TAPE
RECORDERS
SPECIAL
CHILDREN'S SHOW
HOLIDAY
ALL SEATS 5¢
BOX OFFICE

PARK'S
Smart
Loy's
MEN'S WE

SLEEPY EYE LODGE, VERO, FLA. 2.

VERO BRIDGE, INDIAN RIVER, VERO, FLA. JB.

LIBERTY PARK, VERO, FLA.

SCHOOL BLDG., VERO, FLA. 5.

VERO BRIDGE, INDIAN RIVER, VERO, FLA. 13.

BAPTIST CHURCH, YBRO, FLA, 16.

VERO BEACH AT HIGH TIDE, VERO, FLA 10.

MIRON E. HARD MEMORIAL LIBRARY, VERO, FLA.

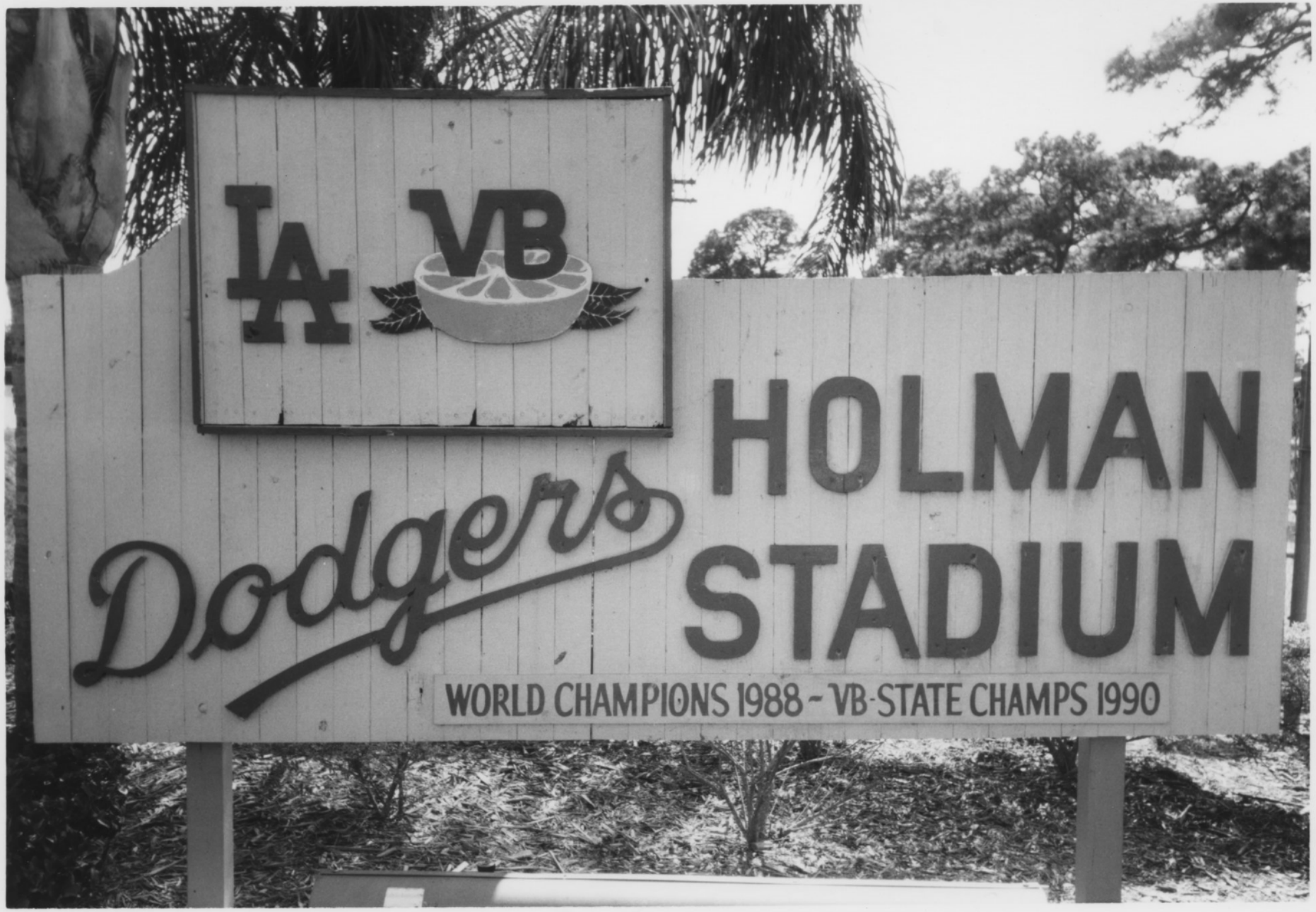
CATHOLIC CHURCH, VERO, FLA. 17.

