

# SOUTHERN PROGRESS SECTION

## OF THE WASHINGTON HERALD

WASHINGTON, D. C., SUNDAY, JULY 11, 1909.

COMMERCE AND INDUSTRY.

REAL ESTATE AND BUILDING.

### ATLANTA MEETING IS A BIG SUCCESS

Secretaries Delighted with Georgia Hospitality.

BUSY MEN EXTEND WELCOME

Fourteen States Represented by Fifty-five Delegates at Convention of Southern Commercial Secretaries' Association—Discussion of Big Questions Occupies Two Days.

Atlanta, Ga., July 10.—Like the United States Congress, the Southern Secretaries' Association found more to do than the time allotted would allow, and an extra night session was held last evening to close up matters before separating. The session began after one of the social functions given by the citizens of Atlanta and convened at 9 o'clock.

At this session the report on resolutions was received, the kinks in it ironed out, and an hour spent in general expression of good fellowship and personal impressions about the results of the convention. It was the universal opinion that much more had been accomplished by the delegates than had been expected, and that the convention had been especially fruitful in good results.

Fourteen States in Line.

This was the second convention of the secretaries of the commercial bodies of the Southern States. Fourteen of the sixteen States regarded as the South were represented by one or more secretaries. In addition, visitors were present from Cincinnati and from Chicago. The membership of the convention was fifty-five. The meetings were scheduled for Taft Hall in the Auditorium, a fine new building of which the city of Atlanta is justly proud, but only one session was held there on account of the distance of the building from the center of the city, the remaining sessions being in the rooms of the Chamber of Commerce in the Empire Building, near the hotels where the delegates were stopping. Much, very much, of the enjoyment of the meeting and the comfort of everybody was due to the personal courtesy and efforts of W. G. Cooper, secretary of the Atlanta Chamber of Commerce, and his office force.

The convention received a good deal of impetus by what may be termed the Atlanta spirit. Atlanta is a hustling town, and a body of men cannot long be there without becoming more or less imbued with the spirit of the people who have built one of the finest cities in the South, and are enterprising and energetic to a man.

For example, several of the Atlanta millionaires, bankers, and big men of the city, including the mayor, from the city beyond their ideas of courtesy to come to the meetings and hob-nob with the secretaries and see that they were properly entertained and looked after while in the city.

Clubs Open Their Doors.

Every club in the town opened its doors to the delegates, and all were made at home and given a taste of the far-famed Southern hospitality. The delegates were entertained at the beautiful home of the mayor during a storm. This home, which Mayor Maddox and his wife have named "Woodhaven," is in the center of seventy-five acres, about nine miles from Atlanta. To the natural trees which were on the ground several years ago when Mayor Maddox, then a banker, bought it, he had added the arts of the landscape gardener and the skill of the artist, the result being a beautiful, restful place, full of natural beauty, surrounded by shade, and peaceful with a happy home life within.

The delegates were entertained at the Automobile Club or out of the ordinary. The following night the delegates were entertained and fed at the Drivers' Club, in Piedmont Park, which is now being changed into a handsome city and residence park from the old site of the Cotton position held there several years ago. The secretaries could not have been treated better had they been the guests of kings than they were by the hospitable people of Atlanta. This may be one of the ways Atlantans have of advertising their city, but if it is it is gratefully conceded, and about as effective as anything that could be devised. Then, too, there was nothing elaborate or out of the ordinary in the entertainment. Food was plain and plentiful, social intercourse was democratic to the limit of simplicity, and even the bashful man found it easy to mingle with these courteous Atlantans.

Programme Was Interesting.

The programme of the meeting was nicely arranged to add interest to the convention as it advanced. On the opening day the delegates were welcomed to the city by A. G. Candler, president of the Atlanta Chamber of Commerce. That welcome was not mere words, for although Mr. Candler is a busy man, a banker, the owner of the biggest office building in the city, and leading spirit of so many business interests that he has only a general idea of the amount of his annual income, yet Mr. Candler was at some of the meetings and at all the social functions, making friends and looking after everybody's wants.

