



Florida State
Library



COMMON SENSE
ABOUT
FLORIDA,
AND INFORMATION REGARDING
LAKE FOREST AND AVON PARK,
Model South Florida Enterprises.
WITH A CHAPTER OF
FLORIDA DRAWBACKS.

PREPARED BY
O. M. CROSBY,
GENERAL MANAGER,
OFFICE, 99 FRANKLIN STREET, NEW YORK.
BRANCHES IN FLORIDA.



SOUTH P. S. CO., PRINTERS AND ENGRAVERS, 76 PARK PLACE, N. Y.

INTENTIONAL SECOND EXPOSURE



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TO THE INTERESTED BUT SUSPICIOUS READER.

WE take it for granted that the reader belongs to that numerous class who dread the Northern winter's cold, and who, upon the approach of frost and snow, cast a longing eye toward sunny Florida, meanwhile reading everything relating to the land of orange groves, pro and con, with interest and perhaps with increasing bewilderment, as statements so often conflict. We also recognize a well-earned suspicion regarding anything relating to the sale of land in Florida in the reader's mind, as our great winter resort has suffered by the misrepresentations of unprincipled land concerns as few States have, and yet prospered. But, without fulsome self-praise, we beg the reader to search carefully for evidence of fraud or deception in the following pages, and if he would invest and is still suspicious, let him candidly write us for further explanations. No matter how direct or pointed the questions, we will cheerfully answer them, as PERFECT CONFIDENCE and co-operation is the germ of success in Florida town building.

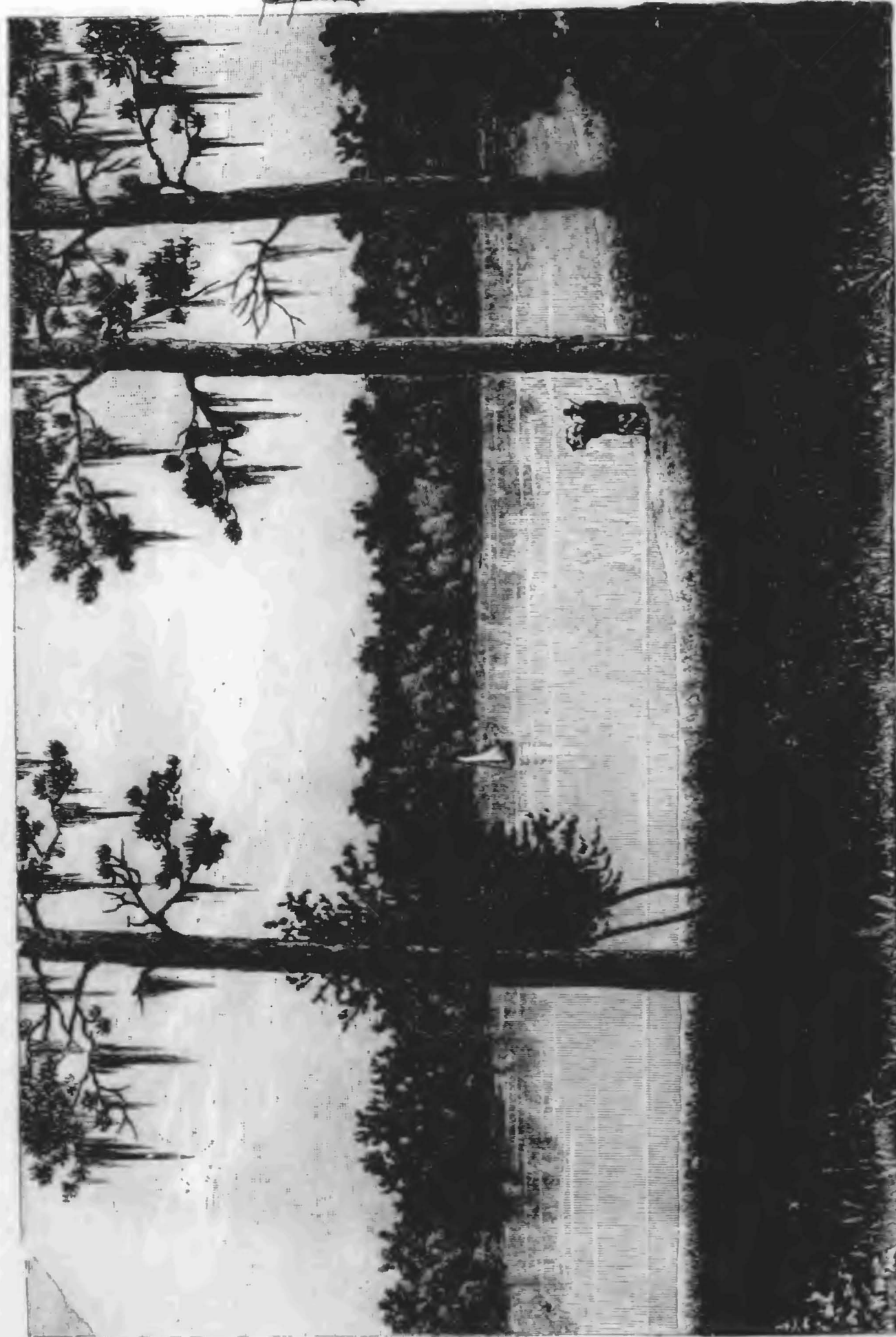
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C. H. Mallory & Co., Pier 20, E. R., New York.
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Hamilton Disston, 305 Walnut St., Philadelphia, Pa.
A. N. Wildman, Pres. Nat. Pahquioque Bank, Danbury,
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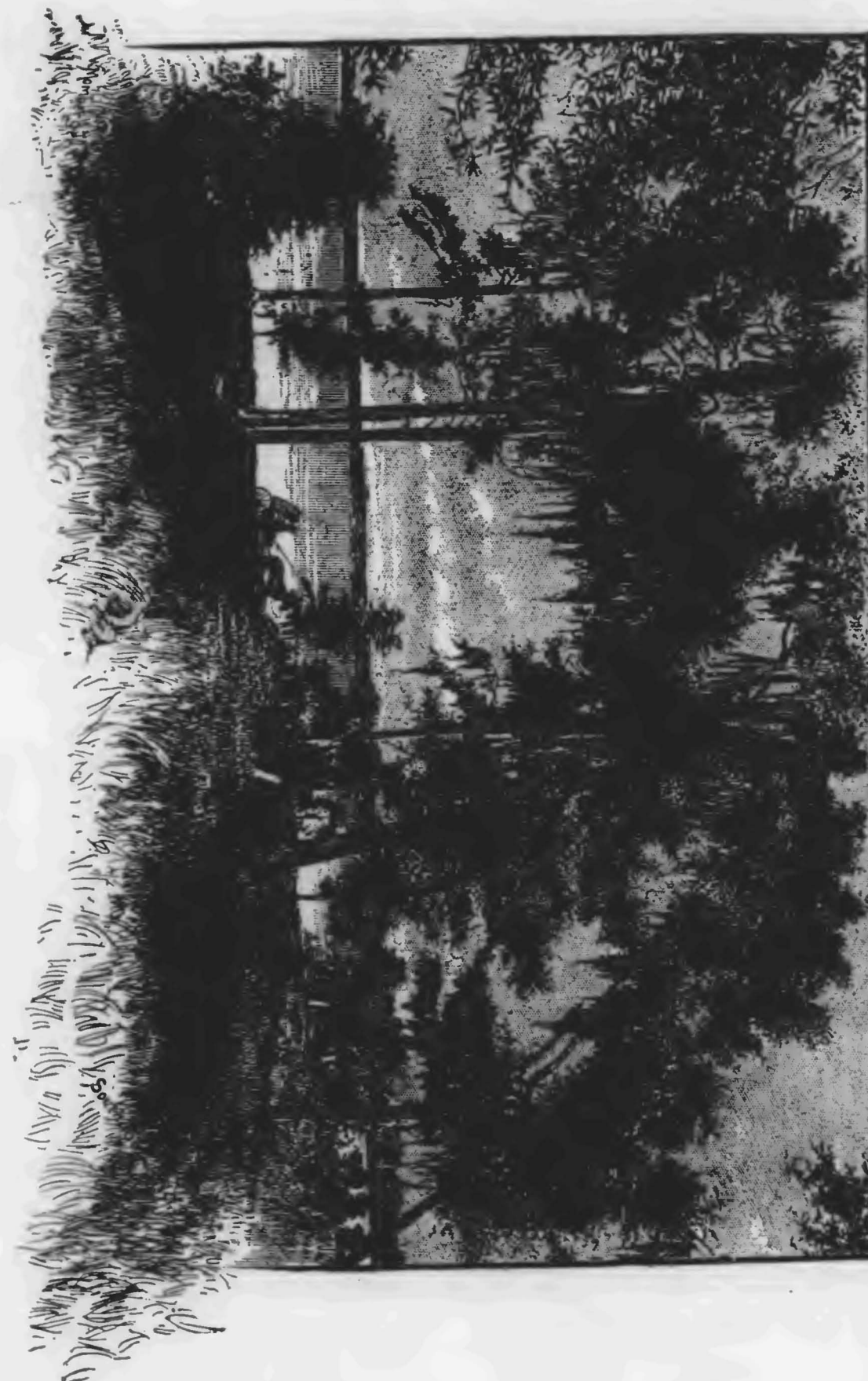
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EXTREMES—CHEAP PAPER CITIES VS. HIGH PRICES.

