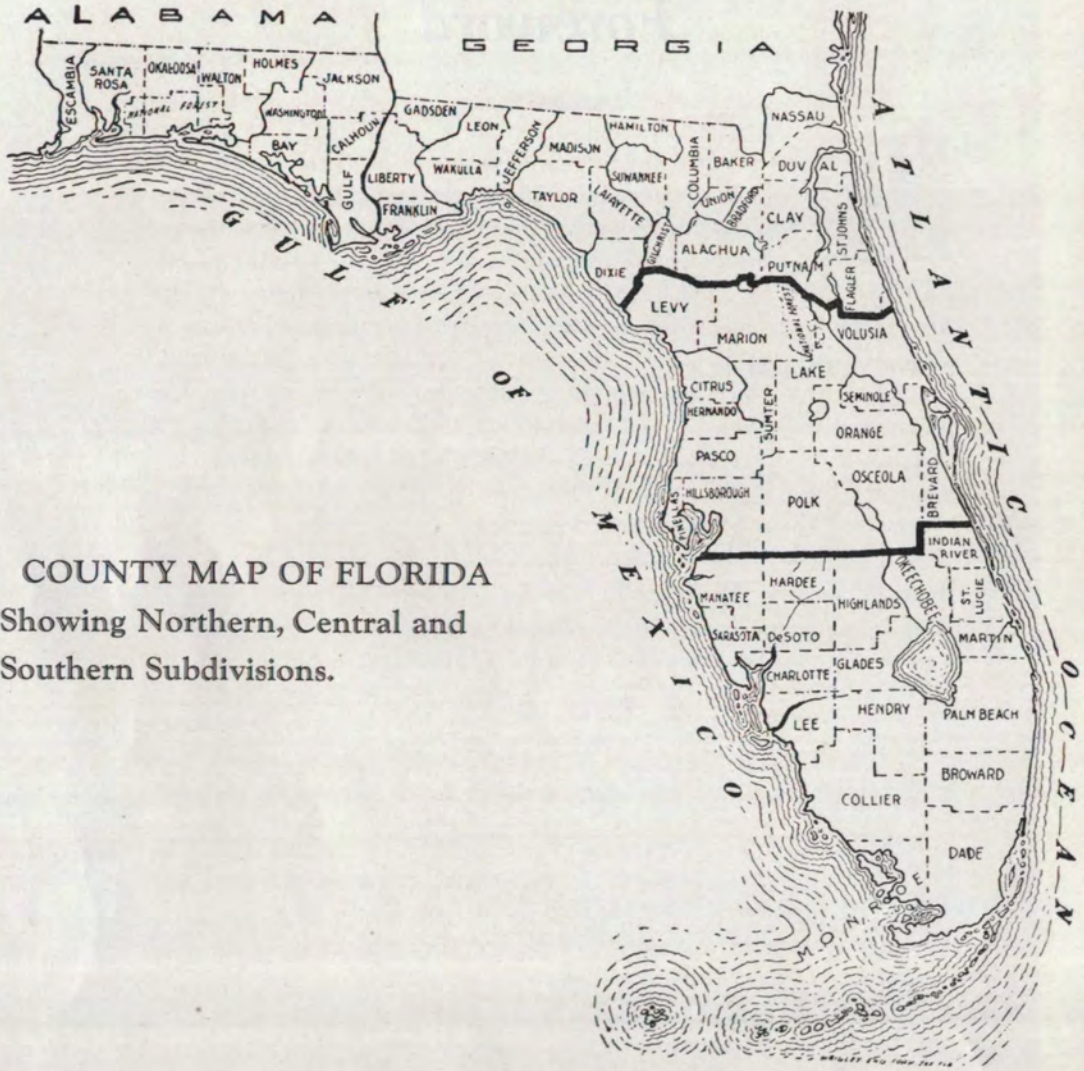
THIS publication is one of a series of three books compiled and issued by the Department of Agriculture, Tallahassee, Florida, dealing with the resources and development of the state. For the purpose of assembling this information in a compact and readable form, the state has been divided into three sections according to climatic, geographical and productive characteristics, but in many instances these are common to counties in different sections and arbitrary divisions do not satisfactorily classify a county as belonging to a certain section. The map on the following page will indicate the general basis of classification which has been used in compiling these publications.

The other two books of this series—North and Northwest Florida and South Florida—can be obtained by addressing the Department of Agriculture, Tallahassee, Florida. A complete list of our publications may also be had for the asking.

These books are distributed free of charge to those who ask for them, but we cannot furnish them to long lists of names sent to us by third parties.

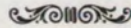
They will be sent to teachers in Florida and other states for classroom use, but we cannot undertake to supply individual school pupils with them. We have interesting literature which is less expensive and is better suited to this purpose, and it is supplied to all school children upon request.

None of the publications of the Department of Agriculture is for sale, and we cannot send them in large quantities to private interests for distribution for promotion purposes.



COUNTY MAP OF FLORIDA
 Showing Northern, Central and
 Southern Subdivisions.

Preface



CENTRAL FLORIDA, the resources and development of which this publication attempts to describe, is a region of natural beauty, agricultural productiveness and industrial importance.

The rolling lands and sloping hills which characterize a large part of this area are always a revelation to those who think of Florida as a low, flat peninsula. The favorable climatic location of this section, together with its abundant water supply and good drainage facilities, renders it particularly suitable for truck and fruit growing, dairying, poultry raising and other agricultural activities. The production of phosphate, lime rock, kaolin, lumber and other valuable commodities gives this section an important position in the industrial development of the State, and a variety of manufacturing enterprises contributes substantially to the income of Florida.

The counties discussed in this publication are Brevard, Citrus, Hernando, Hillsborough, Lake, Levy, Marion, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter and Volusia.

Statistics on agricultural production are taken from the 1927 enumeration of the Department of Agriculture, which is made every fifth year by enumerators appointed by the County Commissioners of the respective counties. Industrial and manufacturing statistics are taken from the Industrial Survey of the State which was published by this Department in 1927 under legislative authorization. Population statistics given are those of the State census of 1925. Information on mineral and water supply resources is taken from the reports of the State Geologist, Herman Gunter, and statistics on precipitation and temperatures are obtained from the Federal Meteorologist, Alexander Mitchell. Official information on reforestation work is obtained from Harry Lee Baker, State Forester.

We are indebted to county agents, home demonstration agents, chambers of commerce, county officials and others in various localities for assistance and cooperation in securing other information.

For further information, address the Department of Agriculture, Tallahassee, Florida.



1. State Highway No. 4, Brevard County, near Cocoa
2. Tropical Foliage, Brevard County

Brevard County



REVARD COUNTY, with a width of about twenty miles east and west and a length of seventy-two miles north and south, is a narrow strip of land on the east coast of Florida, situated near the middle of the Atlantic seaboard of the state. The Indian River, made famous by the oranges and grapefruit of that name, runs the entire length of the county, and the Banana River, forming the eastern boundary of Merritt's Island, is another important watercourse. The St. Johns River forms the western boundary of the county, and numerous lakes and smaller streams act as reservoirs and afford opportunities for natural drainage.

The county, which was formed in 1885, has a total area of 671,626 acres, of which 35,638 acres are in farms and 10,271 acres in actual cultivation. The elevation is 14.8 feet above sea level at Titusville and 26.5 at Cocoa.

The leading agricultural enterprise of the county is the growing of citrus fruit, and the groves of this section are famous for the quality and flavor of their fruit. The county agent states that there are approximately 5,500 acres in oranges and 1,800 acres in grapefruit, as well as 400 acres in other citrus fruits. This is a substantial increase over the acreage of two or three years ago, and there has been a steady improvement in methods of handling the citrus crops of this section. There are many groves in the county which have been producing regularly for long periods of time, among them a number of the older groves on Merritt's Island, which borders the mainland beyond the Indian River.

The growing of winter truck crops is becoming more important each year in the agriculture of Brevard county, and there is a much larger acreage of truck under cultivation than at any time in the past. Peppers, tomatoes, eggplants and Irish potatoes have been the principal truck crops raised for some time, and celery has recently been added to them. There was an increase of 130 acres in one season planted to celery, and the acreage of all truck crops is steadily increasing. Beans and other crops are grown on a smaller scale, and there is a marked revival of interest in Irish potato growing, particularly in the Titusville section.

General farm crops are grown in a small way on individual farms of the county, but the major portion of the agricultural development is along the lines of citrus and truck growing.

The poultry industry has received a decided impetus in the past few years, and there are two commercial poultry farms near Melbourne with approximately 5,500 birds. These were started in 1928.

Dairying is as yet comparatively undeveloped in Brevard county, although individual dairymen have demonstrated that the industry has great possibilities in this section. One dairyman has kept a production and feed record for over a year and has shown an average production of 5,270 pounds of butter from seventeen cows. Pastures are being developed and extended, and sanitary conditions in dairies have been greatly improved. Voluntary tick eradication work was begun in this county some time since, and both dairy and beef cattle owners look forward to the completion of this work at the proper point in the State eradication program.

The completion of drainage work in several districts is making available for cultivation large tracts of lands which were previously unsuited for cultivation, and is making possible an extensive increase in the agricultural activities and output of the county.



1. Celery Field, Brevard County
2. Gathering Celery, Brevard County

There are flowing wells in many parts of Brevard county, also drilled wells obtaining good water for domestic and general use at depths varying from 20 to 400 feet.

There are three large citrus fruit packing houses in the county, and much citrus fruit is handled by large shippers and grove owners. Farmers in the Malabar and Palm Bay sections have organized the South Brevard Cooperative Association for marketing vegetables and truck crops. In many parts of the county vegetables are handled by consignment in express shipments. All dairy products are absorbed locally, also much poultry. Eggs are shipped to Miami and other Florida markets in quantities.

The Florida East Coast Railway's double track system runs the entire length of the county and serves its principal towns. The railroad trackage of the county was 116 miles at the time statistics on the subject were last prepared, and considerable extension is contemplated. The county has about 200 miles of hard-surfaced highways, including the Dixie Highway and the Orlando and Kissimmee highways, which connect with the west coast. There is also a mileage of improved roads which are not hard-surfaced, amounting to approximately 300 miles. There is access to the coast at several points. The East Coast Canal, for the improvement of which congressional appropriation has been made, utilizes the Indian River, which has an average channel depth of ten feet, thus providing an outlet for water-borne commerce with reduction in rates. The port possibilities of Canaveral Harbor have been given considerable attention, and development of that shipping point is hoped for. There is a municipal airport at Titusville, and the Jacksonville-Miami air mail route has a port in daily use at Melbourne.

A county agent, with headquarters at Cocoa, is maintained for advice and assistance to the farmers and growers of the county, and he does much practical and useful work among them.

The county has eight sawmills and there is still a large stand of pine timber located at various points. A large lumber company has recently taken over and reconstructed one of the oldest sawmills in the county, and it is being operated on an extensive scale. There is one concrete products plant.

Coquina and marl are among the mineral resources of the county, although little effort has been made to utilize them commercially as yet.

Two canning plants at Melbourne and Cocoa are putting out jellies, marmalades and preserves on a commercial scale, and a ready market is found for their output, particularly the highly specialized products utilizing sub-tropical fruits.

Bulb growing and the growing of cut flowers have come into prominence at several points, and this promises to become a substantial industry. There are two nurseries handling plants and citrus stock.

Excellent schools, well located, are provided, and the public school property of the county was valued at \$751,335 in 1927.

Recreational opportunities are varied and numerous. Beautiful hard sand ocean beaches are found in Brevard county, and modern bridges give access from Titusville, Cocoa, Eau Gallie and Melbourne to the sea shore for surf bathing. Hard-surfaced roads are available for motoring to practically all sections of the county, and fishing in the Indian River and other waters, as well as cruising along the extensive watercourses of this section and hunting in its wooded areas are favorite sports for residents and visitors. Many tourists visit the towns and cities of this section each year, and there are also



1. Flock of Turkeys Raised by Senator J. J. Parrish, Brevard County
2. Citrus Fruit Packing House, Brevard County

newcomers in both the town and rural sections who have come to establish their homes here within the past few years. There are several excellent golf courses.

The population of the county is 12,841.

Titusville is the county seat, and Cocoa, Rockledge, Eau Gallie and Melbourne are other towns of importance. Many small communities are preferred by those who wish the surroundings of rural life, and the population of the county is well scattered. There are ten incorporated towns, all of them except one having electric service, and many having sewerage service and waterworks.





1. Young Ducks on Duck Farm Near Inverness, Citrus County
2. Lake on Duck Farm Near Inverness, Citrus County

Citrus County



ITRUS COUNTY borders on the Gulf of Mexico at the narrowest east-and-west point of the peninsula. Because of its location it has less variation in climate than many counties in the state. The average rainfall is 50.66 inches and the heaviest rainfall is in June, July, August and September. The average temperature is 70.1 degrees. The county contains 379,803 acres, of which less than 14,000 are in farms and less than 6,000 are in actual cultivation. For many years the leading pursuits of Citrus county residents were hunting, fishing and trapping, live stock raising, and work in the naval stores, lumber and phosphate industries. About 1925, large landholders began to sell their holdings to homeseekers in tracts of suitable size for the development of truck and fruit farms, poultry farms and dairies, and prospects are excellent for the continued agricultural growth of the county. The acreage in cultivation has increased considerably in recent years, most of this increase being attributable to the planting of general farm crops. The soils of the county are of varied character, the Norfolk loams predominating. The county was created in 1887, and it derives its name from the large numbers of wild citrus fruit trees which were found within its boundaries by early settlers. Nurserymen have produced a citrus tree of a desirable type by planting the seeds of this original sour stock and grafting upon it the sweet variety of the citrus fruit desired. There are excellent citrus groves at Floral City and other points and Lecanto is the leading agricultural center.

The principal farm crops grown are corn, peanuts, velvet beans, potatoes, and sugar cane. Truck crops thrive in many parts of the county and there is a good local market for them. Citrus fruits form the leading fruit crop, and with the revival of the industry about 500 acres of fruit were brought into bearing in 1928 and 1929. Grapes have been planted to a considerable extent recently, and since 1926 a number of good vineyards have been brought into paying production.

A county agricultural agent and a county home demonstration agent are retained for advisory and active work among the farmers of the county and their families, and much practical benefit is derived from their efforts. Club work among boys, girls and adults has been a part of their program, and considerable work has been done with the family as a unit in instances where the organization of clubs was impracticable. There are 315 rural girls in organized junior club work and 255 girls and women in senior clubs. 120 boys are enrolled in club work, and they have brought a number of pure-bred hogs into the county.

Conditions are very favorable for poultry production in Citrus County, and green feed can be had the year 'round. There are seven commercial poultry farms, with 7,500 laying hens, all White Leghorns. Eggs and poultry are marketed at Miami under contract, also at Tampa and St. Petersburg, and there is a steady demand for poultry products at good prices. Poultrymen raise much of their feed. One of the largest duck farms in the South is operated near Inverness by Mr. Morgan Rundel, who started his enterprise in 1927 with 84 birds for breeding purposes. He had no previous experience in this business, but had visited large duck farms in the North for observation purposes. He ships choice dressed ducklings to markets in the North and East at the rate of 1,000 per week, and has found an excellent market for them under a special trade name. The ducks are killed for shipment at 12 weeks of age and weigh $5\frac{1}{4}$ to $5\frac{1}{2}$ pounds. Mr. Rundel's incubators have a capacity of 1,800 eggs per week. His brooder houses and feeding pens are located in a grove of large oaks on a gently sloping hillside adjoining a beautiful lake, and the ducks, which are separated in pens according to age, have access to the water at the lower end of each pen.



1. Herd in Pasture, Citrus County
2. Pure-bred Hogs, Citrus County
3. Orange Grove, Citrus County

Dairying is another branch of agricultural endeavor which offers great possibilities here, and good pasturage is available in many sections. Beekeeping is a profitable business in which some progress has already been made.

