

CHEVELIER
63 MILES
MIAMI
TWIN CITIES

— 000 —

Chevelier Corporation

ALLIED WITH

Tamiami Railway

— 000 —

BROSSIER & CUNNINGHAM
FISCAL AGENTS

332 12TH STREET MIAMI, FLA.



TAMIAMO RAILWAY
ATLANTIC TO THE GULF
REACHING CHEVELIER, THE HALF-WAY
STOP-OVER POINT BETWEEN FORT MYERS
AND MIAMI, FLA.

THE HUNTERMAN AND FISHERMAN'S
PARADISE

To the Public

As a native of South Florida and a citizen of Miami I have watched the growth of the Magic City from an Indian village to an important commercial center; I have watched our progressive population build around and develop with amazing skill the feeders and opportunities that the late Henry M. Flagler's railway system provided twenty years ago; I have watched the untiring efforts, ambition unprecedented and unparalleled civic pride carry through to success every big undertaking that promised growth, prosperity, more population and greater purchasing power for Miami; and I have watched with *concern* the rapidity with which all of the fields of opportunity have been exploited and absorbed.

I have searched the field of feasible possibilities in an effort to determine what we need most, what we need first, what Miami *must* have to assure its further expansion and unrestricted rapid growth, and I have reached the conclusion that the *one big thing* that Miami can do is to *continue where Flagler left off* by building a cross-state railway that will unlock the doors to the *vast natural resources* of the Gulf Coast Empire and bring *tonnage* for its deep water-way project and *raw materials* that will bring *factories and a big pay roll* to Miami.

When I satisfied myself that a cross-state railway would mean *tonnage*, raw materials, industries, a greater permanent purchasing power and a new growth period for Miami, I spared neither time, money nor effort to determine how a road could be built and who would or could build it. No one man or group of men in Miami or on the Gulf Coast had large enough interests in either section to justify the undertaking. Tonnage, financial interest and profit *had to be the basis*, civic pride notwithstanding.

Just about this time we became involved in the war. Timber was scarce and badly needed by industries that supplied the Government. Our Nation and our Allies would need more food and the people at home were already struggling under the burden of high costs. I owned a vast tract of some of the richest land in Florida containing millions of feet of timber; although inaccessible, what we *wanted* and what the *Government wanted* was there.

The thought came to me like a flash; why not build a road and pay for it with the timber that the whole world needed, and that was now standing idle, of no use to anyone. But how?

I concluded that the problem was one for experienced financiers to solve, and I, therefore, made connections that have enabled me to produce a safe, sound security that no man need be afraid to invest in, that will provide the funds needed for this project.

I acquired the railway right-of-way from coast to coast, and transferred it to the Tamiami Railway. I prevailed upon the Chevelier Corporation to put *all of its resources back of the securities* that would produce the funds to build the railroad for Miami and the work, the worry, the disappointments, the expense involved, have been my only reward for making this road possible.

The citizens of Miami have never failed to rally to the support of any undertaking that mean progress and prosperity for Miami, and I, therefore, feel that in this instance I have more than a right to expect you to show your civic pride by investing in a substantial manner in these securities in order that each of you may be able to say that you helped all you could to finance the road and so that these securities will not have to be offered for sale in the North without Miami having subscribed generously to its success.

Yours for a still greater Miami,

J. F. JAUDON.



MIDWAY OF TAMIAMI TRAIL

OBJECT

DEMAND:

In response to an ever increasing demand for highly fertile, agricultural and fruit growing lands requiring little or no fertilizer, the organizers of this Company concluded to open up to the homeseeker, fruit grower, farmer and stock raiser, a tract of land that fills a long felt want, containing an area *seven times as large as the District of Columbia and more than one-fourth the area of the entire State of Rhode Island.*

It is the intention of the organizers of this Company to profit by the expenditure by Lee and Dade Counties of \$575,000 for the building of the Tamiami Trail—the great automobile highway connecting the Atlantic Ocean with the Gulf of Mexico—by providing the first accessible great western development in this State to meet the influx of homeseekers that will follow this great highway and to build a similar highway through its property, joining at the Dade County line at one point and the Lee County line at another point, thus providing an unsurpassed highway *connecting Chevelier with any part of the United States that an automobile can go.*

TRANSPORTATION:

The Company is under contract to finance the construction and equipment of the Tamiami Railway, connecting the Atlantic Ocean with the Gulf of Mexico and Miami with Chevelier, and passing directly through a highly fertile territory where *five thousand* farmers and fruit growers are patiently waiting for an opportunity to locate, farm, develop and improve land they *already own*—where railroad building is inexpensive; the productiveness of the soil a known quantity; where timber worth millions awaits the sawmill; where fish, oysters and clams in abundance await fisheries and canning factories; where climate, geographical location, coast-wise trade, commerce, industry,—all await transportation.

WHAT TAMIAMI RAILWAY MEANS TO MIAMI:

It means the *tonnage to justify* its deep water-way and *insure permanent steamship sailings* to and from Northern, Trans-Atlantic and other important ports for Miami.

It means that *seven hundred and fifty million feet of timber* that would otherwise be shipped from the Gulf ports, will be shipped from the East Coast via Miami.

It means that the products of farm and grove from the lands between Miami and the Gulf will be shipped via Miami.

It means that great live stock ranches will be started on the West Coast and that stock yards and packing houses will be built in Miami.

It means that the phosphate from Land Pebble,

Bone Valley, Mulberry and other phosphate fields in Polk County, that is now shipped over the Atlantic Coast Line and Charlotte Harbor & Northern Railways from West Coast Points, can be shipped via Tamiami Railway via Miami—a saving of four hundred miles or more of ocean travel, each way, around the Peninsula of Florida. These ships now pass *within sight of Miami*, on light keel or ballast, without load, to Gulf ports where they are loaded and pass back over the same route, *again in sight of Miami*, to non-phosphate producing countries.

It means that when these ships make this port with nitrate and sulphate cargoes that can be assimilated with phosphate, this wide open, lucrative, fertilizer consuming market will draw a fertilizer factory like a magnet to Miami.

It means that the tens of thousands of tons of fertilizer that is now brought here at a high cost will be made here and used here at a low cost, and the surplus shipped from Miami.

It means that these ships will bring cargoes here regularly to be distributed by Miami merchants the moment they are assured a return cargo.

It means that the largest cypress sash, door and blind factory in the South will be built in Miami to manufacture the wood eternal—cypress.

It means that the lumber on the West Coast will make Miami one of the largest export lumber ports in the South.

It means factories, world-wide commerce, a big pay roll for Miami—exactly what Miami lacks today.

It means a new growth period—an industrial, an agricultural and a commercial growth; new blood, a greater population and a greater purchasing power for Miami.

