FULL ASSOCIATED PRESS REPORT

LARGEST CITRUS FRUIT DEVELOPEMENT SCHEME IN INDUSTRY'S HISTORY

GILLETT AND ASSOCIATES BUY 5,000-ACRE POTTER PALMER TRACT—WILL PLANT 4,000 ACRES IN GROVES AND MAKE REST/RESIDENCE SECTION ON RIVER

RICHES OF NATURE COMBINED WITH MAN'S RESOURCES MAKE PARADISE OF TEMPLE TERRACE

ONLY TEMPLE ORANGE TREES WILL BE PLANTED ON THIS MAGNIFICENT PROPERTY NEAR SULPHUR SPRINGS

Four-Mile Boulevard Will Connect It With Nebraska Avenue—Golf Club, Hunting Lodge and Other Attractions, Together With All Modern Improvements

(By Frank L. Huffaker)

That Hillsborough county is to be the scene and chief beneficiary of the most extensive and effectively organized orange grove development undertaking in the history of the industry became known Saturday, when deeds conveying 5,000 acres of land bordering the Hillsborough river about eight miles from Tampa to Temple Terrace, incorporated, were filed in the office of Clerk of Circuit Court W. Roger Watkins. The full amount of the purchase price was not made public, but revenue stamps on the deeds alone amounted to something like $300, indicating the importance of the transaction from a mere realty transfer viewpoint.

Transfer of the lands, a major portion of which belonged to the estate of the late Mrs. Potter Palmer, is of little importance compared with the development plans to be perfected by the corporation, which is headed by business men and women of the type of D. C. Gillett, president; Burks L. Hamner, first vice-president; Col. James R. Fraser, second vice-president and general manager; Mrs. M. F. Fowler, third vice-president and sales manager; Vance W. Helm, secretary and treasurer, and W. P. Miller, member of directorate. The mere mention of these, the names of persons who have devoted as much attention to citrus interest advancement as to general development, is alone sufficient to convince Floridians and thousands throughout other states as well, that their dream of "the DeLuxe Orange Grove Development of the World," upon which $4,000,000 will be expended within the next six years, will be realized. Seldom, if ever, has such a combination of varied experience and ability been brought to bear upon any one phase of development in Florida.

Inspiration for Undertaking

Several years prior to her death, Mrs. Palmer, who was one the largest individual land owners and developers in Florida, was so enamored of this spot that she purchased several thousand acres and established a magnificent hunting lodge with servants' quarters, lighting and water systems, garages and other buildings and conveniences. It became the favorite retreat of the world-famous society and business women and scores of friends during both winter and summer months. With four miles of lake frontage on the Hillsborough river at the north, east and south; with scores of fresh-water lakes in the immediate background and hundreds farther back; with hill-terraces and hill-terrace rising 150 feet above the river level; with the hunting lodge within a thirty-minute auto ride over hard-surfaced roads of the courthouse in Tampa; with the Gulf coast resorts of Pinellas county easily accessible; with transportation advantages furnished by the nearby lines of the Atlantic Coast Line and Tampa Northern (Seaboard Air Line) the Tampa Electric Company, the Hillsborough river and the Sulphur Springs and Thonotosassa brick-paved roads, the spot selected by Mrs. Palmer could not be other than an ideal one for rest and recreation.

But the new owners quickly saw an even greater and more practical advantage—that of establishing on the rich lands groves capable of producing the most luscious and fancy priced oranges yet evolved by climatique and science—the peerless Temple orange, named for the late William Chase Temple, champion of the industry in Florida, and known as the "ten-dollar-a-box fruit." It has brought as high as $11 a box at auction. With their proposed development they foresaw and began to prepare for the establishment of a colony composed of people of a highly intelligent, thrifty and productive type, for whom they are now reaching through forty sales agencies located in different sections of the union, and in which none but truly successful salesmen and saleswomen of the best of Florida lands are employed. Applications of salesmen and saleswomen of questionable type, naturally, have not been considered.

