

IN FLORIDA—YET CLING TO PENNSYLVANIA

The great state of Pennsylvania since the discovery of America, almost immediately asserted its future bounds.

Its rich ozone, mountains, hills, forests and streams commanded its adoption by men of honor, vision, strength, construction and determination.

This Great State was made one of the greatest states by its adopted children until now it gives to its neighbors all the necessities of life, as well as heat and construction, and is lacking in only sugar and a place of rest and recuperation.

The Vision of the proud native son, Hamilton Diston, realized its short-comings and with his vision, determination, conviction and wealth he searched and then proved that Florida was its superior at least in sugar and continuing Youth.

The Pennsylvania Sugar Company, showing confidence in its eldest brother, and true to the traditions of its great constructive forefathers, built one of the most modern and efficient sugar mills in the World, at a cost of approximately One Million Five Hundred Thousand Dollars, and bought outright from the state of Florida, and the native of Florida, and the natives of other states, about One Hundred and Sixty-Five Thousand Acres of land and accepted the task of proving to the World that Providence still holds opportunities beyond our Imagination, to him who will only try.

We, having been attracted to the acts of our brothers, have selected another spot in the great state of Florida which our Vision tells us is right. The Pennsylvania acreage comprises over Two Hundred Thousand Acres, and we predict with the unmatched gifts of nature and with the assistance of the native of Florida, the makers of Miami, the ambitious of other states and of the World, working hand in hand with ourselves, that there will be uncovered in this Greatest of Havens, men who will reach a height far greater than those greatest of Pennsylvanians whose achievements have been heartily acknowledged by the World.

Pennsylvania Sugar Land Co.
Harrisburg, Pa.

T H E F E A R T O I N V E S T T H E I R



A typical Florida Home, three years old, which you may build on ten percent of your acreage. If you plant the remaining unused portion of the two acres to strawberries, vegetables and fruits, AND EVEN IF YOU HAVE LOST ONE LEG AND ONE ARM, you should be able to live better and longer and make more money than you are now making even if you receive a high average salary.

IN November 1922 in Philadelphia, Pennsylvania, we decided to make a study of the sugar situation, so as to learn first-hand and to tell the people of the state of Pennsylvania first-hand, why it was that sugar, common, ordinary, granulated sugar, should be selling at such a high price, when the farmer of Pennsylvania who raises wheat, who raises oats, and who raises corn, was unable to harvest his crop and sell it for even as much as it cost him.

Why Sugar Is High—We found upon investigation that the only farmer in Pennsylvania who is really making any money is the tobacco farmer, but we came to the conclusion that every dollar of profit which he makes he is entitled to, by reason of the special care and close attention that he and his family must give to the cultivation of this product.

We also found in our investigation that while the tobacco farmer gets a fairly good price for the tobacco which he raises, he can only raise a few acres, because the work is so tedious and painstaking. When he raises tobacco it is necessary for him to top it; in other words he must remove the seed so that the leaf of the tobacco becomes larger. Since this operation is contrary to nature, he, therefore, must rid the plant in order to get a good profit of the scavengers or insects which nature places with all plant life at different stages of maturity, who would perforate the leaf or eat holes in it if left unmolested, so as to clean up everything but the seed, which is used to reproduce more tobacco.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.

The Tobacco Farmer Does Make Money—Therefore, you can readily understand why the tobacco farmer has more trouble, more insects, more bugs, that he must overcome, in order to make money, than he would have if he were able to market his product before he removed the seed. In exactly the same way in which he markets his corn, or his wheat, because he makes money by selling the wheat, which is seed, the corn which is seed and the oats which are seed.

Prices Different—In looking into the sugar situation we found that the price of sugar varies in different places. Some stores in Pennsylvania sell it for one price and other stores in Pennsylvania sell it for another price, and since everybody has to have sugar in order to live, regardless of the price of sugar, you will always have to pay the price because without sugar or a substitute the human being could not exist.

We found as our investigation proceeded, that the natives of the island of Cuba, whose call for mercy, education and betterment of conditions was finally answered by us, after the sinking of the battleship "Maine," are raising sugar cane and have been doing the best they could to try and repay us for the American lives, the American money and the American helping hand which was extended to them at a time most needed.

Americans Guide—They have been cultivating sugar cane, and harvesting it, under the guidance of the expert American. The fortunate ones have sent their offspring to our schools so that they may increase the supply of body food—sugar—which they could see was extending beyond their power of production.

These worthy people have continued in their efforts until today there is over three thousand pounds of sugar produced by the Island of Cuba for every man, woman or child, on the Island.

Raw Sugar Cheap—We found that the Cuban can raise and produce the raw sugar without duty for approximately two cents a pound, and that it then only remains for the sugar mill to refine and purify it.

At this point we came to the conclusion that Cuba was again calling us—that they again needed more help either in the shape of more acreage to farm sugar cane, or by reason of their inability to supply sugar in great amounts at a reduced cost, oblige the American inventive genius to accomplish the result which the great farm implement inventors accomplished for the American farmer in the raising, harvesting and distributing of other food-stuffs.

UNCLE STEVE ROBERTS

Proud of his Sugar Cane.

Sugar Cane, Cape Sable District, Picture taken 1918. Cane had been ratooning fourteen years and is still doing

so.



T H E F E A R T O I N V E S T T H E I R

Profits very Inviting—As our investigation proceeded, and after we were satisfied that the profits which were being made out of sugar were very inviting, and that the high price of sugar is maintained because of the demand, the next step for us was to find where nature had provided a spot to grow more sugar cane so as to give a profit to the grower and at the same time necessarily stabilize the market and reduce the price.

Wanted to be Sure—We, therefore, left Philadelphia in August, 1923, on the good ship "Essex," which is operated by the Merchants & Miners Steamship Company, plying between Philadelphia and Jacksonville, Florida. We stopped at Savannah, Georgia, and were driven around that very wonderful old southern city and had an opportunity to converse with the people.

We left Savannah and came to Jacksonville, where we had an opportunity to meet the Floridan. We then proceeded over the Florida East Coast Railroad to Miami.

We must give you our impressions as we go along, so that you may know how wonderful this opportunity is for you and so that you may know what a wonderful country we found in the state of Florida.

Why We Excel All—As the foreigner is made greater if unannounced as soon as he comes to breathe the Democratic American air, regardless of how great he may have been in the place of his birth, so the American becomes greater as soon as he comes to breathe the unrestricted salubrious breezes of Florida, and he is filled with the wonderment which is forced upon him on every hand by the miraculous gifts which nature has placed here for man, plant and beast.