SUGAR CANE PLANTATION:

In view of the *established fact* that this tract contains twenty-five thousand acres or more of the finest sugar cane land in the entire United States, where sugar cane containing a *minimum (10 p. c.) of sucrose* (sugar) equal to the *maximum of the Louisiana cane* has been growing without fertilizer for twenty years without re-planting, the Company has decided to plant one hundred acres in 1918 from the seed cane already on the property in order to raise the necessary seed to plant fifteen hundred acres in 1919. The seed yield of the 1919 crop would plant practically the entire acreage to be set aside for the growing of sugar cane. The soil in this acreage is a *rich black loam—not muck or peat, but soil underlaid with marl or clay.*

The following statistics, all of which can be veri-

fied, give some idea of the *far reaching possibilities* of this crop:

In other districts of Florida where sugar cane is grown fertilizer must be used and the crop re-planted *every year*. In Louisiana it must be re-planted *every three years*. In Cuba every *five years*, and in the Philippine Islands every *seven years*; whereas on this tract it continues to thrive *after twenty years without re-planting and without fertilizer.*

The percentage of *sucrose* in the Louisiana cane from which commercial sugar is made runs from *5 per cent. to 10 per cent.* On this tract from *10 to 17.65 per cent.*

The average yield in Louisiana is *five hundred gallons* to the acre; on this tract *six hundred gallons.*

| | |
|-------------------------------|----------|
| | Per acre |
| The syrup yield is worth..... | \$600.00 |

| | |
|--|----------|
| The cost of preparing the land, planting, cultivating and harvesting is (without seed) | \$130.00 |
|--|----------|

| | |
|-------------------|----------|
| | Per acre |
| A profit of | \$470.00 |

The Company intends, ultimately, to build a sugar refinery in order to convert its syrups into commercial sugar, out of the profits derived from the sale of syrup.

SISAL HEMP:

The increase in price—from six to eighteen cents per pound—of sisal hemp fiber, from which harvester twine is made, all of which is now imported from the Bahama Islands, Cuba and Mexico and a small amount from Porto Rico, started a thorough search by experts for soils in the United States or its territories that would produce these plants, and the result of this search was that the soils of this tract contain the necessary depth, siliceous lime and moisture for its growth—conditions that are not to be found even in Porto Rico. As a result of the foregoing, *definite plans are now under way* for the planting of fifty to seventy-five thousand acres of sisal hemp on this tract.

DISTRICT DEVELOPMENT:

It is the specific intention of the Company to locate settlers on land suitable for their particular purpose in completed districts with water and rail transportation, macadamized highways, adjacent to an established growing town with all the conveniences and facilities



SUGAR CANE



CHARACTERISTIC GROWTH OF SUGAR CANE ON CHEVELIER LAND

that the population warrants, from which they can obtain their supplies, ship their products and develop and enjoy their lands in their own way *from the start*.

INDUSTRIES:

Confident and cognizant of the vast industrial opportunities and possibilities that the geographical location and natural resources, combined with water and rail transportation, will afford Chevelier, the Company will build a water, electric light and power plant that will supply water and light to the City of Chevelier and power and light to industries that locate at Chevelier. The plant will be built on the unit plan, so that it may be increased from time to time as occasion arises. This plant will at first only supply light to Chevelier and power to the sawmill to be built by the Company to mill the millions of feet of timber on its tract.

Negotiations have *already reached the point with a tannic acid company* where they are waiting on this Company to provide mangrove bark from its forests, before building a plant at Chevelier to manufacture this bark and palmetto into tannic acid. The red and black mangrove grow to a tremendous size in this locality—the trees reaching a size that will square twenty-four inches, which makes very valuable furniture lumber. The Manetto Company, a tannic bark factory, located at Shark River to the south of this tract, where it has been in operation for several years, has recently installed a special mill for cutting these mangrove trees into furniture lumber.

Mr. S. J. E. Lucas, who surveyed and cruised this tract in 1908, for other interests, says in one part of his report: "There is an outcropping of limestone rock of *excellent cement-making properties* here. Large quantities of cement-making limestone could be obtained in Sections 3, 4 and 5, while in the northwest it could be obtained at a depth of from ten to twenty inches below the surface. This rock could be cheaply quarried for that purpose."

The Lockhart Laboratories, Atlanta, Ga., say that rock on this tract, if ground, could be used as fertilizer.

The Company will investigate and exploit these industries later on.

A more lucrative field than Chevelier for industrial activity would be hard to find—inland bays and adjacent waters teeming with fish, oysters and clams, awaiting fisheries and canning factories; forests containing six hundred million feet of the finest timber in the world, in addition to the millions of feet contained on the Company's own tract—a supply sufficient to operate giant sawmills, shingle and lath mills, wood-working plants and furniture factories for years to come; surplus field, garden, grove and orchard

crops sufficient to abundantly supply canning factories; a market already waiting for the products and facilities of an ice factory and cold storage works, to supply coastwise and pleasure craft, fisheries, canning factories and for home use—this is the Chevelier that the natural resources will build and the Chevelier that will develop the natural resources.

CHEVELIER—63 MILES—MIAMI TWIN CITIES:

Picure an Indian village, an impenetrable tropical jungle, rocky soil of unknown productiveness, a population of two white families—no timber, no farms, no vegetables, no groves, no fruit, no industries—*nothing but climate to justify a city and a railroad*. Then think of the Miami of today—a city of thirty thousand inhabitants, a great commercial center and an important deep water port growing out of such a *seemingly impossible locality in twenty years!* Think of it, realize it, feel it, and you have the *essence of the thought that inspired Chevelier*—a city unique and picturesque in design and construction, on the Gulf Coast, sixty-three miles due west of Miami, as the crow flies, in a delightful climate, in the heart of a timber tract worth millions, in the center of the richest fruit and vegetable lands in all Florida, protected from killing frosts by inland bays and the warm waters of the Gulf of Mexico; picturesque Ten Thousand Islands at the very shores of the tract; beautiful Alligator Bay, with its thousands of plume birds, and turkey, geese, duck, quail, deer; and the finest fishing grounds in all Florida—everything to delight and arouse the wonder of the tourist, the hunter and the angler—this is Chevelier, the city that will benefit immeasurably by the *expenditures of Lee and Dade Counties; that will grow as Miami and South Florida grow; that will be visited by the same tourists that visit Palm Beach, Miami, Orlando, Fort Myers and all Florida* in fact, over the *same great highways—Tamiami Trail, Dixie Highway via Chevelier Highway, Chevelier*, the city where sawmills, wood-working plants, furniture factories and other industries will spring up over night—*Chevelier, the Big Pay Roll City*.

PROPERTY

LAND VALUE:

In order to give some idea of what this enormous tract of land represents, a schedule of timber and land values, based on conservative calculation, has been prepared for the information of those interested. The values given represent a fair minimum selling price for lands that have been developed:

The lands show a selling valuation of.....\$ 9,093,546

The timber shows a selling valuation of..... 5,634,860

Making a total value of.....\$14,728,406

CROP PRODUCTIVE VALUE:

The agricultural possibilities of these lands, when transportation and highways have been provided, in the hands of experienced farmers are amazing.