The soil survey of Hillsborough county, prepared by experts of the national department of agriculture, also reports by other experts and orange growers, show that no large tract of land in Florida equals this tract, of which only 4,000 acres are to be planted to groves for commercial production, that it is composed wholly of the Norfolk sand, superior to all soils for citrus growth; that in addition to the frost protection advantage given by the peninsula thrusting itself into the course of the river on three sides, further protection is given by the nearness of hundreds of lakes and the Gulf of Mexico and that there are no fruit-killing "dead air pockets, with hollows entirely surrounded by hills," but that all the land drains to the river or to the lakes. Air drainage which is greatly responsible for the wonderful success achieved in citrus culture in the Winter Haven lake section of Polk county, is said to be well nigh perfect in Temple Terrace. Thermometer tests taken during several years establish the water produced protection from frosts and freezes. These conditions, combined with transportation facilities offered by the railroads mentioned and marketing advantages offered by the fact that headquarters of the Florida Citrus Exchange are in Tampa, in

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POINTS OF TEMPLE TERRACE GROVE PROMOTION

Four thousand acres of rolling terrace hills overlooking Hillsborough river, to be devoted exclusively to cultivation of the famous Temple orange.

Development expenditures will total four million dollars, making the undertaking one that is most aptly hailed, in the De Luxe Orange Grove Development of the World."

Groves to be developed for buyers for a six-year period, and longer if desired, and under the supervision of the Buckeye Nurseries, largest exclusive citrus nurseries in the world.

Completion of which will place Hillsborough county in the forefront of citrus producing counties of Florida and California—that is, of oranges of the highest grade yet evolved by nature and science.

Beautiful river myriad lakes and sulphur spring of great volume in addition to protecting fruit from frost, will be used in creating a resort of handsome homes that will be equally attractive in summer and winter. Their bathing, boating and fishing possibilities will be developed, with a game preserve as an added feature.

Eighteen-hole golf course, polo grounds, tennis courts and other adjuncts of outdoor sports will be established, and a handsome club house, erected by the late Mrs. Potter Palmer of Chicago, will continue in operation as a community center.

Villa site homes, along the river front, to be restricted in cost to $5,000, $10,000 and $20,000, according to location.

Prompted by practical financiers and citrus experts of Florida, who have already established forty sales offices in various sections of the Union.

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...ment the large-scale undertaking—on which clearing, landscaping, road-building, advertising, selling and other phases of promotion are already under way.

"Beautiful for Situation"

Few Floridians have full knowledge of the topographical beauties that bless many localities, while thousands of tourists retain in the mind's eye only flat-woods pictures of the sections they traverse by rail and look for vision-relief when the coasts along. The writer, who has lived within a mile of the Temple Terraces tract for more than a year, and is one of the beauty spots of the Hillsborough river, is among the Floridians of the class named, being wholly unaware until last week that a body of land of Temple Terrace type could be found in Hillsborough county.

Bluff-bordering the winding river on a four-mile stretch, with new revelations at every turn; with hill succeeding hill, and adding perfect drainage to scenic beauty; with an occasional glint of a lake in the distance and the upward rush of a great-volumed sulphur spring, alive with game fish in the center; with an occasional old orange grove proving the adaptability of the soil for citrus culture; with the varied growth of trees and shrubs attesting to Florida's versatility, and with the Palmer hunting lodge, which is being refurnished by the Temple Terrace Company, emphasizing the desirability of location, Temple Terrace rapidly arouses within one the desire for possession.

Grove Development Plans

None but Temple oranges will be planted in the Temple Terraces groves. The importance of that statement, in the minds of veteran citrus men, cannot be overestimated.

Grove development will be conducted under direction of experts of the Buckeye Nurseries, established by M. E. Gillett forty-one years ago and now the largest citrus nurseries in the world.

