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RUNNYMEDE

ORANGE COUNTY

FLORIDA

HOMES FOR THE SETTLER

DELIGHTFUL RESORT FOR THE TOURIST
TOWN LOTS, GARDEN AND FRUIT LANDS FOR THE INVESTOR

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RUNNYMEDE

ORANGE COUNTY, FLORIDA.

A VERY HEALTHY, ATTRACTIVE, PICTURESQUE AND
VALUABLE LOCATION, IN THE HEART
OF THE ORANGE BELT.

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BALMY BREEZES AND DELIGHTFUL CLIMATE, UN-
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Twenty-one years experience in charge of Florida
and other Southern Lands,

GENERAL MANAGER,

629 F STREET, N. W., WASHINGTON, D. C.

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RUNNYMEDE,

*ORANGE CO., FLORIDA.

NAME.

Runnymede takes its name from a noted place on the banks of the Thames, near Windsor, twenty miles distant from London, England, which is described as a long stretch of beautiful green meadow lying along the river, separated from the water by a strip or grove of fine old trees. The name Runnymede is dear to all English speaking people, and the place is of great historical interest. It was there on June 5, 1215, that King John, after several days debate with the Confederation of Barons, granted, signed and sealed the great Magna Charta of England, which has been viewed by after ages as the basis of all English liberties.

LOCATION.

This town is located near the southern boundary line of Orange County, Florida, 215 miles south of Jacksonville and about 12 miles southeast of the thriving City

* A bill has recently been introduced in the State Legislature of Florida providing for the formation of a new County, named, "Osceola," after the celebrated Seminole Chief, which embraces the southern part of Orange County including Runnymede and the rich bottom lands of the Kissimmee region, and also a portion of Brevard County, with the County Seat at Kissimmee, only twelve miles distant from Runnymede. This will make one of the richest and finest counties in the State. The "Bill" will undoubtedly become a law.

of Kissimmee. It is situated on the shores of East Tohopekaliga Lake—a beautiful sheet of water about five miles long, with an average of four miles in width. Probably no place in the State affords such a variety of soil and location, and so many beautiful water-fronts for residences as Runnymede.

The entire tract devoted to Runnymede is about 3,000 acres, a portion of which has been laid off in town lots 75 by 150 feet, the Lake front lots 100 by 300 feet, and the remainder of the land divided into smaller tracts or garden lots containing from two to six acres each. The town is laid out with streets 60 feet wide. A grand avenue 100 feet wide extends through the whole length of the town and property for a distance of two miles, and a beautiful carriage drive or boulevard extends along the Lake shore for several miles.

The plan of naming the streets in Runnymede is somewhat similar to that adopted in Washington, D. C. Those running east and west are named after the letters of the alphabet, and the avenues running north and south, except the one on the Lake shore, are named after the States. The main or principal one above referred to is called Pennsylvania avenue, and the one on the Lake shore, Lake avenue.

This place possesses what probably cannot be found in any other town in the State of Florida. A portion of the lands were reclaimed by the operations of the Okeechobie Land and Drainage Co., and are the richest lands in the State, and especially adapted to the raising of fruits and early vegetables. These rich bottom lands are so interspersed with the pine land, that we have the interesting spectacle of a town building and growing up, not only surrounded for miles by rich fruit and garden

lands, but fine fruit, vegetable, and garden lands may be found within the limits of the town ; thus enabling those who desire to follow the pleasing and profitable pursuit of horticultural and market gardening, to reside in the town and have all the advantages of a beautiful and healthful pleasure resort in the finest portion of Florida.

ORANGE COUNTY.

Orange County, within which Runnymede is now located, is the banner County of the State, and is situated near the centre of the Florida Peninsula in its narrowest part, and is in the heart of the orange belt. This County embraces an area of 2,300 square miles, or 1,440,000 acres, and embraces every quality of soil, from the rolling pine lands to the rich bottom lands of the Kissimmee lake region. Magnificent, pure, clear water lakes diversify its area and give favorable advantages for navigation and the building of thriving towns and villas on their shores.