To make a successful town in a new country, something more is necessary than a highly colored prospectus or attractive map. There is also a happy medium between one or five-dollar lots and those sold on fictitious values at so much per front foot in "booming" young villages. The first attract only a speculative class, who purchase lots as they would tickets in a lottery, with a careless "may-be-something-will-come-of-it—never-mind-if-it-don't" air, which is devoid of the solidity or earnestness necessary to insure success. Hundreds of twenty-five-foot fronts, when sold in a body, do not make a thrifty town. Either they are owned by non-residents as a speculation, who readily let them be sold for taxes as soon as an immediate raise is not assured, or, if occupied, they are too often by a deluded class of poor people, who, after arriving on their "city lot," and erecting a shanty, find their slender means exhausted, and no income or prospects of one; for man cannot live on "climate" alone, even in Florida. Again, we cannot see the wisdom of investing in town lots at prices demanded in cities of ten times the population farther north. The bottom must surely "drop out" of such artificially inflated values, and great will be the fall thereof. THE BASIS OF VALUES IN FLORIDA REAL ESTATE is not as it is in a manufacturing or mining country; but is purely horticultural. Ten to forty-acre orange groves or farms will be the rule, with natural CENTERS or grove-embowered villages, with stores, hotel, and post-office at a convenient locality. Closely-built brick cities seem repugnant to taste in our "lotus-eating" climate.

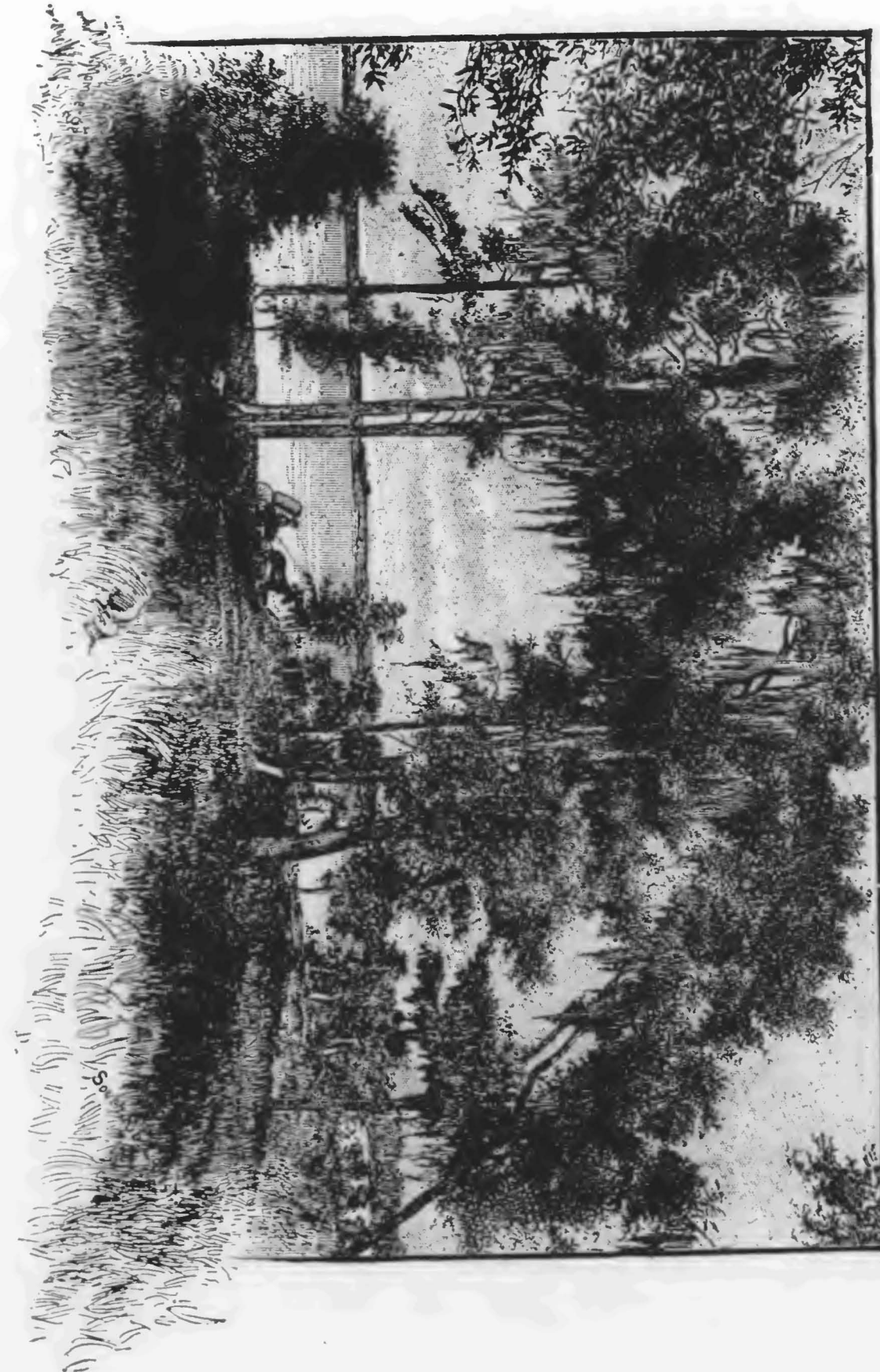
For an ideal, newly-forming, model Florida town, we invite attention to the following:



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For an ideal, newly-forming, model Florida town, we invite attention to the following:



LAKE FOREST, MANATEE COUNTY, FLORIDA,

is situated in Section 22, or about the center of Township 33, Range 28, known as Avon Park, an exceptionally fine tract of high pine land overlooking deep clear-water lakes of great beauty, said lakes having, as a rule, white sandy beaches and gracefully sloping shores—ideal building sites. The center of the proposed new town is elevated forty to fifty feet above two lakes, overlooking them, while the high, dry soil insures good drainage, excellent water from deep wells, and perfect health—facts attested by our settlers and the natives round about.