JUNGLE TRAIL TO VERO BEACH, VERO, FLA. 1925

SEMINOLE AVE., VERO, FLA. 1.

PHYSICAL ARTS CENTER

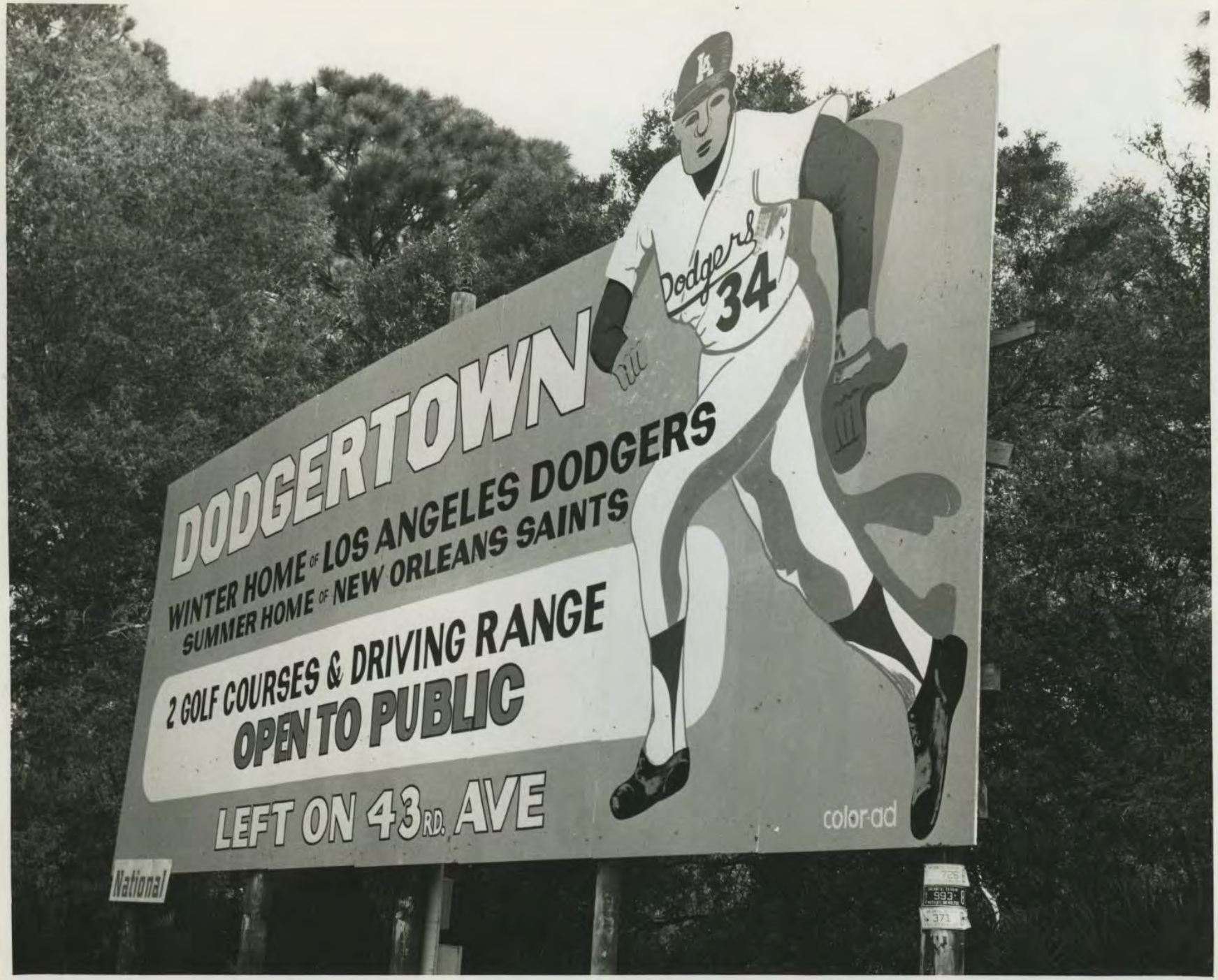
12
COMMUNITY BLDG.
VERO BEACH, FLORIDA
C-771