In Florida the Pennsylvanian will find the constructiveness and firmness of his forefathers; the cool calculating reserve of the New Englander, and the Philadelphian; the frankness and the bravery of the Westerner; the politeness and hospitality of the Southerner, all melted into one great mass which now makes the citizens of the great state of Florida.

He gets the Fever—If he remains long enough to perceive this outstanding quality in his neighbor, because his neighbors are largely Pennsylvanians, whose ambition or poor health obliged them to seek success, health or both in other parts, and the balance of his neighbors who were the ailing, the brave, ambitious and energetic people from practically every other state, as well as from the World, he suddenly has to admit that he, too, is becoming like his brother and relatives from other parts of the universe, who have already settled in Florida.

She is a Great State—This is the paramount reason why the great state of Florida has been able to withstand the criticism of the unscrupulous, of the selfish and of the ignorant, and yet remains without a competitor, the recognized haven of continuing youth.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.

After you have breathed the air of the great state of Florida long enough, you put your hand in hers that she may unblushingly prove that she is the haven of continuing youth, as she gleefully leads you on and on to the apparently impossible to everything the farther south you go.

When we reached Miami we were dumbfounded—We stood aghast—and we Unconsciously as well as consciously agreed that the people who came before us had a perfect right to call it the "Magic City".

Majesty Personified—Every place we looked, Majesty was positively in evidence and Miami Beach without question we believe will be pointed out in an infinitely short time, as one of the greatest works of man.

This great island, which is largely artificial, stands out at the headwaters of the Atlantic Ocean, as a monument to the vision and health which nature has blessed with Florida.

In back of it the great city of Miami, whose accomplishments we would not even try to disclose to you, is positively beyond human imagination. Here will be found a city that is busier at all times than any city in the state of Pennsylvania was when the oil booms were announced by the drill.

Where the Indolent become Industrious—Every day on every hand in every place, you find the people hurrying. They are doing their utmost to keep ahead of the people of the United States and of the World, so as to find a place to accommodate the day laborer, the miner, the mill worker, and the great captains of industry,—all of whom can find a noble work to do.

Volumes could be written by us, telling you of only a few of this great "Magic City's" charms, but we refrain from even insinuating that we are telling you but very little.

Florida Fooled the Doctor—Here you will find an old residenter; you will talk with him (and by the way Miami is only twenty-seven years old) and he will tell you why he first came here. One may tell you that his doctor ordered him out of the state of Missouri fifty years ago because of his positive tubercular condition. In the next breath he will tell you that he is seventy-eight years old, and you knowing the industrious Pennsylvanian and by a very honest and fair comparison, you would not judge him to be over sixty.

All Well—Others you will find who had hardening of the arteries; another with Asthma; another with Bronchitis; another who feared Pneumonia; another disabling Hay Fever, and since our investigation was only superficial, we again confess that we are telling you but little.

Health Beaming—We can tell you, however, that every man, woman and child that you find in the southern part of Florida, is healthy, happy, robust, alert and strong and is capable of successful, profitable effort.

THE FEAR TO INVEST THEIR



One of the most modern Sugar Mills in the World, erected by the Pennsylvania Sugar Company of Philadelphia, Pennsylvania, at an approximate cost of \$1,500,000.00. This company purchased approximately 165,000 acres of land and are draining same so as to be able to enjoy their share of the future sugar business which is increasing with leaps and bounds.

We want you to understand absolutely that there is no connection between this company and the Pennsylvania Sugar Land Co. We simply used the word "PENNSYLVANIA" because we like the name and to share in the benefits of the advertising which this improvement has already received, our objective being always to try and convince you THAT WE ARE OFFERING YOU AN UNHEARD OF OPPORTUNITY.

When we talked with some of these old residents we found many of them were satisfied and thanked Providence gladly because of the good health and happiness which they received at her hands. They did not desire to make money.

More in this World than Money—They will tell you of the prominent corners in the city of Miami, one of which was sold for \$250.00 just a few years ago and the man who sold it at the time believed he was getting \$200.00 more than it was worth—and today that piece of ground is improved with one of Miami's most beautiful buildings, and the value of the property alone is estimated at \$750,000. Another one will tell you of a corner on which the Leamington Hotel now stands, which could have been purchased ten years ago for \$5000.00, and eight years thereafter sold for \$100,000.00, and now holds one of Florida's most beautiful hotels.

Proven on Every Hand—We could continue to name every prominent corner in Miami, all of which have practically the same history, but we don't want to tire you.

After a thorough search of Dade County and after we were convinced that we had stopped in the right place to accomplish our purpose, we then made a study of lands and the conditions which would help us to formulate our plans for this great opportunity which is now being presented to you.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.

Pennsylvanians Look Ahead—We found the massive sugar mill of the Pennsylvania Sugar Company of Philadelphia had been built in Dade County, near Miami. It is one of the most marvelous and modern sugar mills in the world, constructed at a cost of approximately \$1,500,000.00. We found that the Pennsylvania Sugar Company, anticipating the future growing demands for the common body food—Granulated Sugar—after a very careful and thorough investigation, purchased about 165,000 acres of land that they might be able to plant enough sugar cane so as to enjoy their share of the sugar business, as the demand continues to increase.

Cheaper Sugar—Here this great company from Pennsylvania has a sugar mill which grinds the sugar cane, and instead of burning that which is not sugar, and which in Cuba is of no other value than for fuel, they make paper of it so as to get a greater profit which always comes from perfection.

Realizing that we had found the right place, it was then necessary for us to find the right man whom we could depend upon to raise sugar cane for you. We went to the Southern Bank and Trust Company and met Mr. J. E. Lummus, who is the president of the bank, and a man of such proportions that when the city of Miami's population exceeds millions of people, you will find him just as courteous and equally as enlightening, as he was to us.

We told him of our mission; we told him of the man whom we sought and he very kindly swept aside all of the many demands for his time and told us he would introduce us to a man who he believed was more conversant with the Florida Everglades than any man in this section of the country.

J. E. Lummus Was Right—We have now convinced ourselves that Mr. Lummus was right, for that man is Captain James Franklin Jaudon, who is now the president and general manager of the Royal Palm Sugar Cane and Planting Company.

He Was Waiting For Us—We told Captain Jaudon what we wanted and we noted with pleasure a genuine look of satisfaction on his countenance when he said; "I have always hoped that someone would come along with just such ideas as you now present. You are right and I will help you."

We then proceeded to look for the best land in Southern Florida to suit our purpose, and as we started out to the Cape Sable district, we passed more beautiful homes with more beautiful plant life than we ever thought existed, and on every hand were greeted by the towering royal palm which is conceded the supreme of the tree family.