The following calculations are based on planting fifty thousand acres of *ordinary crops* and *fruit* in the *ordinary way*. The *yield* is based on *usual* quantities for *similar* land in this State:



WHILE THE NORTH IS FROZEN, BEAUTIFUL CROPS ARE GROWN HERE.

| Acres. | Crop. | Yield per Acre. | At. | Value. |
|---|---------------------------------|-------------------|---------|-----------------|
| 10,000 | Sugar cane | 600 Gallons | \$1.00 | \$ 6,000,000.00 |
| 10,000 | Corn | 50 Bushels | \$1.00 | 500,000.00 |
| 10,000 | Potatoes | 225 Bushels | \$1.00 | 2,250,000.00 |
| 5,000 | Turnips | 10 Tons | \$25.00 | 1,250,000.00 |
| 2,000 | Onions | 400 Bushels | \$2.00 | 1,600,000.00 |
| 1,000 | Peanuts | 60 Bushels | \$3.25 | 195,000.00 |
| 2,000 | Egg Plant | 500 Crates | \$1.00 | 1,000,000.00 |
| 5,000 | Tomatoes and Peppers | 300 Crates | \$1.50 | 2,250,000.00 |
| 5,000 | Citrus and Tropical Fruits..... | 300 Boxes | \$1.50 | \$ 2,250,000.00 |
| 50,000 | Value of single crop..... | | | \$17,295,000.00 |
| Add to this the value of the crop from fifty thousand acres, planted in Sisal Hemp, one (1) ton to the acre, at \$300.00 per ton..... | | | | |
| | Value of single crop | | | \$15,000,000.00 |
| | Value of single crop | | | \$32,295,000.00 |

It must be borne in mind that *two or more crops can be grown annually* and that the *forage value of these crops* has been omitted from these calculations.

The foregoing is *only intended* to show the *crop possibilities* of these lands in the *hands of efficient, organized management*.

TITLE:

The property was conveyed to this Company by Warranty Deed, September 25, 1917, by J. F. Jaudon, subject to a mortgage of Three Hundred Thousand (\$300,000.00) Dollars and accrued interest and taxes, and land notes amounting to Seventy-five Thousand (\$75,000.00) Dollars, the mortgage and notes being at six (6) per cent.

LOCATION:

The Company's tract has frontage of four and one-half miles on the Gulf of Mexico and contains 207,360 acres, or about three hundred and twenty-five (325) square miles, situated in Monroe and Dade Counties, Florida, forty-eight miles due west of Miami.

CLIMATE:

The climate rivals any locality in Florida and is ideal for fruit, vegetables, stock raising and winter homes.

WATER:

Artesian water is found in this locality at a depth of about four hundred feet. This water is absolutely free from salt, has only a slight sulphur taste, and an analysis has proven it to be the best of drinking water. This water is exceptionally valuable for irrigation purposes and can be sprayed on the most tender growing vegetables without bad effect, which is not usually the case with artesian waters of Florida.

TIMBER:

The report on the survey and cruise made by S. J. E. Lucas in the year 1908, estimates the timber as follows:

| | |
|------------------------|-------------|
| Cypress | 132,070,000 |
| Pine | 19,465,000 |
| Mangrove (black) | 2,995,000 |
| Mangrove (red) | 1,265,000 |
| Total | 155,795,000 |

In addition to the timber on the Company's tract, there is about *six hundred million feet of cypress alone* on adjacent lands. The only reason this timber has not been cut before is that there is no means of transporting it. An abundant supply is there and the Tamiami Railway will furnish the means of transporting it that *will bring the mills to cut it*.