LA VB
Dodgers
HOLMAN
STADIUM
WORLD CHAMPIONS 1988 ~ VB-STATE CHAMPS 1990

Dodgertown
SPORTS AND CONFERENCE CENTER

LA
dgers

Dodgers


DODGERTOWN
WINTER HOME OF LOS ANGELES DODGERS
SUMMER HOME OF NEW ORLEANS SAINTS
2 GOLF COURSES & DRIVING RANGE
OPEN TO PUBLIC
LEFT ON 43RD. AVE
Dodgers
34
color-ad
National

EASTERN AIR LINES
WAITING ROOM
Welcome to VERO BEACH

Press Journal
ENGLISH TRANSLATION
CITY WELCOMES BROOKLYN DODGERS
歓迎ブルックリンドジャース

Top Row from Left.

Mr. Cobb. Joe Micheal. Gene Evans.
Frank Whitelock. Leon Nelson
Middle Row — from Left.
Frank Thaesther. Buddy Dean
Alfred Micheal. T.H. Dean. Julius Harris
Don Simbler.
Bottom Row — Left to Right.
Albert Kersey. Fred Gassitt
Willie Yeargin. Hall Godbold
Elmer Harris.

Score

Date.	Visiting Team.	We	They
Sept 30.	Eau Gallie.	38	0
Oct. 6.	Cocoa.	6	9
Oct. 13.	Pahokee.	0	20
Oct. 20.	Okeechobee.	called off.	
Oct. 27.	Melbourne.	0	21
Nov. 3.	Titusville.	0	0
Nov. 11.	Lake Worth.	7	41
Nov. 17.	Stuart.	26	6
Nov. 28.	Ft. Pierce	0	26
Dec. 14.	Town Team.	0	6
Dec. 21.	Florida Club.	40	6
Dec. 25	Ft. Pierce alumni.	6	40

VERO BEACH HIGH SCHOOL

CLASS OF 1933 Schoessel Studio

1st Grade Vero FLA
1924.

Folder #1
MSS-HIL-005

Treasure Hammock Ranch

Cattlemen Will Profit By Keeping Records

By ELENA K. MEAD

Following his illustrious father's footsteps, Ralph Sexton, who operates Treasure Hammock Ranch west of Vero Beach, is a cattleman in his own right.

Son of pioneer and cattleman Waldo E. Sexton, he is making a name for himself with experimental methods in breeding and feeding.

"What success I can claim up to this point," young Sexton modestly admits, "I can credit largely to the fact that I have kept records from the beginning of my operation 10 years ago. They have showed me what I was doing that is good and bad and have helped direct me in raising more and better calves."

He has seen his calf crop increase from 55 pct. to 85 pct. and the average grade of his calves change from "commercial and utility" in 1953 to "good" this year. Average weaning weight in 1953 was 315 pounds.

This year his seven-months-old calves average 422 pounds. Seven years ago his mature cows ranged from 500 to 700 pounds. Today, his three-year-old heifers weigh 1,017 pounds.

What else have his records shown him?

First of all, they have revealed that calves born in October, November and December grow faster than calves born in February, March and April. Hence he has changed his breeding season.

