

Climate.

The climate of the Everglades is most mild and equable. The vegetation shows by the habit of growth that frost is practically unknown. In fact, this land is considerably south of the 27th parallel, which is called "the frost line." Only moderately high temperature prevails in the summer, and this is much modified by the prevailing breezes from the Gulf of Mexico on the west and the Atlantic Ocean on the east. As to the climate in the winter, it is only necessary to call attention to the fact that our lands are in the same latitude as Palm Beach and Miami, only a few miles distant, and acknowledged to be the greatest winter resorts in America, where hundreds of thousands of people go annually, and which have admittedly the finest winter climate on our Continent. The mean temperature is 73 degrees. It is seldom warmer than 83 degrees in the summer or colder than 50 degrees in winter, with a minimum of 38.27 degrees, and a maximum of 83.7. The climate of this section of Florida compares favorably with the world-famed Southern California. The figures given above are from the Climatological Service of the Weather Bureau of the United States Government.

Products.

Among the almost innumerable products that can be profitably raised on this land, particular mention may be made of oranges, grapefruit, lemons, limes, avocados, pawpaws, persimmons, mulberries, figs, guavas, beans, cabbages, tomatoes, celery, eggplant, bananas, the plantain, sugar cane, cotton, tobacco, rice, coffee, hemp, flax, Indian corn, barley, hops, buckwheat, cassava, pineapples, strawberries, watermelons, cantaloupes, peaches, pears, citrons, squash, okra, beets, cucumbers, cauliflower, lettuce, onions, sweet and white potatoes, and peanuts. Two crops of vegetables per year are raised.

The opportunities offered by the many advantages to be had by locating in Southern Florida would take volumes to describe. All of our statements, however, can be verified by reference to the United States Government and Florida State reports and the standard encyclopaedias. It is the object of this Company

to mention only a small number in the shortest possible manner. Located as we are within a few hours from the greatest of the world's markets, with soil of unequalled richness, and an unrivaled climate, he who secures property under these favorable conditions is certainly taking full advantage of his opportunities.

Where the water is pure, soft and plentiful.

Where one never feels the need of a vacation.

Where you have neither cyclones nor blizzards.

Where the average fruit farm is from five to twenty acres.

Where a year from now this land will be out of your reach.

Where the taxes are so low the amount is never missed.

Where the laws protect both the investor and the settler.

Where the air is pure, is filled with ozone and invigorating.

Where the overworked business man can rest and recuperate.

Where that hacking cough will cease and sore throat never appear.

Where the country is advancing and property values rapidly increasing.

Where the land yield is enormous and the prices are always remunerative.

Where not only the greatest variety of fruit and vegetables are grown, but the very best quality of each.

Where pure air and pure water enables your stomach to successfully perform its work and indigestion is no more.

Where the growing season is twelve months every year and two crops of vegetables can be grown each year.

Remember, that while they last, \$240, payable \$10 per month, buys one of the farms shown in the following subdivision, and a lot, with other rights:

SUB-DIVISION:

2 Farms of 640 acres each
8 Farms of 320 acres each
20 Farms of 160 acres each
100 Farms of 80 acres each
250 Farms of 40 acres each
3,620 Farms of 20 acres each
8,000 Farms of 10 acres each

ONE TOWN LOT WITH EACH FARM,
FREE.



If you desire further information, inquire of our agent.

or write to

The Florida Fruit Lands Company,
Suite 103 Massachusetts Building,
Kansas City, Mo.

THE STORY OF THE Reclaimed Everglades



Southern Florida

The Reclaimed Everglades of Florida.

Unquestionably one of the richest bodies of land on the North American Continent not under cultivation today, embracing 180,000 acres in Southern Florida, is now being reclaimed and opened for settlement for the American people.

This is practically your only opportunity to get choice, cheap lands with ideal climatic conditions in the United States.

Two hundred and forty dollars, payable \$10.00 per month, buys from us a contract for one of these undivided farms, and other rights; the farms ranging in size from ten acres to six hundred and forty acres of magnificent fruit, vegetable and sugar cane land. Along with each farm goes a town lot in a central town-site to be established on the most available spot on said lands.

Florida Fruit Lands Company,
Suite 103, Massachusetts Building,
Kansas City, Mo.



REFERENCES

Gate City Bank.....Kansas City, Mo.
First National Bank..Colorado Springs, Colo.
Florida National Bank.....Jacksonville, Fla.
N. P. Broward, Ex-Governor..Jacksonville, Fla.

\$1,000 is offered, and all expenses of inspection, if it is not as good as represented in the printed literature of this Company.

The Reclaimed Everglades of Florida.

One hundred and eighty thousand acres of rich bottom land in Southern Florida, which for the past four hundred years have been impossible of development and cultivation, are being reclaimed and opened for settlement. The Florida Fruit Lands Company, the purchasers, announce that the entire acreage is to be developed and sold at prices and on terms that are alike attractive to the speculator and the homeseeker.