Responses were made to the Atlantans, led by President Royster, of the convention. After these preliminaries two addresses were made, one upon co-operation between the commercial secretaries, by George S. Weaver, of Montgomery, Ala., and one by G. Grosvenor Dawe, managing director of the Southern Commercial Congress. In the address the slogan of the convention was fairly announced: "For the increased prosperity of every place in the South through the increased efficiency of the commercial secretary."

Discuss Good Roads.

The afternoon session of Wednesday, with a new setting in the chamber of commerce rooms, which in itself had the effect of placing everybody more at ease than they could be amid the big surroundings of the Auditorium, was devoted to the subject of good roads. Two ad-

### PROMINENT FACTORS IN COMMERCIAL SECRETARIES' CONVENTION.



H. H. RICHARDSON, President for ensuing year.



M. B. TREZEVANT, Secretary for ensuing year.



W. B. ROYSTER, Who presided at Atlanta meeting.



E. L. QUARLES, Secretary for the past year.



S. G. DAWE, Managing Director, Southern Commercial Congress.

### FIVE ACRES IN ONE

#### How to Start Citrus Grove on Economical Plan.

### MOVES THE BEARING TREES

#### Sets 600 Small Trees to Acre, Which in Five Years Are Thinned Out to 120—Land Meantime Grows Truck, Planter Has Advantage Now—Departure from the Old Plan.

Sharps, Fla., July 10.—Noticing the interest that is being created in Florida at the present time and the increased activity in the purchase of real estate for horticultural and agricultural purposes, I have felt a sympathetic desire to aid those who are now planting and desire to set out a citrus grove, my desire being to help them avoid the simple and easy errors which they might fall into that would cost them time and money.

We, of the pioneer settlers, who have grown old in the work should be capable and willing to give advice to the amateur, and it is with the hope that my experience of forty years in the growing of citrus fruits in Florida may have given me knowledge that would be of value that I am writing this article. I will give a plan for setting out, growing, and maturing a five-acre citrus grove that presents the best plan that my forty years of experience suggests.

### Planter Has Advantage Now.

One starting now has so much the advantage of us older settlers in inexperienced methods, improved and better paying varieties, better transportation and facilities and markets.

I am going to suppose that a man is just beginning and desires to eventually have a five-acre grove, and that while the grove is maturing he desires to derive some profit from the land, and for that matter, the same plan can be expanded over ten, fifteen, or as many acres as a man desires to handle; the proportions would be the same.

It is, of course, well known that the cost of clearing land differs greatly, there being no comparison between the cost of clearing hammock and pine land, nor is there any comparison between the pine lands on the Upper East Coast and the pine lands around Miami.

These rocky lands being about as expensive as hammock, it would, therefore, be impossible to make a statement that would cover the entire East Coast, unless made up for the different localities. However, I will make this part of my estimate as follows:

### Departure from Old Plan.

The usual plan of planting a grove is to set the trees approximately twenty feet apart or 120 trees to the acre. This, of course, necessitates the clearing of the whole five acres at once. My plan is to clear the first year only one acre and on this acre to set the whole 600 trees, planting them six to every square of twenty feet.

The trees then to be cultivated, fertilized, and cared for for five to seven years in different localities.

While the trees are growing on this acre of land the other four acres of the tract to be cleared and used for vegetables or other crops, which will get the

land into splendid cultivation and will produce an income that should provide for the growing of the trees on the original acre.

At the end of five to seven years 480 trees in the original acre to be taken up and set out on the remaining four acres, thus leaving a five-acre grove of 600 trees, and the trees that are re-set after the work is properly done and the trees properly handled will lose very little and will produce from one-fourth to one-half of a crop the first year thereafter.

### Advantages of This Plan.

The advantage over the usual plan of planting budding trees in a square of twenty feet are these:

With six trees to the square one acre will hold 600 trees, allowing freedom for the next four to six or seven years to clear and plant the other four acres in other crops while the trees are growing.

Trees thus set protect each other from wind, cold, and sun, as they will shade each other.

