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Letter from the Business Editor to J. W. Story

Our Florida Friend

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Gainesville, Fla., November 21, 1912.

Mr. J. W. Story,

Forrest City, Ark.

Dear Sir:-

Your letter of November 11th to T.B.Larimore has been referred to me. I am sending you under separate cover a booklet of Alachua County and Gainesville which tells some interesting things. Good land out in the country near Gainesville can be bought - according to location and character of soil - from \$25.00 to \$50.00 per acre. Larger tracts further out can be had at from \$10.00 to \$40.00 per acre, according to location, character of soil, etc.

We do not grow oranges and lemons in Gainesville, although there are a great many orange groves in Alachua County on the lakes. Pineapples are not grown commercially here. The booklet which I am sending will tell about the products of the soil, climate, etc. A very desirable thing here is truck-farming done scientifically; also stock raising and pecan culture are creating considerable interest at present. If you would like to come down and investigate Florida at first hand we would be glad to show you personally just what we have and what we can do here. We would be glad to have your co-operation, and are sure that you can do well here.

Yours sincerely,

Business Editor.