

11-10-1925

## Sanford Chronicle Industrial Edition, Winter, 1910

Sanford Herald

E. T. Woodruff

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*The*  
**CELERY CITY**  
SECOND EDITION  
EDITED BY E. T. WOODRUFF

INDUSTRIAL SECTION  
OF THE **SANFORD HERALD**  
R. J. HOLLY PUBLISHER

SANFORD, FLORIDA

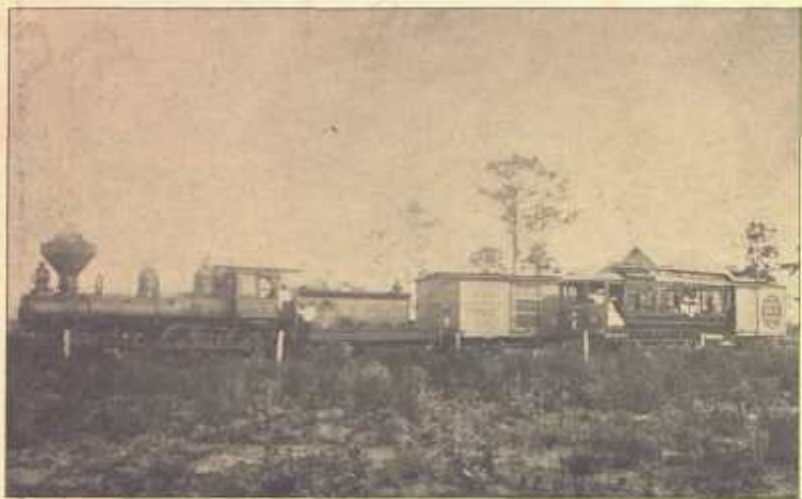
NOVEMBER 25, 1910



SANFORD  
YESTERDAY

SANFORD  
TOMORROW

SANFORD TODAY



**The Sanford and Everglades Railroad**



**A. P. CONNELLY**  
General Manager S. & E. R'y and  
Sanford Traction Company

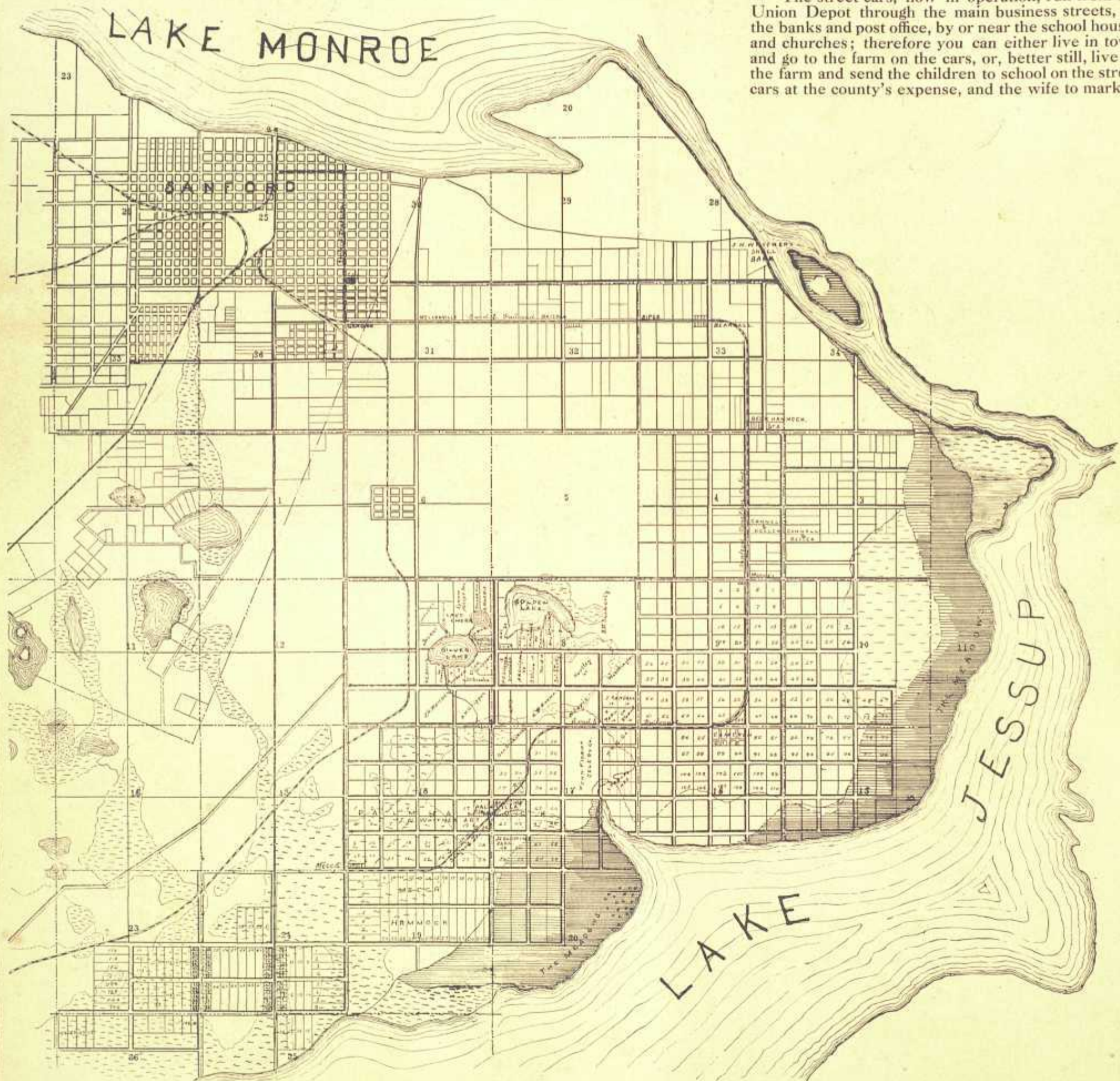


**The Sanford Traction Company**

The Sanford and Everglades Railroad, as the map shows, runs through the Sanford Celery Delta. It was built and is owned by five Sanford men who built it because they wanted to develop the country. Being directly interested, the Company is doing everything in its power to that end. It has side tracks every half mile for loading cars, and as the Delta is only a narrow strip, farms will be less than a mile from a loading station, thus saving

This Company is composed of the same five men who compose the Sanford & Everglades, and was incorporated two years ago at the same time, the purpose of the Company being to operate a street car service, beginning in the streets of Sanford and running over the track of the Sanford & Everglades through the Celery Delta, giving the settlers on these wonderfully productive lands the advantages and comforts of town life on the farm.

The street cars, now in operation, run from the Union Depot through the main business streets, by the banks and post office, by or near the school houses and churches; therefore you can either live in town and go to the farm on the cars, or, better still, live on the farm and send the children to school on the street cars at the county's expense, and the wife to market,



expensive hauling, besides loading promptly, which is of great advantage. The passenger traffic is handled by the Sanford Traction Company, who operate a street car service over the entire line, at present running eight round trips daily, stopping to accommodate passengers as in cities. A man can make a good living on five acres, grow quickly independent on ten.

The Company expects a home on each farm and promises every convenience and assistance to settlers. For information address,

**J. N. WHITNER,**  
Commercial Agent.

**A. P. CONNELLY,**  
General Manager.

and go yourself to business. Special cars are run at any time to accommodate entertainments and on special occasions. It is the purpose of the Company to add to the comfort and attractiveness of life on this line. Parks are being improved which will be opened to the public.

The Company invites good people from everywhere to inspect conditions here before settling anywhere else in Florida.

For further information address,

**J. N. WHITNER,**  
Commercial Agent.

**A. P. CONNELLY,**  
General Manager.



GENERAL SANFORD  
The founder of the City

### GENERAL SANFORD

FOUNDER OF THE CITY

YESTERDAY, we said if the General could have lived to see the present flourishing conditions, he would have gloried in the fact that his fondest dreams were realized. TODAY, we say that if he were to drop down in Sanford at this moment, he would simply rub his eyes and blink in true Rip Van Winkle style.

# SANFORD Yesterday

THIS Page portrays the  
remarkable

## Celery City of Florida

As it appeared and as  
we pictured, printed  
and presented it two  
years ago.



PARK AVENUE LOOKING TOWARD LAKE MONROE

### Write for What You Want

Glowing reports of the wonderful advantages of Sanford have aroused such interest that people everywhere are desirous of learning more about the Celery City.

The intention here is not alone to give specific information, but to acquaint the public by means of illustrated review, with the desirableness of Sanford for truck farming, for winter pleasures in hunting and fishing, for business and for manufacturing.

Detailed information will be sent to all who write for it. Address the Commercial Club, E. T. Woodruff, Sec'y



SANFORD—FROM BIRDS-EYE VIEW TAKEN IN 1908

## PEERLESS SANFORD

QUEEN OF CLIMATIC, FLOWING WATER, GARDEN-SOIL  
AND SUN-FRUCTIFYING MUNIFICENCE

BEAUTIFUL FOR SITUATION, LUXURIOUS OF PRODUCT-  
IVENESS, WITHOUT A RIVAL IN POSSIBILITIES

A Country of Prolific Returns, Eden-like Verdure and Fabulous-  
Sounding Financial Profits

The City Commercially, Educationally and Socially Thriving

Stalwart Men, Charming Women, Progressive Industries,  
Trade Enterprise and Business Thrift

Inviting, Hospitable, Delightful.