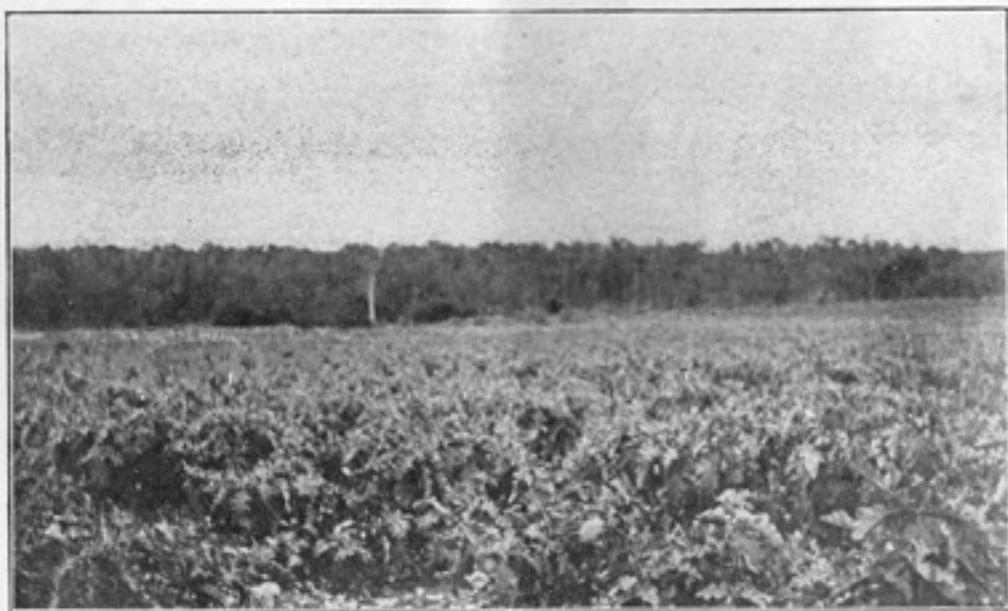


THE SPORTSMAN'S PARADISE

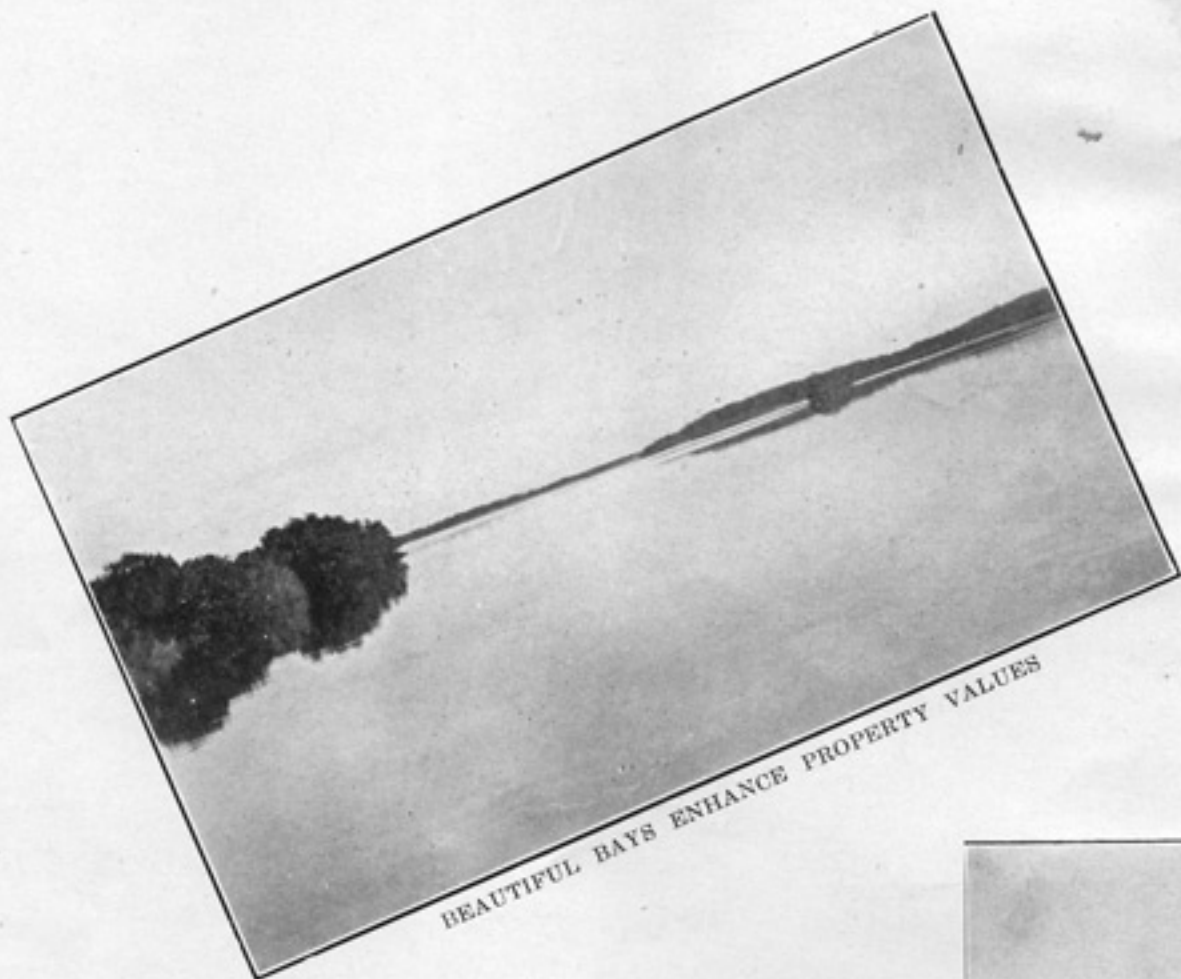
Digging for drinking water



PROFITABLE CROPS GROWN WITH LITTLE TROUBLE



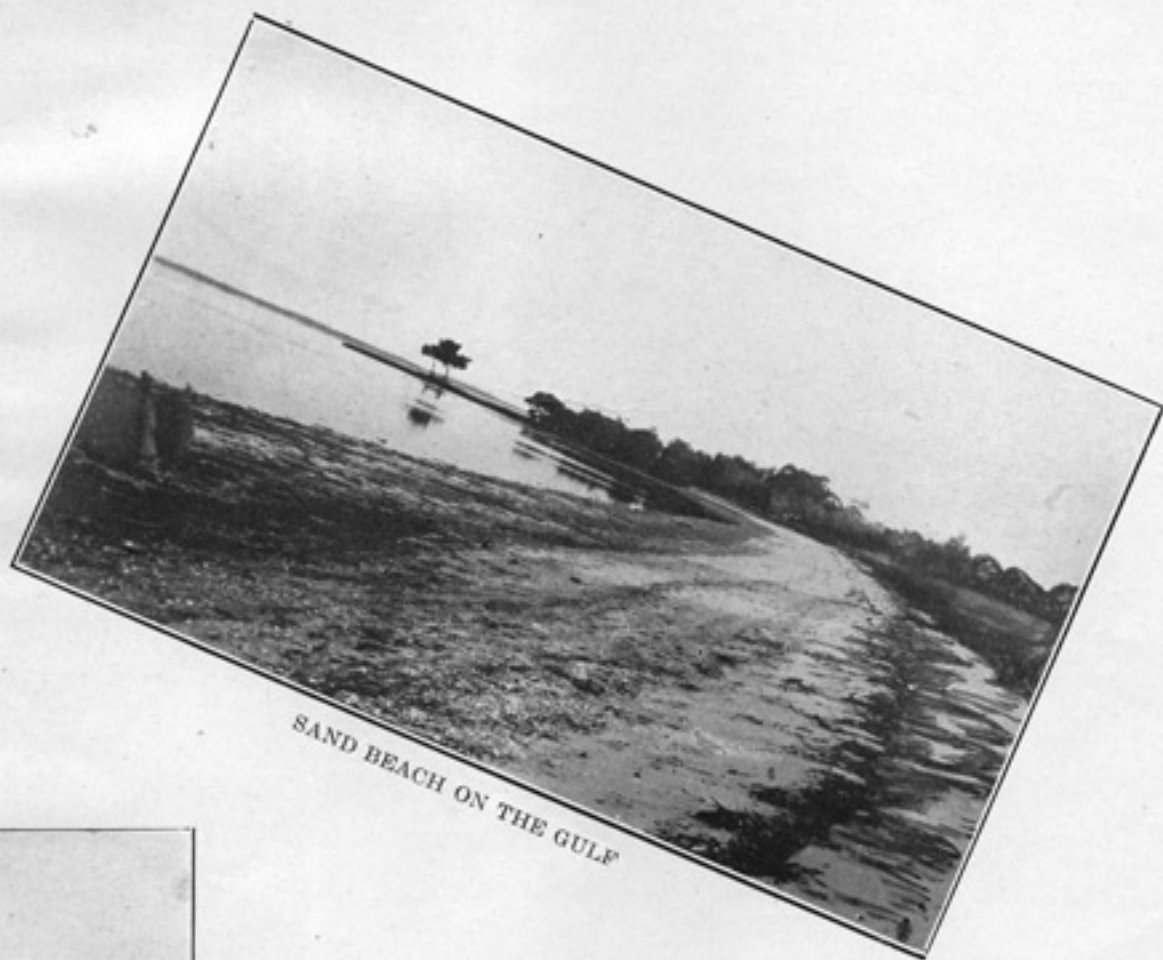
THE FIRST YEAR'S CROP OFTEN PAYS FOR THE LAND



BEAUTIFUL BAYS ENHANCE PROPERTY VALUES



WATER FROM



SAND BEACH ON THE GULF



NT CHEVELIER

FIELD AND GARDEN PRODUCTS:

This vast tract contains such a variety of soil—*hammock lands, marl lands, rich black loam lands, etc.*—that an *endless variety* of field and garden crops can be grown and with *little or no fertilizer*.

Corn, sugar cane, sorghum, potatoes, peanuts, beans, peas, peppers, tomatoes, egg-plants, cabbage, cauliflower, onions, okra, lettuce, celery, turnips, etc., *will flourish here.*

FRUIT:

The protection from frost afforded by the warm waters of the Gulf of Mexico and the inland bays is such that grapefruit, king oranges, limes, tangerines, mandarins, satsumas, citrons, avocados, mulgobas, mangoes, sapadillas, sugar apples, sour sops, papayas, bananas,



FOREST OF TIMBER WAITING FOR THE
LUMBERMAN'S AXE



TYPE OF CYPRESS TREES

guavas, grapes, etc., can be grown here in abundance, with safety, which is *not the case* in sections further north.

STOCK RAISING:

The vast prairie lands between the inland bays and the timber tract, comprising thirty thousand acres, is admirably adapted to the cultivation of para, cecil grasses, sorghum, Japanese sugar cane, millet, natal hay, Kentucky bluegrass, Bermuda, St. Lucie, St. Augustine and other forage crops.