The county has two main lines of railroad with a trackage of over 125 miles. There are 90 miles of hard-surfaced road and 175 miles of improved road which is not hard-surfaced.

There are three rivers which have their origin in springs of crystal clearness and great volume and which flow on through the county to the Gulf. These are the Chassahowitzka, the Homosassa and Crystal rivers. Crystal River is about seven miles long and its average depth from source to mouth is 12 feet. The Federal Government maintains a channel of six-foot depth over the oyster beds to deep water in the Gulf, thus affording navigation for fishing smacks and pleasure boats. Crystal River is the shipping point of several wholesale fish and oyster concerns, large quantities being shipped to interior markets annually. Yankeetown offers fishing advantages to sportsmen and hunters, and Homosassa is another resort for recreationists. The Withlacoochee, a river more than 100 miles in length, rising in the central portion of the state, forms the entire eastern and northern boundaries of the county. Along the eastern section of the county Lake Tsala Apopka, fed by numerous large springs and by a connection with the Withlacoochee river, is more than twenty miles in length and affords excellent fishing grounds. The Inglis power plant of the Florida Power Corporation, with a capacity of 25,000 kilowatts per day, is located on the Withlacoochee River, and although it is on the Levy county side of the river it is a great industrial asset to Citrus county and this entire section also.

There are two high schools, eight city grade schools and eight rural grade schools in the county, and free transportation is provided for rural school pupils. Well-trained teachers and modern buildings and equipment are provided. The school property of the county is valued at about \$175,000.

The naval stores business is still active, and a considerable revival of interest in the lumber business has taken place in the last few years with the opening up of large stands of hardwood for cutting. Magnolia, bay, gum, cypress and other woods are to be had in quantities, and some pine remains uncut. It is claimed by local lumbermen that there is 100,000,000 feet of standing hardwood timber in the county. Crossties are shipped from Inverness, Floral City and other points.

The phosphate business declined for a number of years, but has been revived to some extent, and there are deposits of gypsum and clay of good quality. Local lime rock quarries supply rock ballast for use by the railroads, also for highway and other purposes.

There are two ice plants in the county, one of which is located at the headwaters of Crystal River. Two nurseries supply shrubs, plants and nursery stock.

A factory for the preparation of Spanish moss for various uses is located in Citrus county, and there are two turpentine distilleries, one crate mill and a number of saw-mills, four of which have been established since 1925.

The population of the county is 5,374.

Inverness, the county seat, is located upon gently rolling hills rising from Lake Tsala Apopka, which borders the city on the east and north. About fifty miles of fresh-water lake is accessible to Inverness and its immediate vicinity.

Salt and fresh-water fishing in various places, boating, bathing and other water sports, are among the amusements offered residents and visitors. There is a municipal bathing beach on the lake at Inverness. There are several golf courses in the county, one of them being laid out to include shots from a phosphate pit and from the overburden.



1. Scene on Withlacoochee River, Hernando County
2. Duncan Grapefruit Grown on High Hammock Land, Hernando County

Hernando County



HERNANDO COUNTY has four essentials of commerce—agriculture, mining, forestry and sea products. The Gulf of Mexico forms the western boundary of the county, and Citrus, Sumter and Pasco counties border it on the north, east and south. There are 313,673 acres in the county, but only 6,774 of these are in actual cultivation. The elevation is 144 feet at Brooksville, the county seat. The average rainfall is 56.08 inches, and the heaviest rainfall occurs from June to September.

Hernando county has nearly every type of soil to be found in the state, with yellow sandy loam as the best, found mostly in the southeastern portion. This is good land for trucking and for the production of citrus fruits. There is also a dark loam which is found principally in the Brooksville section, and the sandy piney woods soil which composes about half of the county's area.

The principal farm crops are corn, field peas, sweet potatoes, sugar cane, peanuts, chufas and velvet beans. Watermelons, eggplants, beans, cabbage and other vegetables are grown in some quantities. The county is a banner producer of tangerines; oranges, kumquats and grapefruit are grown on a considerable scale. There are two citrus fruit packing houses, and all types of citrus are raised, but the tangerine seems naturally adapted to the soils of the county.

The Hernando County Growers' League, representing all types of planting, has a membership in various parts of the county. This organization buys fertilizer and other supplies cooperatively, and ships truck crops in increasing quantities each year.

The acreage planted to general farm crops is increasing steadily, and more land is in cultivation in Hernando county at present than at any time in recent years. A colonization project of some magnitude has been started in Masaryktown, and a thrifty and industrious group of farmers of foreign birth has settled at that point. They have a commercial canning factory of small capacity which absorbs their surplus produce.

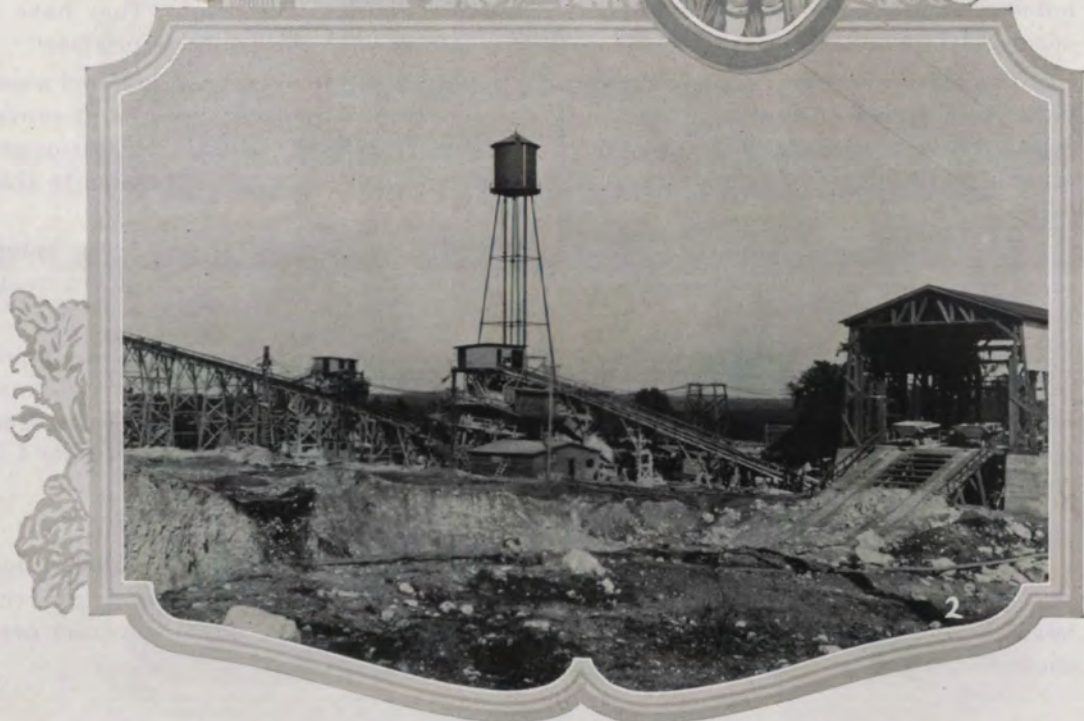
The dairy industry, which began to grow rapidly about ten years ago, suffered a setback for a period during the real estate boom but is now showing material improvement. Several carloads of Jersey cattle were shipped into the county in the summer of 1929, and milk is being marketed at Tampa and St. Petersburg, in addition to that which is disposed of locally.

There is a hatchery for the commercial sale of chicks which is a prosperous enterprise that has been developed since 1927. It sells baby chicks at the rate of 1,000 a week, and buys eggs from local poultrymen who meet their requirements.

A county agricultural agent and a county home demonstration agent do much active work in the rural sections of the county, and a great deal of valuable assistance has been given by them to farmers and their families. There are four senior home demonstration clubs with a total membership of fifty girls and women, and eight Junior 4-H clubs with a membership of 200 girls.

There are three nurseries, all specializing in citrus stock.

Hernando county has about 175 miles of hard-surfaced roads and 50 miles of improved roads which are not hard-surfaced. There are hard-surfaced highways from the inland sections of the county to the Gulf coast. Two trunk line railroads operate over about 80 miles of trackage.



1. Stock Beets Grown Three Miles Southeast of Brooksville for Dairy Cattle. Planted in September, Harvested in March, April and May. Single Beets Weigh as High as $12\frac{1}{2}$ Pounds. Estimated Yield 40 Tons per Acre. 2. One of Several Lime Rock Plants in Hernando County.

The lime rock industry is of much importance commercially in this county, and large quantities of rock are shipped to Tampa for use in making cement, concrete blocks and other building material. There are two large firms handling lime rock, gravel and similar materials, and this industry is one of the county's leading enterprises. Most of the development along this line has taken place since 1925. Limestone, phosphate and clay are the predominating mineral resources, and the clay deposits, as well as the lime rock, have been utilized in highway building. There are also deposits of fullers earth.

A pipe company operates a full time plant at Brooksville for the manufacture of a patented pipe for drainage and construction, utilizing raw materials found within the county.

A large quantity of standing timber of the hardwood varieties is within logging distance of Brooksville.

An important resource of the county is its fishing, both for commercial purposes and as a sport. Bayport, at the mouth of the Weekiwachee river, is an excellent fishing point, and there are many others.

Weekiwachee Spring, about 12 miles from Brooksville on State Road No. 15, is one of the show places of the county. It is located in a setting of scenic beauty, and flows about 100,000 gallons of crystal-clear water a minute, making a navigable river 12 miles in length which flows into the Gulf of Mexico.

There is beautiful and picturesque scenery in several parts of Hernando county, particularly along the coast and the watercourses and in the hilly sections toward the east. A number of beautiful suburban estates add to the charm of the countryside.

The county has a population of 4,723.

Brooksville, the county seat, is situated in the hilly portion of the county.

There are twenty elementary schools and one high school in Hernando county. Several of these are housed in commodious brick buildings, and free transportation is provided for rural pupils living at a distance from schools of the proper grade. The school property of the county is valued at more than \$260,000.





1. Gathering Big Stem Jersey Sweet Potatoes Grown Eight Miles Southeast of Brooksville. Average Yield 175 Bushels per Acre. 2. West Indian Yams Grown Three Miles West of Brooksville. Single Hills Produce Thirty Pounds. Average Yield 100 Barrels Per Acre.

Hillsborough County



WIDE RANGE of opportunities and resources is offered in Hillsborough county, which is situated on the western coast of Florida near the center of the state's length. It adjoins the counties of Pasco, Pinellas, Polk and Manatee, and Tampa Bay and Hillsborough Bay form a deep indentation in its shore line, giving the county an extended water frontage. This county was created in 1834 and is larger than the state of Rhode Island, but it has only about one-fourth of the population of that state. The area of Hillsborough county is 603,836 acres, of which 191,643 acres are in farms. Most of these farms are operated by the owners, and staple farm crops are grown, in addition to truck crops and large quantities of celery, berries and citrus fruit. The acreage in cultivation is steadily increasing.

The land ranges from level to hilly and rolling, and the county contains a variety of soils, including the light sandy soil which is most suitable for citrus fruit and the heavy muck which is adapted for the growing of vegetables.

The rainfall averages about 51 inches and the heaviest rainfall is in June, July, August and September. The climate is usually classed as subtropical, the mean temperature being 70.4 degrees. The average first killing frost is January 8th and the last February 7th.

The elevation of the county varies from 12 to 45 feet above sea level.

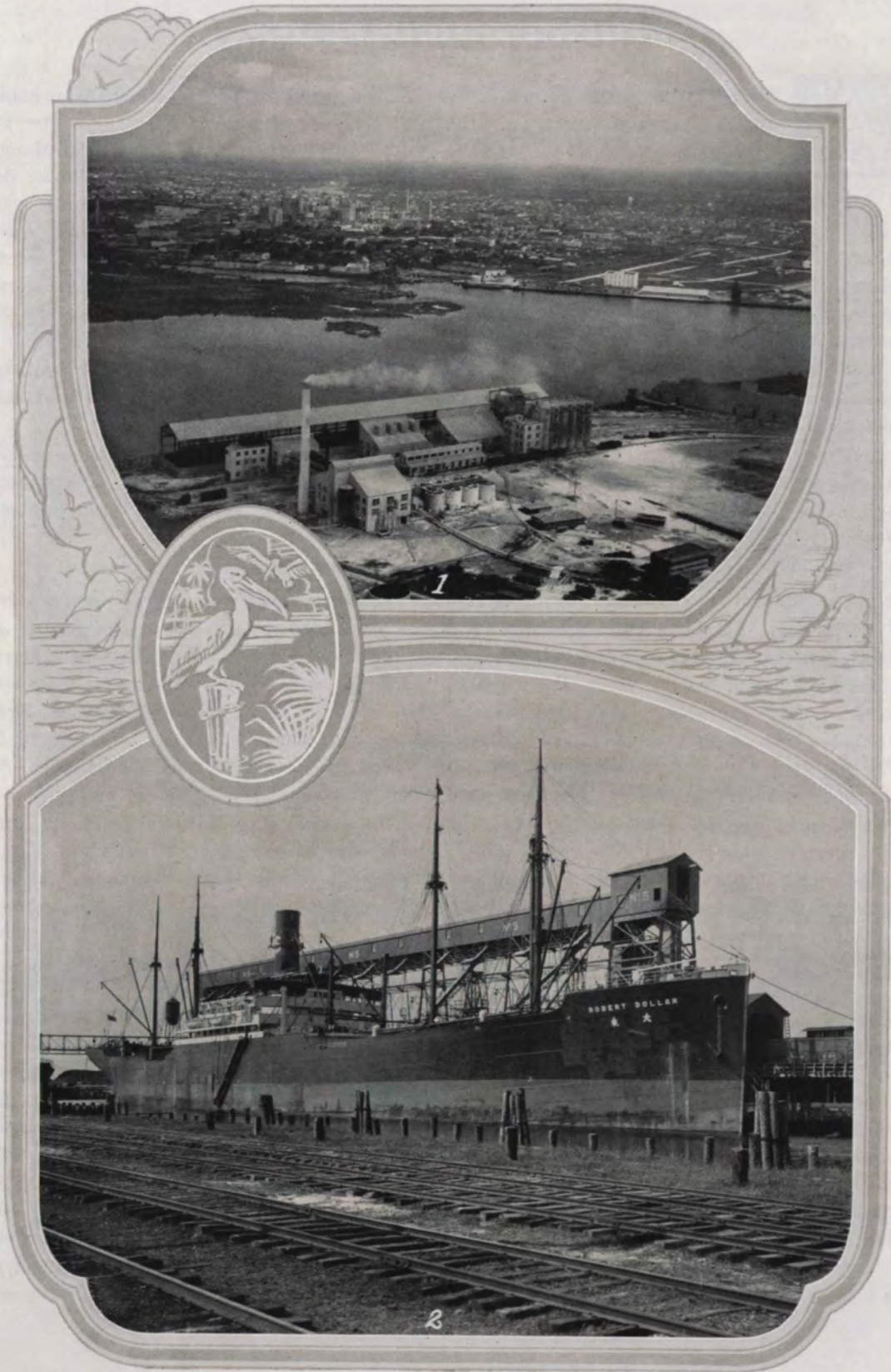
The mineral resources of the county include limestone, marl, sand and mineral water.

The principal farm and vegetable crops are corn, field peas, peppers, eggplants, tomatoes, beans, squashes, potatoes, cabbages, cucumbers, spinach and watermelons. Native grass hays are grown in considerable quantity. Citrus fruits are very successfully grown in this county and many large groves have borne commercially for years. Grapes, figs, avocados, guavas and mangoes are productive, and pecans are also grown to some extent. The planting of winter truck crops begins in November, and hundreds of carloads are shipped to Northern markets in March and April.

