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Florida: Sanford and Beyond

Florida Land and Colonization Company

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Recommended Citation

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FLORIDA. SANFORD AND BEYOND

ISSUED BY THE

FLORIDA LAND & COLONIZATION COMPANY

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Sanford AND BEYOND

ISSUED BY THE

FLORIDA LAND

&

COLONIZATION COMPANY.

GENERAL OFFICE, SANFORD, FLA.

FREDERIC H. RAND.
Agent and Manager.

THE SOUTH PUBLISHING CO., ARTISTIC ENGRAVERS & PRINTERS, 76 PARK PLACE, NEW YORK.

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BELAIR GROVE, SANFORD, FLA.

SANFORD, ORANGE CO., FLA.

HOW TO REACH SANFORD.

To reach Jacksonville from the North, there are numerous well known and convenient routes, either by rail or water. Sanford is only a few hours' ride south from Jacksonville, either by steamer up the St. Johns river, or via Jacksonville, Tampa and Key West Railway.

THE FLORIDA LAND AND COLONIZATION CO.,

(LIMITED).

SANFORD, FLORIDA.



WHEN in search of an investment or place of residence in what is termed a "new country," it is quite an important consideration as to what are the transportation facilities, and what are the prospects for future growth—such a growth as will be healthy and permanent. In these days of rapid communication and close competition, to be removed from convenient transportation means to be placed at your competitors' mercy.

Sanford, Fla., has passed through "the awaiting development stage," and has facilities more than ordinary, which will naturally make it the *business center and distributing point* for South Florida, being so situated by its geographical position as to command and attract the business of the best part of the State.

Anonymous Dept. Co. 22-60

Sanford is situated on the south shore of Lake Monroe, at the head of navigation for large steamers on the St. Johns river, two hundred and five miles from Jacksonville by river, and one hundred and twenty-five by rail, being accessible by either mode of travel. It is the re-shipping point for the upper St. Johns, and the real business center and distributing point for South Florida. By reason of its location and its competitive transportation facilities, by either rail or water, with the business centers of the country, and its rapid and complete communication with the best part of the State, it is fast becoming an important city. The fact that it has a never-failing water route to the great business centers of the country will always prove an advantage to the city as an equalizer of transportation rates, precluding all possibility of her business men ever being at the mercy of



SANFORD HOUSE, SANFORD, FLA.

transportation monopolies, enabling them to supply its adjacent territory with goods and supplies at such prices as will defy competition. The fact that these conditions exist will make Sanford the attraction for a commercial center and manufacturing city.

Books, pamphlets, etc., innumerable are published setting forth the merits of different localities in Florida, especially pointing to what is to be in the future—"everything in store for the man who waits."

Among the attractions of Sanford for the tourist and traveler, is one of the best Hotels in the State.

The Sanford House is situated close to Lake Monroe, a beautiful flower garden being between the house and the water's edge, adding beauty to the view from the broad piazzas. It is not necessary to say anything in praise of the Hotel, save to add that the house has been put in perfect order and the present year has been leased to Mr. A. R. Hale, of New London, Conn., so long and favorably known throughout the North and in Florida, as the proprietor of the Crocker House, New London, Conn., and the famous Watch Hill House, Watch Hill, R. I.

Not so with Sanford and its surroundings; here will be found a bustling, live city, with its numerous stores, manufactories, newspapers, bank, telegraph, telephone, numerous railroad and steamboat facilities, all of which can be seen here now.

A RAILWAY CENTER.

In addition to the never failing water route, Sanford has no less than seven railroads placing it in direct and rapid communication with the whole of South Florida—a section, the rapid and substantial growth of which is phenomenal. All this section being thus brought in direct contact will necessarily increase the importance of Sanford. Even at this early day the business men of Sanford are realizing these benefits, in that from retail business they have extended to wholesale, a business daily on the increase.

Sanford is truly a live business city, with full city government, an organized fire department, public schools, churches, Masonic, Odd Fellows and other lodges, telegraph, bank, good hotels and one newspaper. The city is provided with a fine system of drainage, artesian wells being sunk at the head of every ditch, making a constant flow of pure water through the drains, and its broad streets and avenues present a cleanly appearance. There is also a perfect system of water works, the water being perfectly clear and pure, and to insure its purity it is brought in mains from springs three miles from the city.

THE LOCATION.

The city of Sanford is situated on a broad plain rising with remarkable evenness from the sandy shores of Lake Monroe, ascending to an elevation of forty-five feet in a distance of less than a mile. Beginning at Lake Monroe the streets are 330 feet apart. The following are the elevations from actual survey, taking

High water mark.....	0.0	Sixth street.....	23.0
Commercial street.....	8.9	Seventh street.....	25.0
First street	11.0	Eighth street.....	25.75
Second street.....	15.5	Tenth street.....	26.5
Third street.....	18.0	Sixteenth street.....	33.0
Fourth street.....	20.0	Twentieth street.....	44.0
Fifth street.....	21.5		

Great rivalry exists among the new towns in Florida, in some cases exceeding the spirit of fairness, and efforts are made to build themselves up by abusing others. This is especially the case with

those towns which are always on what is called a "boom." In most cases a "booming" town is one built by mortgages at exorbitant rates of interest, from two to five per cent. a month.

Of these places we have no disparaging word to say; it is none of our business.

Sanford does not claim or desire to be a "booming" town, but



SANFORD PARK, SANFORD, FLA.

town in the county, and probably any river town in the State.

SANFORD'S GROWTH.

Sanford began its growth in 1880, at that time having a population of less than one hundred within its present city limits, while it now has a population of over 2,500, the taxes being nine mills on a valuation of over \$1,400,000.

Sanford has seven lines of railroads, over which more than fifty trains per day run in and out of Sanford, with daily mail service north, south, east and west. Two lines of steamers on the St. John's river, running daily between Jacksonville and Sanford.

Two telegraph lines connecting with all the world.

Water works of the most approved system, furnishing an ample supply of excellent water for domestic purposes and also for fire protection.

Gas works, by which the city, stores and residences are lighted.

Two banks—one National and one State—with ample capital.

One restaurant.

Seven churches.

One public school house.

Thirteen business blocks.

Over 2,500 inhabitants.