He has also found that with proper care and feed, he can increase the quantity and quality of his herd. A formula of soybean meal, bonemeal, mineral and salt fed at the rate of two pounds per cow per day, costs only 10 cts. a day and is adequate, providing the weather has been conducive to the production of good pasturage. He runs his cattle on bahia grass that is heavily fertilized.

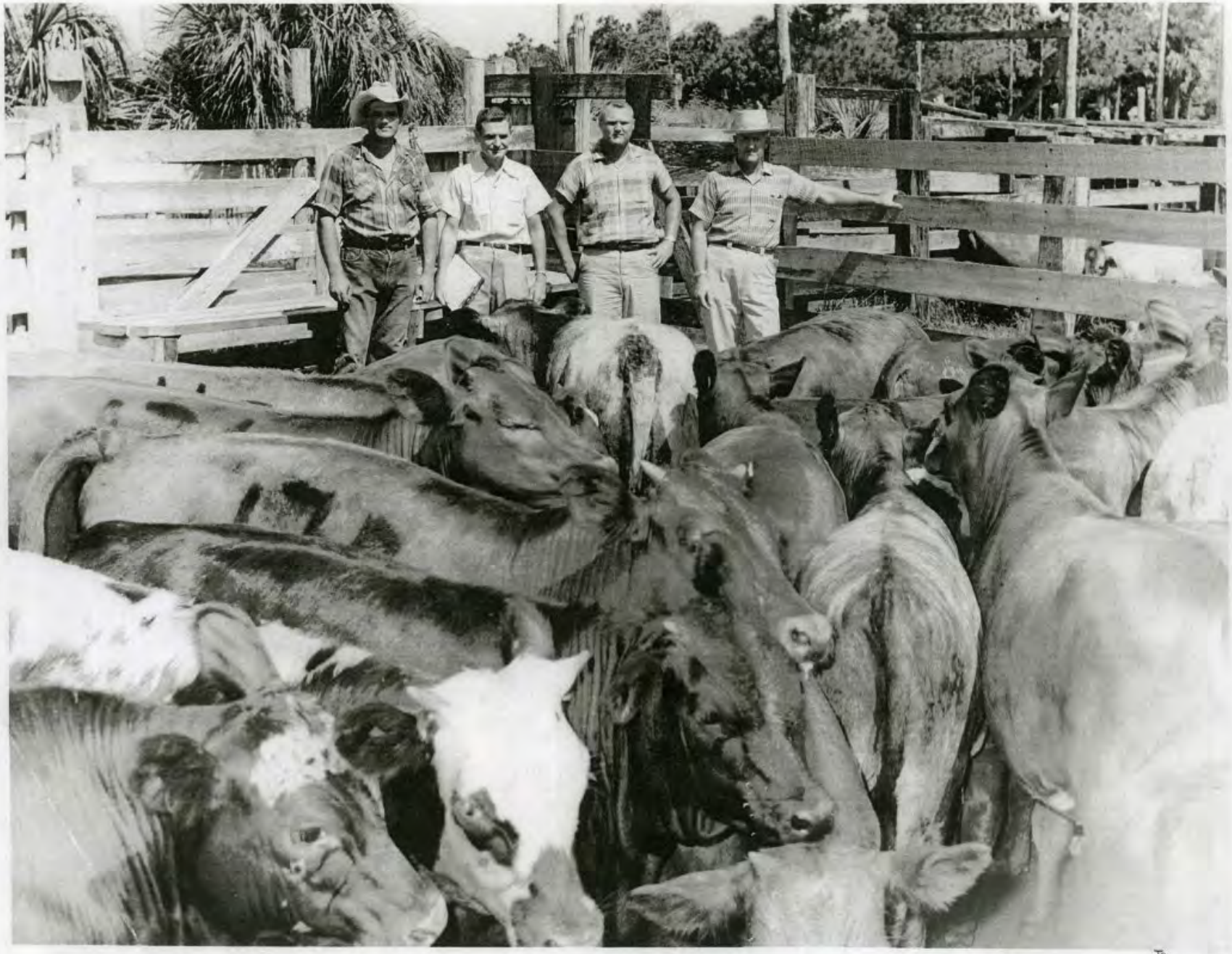
"This is another thing my records have shown me," he says. "It costs me from $25 to $30 per cow per year."