A Monument to American Invention—In our search for lands, we passed the home of James Deering, the son of the man whose inventive genius has saved thousands of dollars for the people all over the world by the invention of harvesting and reaping machinery, and who was well repaid for his efforts. This home was erected at a cost of over \$6,000,000.00.

Abraham Lincoln Was Right—As we passed along in search of our lands, we again found that the people of Florida are right, for here we encountered a great packing plant and after we understood what they did, we could see that they believed that Abraham Lincoln was right when he said; "You can't fool all of the people all of the time."

T H E F E A R T O I N V E S T T H E I R

This packing plant buys and takes in all of the vegetables and citrus fruits. They do their utmost to make them presentable for the Northern markets. Their great idea is to dress up the Florida product as invitingly as possible so that they may command the highest price and at the same time be another reminder and invitation to you to one of Nature's greatest garden spots.

The commission man of the North, by the policy which is pursued by the packers of Dade County, knows the moment that he sees the sign on the box, without even opening it, the grade of its contents. He is so thoroughly convinced of the honesty of the shipper that he does not have to give one shipper the worst of it so as to overbalance what another shipper might do to him when he is not looking.

Tomatoes Build Buildings—And as we continued to look we found that great yields of tomatoes were harvested and sold and that the grower of these tomatoes for one crop received even more in dollars and cents per acre than you would have to pay for the finest farm lands in the State of Pennsylvania, and the same can be said of any other truck plants.

Here We Found Churches Of Many Denominations—Some of them hastening to complete new gigantic structures to make comfortable the devout of their creed.

The Avocado—We found that the avocado pear, the grapefruit, the orange and the lime grow to an almost unbelievable height, in an infinitely short time, and the prices which are commanded for these various luscious and palatable fruits, far exceed the fondest dreams of the grower of the same kind of fruits in any other section of the world.

The illustration below shows working first crop of tomatoes on marl soil, near Homestead, Florida.



MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.

Appointed Allapattah's first Postmaster; member of the firm of Jaudon Brothers, Commission Merchants, here when Civil Engineer A. L. Knowlton laid out Miami.

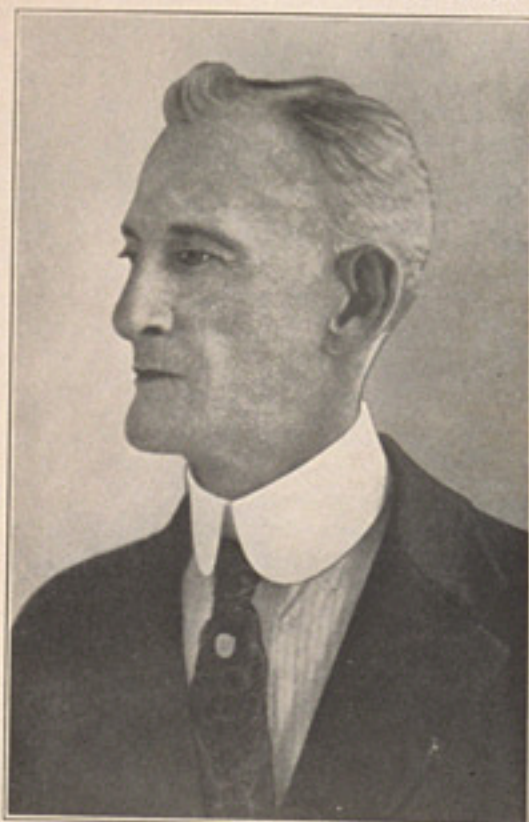
This pioneer's strongest impression was of agricultural possibilities. He declares that the biggest individual incident of his pioneer days was the sending of the first solid carload of tomatoes, grown and shipped by the Jaudon firm. He says, "It looked as big as the McAllister Hotel to me."

Specialized in raising and selling truck and citrus fruits, and his recreation was spent in growing sugar cane and other plant life on various soil formations, spending his own money, having his sugar cane impressions verified by some of the foremost sugar cane experts.

City tax assessor, 1905 to 1908, and County Assessor until 1917. Captain Jaudon was the originator and promoter of Special road District No. 1, which constructed the Ingraham or Cape Sable Highway and was active in promoting the Causeway project and Tamiami Trail. He says, "He was so darn busy helping the County grow that he could not make money."

Captain Jaudon is a Democrat, a Baptist, a Shriner, a 32d Degree Scottish Rite and Master Mason, a member of the Knights of Pythias, Elks, Moose, Oddfellows, Redmen, Maccabees and Modern Woodmen. He is Senior Captain in the National Guard of Florida, on the retired list after nearly twenty years of service.

He says, "I hoped some day that some one would come along with just such ideas as you now present. You are right and I will help you." He further says, "I was not restricted as to where to look, considering everything, I believe your holdings are the best for your purpose. Your description of its possibilities to the people of the Commonwealth of Pennsylvania are indeed very conservative."



CAPTAIN JAMES FRANKLIN JAUDON

Recognized as one of the "MAKERS OF MIAMI".

Potatoes In Demand—We found that the potato, both the Irish and the Sweet, are given to its planters by nature, at a time when the northern supply is either exhausted or too old for the finer taste,—thus making it possible to command the highest market price that has ever been known in the history of agriculture.

As we proceeded further we found growing the **Radiance Rose**, which has been pronounced by the connoisseur of flowers to be the most beautiful yet produced.

Peace in the Family—This rose is so beautiful and is so anxious to invite you here that even the beautiful coloring of the rose itself is reflected in the leaf, which has been grown to protect it. This rose is grown on Marl soil and the particular one which we speak of is on the Evergreen Farms in the Allapattah District, which is owned by some folks from Chicago, Illinois; stepfather and stepson.

T H E F E A R T O I N V E S T T H E I R

Appreciated Marl Soil Years Ago—Nine years ago they bought fifteen acres of land three miles from the city of Miami at a cost of \$150.00 per acre. Seven years ago they moved onto the farm and they will tell you as they told us, that the marl soil is the only soil in this county which will permit the radiance rose to perpetually bloom out of doors, as the marl soil is the only soil in Dade County which will allow this most beautiful rose to grow successfully without irrigation.

Too Happy to think of Selling—When asked what they would take for the fifteen acres which they now use to grow the Radiance rose, the sweet pea, the asparagus, the croton, the fern, the lady of the house stated: "It never occurred to us to put a price on it until yesterday, we are so happy here, but if you care to purchase the ground and our business you could not do so for less than \$125,000.00.

Smart Railroad Men—And as we studied the various formations of the ground, followed the line of the Florida East Coast Railroad, we found that the places on which depots had been established years ago and where the farmers (some of whom are still there, and others are operating some of the finest businesses in the city of Miami) that all of these lands are of a marl formation or a clayey limestone.