The lowest death rate of any city of its size in the Union—six in the thousand.

The most delightful climate in the world.

No gnats, flies or sandflies and but very few mosquitoes.

A beautiful location on the banks of Lake Monroe, one of the finest lakes in the State.

Car shops of South Florida Railroad.

An iron foundry and machine shop.

One saw mill.

One marble works.

An ice factory.

A bottling establishment.

Two fertilizer factories.

Good fishing and hunting.

Good society.

Low taxes.

Good markets.

Plenty of work.

Good wages.

Episcopal, Baptist, Presbyterian, Methodist and Roman Catholic churches, besides those of other denominations; there are also a number of churches for colored people.

As a place of investment, either in business enterprise or real estate, it presents inducements not to be excelled.

Immediately adjacent to Sanford and benefitted by its importance and growth, is *the Sanford Grant* of 10,000 acres, embracing all kinds of land.

Either lots in the city of Sanford, or tracts of land adjacent, in

quantities to suit, are offered at very favorable prices and terms.

This company also has some of the best lands in various portions of South Florida, for sale in quantities and at prices to suit buyers.

Give these points your personal attention before locating or investing.

The Florida Land and Colonization Company courts inquiry and investigation, as its lands will bear the closest scrutiny as to price and quality, either as a place for investment or residence.

A visit to Sanford will not only convince the visitor of the Company's sincerity, but he will find there every convenience for comfort, health and prosperity.

THE SANFORD GRANT.

This tract of ten thousand acres, located as it is, adjacent to Sanford, has all the advantages of an old settled country. Within five miles of Sanford in this tract will be found all kinds of land, either for fruit culture, vegetable gardens, or farms, or beautiful sites for residences within easy distance of all the comforts and conveniences afforded by being near a city with its numerous stores and facilities of communication or transportation, as well as placing the luxuries and comforts afforded by residence in a city within the reach of all. This tract is divided into small lots of five acres or upward, and is offered for sale at advantageous prices, upon favorable terms, and especially so to actual settlers and producers.

In this tract will be found the high rolling pine land suitable for the culture of all the semi-tropical fruits, and presenting some of the most beautiful sites for residences, with attractive lake views and elevations of seventy feet above Lake Monroe. Also some of the richest hammock lands in the State, where will be found, even at this time, bearing wild orange trees. Some idea of the great number in the past of these wild orange trees may be formed when it is known that for several years persons in the vicinity have been removing them for cultivation and still some remain. This hammock land is capable of producing anything and everything grown in the State and presents in its natural state the most beautiful and luxuriant growth of any country. In addition to the "high pine" and hammock lands there is also the level pine land, especially adapted to gardening, farming and grass-raising. While on the subject of grass, note the following from

the *South Florida Argus* on the subject of "Hay Making in Florida," referring to land in the Sanford Grant:—

"There is an immense amount of hay annually brought to this State; in fact, fully ninety per cent. of all that is used is brought here from the North. It is not necessary that this should be so, as is easily demonstrated. Within a mile of this office are two genuine hay fields, one belonging to J. W. Wellington and the other to Wm. Beardall. These gentlemen have been experimenting with Florida products for a number of years, and have proven beyond a doubt that hay can be profitably raised in Florida. They are now (the middle of August)



ORANGE GROVE AND RESIDENCE.

actually harvesting the second crop of hay from the same land, and it is of the very best quality of crab grass, averaging from one and a half to two tons per acre, and is worth \$25 per ton in the market. The mode of producing is of the very simplest kind. The land was cultivated in vegetables last winter, and after the crop was gathered the land was simply smoothed over, the grass seeding itself. The first crop was harvested in June, and nothing more was done until it was ready for cutting again. No fertilizers were used except on the

vegetables. The crop of hay leaves the land in a better condition than it was at first. Our farmers should pay more attention to this important matter."

Within the Sanford Grant will be found some of the oldest and best paying groves in the State. Belair, Gen. Sanford's colossal grove of 150 acres, is in the middle of this tract, with its fruits and vegetables from all parts of the world acclimatized and profitably cultivated.

LOOK AT SOME OF THE RESULTS.

The *Sanford Journal* says: "From the experimental acre at Belair Grove, in Sanford Grant, there was sold in July, \$461 worth of pineapples and plants, and thus far in August 100 boxes of lemons, making a total of \$711; and yet there are to be gathered a great many more lemons, a few more pineapples and the entire orange crop. Who else in this country can show an acre of land which will give better returns?"

As a matter of fact, under an intensive cultivation \$1,700 has been cleared off one acre of this grove.

The celebrated Speer Grove, near Sanford, of four and a half acres of land, yielded in 1884 a net profit of over ten thousand dollars. This was *net*, over and above expense of care and cultivation. There are a number of younger groves near Sanford yielding over \$600 per acre.

The transportation facilities of Sanford have been enumerated and shown to be so favorable and complete that to locate anywhere on the Sanford Grant means to be within a mile of a railroad.

The average railroad rate for oranges per box per mile is one cent in the neighborhood of Sanford. To those who have groves on one of the seven railroads crossing the Grant to Sanford, the advantages of through shipment from grove to market direct are presented. Such points deserve attention.

CLIMATE.

The climate of the neighborhood is unexceptionable. It is noted for cures of desperate cases of consumption. At the present writing a sanitarium is building in the town, and bids for building of another, to be erected on the bluffs of Crystal Lake, are asked for. This perfection of climate is partly due to the prevalence of westerly winds, which, warmed in winter by the Gulf Stream that, in the latitude of Sanford hugs the coast, immediately thereafter strike pine woods and

absorb their balsam. The mere presence of pine woods has made famous watering-places of German towns, Homburg for instance. North of the parallel of Sanford, the Stream leaves the coast and, the intervening cold water, chilling the air, precipitates its moisture, whence the fogs of northwestern Florida. In the summer the trade winds blow. The nights are very cool and the average day heat is several degrees below that of Philadelphia.

SCENERY.

The high pine land of the Southern Grant, is a rolling land inter-



CORN AND COTTON.

persed with lakes, and does not yield to the famous Winter Park in beauty, while Monroe and St. Gertrude are examples of picturesque hammock. The St. Johns, between Palatka and Sanford, has long been noted for its picturesque scenery, but the Upper St. Johns, between Sanford and Lake Harney is, though less known, yet more characteristically tropical.