Another assurance of successful cultivation and eventual profit, is shown by success achieved in establishing thousand-acre Lakeland Park in Polk county, and for the world-famed Mountain Lake development of the same county as well.

"We plan," said Mr. Hamner, "to sell this land, and establish these groves in five and ten-acre units. The corporation plants the trees, cares for them six years and longer if desired, and then turns them over to the purchasers. The advantages of this form of grove development appear apparent to make comment needless. Cultivation by experts assures rapid and uniform growth, without prospect of loss or failure; assures also minimum cost of cultivation; fits all groves, and, in view of the unprecedented demand for Temple oranges and Temple trees, unusual profits to all concerned."

The "$10 Box Fruit"

The Temple orange, since its small-planting days, has been known as the "ten-Dollar-a-Box Fruit" and dealers demand for nursery stock cannot be met for several years, but President Gillett, who is also president of the Buckeye Nurseries, has set aside trees sufficient for planting a large area in Temple Terraces this year, and states they are increasing production to take care of the future requirements.

The orange is only of recent origin and is described as follows:

The outer appearance of the Temple is quite distinctive by a slight ridging of the rind. It somewhat resembles the ...mandarin orange. It has remarkable ...ness of skin, a large percentage of ... to fruit.

The Temple is ... not so much ... sweetness, but ... to make ... Tested without selling the ... they vary little ... tough, the skin is ... susceptible of a high polish. ... color gives a most attractive appearance. The perfection of this ... is emphasized by ... trees with ... themselves ... very ... fruits. The leaves is "similar ... to apple almost every ... resembling a ... Arematia, ... other Florida variety.

Uniform and easily separated segments; flesh of a beautiful deep red, ... to the appetite and pleasing ... One cyc abundant juice, evenly distributed; less seeds than in most budded ... these are its characteristics.

The Temple is a mid-season to late ... It is in fair shape for market in January but best from February to ... when it can be sold as a "kid-... orange, for which the demand never fails.

Great advantage of the Temple is the ... quality. Both in ordinary fruit-... and in cold storage it has made remarkable records in this respect. The ... and flavor improve the longer the ... is kept.

River-Bordering Villas

Equal in importance to the work of establishing Temple groves will be that of building handsome home sites for homes that are appropriate to the beautiful ... river-like section—and this work, too, will be done by the Temple Terraces ... which has engaged experts for that purpose. The McElroy Engineering Company of Tampa will be in charge of engineering features and the work done under the actual direction of ... Mott, general superintendent, who was one of the engineers employed in laying out Ridgewood, N. J., the estate of Mr. Browning of Browning, King & Co., and other large estates on the New Jersey coast. No American engineer is better equipped for that phase of Temple Terraces development.

"Proper building restrictions will be applied to the villa sites," said Mr. Hamner, "our determination being that every phase of development shall be as beautiful and uniform as money and skill can make it. In some neighborhoods the restriction will be $5,000, in others, $10,000, and there will be a small section in which no home costing less than $20,000 will be allowed. We are appealing to good people of ordinary means, as well as those of greater wealth however, and are making our terms as low as possible considering the value of the investment from every viewpoint.

"Before her untimely death Mrs. Palmer had already made improvements on the property suitable for a town of 500 inhabitants, including the establishment of an up-to-date water plant, and with the river power house of the Tampa Electric Company nearby we can quickly furnish electricity for lighting and power. Long distance and local telephone service, through the Seminole Heights branch exchange of the Peninsular, will be added conveniences. Daily mail service will be another pleasing feature. Expense will not be spared in establishing one of the finest eighteen-hole golf courses in Florida; polo grounds, tennis courts and other conveniences for lovers of out-door sports. Bathing and boat houses will be in keeping with the Palmer hunting lodge, which is being opened and is to be operated as a club house for those interested in Temple Terrace groves."