PRICES OF LOTS 50 x 100 FEET.

We map out and survey tracts of forty acres, beginning near the center of Section 22, with a park 140 x 720 feet, in the center of each forty.

On Lot 20, Block D, of our first plotted forty acres (see map) is being erected an attractive, large building, designed for a combined store and hotel.

Advertisements offering SOMETHING FOR NOTHING ALWAYS IMPLY FRAUD; and we do not believe successful, attractive towns can be established on desirable locations, with wide (60 and 80 foot) streets and parks, and lots be sold on the "cheap John" plan. Again, rather than grade prices—high about the center, and lower as lots run back—we give our early customers the advantage of the rise of value that follows rapid sales and settlements, and offer ANY LOT 50 x 100 feet IN PLOT SHOWN, not already sold, at the uniform price of FIFTY DOLLARS (\$50) EACH. Thus, when lots around or near the park or center are sold, and those further back are selling, at \$50, those first selected will be worth \$100 to \$200 each, the increase being made by the first investors, as it should be. We do not reserve alternate lots for our profit.

A MAP OF LAKE FOREST,
A SAMPLE BLOCK OF FORTY ACRES,

Mailed free on application.

Lots 50 x 100 feet, \$50 each, where not already sold.

O. M. CROSBY, 99 Franklin St., N. Y.,
GENERAL MANAGER.

Return this and mail as above, marking X your selection—several of them, in case one or more should be sold—of which we will inform you by return mail, and, on receipt of check (\$50), will return your warranty deed.

SURROUNDING COUNTRY.

The settlement of Avon Park—the township surrounding Section 22—was begun eighteen months ago by parties now interested in building Lake Forest.

In this tract of 20,000 acres nothing less than ten acres was sold to each, and the result is an increasing community of orange growers and horticulturists, who will make Lake Forest their natural trading-place and post-office, providing the necessary backing or outside trade to the new town.

OPENINGS FOR THE RIGHT KIND AT LAKE FOREST.

We have seen the evil effects of urging a visionary and poverty-stricken people to emigrate to Florida simply to purchase and live on these lots, and we wish it distinctly understood we will encourage no more than there is business to support, or, if we know it, parties without the qualities necessary for success in a new country. Not one in one hundred, we sometimes think, of those wishing to emigrate to Florida have the necessary qualities for success. Hence the sometimes dismal or homesick reports of "ne'er-do-weels."

Aside from the always welcome class of parties of means who go to Florida for health, or to escape the cold, we have

openings now for men who can work about a saw-mill, a good storekeeper or merchant, boarding-house proprietor, surveyors, carpenters, masons, and laborers in groves; this list to be enlarged as our population increases and wants multiply.

A man with taste for horticulture should start a nursery stocked with every variety of fruit, tree, or flower that will grow in Florida. There is sure to be a demand for these as the country fills up.

LAKE FOREST ON THE BACKBONE.

It is a well-known fact that through the center of the Florida peninsula runs a ridge of elevated rolling land very different in character and healthfulness from the desolate, flat woods that give so unenviable a reputation to much of the State. The great freeze of January, 1886, in the upper half of the State, taught us the advisability of getting FARTHER SOUTH than we would have done once.

The Avon Park Township, in which Lake Forest is situated, is on the lower end of this BACKBONE ridge, here only about five miles wide; and just below us the land slopes off into the flat woods, until, further down, The Everglades are reached. So IF high pine land is desirable, as it IS, for healthfulness; and IF getting far south is necessary to escape severe frost; and IF you enjoy CLEAR-WATER LAKES for scenery, boating or fishing, we have these claims to emphasize, for many disinterested parties affirm that in no portion of Florida can such a large body of strictly rolling, high pine land be found, or such clear-water lakes, so free from swampy or malaria-breeding shores.

RAILROAD PROSPECTS.

The Tavares, Apopka and Gulf Railroad, destined to be one of the great trunk lines of the State, is already completed from Tavares to Kissimmee, and is projected south, through Avon Park, directly to the Gulf. It is yet too early to say just

which section of Avon Park it will penetrate, but naturally it would seek the center of population. At present a drive of eighteen to twenty miles is necessary from Fort Meade, for most of the way over a hard (not sandy) flat woods road.

AS TO FROST.

The Florida frost line is a myth—does not exist, unless it be a half inch BENEATH the surface. The region free from INJURIOUS frost, even, is a small territory lying below the twenty-eighth parallel. The small region, then, that is to produce tender vegetables in the winter, as tomatoes, snap beans, cucumbers, etc., is, consequently, very limited, and must become the most valuable portion of the State, must it not?

Then, again, even in this latitude, slight frost will occasionally blight tender shoots on the flat woods, when elevated tracts escape entirely. Here in Florida, as in New England, frost seeks low lands first. TOMATOES and other tender garden vegetables were grown without check all the past winter in Section 22 (Lake Forest), and, with quick transportation, a profitable business will be developed in truck gardening.

PARTIES VISITING LAKE FOREST

and Avon Park note the absence of all undergrowth. The unsightly black jack and the troublesome saw palmetto are conspicuous by their absence. Instead, tall and stately pines stretch away on every side, under which a carriage can be driven for miles in any direction, unfettered by roads, fences, or bounds. The pine trees are not thick together, but open, so one can look frequently a mile or more through them. Close to the lake shores they are draped in the swaying Florida moss, but a short distance back the trees are entirely free of this parasite. The absence of undergrowth is a net saving of at least \$5 per acre in the cost of clearing; besides, the land is much more readily and quickly prepared for planting for this reason.

HOW TO REACH LAKE FOREST.

From New York take Mallory Line steamship, buying tickets to Jacksonville, Fla., saving nearly half over railroad fare, if meals and sleeping-car berths are added to the regular fare. Arriving at Jacksonville, call on our agent, who will accompany you to the railroad ticket office and secure you a SETTLER'S TICKET, at a saving of about ONE-HALF the regular rates, to Fort Meade, Florida (see engraving), where you may either meet our superintendent on stated days, or secure a livery team to take you out. You can drive alone, as sign-boards mark the way to AVON PARK at every diverging road or path.

FLORIDA DRAWBACKS.

It is not difficult for an intending settler to learn of the advantages of any new country (trust the real-estate men for that), while it is a hard matter for the seeker for truth to find what the disadvantages are. That they exist he knows by pure instinct; for if such a heaven were to be found as the rose-colored writers would have you believe, the country would not be great enough to hold the would-be settlers. Every country has its drawbacks. Even sunny Florida is no exception. Yet they are not what are generally supposed, or at least as serious as many think.

Perhaps SAND ought to come first on the list, for there is no disguising the fact that a large portion of the State is of light sandy or loamy soil that easily pulverizes and takes away much of the pleasure of driving or walking. That this "sand" is not what it appears to be is shown by the stately pines and orange trees that grow from it. In flat pine woods the soil is heavy and dark and the roads hard. After a summer shower the sand packs firm, while no mud ever forms; and, if we remember the mud or hubs that hinder travel so great a portion of the year at the North, we would not exchange. Besides,

this open, porous soil allows the great fall of water to pass off readily. If Florida were as rich as Africa, it would be as unhealthful for white people.

