

THOMAS ELMER WILL, Manager, Fruitcrest
MARLOW BUILDING, 811 E STREET, N. W.,
WASHINGTON, D. C.

FRUITCREST, FLORIDA
for 100 "Co-operative Men" and
Women.

THE FRUIT GROWERS' EDEN
on the

CREST of the Everglades—
America's

LAST FRONTIER.
In a vast,

NEW WONDERLAND
on the prehistoric, possible

PARALLEL OF LATITUDE
(about 26°, 40', the lower Nile)
where civilization was born.
Three miles south of

LAKE OKEECHOBEE.
The great, inland sea, and 40
miles west of

PALM BEACH,
The Millionaires' Paradise. Possessing a

PERFECT PENINSULAR CLIMATE
and a

MATCHLESS, MARVELOUS SOIL.

TRANSPORTATION AND COMMUNICATION
afforded by boat, and otherwise.
(See map).

RECLAMATION,
here, far advanced.

CULTIVATION
in progress on adjoining land,
which has been

SURVEYED,
as Fruitcrest can readily be. A

VILLAGE COMMUNITY
makes possible

**CO-OPERATION, FREEDOM
AND PROGRESS.**
Delays avoided by a

CENTRAL MANAGEMENT
elected to pioneer, and care for
interests of community and non-
residents. Equipped with a

COMMON CAPITAL,
and subject to

CONTROL BY MEMBERSHIP.
This, to ensure harmony, is

CAREFULLY SELECTED.
To such, lands are furnished at

STATE'S PRICE,
\$20 per acre; 600 acres in

FEE-SIMPLE
and a 40-acre

**CENTRAL SQUARE IN COM-
MON.**

FRUITCREST THE FORTUNATE

Climate, Soil, Elevation, Location, Plan, Price and
Picked Population

ensure
SUCCESS

Why Be Poor ?

...the... of the...
...d in many cases of... of...
...the estate.

AVO

TREE INSURED FOR \$30,000.

Lloyds Policy Protects Owner of Avocado, Bearing 50-Cent Pears.

Special to The Washington Post (1913)

Los Angeles, Cal., Dec. 11.—An avocado, or alligator pear tree, six years old, the most valuable fruit tree in the world, owned by H. A. Woodworth, rancher, of Whittier, has been insured by Lloyds, of England, for \$30,000 against loss by fire or frost.

Last season Mr. Woodworth cleared \$2,206 from this tree alone. The fruit brings 69 cents each. Mr. Woodworth has built a fence thirty feet high around the tree to protect it.

The Alligator-pear (Avocado) area is small; Fruitcrest is in the heart of it. Raise Alligator pears?

IF INTERESTED, APPLY AT ONCE.

Fruitcrest, Florida

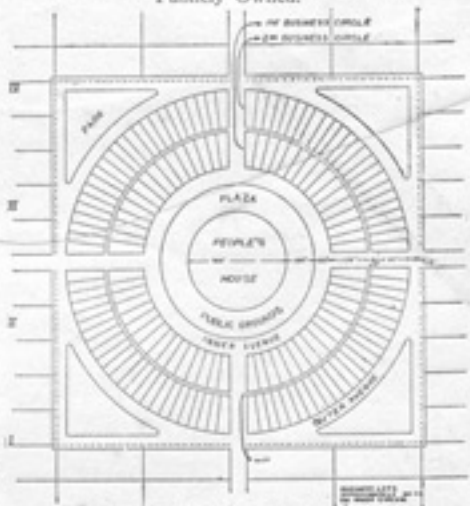
As The Plan, making success easy. The tract is Section 27, Tp. 44 S., R. 20 E. in Palm Beach County, and comprehends one square mile, or 640 acres.

Six hundred acres are cut into 100 five-acre farm tracts and 100 one-acre residence lots. Forty acres constitute the publicly-owned CENTRAL SQUARE.

One holding includes 1 five-acre tract, 1 one-acre lot and an undivided interest in the CENTRAL SQUARE.

Three Dollars (\$3.00) to Five Dollars (\$5.00) per week for 70 weeks, depending on location, pays for 1 holding, plus share of common carrital.

CENTRAL SQUARE (ENLARGED) Publicly Owned.



RETURNS FROM CULTIVATION
and Rentals go into Fruitcrest's Treasury.

THE SQUARE MILE Except Central Square, all Privately Owned.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
A	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
B	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
C	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
D	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
E	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96
F	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112

LOT AND TRACT OF SAME NUMBER
go in Same Holding

Competing lands, unsurveyed, and sold on the Robinson Cruise plan of Each-for-Himself-in-the-Wilderness, have brought \$30,000, \$60,000, and more per acre. Take your choice.