Strawberries form a very important part of the county's agricultural products, and it is claimed that the world's largest winter strawberry market is at Plant City. This crop begins to mature in December and is at its best in January and February. About 1,750 acres planted in strawberries in the Plant City section have produced about 4,500,000 quarts of berries in a season, bringing returns to the planters of more than \$1,000,000.

The dairying industry has maintained a steady growth for some years past, and marked improvement has been shown in the past few years. Nearly all of the milk produced is absorbed as whole milk, and the supply is inadequate to meet the demands of the local market. Only a small part of the butter consumed is produced in the county. Dairy feeds can be raised to advantage here, and there are four feed grinding mills in the county. Silos are being built, the growing of feeds is being taken up by dairymen under the direction of the county agent, and pastures are being improved. Over 1,400 cattle, many of them pure bred or high grade, were imported into the county during a recent two-year period, and there is every reason to encourage the enlargement of the dairy industry in this section.

A market for considerably more poultry products than are produced in the county is also found in Tampa, and poultry raising offers great possibilities here because of



1. \$1,500,000 Cement Plant at Tampa
2. Shipping Scene at Tampa. Ships from all Parts of the World Enter and Clear from Tampa's Harbor

rapidly drained soil, opportunities for raising green feed cheaply and quickly, and absence of extremes in temperature. A number of poultry plants of commercial size have been started recently, and two commercial hatcheries and two broiler plants have been established.

Hog raising is also on the increase, and improved stock is being imported by many farmers for use in a well-balanced program of diversified farming.

During the shipping season buyers who represent the large commission houses are stationed at the platforms at Plant City and other marketing centers, and top prices are obtained for truck and fruit produce because of competitive bidding by these buyers. There is also competitive rail transportation for shipping fruits and vegetables into Northern markets. A large union terminal at Tampa, completed not long ago at a cost of \$3,500,000, offers the benefits of a marine terminal, refrigerated storage warehouse, pre-cooling plant, fruit and vegetable packing plant and fruit and vegetable canning plant to farmers and growers of this vicinity, and the availability of storage and pre-cooling facilities and water transportation is an important factor in the development of the county's marketing program. New markets in foreign countries are being developed through the extended use of refrigerator steamships. Markets for smaller quantities of fruit, vegetables, poultry and dairy products are found in Tampa, and practically all such produce is sold locally for cash.

Tampa is the headquarters for several large marketing organizations, including the Florida Citrus Exchange. The Gulf Coast Poultry Cooperative Association, a new organization of poultrymen with a large membership in Hillsborough and adjoining counties, proposes to stabilize the egg market on the Gulf coast, one of the largest consuming centers in Florida, and to improve the quantity and quality of eggs consumed.

The trunk lines of the Atlantic Coast Line and Seaboard Air Line railroads cross the county and afford fast freight and passenger service to Northern and Eastern points. The railroad mileage of the county was 395 miles in 1926. Regular passenger and freight boats ply between Tampa and the ports of the United States, as well as many foreign ports. The county has 623 miles of hard-surfaced road and about 300 miles of improved road which is not hard-surfaced.

The Gandy Bridge, one of the longest bridges in the world, connects Tampa with the west shore of Tampa Bay and furnishes a short route to St. Petersburg.

A county agricultural agent and two home demonstration agents are retained for advisory and active work among the farmers of the county and their families, and an excellent record of constructive work and definite accomplishment has been left by the workers in this department.

There are twenty-three girls' clubs with a total of 475 members working under the direction of the home demonstration agents, and about 110 boys are enrolled in club work under the supervision of the county agent.

An excellent system of rural and city schools is maintained in Hillsborough county, and bus transportation is provided for pupils living at a distance from schools of the proper grade. Over 100 schools are operated, and the public school property of the county is valued at more than \$5,000,000. Many of the buildings are of brick or other permanent construction.

There are 25 nurseries in the county for the propagation of plants and shrubs. Most of these have large plantings of citrus.

Hillsborough county has a considerable source of income in its phosphate mines, and Tampa ships large quantities of phosphate rock from Hillsborough and adjoining counties.



1. Pumpkins and Sugar Cane, Hillsborough County
2. Citrus Grove near Tampa, Hillsborough County
3. Strawberry Field and Strawberry Packing House, Hillsborough County

Tampa is the largest Havana cigar manufacturing center in the United States. More than 165 factories in that city have a monthly output of 50,000,000 to 55,000,000 cigars.

A large variety of manufacturing enterprises is operated in Tampa. The manufacture of building materials, including concrete products, building blocks and milling supplies, is an important industry. Large quantities of lumber are used locally, and over 80,000,000 feet of lumber were exported in 1928. Road materials, principally paving blocks, are also manufactured and distributed from Tampa. A flourishing fertilizer industry is carried on here, and distribution is made to the rural districts of many counties.

The naval stores business is an important phase of industrial activity, and furniture and bedding are manufactured on a large scale. There are several large foundry and machine shops in and near Tampa, including the Atlantic Coast Line's \$7,500,000 railroad shops and terminal recently completed. Shipbuilding and repair plants are operated to a considerable extent.

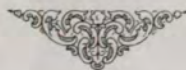
An extensive industry at certain seasons is the citrus fruit and vegetable packing house industry, which gives employment to many hundreds of people. There are also two citrus juice plants and one grapefruit canning plant in the county.

Many smaller manufacturing enterprises are carried on, including the manufacture of crates and boxes, novelties, electrical appliances, pine products, confectionery, proprietary medicines, Spanish conserves, macaroni, spaghetti and many vegetable and fruit products.

Recreation facilities include golf on a number of excellent courses, bathing, fishing, and other marine sports, tennis, riding and quieter games and sports. Band concerts are given frequently in Plant Park, the municipal auditorium, and other points in Tampa, and restaurants, theatres and clubs, particularly those of Ybor City, the picturesque Latin quarter, offer entertainment to the visitor.

The population of Hillsborough county is 133,384, and Tampa is the county seat.

Tampa and its environs have a highly interesting historical background. The section was first visited by the Spanish explorer, Panfilo de Narvaez, in 1528, when Tampa was but an Indian village. Tampa Bay was the rendezvous of many pirate hordes, of whom Jose Gasparilla is perhaps the most celebrated. Modern Tampa stages each year the colorful Gasparilla Festival, based upon these picturesque traditions. The modern settlement of this section was begun in 1823 by an American military force from Pensacola, and in the decade between 1880 and 1890 the development of railroad transportation and of the cigar industry gave Tampa the impetus which has made of it the metropolis of the West Coast.





1. Cleaning and Packing Oranges at the Tampa Union Terminal, Hillsborough County
2. Making Cigars In one of Tampa's Cigar Factories, Hillsborough County

Lake County



LAKE COUNTY is situated near the center of the Florida peninsula, midway between the Atlantic Ocean and the Gulf of Mexico. Cross-state highways from main points focus here, and paved roads radiate in all directions. The location of the county in relation to the Gulf of Mexico and Atlantic Ocean tempers the climate in both winter and summer. The topography of the county is characterized by rolling lands, sloping hills and beautiful lakes, of which there are over 1,000 within the boundaries of this one county. A part of the second largest lake in Florida lies within its borders, and many large lakes of lesser importance are here. Navigable rivers and canals connect many of them and afford long cruises by motor craft, the lakes and waterways forming an almost continuous system of water-courses. This county was first settled between 1840 and 1850, and it was organized in 1887 under its present name from portions of Orange and Sumter counties. Growth since that time has been steady and substantial, and migration from other states has continued without interruption.

The area of Lake county is 661,292 acres, and it has 77,072 acres in farms and 14,618 acres in actual cultivation. The St. Johns River, which is navigable from interior Florida to the Atlantic ocean near Jacksonville, forms the northeastern boundary line of the county. The elevation is 97 feet above sea level at Leesburg, and other points in the county exceed this in elevation. The rainfall of 48.90 inches is well distributed, the heaviest precipitation occurring in the months of June, July, August and September. Good water for domestic and general use is obtained from wells driven through clay and lime rock formations, the depth depending upon the topography of the immediate vicinity.

Citrus fruit growing, Florida's outstanding agricultural industry, is of major importance in Lake county, and oranges, grapefruit and tangerines are grown and shipped annually to the amount of 1,500,000 boxes, yielding a revenue of approximately \$4,500,000. Groves range in size from five-acre tracts to a development which controls approximately 80,000 acres, one of the largest single citrus enterprises in the United States. Most of the cultivation is done by machinery and labor is ample. The fruit is of high quality and brings top prices. Forty packing houses are required to handle the citrus output of the county. Modern machinery, skilled labor and efficient methods are employed in the grading, packing and shipping of the crop, and annual payrolls run into large sums.

The grape industry is also assuming an important position in the agricultural development of Lake county and Central Florida. There are superior natural advantages, including early crop maturity, and the cooperation and local support given by the growers is excellent. Monteverde, Altoona, Fruitland Park and Lady Lake, in widely separated districts of the county, are the grape growing centers. Production, packing and marketing facilities have been concentrated at these points. Over 2,100 acres are now bearing, with additional acreage coming into production each year. Grapes from this section reach the Northern markets at a time when they have practically no competition for a period of three to six weeks. The county leads in cash value of grapes produced in Florida. The Beacon and Carmen grapes are the principal varieties grown. The Beacon is often called the Florida Concord.

Lake is also one of the leading counties in the state in the production of early watermelons, the annual output reaching in excess of 2,000 carloads shipped to Northern markets.



1



2

1. Poultry Farm at Lady Lake, Lake County
2. Dairy at Mount Dora, Lake County

The leading truck crops grown are beans, cabbage, cucumbers, tomatoes, eggplant, cauliflower and peppers. Corn, sweet and Irish potatoes, peas, peanuts, velvet beans, sugar cane, hays and other field crops are produced to some extent in practically all sections of the county. The general acreage in cultivation has increased in the past few years, watermelons, beans and all cultivated crops being grown in larger quantities. Farmers are also turning toward heavier production of sweet potatoes.

It has been estimated that during the year ending August 1, 1929, Lake county shipped to out-of-state markets 7,657 cars of truck and fruit crops.

The county maintains an agricultural agent and a home demonstration agent, with offices in the court house at Tavares, whose services are furnished to aid fruit and vegetable growers and other classes of farmers in solving their problems. There are 315 club girls identified with twenty clubs under the direction of the home demonstration agent, and ten boys' clubs have a total enrollment of 150.

Farmers are now producing milk and cream as a part of a diversified farming program, but more dairy farmers are needed in the county. A number of good registered animals have been brought into the county for breeding purposes in recent years. The Southland Creamery, with headquarters at Ocala, has established a station at Leesburg, buying cream, poultry and eggs, and this has greatly encouraged local production along these lines, as it affords a ready cash market for dairy and poultry products.

Climatic advantages and rolling lands have contributed toward the success of the poultry industry in this section, and further benefit has been received from co-operative marketing methods, the output and investment in this business being about three times as large at present as in 1925. The Lake County Poultry Association has consolidated with the Central Florida Poultry Producers, with about 75 per cent of its membership belonging to the Central Florida Association. Egg production is stressed.

There are three railroad lines in Lake county—the Seaboard Air Line, the Atlantic Coast Line and the Tavares and Gulf, a subsidiary of the Seaboard. Spur tracks have been extended to packing houses, canneries and other industrial plants which are not on the main lines, and excellent transportation facilities are enjoyed by all parts of the county. There are over 560 miles of railroad tracks in the county. There are 239 miles of hard-surfaced highway in the county and over 100 miles of improved road.

The manufacture of grape by-products into juice, jellies and jams is an important phase of the grape industry which has been developed within the past two or three years. There are now three of these plants in operation, with a capacity of about four tons daily. There is an excellent market for by-products which are properly handled.

A canning plant which handles beans, tomatoes and other vegetables is located at Umattilla, and the Fruitland Park canning plant cans large amounts of fruit and vegetables. Citrus fruit juices are canned at Howey-in-the-Hills.

There are six commercial plantings of bulbs in the county, totaling nearly 400,000 bulbs. Conditions are very favorable for the propagation of Easter lilies and other bulb plants. Ferns are grown to a considerable extent, more than 175 acres being planted at present for producing ferns to be shipped to Northern florists. Certain flowers can also be raised profitably, but special knowledge is required in order to meet with success in this business when conducted on a commercial scale. There are four nurseries in the county.



1. Packing Grapes for Shipment, Monteverde, Lake County
2. Vineyard at Monteverde, Lake County

The lumber industry is quite important in the extreme southwestern part of the county, where one of the largest lumber mills in the state is located. There are twenty sawmills in all, also crate factories, concrete block plants, naval stores plants, brick kilns and boat-building factories.

Kaolin is one of the chief mineral products of the county and is extensively mined. Diatomite deposits are also found in considerable quantities, and clay suited for the manufacture of brick is available in some sections. The county has a population of 18,870, and Tavares is the county seat.

A fleet of thirty-three busses is used to transport Lake county school pupils to the central grammar and high schools. There are twenty-one elementary schools and seven high schools, fifteen of which are housed in modern brick or stucco buildings. The school property of the county was valued at \$1,350,600 in 1927.

Playgrounds, sports and popular recreative facilities are provided for the entertainment of visitors and tourists, who come in large numbers annually. A wide range of waters offers remarkably fine fishing opportunities, bass, speckled perch, bream and catfish being found in large numbers. Hunting for large and small game also affords excellent sport, and duck and quail shooting attract many sportsmen. The National Fresh-Water Fishing Tournament at Leesburg, from January 10th to March 10th each year, is open only to non-residents, and is a sporting event of outstanding importance. The Winter Vandalia or National Trap Shoot, held annually in Eustis, also attracts sportsmen from various sections of the United States.

There are seven golf courses. Athletic courts which are equipped with lighting devices for night use. Motor boating, fishing, bathing and other water sports are enjoyed.





1. Fernery at Whitney, Lake County
2. Citrus Grove, Lake County

Levy County



LEVY COUNTY, located on the west coast of Florida in the north central section, has 724,143 acres in its area, of which 100,272 acres are in farms and 35,190 acres in actual cultivation. The soils of the county will produce any of the staple southern farm crops, in addition to fall and winter vegetables and several fruit and nut crops, and there has also been considerable industrial development. Three distinct types of soil are found in Levy county. In the eastern section is a type of Norfolk loam underlaid with limestone and clay subsoil. This is high, rolling land, easily cleared and particularly adapted to the growing of truck crops. In the central part of the county is a high sandy soil, commonly known as blackjack. Certain sections of this type are well adapted to the raising of oranges, grapefruit, Satsumas and other fruits. From the center of the county to the southern boundary lie flatwoods lands which are adapted to the growing of Irish potatoes, strawberries and other truck crops, but some parts of this section require additional drainage before they can be utilized for agricultural purposes. The western portion of the county is high and has a rich sandy loam suitable for the growing of staple crops and forage. The watermelon crop in this section is also an important cash producer.

The leading farm crops grown in the county are corn, sweet potatoes, field peas, forage crops, peanuts, chufas, and velvet beans. The principal truck crops are watermelons, cucumbers, tomatoes, cabbage and onions, and English peas, bell peppers, lettuce and eggplant are also grown. Peaches and pecans are planted to a considerable extent, and oranges, plums, pears and Japanese persimmons are grown.