And here I allude to the second drawback, MALARIA, which, at its worst, in the hammocks, is not as fatal or tedious as exists to-day on Long Island, and many other regions. Florida malaria is usually an affection of the liver during the summer or early fall months. It is easily broken up, unlike its New England namesake, and NEED NEVER BE TAKEN if water free from limestone, from deep wells, is secured, and fat meats eschewed. Rather freely take the acid fruits—limes, grape fruit, etc., that Nature provides as antidotes.

Every well-read person knows SNAKES AND ALLIGATORS form no part of our drawbacks, but are still used with great effect among the ignorant. The chances are you may never see a poisonous snake, nor any but captive, baby alligators. In new countries like Florida, however, there are more or less privations incident to founding a society. Remember, all is new, rough, and wild outside the town; the roads are yet to be made, bridges built, fences constructed. Home comforts and luxuries come after the necessities; but how greatly lessened are the discomforts in a climate so mild that living outdoors for eleven months of the year is a luxury! Pioneer life in Florida is far more enjoyable than in the wild West.

THE LONG SUMMERS are not the least of the drawbacks, though you will be agreeably surprised that days in the shade are not as hot as you are used to, while the nights are deliciously cool, requiring, usually, a blanket to sleep in comfort. But eight months of summer is apt to prove tedious and trying, but there is no need of the excessive haste and worry incident to the Northern planting and harvesting, and the impulsive Northerner must learn to "take it easy." Winter is the season of planting and work; summer of rest.

Again, Florida can never compete with Westchester or

Orange County, N. Y., as a dairy country; but this is no reason why Bermuda and alfalfa should not be sown, cows fed, and milk and butter be plenty. But the native "Cracker" cow is a poor dependence if forced to depend on native grasses and feed her calf as well.

The new-comer in a new country feels the LACK OF FRESH VEGETABLES at first, or until he learns how to grow them in a soil and climate so different from that he is accustomed to. He will be agreeably surprised to find MOSQUITOES less troublesome than in New York or Jersey, if located on high pine land, away from marshes. A little gnat similar to that that annoys the farmer in the hayfield North insists on exploring your eyes or nose on quiet days, but cannot stand a breeze.

Cockroaches are sometimes annoying, as are fleas to thin-skinned people who persist in having cats or dogs in the house.

Now you know the worst. Compare it to blizzards, catarrh, pneumonia, rheumatism, high rents, extra fuel and clothing—bills you save by coming to Florida.

DESCRIPTION OF AVON PARK BY SECTIONS.

(A section consists of 640 acres, being one square mile.)

SECTION NO. 1.—Consists of high rolling pine land, with a beautiful lake at the northeast corner, not shown on the map. Surveyed in forty-acre blocks.

SECTION NO. 2.—Also very beautiful, high and rolling, free of undergrowth, and sloping beautifully toward Lakes Damon and Pythias, whose banks are elevated, affording a beautiful lake scene. South half of this township has already been sold. North half is surveyed in forty-acre blocks.

SECTION NO. 3.—Also a beautiful tract sloping southward toward Damon and Pythias. Most of the lake front here is also high and very desirable.

SECTION NO. 4.—Fronts on three lakes, mostly very fine;



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even Lake Nimo, at the southeast, is very beautiful, and much larger than is realized by the map. The fronts on Lake Virgo are also very beautiful.

SECTION NO. 5.—Is already largely sold. Several good forty-acre tracts, however, remain. Land of the same character, excepting it has more undergrowth.

SECTION NO. 6.—Is mostly sold. The lake fronts here, however, are of poorer quality of soil, with large patch of scrub land in the center.

SECTIONS NOS. 7 and 8.—Same general character as above, with patches of good land. Mostly sold.

SECTION NO. 9.—A much better quality of land, not so rolling, but with plenty of Turkey oak, and one or two small lakes in southern portion, not noticed on map.

SECTION NO. 10.—All sold.

SECTION NO. 11.—A beautiful tract of our best pine land, the northwest corner fronting Lake Pythias and is elevated and choice. All divided into ten-acre tracts.

SECTION NO. 12.—In all respects like the above, without lake front. The extreme east boundary is near a large bay head.

SECTION NO. 13.—In all respects like the above, every acre very choice, high pine land free of all undergrowth.

SECTION NO. 14.—In all respects like the above, with beautiful lake fronts on western boundary, one or two of which are not shown.

SECTION NO. 15.—One of our very choicest. Fine, clean, high pine lands without undergrowth, but beautiful clear-water lakes.

SECTION NO. 16.—School Section, not for sale or controlled by us.

SECTION 17.—Of the nature of flat woods interspersed with grassy pond and bay heads. Fit only for pasturage unless drained.

SECTIONS NOS. 18, 19, and 20.—Of the same general character.

SECTION NO. 21.—Slopes toward the east approaching the high pine region. Western edge, a large patch of scrub, and huckleberry bushes. Eastern half more desirable, especially the southeastern quarter, on which is an elevation known there as the Red Hill, on which are signs of former habitation.

SECTION NO. 22.—Now being surveyed and plotted as our town site, or Lake Forest, already described. Very attractive section, almost without a drawback as a place of residence. Finest lake fronts on the eastern and southeastern borders.

SECTION NO. 23.—Nearly every one of its ten-acre lots in the western half and southeastern quarter are already sold. (Many orange groves and other improvements are being made here.)

SECTION NO. 24.—The southern half of this tract is largely sold, and improvements under way, including thirty-acre orange grove, houses, and other clearings.

SECTION NO. 25.—Over a mile of lake front on Lakes Lotela and Angelo, the northern ones being already sold.

SECTION NO. 26.—A full mile of lake front on Lotela; the balance a fair quality of pine, with more or less palmetto and black jack.

SECTION NO. 27.—Beautiful fronts on Lake Tulane and Lake Lelia, with an elevated land between.

SECTION NO. 28.—The eastern half a good quality of high pine, though not rolling, with more or less black jack and other undergrowth. Very desirable lake fronts on Lake Anoka. Western half sloping toward flat woods region.

SECTIONS NOS. 29, 30, 31, 32, and 33.—Heavily timbered flat woods land, though without much swamp. (Good pasturage and yellow pine timber, their only value unless drained.)

SECTION NO. 34.—Much saw palmetto undergrowth, but a rich quality of land suitable, when cleared, for strawberries

and truck gardening. Lake fronts northern and southern portions.

SECTION NO. 35.—Lake fronts on the northeastern boundary (on Lake Lotela) are somewhat of the nature of hammock or mixed land, some very fertile, and would grow oranges and vegetables without much fertilizer. Not as beautiful or desirable for residence, however, as the pine lands above described.

SECTION NO. 36.—Similar to 35 except a bay head at the outlet of Lake Lotela, between lots 3 and 4. The northeast portion is high, beautiful pine land, overlooking the lake, and the southeastern portion borders on a large lake running into the next township, not shown on the map.

(The above is, as near as possible, a correct description of the Avon Park township by sections in few words.) It will be seen all is not glowingly described as "beautiful," "first class," etc. Our only excuse for the land named as flat woods, scrub, etc., is that we are not responsible for its creation: Neither shall any one buy them of us without knowing their true character. We have no fear of any purchaser locating or investing in the high pine sections that will ever regret his choice, and will gladly and honestly answer further pointed inquiries regarding these lands.

CLASSES BEST FITTED TO LOCATE AT AVON PARK.

