

# PARADISE PRAIRIE



PARADISE PRAIRIE WHERE THE ROAD TURNS SOUTH

**A**LL Township 59 south of Range 35E (except one section and 500 acres sold) is offered to investors and developers at a price to realize a very large profit. The Farm Mortgage Bankers' Association says farmers are suffering on a scale that threatens a national disaster.

The National City Bank of New York estimates that the farmers have lost between six and eight billion dollars by the fall in farm products.

Then why now buy PARADISE PRAIRIE?

The answer is that this tract of land in its location, its character, the crops that may be raised thereon, its future value, and present price are all exceptional.

Its location: PARADISE PRAIRIE is located at the extreme south end of the peninsular of Florida in latitude  $25^{\circ} 15'$  north. Not only is it the farthest south of any body of farming land in the United States, but it is protected from damaging frosts by the warm waters of the Gulf Stream flowing through the straits of Florida. A table of temperatures since 1913, compiled from the United States Weather Bureau reports, shows that every winter since 1913 all that part of Florida north of latitude  $26^{\circ}$  has been visited by from three to ten damaging frosts, while at Key West the mercury has not been below  $46^{\circ}$ ; and at Miami these reports show the mercury but once as low as  $28^{\circ}$  and three times only did it touch the freezing point.

The value of this greater exemption from frost cannot be given in figures. It means that the farmer can raise crops when there is not only no northern, but no Florida competition; that he can get maximum prices for vegetables and fruits out of season. Cucumbers and tomatoes are grown in the winter on lands near PARADISE PRAIRIE, and it is believed that sweet corn can be successfully raised at the same season in this region.

Character of soil: The poor, sandy soil of Florida ends about latitude 26°; the lime-rock lands end at the south line of Township 58. From there to the end of the peninsular the soil is a loamy marl, or a rich black muck. PARADISE PRAIRIE has a large body of both marl and muck land. The depth of marl on the prairie varies from six inches to two feet; the depth of muck is often as much as ten feet. The muck land is not much above mean high tide in the Gulf, and requires drainage before it can be cultivated. It is believed to be ideal for rice culture.

On the prairie all kinds of vegetables can be grown, and such staple crops as potatoes, Irish and sweet; Havana tobacco, sugar corn, rice, etc.

Roads and canals should be built before settlement is invited. After adding two, or even five dollars an acre for building roads and canals to the present sale price, the cost of this tract of greater intrinsic value than any body of farming land in the United States away from a city, will be hardly one-tenth of the average price of farm lands in the West.

The *Wall Street Journal* (December 9, 1920) gives the sale price of Iowa corn land at \$250 per acre. The Iowa Farm Bureau estimates that more than half the cost of raising oats and wheat in 1920 was for land charges. The average value of Iowa lands on which oats were raised was \$260 per acre, and for wheat \$282 per acre.

Compare with these prices and those crops, land costing \$20 per acre, and raising crops five and ten times the value of crops of oats and wheat, upon which two crops a year may be raised.

At times and places farming in Florida has not been profitable, chiefly because of losses from frosts, and largely because want of organization has deprived the farmer of a reasonable share of the prices paid by consumers. The remedy is to get further south, and then ship directly to retailers or consumers. No part of the mainland of Florida is exempt from frost, but PARADISE PRAIRIE is the farthest south you can get.

South Florida will be the first to recover from present depression in farm land values. Soon sugar will be shipped in volume. For years near Cape Sable sugar cane has gone through the winter without injury. There the cane tassels and contains the maximum of sugar contents. Within two years farm lands will be in demand.

PARADISE PRAIRIE is ideal for rice culture. Along the Ingraham Highway is a canal twenty feet wide and six feet deep, in which the water is pure and fit to drink. This water can be pumped onto the prairie and again drained into the canal at a minimum of cost. This rock road runs two miles into PARADISE PRAIRIE, and then turns south and runs five miles through this tract. Farms can front on both sides of the Highway. Three streams from Whitewater Bay head in this tract, making drainage and transportation practical. Avocados, lemons, limes, sugarapples, mangos and other semi-tropical fruit trees, can be grown on the banks separating rice fields in the lowest portions of the tract; also egg plant, peppers, tomatoes, snap beans, strawberries, etc.,