A section of the City of Homestead, Florida, showing Bank of Homestead in foreground; 12 miles from our land holdings.



MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.



Shows how lands are drained. The white is coral rock, which when removed can make a boulevard in front of each lot.

Yields Continuingly—We found in this investigation, patches of sugar cane on marl soil some of them which had been planted six years ago and still producing. Unlike the corn which you know in Pennsylvania which must be planted in the summer and harvested in the fall, and then this land replowed so that wheat or oats or hay may be planted the following season, sugar cane in Dade County is almost a perpetual crop. Instead of plant life dying as the corn does and the wheat does, sugar cane continues to grow. It **Rattoons**—at least that is the word which is scientifically used to tell you that you can keep cutting it.

Nature Knows What's Good for Us—We believe that nature has been kind enough to us—Knowing that we must have sugar as we must have salt—to have provided this plant with the ability to continue to give so that we may have enough.

We found sugar cane which was planted in the Cape Sable district—in fact at Cape Sable—over twenty-seven years ago, and we found old residents who remembered the time when the cane and syrup from Cape Sable, and before there was any railroad in South Florida, was taken by boat around the lower edges of the Peninsula of Florida and delivered and sold to a few who were then living where the city of Miami now stands.

Marl Soil Supreme—We found in our investigation and were told by our experts, that the quality of cane which grows in Dade County on marl soil is far superior to that grown on the Island of Cuba, as the cane must be replanted practically every year over there, on account of a slightly hotter climatic and soil condition.

T H E F E A R T O I N V E S T T H E I R



Redland Farm Life School near Homestead, Florida.

Here we found the School Building whose designers retain architectural beauty in anticipation of their rapid future growth.

We Asked The Plant—We found cane growing in marl soils which the owners of these lands very stoutly insist bring more money in the Miami market than any cane grown in Cuba, or in any other soil formation in the State of Florida.

In our inspection and our efforts to find the best location, we were not hampered in any degree, as the owners of the lands which we have selected, the Model Land Company, are a part of the Florida East Coast Railroad, or what is better known as the Flagler System.

Wisconsin Should Be Proud—Mr. J. E. Ingraham, who will be conceded in an infinitely short time one of the greatest benefactors of the State of Florida, when a young man in conference with Mr. Henry Flagler, and other railroad directors, agreed to run a line of levels across the State of Florida, from Fort Myers to Miami. This young man from Wisconsin willingly headed a party to make the trip so that he would be able to point out to the pioneer the fertile parts of the interior of this great adopted state which he loved so much, and open up a new territory to farming industry that it would result in increased freight tonnage to the road, of which he was an officer, as well as a thorough railroad man.

Slight Recognition—Dade County in their desire to give credit to this great man, christened the highway running from Cape Sable to Miami, and which skirts our property on the North, Ingraham Highway, as a small token of their appreciation of his fearlessness, honesty and vision.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.



Typical picture of our land holdings showing Hammock lands in the distance, which are small high places with trees on them. "Rut" Livingston says they cover about ten per cent of our holdings. And also, that the marl soil over-laying the coral rock has an average depth of approximately twenty-four inches.

Brave and Smart—Mr. Ingraham while agricultural commissioner of the Florida East Coast Railroad, having seen the sugar cane growing in the Cape Sable district, delegated one of his lieutenants to obtain cane and distribute it amongst the few farmers in Dade County, that they might have syrup for their hot cakes and that it might be an inspiration for them to grasp the opportunity which was then theirs, to make the southern part of Florida the sugar bowl of America.

We Don't Blame Them—These great farmers who Mr. Ingraham was so desirous of aiding did not heed the visions of this great man entirely, and you cannot blame them, because some of them by farming only five acres of tomatoes have been able from the returns of this small crop, to use it as the basis for some of the finest buildings and homes in the city of Miami.

Telling Only Little—We could continue to write endless volumes but we do not believe it is necessary to tell a few Pennsylvanians, for only a few can participate in this great opportunity which will be used to purchase for you a place for a winter home in the garden spot of the World, and raising on 90% of your land holdings, after preparation by cultivation to tomatoes and other truck, sugar cane which every day in every way you are being reminded that this necessary product is becoming scarcer because of the increasing demands all over the world, for sugar.

T H E F E A R T O I N V E S T T H E I R



Lands on Florida Bay where you may enjoy and aid in making an Atlantic City every day in the year.

Study the Map—We have selected for you a tract of land a map of which you will find in another part of this booklet. You will note that it is bounded on the North by the Ingraham Highway, and on the South by the Bay of Florida. You will note just above us on the North is the Royal Palm State Park.

This permanent improvement has been dedicated to the Confederated Women's Clubs of Florida, as a State Park where the natural plant life of Florida shall be preserved and maintained for the benefit of the visitors of the World and the lovers of Horticulture and plant life.

Understand the Map—The reason this spot was selected is that it is the only place where the great and massive Royal Palm Tree grew naturally, and only seven and one half miles from us on the east will be found the Great Florida East Coast Railroad System, which we are sure will be very willing to skirt our property—in fact will be obliged to skirt our property long before your first sugar cane has been harvested.

Just a little to the south of us will be found Key West, to which a Bridge in the ocean has been built. This is considered one of the greatest engineering feats ever accomplished in the World.

A Truly "Magic City"—We have told you something about the "Magic City" of Miami. It is true it is very little, but we predict that it will be one of the greatest cities of the World. The building permits in the month of July, 1923, exceeded \$1,225,000. The people who are here realize that if they are offered a piece of property today they had better buy it because tomorrow someone will come from parts unknown, will snap it up at the price it is offered, and by using a vision which he carried since his infancy, will build an institution which will oblige the value of this property and the surrounding property to soar with leaps and bounds.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.

Anthony Rutgers Livingston, Civil Engineer, born Camden, New Jersey, 1874; reared and educated in Kansas, Public School Education, graduate University of Kansas, Lawrence Kansas. Located in Florida in 1913 with Engineering Department, Florida East Coast Railroad. In 1914 moved to Miami; later given charge Model Land Company affairs, extreme south Florida, headquarters Homestead, Florida. Duties—sales, surveying of land, and all engineering projects, embracing the building of roads, bridges and drainage canals. Very prominently identified with the Construction of Highway from Homestead into Cape Sable District.

Mr. Livingston is a Knight Templar, Mason and Shriner and is Present High Priest of the Royal Arch Chapter of Homestead. "Rut" Livingston says, "This book is very conservative in all of its statements."

