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Steps in Development of Florida  
-2-

original homesteader used tallow candles which he made himself, - but that is no reason why he should do so today. He also travelled to Nebraska and Oregon with oxteams, but he would be considered a fool if he tried to do that today. What the bill asks was a co-operative action of all persons, agencies, to be benefitted by the redemption and cultivation of the land. It is not only the soldier who was to be benefitted, but the neighborhood, the state, the nation.

The Congressmen in their objection to this

they forgot that the early settlers in their way did exactly the same thing. When a new man came into the neighborhood it was the practice to gather from far and near to help him in "bees" and "raisings". There was a logging bee, to get him quickly a piece of land to cultivate; there was a raising bee to help him with his house and barn.

Since the days of the first homesteader we have acquired a rich knowledge of the soils and the handling of them -- of stock and fodder and fruits - of problems of cooperative organized marketing. We have paid a big price for these things, and not to make them available to the settler of farm land is sheer stupidity. Moreover, we have become a rich nation; we have developed a system of credit which should be at the command of credit producers as well as credit handlers - particularly of those who are starting in life on the land and who are without other resources than their youthful energy. Credit should be available to those who for reasons they cannot control have been unable to

accumulate capital, who who would undoubtedly make /good settlers.

Moreover, Congress did not know that back of Secretary Lane's proposition the basis of which he was working, was more than one demonstration, public and private, of the wisdom of this attack on wild land.

Congress did not know that there had been worked out in the twenty years before the bill was put up to it a set of principles of scientific colonization. They were ~~more~~ no longer theories. They were as thoroughly proved as the principles of scientific management in industry. They had been successfully applied in various parts of the world. The present head of the Reclamation Bureau, Mr. Elwood Mead, had proved their efficacy in Australia with the backing of the government of that country. He was working it out with every promise of success in ~~the~~ California, a famous settlement, - Durham. Not two hundred miles from where they were sitting Congress, had they taken the trouble, could have a splendid demonstration of what Secretary Lane had outlined - that was in the colonies founded by Hugh MacRae near Wilmington, Carolina. there, after twenty years experiment - on a sound and permanent basis. The principles which had been established and were adopted by the land colonizing nations were simply these:

1st- (page 3)

If Congress had looked rather more closely at this, more into one of its own pet undertakings - that was the reclamation of arid lands of the west, and studied how it was turning out, they would have seen that they had, as a matter of fact, been for nearly twenty years committed to the first step in the program for the Soldiers - that <sup>is, been</sup> they had reclaimed lands at government expense by irrigation and selling them at cost price for settlers. At that time they had some twenty of these great projects in operation. There are twenty-four of them now, scattered through thirteen states. They had spent millions and millions of dollars -- it amounts today to over \$200,000,000. -- to impound water. Dams/44/4144/44/3044/4444/4444/ They had made over 100 dams for impounding water, some of them ~~xxxxxxx~~ 300-350 feet in height *but many feet H. D. H. D.*

In the course of this work they had built more than 1500 miles of canals, ditches and drains. In order to on that tremendous amount of piled up water they had built 1000 miles of roads; over 3300 miles of telephone lines - a dozen power plants.

Great numbers of people, Congress knew, had gone in the last twenty years unto the reclaimed lands. The enthusiasts over the enterprise will tell you that there are today nearly half a million people living on the thirty thousand and more farms that have been developed from the sage brush land through the irrigation projects of the country. They will tell you how some

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signature of [illegible]  
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The first attack was on the government's plan of choosing settlers. Notice that Secretary Lane's plan provided for the testing of a man by actual work on reclaimed land, and his ability to stick by the project and to save enough to make the

first payment. But what does the Government do when it opens public lands - either these reclaimed or homestead lands - ? It plays a lottery. You file your claim, and it probably costs on an average of \$150 for a man to fulfill the law's requirements of filing the claim - and then some <sup>later</sup> ~~some~~ day you draw a number. There is in Nebraska a reclamation project - the North Platte. Three years ago 82 farms were opened to settlers, 3300 people applied and spent their money to be on the ground at the drawing. Now the probabilities are that ~~there~~ in the 3300 there were 82 good farmers - met fit for the ~~farm~~ settlement, but did the government get these men or not? <sup>Secured</sup> ~~met~~ The result <sup>is</sup> ~~is~~ today that the North Platte lands are really in the hands of Russian tenants. Those who drew the land were either not fit for the struggle that necessarily followed to make them livable and profitable, or else they were out and out speculators, filing a claim to hold in the hope of future rise in its value through the efforts of their neighbors.

