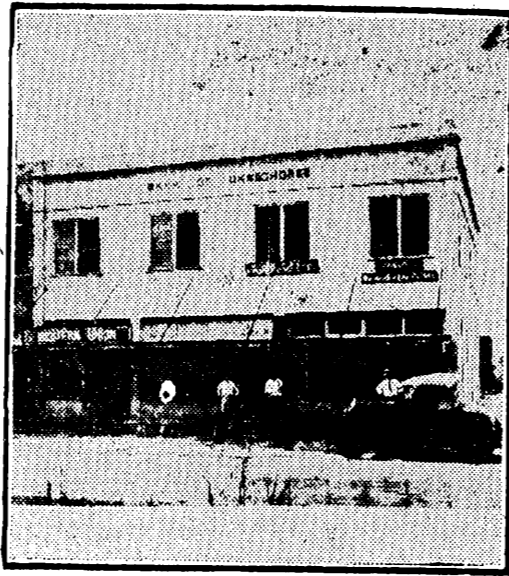
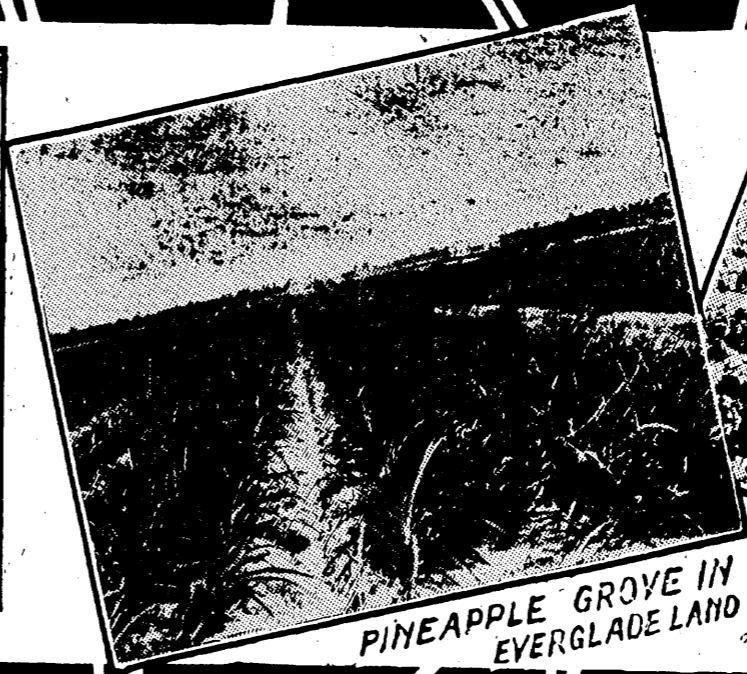




LAKE OKEECHOBEE REGION TO BE SHOWN BY AIRPLANE



BANK OF OKEECHOBEE



PINEAPPLE GROVE IN EVERGLADE LAND



WINTER GARDEN LAKE OKEECHOBEE

....Lake Okeechobee Win

OWN YOUR HOME —IN— OKEECHOBEE, FLA.

THERE IS ONLY ONE FLORIDA, and it has a greater future than any state in the union. The first assertion is admitted universally; the second is based on the fact that it produces more commodities or more crops within one year than any other state. Time was, when Florida was popular for only a very few months in the year. Now it is popular every month in the year. The reason for this continuous popularity is because people have been made aware of the fact that the summer climate in Florida is just as agreeable as the winter climate; in other words, the heat of summer never is unbearable, any more than the cold of the winter is intense. The growing season in the more southern portion is from eleven to twelve months, with the extreme temperature ranging from ninety-six to forty-three degrees.

About six years ago Florida was unimportant to the minds of the average American. It was then a peninsula, located in a sub-tropical climate, consisting of virgin forests, a large number of lakes and harboring unlimited numbers of queer and wild animals. The inhabitants were to a great extent the Seminole Indians.

Henry Flagler was the man who, in the real sense of the word, discovered Florida. He was the man who, with characteristic American forethought, saw the possibilities of Florida becoming a greater country, and nearly half a century ago he built a railroad through the state. The incomparable, wonderful climate of Florida is one of the great factors which yearly brings many thousands of Americans to this state during the year. Mr. Flagler's railroad has done for Florida what the gold rush did for California three-quarters of a century ago.

Florida, the Land of Flowers! Really, it is these of which one should speak first, since the state is named for them.

Among all of the maple wonders of Florida in homeste satisfaction the Lake Okeechobee region is one of the greatest agricultural centres of the state. All of the wondrous views as shown in the photographic section on this page are found in the Lake Okeechobee region and far more is produced in Okeechobee county than is possible to indicate in this announcement. There is no better place to live and enjoy real home life in the state of Florida than Okeechobee.

Net Work of Highways

There is a net work of public highways leading into Okeechobee City in addition to numerous transportation lines. The new Seaboard Airline, extending from Coleman to West Palm Beach, passes directly through Okeechobee City and the scenic Central Florida farms which are known "as the Winter Gardens."