By proper feeding and breeding methods Sexton is "building" a cow and a calf in two years instead of the usual three. Weaning a batch of heifers that averaged 432 pounds in September, 1958, he increased their daily grain ration from two to three pounds and used additional fertilizer. A year later (September 1959) they averaged 817 pounds—and when they calved in November, they weighed 900 pounds. Their calves in late July of this year averaged 300 pounds.

"Besides making a cow and getting a calf in two years," Sexton says, "you save a whole year's maintenance cost on an animal that is not producing and you can eliminate your non-breeders a year earlier."

Sexton can not speak too highly for keeping records on his herd. "Every time I weigh a group or look my records over," he says, "I learn something more about my cattle or how to improve my operation. If you know where you are and what you are doing, then you can at least strive to do better."

Sexton, his wife and three children live on the ranch in a "Driftwood-type" dwelling about six miles west of Vero Beach.


bob palmer

IRC History-VF

IRC History-VF

bob palmer photography

bob Palmer
photography

nov. 1914

Giant cypress tree stump dwarfs pretty visitor at entrance to McKee Jungle Gardens, near Vero Beach, Florida. Stump, estimated to be over 3,000 years old, is remains of one of the largest trees ever grown east of Mississippi River. Weighing approximately 12 tons, stump is 13 feet in diameter at base and 38 feet in circumference.

#40

McKEE
JUNGLE GARDENS
Visit..
McKEE
JUNGLE
GARDENS
Vero Beach, Florida

SKISCIM STUDIO
PHOTOGRAPHERS
2697 VERO BEACH

1
9
8
2
5

NO
THOROFARE

Beachland Casino
Vero Beach-Fla.
Schoessel

RAINBOW TEA ROOM

AMOCO
GARAGE

AMOCO
GARAGE

The Great Steel and Concrete Spillway at Vero, Florida, a part of the developement of Indian River Farms. 20,000 acres of this rich and fertile land yet to sell, prices advancing. Hundreds are investigating the opportunities and investing in Indian River Farms. See for yourself. Start for Vero today. Full particulars;

INDIAN RIVER FARMS COMPANY,
General Offices, Suite 609, Putnam Building.
DAVENPORT, IOWA.

PUBLISHED BY L. B. KOPP, ALTON, ILL. MADE IN U. S. A.

C. T. PHOTOCHROM

POST CARD

PLACE STAMP HERE
DOMESTIC ONE CENT
FOREIGN TWO CENTS

THIS SPACE FOR ADDRESS ONLY.

Dear Mr
H E Werner
Box 49
Route 1
Wechert Ill.

Youre friend
Matthew Metler
We are having
a good time
in Chicago

R-46129

ESN138

IN MID-WINTER. E. C. WALKER AMONG THE GRAPE FRUIT.

IN WALKER GROVE, VERO, FLORIDA.

The E. C Walker orange and grapefruit grove in the center of Indian River Farms at Vero, Florida, is for its size and age, one of the most famous in Florida. This fine grove is a good example of what can be done in Indian River Farms by men or women of energy and determination. Visiting this grove, for visitors are always welcome at the Walker Grove, and hearing from Mr. Walker the story of his success, is one of the most enjoyable parts of a trip to Vero and gives, more vividly than words can tell, an appreciation of this Opportunity-laden section which awaits only the attention of man to become "The Garden Spot of America."

The fruit from ten acres in the Walker Grove sold on the trees for $7700.00.

INDIAN RIVER FARMS COMPANY

Developing Indian River Farms & The Town of Vero, Fla.

Northern Office
DAVENPORT, IOWA.

Southern Office
VERO, FLORIDA.

INFORMATION FREE.

C. T. AMERICAN ART

R-72463

POST CARD

PLACE
STAMP HERE

DOMESTIC
ONE CENT

FOREIGN
TWO CENTS

THIS SPACE FOR ADDRESS ONLY.

SML 41

GILMANS
RESTAURANT
DRUGS
Seminole Ave.
Vero Beach, Fla.