They require less moisture and are more easily watered.

The cost of cultivation and fertilizer is not more than one-sixth, and the hundred and one little attentions will require but the same proportion of labor.

Trees will be less liable to insects, neglect, and disease, and can be seen and understood at a glance.

The trees will grow faster, as nursery-men will testify.

They bear earlier, set their fruit better, and are a constant source of interest and pleasure.

A resting time the trees are in a healthy, vigorous condition, capable of resisting both cold and heat, and will attain a strong system of deep roots.

There is no risk of transplanting at this age, with half the top removed. One-half the fruit may be left on after resetting in May or first of June. December and November would be just as safe, but less fruit could be carried.

One year after the trees have been reset, if land location has been judicious, the owner is in possession of a grove whose crop should reimburse him for all it has cost him up to date.

### Demonstrated at Sharps.

A practical demonstration of this plan can be seen at Sharps, Fla., where trees are growing now fourteen years of age and standing fifteen feet each way, in full and vigorous bearing. This grove stands the dry years better than groves where the trees are twenty feet apart. I have never seen them with a leaf. They are the perfection of health and bearing in fruit to the acre, and as they completely shade the ground, they do their own mucking.

I am confident that I could, on suitable land, make as good a grove in ten years as a man could in fifteen to twenty following the old method of setting trees twenty feet apart at the beginning.

If the fruit grower is to have the advantage of better transportation, better roads, better schools, churches, and other social privileges, coupled with better markets and a plan of State organization that would prevent the crowding of the markets and make a more equitable distribution of the fruit, he should have the best plan for starting the business, and to my mind the above plan, which is the choice of my past experience, is one of the best that could be adopted.

W. H. SHARPE.

### Elberta Peach Crop Ready.

Hartselle, La., July 10.—The Elberta peach crop is ready for the market. The peaches are larger and better than heretofore. There will perhaps not be as many per tree as last year, but the quality of the fruit will make up for that. The orchard owners have sold their entire crop, and the company buying will have a superintendent here to help pack and ship. The peaches will be shipped to Detroit.

### New Bank Begins Business.

Lake Charles, La., July 10.—The Calcasieu Trust and Savings Bank has opened its doors for business. The new bank is an enterprise with which many of the stockholders of the Calcasieu National Bank are connected. It has a capital stock of \$100,000. Edgar N. Hazzard is cashier.

### FLORIDA LEADING IN GOOD ROADS

#### Must Use Hard Material on the Natural Sand.

### DADE COUNTY HAS 200 MILES

#### Great Progress Made in Eastern Part of State in Construction of Permanent Highways—Miami and Palm Beach Centers of Such Activity—Sketch of the Work.

Miami, Fla., July 10.—The soil of Florida being mainly of a sandy nature precludes the making of hard roads except by a top surface of rock, shell, or other similar material. For this reason hard surface roads in Florida are a luxury in most counties except Dade, and here there are more miles of rock road than in any other county in the State of Florida.

To those unfamiliar with the subject this is probably a surprising statement, but to all good roads enthusiasts it will appear familiar.

At the present time there are some 200 miles of hard, rock roads in Dade County, other than the paved streets of cities and towns, and the present board of county commissioners have other roads in course of construction and are anticipating the building of fifty miles more of new roads outside of the 200 miles already built, and the new roads in course of construction and contemplated.

### Two Cities Well Paved.

The city of Miami and the city of West Palm Beach are thoroughly paved and are an example of city road building, having practically the best paved streets in the South. These roads are constructed of the lime rock that is quarried at the lower part of Dade County, principally in the neighborhood of the town of Ojus.

This rock has been given the name of Miami rock and it is seldom referred to as Dade County or Florida rock. It is white, limelike in substance, and hardens with exposure. At Atlantic Beach, Mr. H. E. Bemis, manager of the Hotel Continental, also of the Royal Poinciana by Palm Beach, and the Colonial at Nassau, made a valuable experiment in road building by first putting down a heavy layer of cinders, covering this with a coating of five to eight inches of Miami rock, the result being that the rains percolating through the rock carried its lime down through the cinders and the exposure to the air cemented the whole mass into a solid macadam.