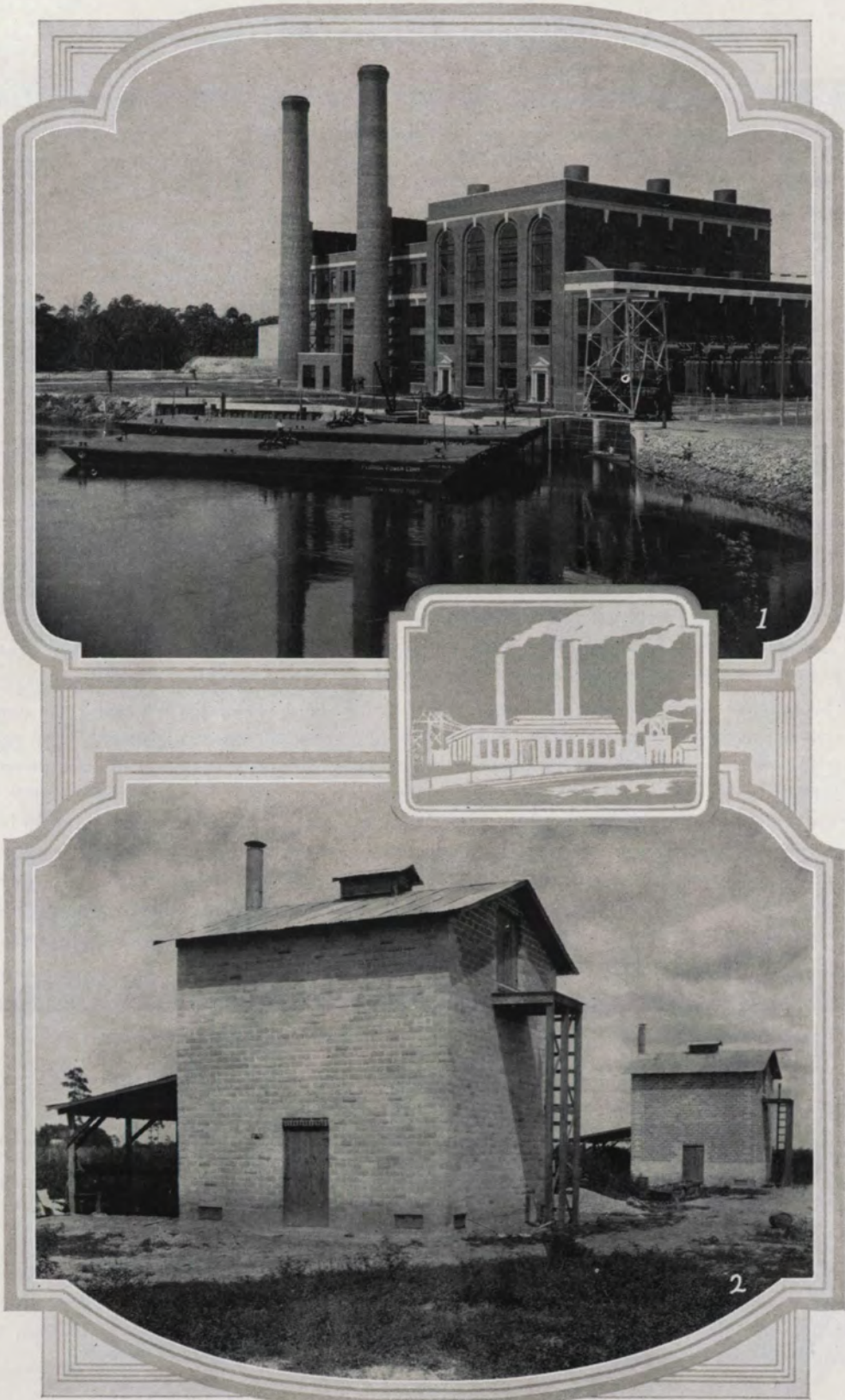
The acreage in cultivation increased about 20 per cent between 1926 and 1929, according to the county agent, and there has been a corresponding increase in general farm operations. This county is particularly adapted to hog raising, and suitable feeds are raised in abundance. The volume of hog production increased about 25 per cent between 1926 and 1929, and there is an excellent opening for a packing plant at Bronson. The dairy industry has also shown marked growth and about 60 head of cattle have been recently brought into the county for dairying purposes. About 20,000 head of range cattle for beef purposes were sold from the county during a recent three-year period. Poultry production is also a promising field of operation. There are two feed mills for the grinding of mixed feeds.

There are two cooperative watermelon marketing associations, two cooperative cucumber marketing associations, and one farmers' cooperative association for the handling of livestock.

A county agent who has been in this county for a number of years and is thoroughly familiar with local conditions, gives his full time to work among the farmers and their families, and he has rendered valuable service among them.

The county has about 146 miles of trackage operated by two railroads, and it also has 80 miles of hard-surfaced road and 120 miles of improved road which is not hard-surfaced. There are good highways from the interior of the county to the coast.

Near Williston a deposit of flint rock residual from dolomite deposits is crushed and used as concrete aggregate and railroad ballast. The known mineral resources of the county include limestone, flint, phosphate and a small amount of iron. There are thirteen limestone quarries, and the crushed lime rock shipped from this county has been used extensively in the building of State highways.



1. Power Plant, Inglis, Levy County
2. Modern Tobacco Barns near Willston, Levy County.

Levy county has thirteen sawmills and considerable hardwood timber is cut, in addition to pine.

There are large stands of virgin timber in the Gulf hammocks and near the coast, and at one time the cedar exports of the county were very large.

There are three basket, crate and veneer manufacturers, eleven naval stores plants, one wagon, auto and truck body manufacturing plant, one brick kiln and twelve turpentine distilleries.

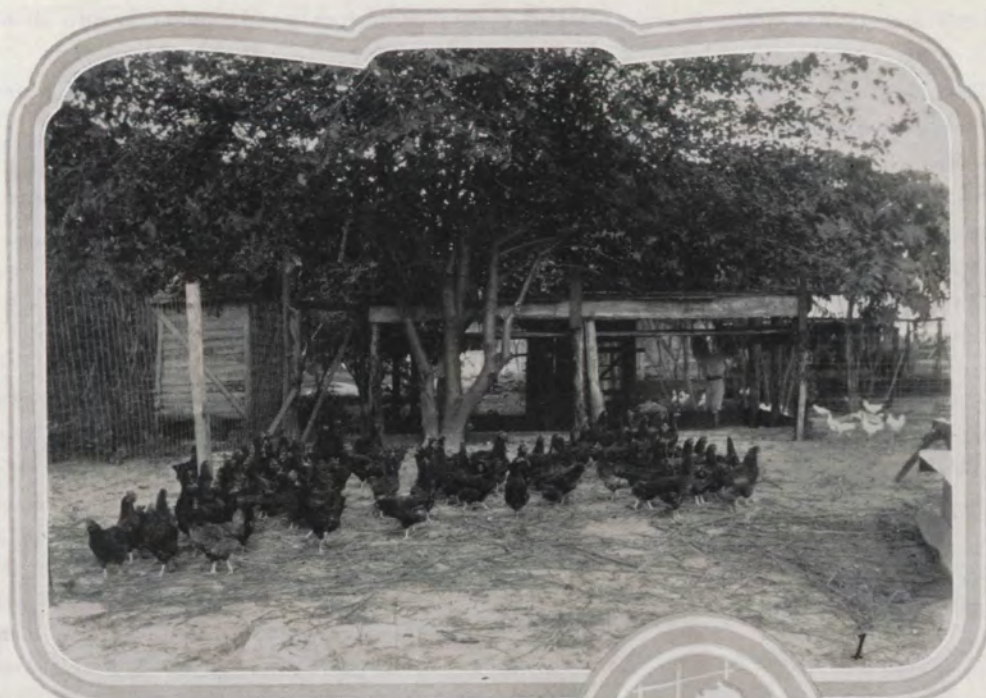
The Florida Power Corporation operates a steam plant at Inglis, on the Levy county side of the Withlacoochee river, between Levy and Citrus counties, which is said to be the finest steam electric plant in the South. The capacity is 25,000 kilowatts per day, and crude oil, which is brought up the Withlacoochee river on barges is used for fuel. The power generated there is distributed by transmission lines through a long stretch of territory in central and northern Florida and southern Georgia, serving many towns and industrial plants.

The population of Levy county is 10,636. Bronson, the county seat of Levy county, is located in a good agricultural section. It is 77 feet above sea level, and Williston has an elevation of 82 feet. Good water for all purposes is found at depths varying from 20 to 125 feet, and there are many springs, among them Manatee Springs and Fannin Springs, both of which are well known among the larger springs of the state for their scenic beauty. The northern boundary of Levy county is the famed Suwannee River, and the entire western boundary the Gulf of Mexico. Cedar Keys, located on the Gulf between the Suwannee and Withlacoochee rivers, has been known for many years as a fishing and hunting resort, and there are good hotel accommodations available for visitors and sportsmen who come in large numbers each year. There are also a number of commercial fisheries, and several high-priced edible varieties are caught and shipped in large quantities each year. Oysters are also found in great abundance.

There are five incorporated towns in the county. All of them have electric current, and some have sewerage and waterworks.

A good school system is maintained, including seventeen elementary high schools and four high schools, and the public school property of the county was valued at \$143,475 in 1927.





1. Choice Rhode Island Red Hens on Farm near Williston, Levy County
2. Hogs Raised in Levy County

Marion County



MARION COUNTY, situated in the north central section of Florida, is favored to a marked degree in natural resources and in development. It is one of the best agricultural counties in the state, and its well-balanced agricultural system offers substantial and attractive inducements for those who wish to combine general farming with the growing of truck and fruit crops.

The principal general farm crops grown are corn, field peas, peanuts, sweet potatoes, sugar cane, chufas and forage crops. Cabbage, cucumbers, string beans, okra, squash, English peas, tomatoes, lima beans, lettuce and other truck crops are shipped in large quantities to the early markets of the North and East, and watermelons and cantaloupes bring large revenues into the county annually. The growing of citrus fruit is an industry of first importance, and pecans are grown on an extensive scale. The oranges and grapefruit grown in Marion county are excellent in color and quality, and a number of small fruits do well here also. Grapes have been planted to a considerable acreage in recent years, and a number of vineyards are producing successfully both as to quality and quantity.

The total area of the county is 1,039,150 acres, and it has 353,686 acres in farms and 46,815 acres in actual cultivation. The acreage in cultivation has shown a decided increase in recent years, notably in the planting of peanuts and tomatoes. The county agent estimated that 11,000 acres of truck were planted in 1929, and he states that this acreage is steadily increasing. There is also more tobacco planted than formerly. The soils of the county seem particularly adapted to the growing of peanuts, and with the opening of a bonded warehouse at Ocala for handling this crop the development of this industry on a scale of considerable magnitude is assured. The warehouse is backed by local capital and under local management, and farmers can either sell their peanuts for cash or store them to await a more favorable market. As soon as the acreage has increased sufficiently to justify it, a peanut shelling plant will be built and operated in connection with the warehouse, which was first opened for business in the fall of 1929.

Hog raising is another profitable industry which has grown rapidly in recent years. A stockyard and livestock market opened at Ocala in September, 1929, and it provides a cash market for all meat animals. It is open to small farmers, as well as large livestock raisers, and as practically all Marion county farmers raise hogs in connection with their other farm enterprises, this provides them with an assured source of income.

Dairy farming has shown a marked increase since 1924, when the creamery at Ocala was opened by experienced dairy farmers from western Canada, and dairying is rapidly becoming a leading industry of the county and this section. Herds are being constantly built up, and registered dairy cattle are being shipped into the county in large numbers each year. Feed production is also being emphasized and sanitary conditions in all dairies improved. There is a definite trend toward high grade milk production, and the requirements governing local consumption of milk, as well as shipping, are such as to set a high standard for local dairymen. The creamery at Ocala maintains cream buying stations and purchases the greater part of the milk supply of the county. It makes distribution locally and otherwise in the form of ice cream, butter, cream, buttermilk and pasteurized sweet milk. It handles 6,000 pounds of butter a month and buys cream from all sections of Marion county and parts of other counties. A number of new farmers who emphasize dairying have come into the county in the past few years, and there is continued immigration into the



1. Silver Springs, near Ocala, Marion County
2. Cabbage Field near McIntosh, Marion County

rural sections of the county. There are about eight small feed mills located in different sections, and all of them grind dairy and poultry feed from materials produced locally.

Poultry raising, principally for egg production, is one of the leading industries of the county, and high averages of production per hen and of price received have been maintained by owners of farm flocks as well as commercial poultrymen. The creamery also operates a broiler fattening station with a capacity of 1,800 birds. Chickens for sale by farmers are carefully selected, put on a milk-mash diet for three weeks and sold as milk-fed broilers at top market prices. The farmers are paid cash for their birds, and they are received and sent out at the rate of 300 per day. Eggs are also bought and sold at this plant, and an excellent local market is available for all poultry products.

There is also a local poultry association affiliated with the Central Florida poultry producers, and through them eggs and poultry are shipped to other Florida cities, where good retail markets are also available. The Marion County Vegetable Growers' Association and an association of watermelon growers ship truck crops in large quantities. There are five tomato packing houses at Ocala, and cash is paid for tomatoes there if desired. They are also handled on consignment or f. o. b. from packing houses. Several citrus packing houses handle the large output of citrus fruit.

Marion county is most fortunately situated with reference to transportation facilities and geographical location. Being near the center of the state, it is a natural distributing point and has excellent rail connections. The Seaboard Air Line and the Atlantic Coast Line railroad companies serve the county and maintain a trackage of over 230 miles, and the A. C. L. has shops and divisional headquarters. Water transportation is available from Jacksonville to Colby's Landing, about eight miles from Ocala, by means of the St. Johns river and tributary streams, and regular freight service by boat is maintained. The county has 400 miles of hard-surfaced highways and a considerable mileage of improved roads which are not hard-surfaced. An airport was established in 1929, the land being donated by a local manufacturing company, and it is being developed in such a way as to render it eligible for official rating by the Department of Commerce.

There is a commercial canning plant at Ocala, handling citrus fruits and vegetables, with a capacity of 10,000 No. 2 cans daily. All products canned locally are marketed with ease. A lady at Anthony began canning on a small scale several years ago and now cans and disposes of 100,000 cans of fruit and vegetables each season, employing as many as forty people during a part of the year. At Weirsdale there is a successful preserve and marmalade factory which also began on a small scale, and which sells quantities of fruit manufactured into a high-grade product each season.

A county agent and a home demonstration agent are employed for full time work among the farmers and their families, and they have been valuable factors in building up the rural sections of the county to their present state of development. Twelve different schools have boys' clubs and girls' clubs, and there are 50 boys and 200 girls doing productive club work. Six women's clubs, with 80 members, also work as organizations, and there is much work done among individual farm residents also.

Marion county has almost inexhaustible deposits of lime rock of high quality, and enough rock has been mined in that vicinity in recent years to rock-base four miles of highway daily. Ninety per cent of the Marion county production of lime rock goes into highway construction in Florida, there being sixteen companies engaged in production. The material carries little overburden, and more than 1,000 men are engaged in the limestone industry in this one county alone. There are also ten phosphate mines, most of them in the



1. Harvesting Lettuce in Marion County
2. Picking String Beans in Marion County

southwestern portion of the county, and large quantities of phosphate are exported annually, principally to Germany. Kaolin, commanding a high price from manufacturers of porcelain, is found in the extreme eastern and southeastern parts of the county, and clays suitable for high-grade brick and tile are found in abundance. Chert, the hardest natural product of peninsular Florida and a valuable rock for use as an aggregate in building operations, is plentiful in the western part of the county, and fullers earth and diatomite are found in some quantities.

Among the manufacturing activities of the county are plants making and handling building materials, road materials, fertilizer, crates, baskets, veneer, millwork, wagon, auto and truck bodies, naval stores, brick, cement products, sand, gravel and shell, tents and awnings, paint, baskets, grape juice, canned products, candy, pies, sandwiches, Spanish moss, and cigars. There are twenty-four sawmills and several branches of the lumber industry.