This ideal range will yield handsome returns to those who engage in the raising of cattle, hogs, horses and mules, as it will *easily feed and fatten ninety thousand animals.*

DEVELOPMENT PLAN

WATERWAYS:

In accordance with well defined development plans previously made by the Company's engineer, the dredge "Naples," in charge of Captain Paul Boysen, has *already commenced work* on the waterways that will provide inland transportation, a highway to the City of Chevelier and the roadbed for the Tamiami Railway.

This dredge will extend its operations to the clearing and deepening of the channel through the inland bays; to clear out the natural waterways, and make immediately available twelve thousand acres or more of the finest sugar cane land in this State, and to a waterway and highway from Lostman's River to the pine timber tract which will open up for agricultural purposes thousands of acres of land.

These waterway and highway improvements will provide an *unsurpassed inland transportation system* and adequate protection against excessive tides and unusual rainfalls for this vast acreage.

SAWMILL AND POWER PLANT:

Inasmuch as the timber tract contains the Company's *greatest immediate, convertible asset*, and because of the further fact that its timber certificates are issued largely on this *available asset*, a modern band sawmill with a daily capacity of *not less than fifty thousand feet* will be installed as soon as the inland waterway to Chevelier, *now under construction*, is completed, in order to cut, mill and market these forest products, for which there is a *pressing demand at handsome prices*.

The sawmill will be operated by power supplied by a water, light and power plant to be built by the Company simultaneously with the sawmill to supply Chevelier and industries that locate there.

It is the intention to operate the mill *one year in advance* of the completion of the railroad in order to allow time in which to *air dry* the cypress—the wood eternal.

This will provide *fifteen million feet of lumber* or more for the railroad to haul as soon as it is completed, to say nothing of other products that will have accumulated.

RAILWAY:

This Company will purchase the entire issue of seven (7) per cent. First Mortgage Gold Bonds of the Tamiami Railway, amounting to One Million (\$1,000,000.00) Dollars, in order to enable the Tamiami Railway to comply with the provisions of its franchise and right-of-way over lands between Miami and Chevelier, a dis-

tance of sixty-three miles due west of Miami, as the crow flies, so as to provide transportation to and from the property. *This road must be completed and in operation in two years.*

The completion of this road will mark the beginning of the greatest development period in the history of South Florida—the millions of feet of timber, tens of thousands of acres of the richest land in all Florida, and all the vast natural resources of this Gulf Coast Empire will draw population and industry in a way that will amaze old residents of Florida.

It is the intention of the railway to extend its lines ultimately to Naples and Fort Myers as soon as this section of the road is in full operation and the traffic conditions and inducements warrant the extension.



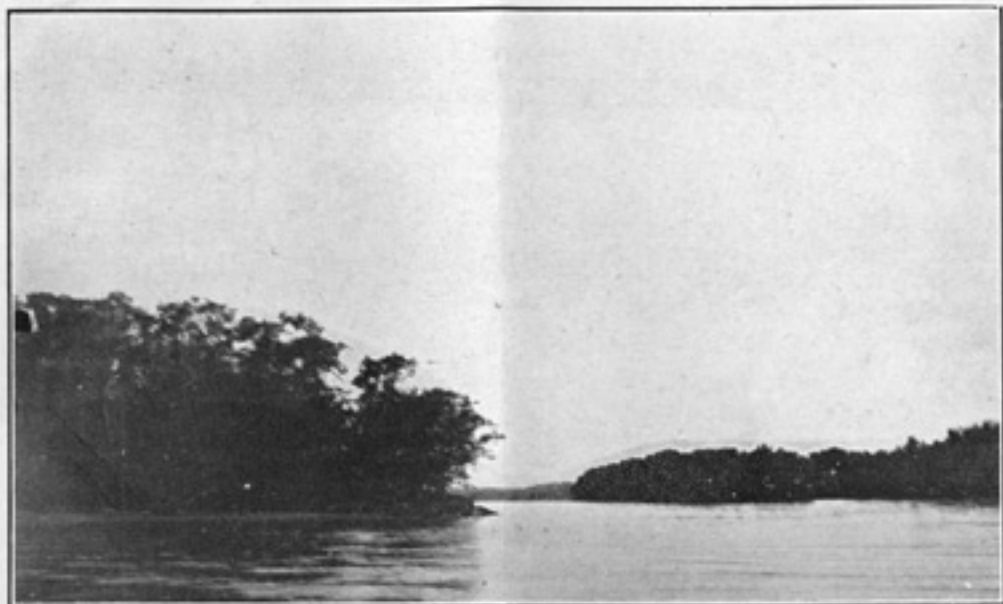
THESE LANDS OFFER A WONDERFUL OPPORTUNITY
FOR FORAGE CROPS



A ROYAL PALM AVENUE



DEERING'S ESTATE, MIAMI



BAYS AND RIVERS FORM EXCELLENT MEANS OF CHEAP TRANSPORTATION

CHEVELIER HIGHWAY:

A macadamized highway will be built simultaneously with the Tamiami Railway, intersecting the *Tamiami Trail* in Western Dade County and paralleling the *Tamiami Railway* from that point through the Company's property to the City of Chevelier. This highway will be extended through the Company's property, again intersecting the *Tamiami Trail* at the Lee County line and connecting Chevelier with Fort Myers and other Gulf points.

Every effort is being made to make the *Chevelier Highway* one of the *most picturesque in this State*, with a view to making the City of Chevelier a *half-way point* and a feature of interest for all automobiles from Miami, Fort Myers or Tampa, by providing hunting lodges where wild game abounds; fishing camps and boat houses on the shores of inland bays, where the tarpon, the greatest game fish in the whole world, makes its home and every fish that swims in Florida waters lives.

CHEVELIER

The topography of the country, the approach and the scenery at Chevelier are all admirably suited to the landscape and character of architecture and construction, it has been the ambition of the organizers to provide.

All of the principal raw materials for construction purposes are now on the property in abundance—cypress, pine, and a variety of hard wood for interior trim and decorative purposes; stone, rock, gravel and

sand for stone and concrete construction, are all cheaply and easily obtained.

The buildings to be constructed by the Company will be of stone, concrete, stucco, pebble dash, sand coat, shingle belt and English timbered effect, and the advantages of these types of construction will be impressed upon others who build there.

The city has been laid out in such a way as to provide a business section designed with a view to efficiency; a residential section, removed from the business center, that lends itself to an ideal boulevard and park system. A yacht basin on the inland waterway at the site reserved for the hotel has been provided for the convenience and accommodation of those who own boats or for those who come to Chevelier on business or pleasure.

DISTRICTS:

Development operations along the line of the railway and highway at Chevelier will be extended so as to provide macadamized roads, and protection against extreme tides and unusually heavy rainfall, in the four districts adjacent to Chevelier, thus making available nineteen thousand one hundred and eighty (19,180) acres of excellent fruit and vegetable land.

As soon as the *Tamiami Railway* is in operation and the *Chevelier Highway* joins the *Tamiami Trail*, the Company will offer its lands in these *completed* districts for sale.