Without a rival in its resources and possibilities, on the heights overlooking Lake Monroe, at the head of navigation of the St. John's river with its well appointed and popular Clyde Line steamers, and also reached by seven divergent railways, nestles the remarkable little city of Sanford. A veritable Queen of the South in her priceless possessions of the finest climate in the world, artesian water that spouts in gushing prodigality for the mere puncturing of the earth, and incredibly productive garden lands, this interesting town is without doubt the most talked about, and in its way really wonderful burg, little or big, in all the state of

Florida. Yet, notwithstanding the fame and exploitation, that daily widen like wave-circles from a pebble-perturbed center, it is a fact that one who has not personally visited and inspected, can have no adequate conception of the extraordinary conditions with which nature has enriched the Celery City and surrounding locality.

The marvelous things about Sanford are the result of the factors above named, viz: climate, water and soil. Warmer than other points in the state during the winter months, and freer from insects and cooler in summer, this Delta is less liable to frost damage during one part of the year, and incomparably more delightful of

residence in the remaining portion, or heated season. Indeed it is pre-eminently the healthy and cool place of the state during the warm summer months. There is always here a delightful breeze from off the river or lake. Since "the big freeze of '95," which was general, there has been very little serious damage to growing crops, and none to orange groves, in the vicinity of Sanford. When other portions of the state suffer, this Delta invariably escapes. The warmer area of air, surrounded by lakelets, is of course the cause of the much-to-be-desired immunity.

Of the water, it may be said that the reason the lands lying around Sanford have the greatest earning capacity and are the most valuable in the state, is because at a depth of about one hundred feet is found an unfailing abundance of artesian supply. This furnishes the cheapest and best irrigation known to the agricultural world. At the same time, a system has been devised and adopted that makes these irrigating conductors the finest kind of drainage imaginable. The soil on the hammock and prairie lands varies from a black and sandy to a fertile muck, and is as rich in decayed vegetable matter as can be. There is enough of sand in the soil to

make it work easily, and the truck farms are as mellow and tillable as a garden. Thus, with nature's sunshine, nature's provision of water, and nature's admirably adapted soil, the scientific farmer of Sanford has everything largely in his own hands.

Three crops, and sometimes four, may be grown in a season, and as high as two thousand dollars an acre have been made, net profit, in a single year. Of course there are those who fail in farming or crop growing, just as there are those who make failures in other lines, and all seasons are not equally favorable for best results, but it is safe to say that in no other place can so large and wonderfully remunerative returns be obtained as from the celery lands of Sanford. Elsewhere are figures setting forth with accuracy what has been and is being done here in the matter of money-making and wealth-getting. The profits seem incredibly enormous to one unaccustomed to crop-culture in and about Sanford, but they are nevertheless absolutely correct and may easily be verified by any one who desires to take the least bit of trouble to do so.

The people of Sanford are the kind one quickly learns to respect and esteem. Responsible, conservative, energetic and thrifty business men are the rule in this city. The women are refined, sociable and cultivated. Hospitable, cordial and kindly are all. The warm hand of welcome is freely extended to visitors and settlers. More and more is the fact becoming known that Sanford has the greatest attractions as a home, as a wealth-getting proposition and as a health-conserving locality, and as the knowledge spreads, the visitors and settlers increase. If the residents of colder climates and farming sections, where but one crop a year is possible, really knew the opportunities that exist here, it would not be a week before every available acre of celery land was bought up. As it is, the country is developing with amazing rapidity. Land clearing is in process everywhere, newly erected dwellings are

dotting the hammock and prairie, preparation for cropping and harvesting is universal, and the foundation for speedy realization of fortunes is being laid on every hand.

In the City, too, activity is unceasing. Building and beautifying, walk laying and drive-way improving, shipping and trafficking, teaming and trucking, carriage riding and automobiling are every day affairs. The town is continuously growing. Many lines of manufacturing and trade invite investment, and same are heading this way. Capital and labor are all employed. Each has the steady and substantial demand that must always be, in a district where the necessities of human consumption are produced in wonderfully paying quantities.

The Industrial Edition herewith presented conveys in views and portraits and descriptive matter a fairly good idea of the attractiveness of the Gate City and surroundings. It does not, however, tell half the story of the possibilities of the place. Where there is so much that is absorbingly interesting, it is not easy to portray even a fractional part of same. Every statement herein is meant to be reliable and trustworthy, and in nothing overdrawn. The reader may doubt, if he will, what is told about every other part of Florida, but from a financial standpoint he cannot afford to fail of investigating the opportunities at Sanford. If looking for the place and chance to make money quickly, easily and under pleasant and even fascinating conditions, the Celery City is the Mecca of which you are in search. You can make more money in a shorter time at Sanford than anywhere else in all the country. Come and see. Arrange to spend the next cold season, or at least a part of it here, enjoy the luxury of a cool, bracing and healthful summer atmosphere, instead of zero weather and snow-banks, revel in the exhilaration and excitement of hunting and fishing in a land where game and the finny tribe are super-abundant, exuberate in the delectations afforded tourists at our fine hotels and resorts, and investigate for yourself the marvels of financial inducement in the remarkable Gate City of Florida, Sanford on the Monroe.

For HARDWARE, SPORTING GOODS AND HARNESS, see HARRY J. WILSON, Sanford, Florida

# SANFORD To-day

**Grown and Growing beyond the Anticipation of the most Sanguine. Paved thoroughfares, New Blocks and Residences, Street Cars, Electric Power and Light, Manufactories and a doubled Population within less than Two Years**

## MUNIFIC SANFORD

Regal in her Enthronement at Navigation's Head

Unrivalled in Nature-provided frost Protection, gushing Artesian Supply and Earth-yielding Richness

Unique in Out-stripping pace to the front, as Metropolis of Central Florida

Mecca of the North Country for the Home-hunter, the Investor and the Celestial-climate Seeker

Acme of Health, Wealth and Comfort

Yesterday, Sanford was a speck on the map. To-day, Sanford is a thriving City. Tomorrow, Sanford will be the Metropolis of central Florida.

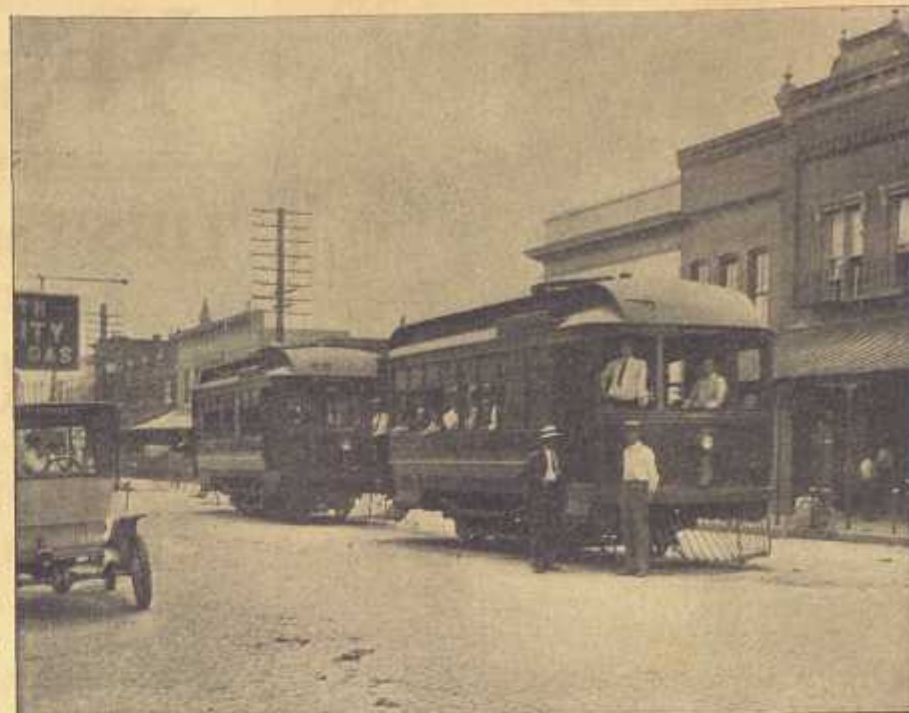
so flocked and flooded with incomers that we would be entirely unable to harbor, shelter or in the least take care of them.

of the west, north and east to the development and culture of every foot of available trucking land in the district. Sanford's heaven-given boon of lake and river peninsularing, which so beneficently conserves her immunity from killing frosts, would countlessly add to the influx of those seeking this most fortunate Delta of all Florida. The gushing, health-giving, drought-defying, vegetation-engendering water-flow that spouts into the air through

conditions that are, and will be in all the golden future so marvelously contributory to an Eden-like existence here, the limited acreage of truck lands for farming purposes,

## Millions for the Masses

Where money ordinarily flows almost as freely as does the gushing water from the drill-hole to our exhaustless supply below, it is perhaps not strange that avenues of economy and new lines of gain