Miami has become a very wonderful city because of its natural health advantages. It is a city where all the year round one may find more comfort than he can find elsewhere and regardless of the health he may now enjoy, his health will be better, he will be happier.

Only A Boy—Miami has reached its great height in twenty-seven years primarily because of its natural water front location and because of its wonderful climatic and health advantages, and the ocean breezes which it obtains from the east.

You, however, are being offered what we believe is a greater natural location than even the "Magic City," for here, if you will study the map, you will see that we have selected for you every natural advantage that the city of Miami first enjoyed and more because if there is such a thing as below the frost line in Florida—we have it. If there is such a thing as duplicating the tropical plant in Florida, we shall be able to do it and instead of only having the ocean breeze from the one side, our location you will see incidentally enjoys the ocean breezes from three sides.

The Sky Is The Limit—Therefore, from a mathematical standpoint, we can be three times as great as the "Magic City," provided you desire to do so, and depend on no one.

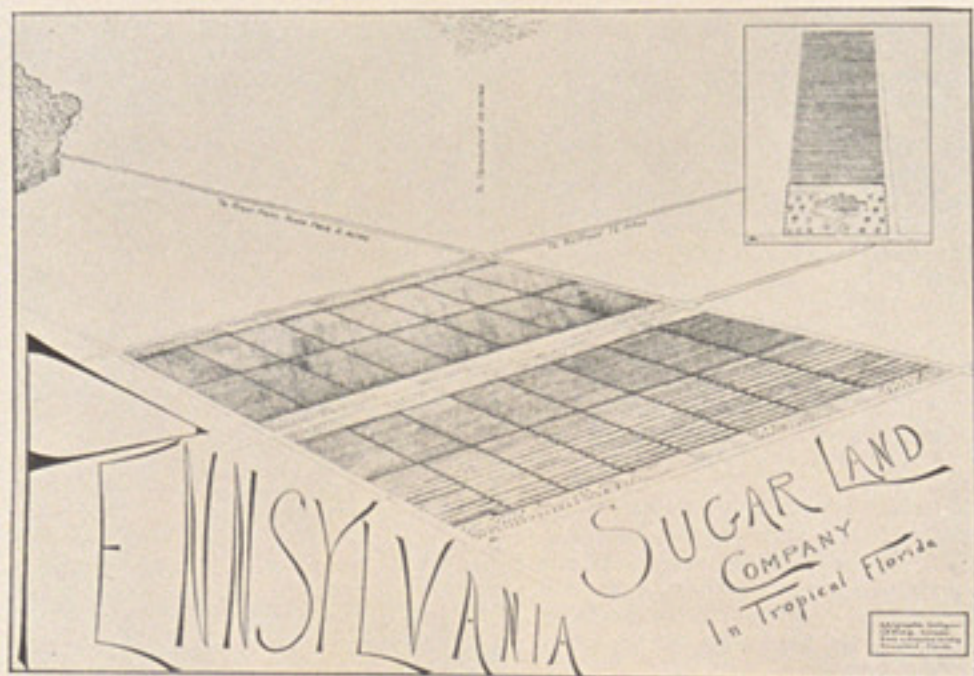
Telling you as little as we have in the limited space which we have employed, to invite you to participate in one of the greatest opportunities that has ever been brought to the attention of human beings, we want you to know that we will speak to thousands of people. We want you to know the tremendous possibilities of our district, being able only to obtain a limited amount of these lands and feeling that we desired the price down so that it would be within the reach of all, we have decided to offer these most wonderful lands to the people of the State of Pennsylvania first, because it is best for you and for Florida.



"RUT" LIVINGSTON

Six Feet Four Inches, 185 Pounds and every inch a man.

T H E F E A R T O I N V E S T T H E I R



Prospective view of typical section (640 acres) divided into 32 lots of approximately 20 acres each; note proposed drainage ditch and hard surfaced Boulevard in front of each lot. Also note upper right hand corner showing single lot of approximately 20 acres with 90 per cent reserved for planting vegetables, and later Sugar Cane by THE ROYAL PALM SUGAR CANE & PLANTING CO., who agree to plant this for you, and act as your renter for Ten years giving you two-thirds of the net cash returns each year.

Ten per cent of this land showing Winter Home, where you may also plant your own Grape Fruit, Oranges, Bananas, Avacados, Strawberries, Tomatoes, Potatoes, and other vegetables. Close to an ATLANTIC CITY, every day in the year, where you may enjoy HEALTH, WEALTH, and HAPPINESS.

A Rare Opportunity—These lands will be sold for approximately \$75.00 per acre, or \$1500.00 per lot as per map or plot. The section is divided after roads and ditches are laid off into thirty-two lots, each somewhat less than twenty acres, because of the land so taken for roads and ditches. We will not allow anyone, regardless of his station in life and regardless of his wealth, to purchase more than approximately 160 acres or 8 lots of this unheard of opportunity.

A Wonderful Man—Neither will we allow any one to purchase less than a full lot as mapped of this land; we require all to enter into a contract with the Royal Palm Sugar Cane and Planting Company, whose President and General Manager is Captain J. F. Jaudon, and whose associates are made up of some of the highest types of citizenry of the City of Miami and of the State of Florida, that they may have the exclusive use of 90% of this land where they will first plant vegetables to prepare the lands for and later to plant sugar cane. The company takes as its compensation for this work, one-third of the profits after the cost of planting and cultivation has been returned to the purchaser of this land, who has defrayed the expenses of this operation.

MONEY HAS KEPT THOUSANDS POOR

—Andrew Carnegie.



B. C. Small, Vice-President, and A. R. Livingston, Engineer, Inspecting drainage and road development in Cape Sable District, near Miami, Florida.

You Can't Help Making Money—Under our plan we further require all purchasers of this land to agree not to offer for sale these lands for less than \$350.00 per acre for a period of ten years, for we feel that in an infinitely short time these lands will not be sold by the purchaser at any price because after they see just a few of the possibilities which we saw, a great part of our reward will come in the gratification that will necessarily follow the reaction of every purchaser.

DRAINAGE

This wonderfully fertile marl soil which has been made by nature for you, is almost ready for cropping, save only that it must be drained. This is an engineering problem which we will speak of only in a passing manner. There is nothing new about the drainage of these lands to the engineer.

There is nothing new about the drainage of these lands to the State of Florida. These lands will be included in a private drainage district and all lands within the proposed district can, with the consent of the supervisors of the Everglades drainage district, they being the same state officials who constitute the board of trustees of the Internal Improvement Fund, be formed into a special drainage district to reclaim the lands lying within the district.