East Tohopekaliga is in many respects one of the finest lakes in Orange County, and by its location in the extreme southern portion of the County, on the headwaters of the Kissimmee region, and surrounded by the richest lands in the State, the originators of this enterprise became satisfied that no place or location in Orange County could offer such a field for the location of a new town.

HEALTHFULNESS.

Florida is often called the "Great American Sanitarium," and experience has proved that Orange County takes the front rank in the State in that respect. The superior of its delicious climate probably cannot be found elsewhere

on the face of the habitable globe. Many of the diseases such as scarlet fever, small-pox, measles, cholera, cholera infantum, pneumonia, diphtheria, typhoid fever, phthisis, yellow fever, hydrophobia, sunstroke, and rheumatism, that are so prevalent and destructive in more northern States, are hardly known in Orange County, in fact, the virtues of her climate, the purity of her water supply, the excellence of her location, and the varied character of her topography almost defy disease of any kind.

It is generally believed by persons not familiar with the climate of Florida, that it is a hot, disagreeable, and dangerous place to live in during the summer. This is a great mistake; the situation of the State between two immense bodies of salt water, the Atlantic Ocean on the east, and the Gulf of Mexico on the west, modify the heat so that it is never so oppressive as in most of the Northern and Western States. The breeze from the Atlantic usually prevails during the day and that from the Gulf setting in towards night, with more or less stiffness, dissipates the heat of the previous day, so that the mornings are like spring. The result of this is seen in the fact, that thousands of persons from every State and Territory in the Union, representing the wealth, character, and intellect of the country are establishing permanent homes in Florida, while thousand of others go there in pursuit of health and pleasure and to escape the rigor of northern winters.

The thermometer rarely rises above 90 degrees, and official records show the daily average for summer to be 78 degrees, and for winter 60 degrees, while in New York, Boston, Chicago, and other Northern Cities, for days together, the temperature will reach 100 degrees or more. As regards malarial diseases, the number of cases of

deaths as shown by the records of the United States Army, is in Florida but 1 to 287, while in the Southern Military Division it is 1 to 54, in the Northern 1 to 52, and in the Middle 1 to 36.

Many hundreds have been cured who went to Florida with serious lung and throat troubles, and the effect of the climate in cases of catarrh, rheumatism and nervous prostration is most remarkable.

THE ORANGE AND OTHER FRUITS.

The cultivation of the orange and other tropical fruits in Florida has opened the door to a sure and safe investment of large amounts of money. The oranges grown in Florida are far superior to those brought from other countries, and obtain higher prices from dealers. Florida is the natural home of the orange. Labor and capital are sure of meeting a profitable reward; in fact, those who made a beginning from eight to twelve years ago, are now reaping handsome incomes from their investments of from \$500 to \$2500 per acre annually.

It has been urged that the orange-growing business would soon overstock the market; but when it is known that only about one-tenth of the supply is furnished at home, and that the remainder comes from foreign countries, and are of an inferior quality, there does not seem to be much cause for alarm. It is extremely doubtful whether the increase in the production of oranges can keep pace with increasing demand, let alone supplanting the foreign supply.

Many other fruits are grown in this section with great profit. Among the number are lemons, limes, guavas,

grapes, figs, Japan plums, Japanese persimmon, tamarinds, mulberries, almonds, olives, prunes, pomegranates, grape-fruit, citron, apricots, dates, pawpaw, mango, shaddock, banana, pineapple, strawberries, Le Conte pear, alligator pear, quinces, cherries, sugar-apple, sappodilla; also pecans, pepper-tree, palma christa or castor bean, etc., etc.

GARDEN VEGETABLES.

Florida has become the winter garden of America. There one may see forests and fields covered with a rich growth of vegetation, and roses and other flowers in full bloom when most of the States are wrapped in snow and ice. All kinds of garden vegetables that thrive in both the Northern and Southern States can be raised in Orange County in a great state of perfection, and they can be picked fresh every month in the year, enabling the producer to place them in the Northern markets during the winter and spring months at very remunerative prices. For instance, there may be raised Irish potatoes, sweet potatoes, yams, turnips, beets, cabbages, rutabagas, squashes, melons, tomatoes, cucumbers, asparagus, egg-plant, cauliflower, peas, beans, sweet corn, etc., or cassava, arrow-root, comptie, indigo, Sisal hemp, ramie, jute, etc.; besides other field products, such as rye, corn, oats, rice, cotton, tobacco, sugar, and pindar or peanuts.