The land to be placed on the market lies in alternate sections in Dade County, near the southeast coast of Florida, beginning on the Miama River, about six miles from the city of Miami and extending west and north, paralleling the Florida East Coast Railway, to a point nine miles west of Palm Beach. This land is now being entered by three canals: one at the head of the Miami River and two at the two forks of the New River, which flows by Fort Lauderdale, and another will soon be started from the Hillsboro River, a short distance south and west of Palm Beach.

"Miami, Fla., Jan. 7, 1908.—Where the swift Miami River, draining the Everglades, discharges its limpid flood into the crystal waters of Biscayne Bay, stands what its people delight to call 'the magic city of Miami.' Miami has a story like that of a mushroom town of the great West. It was born a full-grown city. In the old days of the Seminole War the Government built Fort Dallas at this site. A portion of the old barracks remains to tell the story. Fifteen years ago there was one store at Fort Dallas, a trading post for the Seminoles of the Everglades. There were three families of white people, and the only connection with the outside world was by schooner and the long sail behind the keys to Key West.

"In April, 1896, the railroad came to Fort Dallas, and the city of Miami was created. In six months it had 2,000 people. Now it has 10,000 the year round, and, to dazzle the eyes of the wondering stranger within the gates, as likely a lot of paved streets, water works, electric lights and public buildings as an enthu-

siastic board of trade secretary could wish. It is more like an Oklahoma city than one expects to find on the Atlantic Ocean, and the surprise is so great that one finds himself lending a willing, if not credulous, ear to the glowing predictions of the town 'booster.'

"Miami is not entirely given over to sight-seeing and to play. Its thrifty-home population is intent upon building up a good city and upon developing the surrounding country. So much has been done in the past thirteen years that it is easy to believe the rosy things predicted for the future. No other section has such advantages in the culture of grapefruit, the pineapple farms are unsurpassed, and there is a constantly increasing tide of immigration from sections of the North.

"Many people who came here only to establish their winter homes, have yielded to the charm of the tropics and now live here the entire year. In the protection of the free trade winds they have settled down permanently, knowing that they need fear neither extremes of heat nor cold. The lure of the tropics is not a misnomer. The drowsy, sun-lit days, and the gorgeous nights are like succeeding pages in the book of enchantment. No wonder the spendthrift tourists come trooping to Miami on Biscayne Bay."—Frederic J. Haskins in Kansas City Journal.

History and Description.

The popular impression of the Everglades of Florida has been of a stagnant, malarial, fever-stricken swamp, full of gnarled cypress trees, impenetrable undergrowth and stagnant water, absolutely useless for any purpose whatever except as a hiding place for criminals and Indians.

The United States Government and State authorities, as well as many reputable individuals who have made thorough investigations of this supposedly "terra incognita" (unknown land), are unanimous in testifying to an entirely different condition of affairs.

According to the United States Government and other reliable authorities, the Everglades consist of an immense basin, covering some hundreds of thousands of acres of land, surrounded on the Gulf and Atlantic coast sides by an elevated rim of rotten limestone. This immense basin has a floor of limestone mixed

with pebbles and phosphates, the latter being the finest fertilizer in the world, and is profitably mined in many portions of the State. This basin is filled with a rich alluvial soil running in depth from eight inches to fourteen feet.

The soil deposited in this basin from the rivers on the north emptying into Lake Okeechobee has raised the center of this basin to from 21 to 25 feet above the level of the sea.

During the rainy season the lake has overflowed annually, covering the Everglades with fresh, constantly moving water.

The State of Florida is now dredging four main canals from Lake Okeechobee to different points on the Atlantic Coast (from 40 to 60 miles distant), cutting outlets through the rim rock and of sufficient capacity to take up all of the surplus water, making dry land of what for centuries has been submerged land during certain seasons of the year.

Two other features of this drainage proposition are as follows: First—These canals are navigable, enabling the farmer or fruit grower to float his produce to the seaport, the current naturally being in the direction that the load goes. Second—These canals are to be equipped with a series of locks or gates whereby during the dry season and when necessary the water can be held back for sub-irrigation purposes.

The State has ample means at hand for the construction of these canals, and is actively at work on them at the present time. At present writing three large specially constructed dredges are working, and before the season is over two more of these dredges will be placed in commission and the work will be pushed from each end of the canals.

One canal now completed, running from Lake Okeechobee west into the Caloosahatchee River, has already lowered the level of the lake fourteen inches.

The reclamation of these lands will open up for settlement the richest and most productive lands in the world. As evidence of this fact it can be authoritatively stated that other portions of the Everglades that have been reclaimed, notably along the Kissamee River, are now selling at from \$100 to \$1,000 per acre.

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