FIRST STREET

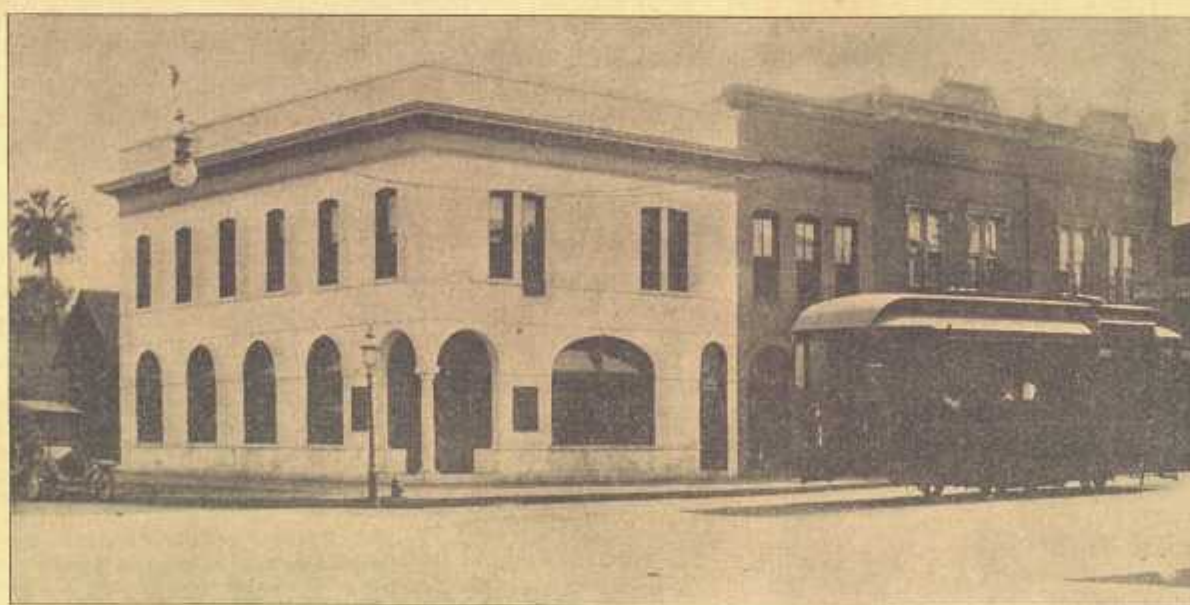
the beautiful water-front sites for business and palatial up-building, and the desirable locations in town and suburb

are not more readily taken up or practiced. So rich have been the returns from merely one or two kinds of production, that practically all else seems to have been lost sight of. A farmer will clean



SANFORD—FROM BIRDS

Sanford has been and is doing things that make people everywhere sit up and take notice. It seems to us, here in this wonderfully favored spot, as we receive and respond to the quantities of mail-inquiries, witness the visitors alighting from our trains and steamboats, and learn of the multitude of individuals, families and colonies headed this way from every quarter, that the whole world must be acquainted with us. And yet, of the ninety millions who compose the citizenship of this fair land we call the United States, scarcely a percent is aware that such a place as Sanford is to be found on the continent. Doubtless it is well they do not, for did they, we should be



NEW NATIONAL BANK BUILDING

Sanford's boundless wealth, indigenous to the soil, if universally known, would promptly lure the yeomanry

every drill hole that taps the artesian supply beneath, would still farther increase the stream of humanity headed this way. A climate, the most celestial of anything known to terrestrial habitants, would hasten hither the shivering denizen of the cold country, for the mere joy of living here, to say nothing of the paramount financial opportunities at every hand. The City itself, in its offerings of manifold inducement to manufactures, varied and remunerative, would be sought as a place to enjoy life and the pursuit of legitimate gain.

In short, if the world at large knew today of Sanford and the ideally astonishing

for residence-erecting, would all be gobbled up in a single hour of one short day.

up his three to five thousand dollars from his five-acre farm, on celery and lettuce, and then turn around and pay nearly all out again for butter and eggs and meat and corn and hay, when a little good, common sense economy would deliver all these necessities right at his door. Grass matures into hay by simply letting the ground alone after harvesting the winter crop. Corn yields munificently for the simple planting, at the end of the cool-season gardening. And yet we ship in trainload after trainload of hay. Statistics show that the south imports for her use twenty-three million pounds of butter annually. Sanford buys and consumes from outside markets some two thousand pounds of butter in a single week. The fact is, we may throw away the cream of our year's business, the winter growing, and still we possess greater facilities for money-making from the farm during merely the summer time, than does the farmer of the north. The yeomanry of the country are not always going to remain blind to the absurdity of this improvident condition. There are those who will make millions out of it, in the not so very remote future.



C. R. WALKER'S NEW RESIDENCE



A. P. CONNELLEY'S NEW RESIDENCE

## BIG THINGS FOR SANFORD

The Golden Future Fairly Bristling with Promise

Not Only Big Fruit and Vegetables, but Big Beeves, Big Porkers, Big Dairying and Big Money

Big is Sanford already, in the eyes of every part of the state, her neighbors jealously observing her present and prospective importance. The strides made in two years past are enormous. Two years ago we numbered a bare three thousand; Now six or seven thousand. Two years ago we had no cement sidewalks; Now miles of them. Two years ago we had not a particle of pavement; Now streets and avenues beautifully bricked, all through the city. Two years ago we had no electric plant; Now both lights and power. Two years ago we had no really handsome blocks or public buildings;

motor sections. These localities are thickly and rapidly settling with a fine class of citizens. A handsome church, store, warehouse, coterie of dwellings at Cameron City; neat and tasty residences dotting the hammocks; and numerous attractive points, like Onora and Sylvan Lakes, Stone Island, Point Enterprise, etc., are evidences of the thrift, out-reach

MAIN STREET, LOOKING EAST

## Fraternalities of Sanford

Masonic, Knights of Pythias, Odd Fellows, Eagles, Elks, Woodmen and other fraternalities have flourishing lodges here. Several of these have handsome quarters and are manifesting the same enterprise and prosperity as the city. Strangers, in coming here, will find the particular social order with which they wish to affiliate. All good citizens are cordially welcomed and made to at once feel they are among sincere and dependable friends.

## Of Course Capital Counts

By all means, come with capital if you can command it, but if you can't and are still willing to live economically, work hard, manage discreetly and exercise a little patience in waiting for results, you will never regret having made the venture, and you will live to thank your lucky stars that this article, or something or somebody, directed you to "Lucky Sanford."

## POOR MAN'S PARADISE

Purse and Profit, Just What You Make Them

Expanding Wealth for the Rich, Competency for the Frugal, Easy Existence for the Indigent

Sanford is the easiest place in the world, to simply exist, if that is the height of one's ambition. A climate so mild that about all one absolutely needs is a pair of short trousers, an orange plucked from the tree, a watermelon or a sweet potato from the earth, a bird brought down with a three cent shell, a rabbit inveigled into a trap, or a fish pulled from the lake with a one cent hook. If a beef or a razorback is wanted, these too are not difficult to obtain or to raise yourself. Nothing but incorrigible laziness debars one from fruits and vegetables, abundant, perennial, and almost costless. When some dyspeptic, with owlish wisdom, declares that Florida is no place for the poor man, just confront him with the above facts regarding Sanford.

Very few, we are glad to state however, are satisfied to simply live. To accumulate and rise year by year in the scale of manhood and laudable possession, is the ambition of every American, and of practically all who reside in or are coming to the Celery City. To say



EYE VIEW TAKEN IN 1910

Now behold them risen and rising. Two years ago the idea of street cars, although suggested, was laughed at, scorned, and the suggestors made almost a butt of ridicule; Today the cars are running and carrying, even in the past dull summer season, great numbers of

and suburb-upbuilding, born of fast growing Sanford.

But these only point the way to what is coming. We are on the eve of substantial prosperity, such as no other locality ever enjoyed. What we shall grow to, who can tell? Bigger products and bigger returns seem scarcely possible, although our artist has permitted his

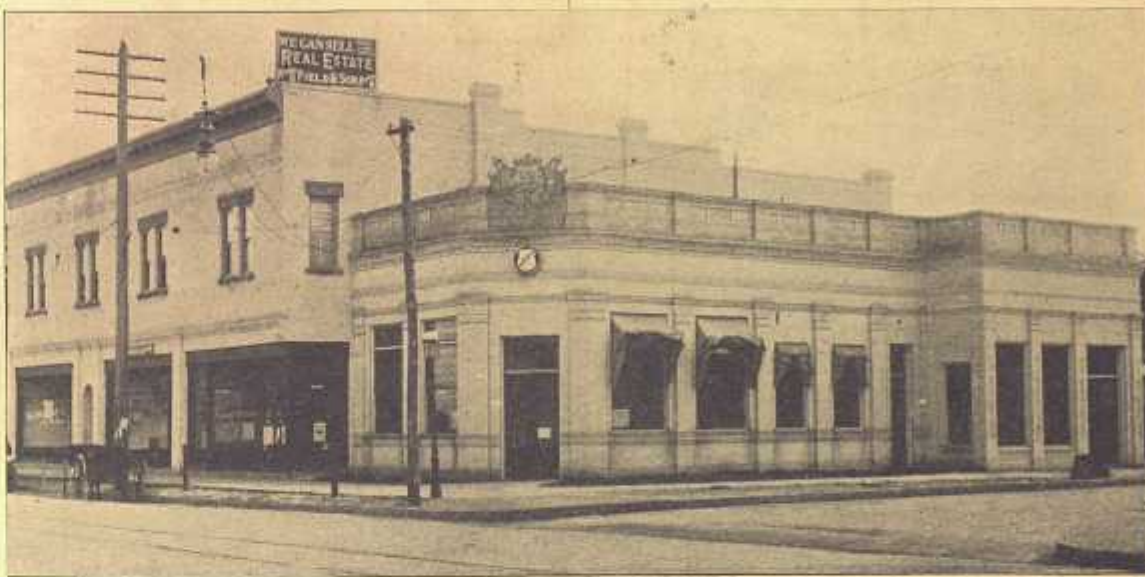


"CITY OF JACKSONVILLE" COMING INTO SANFORD

people. More cars will be required to accommodate the winter traffic.

Two years ago Sanford had no environments other than wild hammock, flatwoods, and pine opens; Now she has Cameron City, Mecca and Palm Hammocks, Beck Hammock, Eureka and Spring Hammocks, and a line of freight and passenger cars running a portion of the way thither, while grading and track laying are pushing on toward the re-

imagination to take a unique flight of fancy in that direction. Certainly we shall not attain the impossible, but we shall reach the goal of safe and sure profits, derived from not only our wonderful vegetable growth, but from big beeves, big porkers and big dairying, based upon our splendid corn and hay crops, maturing without cost at the end of a fat season of celery, lettuce and general truck raising and marketing.