As the lands in these districts are sold, other districts will be similarly improved and offered for sale.



MILES OF FERTILE LAND WAITING FOR THE TILLER

SUGAR CANE PLANTATION:

The Company will take advantage of the vast acreage of highly fertile sugar cane lands made available by the waterway improvements, by planting one hundred acres of cane from seed already on the property in 1918. This acreage will furnish the seed necessary to plant fifteen hundred additional acres in 1919, which will give the Company sixteen hundred acres of growing cane in the fall.

The Company will grind the cane cut from about twelve hundred acres and plant the balance in additional acreage. The syrup value of the cane to be ground from twelve hundred acres is, at present market prices, Seven Hundred and Twenty Thousand (\$720,000) Dollars. The total cost to the Company, to plant, cultivate and harvest this amount will be One Hundred and Eighty-five Thousand (\$185,000) Dollars, leaving a profit of Five Hundred and Thirty-five Thousand (\$535,000) Dollars. The profits derived from sugar cane operations will be used to increase the acreage in 1920 to about six thousand acres and also to build a modern sugar refinery, as the market for such *high-grade syrup* as this district is noted for is limited. The sugar cane acreage will be increased in 1921 to ten thousand acres and ultimately to twenty-five thousand acres.

Ten thousand acres of this land planted in sugar cane will produce, *without fertilizer* three hundred and fifty thousand tons of cane, or fifty-nine million five hundred thousand pounds of Grade A sugar, worth four

and one-half cents a pound, or Two Million Six Hundred and Seventy-seven Thousand Five Hundred (\$2,677,500) Dollars. It will cost approximately Seven Hundred and Fifty Thousand Dollars to cultivate and manufacture this tonnage. The figures used in these calculations are *average results* obtained from other lands in this State and are *below the results* already obtained on this tract.

FINANCIAL PLAN

A PROFIT SHARING INVESTMENT:

The Company has spared neither time, money nor effort in perfecting a security that permits the investor to participate in the *enormous profits* that will *necessarily result* from these operations and at the same time provide *all the safeguards* for principal, interest and profits that anyone can reasonably ask.

The Board of Directors of this Corporation have authorized the issue of certificates of indebtedness, to be known as Profit Sharing, Convertible Timber Certificates, to the amount of Three Million (\$3,000,000.00) Dollars, payable in ten years. These certificates are of the par value of One Hundred (\$100.00) Dollars each and bear interest at the rate of seven (7) per centum per annum, payable annually for the first year and semi-annually thereafter. Twenty-five per cent of the net profits of the Company from all sources—*land sales, lumber, syrup and sugar, sisal hemp, etc.*—will be distributed by the Trustees among the certificate holders of record, at interest periods or at any other date designated by the Board of Directors of the Company.

LAND AND TIMBER VALUES

| No. | DISTRICTS | Character of Land | LAND | | | | | TIMBER COVERED BY CERTIFICATES | | | | | | | | | TIMBER NOT COVERED BY CERTIFICATES | | | | | | | |
|-----|-----------|-------------------------------|--------------------------|----------|----------|------------|----------|--------------------------------|-----------|------------|-----------|---------------|----------|------------|----------|-----------|------------------------------------|---------------|---------|------------|---------|---------|------------|---------|
| | | | NUMBER OF ACRES | | | | | VALUE | | | | THOUSAND FEET | | | VALUE | | | THOUSAND FEET | | | VALUE | | | |
| | | | Timber | Refuse | Other | Unimproved | Improved | Timber | Other | Unimproved | Improved | Timber | Other | Unimproved | Timber | Other | Unimproved | Timber | Other | Unimproved | Timber | Other | Unimproved | |
| 1 | | Pin and Cypress, Low | | | 3,845 | | 3,845 | 315,000 | | 315,000 | 3,800K | 400M | 10,450K | 395,000 | 3,800 | 400,000 | | | | | | | | |
| 2 | | Pin and Cypress, Low | 601.2 | | 3,175.8 | | 3,610 | 318,790 | | 318,790 | 3,500K | 381M | 5,800M | 314,000 | 15,000 | 330,000 | 3,100M | 3,300M | 6,400M | 130,000 | 31,000 | 341,000 | | |
| 3 | | Cypress, Short and Low | | 12.1 | 4,807.9 | | 4,808 | 218,000 | | 218,000 | 3,100K | 3,100M | 3,100M | 45,000 | | 45,000 | 1,200M | | 1,200M | 60,000 | | 60,000 | | |
| 4 | | Short and Low | | 30.2 | 5,809.8 | | 5,809 | 308,000 | | 308,000 | 3,100K | 3,100M | 3,100M | 40,000 | | 40,000 | | | | | | | | |
| 5 | | Cypress, Short and Low | 600 | | 4,804 | | 5,404 | 310,700 | | 310,700 | 3,000K | 3,000M | 3,000M | 40,000 | | 40,000 | | | | | | | | |
| 6 | | Cypress, Low and Short | | | 6,700 | | 6,700 | 330,000 | | 330,000 | 3,000M | 3,000M | 3,000M | 3,000,000 | | 3,000,000 | | | | | | | | |
| 7 | | Cypress, Low and Short | | | 7,800 | | 7,800 | 380,000 | | 380,000 | 3,000M | 3,000M | 3,000M | 3,000 | | 3,000 | | | | | | | | |
| 8 | | Cypress, Pin and Short | | | 6,800 | | 6,800 | 350,000 | | 350,000 | 3,200K | 3,200M | 3,200M | 30,000 | | 30,000 | 3,700M | 3,700M | 3,700M | 32,000 | 30,000 | 62,000 | | |
| 9 | | Pin, Short and Short | | | 5,900 | | 5,900 | 300,000 | | 300,000 | | | | | | | 300 | 1,470K | 1,470K | 1,000 | 30,000 | 30,000 | | |
| 10 | | Pin, Short and Short | 24.2 | | 6,273.8 | | 6,299 | 315,000 | | 315,000 | | | | | | | 200M | 6,273M | 6,273M | 15,000 | 320,000 | 320,000 | | |
| 11 | | Cypress, Short, Short and Low | | | 6,500 | | 6,500 | 330,000 | | 330,000 | | | | | | | 3,210M | 10M | 3,220M | 130,000 | 300 | 130,000 | | |
| 12 | | Pin, Cypress, Short and Short | | | 6,800 | | 6,800 | 350,000 | | 350,000 | 3,200M | 3,200M | 3,200M | 30,000 | 30,000 | 300,000 | 3,470M | 3,470M | | 40,000 | 40,000 | | | |
| 13 | | Pin, Cypress, Short and Short | 24.2 | | 5,710.8 | | 5,730 | 279,000 | | 279,000 | | | | | | | 3,130M | 831M | 3,961M | 65,000 | 14,000 | 79,000 | | |
| 14 | | Pin, Cypress, Short and Short | | | 6,800 | | 6,800 | 350,000 | | 350,000 | 3,400M | 3,400M | 3,400M | 30,000 | 30,000 | 70,000 | 400M | 200M | 600M | 20,000 | 4,000 | 24,000 | | |
| 15 | | Pin, Cypress, Short and Short | 24.2 | | 4,855.8 | | 4,880 | 175,000 | | 175,000 | | | | | | | 3,170M | 700M | 3,870M | 60,000 | 1,000 | 61,000 | | |
| 16 | | Pin, Cypress, Short and Short | | | 5,500 | | 5,500 | 28,000 | | 28,000 | | | | | | | 3,400M | 300M | 3,700M | 110,000 | 4,000 | 114,000 | | |
| 17 | | Pin, Cypress, Short and Short | | | 5,500 | | 5,500 | 28,000 | | 28,000 | | | | | | | 3,110M | 400M | 3,510M | 40,000 | 8,000 | 48,000 | | |
| 18 | | Wangyee, Short, Short and Low | | 18,771.5 | | 30,835.5 | 347,000 | | 3,719,375 | 3,719,375 | | | | | | | 100K | 300K | 400K | 6,000 | 6,000 | 12,000 | | |
| 19 | | Timber | From Districts No. 1 & 2 | 3,002 | 49 | | 3,090 | 1,000,000 | 1,000,000 | | 3,200,000 | | | | | | | | | | | | | |
| 20 | | Wangyee | | 2,512 | 21,407.6 | 90,014.9 | 90,025.5 | 297,000 | 1,000,000 | 3,074,375 | 3,719,375 | 8,097,100 | 116,233M | 3,040M | 115,371M | 4,008,120 | 30,000 | 4,008,000 | 17,100M | 15,000M | 32,100M | 480,000 | 313,000 | 793,000 |