We are not narrow-minded enough to claim that there is nothing desirable in Florida outside the 20,000 or so acres embraced in our township. The name of thrifty, prosperous settlements is legion. In this plan we propose to make another, after profiting from mistakes and embodying virtues as far so possible. Our extensive correspondence shows us that three-fourths of the people intending to invest or locate in Florida prefer to do so on wild, unimproved land at low prices, rather than pay the often exorbitant prices demanded where towns

have begun. In short, the classes most to be benefited on our tract are—

1st. Vigorous, plucky young men who do not object to roughing it for a time. Such can purchase ten to one hundred and sixty acres at a small price, get a portion cleared and planted in orange or other fruit trees, be in advance of all others, and always have a property commanding more than its otherwise real value, because of its advanced state.

2d. Men with families who are now immersed in business from which it may take months or years for them to extricate themselves. Such can purchase ten to forty acres, have an orange or lemon grove planted and cultivated for them, and when the time comes for them to remove to their property it will be so much nearer yielding its golden harvest, while the land itself will, in all probability, have risen in value in an astonishing way.

3d. A limited number of single men, with small means, wishing to own and improve a little real estate in Florida, and at the same time earn a living outside while their groves are growing. Such, if capable, strong, and courageous, may find employment in planting and cultivating non-residents' groves in our charge, or groves of their friends.

4th. Men with money drawing small interest can invest in our lands and reap the benefit of the rise in value sure to come with settlement and improvement.

5th. Those wishing to escape the Northern winters, as well as the fogs, sharp frosts, or northers of northern Florida, will do well to secure one of our beautiful lake fronts with an idea of a winter home.

CONTRACTS FOR IMPROVEMENTS.

We have no expectation of getting rich upon contracts from our patrons for making their orange groves, as any one familiar with the cost of clearing and planting in Florida can bear

witness after reading the figures we present. These figures are nearly the same as we have adopted in our successful Danbury colony, where men, provisions, tools, and trees were easily secured; and yet the prices charged at Danbury have proved to be at or below cost.

COPY OF CONTRACT.

CLEARING.—We hereby agree to cut down, remove, or burn all pine trees necessary to be removed (we always leave a few for protection from wind, etc., and for ornament) at \$15 per acre. If oak or blackjack roots encumber the ground, we have to charge \$5 extra per acre for grubbing.

FENCING.—We agree to fence, using light wood (seasoned pine) posts, and four strands barbed wire at 75 cents per rod. Or we will put up a stout four-board fence at \$1 per rod.

PLANTING GROVES.—We agree to furnish and plant out choice budded orange and lemon trees—one-year-old buds on three-year-old stocks, all set—at \$1 per tree, or \$50 per acre of 50 trees set 30 feet apart each way.

CULTIVATING.—We agree to hoe, plow, prune, and care for these groves at \$25 per acre for the first year.

FERTILIZING.—This in this region should consist of sowing and plowing under cow peas and other green crops, and will cost \$10 per acre.

Payment for improvements will be arranged with each purchaser on a satisfactory basis.

We are by no means anxious to secure these contracts to carry out ourselves, as they add very greatly to our cares and contribute nothing to our pockets.

IN CONCLUSION.

One of these pamphlets goes into the hands of each person who has written to this office for Florida information. If we have learned nothing since previous pamphlets were prepared

—as in a majority of cases—nothing is heard from the recipient further. It is heart (as well as purse) rending to think of the money spent in advertising, postage, and printing thus wasted. Is it, then, too much to ask the reader, ere he throws this little work aside, to kindly fill out the form on the last page, tear out the leaf, and mail us, with remarks, that your name may be classified on our books accordingly, when you will from time to time receive pamphlets and papers to suit your needs.

As General Manager of the Florida Bureau of Information, we have many other duties, and properties to dispose of beside Avon Park, and will do our best to start our patrons on the road to success in Florida, if they but give us a chance.

MORE ABOUT AVON PARK.

That popular book, "Florida: Its Advantages and Drawbacks," describing Florida in general, and Avon Park in particular, is nearly out of print, and applicants for the same will have to be content with this pamphlet as a substitute. So a few pages devoted to Avon Park here may not be out of place, and if some sentences sound strangely like those from the earlier book, it is because we do not know how to better the ideas therein expressed by re-writing.

The Florida Legislature of 1887 decreed that various counties were altogether too large, and the new counties of Citrus, Pasco, Lake, and De Soto are the result. Avon Park, Township 33, Range 28, is now in DE SOTO COUNTY, instead of Manatee County, with the county seat at Pine Level, as before, but a probability of its being soon moved to a more central town. Luckily, changing the name has not altered our location, and Avon Park still is quoted as "the most beautiful township in South Florida;" and, since the time when the writer, with a guide, first explored its uninhabited pine-covered slopes, many residents and others, who visited only to fall in love with it and invest there, have echoed our words. So it is no longer

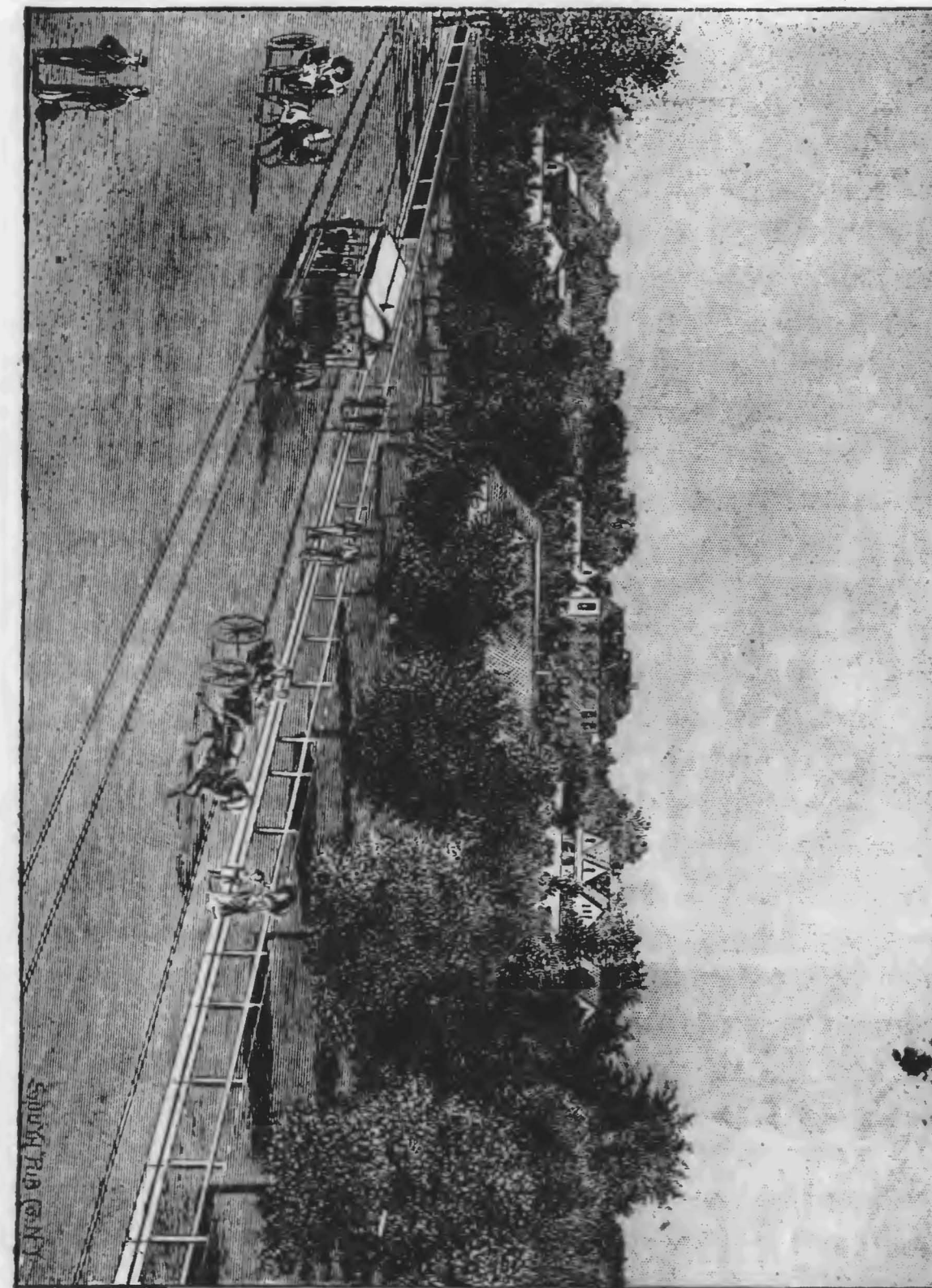
difficult to convince those who have never been there of our peculiar attractions, as "in the mouth of two or three witnesses every word shall be established." (See testimonials from investors and residents.)