LANDS OF
THE FLORIDA LAND AND COLONIZATION CO.,
(Limited.)

While Sanford and its surroundings cannot be too highly spoken of either for investment or residence, this Company is not confined to this one locality, but has numerous choice tracts of land in other portions of South Florida, notably in the following counties: Orange, Marion, Polk, Brevard, Hernando, Manatee, Sumter, Alachua, Hillsborough, Monroe, Osceola, Pasco, Citrus and Lake.

These lands have been selected probably more intelligently with a view to rapid, healthy growth and development than any other lands in the State; having been purchased direct from the United States Government, the titles are clear and direct.

The selections were made at a time when the State was comparatively unoccupied, and in making these selections it was quality, not quantity, that was desired. To this end purchases were made in small tracts of forty acres and upward, not pursuing the policy generally adopted by land companies of securing large bodies of land in one tract.

It is generally known that the highest and best land in the State was held by the United States Government, the State only acquiring the low lands; on this account the Company purchased from the general government instead of from the State.

Time has shown the correctness of judgment in these selections, as there is no section of the State that has developed and shown such permanent growth as South Florida.

The opportunities for securing a comfortable, pleasant place for a home or for the investment of money in land that will yield a handsome return cannot be excelled, as its permanent, healthy and steady development is now assured beyond a doubt.

The attractions of South Florida for a permanent home are far above the ordinary. The class of settlers in this region are people of the highest intelligence and refinement, who go to make up a commu-

nity second to none. Schools, churches and all the various society organizations are represented, adding materially to the enjoyments of life, making the locality really a home-like section, the "newness" of the country disappearing with astonishing rapidity.

Whatever adds to a section as a comfortable and satisfactory place of residence, naturally increases its value from day to day as the best place for investment.

WINTER HAVEN AND THE LAKE REGION OF POLK COUNTY.

Nowhere in the State of Florida has nature been so lavish in her expenditures of health, beauty and native loveliness as in the lake region of Polk county.



WITHLACOOCHEE
RIVER.



The Florida Land and Colonization Co. (Limited) has some of its choicest tracts in this favored section of the State, divided into tracts to suit the means or wants of any purchaser, whether for settlement or investment.

Polk county is situated

in the center of the peninsula and in the heart of South

Florida. It is traversed by the main line and Bartow branch of the South Florida Railroad,

giving direct connection with the St. Johns river and also with the Gulf of Mexico, making the county of easy access and affording con-

venient transportation, and facilities for the movement of its crops.

Too much cannot be said of the natural beauty of this region, as there are hundreds of deep, clear spring water lakes within a radius of ten miles. Among these beautiful sheets of water, with their high banks well timbered with a luxuriant growth of pine and oak, are located some of the most attractive sites for winter homes where, with such facilities for fishing, boating, etc., afforded by such close proximity to the lakes, one can enjoy all the pleasures and comforts of our delightful climate.

The town of Winter Haven, in the center of this lake region, is a station on the Bartow branch of the South Florida Railroad. The town is on the shores of Lake Howard and is very beautifully laid out with broad streets and avenues.

The invalid finds this locality peculiarly attractive and invigorating on account of its elevation, it being on the very summit of the dividing ridge of the peninsula of Florida; the air is always dry and pure.

While the natural beauties and health-giving qualities are attracting both settlers and health seekers to this section, that which will make its settlers feel more permanent and contented is the fertility of its soil, and nowhere can be found a place where a more satisfactory return will be realized by the fruit grower or farmer.

The soil is a sandy loam with clay subsoil and well adapted to the cultivation of the finest qualities of the citrus fruits; market gardening has also met with great success.

The great influx of immigrants to this locality, since the completion of the South Florida Railroad, has been beyond the expectation of the most sanguine of its inhabitants, and its settlers are of the intelligent, enterprising and "come to stay" class, whose numbers are daily on the increase. This influx is destined to continue until every available acre of land is under cultivation.

ANCLOTE, CITRUS COUNTY.

The town of Anclote is charmingly situated on the north bank of the river of the same name, about one mile above its mouth. Located on the only river which is at all navigable, at any state of the tide, between Cedar Keys, sixty miles to the north, and Tampa Bay, thirty miles south, with the best natural harbor on the west coast, and with good channels both north and south; a place where vessels can lay

in safety at any tide, and where by slight dredging ten feet of water could be carried to the very wharves of the town, it offers peculiar advantages as a maritime port, and is a pleasure resort in summer and winter.

As this coast is not devastated by the severe northeast gales of the Atlantic, boat sailing and canoeing are both safe and enjoyable.

Between Saturdays and Mondays this is the haven of the spongeing and fishing fleet, and during this time the harbor presents a very animated scene.

The whole section of country for ten miles north and a much larger distance south is called by many the healthiest part of the State; the proximity to the Gulf of Mexico, with its delicious, saline



piney =
= Woods.

breezes, adds much to the healthfulness. The Gulf abounds with delicious fish, oysters and turtles, which are to be had in abundance, while the land furnishes a fair amount of game, among which are deer, turkeys, quail, a few bears and the inevitable 'possum and coon.

The Florida Land and Colonization Company (Limited) have four thousand acres of land in the immediate vicinity of this town. One thousand acres of this land is a deep, rich alluvial soil, surrounded by beautiful rolling high pine land with a view of

the Gulf of Mexico. This tract has been surveyed and divided in such a manner that each purchaser has not only land suitable for gardening—and that of the best quality—but also a piece of high rolling

pine excellent for residences and orange groves. Thus every orange grower can have an inexhaustible supply of the best fertilizer for his grove for the mere cost of hauling to his trees, and own a piece of land already cleared, from which he can make a support the first year. The high land especially seems adapted to lemons and limes, while bananas, cocoanuts, guavas, alligator pears, mangoes, pineapples, all flourish in perfection, and strawberries and blackberries can be grown with success. Fruit trees do well. It would be a good locality for a flower farm. It is remarkable "all round" land. It is reached by the Orange Belt Railway.

It is only recently that any communication has been had with this beautiful country, except by the skiff of the fisherman or the ox-cart of the cracker. The products of the fields and groves were not available, from the fact that the transportation consumed the profits. Within the last two years it has been demonstrated that more than a good living can be made, with the prospect of a large fortune in the near future, by the application of labor and intelligence in this formerly unknown country.