The head of the Economics in the Reclamation Bureau, Mr. G. W. Krotzer, a man of long experience, having served with Mr. Mead both in Australia and at Durham, Calif, had the curiosity to look up the occupations of those who secured land in one Dakote project. One of them he found to have been a deep sea diver, - another an itinerant base ball player - another a missionary in China. No doubt all good at their trade, but obviously their trade was not farming, and after they made a first effort they soon disappeared.

The folly of unselected settlers in regard to reclaimed land has finally penetrated the majority of Congress, for a bill was passed a year and a half ago changing the lottery to intelligent selection. *on Bureau of Reclamation*  
*we are here*

The whole history of the reclaimed lands goes to show that though a man may be, in the judgment of the Board selecting him, energetic and intelligent, - though he may have had the two years required farm experience, and the \$2,000 capital - the chances are against him in the present highly organized and cooperative farm work. *on 1st* For what is his problem - What the government has done is to provide water for arid lands. It provides no roads and he may have to wait years for them. He may be too far away for schools, churches. His land must be leveled, cleared, must have buildings. *with such* It takes generally a full year before he is ready to put in a crop, *he must wait* and the chances are that long before that his capital is exhausted.

Then the mistake of neglecting to

Again and again because of the delay in getting in a crop - the existence of the necessary capital - they fall into error which expert advice <sup>settler</sup> and would easily have saved him the project fails, the project and the state loses. The necessity, if the reclaimed land is to be settled promptly and successfully of something more than what has been done is clear to everyone who has had experience in colonization. Here's a typical story of what happened in case after case, and at this it was in Durham, where our <sup>principles</sup> ~~plans~~ were being applied.

A settler, 33 years old, who had never done anything but farm, and wanted to do nothing else - had a capital of \$4,000 - bought 40 acres tract. Mr. Kreutzer, who was the Manager of the Durham project, had been particularly pleased with his new settler. Thought him a sure thing. Then one day, came past and saw thirty acres of alfalfa going to seed. Now, one of the cardinal principles of the management of Durham was to prove to the new settlers at the start that he was their friend. He wanted to be the first friend they made in the enterprise. The result was that when he scented trouble he had a claim for confidence and received it. He quickly found in this case that in building and stocking the place all the money of the young couple had been used. That the man instead of farming had been obliged to go to town to earn daily wages for current expenses. It was an old story." Here is where the credit principles provide for came in. Your problem is as quickly as possible to get an income from your farm, - not let it go to waste. You have no debts. Our scheme allows you to borrow 60% of the equity. You have food here in your alfalfa - but you have only one cow - too much for one person, and not enough for the cream of it. Borrow from us to buy ten, and the week after they come on the place you will have an income, more than you are earning at daily wages, - and so it turned out. The ten produced an income of \$200 in a month thereafter. The terms of the loan required a payment of about \$38 a month. You can see what he had left after that. It took him at the critical moment which comes with all the settlers on new land. Brought him intelligent advice, and then gave him a reasonable advance of money.

"Bull"

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In all these projects you can discover that the settler failed in a congestion of work to get labor - at all times to get the settled labor which he is liable to need, - the mason, plumber, the mechanic. How are you going to get laborers into a community of this kind? *farmer*

It's a popular fallacy that the craftsman has no love or sense for the land. The tradition in this country is contrary. As a matter of fact, practically all of our pioneers were both craftsmen and farmers. Take the family of Abraham Lincoln. His great, great, great, great grandfather was a weaver, and a farmer; his great, great, great grandfather an iron master and a farmer, and the tradition prevailed he had a trade, - some of them were jacks of all trades. His father remember, was a very good cabinet maker for his day, as well as a *farmer!*

*See Men*  
*but-2*  
*valley*  
The nation has not been able to kill this long grown instinct in men. *fallacy in the* There are land minded tradesmen of all sorts. Land minded laborers - but the difficulty has been to work out a system by which it is practical for them to own land and ply their trade. *all men who are* Under the plan of scientific colonization this has been arranged. Take Durham, It laid aside out of the 6500 acres, 30 tracts of two acres each, For this class of men. They were selected like the settlers - they had to have at least \$200 as capital; to have a trade which *they* would apply in the community and they had twenty years to pay for the land.