This method of rock building is now being carried out on the Okeechobee road extending from West Palm Beach across the marsh lands to the farming and fruit growing country that is now being developed.

### Part of "Appian Way"

About ninety miles of the county roads extend in a north and south direction, a part of the main trunk line of the so-called Appian Way that is expected eventually will connect through from the Homestead country, south of Miami, to Jacksonville; this ninety miles extends from one-half mile south of Perrine to two miles north of West Palm Beach. The distance between West Palm Beach and Miami is about seventy-six miles, and south of Miami to one-half mile north of Perrine, the distance is about eighteen miles, which makes up the entire main line, except the connecting link between Homestead and Redlands, of about four miles. Running to this main

line there are in the neighborhood of 110 miles of rock road, these laterals being largely in the Miami district, while a portion are in the district lying to the north and south of Miami.

Owing to the rocky nature of the land around Miami, a great many roads have been built by private subscriptions, as the parties in clearing their land were able to put the rock where the roads were required, and with the private subscriptions the county roller and other machinery secured to complete the road.

### Some of the Lateral Roads.

Among the best of these lateral roads running out from Miami is the stretch to the Orange Glade section, five and one-half miles in length. To Gen. Samuel C. Lawrence's grapefruit grove three and one-half miles of the best rock road in the State is built, and is a favorite thoroughfare for farmers, visitors, and home people.

From the golf grounds to Orange Ridge there is another stretch of five miles, and from Lemon City to Orange Ridge five miles. From Buena Vista to Allapattah schoolhouse two miles, and from Little River to Humboldt four miles. From Fulford there extends a three-mile road in a western direction touching most of the farms and groves. Another western road at Ojus is of about four miles in length. At Hallandale a road through a number of truck farms extends in a northern direction some four miles.

At Dania a three-mile road and another one mile road extends west to vast areas of fruit and truck lands. West from Lantana to Lake Osborn there is one and a quarter miles of road connecting the main line with the lake and one mile north, which is another road built of shell running to the lake.

### Building Out from Palm Beach.

At West Palm Beach there is under construction the famous Okeechobee road, a little over four miles in length at the present time, a road that opens to settlement some of the finest truck and vegetable lands in Dade County. These are practically all the laterals in the northern portion of the county, except a few small stretches of road at Stuart, Delray, Boynton, and other towns.

While some of the best lands in the county are in its northern part, owing to adverse circumstances the northern part has not been favored by the county commissioners in road building, and it was also practically impossible for private individuals to build roads because of the lack of rock with which to build without paying heavy transportation charges from the quarries near Miami, as the lands that are being opened west of West Palm Beach, and in fact, all the land in the northern end of the county from Stuart to Deerfield are free from rock. This makes it very expensive and preparing his land it makes it a little harder for road building.

In the southern portion of the county, in that part south of Miami where rock has been available, the good roads are of extreme value, as they have been instrumental in the great development that has taken place in that section, as owing to these good roads the largest tract that section has been brought into prominence through their accessibility. The farmers and fruit growers in that section realizing the value of good roads and being able to construct them at a minimum cost have practically been good road cranks and have built roads partially at their own expense and partially at the expense of the county. They are now seeking to have the twelve-mile gap between Perrine and Homestead built, after which it is expected that they will be content for several years.

### May Get a Hospital.

Birmingham, Ala., July 10.—A big Baptist hospital will be established in Birmingham if a movement which is now on foot proves successful. The Rev. J. Dickinson, pastor of the First Baptist Church, will present the matter to the State Baptist convention at Andalusia on July 20. Mr. Dickinson has the support of all the local Baptist pastors and has bright prospects of getting the movement through at this convention.

### TEXAS INVITES MEN

#### Cheap Lands Abundant in the Panhandle Region.

### THE SOIL AND CLIMATE EXCEL

#### Cereal Crops, Grass, Fruits, and Truck Grow in Profusion—Railroad Approaching Which Will Open the Markets to the North and East. Tahoka a Growing City.