NEW PEOPLES BANK BUILDING



GEO. H. FERNALD'S NEW RESIDENCE

that a man can come here without money and get rich quick, while not impossible, would reasonably appeal to any well balanced person as not presumable. Those who come to Sanford without very much money should use same judiciously, either cropping for someone, or purchasing and developing on a small and within-bounds scale. Men who will succeed anywhere, will succeed here, and do it vastly easier than any place we know of, if they have the common sense and stick-to-it-ive-ness required to cope with the simply to be expected difficulties, and in the end will win out gloriously. There are plenty of incidents that might be cited, illustrative of this, as for example, men who five years ago had nothing but their hands, and today are worth \$10,000 to \$20,000.

Of course, if one comes with money enough to buy, clear and equip, or purchase property already improved, and has still means in reserve for an emergency, he is in vastly the best position to expect and realize handsomely. That would be to his advantage anywhere, and it applies likewise to Sanford. On this footing, unless he is lacking somewhere, he cannot fail of making himself rich and richer, as the years come and go.

## SANFORD TOMORROW

Most Important Commercial Point in Central Florida. Prettiest Place in the State. Largest Truck and Shipping Industry of all the Country. Wealthiest and Happiest People on the Face of the Globe.



IF SANFORD'S CELERY BUSINESS CONTINUES TO EXPAND AT THE PRESENT RATIO, IT MAY COME TO THIS!

### Great is to be Sanford

Great is the future of Sanford. Nothing can be more patent, to even the casual observer. But just how great

of hay, feed, maize, etc.! Then take a July auto ride through the country so lately one vast expanse of celery, and witness the magnificent corn crop that

The kind of farmers and farming this country needs, and the former sorely need this country as well, are on the way hither. A little hence, this very season perhaps, we shall have with us wise yeomen who know the profits of cattle breeding and fattening. The swine man and the incubator manipulator are also not going to be forever in discovering the extraordinary opportunities offered here. The horse fancier, too, is getting his weather optic on this spot, and soon we shall not be paying out thousands upon thousands of dollars annually for work and carriage teams, beasts of burden, etc., but we shall multiply them

### GREATER SANFORD

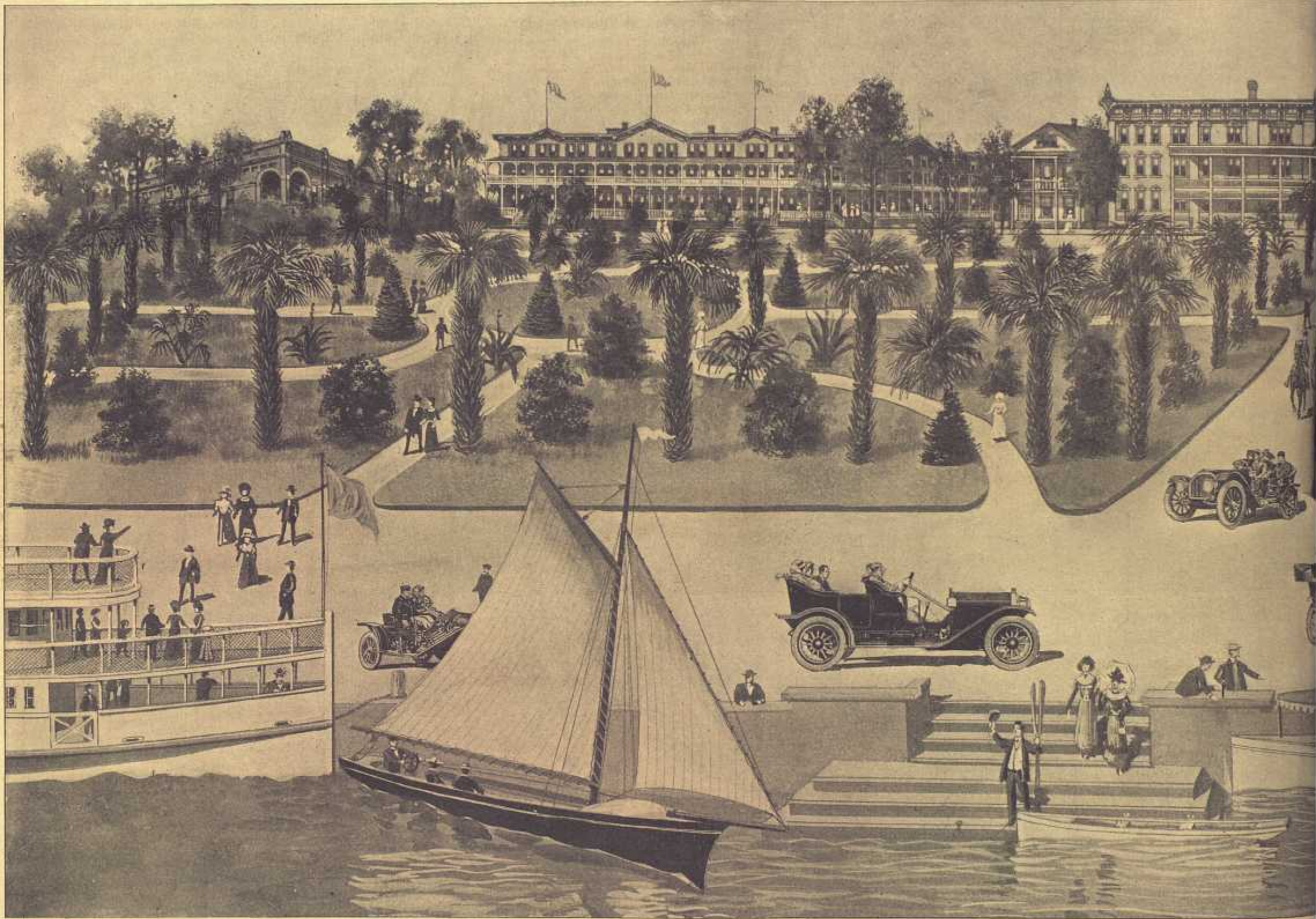
Her Future Size and Importance Not Yet Comprehended. Agricultural and Location Possibilities at this Time but Faintly Conceived. Even the Shrewd and Far-Sighted do not Today Realize the Good Thing They Have in Their Sanford Holdings. Revolving Years Will Reel Off New Activities and Values Now Undreamed. Greatness, Richness, Luxuriousness.

farming community.

This fertile soil that now goes at a thousand dollars, will eventually be cut into less tracts than five acres, and small fruits and vegetables will be trucked with highest perfection and assiduous care the year round. Only recently the superintendent of an immense plant located midway between the great marts of New York and Boston devoted exclusively to the production of cucumbers grown every month in the year, under glass the greater portion, came to Sanford on a tour of investigation and while here stated to us that Florida shipments are ruining their business. He was persuaded it would be necessary to eventually close up in the north and come to

And when the time of sane and sensible production is undertaken by men who know how to carry on same scientifically, anticipating and satisfied with, not one thousand per cent, but twenty or thirty per cent on their investment, we shall begin to realize the true value of the Sanford truck lands. Instead of \$1,000, we shall find these rich improved farms purchasable only at \$2,500 or \$3,000 per acre.

In the meantime, the City will have developed into the most important trade center between Jacksonville and the southern railway terminals. No town in the state has all the advantages of Sanford. Not another, anywhere near equals



THE NEW SEA WALL THAT MUST BE CONSTRUCTED, AFFORDING

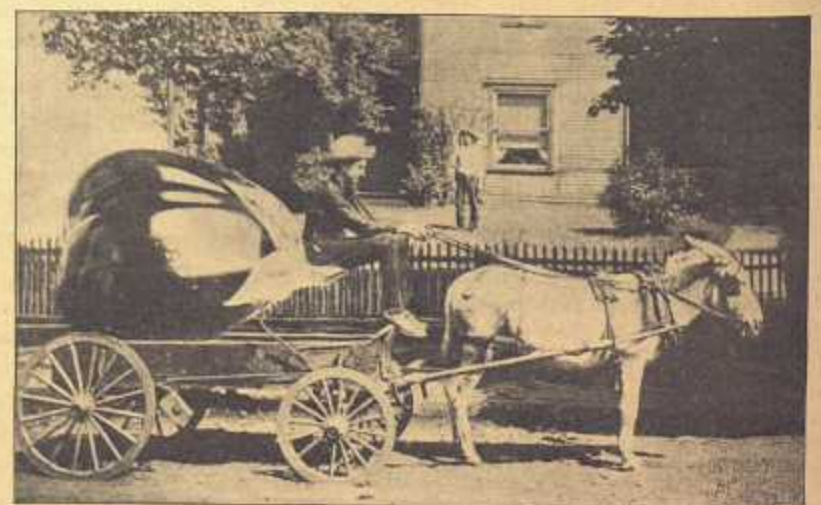
and important this City and has taken its place in the fields. Celery Delta are to become, And this wealth of product very few realize. Even the costs practically nothing, as it shrewd and far-seeing of our is put in immediately after the midst, we believe, but faintly other crop, no additional fertilizer being required and the have got, in their Sanford possessions. We are scarcely in the beginning of coming into our own. True, celery and lettuce have been grown, and the profits from same have been astounding. But, while anything to surpass, and rare-fortunes have been harvested, untold amounts have been lavishly shoveled out to purchase articles of daily consumption raised in abundance, fat cattle which should be produced and hogs and poultry are sup-right here at home. Think of the tons of butter, alone, look at our meager, poorly shipped into Sanford, the car-bred, and poorly fed stock, loads of meat, even chickens roaming the wilds of our un-included, the immense cargoes cultivated lands.

ourselves and supply our neighbors, as well as other states. We shall have pork, beef, mutton, chicks and turkeys to feed upon at livable prices and we shall ship them hence along with, not only our celery and our lettuce, but with our handsomely paying cargoes of every conceivable truck and fruit product that can be so remuneratively cultivated on our fertile garden lands.