19

POST CARD

PLACE STAMP HERE

CORRESPONDENCE

ADDRESS

This is the main St in Vero Beach, where you see the Sign Drugs, is where I work its a very nice clean little town,

Alice

SM1 51

V.16—Fast Growing Business Section, Vero Beach, Florida
McCLURE
Rexall
DRUGS
FLORIDA
THEATRE
W. MAG CO. 5c TO $1.00
1C-H883

Dear Belle

Having a fine time little cold in the evening but in the day time it is not so bad Ray just went to the beach I am on my way to the trayler camp C W Shipard

F. E. C. NEWS CO., WEST PALM BEACH, FLA.

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

VERO BEACH, FLA.
JAN 22
5-PM
1956

POST CARD

Belle Shipard
446 Guy Park
amsterdam
New York

53

MATHER
City Hall-Vero Beach, Fla.
2-J-91

Furniture ROUTH Victrolas
VERO BEACH.
LOOKING TOWARD THE MAIN STREET
BRAD.

COMMUNITY BUILDING
C-779
SHUFFLE BOARD IN POCAHONTAS PARK VERO BEACH, FLORIDA

INDIAN RIVER
TREE RIPENED
WE SHIP
GIFT BOXES
TANGERINES
M-225
AYERS & KENNEDY
FRUIT MARKET
VERO BEACH FLA.

Hotel Winisuept 48"

THE
ROBERT C. SPILLMAN
MEMORIAL HIGHWAY
ROBERT C. SPILLMAN
JULY 24, 1928 - - - AUGUST 10, 1963
HE DEDICATED AND GAVE HIS LIFE IN SERVICE TO HIS COMMUNITY
TESTIMONIAL THAT
"SERVICE TO HUMANITY IS THE BEST WAY OF LIFE"
DESIGNATED BY THE 1965 FLORIDA LEGISLATURE
HAYDON BURNS, GOVERNOR
MERRILL R. BARBER, STATE SENATOR 20TH DISTRICT
ARTHUR E. EARGL, STATE REPRESENTATIVE, INDIAN RIVER COUNTY

Bob - Far Left holding Banner
Ruth - sitting on Left wing of plane
Atlanta, Ga - Jaycee Convention

vic curtis studio
ATLANTA

Jaycee Convention - ATLANTA, Ga (Ruth on Left Wing of PLANE)

Ice house - Vero

'New' Baptist Church
Bobby + Ruth members

'old' Indian River Citrus Bank
Downtown Vero Beach

'old' Baptist Church

Park- Downtown Vero Beach, FL

Sebastian (River) Inlet

VERO BEACH MEMORIES

Sebastian River Medical Center-
employed 1973 (Brenda)

Sebastian Inlet -(Atlantic)