The State of Florida Protects You—Upon the formation of the district which will be known as the Royal Palm Drainage District, bonds of the district can be issued and sold to provide the financing of the drainage operations; and these bonds shall constitute a first lien against said lands. The taxes assessed according to the benefits of the drainage, are used to retire the bonds so issued and the bonds may run for a period of thirty years. The land owners elect the supervisors of the district and control the acts of the supervisors. This district will be created by virtue of section 1098, General Revised Statutes of the State of Florida, 1920.

T H E F E A R T O I N V E S T T H E I R

Rare Ability—It has been estimated by Mr. A. R. Livingston, Civil Engineer, who has practiced his profession in this district for the past ten years, that this land can be drained and hard surfaced roads put down so that every owner of only twenty acres of land may have a hard surfaced road, a boulevard bounding the entire one side of his holdings at a cost of only \$15.00 per acre, which means approximately fifty cents (50c.) per acre per year.

So that you might know the ease with which drainage of these lands in our opinion can be accomplished, simply think of the streets of the city which you are most familiar with and see how easy the rainfall is removed from the streets, regardless of how high or how low they are, and this rainfall together with the city sewerage is carried off by the sewer pipes to a lower point and eventually empties into the creek, river, lake or ocean.

Simple For All—The drainage of a farm land area is infinitely more simple than the sewerage system which is installed in your city streets, for the reason that no pipes are used, thus the expense is cut down greatly.

It is simply necessary to dig by large digging machinery, a ditch every half mile. This digger takes up the marl soil first, places it on the side of the bank and then removes the coral rock, usually with ease.

There For You—This coral rock is placed on top of the marl soil, a steam roller which you see every day going to your daily work, which is used to rebuild or repair your city streets, is allowed to pass over the coral rock so that you have when the district is completed, an area of fertile land where the rain is allowed to fall, where the soil is permitted to drink to its heart's content and where the surplus water trickles off of the soil into the open sewer and runs gleefully on to the ocean.

RAINFALL

One of the reasons why Dade County is such a wonderfully fertile and healthy county for plant life, beast and man, is the abundance of rainfall which comes just at the time that it is most needed. Here you will find about sixty inches of rainfall, wholly unlike the rainfall which you are used to in the State of Pennsylvania. This wonderful refreshing water is given to us without any effort on nature's part. It makes you sleep better—doesn't even disturb you. In other words, there is no fuss made before it rains.

Rainbows Beautiful—The sun is shining for one minute and the next minute it temporarily disappears and without any notice of any kind, rarely even lightning or thunder, the rain just falls either in large or small amounts, after which the sun comes out and the rainbow is in evidence.

Afraid of the Heat—When we left Philadelphia, for Miami, we were just a little bit afraid, coming from a Northern climate, that we might not be able to stand the heat of the hot summer, and you will be surprised to know that every day since we have been in Miami we found it far more pleasant than in any city in the State of Pennsylvania.

The hottest time in August is from sun up until about 9:30 a. m., after which the trade winds from the ocean continually blow so that anyone sitting in the shade is cool, and in most cases every evening of the year a cover is required upon retiring. This condition exists the year round.

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Atlantic City in January—This is another reason why it is so wonderful, and the Pennsylvanian who has contributed to the support of the great sea resorts of Atlantic City and the Jersey shore, will have some faint idea of how wonderful Miami must be when they know that in Miami they have Atlantic City in January while the Pennsylvanian is alarmed and worried as to whether his father, mother, wife and loved ones will survive the ravages of pneumonia or some other death dealing illness which is found in Pennsylvania at the time when the birds of the air have flown.

William Jennings Bryan Passive—In Florida you will find the Democrat and the Republican. There is only, however, a difference of opinion because they realize the danger of single thought and even here the Honorable William Jennings Bryan will be found in the winter, leading the largest open air Sunday School Class in the World.

Respect and Courtesy—Here in Florida you will find the cultured lady teaching school or waiting on table in the restaurant. The people treat all with every respect and courtesy, regardless of who you are, where you come from or whom your forefathers might have been. They dare not advise you; they do not even underestimate you because they do not know what great thing you have come here to accomplish.

Madame Grundy Succumbs—They have seen too often in the last twenty-seven years the boy or the girl who did not live up to the strict ideas of convention or who displeased the Madame Grundy of their city—come here at the dictates of their vision and accomplished wonders when, if they had remained at home, they might have been ostracized from society or check-mated in their career because of some fanatic reformer, because of the idea or conventions of their conventional parent.

We Wanted to Belong—When we first came to Miami our first impulse was to get as close to the "Magic City" as possible regardless of the price we might have to pay for the lands which were selected for you, but when we considered everything and made a thorough inspection and received the reports of our experts, which we employed to determine the most logical place for a sugar cane development, we decided that this great and unheard of opportunity which is now being presented to you, is the very best spot, considering everything, that you can ever hope to get at such an unheard of price.

In making our selection, we kept in mind a condition which existed just a few years ago in the western part of the United States. The demand for sugar was increasing beyond the control of the growers of sugar cane. A few people in the West saw that it would be a matter of a very short time before they could not get sugar at any price.

Had to have Sugar—They looked into the sugar industry and found that a very fine sugar, not as sweet as the cane sugar, could be made if they could find lands which would grow the sugar beet. The result was that sugar beets were planted in Michigan, in Nebraska, in Colorado, in Utah, in Wyoming, in Idaho, in California, and when these sugar beets commenced to mature, there were great mills immediately built.

Simple as A, B, C—And right here we want you to know that a sugar mill or a sugar refinery, is just as simple as your cook stove and your cream separator, for before we had machinery your grand parents had sugar. The only difference between the old kitchen stove and the sugar mill is that the sugar mill is the scientific method of using a lot of old kitchen stoves.

T H E F E A R T O I N V E S T T H E I R

From Desert to Garden Spot—Now, if you travel through the West, you will find in the remote spots great large towering buildings, that stand almost alone.—These are sugar mills. Just a few years ago these were barren arid spots where nothing would grow on the ground but sage brush. Realizing they had to have sugar, they irrigated this land; they put water on it in other words, and while they may have been miles from nowhere—today, you will find the Railroads skirt the property and is bringing thousands of carloads of beets to the mills to be made into body food—sugar—for you.

Looks are Deceiving—You may pass the lands on the railroad train and think it is ordinary land, but it is sugar beet land and lands which were sold as low as \$10.00 an acre to the investor who had vision. Later some of these same lands have been sold for more than \$1000.00 an acre. Some of them the owners would not think of selling, and others, the owners have rented them for as much as \$50.00 per acre, cash rent per year; others on share rent.