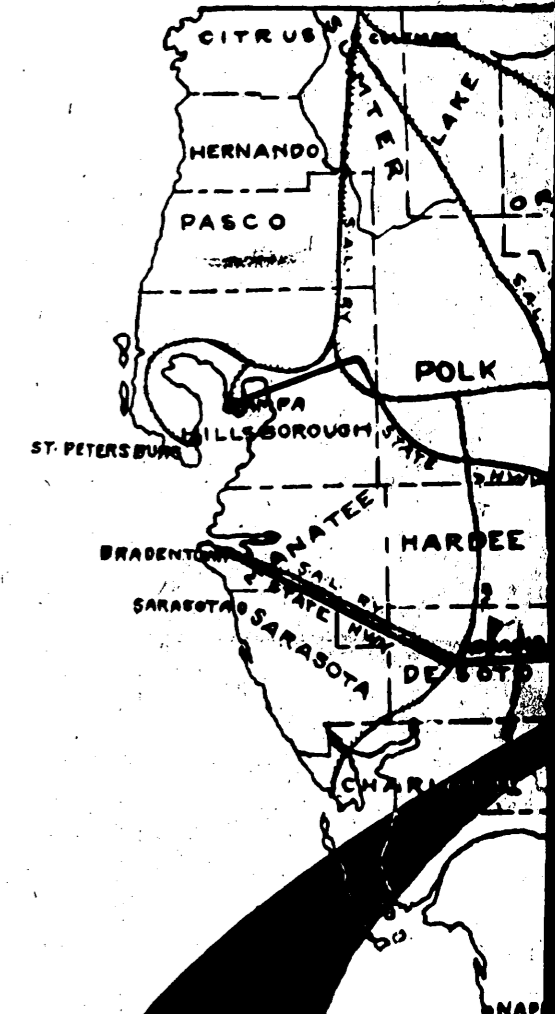
It is predicted that the new Seaboard Airline will be completed by January 1, at which time there will be three trains daily passing through Okeechobee from the north to West Palm Beach. The Florida East Coast is now operating one passenger train daily into Okeechobee and it is stated that other trains will more than likely be added through the winter months.

Look at the map of Southern Florida, as indicated in this announcement. Okeechobee City is found located at the northern end of Lake Okeechobee, and is a town with a population of 2,000, nine years old, beautifully laid out, high and dry. It is the county seat of Okeechobee county and destined to become the Chicago of Southern Florida.

Lake Okeechobee, reputed to be the largest body of fresh water wholly within the confines of the United States, except Lake Michigan, is unknown to the northern tourist. From Miami, West Palm Beach, or coming from Jacksonville or Tampa through the heart of Florida, thousands of tourists every day in each direction will make their goal Lake Okeechobee and the wonderful Connors' highway for 30 miles skirting the big lake and stopping at Okeechobee City, heralds it throughout the land as one of the healthiest, most beautiful and finest spots in Florida.

Drainage of Lake Okeechobee

One of the world's greatest reclamation undertakings is that embracing the vast drainage operations in the Everglades, in South Florida, east, south and west of Lake Okeechobee between the Atlantic Ocean and the Gulf of Mexico. There are many hundreds of acres of land, much of which is probably not surpassed in the world for fertility as is found in this section as indicated on the map at point of arrow. The work to drain this prairie began in a small way in 1905 and today is about completed. Property today in this section of Florida, is almost invaluable.



All Good Roads Lead to Okeechobee—the "Chicago of the South."

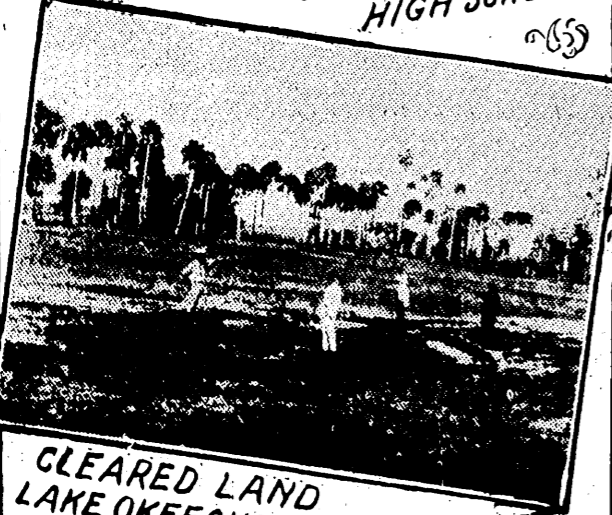
CHAS. L. HENCK CO.

70 NE. SECOND ST. MIAMI, FLORIDA.

Wholesale and Retail Acreage



OKEECHOBEE HIGH SCHOOL



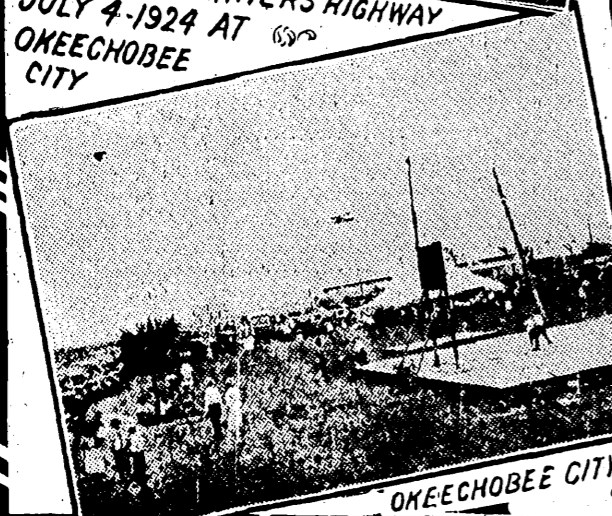
CLEARED LAND LAKE OKEECHOBEE



BARBECUE OKEECHOBEE CITY JULY 4-1924



OPENING OF CONNORS HIGHWAY JULY 4-1924 AT OKEECHOBEE CITY



CANAL & HIGHWAY THROUGH EVERGLADES OKEECHOBEE CITY



PUBLIC ROAD TO OKEECHOBEE



NEW CLEARED LAND NEAR OKEECHOBEE