Although Marion county does not consider itself a resort section, many thousands of people come here annually to view the under-water marvels of Silver Springs, a large and indescribably beautiful group of springs which form the head of the Silver river, six miles from Ocala. These springs are said to have the largest volume of flow in the world. Salt Springs and Blue Springs, in other parts of the county, are also remarkable in a smaller way and attract many visitors. Excellent water is obtainable in all parts of the county, and there is good drainage.

The elevation at Ocala is 99 feet above sea level, and the average rainfall 51.93 inches.

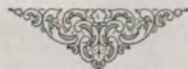
The Ocala National Forest Reserve of more than 250,000 acres, lies in Marion, Lake and Putnam counties and experiments in pine culture and handling of naval stores products have been carried on there. Adjoining the National Forest, and under the direction of the forest force, is a protective unit of the Florida Forest Service, comprising 30,000 acres.

Marion county has six nurseries and a number of ferneries.

There are seven incorporated towns and cities in the county, and Ocala is the county seat. The population of the county is 27,152. The town was named in 1841 and its name is a variation of the ancient Indian name, "Ocale," and is said to mean "Land of Plenty."

There is an excellent public school system, with grade schools and high schools located at convenient points in the county, housed in substantial school buildings of modern construction. The public school property is valued at more than \$825,000.

There are several golf courses, and fishing, bathing and hunting are favorite recreations.





1. A Dairy Scene in Marlon County
2. One of Many Lime Rock Quarries in Marlon County

Orange County



RANGE COUNTY is a leading fruit and truck growing county. It has many lakes, among them Lake Apopka, which is thirty-one miles long. The county was formed in 1845 and was named Orange because of the large number of groves within its borders even at that early date.

Orange county is a leading shipping center for citrus fruits in Florida, and several of the larger fruit marketing agencies have their state headquarters here. Large quantities of citrus fruit are grown annually and shipped through local packing houses, and much citrus fruit from other counties is packed and shipped from this county also. There are a number of extensive groves under joint ownership, as well as constantly increasing numbers of small tracts planted in groves. The value of the citrus crop of this county runs into large figures, over a million crates of fruit being shipped annually.

This is also a leading producing section for melons and vegetables. Cucumbers, lettuce, peppers, cabbage, watermelons, tomatoes and string beans are planted in such quantities as to require carload shipments from several points in the county daily during the height of the growing season, and these crops bring large revenues into the county annually. The acreage planted to truck crops is increasing, according to the county agent's figures, with a decided tendency toward diversification and improved packing methods. The strawberry acreage has had a noticeable increase, about 150 acres in one section of the county having been planted in 1929.

The acreage planted to staple farm crops is increasing and many farmers raise corn, potatoes, forage crops and field peas as well as the highly specialized truck and fruit crops.

Bananas, pecans and several small fruits are grown in some sections, but citrus is by far the leading fruit crop of the county.

There are several types of soil in the county, and it has considerable acreage which has proven suitable for fern growing. Both the asparagus plumosus and Boston types are grown commercially, and the latter variety has increased about 40 per cent in production since 1926. Bulbs of several kinds are also extensively grown, and the combination of bulb and fern growing has proven very successful for a number of experienced growers.

The total area of the county is 513,907 acres, and it has 37,471 acres in farms and 13,257 acres in actual cultivation. A large percentage of the farms are operated by their owners.

The Florida Citrus Exchange maintains four packing houses which handle a large proportion of the citrus fruit, and other packing houses combine with these in making Orange county a highly important citrus center. The Orange County Fern Growers Cooperative Association, with headquarters at Apopka, and the Florida Asparagus Fern Growers Association, with headquarters in Orlando, have stabilized the fern market and given the fern growing industry much-needed marketing opportunities. The former organization sold and shipped 5,000,000 Boston ferns in 1929, and the last named will handle the output of a large proportion of the asparagus plumosus growers of the State.

An association of milk producers has rendered a similar service in the dairy industry, and the local markets absorb all dairy products from the county. The Central Florida Poultry Producers, with headquarters at Orlando, was organized in 1929 and has



Scene on Estate near Winter Park, Orange County

proven an invaluable means of organizing and unifying the poultry industry of the county and this section. A brand name has been established in Northern markets and regular shipment of eggs from 200 poultry farms is carried on. A hatchery at Apopka operates a 47,000-egg incubator. The county has established a record for good packing of fruits and vegetables and is thus enabled to get a premium for them in open markets.

Although six registered males and three hundred pure-bred cows have been shipped into the county for dairying purposes since 1926, there is still need for increased dairy production. All dairy products are sold locally, either for domestic use or to two milk distributing plants and two ice cream factories. Some dairymen are keeping individual production records on their cows and weeding out low producers. The general standards of quality and sanitation maintained on dairy farms in this county are high. Two milk goat farms have been started recently.

There has been great impetus in the growth of the poultry industry since the organization of the Central Florida Poultry Producers Association for marketing purposes. Local conditions are highly favorable for the production of poultry of a superior quality, and eggs and dressed birds sell readily at good prices. Prize-winning birds from this county have been exhibited at some of the leading fairs of the country.

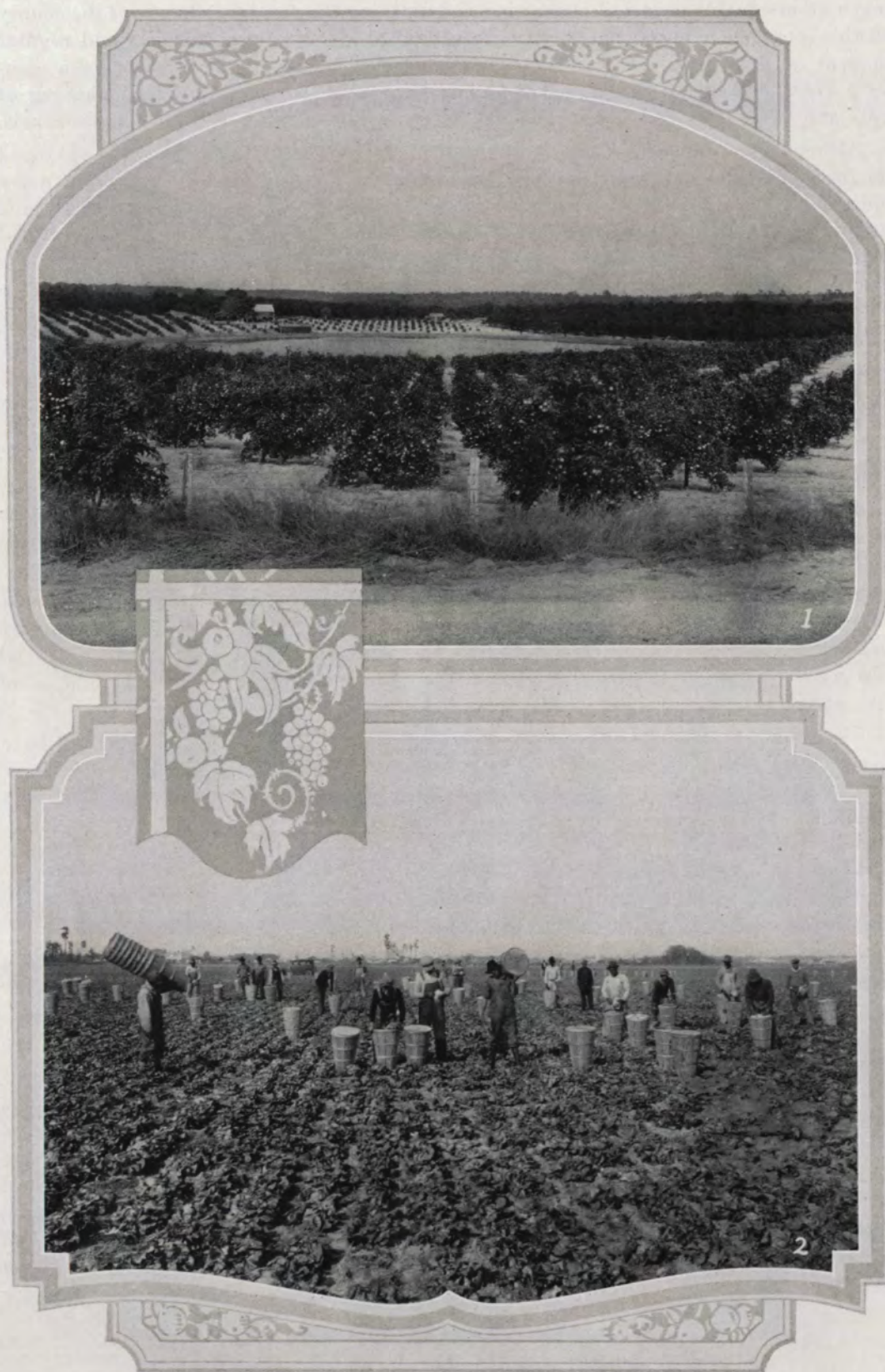
Rabbit raising has developed quite rapidly since 1928. Hogs are raised in the county, but not on a commercial scale. Beef cattle raising is confined to the western part of the county and is conducted principally by a few large ranchers. There are a few small farmers with herds of beef cattle.

A county agent and a home demonstration agent, with headquarters in the court house at Orlando, render valuable advisory service and do much practical and effective work among the farmers of the county and their families. There are eighteen girls' clubs with a membership of 350 girls, and their annual zinnia show at Orlando is an event of much local importance. Sixty-six boys are doing organized club work.

Three of the principal railway systems of the state cross Orange county and have a trackage of about 150 miles within its borders. Both county and state highways have been hard-surfaced to an unusual extent in this county, there being about 370 miles of hard-surfaced highway and 350 miles of improved road which is not hard-surfaced, in addition to 300 miles of paved streets in the towns and cities of the county. Orlando alone has 143 miles of paved streets.

There are 38 elementary schools in the county and 5 high schools, besides 5 junior high schools. A large proportion of the school buildings are of stucco or brick construction and have been built within the past ten or fifteen years. The public school property of the county is valued at more than \$4,000,000. Ninety per cent of the teachers are normal school and college graduates. Rollins College, at Winter Park, has won national recognition by a unique system of classroom methods, and it is said to be the oldest institution of higher learning in Florida.

The manufacturing enterprises of the county are of varied character, their products including paper boxes, cloth bags, wearing apparel, cigars, mattresses, tents, awnings, sails, baskets, crates, veneer, millwork, wagon, auto and truck bodies, brooms, concrete and cement products, fireworks, insecticides, boats, rustic furniture, shovels, ornamental iron products, brick, jewelry and paint. There are four preserving and canning plants which utilize fruits and vegetables grown in this section, and candy, potato chips and sandwiches are also manufactured commercially. There are nine sawmills and five naval stores plants, and sand and gravel are handled commercially. There is a feed mill for



1. Orange Grove Among the Lakes and Hills of Orange County
2. Lettuce Field, Orange County

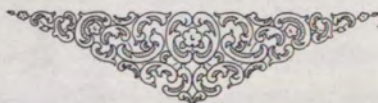
the grinding of mixed feeds, and there are thirteen nurseries, all specializing in citrus stock and handling plants and shrubs.

The population of Orange county is 38,325.

There are eleven incorporated towns, all with electricity. Most of them have water-works, and several have sewerage and gas. Orlando, the county seat and the largest town in the county, has been a tourist resort for many years. It has many beautiful lakes within its principal residence sections, and a large number of splendid oaks add to the beauty of the city. There are 31 lakes within the city limits, and many lovely homes surrounded with semi-tropical flowers and shrubbery. There are also a number of handsome municipal and county buildings.

Good fishing is available in almost all parts of the county, and boating, swimming, golf and other amusements are enjoyed throughout the year.

The northwestern section of the county is rolling and has many lakes and springs. These furnish an abundance of fresh water for farms and stock, and rainfall is abundant also. The average annual rainfall is 51.99 inches. Wells are usually from 35 to 400 feet in depth, depending upon the topography of the land. The eastern and western sections are level. The elevation at Orlando is 111 feet above sea level. Deposits of kaolin, sand and peat are included among the mineral resources of this county. The average date of the last killing frost in the spring is February 7th and the first in the fall December 21st, thus giving farmers a long growing season.





1. Lettuce Seed Bed, Ocoee Section, Orange County
2. Peppers Raised at Ocoee, Orange County

Osceola County



OSCEOLA COUNTY, which was formed from parts of Orange and Brevard counties in 1887, is located in the south central section of the State, and it was named for the great Seminole chieftain, Osceola. It is favorably located from a climatic standpoint and the average annual rainfall is 51.48 inches. The elevation at Kissimmee is 71 feet above sea level.

The land is level in the greater part of the county and there are many beautiful lakes that add to the appearance of the landscape. A large area is prairie land on which there is good pasturage for the large herds of cattle which form one of the main sources of revenue for the county.

The lumber business is also an industry of major importance, and there are large stands of virgin timber, principally pine, but with some hardwood growing in hammocks. The naval stores business also yields large revenue, and there are several crate mills and other manufacturing plants handling products related to the lumber and naval stores industries. Two new crate mills were built in 1929, and they furnish crates to the Central Florida Poultry Association.

From an agricultural standpoint the county is not highly developed, but there has been a marked increase in interest in truck growing, fruit growing, dairying, poultry raising, hog raising and some general farming in very recent years. The leading truck crops grown are tomatoes, peppers, cabbage, beans, lettuce and watermelons. Oranges are grown to some extent, and some grapefruit and small fruits are produced. The farm crops grown include corn, field peas and potatoes. The acreage in cultivation has increased about 20 per cent since 1926, this increase being largely attributable to the growing of cucumbers, strawberries, peppers and other truck crops, also a few staple farm crops.

The total area of the county is 850,942 acres, and it has 11,687 acres in farms and 4,547 acres under actual cultivation.

Poultry raising has materially increased since the organization of the Central Florida Poultry Producers Association and the stabilization of the poultry market in this section. Conditions are favorable for the production of poultry here. The 1929 poultry production was about three times as large as that of previous years.

Pure bred hogs are being imported to some extent for breeding purposes, and about 1,500 head of hogs are inoculated each year. The general production of hogs is increasing both in quality and quantity.

Dairies using Jersey and Holstein herds produce milk for local consumption, and an ice cream factory in Kissimmee absorbs all that is not used for domestic purposes.

A stock yard was built at Kissimmee in 1929 and 6,000 head of beef cattle were shipped to western states in the first four months of its operation. Cattle raising for beef purposes is one of the most important industries of the county, and cattle are also shipped here from many points in central and south Florida. A number of cattle of the breed known as Brahma, or zebu, originally introduced into this country from India, were brought into this section a number of years ago and cross-breeding them with the native cattle has produced a very satisfactory type of animal. One advantage these cattle have is their immunity to the cattle tick. Subsequent shipments of these cattle



1. Celery Field, Osceola County
2. Traffic in Skins, Osceola County

have increased their number, and five carloads of high grade Brahma bulls were brought into the county in 1929.

There is a farmers' cooperative association in St. Cloud which ships tomatoes, beans, peppers and all truck crops. The poultry association at Kissimmee handles poultry and eggs. Good local markets are also available for all farm produce.

The county is served by the Atlantic Coast Line and the Seaboard Air Line railroads, with a total trackage of over 90 miles.

There are 131 miles of hard-surfaced highway and 150 miles of improved road which is not hard-surfaced. Good highways are available from this county to both the Atlantic Ocean and the Gulf of Mexico, the distances being respectively 56 and 100 miles from Kissimmee.

A county agent and a home demonstration agent, with headquarters at Kissimmee, are maintained for full-time work among the farmers of the county and their families. They have done much constructive work in the rural sections, and have contributed toward the agricultural growth which is taking place.

Mineral resources of the county include sand and peat, and good water may be had at depths varying from 180 to 600 feet.

There are five nurseries in this county for the sale of plants, shrubs and citrus stock.