We Know Miami is Wonderful—In selecting these lands for you we bore this all in mind. We bore in mind the fact that the city of Miami has increased its population 440%. We also bore in mind that the city of Miami, Chamber of Commerce in the year 1922, expended \$144,120.37 so as to invite the world to visit them where they could enjoy better health, better music, better yachting, better rowing, better golf, better fishing, surf bathing three hundred and sixty-five days in the year, visit the largest open air Sunday School Class in the World, see the most remarkable schools:—

Anything. Any Time—Take an airplane ride from Miami to Cuba and the Bahamas, promenade along Miami's beautiful Coconut Boulevards, visit the beautiful Churches, also Coral Gables, Hialeah and Hollywood by the Sea.

We even bore in mind its great harbor which has wooed and won "Esther Weems" of Baltimore, and has already attracted her sister ship "Mary Weems," which is now being fitted up to help her sister and the Clyde Line of New York City, to accommodate the sea-coming visitor—in spite of seven million dollars expended this year by the Florida East Coast Railroad to try to accommodate the rush of people who desire to come by rail, for health and recreation over a railroad which hasn't killed a passenger in thirty years for which the railroad might be responsible.

Visit the Roman Pools at the Miami Beach Casino, see Flagler Street, which is one of the most magnificent streets in the World (and each day it is getting bigger), see one of the most marvelous Moving Picture Studios in existence, enjoy your recreation in the Royal Palm Park, which is the most valuable piece of ground in the city of Miami.

It is owned by the Model Land Company, and yet this company, which is the same company from which we have bought our land, for a very low price so that we could appeal to the Miner, the Mill Worker, the Railroad Man, the Farmhand, the Silk Worker, the Farmer, the Renter, the Banker, the Business Man, the Professional Man, and the Rich Man, have allowed these great Royal Palms, the King of the Tree Family, to grow so that you may sit

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—Andrew Carnegie.

in this wonderful free Park, listen to the finest Band Concerts, watch a Ball Game, see a Football Game, play Checkers or Chess, or Pitch Horseshoes, Meditate and commence to recuperate and get a new start, without paying this Model Company a Farthing.

Plain English—We had all of this in mind, but if you want all of these things in your backyard, you are not talking our language, and you cannot get them for \$75.00 an acre. But if you want them part of the time; if you care to leave your winter home, get into your automobile and in an infinitely short time sit on some of these grand beaches and watch the wealthiest in the world promenade, clothed in their most expensive finery, here to seek play or health, you may have it if you see what we had in mind when we picked this wonderful spot for you.

Shoes For The Baby—We have in the lands which we are offering you, everything that Miami had—and more. We have the kind of land which will permit you to enjoy everything that the rich enjoy and yet you can make money enough to buy the baby shoes, grow the most delicious fruits for breakfast, wear any kind of clothing you desire, with no need for a stove thus removing the worry of the coal bill, and educate your children in the colleges of Florida, which are fast gaining the same recognition as the plant life and health advantages have gained already.

Honest Independence—The man who buys twenty acres of land from us we predict will have considerable labor working for him in just a few short years. Study the map—Be yourself—Think for yourself—and you will agree with us that never in the history of the farming industry has such pleasant surroundings been selected for common farm labor or any other kind of labor.

Study The Map Again—Think of the ambitious business man and the "tardy millionaire"; remember that Miami must keep her many visitors seeing something more beautiful each year—and what can be more beautiful than a hard surfaced boulevard running from Palm Beach, Florida, to Jewfish, skirting the ocean as it goes—passing mansions of the rich whose elegance will even excel those already built.

And remember whether the bus goes to Royal Palm State Park or skirts the ocean to see the wonderful Keys, they will have to pass near the boulevarded sugar plantation of the Pennsylvania Sugar Land Company, because in a very short time it should be pointed to as another of the wonders of the world.

These are only a few of the reasons why we say, in the commencement of our little talk to you, that we call our Foreword, that this great opportunity is within the reach of all.

Plant Ideal Realized—Remember further, that by allowing the rainfall to run off of your land after this land has had a sufficient amount of it, that the engineering program provides that as we dig a ditch we make a road, so that even if you have only twenty acres, you can have as fine a boulevard in front of your farm home as you have in the city, where you now reside.

T H E F E A R T O I N V E S T T H E I R

You'll Have to Hurry—Please bear in mind another thing, that we are not asking you to do anything but invest \$750.00 now and pay \$750.00 in five years. We have provided for you a scientific, practical, renter—The Royal Palm Sugar Cane & Planting Company, which will take your lands, you paying only the actual cost, and it will plant 90% of this land to vegetables and later to sugar cane, but before getting one dollar of profit for itself, the money which you put up necessary for obtaining a crop, IS RETURNED TO YOU, and after that you get two-thirds of the balance and they get one-third, and you still hold your present position at home.

Winter Home For You—Bear in mind another thing, that 10% of the land on a lot (which would be nearly two acres) you may build your own winter home at any time you desire, and if you care to give your whole time to the work, if you should lose a leg or arm or lose both, on that 10% yourself, your wife and children may farm it to strawberries, plant your grapefruit, your avocados, your limes, your oranges, your lettuce, your tomatoes, your radishes, and your cabbage and potatoes, and on that 10% you should make more money yourself, minus one leg and one arm, live happier and live longer than the average high salaried employee now can.

A Great Man Some Day—When your children graduate from the eighth grade, or the common grammar school, instead of going down into the mines, to work as you have had to do, they can continue to go to school, if they care, to get the education which you were denied and you will have no trouble keeping them on the farm, because your location at that time will positively be the most inviting place they can imagine coming back to.

We Refuse To Kick—We believe we have lived too long to kick because sugar is high, because we know there is an economic reason for it. We do not kick because cigarettes or cigars cost us more than they use to, because we know the demand for the cigarette and the cigar has increased; we know that the cigarettes and cigars are being used by many more people and that there is very little more farming of tobacco done. We believe that everyone who farms tobacco, knowing how much work they have to do, are not getting any more for their crop than they deserve.

Not So Big After All—Lancaster County, Pennsylvania, is considered one of the richest counties in the United States, agriculturally. In the year 1923, we all in Pennsylvania point our proud finger to the fact that the tobacco crop of Lancaster County will be as much as \$10,000,000.00. Think of it! Isn't that a lot of money to get for tobacco, and then realize what a wonderful opportunity you are here being offered.

Here are all of the tobacco growers in Lancaster County, cultivating and curing their tobacco, and getting \$10,000,000.00 while there is just one home in the City of Miami which costs over \$6,000,000.00.