MANNFIELD, CITRUS COUNTY.

Six thousand acres of rolling pine land, heavily timbered, clay sub-soil, suitable for fruits or farming, adjoining the town of Mannfield.

MINNEOLA, LAKE COUNTY.

Minneola yields to no place in Florida for picturesque beauty. The land is of the highest in Florida, hills of four hundred feet clothed with exceptionally good pine, rising above the lakes. The three principal of these are Lakes Minneola, Minnehaha and Louisa. There is unexceptionable land, and everywhere water can be obtained, even on the hill-tops, the water-bearing strata following the convolutions of the surface. It has unusual water protection.

Tomatoes do wonderfully well. On inquiry the writer was told that the total cost of clearing, cultivating and fencing per acre averaged \$40, the net profit not being lower than \$85, and reaching \$225. A youth of fifteen had netted \$96 off one and one-third acres. Tomatoes sell up to \$5 a crate in Northern markets for the earlier shipments. Persimmons and peaches do well. Oranges have not been attempted, but would undoubtedly prove profitable. Tomatoes are, however, the universal crop, the growers planting them in the fall,

picking them in the spring and taking a holiday for the rest of the year if they wish.

FORT GARDINIER ISLAND.

On the Kissimmee river, only four hours' ride from Sanford. Protected from frost by nine miles of water. A four-mile drive on the beach of Lake Kissimmee (an inland sea); just the place for pineapples, guavas and tropical fruit. It is very well protected and had been selected by General Sanford for a lemon grove, for which it is an ideal location. The Disston enterprises of the neighborhood certify to the value of the land. There is communication by steamboat on the lake to Kissimmee and thence by rail.

ARREDONDO GRANT, ALACHUA COUNTY.

Some of the choicest lands in this celebrated tract. Suitable for arming, peaches, LeConte pears and all middle Florida culture.

Several thousand acres in the counties of Hillsborough and Manatee.

PHOSPHATE LANDS.

The Company owns land in the following phosphate counties:—Alachua, Citrus, Polk, DeSoto, Marion, Pasco, Hillsborough and Manatee.

It must not be supposed that because the descriptions are glowing they are therefore puffs. When it is remembered that this Company was a pioneer, that its lands were selected for it by one who had been a United States surveyor (presumably the best-posted man on such matters in Florida), and under the direction of General Sanford, whose name has become identified with the State, it will be readily understood how it is that the lands above described are so excellent. Besides this, persons knowing only the capacity of soil and climate in the North, cannot imagine the exuberant wealth of a semi-tropical country. To such persons the following, from an address made by General Sanford in 1886, may prove instructive:—

“General Grant, who was an enthusiast about Florida, and who, on his visit here six years ago, turned the first sod of the South Florida Railroad, on the Sanford Grant—then the southernmost railroad of the United States—was alive to all the possibilities in the future of this region. Said he to me: ‘You have on this tongue of land, jutting into the tropics, the only soil under our flag capable of producing the rich tropical products the North needs, and must have,

and must pay for. Poor as you are to-day, with the smallest amount of wealth per capita of your population of any State in the Union, I predict that within twenty years you will have the largest.' ”

FLORIDA.

So much has been said for and against Florida that it is entirely unnecessary to go into any lengthy details on the subject. The development of the State within the last decade has been beyond all precedent. This development has been steady, healthy and of a kind that shows permanency.

From its discovery in 1497, by Cabot, until its Territorial government was formed in 1822, in fact, until it became a State in 1845, Florida was in a continuous unsettled state, now held by the



LAKE SCENE NEAR MINNEOLA.

Spaniards, then the English, French, and almost constantly in turmoil, caused by foes within or without; conquered and reconquered, ceded and receded, plundered by pirates, attacked by filibusterers, harassed by Indian wars, finally ceded to the United States and soon after plunged into the civil war.

This last war brought the beauties of the climate and its native attractiveness more into notice than any other thing could have done, and immediately the influx of population commenced and has been steadily on the increase since that time.

The area of Florida contains 60,000 square miles, or 38,000,000 acres.

Florida is a peninsula, projecting down between the Atlantic Ocean and Gulf of Mexico. This peninsula is some 300 miles in length and averages about 100 miles in width, gradually narrowing from north to south.

CLIMATE.

The climate of Florida is now generally conceded to be the most equable in the country, never being subject to either extremes of heat in summer or cold in winter.

The nearness of that great ocean river, the Gulf Stream, causes the trade winds of the Atlantic to sweep over the land from east to west every day, the returning cool winds from the Gulf gently blowing across the State by night. The daily constant breezes purify and vivify the atmosphere and preserve it from stagnation or sultriness.

From accurate records the thermometer seldom reaches above 90° in summer, and very rarely below 30° in winter.

From the army records at St. Augustine, for twenty years the variation has been only 23°. From Dr. Baldwin's tables, kept for the Smithsonian Institute, we take the following:—

JACKSONVILLE, FLA.—Mean of three daily observations for twenty years—1844–1867:

January.....	55°	May.....	76°	September.....	78°
February.....	58°	June.....	80°	October.....	70°
March.....	64°	July.....	82°	November.....	62°
April.....	70°	August.....	82°	December.....	52°

FLORIDA SOIL.

It is one of the wonders to a Northern man that anything will grow in the sandy soil of Florida.

But this soil is not like other sand, not the sharp silicious sand of the ocean, nor the barren sandy lands of other States; this sandy soil has more or less of loam and a large percentage of lime and organic remains, giving it much fertility. This is shown conclusively when we see such products as the orange, lemon, banana, guava, fig, pomegranate, Japan plum, citron, lime, sugar cane, sweet potato and the profuse growth of melons, vegetables, etc.

The thrifty farmer of the North and West can succeed well in Florida.

The expense of living in Florida is small and life is all out-of-doors, giving to life health and cheerfulness.

HEALTH.