Tahoka, Texas, July 10.—Lynn County is bordered on the north by Lubbock County, on the west by Terry, on the south by Dawson and Borden, on the east by Garza. Lynn County has a population of 2,500 souls, has 55,000 acres of land, 98 per cent of which is fine farming land and 2 per cent in cultivation.

The soil consists of a deep chocolate loam, but any kind can be found from a chocolate to a black muck.

Tahoka is near the center of the county on an open level prairie; the streets are broad and level, the city can expand in every direction, and every lot is choice property. Tahoka is only five years old, has never had a boom, but a steady, substantial growth. The agricultural lands, such as Tahoka is backed up with, insures its future. No town the age of Tahoka has made greater progress. No town has a brighter outlook.

Lynn County invites the homemaker to profit by its development, and points to its past record with only 2 per cent of the land in cultivation. In the last few years Lynn County has grown more cotton than any of the adjoining counties. An investment here will be good, because we can raise all kinds of crops and with half the expense used in almost any other section of the State. The plains and Panhandle are made up of about thirty counties, and in this large area of country known as the "Plains" there is more farming land than in any other one body of land in the world.

These facts are becoming known, and people are flocking here from all parts of the United States. With the settlement of the country the extension of the railroad promises great activity in every line of business. The life of the "Plains" is young and her men are building a mighty empire. Hands and brains are building a mighty country.

### Description of Country.

The plains and Panhandle are made up of about thirty counties, which is larger than the State of Connecticut. It lies in the western part of the State and extends to the line of Mexico. Only a few years since has the plains become known as the best part of the Lone Star State. For years the outside world looked upon the Plains as a vast area unit for anything except cattle ranching.

A transformation has taken place, the big ranches are supplanted by small farms, and the farmer is congratulating himself upon settling in a country where life is really worth living. And to-day he is making more profit on less labor, and investment than at any other place in the State.

Wheat will produce twenty to forty bushels an acre, oats forty to 100 bushels. Watermelons and cantaloupes can be raised. Cotton will produce from one to half to one bale an acre, and fruit and garden truck do well. This fruit is superior to that of the black land region, and people are finding it out. Indian corn will produce from twenty to sixty bushels, and milo and Kaffir corn sixty to 100. Until recently there has been no encouragement to the farmer, but the railroad opens the way to market, and the soil invites the production of so many crops that are always in demand, and at a good price, and the yield will be greatly increased by intelligent culture.

West Texas is becoming more popular every day, and is one of the greatest farming countries in the Southwest. Good towns are being built and will thrive and prosper because of the agricultural country back of them.

### Natural Conditions Good.

We have the soil and growing climate, and if the harvest is not abundant the farmer is to blame. All the modern improved implements are used. Farming is done on a big scale. The Americans are fast learning this, and are flocking here from all parts of the United States. They are after cheap land, and here they find it.

There will be both local and outside markets, a limited home market will be provided, and the railroad will open to us markets in the East and North. This remains to be developed, but the development is going on with greater strides than ever before, and we are making history faster. Before the greeting of another year we expect to have one railroad running into town, fruit and garden truck, and the yield will be greatly increased by intelligent culture.

We have business pursuits of various kinds, and commercial enterprises in almost every line. The opening of the outside markets, the settlement of the country, the extension of the railroad, promises great activity in every line of business. These opportunities belong to the man on the ground, but there is something doing and will be for years to come.

L. D. WEBSTER, Secretary Commercial Club.

### HOW TO ADVERTISE CITY'S ADVANTAGES

It Should Be Regularly and Wisely Pursued.

NEWSPAPER WRITE-UP BEST

H. H. Richardson Addresses Southern Commercial Secretaries' Convention on the Subject—Points Out Methods Used with Great Success in Jacksonville, Fla.

The subject of "Municipal Advertising" assigned to me by the use of importance in the late 1800s in Jacksonville, Fla. I have been in an address of this subject, especially pointed out to me in a report of the Jacksonville Chamber of Commerce, and by drawing it under the following heads:

"Why should municipalities or communities advertise?"