Those engaged in market gardening assert that their crops bring them from \$100 to \$500 per acre, according to the season when the produce is placed in the market; and there are cases where twice that amount has been realized.

REPTILES, INSECTS, ETC.

Parties desiring to locate in Florida may be assured that poisonous reptiles of any character are not more frequently found in Orange County than in Massachusetts, New York, Pennsylvania or the Western States; and, although mosquitoes and other insects may be found in Orange County, yet they are far less numerous than in many other parts of the Union, and are mostly confined to low, wet localities.

ADVANTAGES OF LOCATION.

Orange County offers better inducements to the man of wealth and to the man of little means than any other section of this country. Everything shows rapid improvement and activity, and values are increasing rapidly. Towns are springing up in all directions, and property steadily increasing in value.

The location of Runnymede is unsurpassed; and, although recognized by men of means as a valuable investment, yet the terms are so reasonable as to bring them within the means of those who desire to invest small amounts in a safe manner that will prove remunerative.

Thousands of persons in the United States who are receiving good wages or salaries desire to lay aside small sums every month for a "rainy day," but the advantages of investing the amount laid aside with any assurance of success are so few, and the interest paid on money so low, that there is hardly any inducement to the people to save money.

No other town that we are aware of offers such good inducements to men and women of limited means as

Runnymede; and it is the object of those interested in this enterprise to bring this privilege of investment within the reach of all who desire to save from their labor a few dollars.

It is a well-recognized fact that there is not a more safe and paying investment in real estate than the purchase of town lots or property in or near a thriving town. The only question with buyers is where to buy, and are the terms such that they can afford to buy? All investors know that the first purchasers of property in a town or city are the ones that make the largest profits; they secure their lots at the original lowest cost, and have the advantage of all subsequent rise in property.

The new town of Runnymede possesses these advantages, it is finely located on a beautiful lake; it has an unequaled lake front; it has several houses already built and a fine hotel nearly completed; it has a good wharf or steamboat landing; a fine, fast freight and passenger steamboat, built in Philadelphia, for the owners of the Runnymede property, is destined to make daily trips from Runnymede to Kissimmee City, connecting there with the South Florida Railroad.

Arrangements are now being perfected to construct a railroad from Kissimmee to some point on the Indian River, passing through Runnymede, and at no distant day the cars will be running to that place, which also will double and quadruple the price of lots.

There is no reason whatever, to doubt that Runnymede will have as good, if not greater success than Kissimmee City, distant twelve miles, and that was phenomenal. Four years ago there was not a sign of a town; now it has over sixteen hundred inhabitants, six hundred buildings, including a bank, three churches,

school houses and several hotels, one of them being one of the finest in the State of Florida. Building lots which were purchased no longer than two years ago, for from \$50 to \$150, are now finding ready sale at from \$500 to \$1,200.

It is the intention of the owners of this property, who are wealthy men, to leave no stone unturned to make Runnymede even a greater success than they did Kissimmee. Improvements have already been commenced, and it is the purpose of the Syndicate to expend from \$30,000 to \$50,000 as fast as practicable in improving and beautifying the town.

Orange County has more white inhabitants, more railroads built, more being built, more canals and public improvements, more money in school buildings and more incorporated towns than any other county in the State.

Orange County has double the number of post offices, double the number of schools, double the number of people from Northern states and double the number of newspapers than any other county in the State.

Orange County has more orange trees bearing, more young trees set in groves, more nurseries than any two counties in the State.

Orange County has more wealthy citizens than any three counties in the State, and has increased her population in the past five years over 200 per cent.

Runnymede has more fine lake-front lots, more large lots at ground floor prices, more rich garden lots, more advantages for persons of moderate means and more inducements to investors than any town in Orange County.

Runnymede is the only place in Florida where lots at first cost can be purchased on long time, the only place where

choice lots can be purchased on monthly installments, and the only place where parties desiring to secure a permanent or winter home can do so as cheaply.

