

FLORIDA, THE LAND OF ORANGES, SUNSHINE AND HEALTH.

BELMORE CITY, Clay County, Florida.

LAND IS THE BASIS OF WEALTH.
A SAFE AND CERTAIN INVESTMENT.

THINK OF IT! Every man, woman and child can own a splendid large lot in Belmore City, Fla., for only \$3. Will you let this chance go by? We think not.

A safe speculation. No chance to lose, but sure opportunity to make big money on a small investment. The small sum of THREE DOLLARS buys one of the best lots in Belmore City, Florida, 40x100 feet. A bona fide sale and a Warranty Deed given with each lot. Every man, woman and child is benefited in this sale. A small investment that will probably return \$100 in one year, and more if held two years. Buy a lot for yourself, your sweetheart, your wife, your daughters and your sons. It will pay them and you. It is better than a Bank or any other investment. Health, Climate and Soil unsurpassed. Belmore City is only 13 miles from Green Cove Springs, on the St. Johns River, and a few miles southwest from Jacksonville, on the line of the Green Cove Springs & Melrose Railroad.

BELMORE CITY IS RIGHT IN THE HEART OF THE GREAT ORANGE BELT. HIGH PINE LAND. READ, REFLECT AND BUY A LOT OR TWO AT ONCE.

These lots are positively on sale for a short time only. Don't wait. An opportunity like this will not occur again. Lots are all situated on the best of orange land. High and dry. No swamps or malaria.

The following is a description of the wonderful advantages to the public. The Belmore Florida Land Company of Florida was legally chartered and organized under the State laws of Florida. The Company purchased nearly 4,000 acres in Clay County and selected the very best and most eligible part for a city, to be known as Belmore City. Mr. J. J. Treverer, of Jacksonville, one of the best surveyors in the State, laid it off into lots 40x100 feet, which are now placed on the market at THREE DOLLARS each (or two lots together for \$5), with a view to interest Northern influence and energy, and procure a varied ownership. The Company reserves certain portions, but the residue is thrown open to buyers at the nominal sum of \$3 for each separate lot. Every lot sold will enhance the value, and it is no idle boast to say that the City of Belmore will have several thousand inhabitants inside of two years. It is surrounded by magnificent pine forests, and the odor of the balsam from the pine has healing in it for consumptives. We offer also for a short time corner lots on streets and avenues for \$5 each.

Many settlers from the North and West are coming in, and the whole of this beautiful tract will be settled by a prosperous and happy people. The Company have tracts of five and ten acres each situated in and around Belmore which they offer to settlers at from \$15 to \$50 per acre. These lands are all high rolling pine land, the best for oranges, fruit and vegetables. If you want a tract of this size write us, but first secure a lot in Belmore City. A recent visitor to this location, and one who has spent years in Florida, made this statement: "I predict that the time will come when the entire tract will be one settlement; every inch of ground will be covered with the umbrageous and sweet-scented orange groves and tropical fruits and vegetables, yielding their owners immense incomes; while the balmy, sunny climate will bring back health to the pallid cheek of the invalid." But when a person sees the remarkable advantages which this section offers he will become as enthusiastic as those who have seen it.

To the European immigrant who wants a good home, health and good government, ample labor and final competency; to the New Englander who dreads those bitter northeastern winds and the blank pecuniary prospects of home farm life; to the Westerner who recoils at those blasts which sweep down from the Rocky Mountains, and the burbling grasshopper of autumn; to the Southerner who has grown poorer annually through the

cotton caterpillar; to all these Belmore offers her cheap, fertile land, and here in this sunny clime they can engage in a lucrative business, demanding no great exhaustive labor, and here they will soon acquire health, wealth and happiness.

In the way of transportation facilities Belmore City is already well taken care of. The great Trunk Line, "The Orange Belt," Jacksonville & Key West Railway, direct to Green Cove Springs, from there only thirteen miles by Green Cove Springs & Melrose Railroad to Belmore.