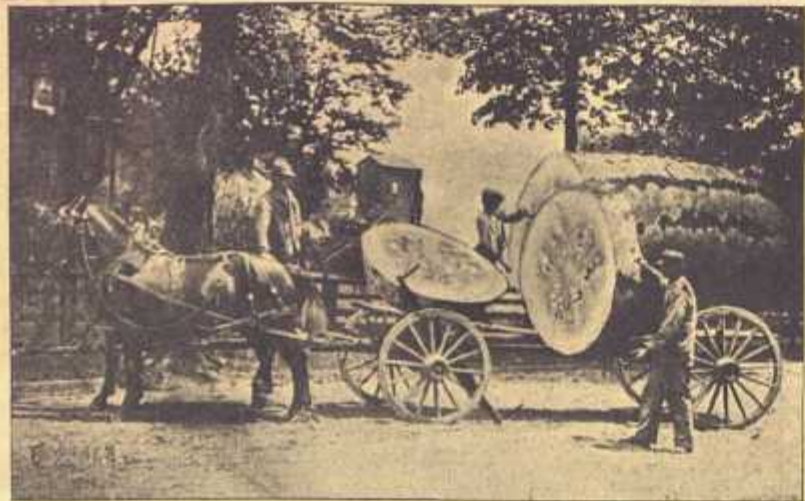
These are a few, and only a few at that, of the lines of agriculture that are going to materialize here in the very near future. True, it costs to clear and subdue the land, but once this first cost is over, the owner has a source of inexhaustible wealth for all time to come. The stock, so much needed for the consumer and so much a source of revenue to the breeder, is also needed by the land owner to keep his place in the fine condition that is ever the mark of thrift in a

Sanford, where the culture would be, the Celery City in agricultural opportunities. What other, outside of Jacksonville, can boast of street cars and steam roads, as does Sanford? Where is there such activity, and business life, and bustle and forge-ahead spirit? And where else, under the sun, is there a faster, steadier and more solid growth? Sanford is destined to become not only famous, but great.

What other, outside of Jacksonville, can boast of street cars and steam roads, as does Sanford? Where is there such activity, and business life, and bustle and forge-ahead spirit? And where else, under the sun, is there a faster, steadier and more solid growth? Sanford is destined to become not only famous, but great.



EVER SEE EGG PLANT THE SIZE OF THIS? WELL, JUDGING SANFORD by YESTERDAY and TODAY, there's no telling about TOMORROW!



**SWEETEST MELONS AT SANFORD.**  
And if they don't quit getting so mammoth, it'll take two niggers and a cross-cut saw to cut 'em.

#### Our Superb Waterfront

Alive and bustling as is Sanford, she has as yet but half awakened to her possibilities. Not alone her wonderful agricultural wealth, but also her nature-bestowed metropolitan advantages. Sanford can and surely will become one of

#### We've Only Fairly Begun

**The Big Boom and Agricultural Development are Yet to Come.**

The greatest real estate boom and agricultural and industrial development

more than eight thousand.

At that time, there were less than 250 acres in cultivation in the Celery Delta.

Today, there are more than two thousand acres in cultivation and six thousand acres additional are being prepared for cultivation.

Sanford was shipping then a few hundred car loads of our products, while last season nearly three thousand car loads left here.

The development has been most marvelous within the last two years, both in the City and Country.

In the Town proper, within eighteen months, there have been erected 284 houses. Contracts are let for many more to be erected in the near future. These buildings include fine business blocks, handsome residences and a \$20,000.00 High School.

A Street Car and Suburban Railway Line has been built by citizens of the Town, running seven miles out into the Celery fields.

Four miles of brick pavement and ten miles of concrete sidewalk have been laid in the Town; three miles of additional sewers have been built, making four and one-half miles; an Electric

demonstration, and it is doubtful if many of them can.

The fact that they use our literature to boost their properties is the best proof in the world that we have the only genuine article here—no one attempts to copy a poor thing!

You will be offered Everglades lands six feet under water, with the claim that they are the best on earth; that is, "as good as Sanford," and the literature will be replete with views of Celery Fields—Sanford Celery Farms.

You are offered some worthless sand dune, too dry and thirsty for any purpose, and the pictures illustrating the accompanying booklet will be reproductions of Sanford scenes.

You will be offered undrained flatwoods lands, and sundry old pictures and the sundry old literature, all from Sanford, are used to decoy the unwary. They do not show you the stuff growing—they show you pictures of Sanford and tell you it is just as good as Sanford.

An occasional land scheme has merit as stated, but none of them have all the advantages possessed by this Sanford Celery Delta.

In the first place, you cannot successfully grow high priced truck crops in

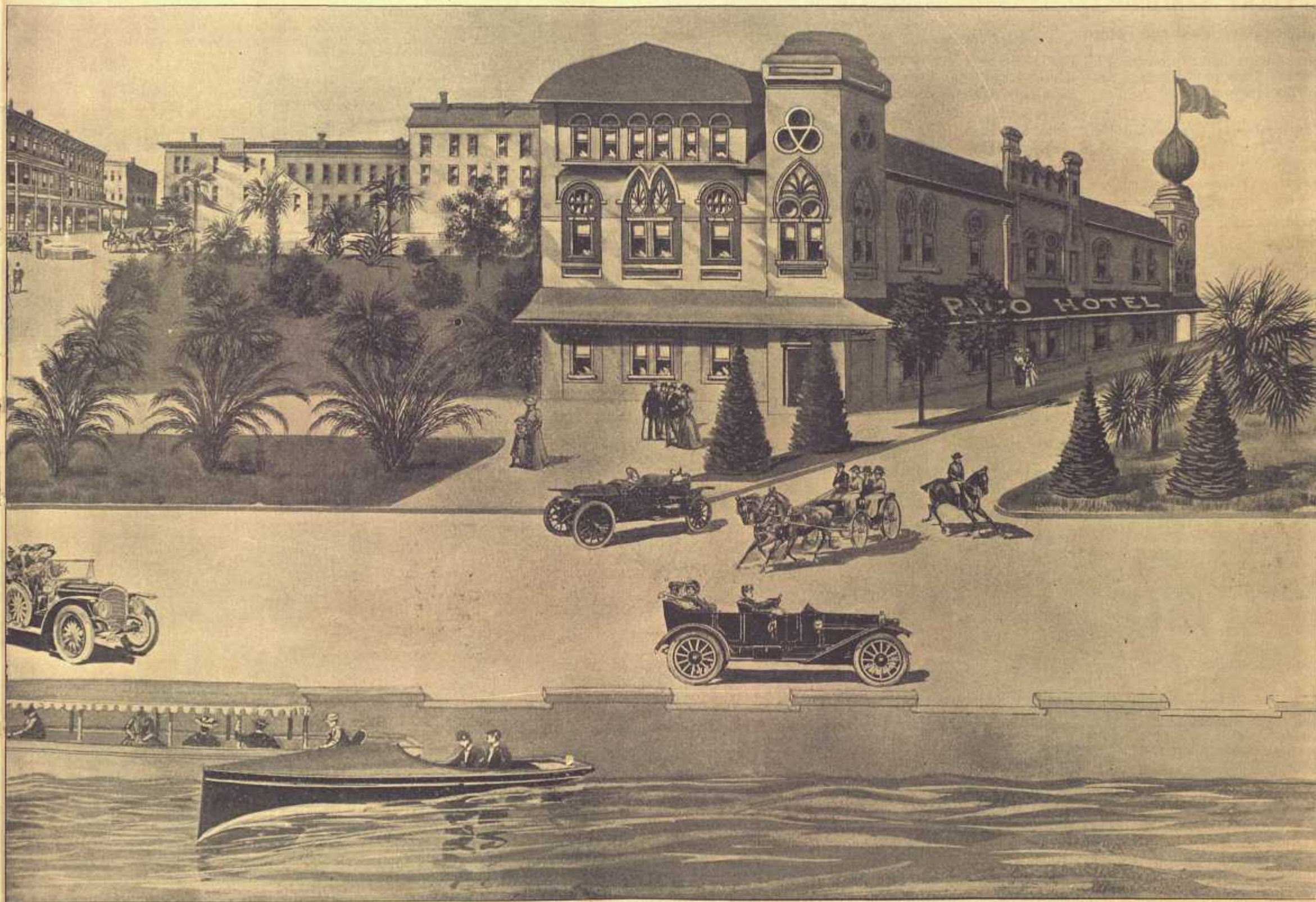
place in the State possesses that in so high a degree as our Sanford Celery Delta.

Then there are freight rates to be considered. Take any place in the State of Florida, growing truck of any kind in any considerable quantity, and compare its freight rate with Sanford's, and you find that Sanford has an advantage of from ten to thirty cents per package, paying \$35.00 to \$100.00 per car load less freight.

Buy land at \$35.00 per acre. You are not sure that you can grow anything. If you succeed in growing your stuff and produce as much as we do at Sanford, which is rarely less than 1,200 crates per acre per annum, your tax to the Railroad above ours is from \$120.00 to \$360.00 per acre per annum.

Can you afford it? Can any business stand against such competition? That's \$1,200.00 to \$3,600.00 per year on a ten acre farm! That is a tax in itself which will make any man rich who saves it and keep any man poor who pays it.

You can't afford to buy the cheap



**A MAGNIFICENT WATERFRONT AND HANDSOME BOULEVARD**

the most beautiful, as well as great, cities of this heaven-blessed, bounteous and enchanting Southland. With her head-of-navigation and location supremacy, she stands peerless and unrivaled amid the central marts of Florida.