Official sanitary reports, both of scientific bodies and the army, show that Florida stands first in health, although in the reports are included the transient or recent population, many of whom take refuge here as invalids, some in the lowest stages of disease. Surgeon-General Lawton, in his report, based upon the reports of surgeons with the army during the Seminole wars, after showing that the forms of disease were milder and the death rate less in Florida than in other States, adds: "From the carefully collected statistics of this office it appears that the annual rate of mortality of the whole peninsula of Florida is 2.06 per centum, while in other portions of the United States it is 3.06 per centum." He remarks further: "Indeed, it may be asserted

without fear of refutation, that Florida possesses a more agreeable and salubrious climate than any other State or Territory in the Union."

It is a well established fact that to those afflicted with that terrible disease, consumption, and other pulmonary complaints, Florida will afford relief and restore them if resorted to before the disease

is too far advanced. Many of the orange groves now yielding their golden fruit are the property of those who have been attracted here to escape these dread diseases, and while securing health are also

securing a competency. There are many who can testify to this fact.

EXPENSE OF LIVING IN FLORIDA.

The new settler will naturally want to be advised on the above point among his first enquiries. The fact that Florida is so accessible



by vessels from the Northern seaboard cities, makes the rates of freight very low. From our ports rates by river are very low, while rail rates compare favorably with those in any section. The fact of rates being low necessarily indicates that prices here are very little higher than at the points of original purchase.

Generally speaking, however, it would not be advisable to bring down all furniture or household articles from the old home; the parlor furniture, bedding, carpets, linen, tableware and articles that can be readily packed and are not too bulky it would be well to bring. Provisions, common furniture, tools, or even parlor furniture can be purchased here nearly if not quite as cheap as at the North, as wholesale and retail stores are established here with large stocks and as great a variety as can be procured elsewhere. We quote prices of some articles as now prevailing in Sanford. Flour, \$5 to \$6.50 per barrel; bacon, \$6 to \$8 per 100; sugar 7 to 8 cents per pound; butter, 20 to 30 cents per pound; coffee, 15 to 25 cents per pound, and drygoods, hardware, etc., fully as cheap as at the North.

Household servants (colored) are obtainable easily at from \$5 to \$10 per month; farm laborers from \$25 to \$30 and board themselves; wood need not cost anything except cutting and hauling, and very little is required except for cooking. By the day, wages are from \$1 to \$1.25; common mechanics, \$2 to \$3.

While some articles are necessarily dearer here to "housekeep," yet with the saving in cost of fuel, the lighter clothing needed, the cheapness of home-raised food, vegetables the year round, poultry, eggs, game, fish and other things which help the outer and inner man, a handy man with a cheerful helpmate can live quite as cheaply in Florida as anywhere.

With household matter, we add that horses and mules (mules the best in every way) range from \$50 to \$150; carts, \$26 to \$50; harness, \$5 to \$10; plow usually used here, \$3 to \$6; all of which, with other agricultural implements, can be purchased here as cheap as anywhere, freight added.

COST OF BUILDING.

The new comer, anxious to have a roof over his head and be ready to go to work, will hasten to build a house. This may cost as his means and taste may elect, but a plain frame building, with four or five rooms will cost \$250 to \$400. The ordinary Northern or Western

farmer, if not a regular mechanic, is handy enough with hammer and saw to build the house; with the help of a good mechanic (now \$2 per day) he ought to have everything done the best. The sills, posts, rafters and shingles can be got out on the spot. Lumber of fair quality from \$12 to \$16 per 1,000 feet at mills. Shelter from the rain and sun



A FLORIDA LAKE SHORE.

is the main requirement. Cellars are superfluous additions. Wide hall, broad vine-covered piazza, building set well up from the ground, should be the chief characteristics of a Southern home, whether the log cabin of the piney woods immigrant or the mansion of the owner of extensive plantations or magnificent orange groves. As for external surroundings, the wild flowering shrubs, the magnificent magnolia, the towering pine, the massive oak, all surround the cottage and hall impartially, the foliage tempering the sun's rays by day and protecting from dews by night.

COST OF CLEARING LAND.

The cost of clearing land depends on whether sparsely timbered

or of thick growth; whether pine, hammock or swamp land, and also whether the land is to be planted in orange groves or usual crops.

The former custom of simply girdling the trees and allowing them to die, rot and gradually disappear, although a cheap way, is shiftless, careless and most unsightly, and to a stranger the tall, dead, leafless trunks and branches give a melancholy outlook to the locality, showing want of thrift and progress in the inhabitants.

To clear ordinary pine land and remove the timber will cost from \$15 to \$25 per acre; hammock lands will cost more, from \$30 to \$75, according to density and size of timber. For a new place the Virginia rail fence is cheapest, as rails are on the spot and split freely. Barbed wire and board fences are in very general use.

HOW TO MAKE AN ORANGE GROVE.

The judicious selection of the land is the first and most important point, for on this success in a great measure depends. Choose high, dry hammock, or high, rolling pine land that has natural drainage, and a yellowish subsoil. Avoid low, flat palmetto, or galberry lands; where it is underlaid with hard pan or sandstone mixed with oxide of iron; repeated trials and repeated failures show this without exception. The most favorable locations are on the southeast side of the wide sheets of water or high lands, which are more generally free from frost. The land selected, clear thoroughly of all trees, etc., break up well and substantially fence; sow with cow-peas, which turn under when in bloom—it improves and sweetens the soil; this may be done before or after planting trees. Dig holes 25 feet apart, 18 inches deep and 4 feet in diameter, clean out all roots, fill up with top soil, which will retain the moisture. Procure trees from two to three years old, take them up carefully with all the roots possible, pack up with wet moss as soon as dug, put in shade and out of the wind; taken to the proposed grove, carefully remove soil from holes dug sufficient for the tree. With roots carefully spread, trunk standing in the same position as originally grown, let the tree, when set out, be fully an inch above natural level of land; fill under, in and about the roots compactly—it is best done by the hand—fill to surface and gently tramp down. Fill on some two or three inches of earth, which will prevent drying; the rainy season commencing, remove the soil about the tree to the level about it. Cultivation should be frequent and shallow, and trash not allowed to accumulate near the trunk; light plowing and raking near

the trees is safest. Following these general directions no one should fail. The cost of a five-acre grove, at say five years from planting, at a liberal estimate where high pine land is chosen will be about as follows. If hammock land is taken the cost of clearing will be more. The grove will have begun to yield at the end of the period named.