Please understand we do not claim ALL of the Avon Park Township to be beautiful or desirable. Indeed there are some tracts therein the purchaser might consider himself "sold" at \$1.25 per acre, the Government price, albeit were these bay heads, flat woods, scrub, or cyprus swamp, near Northern settlements, they would be far more valuable for the timber upon them. Generally speaking, the eastern half of the township is by far the most desirable. In this portion are twelve (not all on the map) beautiful clear-water lakes, of from one-half a mile to five miles in circumference. We have OVER TWENTY MILES OF LAKE FRONTS, mostly high and desirable for residence. It seems as though every visitor to Avon Park immediately became possessed to own one of these, and ere we knew it many of the choicest were sold, one visitor selecting one and a half miles at what we thought prohibitory rates as compared with adjoining high pine lands. Some of these we have bought back at an advance, and shall cut up into residence lots, and cannot longer sell our choicest by the acre, as the supply is not equal to the demand.

A gentleman just arrived at Avon Park, having DRIVEN through from central New York, declares in all his trip he saw no country so beautiful.

We now ask the level-headed reader if it is not better to invest in such a country at the start, or ON THE GROUND FLOOR, getting the benefit of the rapid rise in value sure to follow substantial settlements and improvements.

Correspondence with real-estate agents and land companies in other portions of the State will convince the inquirer HOW MUCH LOWER are our rates for lands than are asked in artificially "boomed" or even so-called "paper cities." We ask



INTENTIONAL SECOND EXPOSURE

20

FLORIDA.

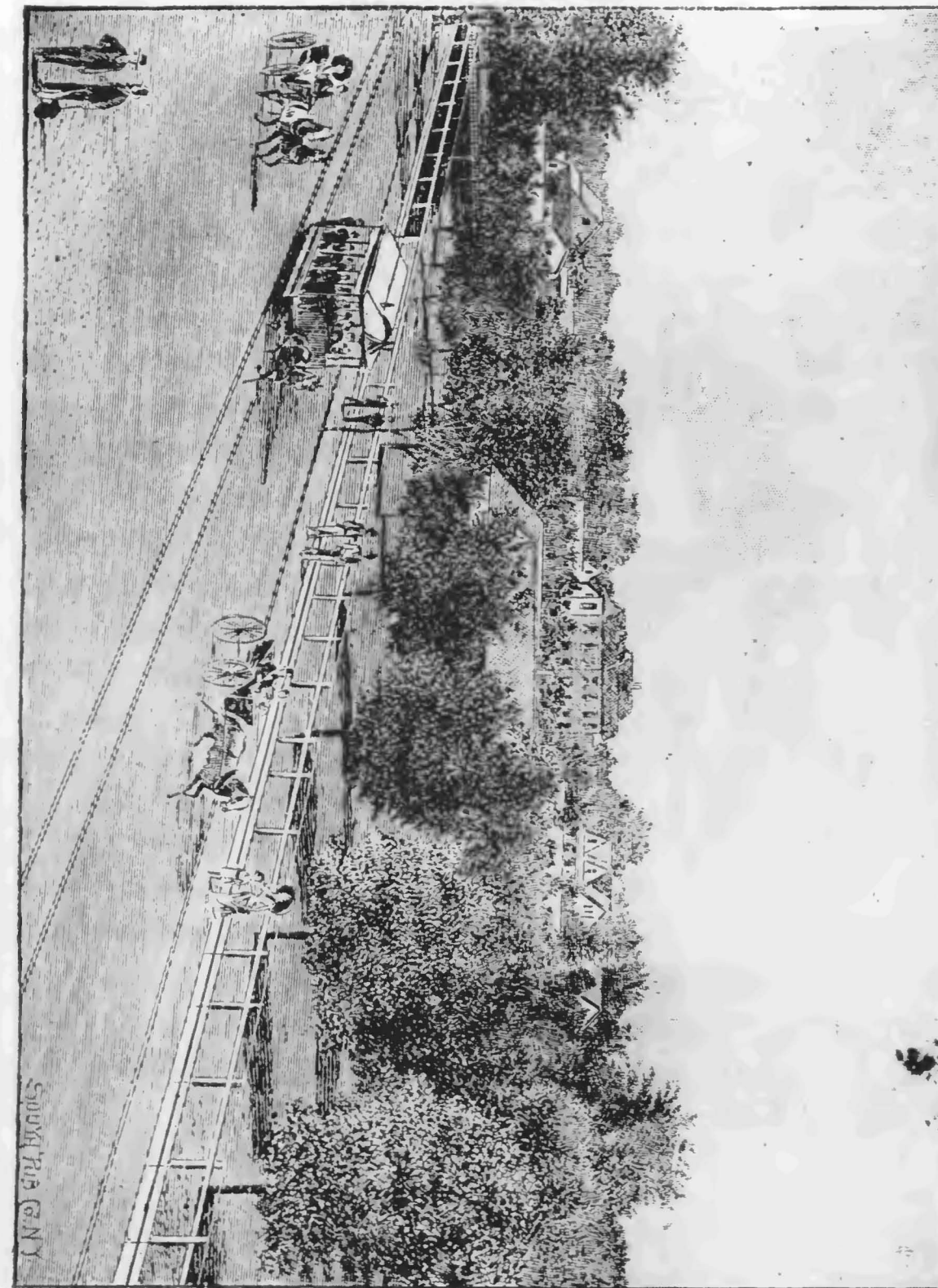
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for nothing else but honest, legitimate transactions with business-like investors or settlers, who will soon find our intentions are honorable and generous. At the same time we feel greatly HAMPERED by the fact that scarce a tenth of our customers do or can SEE the tract they purchase before paying for it. To those who can spare the time and means to go to Avon Park prospecting, we will grant every possible encouragement, securing them lowest possible rates, but we do not promise "something for nothing," or anything on the "gift enterprise" or lottery plan.