As a prime move in the stride of progress, our fine lake shore should receive the promptest kind of attention and be, with as little delay as possible, converted into a magnificent waterfront. We have here endeavored to picture the transformation that is bound to come. We have done this not only in an anticipating spirit, but also with the hope that it may have the effect to hasten inauguration of the good work. Our task has been neither easy nor inexpensive, but we trust all will be pleased with the result. First, we had photos made by Ensinger & Lash. Then Draughtsman W. A. Ginn, of this city, kindly and generously drew for us a rough sketch. Then we employed a high-priced artist to make drawings. From the result of his pencil and the engraver's skill, we finally evolved the handsome sea-wall and waterfront view which we are enabled herewith to present. Some conception of what Sanford on the Monroe is destined to very shortly grow to, may hereby be obtained.

which has ever been pulled off, has just fairly begun in Florida. The last cheap lands within the confines of the United States are here being exploited. The last opportunity the people of our Country will ever have to acquire lands at less than value is presented now in Florida.

The very cream of all these opportunities is presented at Sanford. The foundation upon which the whole development is based is the matchless record of the Sanford Celery Delta lands. But for our accomplishment, the Boomer would have no ammunition.

Four years ago last April, I came to Sanford from one of the prettiest and most progressive small cities in Florida.

I believed that Sanford had a great future ahead of it, greater than any place in the State, with the possible exception of Tampa and Jacksonville, and they were already cities of importance and wealth.

Has my opinion been justified?

Let us see: Sanford and its Celery Delta, at that time, had scant three thousand inhabitants. Today, there are

lighting plant installed; the gas and water services improved and extended; a Wholesale Grocery House, which was not in existence a year ago, is now doing a large business, and a contract has been let for the erection of a \$50,000.00 Fertilizer Factory, which will do a million dollars worth of business annually and employ seventy-five men.

The development of the past 18 months warrants the prediction that five years from now, we will have thirty thousand people in the Celery Delta, all within a radius of seven or eight miles of Sanford.

Four years ago, the marvelous productiveness of our Sanford soil had been demonstrated, but the attention of the World had not been called to it.

There was no land boom in Florida at that time. Few people knew Florida, and Sanford was unknown.

All this has changed. Colonization schemes have been started all over the State. Their promoters are taking Sanford views, Sanford figures and Sanford testimonials, given by Sanford farmers, and are using them for advertising their lands. None of them have made a

Florida without irrigation, and the cheapest form of irrigation is sub-irrigation by means of artesian water, as practiced at Sanford.

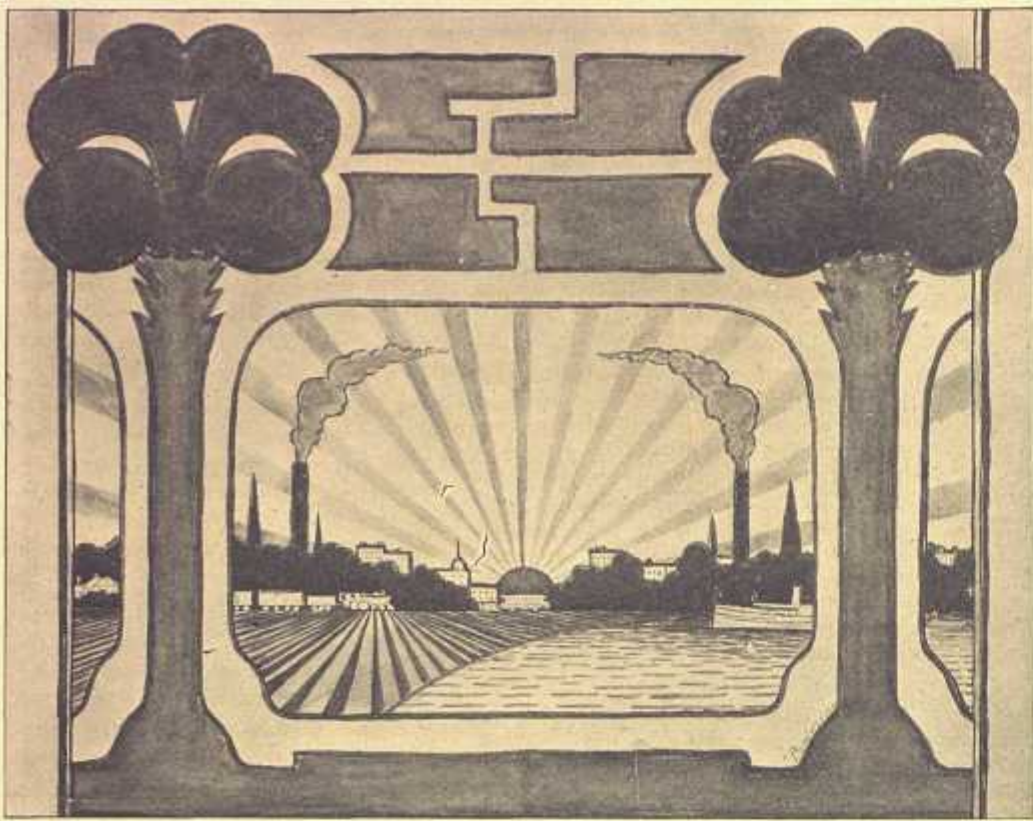
In the next place, you must have an equable climate, neither too hot nor too cold, subject to neither extreme, and no

lands; you can't afford to take them if they are given to you.

We have the demonstration. We can prove our statements by figures, by books of account, by the actual stuff growing in our fields, by the product being loaded on the cars. —W. D. Holden.



**ORANGE COUNTY IS THE QUEEN OF THE CITRUS BELT,**  
And it's just like Sanford to develop the fruit to the size of these.



### SANFORD THE BEAUTIFUL

The unique design, illustrative of Sanford's attractiveness, which we picture at the left, on this page, is the handiwork of Mrs. A. B. Commons.

This drawing displays admirable ingenuity and skill in what is known as Poster style of the Art. It is interesting to note how the lady has depicted leading features of the Gate City's fame, our water front, celery industry, navigation, railroading, manufacturing, business activity and tasty residence-building, all being distinctly portrayed. The golden sun, illumining all with the magnificent splendor that is possible only in a Florida ether and climate, completes a neat little study in artistic conception and execution.



CUKES ARE TREMENDOUSLY PROLIFIC IN SANFORD. 'Pearls like they'll keep on till they look like the above.

### The Great Industrial Awakening

Pages might be written on the industrial awakening of the south. It is, without doubt, the most significant movement of the times, and the people of the northern states are just beginning to realize the wonderful opportunities that await intelligent development.

The remarkable successes made since the adoption of the perfect system of sub-irrigation by means of the inexhaustible supply of pure artesian water within the Sanford vegetable belt, is the foremost important activity in this direction, and is a striking illustration of the agricultural and industrial possibilities of the new southland.

The Sanford Celery Delta, consisting of a narrow strip of land bordering on the peninsula formed by Lakes Monroe and Jessup, which are connected by the St. John's river, is, in many respects, the most remarkable and productive land known. This peninsula is about six miles long, and at its neck, or narrowest point, less than five miles wide. The Celery, or Trucking land, (for any agricultural product may be grown to perfection) is a strip like a horse shoe, which is from one-half to a mile or more wide. It is located above overflow by the river and lakes, and yet not above the altitude at which artesian water flows, which is approximately twenty-five feet above mean water in the river.

This artesian water is supplied by the same underground stream that supplies the large white sulphur springs at the same elevation at which our wells flow. Some of these great springs are from navigable rivers, and have been gushing for ages through cracks or holes in the rocks. So, whenever a pipe is driven to this stratum of rock and a hole is drilled through it, out gushes a never failing stream of water. A two-inch well is sufficient to irrigate a five-acre farm.

### "LUCKY SANFORD"

#### Halcyon Days, Past and Future

Even Errors and Untoward Elements Turn to Advantage in This Heaven-blessed Fertile Delta

In publishing this Second Edition of The Celery City, we wish to present everything fairly and honestly. We would not mislead, or in the slightest misrepresent, by

ford will profit inestimably by the experience of the past. Errors and costly blunders will prove to individuals, and the community as a whole, their future's greatest blessing. Already many of these are in sight, as for instance, concerted action in the matter of maturing the heavy-crop bulks over a larger period of weeks or months than formerly, diversification of products, careful attention to dis-

the organization through which wise diversification, proper distribution, and cash f. o. b. Sanford prices are assuredly anticipated, there is no question that the producing and the marketing will be hereafter conducted on a safe basis and that miscalculations or deleterious weather and thermometer-confrontments will not disadvantage us again. No matter what other sections of the state may do, Sanford will move forward on the high plane of more safely methodical and assured success, henceforth, than in the halcyon days and years to which she has so fortuitously become accustomed.



MAIN STREET, LOOKING TOWARD SANFORD AVE.

our statements or anything that we herein sanction. Conscientiously bearing this in mind, we frankly say that after visiting all parts of the country, including considerable time spent on the Pacific coast and among what is supposedly the richest of our agricultural sections, central and elsewhere, we firmly believe that nowhere on the globe is there a spot which today offers anything comparable to favored Sanford. The possibilities here are, as yet, only in part apprehended.

We are not saying that one can come here and pluck gold dollars off the bushes, nor that everything is, every year and every month in the year, rosy to the point of unqualified enchantment. That could not be found anywhere. Nor do we say that mistakes are not and never have been made. That, too, would be more than human. During the past years, including the season just closed, errors may be discovered. Who is there, however, who always uses the sanest good sense at every moment of his life? Who is there whose hindsight is not sometimes an invaluable factor to his future brilliant and successful fore-sight? San-

tribution of shipments, organization to effect the above, together with f. o. b. Sanford cash prices, reduction in crate, fertilizer and other supply materials, and the maintenance of a high-quality standard for everything sent out that goes from or bears the name, Sanford. Elsewhere will be found farther information relative to the organization here referred to, the Florida Vegetable Growers' Association.