The school property of the county is valued at nearly \$500,000, and there are 10 elementary schools and two high schools, six of which are housed in brick or stucco buildings of a high type of construction.

The population of Osceola county is 10,755, and Kissimmee is the county seat.

There are two incorporated towns, both with electric service, waterworks and sewerage. Golf, hunting, fishing, boating and bathing are popular sports and attract visitors.

The original site of the old Disston sugar mills is located in Osceola county.





1. Brahma Cattle, Osceola County
2. Dairy Cattle on Lake Tohopealiga, Osceola County

Pasco County



PASCO COUNTY is located about half-way down the Florida peninsula on the Gulf coast and has much beautiful rolling land within its boundaries. The area of the county is 397,755 acres, of which 55,042 acres are in farms and 5,158 acres in actual cultivation. The acreage in cultivation has increased considerably since 1926, most of this increase being attributable to truck farming and some general farming. Additional acreages of truck are being planted, and it is considered that this is one of the most promising forms of cultivation in this section. Tomatoes, egg-plants, peppers, okra, string beans and cucumbers are the vegetables most grown, and water-melons and cantaloupes are also planted to a considerable extent. Oranges and grapefruit of a high quality are grown on a commercial scale, and papayas, Japanese persimmons, grapes and a few small fruits are produced. Leading staple crops are corn, sweet potatoes, field peas, peanuts, velvet beans and chufas.

Practically all dairy products are consumed locally, and there is great need for more dairy farmers and more poultrymen. Excellent markets are available, and soil and climatic conditions are most favorable for the development of both industries.

A farmers' organization for marketing truck crops is in process of formation, and the Pasco County Poultry Association, affiliated with the West Coast Poultry Association, ships all poultry products which are not absorbed by the local market. Tampa, St. Petersburg and other cities within easy reach of this county, offer excellent markets for farm produce at good prices, particularly in the winter.

A small creamery is located at Dade City and buys its cream entirely within Pasco county. Some creamery products are handled locally and some shipped to St. Petersburg, but there is every encouragement here for the production of a larger milk supply in Pasco county. Some dairy cattle of high grade are being shipped in, and it is anticipated that much development along these lines will take place in the near future. There is a feed mill already established for the grinding of mixed dairy and poultry feeds.

The county is served by three railroads with a total trackage of about 130 miles. There is an excellent system of hard-surfaced highways totaling 250 miles, and there are also improved roads which are not hard-surfaced. The county has splendid highway and rail connections with all parts of Florida, and there are good highways from the interior to the coast.

There are two commercial canning plants of small size, and more are needed to assist in handling the vegetable and fruit crops. A fish canning plant is another industrial development for which there is much need. There are four commercial fisheries, and much valuable food fish is found in the waters of the Gulf and various streams and lakes.

Mineral resources of the county include beds of kaolin near Dade City, also limestone and mineral water. Crushed rock production is developing into importance, and lumbering is an industry of the first magnitude in this section.

A very large plant is located at Lacochee, and there are more than a dozen others. A good supply of timber, particularly hardwood, is available for immediate cutting. Industries of the county include basket, crate and veneer plants, a furniture factory, shingle mills and mill working establishments, brick kilns, cement and concrete products plants, naval stores plants, charcoal burning plants and others.



1. Scene at Crystal Park, Pasco County
2. Orange Grove, Pasco County
3. Citrus Tree, Pasco County

There are twenty-seven cane mills, five citrus fruit packing houses and eight nurseries specializing in citrus stock.

Although this is not one of the leading fern-growing counties of Florida, one of the pioneers of this industry lives in Pasco county.

Exceptionally fine water is found at depths varying from 31 to 260 feet, and drainage is excellent. Crystal Springs, with a flow of about 25,000 gallons per minute, is a spot of much scenic beauty and potential economic value. The Gulf Coast Highway will open up a valuable strip of territory on the western edge of Pasco county when it is completed. There has been considerable waterfront beautification at New Port Richey.

The elevation at Dade City is 98 feet above sea level, and there is beautiful hilly scenery in the eastern part of the county in particular.

The average rainfall at Lake Jovita is 56.49.

Public school property of the county is valued at \$514,994, and an excellent school system, including three high schools, is maintained.

There are five incorporated towns, all of which have electricity and waterworks and some have sewerage.

Pasco county has a population of 11,599, and Dade City is the county seat.

Hunting, fishing, boating, bathing and other sports are available here under most enjoyable conditions, and with increased hotel facilities many tourists could be entertained annually.

There are several colonization projects under way in this county, one of them being among the oldest in the state, and involving a 22,000-acre tract at Odessa.

Pasco county has exhibited more than 900 varieties of its products at the South Florida Fair in a single booth.





1. Dairy Herd near Dade City, Pasco County
2. Dairy Farm and Herd, Pasco County

Pinellas County



MUCH of this county's area is contained in a small peninsula between Tampa Bay and the Gulf of Mexico, thus affording it an extensive bay and gulf frontage. The total area of the county is 131,393 acres, and it has 22,837 acres in farms and 13,069 acres under cultivation. There is a decided trend toward agricultural activity, particularly since 1926, and occupation of new farms and rehabilitation of those which were sold for subdivision purposes at high prices a few years ago are among the noticeable changes which are taking place. There is considerable increase of acreage under cultivation which is attributable to truck growing, according to the county agent, and there is an increase in citrus production, which is already large and of good quality fruit. Grapefruit are grown to a considerable extent. Avocados, mangoes and other sub-tropical fruits are grown, as well as some pecans.

Thirty acres were planted to strawberries in 1928 and 1929, and the Pinellas County Trucking and Strawberry Association, which is composed entirely of farmers, grades and sells truck crops on a co-operative basis, markets being found both locally and at Northern points. The county agent states that they average 800 quarts of strawberries to the acre.

The Pinellas County Beekeepers' Association, which is affiliated with the state organization, sells bee products cooperatively through warehouses. It was organized in 1928 and is functioning with success. There is a poultry association for marketing eggs and birds co-operatively also.

Dairy cattle of good stock are being brought into the county and there has been an increase in dairy production since 1926, principally in the vicinity of Pinellas Park. All dairy products are consumed locally. There are two feed mills in the county.

Beef cattle raising is of negligible importance.

There are eight citrus fruit packing houses and three canning plants which utilize quantities of fruit and vegetables. One of these is a large factory specializing in grapefruit products, juices and fruit, and it is operated by a firm of national importance in the food products field. Between 2,500,000 and 3,000,000 cans were packed and shipped by this one plant in 1928, and it increased its capacity and built another plant in 1929.

A county agent who has had much theoretical training and practical experience in Florida agriculture is maintained for full-time work among farmers and growers, and he and the home demonstration agent have built up an efficient organization with headquarters in the court house at Clearwater. One hundred and thirty-six girls are organized in club work under the direction of the home demonstration agent.

In proportion to the size of the county, there is an unusual mileage of hard-surfaced highways, and the older ones are being rebuilt and extended. There are excellent highways to coastal points and marketing centers, the total mileage of hard-surfaced road being 325 miles. There are also 300 miles of improved road which is not hard-surfaced. Gandy bridge, one of the world's longest bridges, connects the county with the opposite shore of Tampa Bay and furnishes a short route between St. Petersburg and Tampa. It is five miles in length. An imposing causeway connects Clearwater with the Gulf beach.

The county has about 125 miles of railroad trackage in the Atlantic Coast Line and Seaboard railroads. There are also facilities for water shipment.



1. Night View of Causeway, Clearwater, Pinellas County
2. Gandy Bridge Across Tampa Bay, Between Pinellas and Hillsborough Counties

A variety of manufacturing enterprises is carried on, although none of them is large in volume of output. There are seven sawmills, three naval stores plants, one brick kiln, and a number of small manufacturing plants of various kinds.

The commercial fishing of the county is of considerable importance industrially, over half a million pounds of fish being shipped annually.

The sponge fisheries at Tarpon Springs are well known and many visitors go there each year to see the Greek sponge boats and their crews. A large sponge market is held on the waterfront at stated times.

There are seven nurseries in the county. Kaolin, marl, sand and mineral water are among its mineral resources. Espiritu Santo Springs, at Safety Harbor, has water which is said to possess medicinal value, and Wall Springs, with a somewhat larger flow, is also in this county. There is an artesian well area in certain portions of the county and flowing wells are common there. Water is had at depths varying from 40 to 300 feet. The average annual rainfall is 48.89 at St. Petersburg. The elevation above sea level is 22 feet at St. Petersburg and 29 feet at Clearwater.

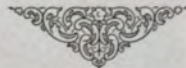
There are eleven incorporated towns and cities, all having electricity and waterworks, and many having sewerage and gas service.

The population of the county is 51,714, and Clearwater is the county seat. St. Petersburg is one of the leading winter resorts of the west coast, and it has been for many years a recreational center for tourists from Northern states and Canada. There is an immense amusement pier, and extensive preparations are made for the entertainment of visitors. There are many beautiful bathing beaches along the Gulf, of which Pass-a-Grille, St. Petersburg Beach and Clearwater Beach are among the best known. Big league baseball is available in the winter season, as two teams from large cities in the East train here annually.

The climate is very mild, the mean temperature during the winter months being 60 degrees.

There are twelve high schools, including a Junior High School, and thirty-five elementary schools in the county, and its public school property is valued at more than six million dollars. A boys' military school also has headquarters here.

A grapefruit tree which is said to have been planted in this county in 1809 by a Spanish nobleman is still living and is a magnificent specimen, with a limb stretch of sixty feet. It is the first grapefruit tree in Florida of which a written record of planting is in existence.





1. St. Petersburg Beach on the Gulf, Pinellas County
2. Celery Field at Dunedin, Pinellas County

Polk County



OLK COUNTY, in the south central part of the peninsula, is about equidistant from the Atlantic Ocean and the Gulf of Mexico. It is one of the largest counties in the State, being 40 miles in width and about 50 miles in length, with a total area of 1,153,964 acres. It is a region of much natural beauty, combined with productiveness. It has 357,605 acres in farms. The county has an enormous production of citrus fruit, over 3,000,000 crates of oranges being shipped annually, as well as grapefruit in quantities almost as large. Tangerines are also produced extensively. Lemons, limes, bananas, Japanese persimmons, avocados, guavas, strawberries, mangoes and other fruits are also grown, but oranges and grapefruit far exceed them in volume of production. At the 1929 South Florida Fair at Tampa, Polk county was awarded first place for the best citrus exhibit.

Truck crops are grown and shipped in large quantities, the principal vegetables being peppers, cabbage, lettuce, tomatoes, string beans, watermelons and cucumbers.

The leading staple farm crops are corn, Irish and sweet potatoes, field peas, forage crops, peanuts and velvet beans.

The acreage in cultivation is steadily increasing and adding to the county's already large volume of production of fruits and vegetables of high quality.

Fern growing and bulb culture are younger industries which are developing substantially. There are twenty-three nurseries in the county handling plants, shrubs and citrus stock.

Poultry raising is another industry which has made very satisfactory progress in this county, and local hatcheries are available for service.

It has been estimated that 5,000 high-grade and pure-bred cattle have been imported into the county since 1926 for livestock and dairying purposes. Conditions are very favorable for these industries, and local markets consume all dairy products now available in the county.

Marketing is handled both through farmers' co-operative associations and local consumption. A farmers' curb market is maintained very successfully at Lakeland. All farm produce of the county finds a ready market.

A county agent and two home demonstration agents have offices in the court house at Bartow and work actively throughout the county. They have been of much value to the rural sections and some work of a very unusual character has been done by the home demonstration agents in women's clubs. There are eighty-five girls' and women's clubs in the county, with a total membership of 2,429.

Polk county was a pioneer in road construction work, and has a very large mileage of highways and railroad trackage. There are 651 miles of hard-surfaced road and 255 miles of improved road which is not hard-surfaced. The Seaboard Air Line and Atlantic Coast Line railroads have 455 miles of track in this county.

Over four million tons of pebble phosphate are shipped annually from Polk county, amounting to about 85 per cent of the output of the entire United States. It is used largely in fertilizer containing phosphoric acid. Sand mining for building purposes and manufacture of concrete and cement products, is also an important industry. Other mineral resources of the county are peat, clay and mineral water.



1. Gathering Blackberries, Polk County
2. Grapefruit Grove, Polk County



1. Bean Field, Polk County
2. Cabbage Field, Polk County



1. Young Citrus Trees in Nursery, Polk County
2. Citrus Fruit Packing House, Winter Haven, Polk County

There are twenty-one sawmills in the county and a number of manufacturing plants utilizing lumber in various ways, including the manufacture of crates, baskets, veneer, furniture, millwork, wagon, auto and truck bodies, boats, handles and cabinet work. There are twelve commercial canning factories handling fruit and vegetable products of the county, and two feed mills for the grinding of dairy and poultry feeds. There are 23 nurseries, all specializing in citrus stock. The county has over 50 dairies and 1 commercial fishery. There are 3 naval stores plants, 2 fertilizer manufacturers, 10 phosphate mines, 1 clay mine, 15 cement and concrete products plants, 5 limerock mines, 5 brick kilns, besides a number of smaller manufacturing enterprises of various kinds. Several food products are manufactured in this county.

There are 60 elementary schools and 12 high schools in the county, and the total value of school property is over \$3,000,000.

The population of Polk county is 63,925. Bartow, the county seat, was founded in the old Indian days of Florida's early history, having once been a fort for the defense and protection of white settlers.

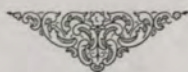
Lakeland, the leading city of the county, has a magnificent civic center and handsome public buildings. It has one of the few municipally owned hospitals of the medium sized cities of the state, this hospital having Grade A rating and being supplied with radium, X-ray, and laboratory facilities equal to any organization having this kind of an organization. The city also has a school system of one high school and seven grammar schools in approved school buildings, and is the home of Southern College, a standard co-educational institution of very fine reputation. It is the home of the Carpenters and Joiners of America, which is part of a \$3,000,000 investment by this organization. The buildings are among the finest in the state, costing together with the grounds about a million dollars.

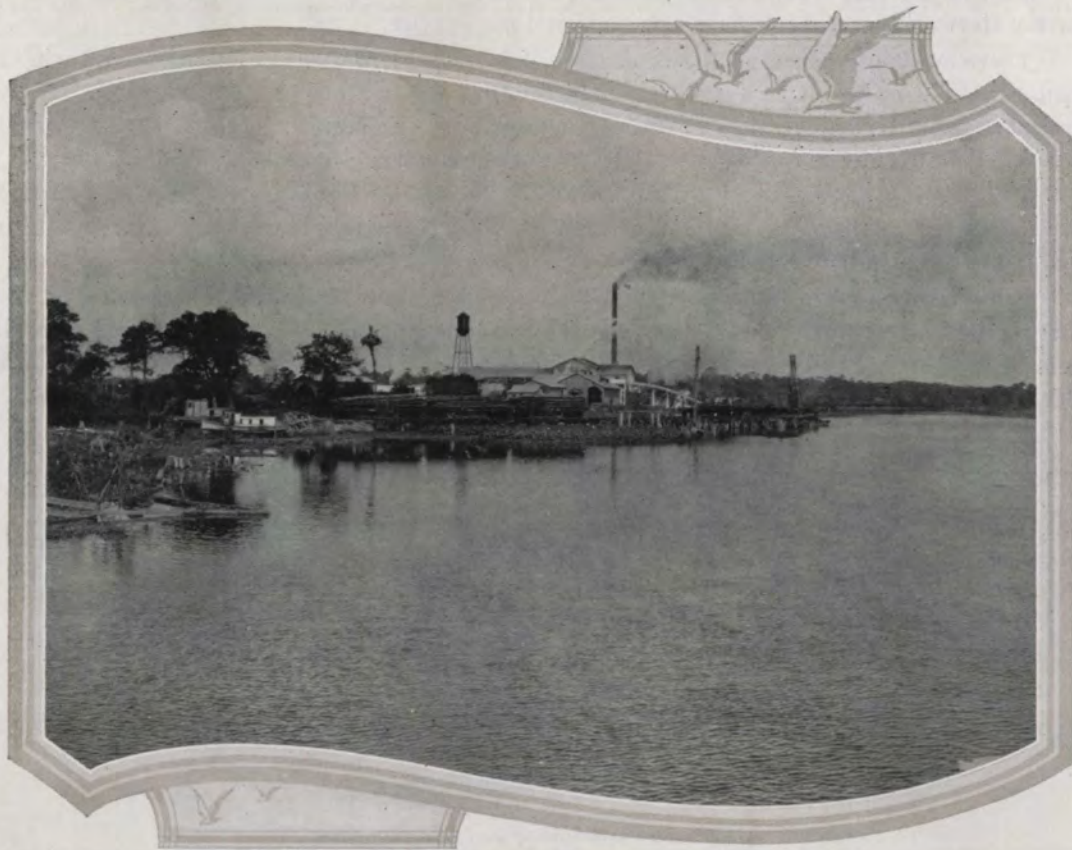
There are 18 incorporated towns and cities, all of which have electricity. Most of them have waterworks, and many have sewerage and gas service.