We are also slow to chronicle "plans" for the future that circumstances beyond our control may prevent carrying out. A saw-mill—the first need of a settler—is on the ground; 100,000 feet of lumber and a quantity of shingles are finished, most of which go into a new store and hotel building that may be finished ere these words are read. Ten houses already dot the landscape, and, from our mail of thirty to fifty letters per day, it is safe to count on 100 families as settlers there within the present year. How much work and worry, money and correspondence this means, only those who have been in the business can understand. We do not want or expect more than is legitimately earned; but if he is a public benefactor "who makes two blades of grass grow where but one grew," what shall be said of him who makes the "wilderness to blossom as the rose?" Is it not a noble calling to take a wild, uninhabited tract from the hand of Nature and make it a model, thickly-settled community of temperate, law-abiding citizens?

AVON PARK TOWNSHIP is yet without a railroad. The route of the Tavares, Apopka and Gulf Railroad, now completed to Kissimmee, and destined to be the trunk line of the State, lies through Avon Park. Just which sections it will cross it is yet too early to say, as the final survey here is incomplete.

Naturally a rise in values will follow its building as everywhere follows rapid transportation, and he who is wise will in-

vest early, yet it is our policy to give settlers and early investors the lowest possible rates, NOT TO SEE HOW MUCH WE CAN GET.

A township is a tract of six miles square, or thirty-six square miles, containing over 23,000 acres, numbered as in the following diagram. Our township is known on all Government maps as Township 33, Range 28.

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
31	32	33	34	35	36

The sixteenth section in each township, consisting of wild land, is known as "School Lands," the price of which, when sold, goes to support the public schools. A few hundred acres in the township in question were entered by private parties previous to our purchase. All the rest is owned or controlled by ourselves, which, deducting the clear-water lakes, leaves

about 20,000 acres. This is now roughly divided into four grades, as follows:

- 1st. Low, flat woods.
- 2d. Higher pine, with some palmetto and patches of scrub.
- 3d. High rolling pine—best orange and fruit lands.
- 4th. Lake fronts.

Generally speaking, the two upper western rows of six sections, each north and south, comprise nearly or quite all of the first class mentioned. The lower six sections of the two western rows are largely of the second class. The balance, or eastern two-thirds of the township, is almost wholly a charming country of high, rolling piney woods, with clumps of live oak and clear, fresh-water lakes one-half mile to five miles in circumference, furnishing ideal building sites and grove lots, so greatly in demand.

PRICES OF LANDS IN AVON PARK.

We cannot now give a definite list of prices that we agree to abide by for long in the future.

At present we sell 10-acre tracts in the cream of the township at \$15 per acre, or \$150 each, cash. Tracts of 40 to 640 acres all the way from \$1.25 to \$12.50 per acre, cash down and warranty deed delivered.

SUMMING UP.

- To escape the Northern winter;
 - To escape pneumonia, lung fever, or consumption;
 - To grow tender vegetables in midwinter;
 - To grow oranges for profit and in safety from freezing;
 - To enjoy boating, fishing, and hunting;
 - To save rents, winter clothing, and fuel bills;
 - To invest where values rapidly increase;
 - To locate in the most desirable portion of the State,—
 - Buy a home at Lake Forest or Avon Park.
- Apply to O. M. CROSBY, 99 Franklin Street, New York.

PRESS NOTICES.

A JAUNT IN THE WILDERNESS.

From "The South."

AVON PARK, MANATEE CO., FLA., March 17, 1886.

A twelve hours' railroad ride from Jacksonville takes the traveler from the busy city to a climate and scenery so different that he can hardly accept the evidence of his senses. Nature has been slow to arouse this season, after the severe chill in January, and in the northern part of the State yet shows few signs of awakening, while at Fort Meade, where we alight at the new depot, the air is heavy with the delicious odor of orange blossoms, while the orange leaves and ripe fruit still burden the trees, in vivid contrast to the leafless and half-dead branches further up in the State, the consequence of the remarkable freeze.

After a restful sleep in the homelike and comfortable hotel, we are awakened by the melody of numerous mocking-birds among the adjacent orange trees, which puts us in good humor at once, while the softness of the air that floats in through the open window suggests the rare and exquisite charm of the much quoted "day in June," in New England. At an early hour we are off on our twenty-five-mile drive, crossing Peace Creek, near Fort Meade, by a long, substantial bridge, spying an alligator on his favorite log on the shore, and inhaling the delicious odor of the yellow jasmines which hang in festoons from the trees along the road. The beauty and fertility of the great "Deadening" tract beyond, over which we roll, give new ideas of the possibilities of Florida farming. Here thousands of acres have been cleared of the omnipresent pine by some abnormal occurrence, probably a violent hail-storm, a half century ago, and thrifty settlers are cultivating large fields of corn and vegetables in a business-like manner. I should have stated that our landlord at Fort Meade purchased several quarts of

luscious ripe strawberries of a gardener last night, but we left too soon to enjoy the shortcake that followed.

Five hours' riding over a hard road, through a monotonous flat-woods country, and the scene suddenly changes—so suddenly, indeed, that perhaps we are apt to give it the more credit for its peculiar beauty after the level tract passed over. The ground rapidly rises, becoming free of undergrowth, only majestic piles remaining, among which we drive without a track and with only a diminutive compass to guide us. At the crest of the hill we look down upon a scene so lovely that exclamations of delight burst from the party. A beautiful clear-water lake flashes in the sunlight, like the diamond it is, while a group of four deer have suddenly perceived our presence and bound away within easy shot, of which fact, however, we take no advantage. They seem the embodiment of grace and speed as they leap over the fallen logs.

On reaching the lake, we alight before a roomy tent and half-completed log-house of the first pioneer who has secured a quarter-section of what he declares is the gem of all Florida. While two of us unharness, picket, and feed the hungry horses, the other makes a camp fire, and we are soon dining on fresh bread and butter, oysters, canned beef and coffee, meanwhile enjoying the wondrous beauty of the clear-water lake at our feet. After dinner a walk is in order, giving the horses a rest, which exercise extends to a tramp of six miles, encircling in this distance four lakes, among the incidents being the sight of an occasional alligator. So clear is the water of these lakes that the bottom can be plainly seen sixty feet from the shore, and beautiful trout swim slowly in plain sight, ready to snatch our bait instantly on the throwing of the line. It is to be remarked that the shores of these lakes are very generally elevated, and that there is nothing like swamp or marsh around them. The lands here are being rapidly selected by Northern people for winter homes.

As we wander on we become more and more enthusiastic, coming constantly upon lands that would furnish choice locations for homes. With appetites marvelously whetted by this exercise, we sit down to our evening meal, and, as darkness approaches, by the light of the camp-fire we swing up our hammocks in the tent, and soon after are enjoying the sweet rest of the wearied woodsman.

Early dawn finds us on a lake shore, determined on a breakfast of fresh fish. First a minnow is captured and tossed into the water on a hook. Before he reaches the bottom he is snatched by a beautiful trout, which is landed after a gallant fight. The writer of these lines follows the example of the first experimenter with the same result, except that the fish is larger and more gamy. So, in thirty seconds we have two fish, larger than we can eat, and they are soon fizzing over the fire, and we prove how good fish can be when taken from the water to spider and table. An hour later we find new lakes and scenery, excelling, if possible, all we have met before, and we spend the day driving over the hills and among the lakes of this wild, beautiful region. The writer has no fear that any person lured to this region by this description will say that its attractions have been exaggerated.

LETTERS FROM RESIDENTS AND VISITORS.

AVON PARK, MANATEE CO., FLA., Sept. 27, 1886.

I settled in Avon Park last February with my young wife, both being from Warwickshire, England. We are both charmed with this country, with its hills and beautiful, clear lakes. From a lake in front of my house I landed a trout weighing ten pounds, which was royal sport. Deer and turkey are very plentiful, the latter being far superior to the domesticated species; besides, we have lots of quail, fox, squirrel, etc., and duck in the fall of the year.