COST OF GROVE, FIVE ACRES OF LAND, VARIOUSLY ESTIMATED, DEPEND-
ING ON LOCATION.

FIRST YEAR.	
Clearing and grubbing in most complete manner.....	\$200 00
Three hundred trees.....	120 00
Fence.....	50 00
Labor setting out trees and cultivating.....	150 00
Manure, etc.....	50 00
SECOND YEAR.	
Manure.....	100 00
Labor.....	200 00
THIRD YEAR.	
Manure.....	100 00
Labor.....	200 00
FOURTH YEAR.	
Manure.....	150 00
Labor.....	250 00
FIFTH YEAR.	
Cost same as fourth year, but crop will help to pay expenses if good trees are budded second year from planting.	

If ignorant of the business add \$100 per annum for superintendence.

Such a grove will readily sell in Florida for \$1,000 per acre. From and after five years the annual growth of the trees and increase of fruit is constant for twenty years, and the grove will hold its vigor and fruit-producing qualities for a century or more. The orange is a hardy tree, will stand great extremes of heat, cold, rain and drouths; it will show the effects of a single season's neglect, and quickly show a single season of care and attention.

Irrigation is not at all a necessity. The first plant introduced at the Belair grove was used for forcing lemons, which the application of water effects, bringing the fruit into market in July, when it is worth up to \$5 and \$9 a box.

ORANGE GROWING CANNOT BE OVERDONE.

On this subject, as on any other, the testimony of the expert is the most valuable; therefore, we will quote from a paper on "Orange Culture in Florida," by Dr. T. W. Moore, which appeared in the *Times*-

Union. To the query, "Will the Orange Business be Overdone?" Dr. Moore answers emphatically:

"No. With the area within the United States capable of producing oranges, this will be impossible. Canada and the United States are rapidly increasing in population, and these alone could consume the entire product from the orange growing sections of the United States; but the Florida orange is the finest grown and will ultimately command the market of Europe as well as America.



A TYPICAL FLORIDA SCENE.

"The occasional gluts in the market have been the fault of the producers. They have attempted to narrow the marketing season down to three or four months, when it should extend from eight to twelve months. Oranges will remain on the trees in good condition six months after they have turned yellow. Properly handled and cured they will keep several months after they have been clipped. The

Florida season for marketing, like European, should embrace the whole year.

“Orange culture will pay beyond any other agricultural pursuit, even should the price fall as low as 75 cents per box. When reduced to that price fifty million boxes would not over supply the demand of the present population of the United States and Canada. There are thirty States producing apples and peaches, and yet both these crops, which have to be marketed within a few weeks or months, are grown with profit. With such facts before us we have nothing to fear as to over-production of the orange. The excellence of the Florida orange is now so generally known that many other oranges are sold under that name.”

FLORIDA, THE FRUIT STATE.

There is no State that can begin to compare with Florida in the quality and variety of its fruits. While nearly all the fruits of the Middle, Northern and Southern States can be cultivated here, there is in addition that great variety of semi-tropical and tropical fruits which, we might say, are the natural productions.

The orange has been spoken of at considerable length, as every settler aims at being more or less interested in its cultivation. There are also others of the citrus family, which includes the lemon, lime, grape fruit, shaddock, citron, and similar fruits, there being several varieties of each, and new varieties are constantly being added, all obtaining the greatest perfection in size, flavor and color. In addition to the great citrus family above mentioned, there are many others, among which we will note a few: The Japan persimmon, the guava (the jelly of which is so celebrated), the Japan plum, the wild goose plum, the pomegranate, the mulberry, the fig, the olive, the different grapes, the prune, the date palm, the banana, the pineapple, the peach and many others.

THE STRAWBERRY.

The Florida strawberry cannot be excelled, and its cultivation for the early markets has proven to be exceedingly profitable, and in some cases has reached \$1,000 per acre when shipped early to the Northern markets.

SWEET POTATOES.

Sweet potatoes seem to be indigenous to Florida, the quality is of the very best and the yield most abundant, in some cases reaching as high as 400 bushels an acre.

MELONS.

Vines of all kinds are among the easiest things grown in Florida. The watermelon grows rapidly to great size on common land, and has a superior flavor. It is no rare thing to find them as large as a nail keg and weighing forty to seventy pounds; they are raised with very little care.

MARKET GARDENING.

That the cultivation of vegetables for the early market will yield a handsome return for the labor and capital expended, has been proven beyond a doubt from actual experience. We will quote from a paper on "Market Gardening in Florida," by Prof. J. N. Whitner, of the



BANANA GROVE.

Florida Agricultural College, Lake City, which recently appeared in the *Times-Union*:

"Market gardening," remarks Professor Whitner, "is fast growing into an immense industry. Already, though scarcely ten years old in Florida, it exerts an influence which is sensibly felt by all classes and in every pursuit. For several months each year during the marketing of new vegetables, the great arteries of trade are quickened into new life. Hundreds of thousands of barrels and crates filled with products of Florida's genial clime are steamed away to far distant markets of

the East, North and West. In return, hundreds of thousands of dollars are brought back and scattered broadcast over the land, to the joy and material prosperity of almost every inhabitant. This money comes, too, at a most opportune time to assist farmers, fruit growers and merchants in tiding over the otherwise long, dull season between harvests, and in effect to dispense with the ruinous system of long credits so prevalent a few years back.

NEGLECTED CULTURES IN FLORIDA.

FLOWERS.—Roses grow perfectly all the year round and net up to \$20 per hundred, gross, in the Northern markets as a winter's average. The home market for them is large.

POULTRY RAISING.—This industry can be very successfully carried on in Florida, the climate being especially adapted to it, and the expensive heating apparatus necessary in the New Jersey and other Northern hatcheries, being useless. The sandy soil is a favorable factor, and the chickens when fledged can successfully find their own living. An average price for eggs is 25 cents a dozen, and there is the whole winter hotel trade to be supplied, the poultry being at present imported.

PAPER.—The papyrus, a close kin to the Egyptian papyrus, is a native, and so far it and the palmetto and many other fibrous plants here indigenous have not been utilized.

JUTE.—This plant grows here as a weed and could well be turned to use.