CLIMATE AND HEALTH.—The climate of this section is the most beautiful on the globe, surpassing that of Italy. Cool, balmy, delightful breezes are constantly blowing from the Atlantic, the Gulf, and the pine lands. The thermometer in mid-summer rarely goes above 90°, and in winter ranges between 50° and 70°, with no ice, no frost and no snow. No sunstrokes ever occur in summer, and at night pleasant and refreshing sleep can always be found. No sickness, so doctors do not get rich. No malignant fevers, as there are no fresh-water rivers. This immediate region is well adapted for a summer and winter resort.

The mild climate makes an expensive house unnecessary; fuel is to be had for the expense only of gathering it, and thus far the necessity has not arisen for expenditures that in the city resident's expense account book should properly appear as "paid for keeping up appearances."

It is the plan of the Company to re-invest the proceeds of all sales of land for some years in the improvement of avenues and streets, making orange groves, etc.

corn, rice, oats, sugar-cane, with vegetables of all kinds and of mammoth size, together with peaches, grapes, plums, melons, pomegranates, bananas, figs, oranges, lemons, guava, Japanese plums, Le Conte pears, olives, and all fruits and flowers belonging to a semi-tropical climate.

Belmore City, therefore, is a good investment, and never before has there been such an opportunity to secure lots in a place possessing such wonderful advantages and with a certainty of a great rise in values. Every lot has a shade tree thereon, either pine, oak, magnolia or bay, and there is no difference, as the lots are all alike, and situated on high and level ground. Lots in Sharon, only three miles distant, command from \$75 to \$100. Lumber can be had at from \$5 to \$12 per M.

Buy a lot for each of your children. It will prove a good investment. There are only a certain number to be sold, and that ends all that can be had. By forming clubs, parties in each town can secure lots together.

The merchant, professional man, mechanic, clerk, laboring man, and, in fact, every person, male or female, will find this an opportunity rarely offered to invest a small sum which is very likely to become a great one in a little while. Our object in putting the price of these lots so low is to secure a wide and diversified ownership, satisfied that the enhanced value of such as are reserved by the Company will fully compensate us.

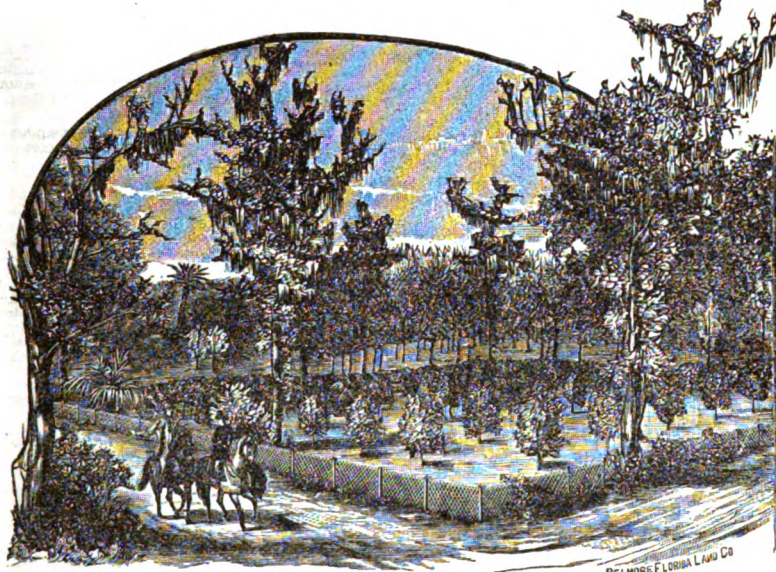
The Company has donated the grounds for schools and churches of all denominations, as they are desirous of affording perfect facilities in this respect. The attention of the entire North has been attracted to Florida as a new country, well fitted for enterprise, energy and push to succeed; hence Belmore City is offered as possessing much that can be profitably turned to the advantage of lot-owners in the near future. We especially recommend this investment to ladies.