I can heartily recommend this tract for health and climate.

Having lived here constantly through the summer, I have had an opportunity to test the climate at its so-called "worst," and have been most agreeably surprised. The frequent showers during the summer months greatly cool the air, and nights are cool enough for refreshing slumber. Though lakes are so numerous, no swamps are near, and mosquitoes are not troublesome; indeed, we now scarcely see or hear them, and do not need or use bars or nets. With high land, large bodies of deep, clear water, and a location so far south, delicate fruit can be grown without fear of being damaged by frost. All parties who have visited this spot have been simply delighted. We have American, English, Scotch, and Irish settlers here now, and all are thoroughly satisfied. A prettier or more healthful spot is not to be found in all Florida.

Here is an illustration of what this climate will do: About a month ago I was introduced to a fellow countryman who has settled in this part, and during our conversation he said: "What do you think of my experience? Last Christmas I was in England, nearly half dead of consumption. Now see what Florida has done for me after only a few months' residence. I am perfectly strong, and can do any amount of work." With his bronzed face and arms he certainly looked "a picture of health."

WM. KING.

BRADFORD CITY, PA., Sept. 20, 1886.

I have traveled over Florida a good deal, making examinations in regard to timber, soil, and healthful location for settlement, and after a careful and extensive examination of the tract known as Avon Park, I have no hesitation in saying that it is an exceptionally fine country. I very much doubt whether there can be found in the State another township with so large a proportion of high, rolling pine land, and so free from low, swampy, malarial land. In the township that I examined there were ten beautiful clear-water lakes, with clean, dry shores to

the water's edge. The usual wet and swamp land found on the borders of nearly all the lakes in Florida were here strikingly absent. The soil was a gray, sandy loam, in my opinion well adapted to the cultivation of orange trees, or almost any kind of grain or vegetables. I was surprised at finding that there were so few flies, mosquitoes, and similar vermin in Florida. I was in the woods there nearly a week, sleeping in a tent at night, and in all that time did not see a solitary fly or mosquito. I kept a sharp lookout for snakes, but did not see one until the day we got out of the woods, when I saw a little harmless black snake by the side of the road. In my opinion, all that is lacking to make this the richest part of Florida is railroad transportation, or some other way to open up the country, to let people know what is there. There are settlers working in the country now, while the only way of reaching it is by teams. I talked with several of the new-comers, and in every case they were very much pleased with the country. I drank the best water I ever saw in Florida, drawn from a dug well about fifteen feet deep. It was clear and cold, almost like one of our Northern wells of water. I expect to spend the coming winter in Florida, and may visit Avon Park again.

P. L. WEBSTER.

[From a Letter.]

"Having heard so much of Fort Meade, we were especially anxious to visit it and know for ourselves. Although we had heard glowing descriptions, we were not altogether prepared for the constant surprises that awaited us. We had pictured Fort Meade as a place about a thousand miles from anywhere, but to find ourselves in so nice a village, with such good hotel accommodations, and so accommodating landlords, was an agreeable surprise. We had been taken from the almost leafless North Florida and landed in midsummer, all in less than twenty-four hours. Here we found orange trees in full leaf and bloom, filling the air with their fragrance; strawberries in abun-

dance, selling for thirty cents per quart; cabbage, beans, and other vegetables, all ready for the table or market. After a good night's rest, and an early breakfast, we took our teams and carriages for a twenty-mile drive to see the new town of Avon Park, about which we had heard so much. Of all the surprised that awaited us on our journey through this new country, none was greater than we found at Avon Park. We had seen what we called beautiful lakes and good land surrounding them, but the dozen or more clear-water lakes, with their very high banks, which we found here, quite exceeded our expectations. In many respects the sites around these lakes are not excelled, if equaled, in the State. The lakes, which we had imagined would prove small and unimportant, we found to be of considerable size—none less than one-half mile to a mile across, the country surrounding being beautiful, high, and rolling land, covered with a large growth of pine, and considerable live oak. Avon Park has only to be seen to be admired. We were pleasantly entertained for the night by our friend Mr. King, at his residence on the banks of Lake Tulane. As we retraced our steps in the morning, all of the party expressed a desire to make another trip to Avon Park next season. W. R. PRICE.

FROM THE LATEST ARRIVALS.

Messrs. F. K. E. Sperring and Mr. O'Connor DROVE all the way from their home in Central New York to Avon Park, Florida, over 1,500 miles. Mr. Sperring reached Avon Park in December, 1887, and writes: "In all my travels I saw no such an attractive country as this, where the lakes were so clear, with such high banks, or country about so rolling, clean of undergrowth, and healthful." Mr. Sperring had a 10 acre grove planted in advance of his arrival.

Space forbids further statements.

COME TO AVON PARK AND SEE FOR YOURSELVES.

(Please fill out and return.)

ADDRESS.....

NAME.....

DATE 188

PLAIN QUESTIONS.

1. Do you wish to invest in Florida? Ans.
2. Can you spare \$10 per month, or upward, if assured of a safe and profitable investment? Ans.
3. Have you \$100 to \$500 cash to spare, if assured of a safe and profitable investment? Ans.
4. Do you want a bearing orange grove that will yield an immediate income? Ans.
5. Do you want ten acres, and young groves of one to five acres ready planted? Ans.
6. Do you want 5 or 10 acres, and a house ready built for you to occupy? Ans.
7. Do you want a large body of pine land, for timber or investment? Ans.
8. Do you wish to secure desirable hotel accommodation or board in Florida? Ans.
9. Do you wish to secure cheap transportation to or through Florida? Ans.
10. Do you wish further information? State books, maps, pamphlets, or newspapers.

(Further Remarks.)

Name.....

"FLORIDA FACTS"

BOTH BRIGHT AND BLUE.

A NEW AND COMPLETE ILLUSTRATED FLORIDA BOOK.

BY OLIVER MARVIN CROSBY.

Two Editions—one of 144 pages, 36 engravings, 16 colored plates, paper, illuminated covers. 50 cents ;

One of 286 pages, 50 engravings, 16 colored plates, cloth cover, and appendix by such resident experts as Helen Harcourt and J. G. Knapp. \$1, postpaid.

Plain, unvarnished truth, without puffs or advertisements, from a Northerner's standpoint. Contains information of great value to all intending Tourists and Settlers ; also a guide to orange growing, winter gardening, and a description of all the principal winter resorts.

Address,

O. M. CROSBY, Author,
Bureau of Florida Information,
No. 99 Franklin St.,
New York City.

BUREAU OF FLORIDA INFORMATION.



Nearly all Western, and many Southern States, are represented in New York by either State officials or private firms, who distribute State advertisements and give information setting forth their peculiar inducements to settlers. Florida, as a State, has been slow to act in such matters, and the author of this book, O. M. CROSBY, after a wide experience in Florida, has undertaken to supply the need by opening an

OFFICE AT NO. 99 FRANKLIN ST., NEW YORK,

where the seeker for information concerning Florida may obtain free, guide books, maps and circulars, or personally interview MR. CROSBY or his competent assistants.

Letters of introduction will be furnished to intending settlers of the right stamp, and every effort will be made to secure for them a good start.

Enquirers should, of course, enclose a stamp for reply, but no charge is made for information given, though the number of letters daily received necessitates dictated replies and large expense. Genuine seekers for information are always welcome, but extended interviews are not always possible.

O. M. CROSBY,

99 Franklin Street, New York. Room 18.

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