CHEN ET AL. / BURNING A RISK

| | |
|---|-----------------|
| Total Land Value..... | \$ 3,095,145.00 |
| Total Timber Value (covered by Certificates)..... | 4,679,940.00 |
| Total Timber Value (not covered by Certificates)..... | 3,095,120.00 |
| | \$10,770,205.00 |

SEVEN MILLION DOLLAR SINKING FUND:

In order to safeguard the interests of investors, the Board of Directors of this Company have duly passed a resolution *setting aside and pledging for the benefit and protection* of the Certificate holders One Hundred and Seventeen Million One Hundred and Seventy-four Thousand (117,174,000) feet of cypress and pine timber, *worth not less than between four and one-half and five million dollars*, when cut, milled and sold.

The resolution provides for the building of a modern mill to cut this timber at once, and also *guarantees* the certificate holders that *every dollar received through the sale of this lumber shall be deposited with the Trust Companies that issue these Certificates*, to provide a sinking fund for interest, principal and profit payments. *Not one cent will be deducted from the money received from the sale of lumber, for cutting, milling or any other expense whatsoever.*

The sinking fund will be further augmented by One Million (\$1,000,000.00) Dollars in seven (7) per cent. First Mortgage Gold Bonds of the Tamiami Railway, when and as these bonds are acquired by this Company, as advances are made to the railway for construction and equipment purposes, from time to time. The interest and principal payments will be made by the *Tamiami Railway to the Trustees for this sinking fund, who will hold the entire amount realized from these bonds for the benefit and protection of Certificate-holders.*

Inasmuch as these certificates may be sold and issued in different States, the Company has provided for appointing more than one Bank or Trust Company to act as Registrar and Trustee for the sinking fund, as a convenience for investors who may not live in Miami. For this reason the funds derived from the sale of lumber and other forest products, as well as the bonds of the Tamiami Railway, will be apportioned among the several Trustees on the basis of the par value of the certificates issued by each, so that the Trustees in each locality will control the proportion of the sinking fund that the certificates issued call for nevertheless. The terms and conditions printed on the back of the Certificate therefor apply to all Trustees alike.

The sinking fund will consist of the following:

| | |
|--|-------------|
| Cash received from lumber sales (estimated) | \$4,600,000 |
| Tamiami Railway Bonds..... | 1,000,000 |
| Ten years' interest on bonds..... | 700,000 |
| Interest on sinking fund on deposit with Trustee (estimated)..... | 700,000 |
| Total | \$7,000,000 |

The Company agrees to *augment this fund*, from time to time, from the proceeds of *land sales* in order to provide for *dividend payments* to Certificate-holders.

ACCEPTABLE IN PAYMENT FOR LANDS OR PRODUCTS:

Certificate-holders who purchase land, lumber or other products from the Company may surrender their certificates in payment therefor at \$110.00 for each certificate, or at par, interest and accrued profits, *whichever is the greater*, at the time of surrender. In other words, if an investor should conclude to build a home at Chevelier or engage in farming or manufacturing, he could, through the purchase of these certificates, *buy land or lumber or other products* from the Company and pay for the same with these certificates.

Thirty days prior to offering for sale lots in the city of CHEVELIER or adjacent farm lands, all certificate-holders of record will be notified and maps and price lists will be furnished in order that they may have FIRST CHOICE before these properties are offered to the general public. The holder of Certificate Number One will have the first choice of any lot in the town or farm lands in adjacent tracts. If the certificate is for ten shares, any ten lots can be selected before anyone else can make a selection. The holder of Certificate Number Two, Three and Four, etc., then follow in rotation in the same manner.

Lots that sold in the pioneer days of MIAMI for \$500 are now held for \$70,000.00. The history of Miami will be the history of CHEVELIER.

ANNUAL AUDIT:

The Company further agrees to have its books audited annually by a Certified Public Accountant, *whose business it shall be to advise the Certificate-holders in his report whether or not the Company has lived up to all of its agreements.* Copies of his reports will be mailed to each Trustee and to all Certificate-holders of record in order that they may learn for themselves, from his report, the Company's *true* financial condition and profits and, *step by step*, how the Company is progressing.

PROFITS AND REDEMPTION VALUE:

If these certificates remain in force until maturity—ten years from the date of issue—Certificate-holders will have received, according to our profit forecast estimate, the following sums:

| | |
|--|----------------|
| 7 per cent. interest for ten years | \$2,100,000.00 |
| 25 per cent. of net profits | 6,106,560.00 |
| Principal invested (repaid) | 3,000,000.00 |

Total amount paid to Certificate-holders during and at the expiration of ten years.....\$11,206,560.00

If there is an investment *anywhere* that affords *anything* like the *security* that these certificates afford and at the same time *pays anything like the profits* that these certificates will pay, the organizers of this Company have never heard of it.