Let it be understood at the outset that this is no visionary or "wild cat" speculation. The town is already started, backed by capitalists who intend to make it a success.

Mr. Harry F. Smith, who for twenty-one years was in charge of the U. S. public lands in Florida and other Southern States, in the U. S. General Land Office, has been selected as General Manager of this property, and those who desire to invest in Florida would do well to call and examine the plat of Runnymede before deciding to purchase elsewhere.

Town lots or garden and fruit lands are now open to sale at either of the principal offices in Philadelphia, Kissimmee City or Washington, D. C.

Price of business lots, 37½ feet front by 150 feet in depth, containing 5,125 square feet, \$30.00, payable in fifteen monthly installments of \$2.00 each; corner lots \$37.50, payable in fifteen monthly installments of \$2.50 each.

Price of town lots, 75 feet front by 150 feet in depth, containing 10,250 square feet, \$30.00, payable in fifteen monthly installments of \$2.00 each; corner lots \$37.50, payable in fifteen monthly installments of \$2.50 each.

Price of lake-front lots, 100 feet front by 300 feet in depth, containing 30,000 square feet, \$300.00, payable in fifteen monthly installments of \$20.00 each. Fruit and garden lands at from \$10.00 per acre upwards.

The managers of this enterprise will contract with the owners of lots, for clearing, fencing, erection of buildings, planting and care of orange groves at reasonable prices.

For any other information by mail or otherwise, apply to the following agents :

H. F. Smith & Co., 629 F. Street, N. W., Washington, D. C.

W. H. Shel mire, 329 Walnut Street, Philadelphia, Pa.

James Forrest, Box 128, Kissimmee City, Fla.

H. F. SMITH,
General Manager,
629 F. Street, N. W., Washington, D. C.

The following extract from a letter written by Hon. W. D. Kelley, of Pennsylvania, who by reason of his long and distinguished services in the halls of Congress, is styled the "Father of the House," speaks for itself:—

"My visit to Florida was too much of a tour for the purpose of investigating the resources and conditions of that great State to permit much letter-writing. Here I am resting, and hasten to congratulate you upon your identification with the town of Runnymede. The site for homes, for orange groves, and for farms for the production of early vegetables for Northern markets, is not in my judgment exceeded by that of any city or town I visited. Much of the contiguous land, especially of the reclaimed land on the Lake front, is under cultivation by Northern farmers, who assured me that their profits greatly exceeded their most sanguine expectations. It is proper that I should add that the country around Runnymede is settled by quite a large number of intelligent and industrious Northern people."

Col. A. K. McClure, editor of the *Philadelphia Times*, owns a fine farm adjoining Runnymede. The following extracts from letters written by him while in Florida will be read with interest :—

“ The five hundred acre farm of reclaimed land on which Colonel Rose, Assistant Superintendent of the Company, has his home, with its strawberries, which I gathered in spite of the general destruction by the severe winter, and its acres of blossoming vegetables and cabbages, soon to be marketed, attest not only the complete success of the drainage enterprise, but also the exceptional value of the soil rescued for the husbandman. His farm just wrested from the bottom of the lake, and with cultivation and improvement only commenced, would sell for more per acre to-day than half the best farms of Chester county, for the simple reason that one man and a mule can grow more from an acre every four months than four men and as many mules could grow in Pennsylvania in a year. At the foot of the lake, where cultivation has had only one full season to demonstrate the fertility of the soil, I saw one cabbage field, just about ready to be cut, whose product will return to the owner over twenty thousand dollars, and then his land will be ready for another crop of whatever will pay best in season, without the possibility of needed fertilizers for many years.