Funeral Home - across street from St Helens Catholic Church - Vero Beach

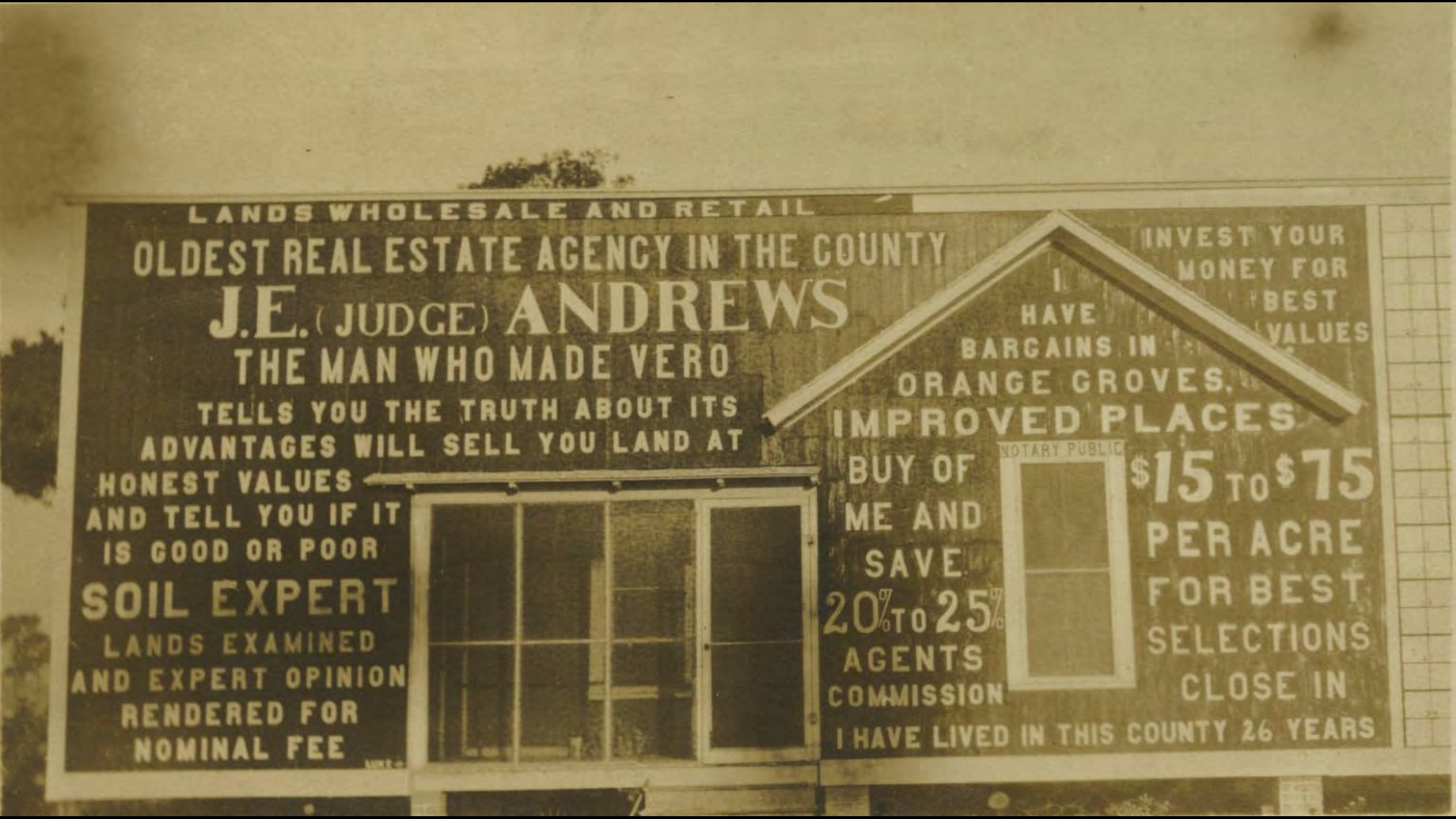
Patio Restaurant Vero Beach

"old Indian River Memorial Hosp" - Danny was born here.