PERFUMES.—The waste fruit, the trimmings of the orange tree are profitably available for perfumes. At Nice, France, orange blossom is worth 15 cents a pound, and twenty tons per day are sold during the season. The fruit crop is not injured thereby, the petals being those dropped when the fruit is set. Many perfume plants grow wild in Florida—peppermint, for instance, whose culture and distilling yields in New York and Illinois 18 per cent. above interest and expenses. Two crops are here possible per annum.

CAMPHOR.—The tree is perfectly hardy here and can easily be grown.

THE MANUFACTURE OF CHEAP FURNITURE.—Every new settler requires furniture, especially that of the cheaper wooden kind. The home consumption of it is large. At the present writing it is imported at a large per cent. expense of freight, which could be saved by manufacturing it nearer its market. There is no lack of lumber in Florida,

some of the varieties, such as red gum and magnolia, being not only easily worked but exceedingly ornamental woods. So of the palmetto and the knot pine.

CANNING.—This industry has scarcely been tried, yet promises well. The guavas, pineapples and all other fruits can be canned, those not tough enough for shipment being used. The tomatoes also, which, after the high prices of the early market are over, it does not pay to ship and which are left to mature and decay in the field, could be turned to profit in this way.

FISH CURING AND PACKING.—A curing establishment for fish would promise well. A packing establishment would pay whether at Anclote or at Sanford, where the fishers at present do each his own packing with considerable waste. Sanford is the greatest fish center on the St. Johns and ships North the first shad of the year, sending sixty barrels or so per diem, often much more, during the season.

ADVICE TO THOSE INTENDING TO SETTLE.

The settler's best advice will come through his eyes and ears when he gets here. He will do full well if he comes here with only these three settled plans, leaving until the proper time all details: First, to settle where he will be healthy and comfortable; second, to secure an orange grove; third, to make an income in some branch of truck farming. On arriving at Sanford go to the General Office of the Florida Land and Colonization Company, tell them your means and wants, and trust them to choose a location for settlement. As they have the choicest lands in nearly every county in South Florida, it makes little difference in their profits where the settler locates, but they are interested in his success and will advise for his good. Often the settler chooses to go directly to a small owner, who, of course, knows and



cares nothing for the lands in any other locality but his own, and very little for the means of the settler. It is this course of new-comers that accounts for so many bad locations and partial failures. The reputa-



tion of the Florida climate has become established. The

reputation of its soil and products will also be as favorable in a short time if the settlers who are coming to the State are properly instructed.

THE NEW-COMER.

Of the people seeking new homes, there are many kinds, a large number being of the roaming kind in search of some El Dorado; to such, advice or information is of little benefit.

The true man, when he makes up his mind to seek a new home, never looks back, but accepts new and altered conditions, if not cheerfully, at least pluckily, and such a one will surely win. To such a one no country will offer better inducements than Florida. There are none of that class who have settled in Florida—being directed in selecting their location by persons of experience—but that have done well, or have matters in such shape as soon to be

comfortable and at ease.

Consumptives or other invalids who have lingered on until the last stage of disease is reached; young people of both sexes who have been brought up with nothing to do; professional men who expect to live by law, physic or preaching, and not by cultivating the soil, embryo politicians who hope to shine as statesmen here—to all such we say, stay where you are; we already have a surfeit of these classes.

CLASS OF IMMIGRANTS WANTED.

We want population from every State in the Union and from every country in Europe; we want the thrifty and industrious to join us in occupying and building up the vacant places in our favored State, that they may secure pleasant homes for themselves and families; we want them to identify themselves with our present population and enjoy all the rights and privileges of the native-born which the laws of the State now fully guarantee to them. We need population, and we will give immigrants a hearty welcome and extend to them full and equal pro-



A FLORIDA PARK.

tection; we have no prejudices to overcome, for we are already cosmopolitan; we want immigrants of kindred races, that we may be a homogeneous people; we are all immigrants or their descendants; we give immigration credit for all we are or all we hope to become. We do not wish to be misunderstood on this point; we do not want immigrants for subordinate positions, but, on the contrary, invite them to locate and become the owners of their homes in fee simple forever; we want them to become citizens and have with us equal political priv-

ileges and responsibilities in all the obligations imposed upon citizens under a Republican government; we want persons skilled in a great variety of mechanical and agricultural pursuits; in fact, in all the industries of life, for we have a State possessed of the requisite conditions for successful cultivation and development. We want, especially, persons skilled in gardening and fruit-growing, in the cultivation of tobacco, sugar, etc.; we want grape and orange growers, together with the whole list of semi-tropical fruits; we want manufacturers of lumber and naval stores; we want, especially, capital to develop our unbounded resources; we want immigrants, especially, that will bring along with them sufficient means and energy to enter upon business for themselves, to buy our cheap lands, to become permanent residents, practical fruit growers and successful agriculturists, or who will follow some mechanical or manufacturing occupation. We have a surplus already of non-producers, lured hither by our genial climate and expecting to "get something for nothing." We want, in short, settlers who are willing to rely on their own exertions and means to make themselves beautiful homes. To such we say, Come, and if you have good staying qualities, your reward is sure.

WHAT A NORTHERN MAN THINKS OF FLORIDA, ITS ORANGES,
STRAWBERRIES AND CLIMATE.

[Pittsburg (Pa.) Dispatch.]

The question of whether Florida is a good State to invest in has long been argued *pro* and *con*. Mr. J. Heron Foster, son of the founder of *The Dispatch*, who is now in this city on a visit, knows considerable about it. He owns a farm of several hundred acres in the interior. A local paper sums up his experience thus:

"In this case we have a man who had met with business reverses in the North, in which he sunk a small fortune of \$20,000. When his fortune was gone and health impaired to what some supposed to be a hopeless degree, Mr. Foster came to Florida. He had an available capital of not far from \$70, and with this he went to work. He cleared land, built a cheap house, put out seed and went into the nursery and gardening business. He saw the capabilities of Florida soil, and he managed to grow bulbs for Northern dealers. He has grown tuberoses largely, and made a small fortune out of them. Strawberries attracted his attention and he became a successful grower and shipper. He has the honor of producing the largest yield of this fruit of any

grower yet heard from in South Florida. He gives his personal and careful attention to whatever he undertakes, and thus insures success. His neighbors now estimate the value of his property at about \$8,000 or more, and it is certain that he has fairly laid the foundation for future operations. He has plans now crystallizing which cannot fail to add materially to the list of his successes, and he finds the friends who considered him 'played out' a few years ago are now ready to commend his judgment, and they regard him as a success."