There are many points in the county which have large numbers of tourists and winter visitors yearly, and provision has been made for their entertainment in many ways. There are many beautiful homes in the country and smaller communities, as well as the larger towns. Beautiful scenery characterizes parts of the county, especially in the highlands.

The Singing Tower at Lake Wales, gift of Edward Bok to the nation, is a structure of rare architectural beauty and musical interest, built in a sanctuary and surrounded by semi-tropical shrubbery and flowers.

Kissengen Springs, flowing 5,000 gallons per minute, is the leading spring of the county. Excellent water is found at depths of 40 to 800 feet. The average annual rainfall is 52.65, and drainage is good. The elevation above sea level is 126 feet at Bartow and 206 feet at Lakeland.





1. View on Lake, Winter Haven, Polk County
2. Lumber Mill on St. Johns River, Seminole County

Seminole County



SEMINOLE COUNTY is, with but one exception, the smallest county in Florida, comprising approximately 360 square miles of territory. Three of the larger fresh-water lakes of the State are within its boundaries—Lake Mary, Lake Jessup and Lake Harney, besides a large number of small lakes and streams. The county is named for the Seminole tribe of Indians, who are native to this state. The area of the county in acres is 166,256, and there are 23,705 acres in farms and 13,020 acres under actual cultivation. About 60 per cent of the farms of the county are operated by their owners.

The leading agricultural enterprise is the growing of celery, and it is claimed that this is the world's largest celery producing center. The territory in the vicinity of Sanford is a very intensively cultivated area, and the quantity of vegetables and fruits shipped from this county, in proportion to the amount of land cultivated, is large. Celery is the principal money crop of the county, and shipments are made from the middle of January to the middle of May. The peak of shipments is reached in March, when 100 cars daily are often sent to Northern markets. The average yield per acre is about two earloads in a season, and Sanford celery brings high prices in markets of nearly 200 cities of the United States and Canada each season. The volume of output has grown from four light cars in 1899 to about 6,500 cars annually at present.

One of the most important developments in Seminole county in recent years is the establishment of two pre-cooling and packing plants for celery at Sanford and Oviedo, operated under the same management and ownership. The capacity of these two plants is more than 50 cars per day, and the washing and pre-cooling of celery is considered an important factor in the satisfactory shipment of a superior product to distant markets. A five-ton electric crane unloads the automobile trucks of loose field boxes of celery, after which it is washed, packed, chilled and prepared for shipment. These plants are operated by a pioneer in this industry and are said to be among the most modern types of pre-cooling plants in existence.

It is said that the world's largest original icing plant for fruit and vegetable cars is located in Sanford, where 100,000 tons of ice are used in the initial car refrigeration of perishable products sent out from this district each season. It has facilities for icing more than 50 cars at a time.

A number of other truck crops are produced and shipped in large quantities, among them lettuce, peppers, romaine, escarole, cabbage, cauliflower, string beans, eggplant and endive.

Large acreages in Seminole county are planted to standard varieties of citrus fruits, principally oranges and grapefruit. A few lemons are grown, and grapes and small fruits are being grown to some extent.

The principal farm crops are corn, sweet and Irish potatoes and forage crops. The acreage under cultivation has increased 10 per cent since 1926, this additional production being attributed to both staple and truck farming.

The vegetable industry gives practically year-round employment to those engaged in it in this section. Seed beds for various crops are planted as early as August, and care of these and preparation of the land occupy farmers until the first shipments of lettuce, pep-



1. View in Celery Pre-cooling and Packing Plant, Seminole County
2. Seminole County Celery

pers and romaine are made in November and December. Celery begins to move in January, and spring vegetables and late peppers are shipped until about the middle of July.

A system of sub-irrigation and drainage is largely responsible for the success of truck growers of this section, water being supplied by flowing wells of about 100 feet in depth. Practically all of the trucking land is tiled, and the natural flow of the wells forces water through the pipes when needed. A clay sub-soil underlying the sandy loam of the surface prevents the escape of the water downward. The same system serves for drainage in wet seasons.

Bulb raising has been introduced into Seminole county in very recent years, and certain soils of the county seem well adapted to the growing of several marketable varieties of bulbs. Flowers are also being grown on increasing acreage for shipment to florists in other sections, and there are excellent opportunities in these lines for those who are experienced in handling them.

Fern growing has been a productive industry in this county for a number of years, but a considerable increase in volume of production has been made recently. The asparagus plumosus is the variety grown, and shipments are made practically every day in the year, as it is not a seasonal industry. The ferns are grown under shade and shipped as cut sprays to florists in many sections of the United States and Canada.

There are three nurseries in Seminole county.

The county has about 200 miles of paved highways and some improved roads which are not hard-surfaced. Sanford is one of the interior cities of Florida which has both rail and water transportation. Passenger and freight service is operated on the St. Johns river between Sanford and Jacksonville by two large steamship lines, which maintain a daily schedule. The county is served by three railroads with a trackage of 130 miles, and competitive freight rates are in effect. An airplane landing field on the lake front, near the business section has been established, and hydroplanes are accommodated by the lake, which is seven miles long and five miles wide.

Dairying and poultry raising are comparatively undeveloped industries in this county, but conditions are favorable for both of them, and increased interest is being shown along these lines in the past two or three years. Local markets absorb practically all such products at present.

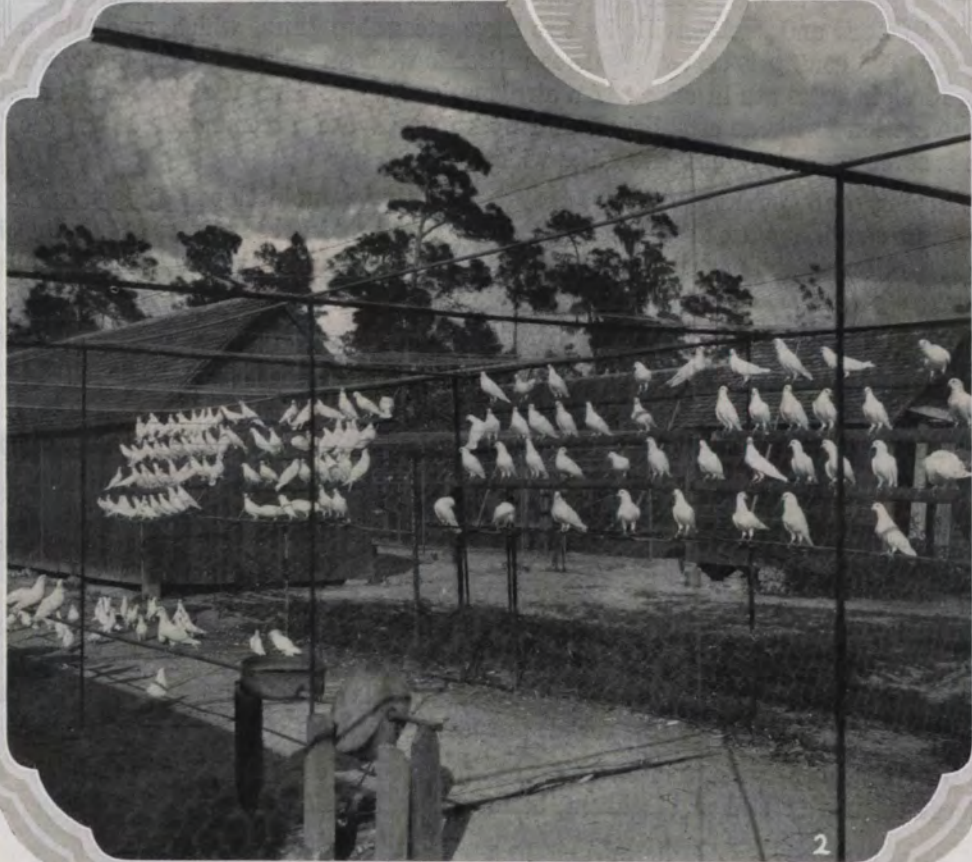
An excellent school system, provided with capable teachers and modern buildings and equipment, is maintained in this county. There are eleven elementary schools and two high schools. The school property of the county is valued at more than a million dollars.

A number of wholesale concerns have located in Sanford because of its advantages as a distributing center. A nationally known biscuit manufacturing company maintains here its largest distributing center south of Atlanta.

Division and repair shops for the Atlantic Coast Line railroad are located here, giving employment to 350 men.

A lumber company at Osceola manufactures cypress lumber of high quality from Deep Swamp timber, the capacity of their sawmill being 65,000 feet per day. A prospective timber supply for the next twelve or fifteen years is available in their present location. They also refine and dress cypress for all purposes.

Pine timber is also cut, and naval stores are a source of considerable revenue. There is a large turpentine still at Markham, besides several smaller ones.



1. Celery Field near Sanford, Seminole County
2. Squab Farm near Longwood, Seminole County

Crates are made at two veneer crate mills, and there is a variety of small manufacturing enterprises, producing golf balls, toys, cigars, mattresses, tents, awnings, sails, ladders, millwork, boats, cement products, fertilizers and paint. There are three commercial canning plants handling fruits and vegetables, and a fruit juice manufacturing plant. Candy is manufactured here also, and there is one meat packing house. Five commercial fisheries are operated in this county.

The population of Seminole county is 14,738. Sanford, the county seat, is the industrial and shipping center of the county, being located on Lake Monroe, which is the head of navigation on the St. Johns river.

Extensive preparations have been made here for the entertainment of tourists, and golf, yachting, fishing, swimming and other sports are enjoyed. A handsome municipal pier, yacht basin and public buildings have been built here.

There are four incorporated towns in the county, all of them having electricity and several waterworks, sewerage and gas service.

The water supply is ample, the average annual rainfall being 49.40 inches. Water is found at depths varying from 90 to 450 feet, and there are a number of springs of considerable size. Peat and mineral water are the principle mineral resources. The elevation above sea level is 31 feet at Sanford.

A giant cypress tree between Sanford and Longwood is one of the natural wonders of the section. It is 100 feet high and 54 feet in circumference at the base, and its age is estimated by foresters as being very great, perhaps 3,000 years.





Giant Cypress Tree, Seminole County. Municipal Golf Course, Sanford, Seminole County

Sumter County



UMTER COUNTY is one of the smaller counties of the central section and is bounded by portions of six counties. The total area is 352,196 acres, and there are 55,878 acres in farms and 18,235 acres in actual cultivation. There is a noticeable trend of immigration into the county, and practically all of these new residents are interested in truck and fruit growing. Peppers, cabbage, tomatoes, watermelons, cantaloupes, string beans and cucumbers have been grown and shipped successfully by farmers of this county for a number of years, and prospects are excellent for the further development of the trucking industry here. Oranges are grown to a considerable extent, and there are some grapefruit produced. About 7,000 lemon trees which are not yet bearing commercially have been planted, and there is a limited acreage in pecans. Strawberries are being planted to a much larger acreage than formerly, and many expect them to become a leading crop of this county in a few years. Staple farm crops grown include corn, sweet potatoes, sugar cane, field peas, forage crops, peanuts and velvet beans.

There is a county growers' association which markets many of these products co-operatively, also a strawberry growers' association which has 200 acres represented by its various members. A cooperative watermelon marketing association has obtained good prices for the melon crops of this county.

Much interest is being taken in the improvement of livestock, including beef cattle, dairy cattle and hogs. Considerable development along these lines is anticipated for a number of years to come.

Poultry is also another promising industry, and many truck and fruit growers have good flocks as a side line.

A county agent divides his time between this and an adjoining county, and much valuable work has been done by him in this section. There are 200 boys enrolled in constructive club work in Sumter county.

There are 150 miles of hard-surfaced highways in the county, and 100 miles of improved road which is not hard-surfaced. There are over 115 miles of railroad which serve the county, and railroad shops are located at Wildwood.

Among the new industries recently located in this county are a moss factory and a commercial canning plant. Other industrial developments include lumber mills, crate and basket factories, naval stores plants, cement products plants and a limerock mine. The hardwood mills give special attention to ash and hickory for export. There are several small feed mills in various sections of the county.

Mineral resources include limestone and a small amount of gypsum. Good water is obtainable at a depth of 45 feet and upward. The elevation at Bushnell is 74 feet above sea level.

There is a good system of public schools, and the public school property of the county is valued at nearly \$400,000.

Sumter county has a population of 7,916. It contains six incorporated towns, and Bushnell is the county seat. Near this point is the Dade Memorial Park, owned by the State, which is the site of the Dade Massacre in the Indian wars. The ruin of a fort is here, and there are monuments to the brave soldiers and to Major Dade at the spot where he fell.



Scenes in Dade Memorial Park, near Bushnell, Sumter County. Corn in Sumter County



1. State Highway No. 4, Volusia County
2. Grapes Grown in Volusia County



Truck Crops Grown in Volusia County

Volusia County



VOLUSIA COUNTY, located in the north central section of the East Coast, has a diversity of soil types and produces a wide variety of fruit, vegetable and other crops. There is high pine and hammock land, which is especially adapted to the growing of tangerines and oranges, flatwoods soil which is particularly suited to the production of potatoes and other vegetables and general farm crops, and oak ridge land with good drainage and natural shade, which is successfully used for poultry farms. The area of the county is 718,791 acres, and it has 88,244 acres in farms and 25,050 acres in actual cultivation.

The staple farm crops most grown are corn, Irish potatoes, sweet potatoes, sugar cane, peanuts, velvet beans and forage crops. The county agent states that there is an increase in the acreage under cultivation in the past few years and that general farming has received an impetus from the building of good roads, the extension of drainage facilities and the organization of successful marketing agencies. There has been a normal increase in rural settlement since 1926.

Truck crops are grown extensively, particularly in the Halifax section on the eastern side of the county, where conditions are very favorable for the production of high-grade vegetables and fruits for early markets. Cabbage, watermelons, lettuce, celery, peppers, tomatoes, beets, cantaloupes, string beans, cucumbers, cauliflower and other crops are grown, and strawberry culture is an important industry. Blackberries and raspberries have been grown sufficiently to indicate that they are adapted to this section and could be planted to much larger acreage with good results.

Citrus fruit is produced in large quantities and is of excellent quality. Approximately 1,500,000 boxes of citrus fruit are produced in this county annually, and several thousand acres of new plantings will come into bearing in the next few years. This is the home of three of the outstanding varieties of early seedless oranges—the Enterprise, Hamlin and Lue Gim Gong. Tangerines are specialized in by many growers of this county, and the fruit is heavy in yield and of good quality. Grapefruit is also an important fruit crop.

