

THE FUTURE OF THE OKEECHOBEE COUNTRY

ONE OF THE GREATEST GENERAL FARMING AND LIVESTOCK SECTIONS IN THE UNITED STATES—NOW OPEN FOR SETTLEMENT

SHOWING THE LINES OF THE FLORIDA EAST COAST RAILWAY ALONG THE EAST COAST OF FLORIDA AND INCLUDING THE NEW OKEECHOBEE DIVISION FROM MAYTOWN TO LAKE OKEECHOBEE.

Some Points of Interest for the Stockman

- Fresh green pastures throughout the entire year.
- Plenty of fresh water is available.
- Rich, fertile land which will produce as above stated can be had for one-fourth to one-half the cost of good livestock farming lands in the North.
- Delightfully mild and pleasant winters.
- A yield of three feed crops each year from the same ground.
- No extra feeding of heavy rations to carry stock through a cold spell because no such weather occurs.



THE OKEECHOBEE PRAIRIE

PROBABLY no railroad extension in the South during recent years has been of more importance to the country at large from an agricultural standpoint than the newly constructed Okeechobee Division of the Florida East Coast Railway. This new line begins at Maytown, in Volusia County, on the Enterprise branch of the Florida East Coast Railway, and runs down through a vast undeveloped section covering a large portion of Seminole, Orange, Osceola and St. Lucie Counties, dividing at Kenansville, with one terminal point at present at the new town of Okeechobee near the head waters of Florida's famous inland lake, and the other at Bassenger in the southern part of Osceola County.

The prime importance of this line of railroad is due to the fact that it opens for settlement and colonization millions of acres of the best livestock farming, fruit growing and trucking land, that are to be found anywhere in Florida.

Corn, sugar and Japanese cane, kaffir corn, millet, velvet beans, soy beans, cowpeas, baggarweed, rape, peanuts, and dozens of other forage crops will give heavy yields in the Okeechobee Country and by alternating, from two to three crops per year can be had on the same ground. For pasture, Bermuda grass, Rhodes grass and Natal grass are among the leaders. These three grasses with several others will yield from four to six cuttings per year of the most nutritious hay. This yield can be easily increased by proper handling. Record yields of over nine tons to the acre have been secured on similar land in other sections of Florida. These facts must surely convince the stockman that greater profits can be realized from the raising of cattle, hogs, sheep and poultry in this part of Florida, than are possible in any other state in the Union. To briefly sum it up, the opening of the Okeechobee Country presents an unparalleled opportunity for

LIVESTOCK AND GENERAL FARMING



HORSES IN THE CHULOTA COUNTRY

The under-production of beef during the past decade has resulted in prices for this necessity that are constantly increasing. Some of the best informed men on this subject today are of the opinion that during the next few years the entire country will be looking to Florida for a large part of its supply of beef, pork and mutton. Even now some of the big Western packers keep cattle buyers on duty throughout this State the entire year and talk of establishing slaughtering plants in Florida.

It will be readily seen by the foregoing that the time to engage in livestock farming has arrived. With the increase in prices of beef, pork and mutton, the price of feed and farm lands in the North and West has kept pace. In fact, the price of beef today is not high enough to permit the use of \$20 land for pasture that produces grass for not more than six months out of the year. Naturally the answer to this problem is FLORIDA, where low priced lands are plenty and green pastures available throughout all of the year.

We ask an opportunity to show this wonderful Okeechobee farming country to those interested. We feel certain that a careful investigation on your part will show possibilities that far exceed those of the best livestock and general farming country in any other part of the United States. One needs merely to consider the present conditions and the history of the past to be convinced that the future of the Okeechobee Country is decidedly attractive. The new town of Okeechobee will grow and develop with the surrounding country. The next few years will doubtless see a large amount of traffic huddled at this railway point. Rapid settlement in near future years will bring mercantile institutions, churches, schools, etc., to this point and make it an ideal home town in which the farmer and his family may enjoy all the comforts and advantages that they could secure elsewhere, with the delightfully mild and pleasant summer and winter climates that are enjoyed in no State in the Union outside of Florida.

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THE Chulota Country may be said to include the eastern part of Seminole and Orange Counties, in the valley of the Upper St. Johns River. There are thousands of acres of productive lands in this section that are especially suited to diversified farming. The soil, climate, rainfall and other conditions are well adapted to the successful raising of citrus fruits. In the immediate vicinity of the new town of Chulota, there are several excellent orange and grapefruit groves that bear witness to this fact. Conditions in the Chulota Country are favorable to livestock farming. Hogs, cattle, sheep and poultry may be raised and fattened there for market at a minimum cost.

The soil in the Chulota section is of the usual class found in the parts of Florida that give the best yields of citrus fruits, truck and field crops.

Raising vegetables for market is an industry to which the Chulota section is admirably adapted. Irish and sweet potatoes, tomatoes, eggplant, lettuce, beans, peppers, cabbage, cauliflower, celery, water-melons and other garden products will produce heavy yields for the truck farmer. Many farmers in Florida have made big financial successes in the business of

Citrus Fruit Growing and Trucking

on lands not as fertile or otherwise as well adapted to the purpose as Chulota lands.

For the tourist and sportsman the Chulota Country possesses a charm that is rarely equalled in Florida. Its lakes and rivers furnish the best of fishing, boating, and bathing, while deer, wild turkey, duck, quail, rabbits and squirrels are found in plentiful quantities to make the place decidedly attractive to hunters.

The new town of Chulota is beautifully laid out in the midst of several pretty lakes. The country is high and rolling and exceedingly healthful. Chulota contains a number of hard surfaced streets, a fine new, modernly equipped hotel, a commodious freight, passenger and telegraph station, a general store, a Postoffice, and has altogether made an excellent beginning.

One great asset of the Chulota Country both in and adjacent to the town is the number of beautiful fresh spring water lakes that are located here and there. Among the more important lakes may be mentioned Lake Keene, Lake Mills, Horseshoe Lake, Mantua Lake, Barber Lake, Lake Gore, Lake Catherine, Lake Osteen, Willie Lake and the Devil's Punch Bowl.

Kenansville, a thriving town at the junction of the Bassenger branch and the main Okeechobee line of the Florida East Coast Railway, will be one of the desirable home and market towns on the new division. Business buildings have already been erected and general stores established at this point, besides considerable improvement in the way of hard surfaced streets.

