

GEORGE PRESTLY - FORT PIERCE, FLORIDA.

Finds me at the Windsor, brings Anthony to see me, banker came to Florida in 1896. Came here from Georgia, settled in Palm Beach where for many years he kept a store which must have grown to fine proportions. Has his theories about things. Says Florida primarily is made of promising spirit that you cant stop, a State where you can grow two crops of corn a year, 50 bushels to the acre without fertilizing. Florida, he says never feels the effect of a National slump until six months after it has happened. Trails the United States in distress that gives you time to get ready for what is coming. The whole country stopped in 1920 except Florida, she never did stop.

There are three things a real Floridian never worries about, food, shelter and clothing. You cant starve him because in ninety days he would have a variety of crops ready to feed himself. The State has never sent out an SOS call even after the big freeze. Dont have to worry about coal strikes, you cant freeze in Florida, the sun always shines, never a time when business is dull in the North that the people here in the State caters to tourists who bring in from \$300,000 to \$400,000 a year being of sporting spirit they buy property, that Florida will never be anything but tourist crowds, a resort, says it is too hot they are paying no attention to what is happening in Florida, the diversity of products, production is not everything, Florida farmers found that out and he has learned distribution and marketing by organization.

The farmers have community specialties:

Apalachicola - sea food.
 Quincy - summutra tobacco, best in the world for wrapping.

Jackson County	- corn, 100,000 acres.
Tallahassee	- dairy farms.
Live Oak	- hogs and corn.
Starke	- Strawberries.
Hastings	- potatoes
Sanford	- celery
Fort Pierce	- tomatoes
Tarpon Springs	- sponges
Cedar Keys	- sea food

He says you can raise everything but a republican and they are overcoming that. Tells me that Okeechobee City sends tons of cat fish to St. Louis, he thinks, they are turned into canned salmon for the poor. Great natural resources, are lumber and cotton. Says Florida has to suffer for her sins like the rest of the world, that two years ago they found no market for the citrus fruits, 21,000,000 boxes were thrown out to spoil that was because the growers had not specialized on varieties, had not sorted and packed with care but they are overcoming this. The trouble last year was she had not guarded against speculation, now she must suffer for it. Florida has been caught. There is just one man smarter in the world than a Yankee and that is a cracker. Quotes his mother after a month here, the only place I have seen ^{of} which you could say anything good or bad and be sure it was so. Tells story of cracker when asked, "How is Florida", said "fine", about all I can say is that the lie we tell today becomes a truth tomorrow. Anthony lays it down as an axiom that business is better for the effort put forth in Florida than in any other State. This is true because she gets in her visitors the most intelligent customers in the world.

Tells of a man near Jacksonville who banks with him, whom he backed five years ago in buying 1/2 acre of choice land and roofing it with glass for raising cucumbers. When

the season came he found the man was bringing in unusual amounts of money, they counted up one day and he found that in ninety days, the man had deposited \$12,462.00. In five years, he sold \$42,000 of cucumbers. They were of such a season and of such size and quality that he was able to sell them from \$2.00 to \$3.00 per dozen. He admits that this is a rare case.

Says that the problem here not irrigation but drainage, that the reason that so many failures have come in redeeming raw land is that the developers go too fast, they know really nothing about the problems, do not wait to learn, spend money lavishly and find suddenly that their resources are exhausted.

COLONIZATION.

He tells me of his own attempt in colonization. He was born in Georgia, was a boy reading at the time you and Lawson were working on the sins of big business. I wanted to do something for the small man, wanted to do it in Georgia. ⁹ I did not have much money, ^{he will give you a lot} I succeeded in getting hold of a big tract ^{of fertile land} near where my family had always lived, bought it at \$3.75 per acre, put a mortgage on it, ^{persuaded} decided I would start a new system, ^{get} people to buy it on credit in small lots paying off as they earned the money. I advertised all over the State in true Lawson style, ⁹ "homes free" not in Oklahoma or in Klondike but in Georgia in the best county, the best State and in the best country in the world, pay rent for five years and own your own farm, ⁹ put it up to them that they should pay ^{yearly} no more than the rent they had been paying for the tenant farms on which they had raised cotton. ~~I will sell you 100 acres for \$600.00. You have been paying 700# of cotton per~~

~~year for farming land, you could pay me 1000# and I will~~
~~apply the 700 on the purchase price.~~ The Lord was with us
for cotton went up that year. They paid, some of them, as
much as \$75.00 on their farms and I got a bigger interest
than I had dreamed. The effect on those men was just what
I thought it would be, when they got it into their heads they
were going to own the land, they began to ditch, to fertilize
to put on improvements, ~~and~~ the land which they bought at
\$6.00 per acre is worth \$200 and \$300.00 now. That is the
kind of colonization we must have in Florida. Put it up to
~~the~~ men, give them a chance to pay out of their crops on
land which we know will grow things and give it to them at
a moderate price.!!