Errors of judgment are not often confined to a single individual or a single community. And so it is that we see whatever there has been of mistakes, shared by the whole state. This is also true of any untoward conditions. If Sanford growers have erred in not spreading their maturing of crop over a greater period, every other locality has done the same. If chill and low temperature have set back the growing products here, these elements have had the same effect, and worse, elsewhere throughout Florida. The past winter was the coldest and most freighted with damage of anything since the well known "freeze of '95." The whole state suffered from frost, but while it made havoc in other places, in "Lucky Sanford" the result was merely a setback to celery, which, coming on later than it otherwise would, reached the markets too much in a bunch and later in the season than was consistent with highest prices. Those who matured and marketed their crop early, received splendid returns. The belated ones, alone, were the losers.

With the experience of the past and

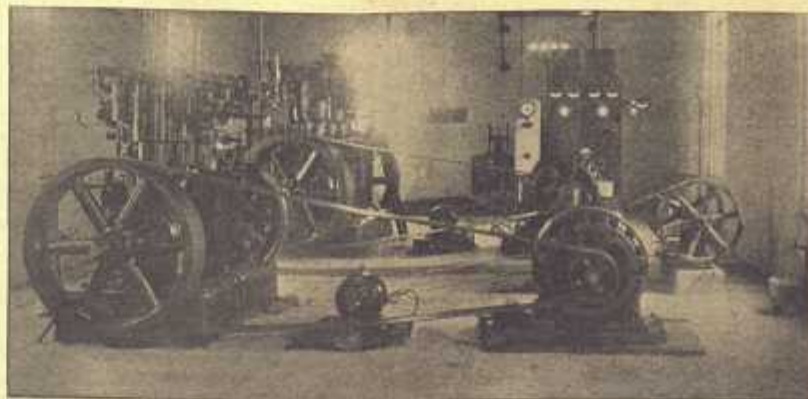


### The City Police

Here is a fine group of the city guardians of the peace. The Chief, G. W. Smith, who has been in the service ten years past, is seen in the lower left-hand corner of the picture, as he looks into our faces. Standing directly behind him is R. C. Whitten, while touching elbows at his right appears W. A. Tillis. Behind Policeman Tillis is W. C. Williamson.

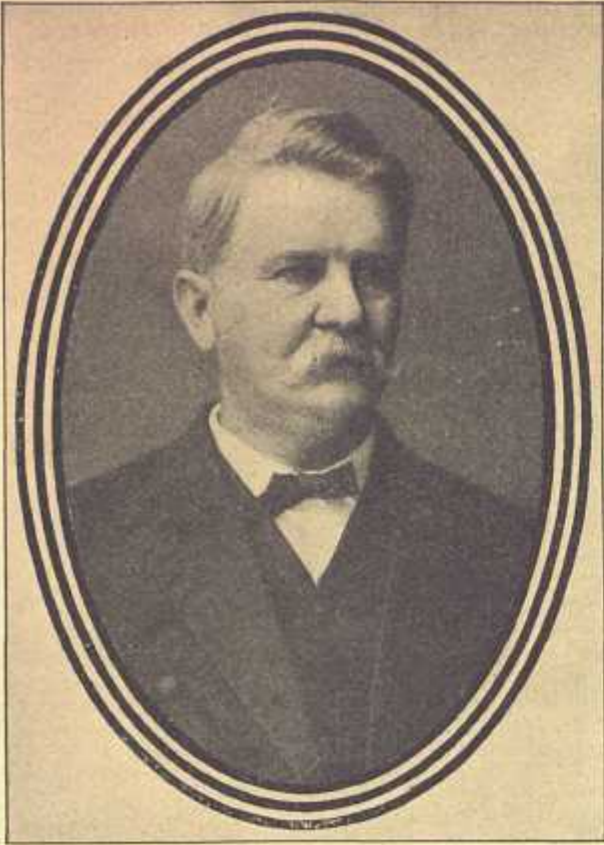
### W. A. PARR, Supt. Sanford Telephone Co.

The Superintendent of the Sanford Telephone Company, W. A. Parr, is a very competent and useful man. Don't know how the city could get on with-



CORNER INTERIOR ELECTRIC WORKS

out him. Keeps the lines in order, wires the new residences and business blocks as they go up, supplies every kind of electrical material, is an expert in general fixture work. New-comers and those building or repairing will find their needs in this line promptly and scientifically supplied, by calling Mr. Parr.



JUDGE MINOR S. JONES

Judge Minor S. Jones, honored and beloved incumbent of the bench, was born in Columbia County, Florida, December 10th, 1849, and was reared in Florida. He

## SECOND INDUSTRIAL EDITION OF SANFORD

THIS finely illustrated Second Industrial Edition of Sanford will convey to the reader at least some slight idea of the attractions of the Celery City and the fairly starting profits that are possible in truck growing on the gardenlands and among the flowing wells of the Celery Delta. Nothing herein is intended to be over-stated. The most careful effort has been made by the editor and publisher to admit nothing to these columns but conservative and absolutely reliable figures and statements. This work is designed to supply the information that large numbers all over the country are seeking and writing for concerning the wonderfully productive soil and artesian water of a most remarkable section of the country. Complete and interesting as this Edition is, however, a visit to the place will alone give an adequate conception of the possibilities and the attractiveness that present themselves to the man or woman who desires comfort, luxury and affluence.

This Second Edition, like the former, is edited and published under the careful and painstaking supervision of Mr. E. T. Woodruff, who has had entire charge of the work.



THERE ARE NO "CABBAGE-HEADS" AT SANFORD  
Except this kind, and these grow mighty big.

### PROSPEROUS OUTLOOK

People are coming to Sanford every day and everything looks bright and prosperous. The Association of Growers makes an assured success of f. o. b. sales, which with good yield and good prices inspires all with light hearts and gay spirits. There will be many acres of strawberries planted this year, more Irish potatoes than previously, and other crops in large proportions as heretofore.

McCLOY H. MARTIN,

DEALER IN

REAL ESTATE and INVESTMENT SECURITIES

P. O. Box 1122.

OFFICE IN WOODRUFF-GARNER BUILDING,  
SANFORD, FLA.



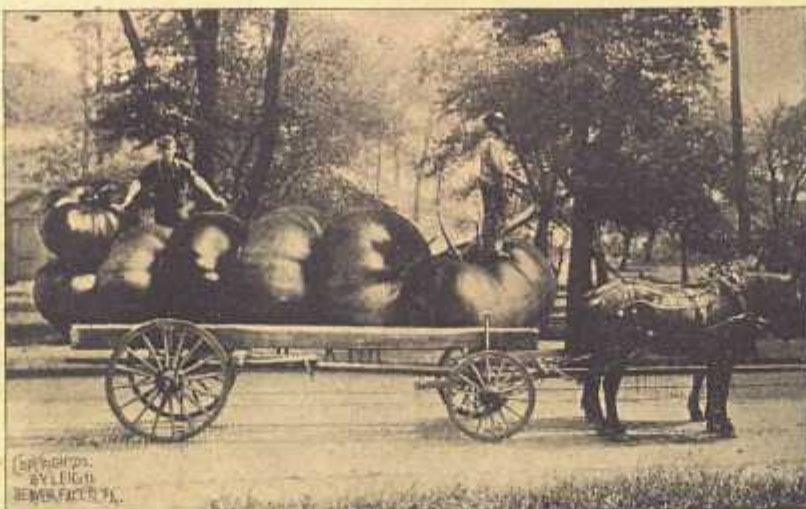
CELERY ON H. H. CHAPPELL'S FARM

graduated at the old Lock Pond University, in Hamilton County, Florida, in 1864, the classics of the school being Webster's Blue Speller, Davie's Primary Arithmetic and McGuffey's Third Reader. In the fall of 1864 he was appointed Master's Mate in the Confederate Navy, and was transferred to the War Department and did some little service about Lake City, where he was paroled at the general surrender. He located in Brevard County early in 1872, and became a turtle fisherman at Indian River Inlet. Here he was kindly loaned books by Judge Foster and those great and good gentlemen, Messrs. Flemming and Daniel, and studied law in the woods. By his industry, natural ability and perseverance he soon rose to distinction and was made County Judge and Judge of the County Court of Brevard County, which positions he held for many years, subsequently, in 1898 being appointed Circuit Judge. He was a sort of "Arbitrator General" for the people before there were any courts in the county and his awards were always abided by. Judge Jones expresses himself that his proudest distinctions are that the people have always loved him and he is called by them "The Father of the County."



RESIDENCE OF A. M. THRASHER

Mr. Thrasher is one of Orange County's ablest and most successful attorneys. He is safe counsel, diplomatic in practice, a staunch protector of his client's interests, and commands the confidence and respect of the people universally. His pleas and arguments are logical and convincing, always carrying weight with judge and jury.



THE TOMATOES THEY RAISE AT SANFORD seem to grow larger every year. Is this where they are going to?



MOUNTED PORCELAINS.  
Painted by  
Mrs. A. B. Commons, Sanford, Fla.

### Stone Island

Some three years ago Mr. and Mrs. A. B. Commons, from the Hoosier State, took up their abode in Sanford, and purchased the six-hundred-acre tract of vegetable land known as Stone Island, and have since been the only inhabitants of that nature's veritable wonderland. Mrs. Commons having been a Ceramic artist, became deeply interested in the study of Florida landscape, and has since given her entire time to the work. Her mounted porcelains are fast becoming Florida's most popular souvenirs.