The tracts were snapped up, - all but two which Mr. Kreutzer was keeping for what he called a land minded plumber and mason. He had so much disappointment that he began to think there

were no such men, and then suddenly a man of over 60 years appeared, desiring a laborer's tract. Everything was against him. He broke all the rules - was old, he was not a plumber - not a mason. He had only \$2. capital, but he put his case with such energy and intelligence, he explained so satisfactory why he had only \$2. that Mr. Kreutzer took a chance on him. "They are picking pecons over there", he said. If you come back at the end of a month with \$25 to make your first payment, I'll give you a tract." At the end of three weeks he came back with more than that, and he got the lot. He has been one of the most satisfactory settlers in the community. He has a house kept by an elderly sister. - a living proof that successful colonization can not be made by inelastic rules. Study Hugh Mac Rae's colony near Wilmington and you will find case after case of this. But while it is necessary to have rules - so much money in hand - such an experience - a careful manager will know when they can be stretched.

All this experience in colonization - its continued presentation justification in terms of actual human experience to members of Congress, has finally resulted in bringing before it a bill which allows the application in two projects. Congress, you see, is keeping on the safe side. Any ground step by step, but observe, giving ground.

These principles of scientific colonization demonstrated as they have been, will have to make their way exactly as the principles of scientific management are making changes in industry. Their success in proportion to their reasonableness, to their

demonstrated efficacy - but in proportion to the wisdom with which they are applied. We are working with human beings. One of the sad things about improving conditions is that men know so much more about electricity and steam and cattle than they do about the laws governing their own kind.

Probably the best chance for the demonstration of our principles lies with private colonizers, exactly as the best chances for the principles of scientific management lie with the individual factory owner or owners. All over the country men of means or groups of men with means own great tracts of land - they are ambitious to make them productive. They know this can only be done by the help of men. No doubt the majority of them would like to carry out their ambitions for production by hired labor alone - labor they could employ on the same terms as they do factory labor. They are finding, however, just as the factory managers are, that labor has come to the point where it has something to say about terms. - unless they are met they will not work. The farmer on big or little scheme is very much in the situation today of the house-keeper. He has not applied to his business modern labor principles, and like the housekeeper, is going to find that until he does so he will not get the efficient help he wants. His problem of development, generally speaking, then, is the problem of colonization. Getting men on land which they can own in time. # Every State has had its experience with these problems - is having them today. None has quite the new value as that of Florida, for the settlement of no state today has quite the hold on the

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public imagination as Florida. Speculators may have given the country the impression that her only ambition was to build ~~up~~ towns for winter visitors, but go to Florida - get away from the coast. Travel over her beautiful rolling land, up and down her hills and valleys - from Hardee on the south up through Pope, Orange, Lake, Marion, Volusia, (Jacksonville) <sup>E. hart to</sup> across the golden tiers through <sup>to Escambia and the</sup> west, and you will find that it is not town lots that the men of Florida are talking about - that is the men who have stood by through the last forty or fifty years in which Florida has been getting over the tragedy of the Civil War; the painful process of transition: transforming herself from a turpentine and lumber state to a grower of fruits, vegetables, grains. Everywhere you find men of achievement, bankers, managers, realtors, talking about the necessity of land colonization.

Now this, of course means the individual, and the observer here finds with amazement and growing enthusiasm that the machinery for taking care of the individual farmer is very advanced in this state, which loves to advertise itself as the last "frontier". I do not know where you will find in any state a better market manager, commissioner than Florida has, or one who gives cordial and more personal service. There was some misgiving among its citizens when fifteen years or so ago it was decided to create a State Market Commissioner. It might so easily become a political job. They were lucky in their choice, for they have a man - his name is L. M. Rhodes, - who so far as his associates can see, and I have talked with a number of them about him - does not know

that such a thing as politics has anything to do with a piece of state work. His only thought is and has been from the start how we can get more useful information through to our workers of the land in Florida. enthusiastic with the States possibilities.

Through him anybody who comes into the state can get information about soil, but put in touch with the market authorities who will give the advice - will get daily and nightly marketing reports.

Then there is the splendid service of the Agricultural College, of which I have ~~already~~ already talked in these pages. That is, the individual coming to Florida is not left alone - moreover, he is not at the mercy of the land sharks who operate in farms as well as in town lots, here as everywhere. The difficulty is that the lone farmer does not always know that in every well regulated state there exists today more or less efficient agencies of this state, and he does not demand this service, which the state pays large sums to provide him. It's with the development of large areas in Florida that the interest lies today, and here the chances of applying the fine principles of scientific management lie.

Birdie