"What should they advertise?"

"By what method can it be best accomplished?"

The municipality is not in the same position as the merchant who has goods to sell. It, however, taxes those merchants by means of licenses to do business and a percentage on the value of their stocks. This produces revenue to keep up the government of the city and afford fire and police protection, and to make improvements necessary to the welfare of its citizenship.

To increase the population of the city and thus increase the business of every merchant, it should make known to the world the advantages and possibilities which the city has from its geographical position and its other facilities for doing business, either manufacturing, wholesale, or retail. By doing this, the commercial importance of any city will be enhanced; its citizens, already established in business, benefited, and the city revenue increased so that still greater improvements can be carried on.

The charter of all cities should have a provision for appropriations for advertising its advantages; and also for an exemption from taxation for the first year of the establishment of a new industry. I believe that unless the natural advantages for locating a new industry are in existence, it is folly to subsidize them to come, or to give them freedom from taxation. If the natural advantages are lacking, such an industry is bound to fail, and its very failure will prove a detriment to a community.

What a City Should Advertise.

Be honest. It is not only right, but incidentally, it is best. No city should advertise anything but what it has to offer. A merchant advertises his wares to dispose of them, and their good quality increases his trade. A city's good qualities is what it has to offer to newcomers. If they are up-to-date, as advertised, it increases the city's population, prosperity, and renown; but if its advantages are overdrawn, the newcomer becomes dissatisfied and disgruntled and goes away to advertise the city in a way that tends to hurt the growth of it.

The fundamental necessities to a prosperous city is its healthfulness. Climate, of course, has a great deal to do with this, but the city government should see to it that a proper sewerage system is kept up; that healthful water is supplied at low rates; that its streets and alleys are kept clean, and swept and sprinkled every night; that proper supervision over food supplies is had; that good system of lighting and police and fire protection is afforded, and these secure low insurance rates. By means of ordinances, the price for public utilities, such as street cars, telephone, telegraph, dockage, and ferries should be kept within reasonable bounds, sufficient to produce a fair return on these investments.

All these points of good civic government should be advertised, as well as many others, such as having a good, active, wide-awake board of trade or chamber of commerce, than which a city has no better asset, because it is usually through this medium that a city's advantages are made known. The transportation facilities and low rates by rail, water, and good roads; its manufacturing plants and openings for new enterprises; the cost of raw material and fuel; low freight rates; the banking facilities; its wholesale and retail houses; its lighting, heating, water supply, and low rates at which these are supplied.

### City Owns Public Utilities.

Right here I want to say that we in Jacksonville are proud of the success we have met with in municipal ownership of public utilities, having the lowest rates in the South, for light and water, besides receiving a percentage of the revenue of the street car and telephone systems. A city should point out the high tone of its citizenship, its churches, Y. M. C. A., social life, clubs, secret societies, its parks and playgrounds, all of which go to make your city a good place to live in, a good place to buy in, and a good place, if you please, to die in.

If your individual citizens have plenty of civic pride, your board of trade should advertise the advantages and opportunities for the farmer on the lands of its county. The city should take a lead in the matter of good roads, not only in the city, but in its county and State.

This helps the farmer to bring his products to the city, where he also does his trading. If your city has not all the good points I have mentioned, get the board of trade to work and secure them, as they can be secured by united efforts.

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### SOME OF THE SPEAKERS AT THE ATLANTA CONVENTION.



J. A. ARNOLD, Fort Worth, Tex.



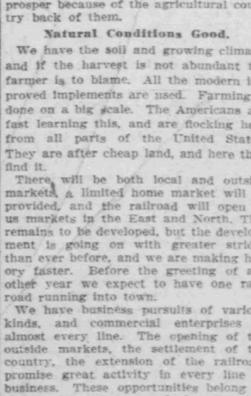
A. W. SMITH, Atlanta, Ga.



R. F. MADDOX, Mayor of Atlanta, Ga.



C. H. HOYT, Washington, D. C.



L. D. WEBSTER, Secretary Commercial Club.

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