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And even now the world pays three times as much for sugar as they do for Tobacco—There is four times as much sugar purchased as there is Coffee. It costs us six times as much for sugar as it does for Rubber and the sugar crop is even greater than the Cotton Crop.

Experts tell us that if the people continue to find additional uses for sugar that we will have to have seven times more sugar than we will have people in the next fifty years.

It's Up to You—We have done the best we can in the limited space which we have, to try and induce you to make an investment which is within the reach of all which will give you and your babies an opportunity to get their share of this world's goods honestly, at the same time doing everyone a good. But you may hesitate, you may delay, you may do everything but the right thing, and if you do, the opportunity will be lost. Let us suggest something to you—let us help you make up your mind quickly, because knowing within ourselves what a tremendous bargain we are giving you, we are trying to do everything within our power to make you act. With the limited amount of lands which we have, and with the experience we have had, we do not believe that it will be necessary for more than three hundred Pennsylvanians to agree with us and pay us their money, yet we are talking to thousands.

A Miserable Creature—From the beginning we know of the "Doubting Thomas," and practically all other outstanding types and we know if you will stop and think, you will agree, after reading our explanation of the sugar mill, that there is really nothing new.

We know, however that we are enjoying everything that the great men before us enjoyed, and even many more things, but we call them in many cases by different names. If you have been a "Doubting Thomas," all your life, please stop reading now and give this book to the person whom you feel is the most diametrically opposite to yourself, but if you desire to better your position, increase your health, lengthen your life, educate your babies, give them advantages that you were denied, we will try to give another name for the same "Doubting Thomas," as well as tell you a few of the different methods of his dress, as well as tell you a few of the numerous things that he has christened himself, so as to hide his identification and, therefore, be more effective.

Misery Loves Company—This Morbid, unimaginative creature who believes no one—not even himself—must use his hand to help his eye and his scent to believe his taste, may be found in every walk of life and under every condition.

He may be the Banker, he may be the Lawyer, he may be the Doctor, he may be the Expert, the Statesman, the Friend, the Advisor, the Sweetheart, the Relative, the Brother, or even the Parent.

He may call himself the Experienced, the Learned, the Expert, the Conservative, the Intensely Interested, or the Loving Parent, Brother, Relative, or Sweetheart.

T H E F E A R T O I N V E S T T H E I R

The Hypocrite—And for purposes of identification and to avoid tiring you, and incidentally to make him feel more comfortable in the belief that he is fooling someone, we will gladly christen him the "I told you so fellow," and tell you now, that this opportunity which is unheard of in Florida, which if you agree with our vision and you will act without delay, and you will banish from your mind the "I told you so fellow," you can in a very short time obtain wealth, happiness and continuing youth.

"I Told You So Fellow"—If you are an "I told you so fellow," and you did miss opportunities in the past, this may help to show you that you were wrong, so that now you may take advantage of our offering, and if later on you change, for Florida has aided greatly in ridding this World of this most undesirable creature,

Remember, that in order for you, yourself, to be an Individual success, you must weigh everything, you must use your brain that you have been blessed with and profit by your very own acts and blame no one.

Free To You—We have in addition to issuing this booklet, compiled answers to your questions and in that little folder, we have tried to answer every question that could possibly occur to the reasonable, open, honest, mind.

We have also, in an another little leaflet, told you of the advantages of having your lands farmed, by the Royal Palm Sugar Cane & Planting Company. For your convenience we have printed some of the estimated profits which can reasonably be expected, based on the best experience of other farmers of marl soil, which has been done in Dade County for the past twenty-five years.

Be Sure You're Right—We have also obtained for your information—given you the experience and knowledge which we believe the officers of the Royal Palm Sugar Cane & Planting Company have had, which especially fits them to be your scientific renter. We have done everything that we could possibly think of to help you grasp at this opportunity before it is too late. Remember, there will be just about three hundred people in the state of Pennsylvania who will be able to participate in this unheard of offering; therefore, it will be necessary for you to act now.

We Wish You Luck—We have representatives in Pennsylvania. They may not get around to you, so that if you desire more information to take advantage of this opportunity, write us at once or send us a postal card, asking for further information so that you may know all of the advantages of this most wonderful offering before it is too late.

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HOMESTEAD—FLORIDA CITY—REDLAND—SILVER PALM—GOULDS—PRINCETON—NARANJA—MODELLO

REDLAND DISTRICT CHAMBER OF COMMERCE

BOARD OF DIRECTORS

Gordon E. Thompson	Edward Stilling
A. H. Livingston	R. E. Archer
W. M. Bradley	C. T. Fuchs, Sr.
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F. H. Lindeman	A. W. McVicker
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T. A. Collins	

OFFICERS

Gordon E. Thompson, President.
W. R. Crow, Vice President
Edward Stilling, Vice President
L. E. Bishop, Acting Secretary

HOMESTEAD, FLORIDA

November 3, 1923

TO WHOM IT MAY CONCERN:

After conducting a detailed inquiry into the development project which the Pennsylvania Sugar Land Company proposes to submit to the investing public in the near future, the Redland District Chamber of Commerce is in a position to heartily endorse this project without the least hesitancy. We find that the financial ability of this company to carry out its extensive plans is unquestionable. That the officer personnel and promoters of the development are men well equipped in every respect to direct large enterprises to a successful conclusion, and that their plan of financing and managing the properties, as outlined in the literature of the company, is sound and offers adequate protection to the investor.

The writer is personally familiar with the territory which has been selected by the Pennsylvania Sugar Land Company as the logical location for their operations, having made several surveys for the Model Land Company in the Cape Sable and Florida Bay region, and is of the belief that the Pennsylvania Sugar Land Company tract, in respect to quality of soils, strategic situation, and climatic conditions, is peculiarly adapted to their purpose when properly developed as planned.

The Redland District Chamber of Commerce, while offering every encouragement to worthy enterprises after due investigation, is always conservative in their support of new projects until thoroughly assured of their merit. Therefore, we are glad to be able to give the enterprise of the Pennsylvania Sugar Land Company our unqualified endorsement, realizing that the development of their extensive tract on Florida Bay will give tremendous impetus to the growth of South Dade County in general and the Redland District in particular.

REDLAND DISTRICT CHAMBER OF COMMERCE.

By

L. E. Bishop
Acting Secretary

PENNSYLVANIA SUGAR LAND CO.

Third Floor, Caplan Building

HARRISBURG, PA.

General Counsel: Olmsted, Snyder and Miller, Harrisburg, Pennsylvania.

References: Redland District Chamber of Commerce, Homestead, Florida.

Bank of Homestead, Homestead, Florida.

Any State or National Bank in the City of Miami, Florida.

ROLAND C. WALLACE
ADVERTISING
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