PROFITS AND DIVIDENDS

SOURCE:

In order to give prospective investors some idea of the profits the Company is confident will be earned, the following estimates have been prepared, *more for general information* than anything else, as the Company is well aware of the *objection* to making profit forecasts in advance where *large* operations are involved:

Cypress Lumber:

| | |
|--------------------|--------------|
| Sales | \$ 5,262,120 |
| Costs | 1,973,295 |
| Gross profit | \$ 3,288,825 |

Pine Lumber:

| | |
|--------------------|------------|
| Sales | \$ 372,740 |
| Costs | 186,370 |
| Gross profit | \$ 186,370 |

Lands:

| | |
|--------------------------------------|--------------|
| Selling values (207,360 acres) | \$ 9,093,546 |
| Costs | 1,262,500 |

Gross profit \$ 7,831,046

Sugar Cane (8 yrs. production):

| | |
|-----------------------------------|--------------|
| Sales (238,000 tons @ \$90) | \$21,420,000 |
| Costs | 6,000,000 |

Gross profits \$15,420,000

Interest on Railway Bonds (10 years) 700,000

Total gross profit for ten years from all sources..... \$27,426,241

Operating expenses, commission and all other expenses for ten years \$ 3,000,000

Net profit available for distribution \$24,426,241

25 per cent. distributed among Certificate - holders \$ 6,106,560

\$18,319,681

7 per cent interest paid Certificate - holders during ten years 2,100,000

Surplus distributed among stockholders \$16,219,681

In other words, the Certificate-holders will receive *nearly \$600,000 annually in profits*, to say nothing of the *interest and the return of the principal* at the expiration of ten years, based on the best information obtainable.

CHEVELIER CORPORATION

ALLIED WITH THE
TAMIAMI RAILWAY

Organizers and Stockholders

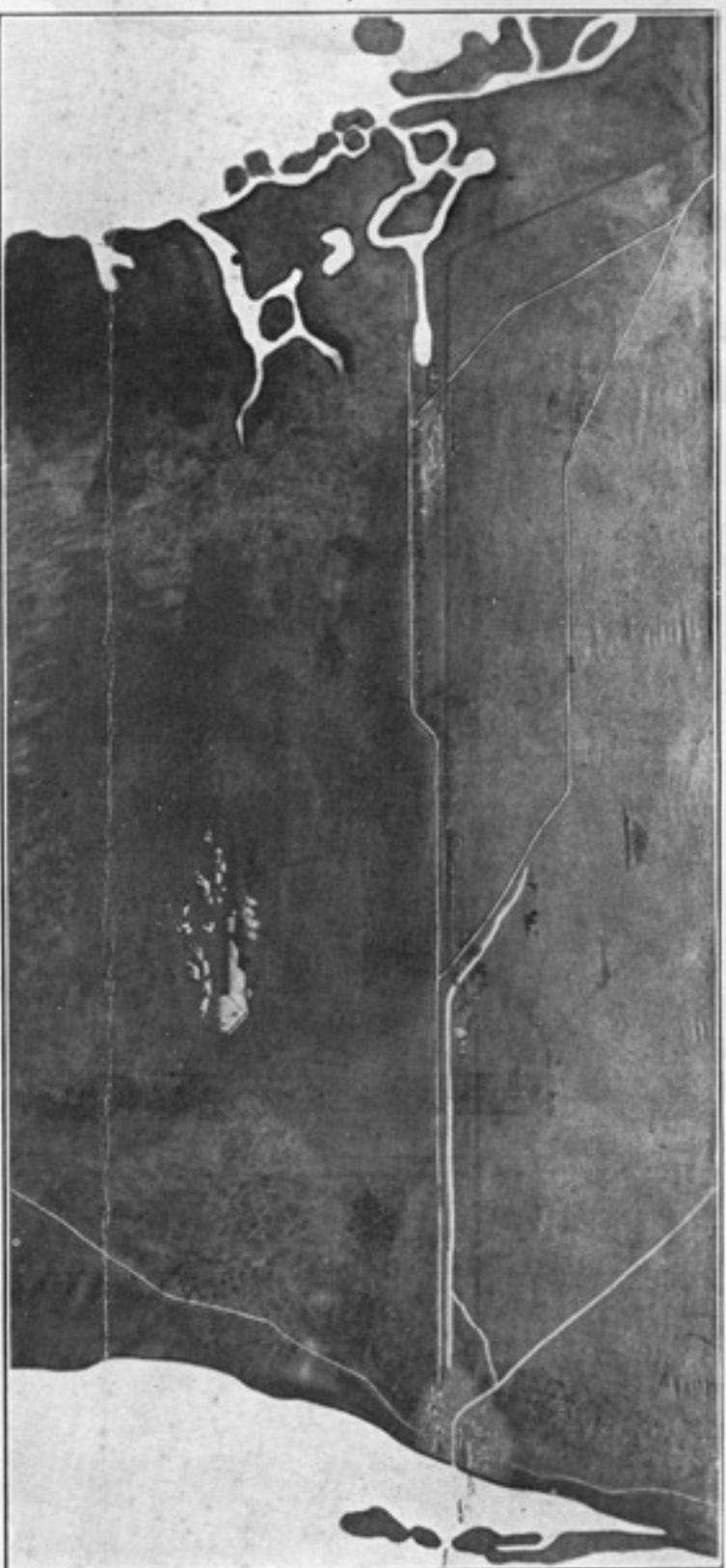
- A. W. HOPKINS Banker and Capitalist, Granville, Ill.
FRANKLIN FLOETE, President of the Floete Lumber Company and Citizens National
Bank of Spencer, Iowa.
J. H. McCORD Vice-President Citizens National Bank of Spencer, Iowa
C. TORSTENSON ESTATE (C. Torstenson was Vice-President of the First National
Bank of Milford, Iowa.)
JUDGE D. A. McDOUGAL Capitalist, Sapulpa, Oklahoma
LOUIS G. FREEMAN, Shoe Machinery Manufacturer, Cincinnati, O., and St. Louis, Mo.
L. H. DASHER Farmer, Larkins, Florida
THEO. JUNKIN Officer United States Navy, Miami, Florida
PAUL B. JAUDON Commission Merchant, Miami, Florida
GEORGE F. COOK Real Estate, Miami, Florida
J. F. JAUDON Real Estate, Miami, Florida
-

BROSSIER & CUNNINGHAM

FISCAL AGENTS

232 TWELFTH STREET

P. O. BOX 457, MIAMI, FLORIDA



*CHEVELLER
ON THE GULF OF MEXICO*

*63 Miles
TWIN CITIES*

*MIAMI
ON THE ATLANTIC OCEAN*

This map shows the route of the TAMAMIAMI RAILWAY linking the Atlantic Ocean with the Gulf of Mexico, and MIAMI with the City of CHEVELLER.

The TAMAMIAMI TRAIL, the great automobile highway under construction by Lee and Dade Counties, at a cost of Five Hundred and Seventy-five Thousand Dollars, will parallel the railway to a point that joins the CHEVELLER HIGHWAY, leading straight to the city of CHEVELLER—the Half-way Stop-over Point between MIAMI and CHEVELLER for all automobilists.

To connect the East Coast with the West Coast—the Atlantic with the Gulf—is the task that Flagler left to the TAMAMIAMI RAILWAY. The Flagler railway drew population and left a trail of prosperity all along the East Coast of Florida, from St. Augustine to Key West that amazed old residents. The history of the East Coast Railway will be the history of the TAMAMIAMI RAILWAY. The history of the East Coast will be the history of the West Coast, and the history of Miami will be the history of CHEVELLER.

Lots that sold in the pioneer days of Miami for \$500 are now held for \$70,000.00. The fabulous fortunes made in the early days of Miami will be repeated at CHEVELLER.

232 Twelfth Street

*BROSSIER & CUNNINGHAM
FISCAL AGENTS*

MIAMI, FLA.