Four-Mile Riverside Boulevard

The entrance to the property will be from brick paved Nebraska avenue, just a short distance north of Tampa's noted resort, Sulphur Springs. The roadway will be laid directly east, turn south to the river, and for four miles thereon Florida's most attractive riverside will follow the winding course of the Hillsborough at its chief beauty points. The drive begins at an artificial lake formed by the power house dam and passes along bluff after bluff overlooking crystal water from ten to fifty feet in depth.

To this drive will be added another highway of equal type which will allow of return to Nebraska avenue at a point two miles north of the entrance road. Thus a loop of unusual scenic attractiveness will be formed. It is also expected that the board of county commissioners of Hillsborough county will shortly build a bridge across the Hillsborough that will allow motorists to return to the city or enter the grounds over the brick paved Thonotosassa road or pedestrians to take the power house line of the Tampa Electric Company to the city. Thus Temple Terraces will be served by two trolley lines, including that to Sulphur Springs. The farthest point in Temple Terraces from the county court house is only eight miles.

To the north and east of the property is a wild section with the hunting and fishing advantages of which Col. Mrs. Palmer to establish her hunting lodge on Temple Terraces. The game and fishing preserve feature will be developed from year to year, thereby adding to the attractiveness of life in the colony through all seasons.

Gillett's Vision of Future

"As Floridians generally know," said Mr. Gillett, "I have been interested in citrus development since boyhood, devoting most of my time to such work since coming out of college, and my father, Myron E. Gillett, was a pioneer producer and nurseryman before I was born. His interest in Florida's citrus advantages caused him to establish the Buckeye Nurseries forty-one years ago, and to develop them into the largest in the world. Needless to say, his chief interest from now on lies in the further development of the Temple orange, which is undoubtedly the highest grade of citrus fruit yet evolved.

"My development work has naturally called me to the best citrus producing lands in central and southern Florida and California, and I am impelled to state that I never have I seen so large a tract with such advantages as Temple Terraces. I was surprised when I learned that such a grove and villa site were near Tampa, my home since boyhood, and when I saw it I immediately took advantage of the opportunity to develop Temple Terraces into what my associates and I consider as our own.

"Four thousand acres will be devoted to grove culture, and each thousand acres will be placed in the charge of an expert superintendent and skilled workers. While friendly rivalry will be established, each force will work in harmony, meeting regularly to discuss experiences and needed improvements. Individual owners will have the privilege of attending these meetings, which will be nothing less than practical schools in citrus culture.

Gillett's Varied Activities

To inform Floridians of the varied activities of Mr. Gillett, or of his fight for preservation and development of the citrus industry in Florida, Washington and elsewhere, would be to waste words and space. His record is in keeping with that of his father, who is still in harness. That he is the most active business man of equal age is shown by the following business honors that have come to him because of his ability and energy:

Vice-president of Buckeye Nurseries Company; vice-president of Florida Citrus Exchange, vice-president of the Citizens-American Bank & Trust Company of Tampa, president of the Tampa Southern Railroad, vice-president of the Gillett Lumber & Transportation Company; vice-president of the Lutcern Groves Association, successful forerunner of the Temple Terraces project on a small scale; vice-president of the Tampa-Interocean Steamship Company, director of the South Florida Fair Association, formerly president of the Tampa Board of Trade, president of Temple Terraces, Incorporated.

Hamner Large Grove Owner

Several years ago James H. Collins, nationally known writer on financial and development topics for the Country Gentleman and Saturday Evening Post, presented a story in which he referred to Mr. Hamner as "the most interesting man I ever met." No higher tribute ever came from such a source, and Mr. Hamner's record indicates his worthiness thereof.