FLORIDA AS A RESIDENCE STATE.

[From the Times-Union.]

One of the things Florida is subjected to more than any other State in the Union is misrepresentation. One man comes here and finds a high hammock of rich land where he can farm to his heart's content, and he sounds the praises of his locality in extravagant terms. Another one comes and gets on a poor piece of ground and he soon gets tired and curses the State as a humbug. Another man comes here weary, worn and sick, and the balmy air and even temperature soon restore him to health and vigor. He, of course, is loud in his praises—he can't say enough for Florida. Still another man who may be dyspeptic merely and a hypochondriac by nature, reads what the last man has written and posts off to our El Dorado, expecting to be made whole as soon as he touches the soil. But he eats and drinks and mopes about here just as he does at home, and gets no benefit or is made worse, and off he goes with tip-tilted nose declaring that "Florida is a blank humbug." And so it goes; extravagant laudation on one side and equally extravagant denunciation on the other bewilders the sensible people who want to know simply the truth.

Some weeks since we analyzed some statements about Florida as a place of residence, which appeared in the *Montreal Witness*. The article was answered by Mr. Alfred A. Andrews, of Springfield, Mass., in the *Witness* of July 24th, and Mr. Andrews answer is in such reasonable, fair and square style that we make a liberal extract from it here:—

"My knowledge of the State covers a personal experience of nearly three years, during which I have traveled in the saddle, by carriage, by railway and by water, nearly 2,000 miles within its borders. I have visited most of its counties from the Escambia to the Caloosahatchee, conversed with its people, high and low, white and black, young and old. My wandering has been done in the spirit of inquiry and obser-

vation, and not with an axe to grind. Twenty years of travel in thirty States of the Union have afforded me some little means of information and data for comparison, and I feel warranted in expressing the opinion that *this Continent embraces no State where all the conditions of health and life, and the full enjoyment of them, are so well combined and so easily within reach as they are in Florida.* Life at best consists mainly of an adjustment of balances, the pros and cons, the drawbacks and advantages, and with each individual the factors in the problem vary, so that what may be good for one may be bad for another. By his absurd and preposterous statement of facts, which are not facts, and his equally false conclusions, Mr. Oakes has placed himself outside of argument with me, and, so far as I am concerned, stands as if he had opened a discussion about the geography of the earth by asserting that it was flat.

"I have, however, a few words to those Canadians who are looking toward Florida. If the climate in which you live is compatible with the health and enjoyment of yourself and your family, if your social surroundings are to your taste, if your circumstances and worldly prospects are fair, it will be an excellent complement to the foregoing conditions to 'Be content.' If, on the other hand, you find it expedient to seek a milder climate, with a range of 65° of temperature, against one of 130°, or, if for any reason, social, financial or otherwise, a change in your place of residence seems desirable, I can assure you, that you can go to Florida, and (exercising an intelligent judgment and proper means of investigation) may find locations as favorable to a long and healthy life as America affords, and where the conditions and material prosperity involve as little effort for its acquisition.

"Of this let all the children of men be absolutely certain, 'As ye sow, so shall ye reap.' Seek where you may, you will never find the land where the results of diligent labor, patience, persistence, integrity and frugality can be realized without these contributing factors."

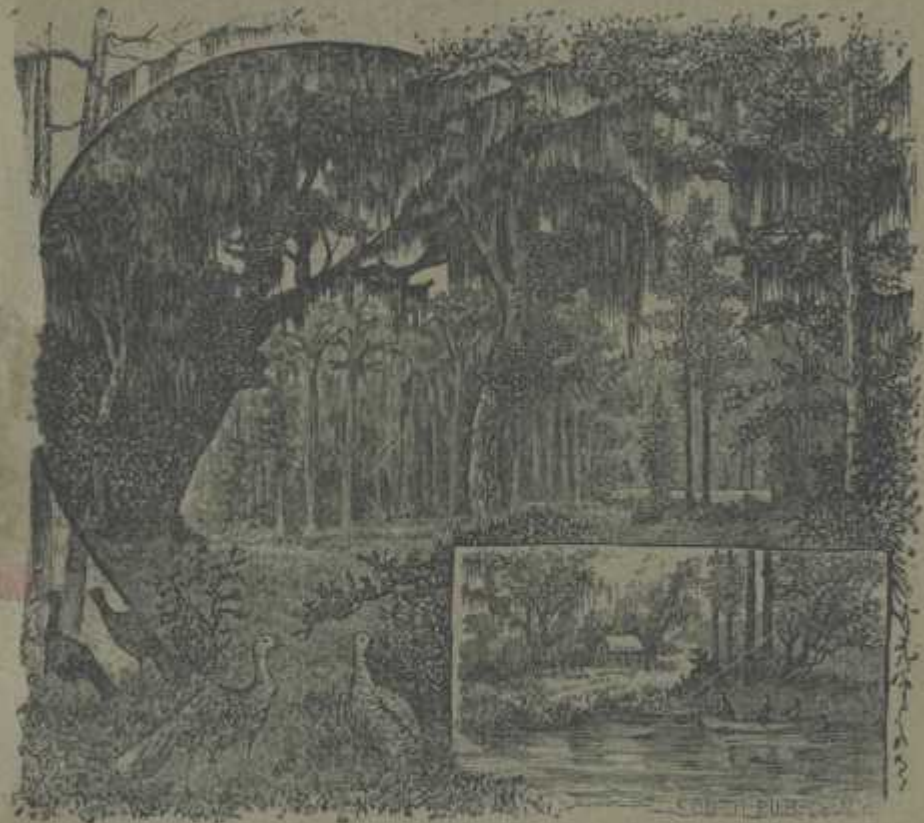
The italics above are ours; they emphasize what is a fact beyond dispute by any intelligent man who will come here and fairly investigate with a view to finding out the truth.

Further information about Florida and the Company's lands can be obtained by applying to,

FREDERIC H. RAND,

Manager Florida Land and Colonization Co., SANFORD, FLA.

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