TO TIMID MEN.—For the reasons we have given it seems safe to predict that the unimproved lands of The Belmore Florida Land Company which are adapted to the growth of the orange, have just begun to attract attention, and will continue to increase in value until two hundred to five hundred dollars per acre will be regarded as a low price. Possibly some holders of Florida land are asking all that lands are worth to-day, but with next year the present prices will be doubled. If offered, the offer would be rejected as ridiculously low. The timid man who is afraid to invest at present prices will look back with vain regrets a year hence, and probably console himself by predicting a final collapse and eventual ruin of those who had faith to buy, while he doubted.

J. H. PLUMMER, Pres.;

Dear Sir: Enclosed please find deeds, which are duly recorded. * * * * I will purchase three or four lots in your City of Belmore soon, for I believe it is going to be a grand success. Yours respectfully,
 GEORGE N. BARDEN,
 Clerk of Circuit Court, and Recorder of Deeds,

June 2, 1885. Green Cove Springs, Clay Co., Fla.
 A comparison of land values in the different orange producing districts in the world will show that the boom of Florida land has not yet commenced.
 No IMPROVEMENTS need be made on any lot or lots bought until the buyer gets ready to do so. The deed will hold just as solid and good as if you went at work and erected a house thereon. The title to the property is perfect, and all purchasers may be absolutely sure of a true warranty deed.
TAXES.—The rate of taxation in Belmore is very low, and Clay County is entirely out of debt. The assessors have been on for this year, and no taxes will be assessed until next April. The rate of taxation is about 11 mills on the dollar, or from 20 to 30 cents on a lot.
GOOD WATER can be obtained from wells which only have to be dug at a depth of ten to fifteen feet.
 A PLAT of the city, showing where your lot is located, will be sent to each purchaser. These plats are lithographed and will be furnished free. Descriptive book 10 cents. Correspondence solicited.
 Every lady, boy and girl should say that they own real estate, and should at once buy one to ten lots. It will prove a good and safe investment.
 These lots at \$3 each are only sold for improvements, the receipts from sales being donated to improving streets and avenues. This is your opportunity. Send Postal Note, Money Order or Registered Letter with \$3, and receive by return mail a Warranty Deed. Address for deeds Chicago Office.



The land in and around Belmore is the best in the State for orange growing. There is already \$8,000,000 invested in orange groves in the State, and the field is open for the profitable employment of \$50,000,000 more. Belmore is only thirty hours' ride from New York. For the capital, results have shown that there is not at present any pursuit, where tilling the ground is involved, that will yield larger cash returns than oranges.

HOW ORANGE GROVES PAY.—The Spear grove situated near Sanford, in Orange County, Florida, contains six acres of 550 trees, which, in 1883, produced 1,800 oranges each, and netted the owner \$2,000 per acre, and the present owner says that the annual average of the 550 trees will be about 1,600 each. Just opposite this wonderful Spear grove is another, containing three acres, which, though a young grove, has given 2,300 boxes of oranges a year. Two miles west of Belmore City there is a small clearing, owned by Aaron Gelsger. This man has several very thrifty trees, two of them, the past season, yielding over 10,000 oranges each. These few items are only cited to show what is being done in Florida by orange growers. There are thousands of men, and women, too, who have fine groves that are doing as well as those we have mentioned. The Harris grove, near Ocala, which, by the way, is only ten years old, paid its owner a net profit this season of nearly seventy-two thousand dollars.

The lands in this section are the most productive known. All the early vegetables are sowed, commencing in February, and it is wonderful how the soil responds to practical cultivation. It is of a dark, sandy character, and ten minutes after a rain no water remains on the surface—the soil absorbing all. Three crops can be taken off within the year. There is produced cotton,

J. H. PLUMMER, Pres. Belmore Florida Land Company, BRYANT BLOCK CHICAGO, ILL. - Or 50 W. Bay St., Jacksonville, Fla.

I have personally examined the location of Belmore City and the entire tract purchased by the Belmore Land Company, and know the above statements are true. I am personally acquainted with Mr. Plummer, and know that every person will get a true deed of any lands or lots they may buy of his Company.—W. V. R. POWIE, Pub. THE POULTRY KEEPER.