Thirty-two years ago he was delivering newspapers on the streets of Kansas City, where he later practiced law. He was drawn to Tampa nine years ago and since then has developed into one of the largest individual grove and farm owners in Florida, and has won the following honors:

Joint owner of the Hamner & Evans warehouses at Jacksonville, the largest warehouse people in the state; vice-president of the Florida Orange Growers' Corporation; president of the Grapefruit Growers' Association of Florida, director of the Florida-Carolina Fruit Company, vice-president of the Florida Finance Corporation; director of the East & West Coast Railroad; vice-president of the Southern States Cattle Company, formerly secretary of the Tampa Board of Trade; formerly general development agent of the Seaboard Air Line Railway, in which he inaugurated development projects that are being followed out today; organized the Florida Growers' & Shippers' League, first vice-president of Temple Terraces, Incorporated.

Fraser's Varied Interests

Col. James R. Fraser, a new-comer to Tampa from Indiana, is a man of equally varied and successful experience, as is witnessed by the following:

Officer or director of the Indiana Loan & Trust Company, the Warsaw Sand & Gravel Company, the Little Crow Milling Company, Winona Electric Light & Power Company, the Warsaw Contracting Company, the Warsaw Investment Company and other going corporations. He is a vice-president of Temple Terraces, Incorporated.

The esteem in which Col. Fraser is held at Washington is shown by the fact that, as a member of the war claims board, he assisted in disposing of claims to the amount of four billion dollars following the war period.

"One "Mere" Woman's Work

And then there's another vice-president, Mrs. C. M. Fowler.

"Oh, I'm just a woman who likes business, let it go at that," said Mrs. Fowler when asked for some information relative to her development career, which she inaugurated, against her will, in Kansas City after leaving Memphis in grief.

Since that period Mrs. Fowler has become one of the largest colonization and ... operatives ...

principally in Texas, Oklahoma and Florida. She has sold nearly $2,000,000 worth of property in southern Florida, one of her achievements being the establishment of Fowler park at Kissimmee.

While she was operating in Florida, Mrs. Fowler had her offices in Kansas City, where her headquarters occupied almost an entire floor in the Scarritt building, one of the largest office building in Missouri, and she had the honor of being president of the Kansas City Woman's Athletic CClunb, and gave that organization the most successful administration of its history.

"I look upon Temple Terraces as the most inspiring proposition I have yet been interested in," said Mrs. Fowler, "and have decided to move my headquarters here and make Tampa my home."

Mrs. Fowler is now living at our beautiful Tampa Bay hotel.

Helm's Successful Activities

From a colonization and agricultural development standpoint no young American is better known that Vance W. Helm, secretary and treasurer of the Temple Terraces, and until recently operating throughout the nation from Miami, the Magic City.

The importance of Mr. Helm's work is shown by these positions which he holds or has held:

President of the Everglades Sugar & Land Company, director of the Miami Chamber of Commerce, secretary of the "Florida First" commission, which consolidated the publicity of Florida commercial bodies; president of the landowners' league, which represents and protects the interests of 20,000 land owners; co-promoter with Mr. Gillett of the million dollar "Tamiami Trail," a boulevard connecting Tampa and Miami.

W. F. Miller

Then as a director comes W. F. Miller. The only statment needed in introducing Mr. Miller is that he is general manager of the Exchange Supply Company, the organization through which members of the Florida Citrus Exchange purchase their supplies of fertilizer, box materials and other necessaries—and to point to the record of the company, under his administration, in behalf of the fruit growers of Florida. Affiliated with this company is the Exchange Supply Company fertilizer plant, and the Exchange Supply Company crate and box mills at Ross and at Plant City; all of which are unusually large and successful undertakings. By a great number of men in Tampa, W. F. Miller is considered the best business man in Florida, and it is certain that he conducts the largest business in south Florida. He employs 505 men, and does an annual business of over $3,500,000. He was western treasurer of the Barber Asphalt Paving Company before coming to Tampa. He was also a large land and grove owner and farmer. He is a director of the Tampa Board of Trade, treasurer of the Growers' Land and Live Stock Company, and holds other positions in business and civic life.

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