**Introduction**

*When we think of oranges, we think of sunshine, soft winds, flowers and palms. We think of romance and unexplained things because the turning of sunshine into golden fruit is one of Nature's absorbing miracles.* This is the opening line of a flowery brochure produced by the Orlando Orange Groves Company, in the mid-1920s, and given to every potential investor and tourist who would take a tour of the land outside of Winter Garden, Florida. The business proposal acquired by the staff of the McKay Archives in August 2016, is more quick to come to the point of the sales pitch. It begins "Orange County... produces approximately one-third of all the oranges grown in the State of Florida. The rolling edge land, composed of the famous Norfolk Fine Sand, is especially adapted to the culture of the orange."

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**Our Process**

At the McKay Archives, work study students spent time investigating the origins and influences of historic life on the events of the time. We consulted and cross-referenced a variety of sources, such as:

- The Interlibrary Loan System
- Newspaper Databases
- FSC Roux Library
- Our manuscript
- Florida State Archives
- Winter Garden History Center
- Other archival records

The team:

- Peter Edgar is a English and Communications double major.
- Kaitlynn Hoffman is an art history major.
- Caitlin Harper is a FSC horticulture professor Dr. Manners for his verdict regarding certain statements made by the Avalon Groves leadership in the manuscript.

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**Citrus and Fruit**

Fact-checking: Caitlin Harper spoke with FSC horticulture professor Dr. Manners for his verdict regarding certain statements made by the Avalon Groves leadership in the manuscript.

1. "Orange County... yields one-third of all the oranges in Florida."

2. "Only 5% of Florida’s land is suitable for growing citrus."

3. "This tract will contain 200,000 acres, with a potential annual product of more than one million boxes."

4. "Unacceptably low yield by today’s standards." (half)

5. "This part is silly nonsense-marketer talk."

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**Who Invested in Avalon Groves?**

**Board of Directors:**

- Thomas Putnam Warford
- Frederick H. Thwing
- John Pendleton Holbrook
- Charles E. Mitchell
- Eugene G. Duckworth
- L. H. Gedge
- H. D. Piper
- S. V. Stryker
- T. M. Mink
- Wilbur Warran

**Orlando Stockholders:**

- Martin J. Dauenhauer
- Garrett Holcomb Edwards
- Charles Russell Ermisch
- Samuel Randolph Gray
- Thomas Hoyt
- Stephenon Waters Hawa
- E. D. Kenyon
- James A. Karr
- R. E. Duckworth
- Arthur E. Landis
- John McCall
- Dr. John Strong McGraw
- Arthur McKean
- David Miller
- B. W. Brock
- Samuel Moses Ooms Ostrom
- J. W. Phillips
- D. P. Piper
- Winifred Luther Tilden
- S. W. Way
- Newton Pendleton Yow
- Harry M. Noyes
- Jaqueline N. Jordan

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**Print Sources**


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**Online Sources**

- [http://bluegoosegrowers.com/](http://bluegoosegrowers.com/)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)
- [http://www.citrusvariety.ucr.edu/citrus/luegimgong.html](http://www.citrusvariety.ucr.edu/citrus/luegimgong.html)

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**Special Thanks**

- The Winter Garden History Center
- Germaine Schaud & Jeffrey Zines

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**On To Avalon**: The History of Avalon Groves

Peter Edgar, Kelsi Shanks, Kaitlynn Hoffman, Caitlin Harper

McKay Archives and Florida Citrus Hall of Fame

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**Over the past year, student workers at the McKay Archives Center have analyzed a manuscript acquired by the Archives in order to put together a history of the groves and the lives of the original stockholders and directors that inspired and funded it. The manuscript is dated between 1925 and 1928. The 4500 acres of Avalon Groves, as it was named, and the Orlando Orange Groves Company, its parent company, were surrounded by money, influence, and (as we discovered in the course of our study) scandal. We have put together historical data from journalism, history books, and articles of incorporation to put together a picture of the events and influences surrounding the company, the Orlando of the late Twenties, and of Central Florida when it was still dominated by swamps and citrus with the purpose of shedding light on and providing a holistic look at this business proposal dated almost a century ago.**