FLEMING

Talked with Fleming. I gave him my notion about
the development, he says I am entirely right, that there are
probably millions of lots that will not in our time have any
value. He says that two years ago he made an estimate of a
number of lots on the market around Miami, thinks it was about
800,000, that it must be 2,000,000 now. I asked Prestly about
this and he says that Muyr told him that one Chamber of Com-
merce thad computed that it was 11,000,000. Ball tells me
that the State Chamber of Commerce is making computation.
Fleming is strong on colonization, thinks the problem is in
misrepresenting the land sold and the character of the col-
onists. Interested in McCray's scheme.

DR. ALBERT

Of Steffins, for eight years Chautauqua lecturer,
student of psychology, now here as manager of the Dawes Gas

interests. Took careful census of Jacksonville, this was for their own business purposes between October and December 1925, found there were 135,866 people. This was before the January tourists began to come in. From that time on he says we filled every night here in hotels, lodging houses, boarding houses, camps, 12,000 beds, besides that we had in Jacksonville probably 20,000 visitors staying with friends, renting apartments or houses, that is, we calculate about 32,000 are added to the population of Jacksonville in the tourist season. He says that in the season ending with December 1925, 1,400,000 people came into the State by the way of Jacksonville, the number was greatly increased last year by the unusual number of summer tourists generally, in the hot months the tourist stream falls off.

Places the inflow this season at about 2,000,000. A phenomenon of the out-flow last December was the queer crowd that the trains carried, they were the adventurers, gamblers, speculators, they had found they could no longer play their game in the the State.

Albert notes that on a piece of property which cost him about 13,000 is now worth \$22,000, the total taxes is about \$9.00. The State indebtedness is now about \$10.00 per capita, this however, is made up of the City and County indebtedness. Debts for roads, ^{and} municipal improvements which he considers sound investment. Albert discussed the difficulty before the State in raising the school grade, says there is no teachers training school, no kindergartens, and no vocational schools. Jacksonville has been building new school buildings but the capacity is already practically exhausted. Notes the indif-

ference to politics on the part of the average citizen. Ku Klux strong, 18 to 21 in the City Council, their organ in circulation some 30,000.

De Saussure, head of the Federal Bank, very thoughtful
First,
analysis. Says, the first Florida Charter of Freedom did not come until 1876 when Tilden refused to dispute the election as a reward to the democrats gave the South self government.

Second: Character of crackerstock came from Alabama, Georgia, and Carolinas. French, English, and Scotch stock of the best kind released its power by education and you get a citizen of rare quality.

Third: Education must be developed, particularly the country school, best type of school houses, sanitation, amusements, best teachers.

Fourth: The negro must have his chance both D and Fleming spoke with great regard of the better class of negro. D says that Florida should give them education because it is her duty, they are citizens but also because it is her only safety and it is to her advantage to make as much of them as can be, wisest talk I have heard. D is also positive about the need of proper educational developments.

BALL

Thinks that the tourist brings in fully one half million dollars per year but declares that the combined crops go enormously over this sum. Advised that I talked with Mayo about this. Says that the recreational class is always a free money spender but that the tourist who travels in his cheap car and frequents the camps, spends probably \$5.00 per day. Talked with Ball about development on upper Gulf Coast

He says that the Hoover interests which I believe to be the West Coast Development Company has an enormous tract from Cedar Keys up to and includes Newport on the St. Marks River, entrance to the Gulf where there is a great pecan grove planted by Mrs. Stowe's brother, a Beecher. You reach this from Tallahassee. He says that the Gulf States are combining to build a Highway along the Old Spanish Trail from New Orleans to Pensacola, Tallahassee and Jacksonville.

The Hoover interests are buying the Homosassa development inland. Thinks that Penney's scheme of settlement is the best yet developed in Florida. Look up land grant to Lafayette.