“ I never appreciated, until I saw this soil and its product, the truth and force of General Grant’s letter on Florida, published in the *Public Ledger* several years ago, in which he said that the State ‘ is capable of supplying all the oranges, lemons, pineapples, and other semi-tropical fruits used in the United States, and \$100,000,000 of sugar now imported.’ In the same letter he tersely

and correctly summarized the resources of the State by saying that 'it has an area greater than New York, Massachusetts, and Connecticut combined, with deposits of fertilizer under it and above it sufficient for many generations; it only wants people and enterprise, both of which it is rapidly obtaining, and it affords the best opening in the world for young men of small means and industry.' "

—* CIRCULAR * LETTER *—

For over 21 years I have been in charge of the public lands in Florida and other Southern States, belonging to the United States Government, and during that time nearly every foot of land disposed of in those States has been under my supervision. My position in charge of those lands for so many years, brought me in contact with people from all parts of Florida and the South, besides a large number of people from other States and even from foreign countries were constantly applying to me for information relative to the soil, climate, productions and healthfulness of Florida, as well as how to obtain title to the public lands. I have traveled over a large portion of Florida, and have taken unusual pains to inform myself on all subjects relative to the soil and productions of the State, more especially the culture of vegetables, oranges and other semi-tropical fruits. There is probably no one in the United States that has had the experience and possesses better advantages than I do for a thorough knowledge of Florida, her lands and resources. Several years ago I became satisfied of the great future of Florida, that she is destined to become one of the richest and grandest States in the Union. I was also impressed with the enormous profits derived from orange and fruit culture, and subsequently with the immense profits made from growing vegetables for Northern markets.

The rapid rise in the value of good lands in Florida is almost marvelous. Eight or ten years ago I could have homesteaded 160 acres of land at a cost of only \$18, that now commands from \$100 to \$3,000 per acre. This is the result of the rapid increase in population, the building of towns and villages, the large profits realized from the culture of fruits and vegetables, and is partly due to the Railroad facilities for shipping the products of the soil to market.

In 1882 I organized the "Lake Eustis Orange Grove Company," with a Capital Stock of \$20,000, purchased 160 acres of land, set out 120 acres in choice young orange trees, and have been the Secretary and Treasurer of that Company since its organization.

The success of this enterprise led to the organization of a new Company about eighteen months ago, in which I assisted, called the "New Enterprise Orange Grove Company," which purchased 160 acres of land near the Lake Eustis grove, in Orange County, set out 120 acres of oranges and other fruits, and I have been the Secretary and Treasurer of that Company since its organization. Both of these groves are in a flourishing condition and are rapidly appreciating in value.

Florida, therefore, in my judgment, presents unusual advantages to the settler and investor, and my honest advice to those seeking new homes is to try Florida.

To those who are seeking some safe place for investment let me recommend Florida. For several years I have been investing small amounts in Florida and have never had cause to regret it, in fact a few dollars placed in good lots or lands, well selected, may lay the foundation for a handsome competency for life.

I visited the new town of Runnymede and carefully examined the location and lands before I would accept the management tendered me. I found it all it has been advertised, and one of the prettiest spots for a home or winter residence that can be found in Florida.

There seems no way for a person to lay aside and invest a few dollars with better prospects for success than in Runnymede. The lots are large, the price reasonable and the payments easy, and *as an investment for men and women of limited means* Runnymede combines the desideratum of absolute security against loss, with the certainty of some profit, and the best assurance of very large returns for the money invested.

Those who desire to take advantage of this privilege may rest assured that they will be fairly and honorably dealt with, as I could not afford to jeopardize my reputation of twenty-five years of official life by connecting myself with any visionary or "wild cat" scheme.

I refer to the following gentlemen:

Gen. W. H. FORNEY, M. C. Alabama. Col. R. H. M. DAVIDSON, M. C. Florida.
Hon. W. D. KELLEY, M. C. Pennsylvania. Hon. GEO. F. DREW, Ex-Gov. Florida.
Hon. HAMILTON DISSTON, Philadelphia, Pa. Gen. C. D. MCDUGALL, Auburn, N. Y.
Hon. WILKINSON CALL, U. S. Senator Florida. Gen. H. G. SICKLES, Phila., Pa.
Gen. J. A. WILLIAMSON, Ex-Commissioner General Land Office.
Gen. S. S. BURDETT, Ex-Com. General Land Office and Ex-Commander G. A. R.
Maj. WILLIS DRUMMOND, Ex-Commissioner General Land Office.
Hon. JOHN L. HILL, Commissioner Public Buildings, Philadelphia, Pa.
Hon. W. D. BLOXHAM, Ex-Governor Florida.

H. F. SMITH,
Late of the United States General Land Office.

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