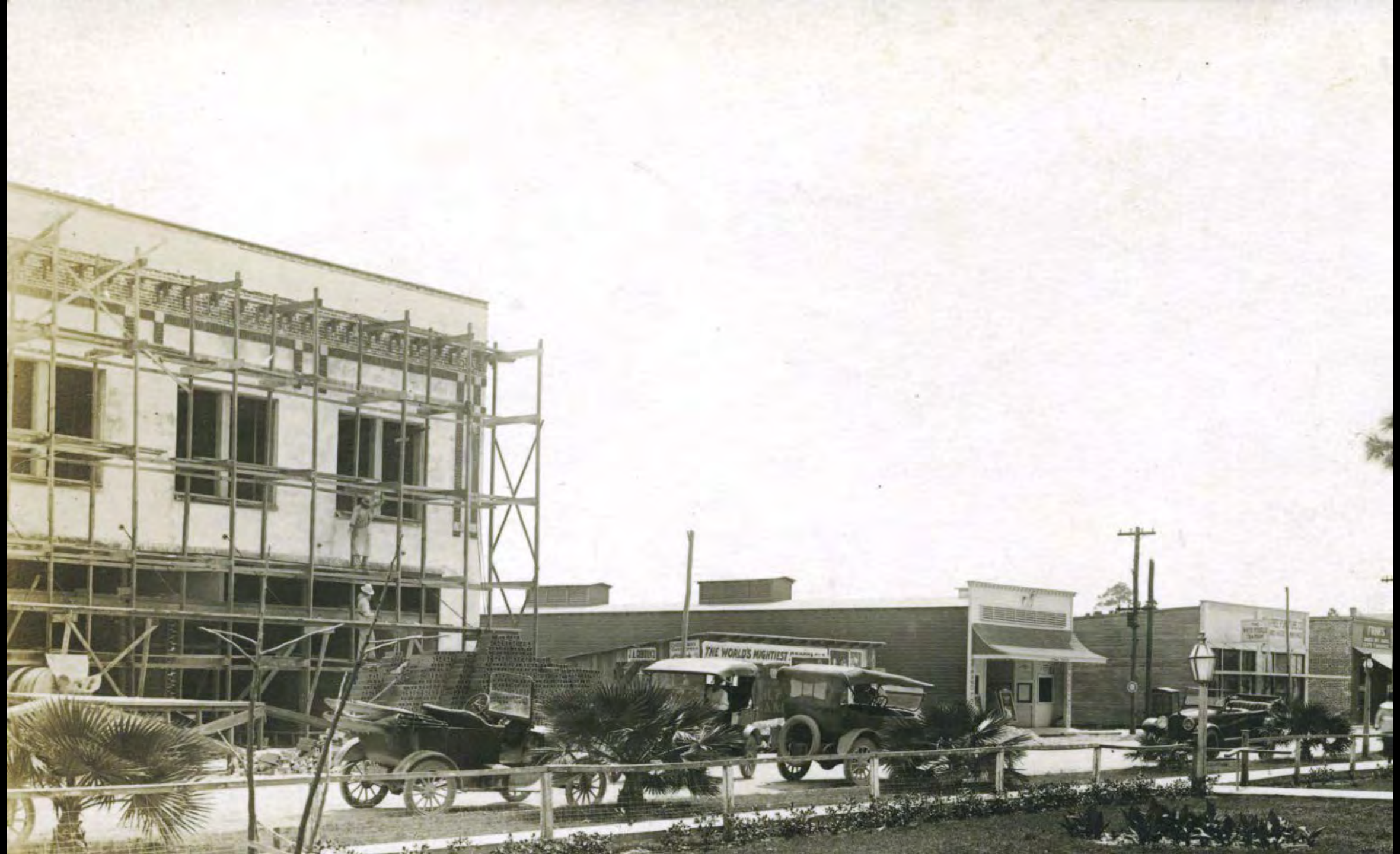
Howard Johnsons Vero Beach

U.S. NAVAL AIR STATION
BUCCANEERS
VERO BEACH, FLORIDA

INTERNATIONAL


LANDS WHOLESALE AND RETAIL
OLDEST REAL ESTATE AGENCY IN THE COUNTY
J.E. (JUDGE) ANDREWS
THE MAN WHO MADE VERO
TELLS YOU THE TRUTH ABOUT ITS ADVANTAGES WILL SELL YOU LAND AT HONEST VALUES AND TELL YOU IF IT IS GOOD OR POOR
SOIL EXPERT
LANDS EXAMINED AND EXPERT OPINION RENDERED FOR NOMINAL FEE
I HAVE BARGAINS IN ORANGE GROVES.
IMPROVED PLACES
BUY OF ME AND SAVE 20% TO 25% AGENTS COMMISSION
NOTARY PUBLIC
INVEST YOUR MONEY FOR BEST VALUES
$15 TO $75 PER ACRE FOR BEST SELECTIONS CLOSE IN
I HAVE LIVED IN THIS COUNTY 26 YEARS

SINCLAIR
The BIG APPLE
HOT PLATE LUNCH
BEER
CURB SERVICE
DRINKS
CURB SERVICE
SANDWICH


THE WORLD'S MIGHTIEST

1919 - CITY OF VERO BEACH - 2019

CENTENNIAL

-100 YEARS-