The local demand for poultry and dairy products has never been met the year round, and conditions are very favorable for a decided increase in both of these industries. There is a noticeable tendency among dairymen to produce more feed, improve pastures and raise heifers, and several dairies have been moved further from town where more feed can be produced. Eight silos were built during a recent period of a year and a half. There is a feed mixing plant at DeLand.

There are many small farm flocks of poultry in the county, and several commercial poultry farms which are operating successfully. The local markets have been improved through the efforts of the Central Florida Poultry Producers' Association, and a substantial increase in poultry production is anticipated within the next few years.

Hogs are raised on many farms of the county, though not in large numbers; there is improvement in breeding among most of them.

Bees are kept on many farms, and there are records of production of 400 pounds per hive.

Fern and bulb growing are rapidly becoming important industries in this county, and both are produced in large quantities for commercial use. There are six general nurseries and a large number of ferneries and bulb farms. The county agent of Volusia county is



1. Dairy Herd and Barn, Volusia County
2. Volusia County Hogs
3. Dairy Stock, Volusia County

regarded as an authority on bulb and fern growing and has written several publications on these subjects.

Pecans, peaches and pears are grown to some extent, and grape culture has been started with very satisfactory results for the first plantings.

Rabbit raising is another industry which has grown considerably since 1928.

There are several farmers' co-operative associations which are functioning successfully. The Volusia County Potato Growers' Association handled 75 per cent of the crop at Sam-sula in 1929, and an increase in acreage is expected because of the satisfactory results obtained there. Two cooperative vegetable marketing associations at the same place handle 100 cars of peppers and mixed vegetables per season, and also purchase fertilizer and supplies co-operatively. The local poultry producers' association is affiliated with the Central Florida Poultry Producers' Association and good markets are maintained for all poultry and eggs. A cooperative marketing association among the fern growers was organized in 1929, and the stabilizing of the fern market as an outcome of that step is an important development in the fern growing industry. Farmers in the vicinity of Daytona and Ormond maintain and operate a public market at Holly Hill, a suburb of Daytona, during the growing season. There are nineteen fruit packing houses in the county.

There are twenty-seven elementary schools, eleven junior high schools and seven senior high schools. All of these except nine are housed in modern brick and stucco buildings. The public school property of the county is valued at nearly \$4,000,000. John B. Stetson University, at DeLand, is a co-educational institution of learning which offers a curriculum of wide range.

The county has 250 miles of hard-surfaced highway and 125 miles of improved road which is not hard-surfaced. There are excellent roads to the ocean beaches, and at low tide the Atlantic shore line of the county, 23 miles long and 500 feet wide, is a world-famous automobile speedway. Automobile races have been held here annually during the winter season for many years. The Atlantic Coast Line and Florida East Coast railroads serve the county and maintain a trackage of 229 miles. Water transportation is also available on the St. Johns river, which forms the western boundary of the county.

A county agent and a home demonstration agent, with headquarters at DeLand, are maintained for active work among the farmers of the county and their families, and they have rendered valuable service in various capacities. There are fourteen boys' and girls' clubs under their supervision, with a membership of 600.

There are two commercial preserving plants utilizing fruits and vegetables in large quantities for commercial purposes, and a shrimp cannery is operated at New Smyrna.

Commercial fishing is an industry of local importance at New Smyrna. A plant in the western part of the county manufactures fiber from palmetto and is said to be the largest factory of this kind in the world. Two public utility plants in the southern part of the county generate current which is widely distributed in Florida. Much timber has matured on lands that were cut over twenty years ago, at which time only the large trees were taken. There is some of the best timber in this county for small mills which can be had in any part of the state. There are fourteen sawmills in operation, and a number of industrial plants which are related to the lumber business are operated, including veneer block companies, naval stores plants, crosstie manufacturers, and similar enterprises. There are also a number of plants manufacturing concrete products. Hard marls, shading into broken coquina rock and chert or flint, are available in several sections and are extensively used in road building.

The elevation above sea level is 27 feet at DeLand, and the average annual rainfall 50.89 inches. There are several flowing well areas particularly in the eastern portion of the county, and good water may be had in all sections at depths of 60 to 565 feet. DeLeon Springs, near DeLand, has a flow of 16,000 gallons per minute, and Blue Springs is another spring of large flow.

The county is located in the narrowest part of the peninsula and has extensive waterways on its fresh-water lakes, large springs and smaller streams, in addition to the St. Johns river and ocean frontage.

Its Atlantic beaches are world-famous, and Ormond, Daytona Beach and nearby communities have been tourist resorts for more than half a century. Public entertainment is provided in many forms for winter visitors both at Daytona Beach and DeLand, and there are a number of excellent golf courses. Black bass fishing, hunting for birds and small game, salt and fresh water bathing, sea fishing, cruising and other sports are enjoyed throughout the year.

The population of the county is 40,165, and DeLand is the county seat. There are fourteen incorporated towns and cities, all of which have electricity. Several have sewerage and one has gas service.

There is a valuable collection of Florida historical material at DeLand, and the ruins of an early Spanish mission at New Smyrna are of much interest. There is also a canal at New Smyrna which was used by the first English colonists in Florida to transport cane to their sugar mills.



What and When to Plant in Central Florida

- BRUSSELS SPROUTS—January, February, March, September, October, November.
 BEANS—February, March, September.
 BEETS—January, February, March, September, October, November.
 CABBAGE—January, February, October, November, December.
 CANTALOUPE—February, March.
 CAULIFLOWER—January (seed); March, June (seed); July, August, September, October.
 CUCUMBERS—September to March.
 COLLARDS—January, February, March, April, May, August, September, November, December.
 CELERY—June (seed); July (seed); September to February.
 COTTON—February, March, April.
 CORN—January (early); February, March April.
 DASHEENS—March, April.
 EGG PLANT—January, February, spring crop; July, fall crop.
 ENGLISH PEAS—September to March.
 IRISH POTATOES—September, fall crop; November to March, spring crop.
 KOHL-RABI—March, April, August.
 KALE—February, March, August, September, October, November, December.
 LEEK—January, February, March, September, October, December.
 LETTUCE—January, February, September, October, November, December.
 MUSTARD—January, February, March, April, August, September, October, November.
 ONION SETS—January, February, March, April, August, September, October, November.
 OATS—January, November, December.
 PARSLEY—February, March, April, June, July.
 PARSNIPS—February, March, April, September, October, November.
 PUMPKINS—May, June, July.
 PEPPERS—January, February, March, spring crop; July to October, fall crop.
 RADISHES—January, February, March, April, September, October.
 RUTABAGAS—February, March, September to December.
 RAPE—January, February, October, November, December.
 SWEET POTATOES—March, April, May, June, July.
 SQUASH—March, April, May, June, July, August, September.
 STRAWBERRIES—August to November.
 SPINACH—February, August, September, October, November.
 SPANISH ONIONS—January, February, March.
 TOMATOES—September to March, July.
 TURNIPS—January, February, March, April, August, September, November, December.
 WATERMELONS—January to March.

Forage Crops

- BERMUDA GRASS—March, April, May, June, July, August, September, October.
 CARPET GRASS—March to July.
 VELVET BEANS—March to May.
 PEANUTS—March, April, May, June, July.
 RYE AND RAPE—January, February, October to December.
 VETCH—October to January.
 SOY BEANS—April, May, June.

COW PEAS—April to July.

BEGGAR WEED—April, May, June.

KUDZU—November, December, January.

NAPIER GRASS, MEEKER GRASS—January to March.

Crops That Can Be Raised On Same Land Same Year

The shorter the length of time required for a crop to mature, the greater number that can be grown on the same land. The following may be mentioned:

Oats, Bunch Velvet Beans.

Oats, Cowpeas.

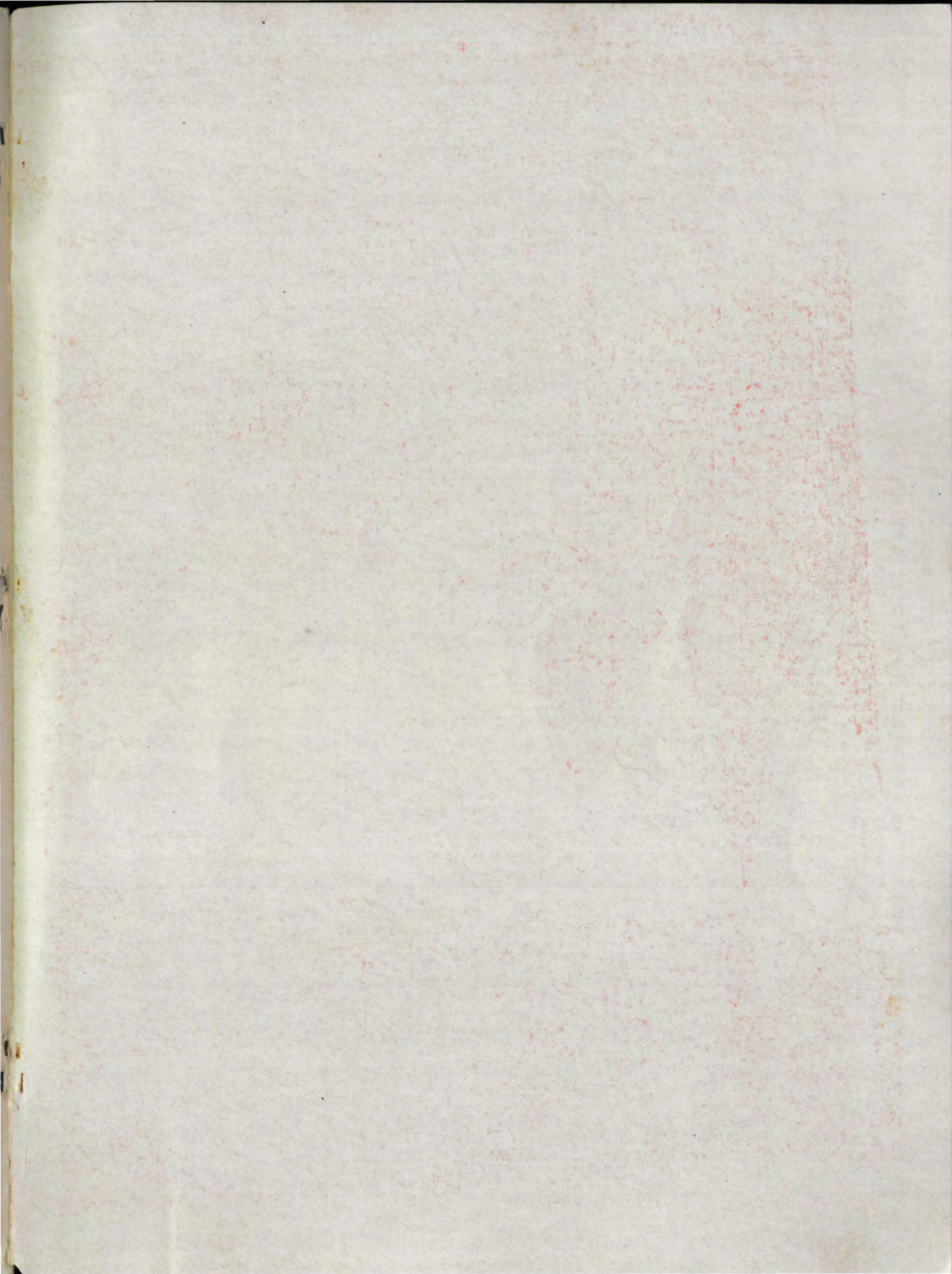
Irish Potatoes, Corn.

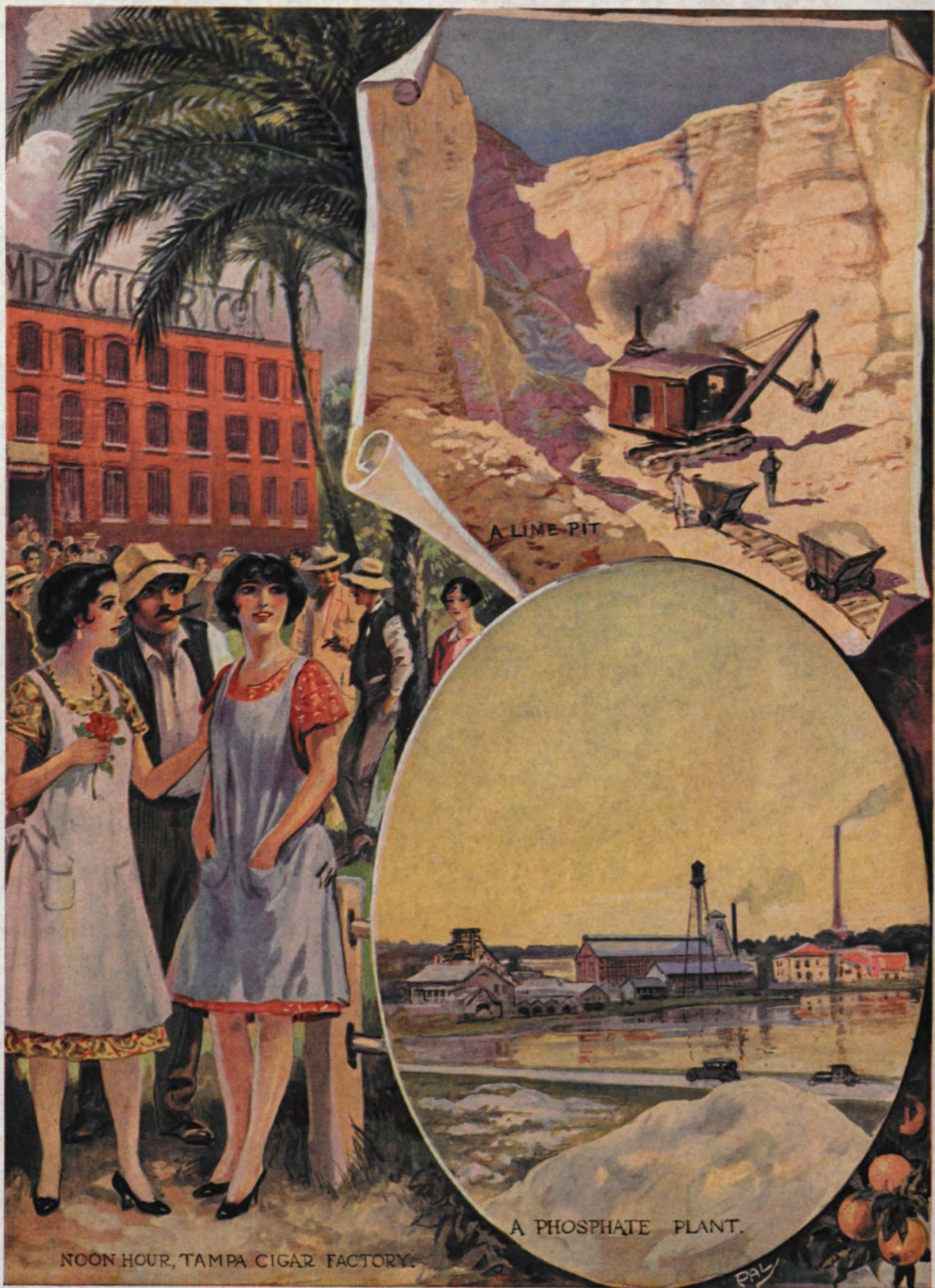
Irish Potatoes, Cowpeas or Velvet Beans.

Tomatoes, Lettuce, English Peas.

A number of vegetables may be planted in the fall for winter shipping and then followed by field crops in spring.

Silage Crops—Corn, Japanese Cane, Napier Grass.





A LIME PIT

A PHOSPHATE PLANT.

NOON HOUR, TAMPA CIGAR FACTORY.

PAL