Mr. Commons is an enthusiastic grower of all kinds of vegetables, being first to grow the lima bean successfully as a commercial crop. He is clearing and developing all the time and expects to make the island one of the best farm properties of the State.

The island is known as Sanford's natural picnic grounds and the owner is developing it along this line for the benefit of his friends and the many tourists coming to Sanford.



A GLIMPSE OF STONE ISLAND

**GROWING AND MARKETING**

A Good Pack and F. O. B. Sanford Cash Prices

Florida Vegetable Growers' Association, Organized to Assist in Effecting the Needful Benefits

Past years have proven that Sanford can grow the stuff, it matters not much what it is. The



**GEORGE R. CALHOUN**  
President Florida Vegetable Growers Association

marketing, it has been demonstrated, is a thing that needs attention. There should never be a question about good prices, no matter how much buyers may combine. Raising a variety of crops, planting with a view to being ready for market at a time when in most demand, pre-planning to mature through as long a season as may be, managing to have not simply celery and lettuce but many other things to dispose of, and union of aim and purpose, are matters of vital importance to the success of

**Florida Vegetable Growers Association****OFFICERS:—**

G. R. Calhoun, President  
W. D. Holden, Vice-President  
E. T. Woodruff, Secretary

**DIRECTORS:—**

G. R. Calhoun  
W. D. Holden  
J. H. Mitchell  
H. H. Chappell  
B. A. Howard  
Harry Ward  
A. T. Rossetter

The gentlemen named as officers whose portraits do not appear on this page are photographed elsewhere.



**GEORGE H. FERNALD**  
President Sanford Board of Trade and Commercial Club

**THE COMMERCIAL CLUB**

Auxiliary to Sanford's Board of Trade

Sanford Commercial Club is the live organization that considers

**Sanford Commercial Club****OFFICERS:—**

Geo. H. Fernald, President  
Forrest Lake, Vice-President  
E. T. Woodruff, Secretary

**DIRECTORS:—**

J. N. Whitner  
W. D. Holden  
R. H. Marks  
B. A. Howard  
Harry Ward  
A. T. Rossetter  
R. J. Holly  
W. J. Hill  
J. O. Packard  
Forrest Lake  
Geo. H. Fernald  
E. T. Woodruff  
N. J. Perkins  
H. R. Stevens  
D. L. Thrasher

**Florida Vegetable Growers Association****Growers' Organization**

One of the best things that has ever happened to Sanford is the Organization of Growers, effected the present season. Under this organized condition, with a Board of Directors composed of the most



**H. H. CHAPPELL**

capable, practical, and executive kind of men, the future marketing situation will be placed on a sound and reliable basis, such as has never before existed. Cash f. o. b. Sanford prices are foremost in the plan, together with maintaining high quality, proper diversification and wise distribution. All crops will be supervised in the matter of growing, harvesting, grading and shipping. Good products only and paying prices will be the outcome. The work mapped out is so broad and the benefits are so large as to be not easily enumerated here. See any member of the Board, or



**OFFICE OF THE SECRETARY, E. T. WOODRUFF  
DIRECTORS' MEETING**



**HARRY WARD**

the farmers. To this end, an organization has been perfected, whose object is to effect the above, also to secure cash f. o. b. Sanford prices, and to obtain lower pur-

chasing figures on materials used in crop producing.

This organization begins its work with most auspicious promise of accomplishing great things for the Celery Delta growers. It is the intention to fix a minimum figure, from day to day during the marketing season, below which none will be at liberty to sell. Inspectors will see that the quality is number one and that whatever bears the Association brand shall be dependably first-class. The work which the organization contemplates is broad and large, and the good that must accrue is scarcely to be estimated. Pre-cooling plants and cold storage advantages will doubtless be called into requisition, to the end sought.

This move is a magnificent thing for everybody concerned. All growers, who realize where self-interest lies, will at once want to affiliate themselves with this Association and begin reaping the benefits with every crop hereafter raised.



**J. H. MITCHELL**

and acts upon all matters of public improvement, development, and publicity. The Club has headquarters in the Peoples Bank Building, where the Secretary's office is located. Beside this, the Club has lease of the large hall in the Stone-Grove Building, where mass meetings, smokers, feeds or entertainments, social and musical, are held. It is expected the coming winter there will be much in

this line and that all members will participate in many delightful evenings in the spacious hall, which is conveniently fitted up with tables, kitchen and domestic or culinary appointments.

The Commercial Club and Board of Trade act as one body, and to this organization, composed of and supported by the splendid public spirit, thrift and enterprise of Sanford's exceptionally broad-minded, go-ahead and effectively executive citizenship, the town and surrounding country are incalculably indebted. Originating new and practical plans, taking hold of common-sense projects presented, and financing the affairs that make for municipal and surrounding country advantage, form a part of the excellent work of this Club.

George H. Fernald, the President, is a gentleman, pre-possessing of address, tactful in both speaking and doing, and endowed with a limitless amount of good hard sense. He is awake to everything of importance that concerns the City and Delta, punctual to the minute in his appointments, and in every way eminently fitted for the position he holds. He is inspired and spurred on to best results by a Board of the staunchest and best men over whom an official ever presided. Forrest Lake is Vice-president, E. T. Woodruff Secretary, and the following are the Directors: J. N. Whitner, W. D. Holden, R. H. Marks, B. A. Howard, Harry Ward, A. T. Rossetter, R. J. Holly, J. O. Packard, H. R. Stevens, D. L. Thrasher, W. J. Hill, and N. J. Perkins.



**A. T. ROSSETTER**

the Secretary, learn particulars, get a copy of the By-laws and if you are a grower take membership at the earliest moment possible. Self-interest and a future, certain of handsomely remunerative returns, point to nothing more strongly than prompt affiliation with and staunch support of the Florida Vegetable Growers' Association, headquarters at Sanford.

**Economy's Emporium**

"How cheap, and how good," is what all say when they go to Kanner's. The proprietor, Chas. Kanner, knows how to buy close and sell low. He certainly pleases the public six days out of every week, and when it comes to his Special Sales, people just crowd one another to get there. Kanner's is economy's emporium on Dry Goods, Clothing, Shoes, Hats and Notions, Ladies' and Gents' Furnishings, and all sorts of articles, staple and fancy. When you come to Sanford, inquire for Chas. Kanner, supply your needs there and save money.



**BETT, WEIGHING 25 LBS. 10 OZS.**

W. H. WILLIAMS

F. E. MILTEER

**WILLIAMS & MILTEER**

SUCCESSORS TO BARLOW & WILLIAMS

**Furniture, Stoves, House Furnishings**  
**SANFORD, FLORIDA**



OUTING, ABOUT SANFORD



MRS. ALLEN'S MILLINERY PARLORS  
All the latest and most up-to-date styles in Ladies' Headwear  
Complete line of  
Ladies' Furnishings and Ready-to-Wear Garments  
MRS. M. L. ALLEN, Modern Millinery, Bishop Block, SANFORD, FLA.

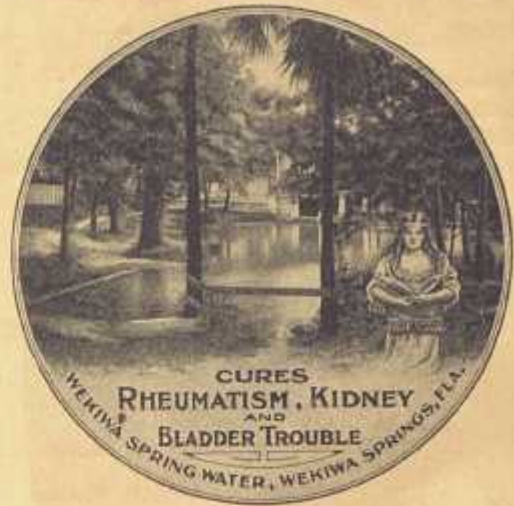


RESIDENCE OF L. R. PHILLIPS.  
One of the handsome homes constructed by S. O. Shinholser.  
S. O. SHINHOLSER, .. CONTRACTOR  
All classes of Buildings erected. Plans, Specifications and Estimates furnished.



THE CITY RESTAURANT. H. E. WISE, PROPRIETOR  
THE MOST AND THE BEST FOR THE LEAST MONEY. EVERYTHING FIRST-CLASS  
One Block from Depot. PROMPT CLEAN SERVICE SANFORD, FLA.

## Nature's Wonderful Fountain



Our Trade Mark

## PRIDE OF ORANGE COUNTY

In the high, rolling, Pine Lands of Orange County. Rains, rivers, tides nor swamps cannot affect. Bottled at the Springs and Shipped Everywhere.

## UNITED STATES GOVERNMENT ANALYSIS OF WATER

United States Government classes its mineralization with Great Bear and Poland water. Broad screened porches—baths and toilet in house. Do not fail to see the weird, matchless scenery on Wekiwa River. The twin screw, 24 h. p. launch "Wekiwa" with electric search light, shows in 28 miles from Sanford to Wekiwa Springs, the towering, majestic cypress with flowing robes of Spanish moss, like sentinels over the broad leaf palm, climbing bamboo, the floating lettuce. Forty acres Florida palms reserved for a park at the Springs. Telephone connections, ample accommodations, cottages to rent. Fishing on Wekiwa River elegant.



1. A Street Corner in Sanford.  
3. A Game on Sanford Ball Grounds.  
5. Boring for a Flowing Well.

2. In the Hammock Country.  
4. Water Hyacinths in Bloom.  
6. A Rich Truck Farm.

## UNDERWOOD FACTORY and SALES ESTABLISHMENT

## BUGGIES and WAGONS

## HARNESS and FARM IMPLEMENTS

## SIGN PAINTING

## FINISHING and ARTISTIC DECORATING

This fine utility institution manufactures to order, anything wanted in the way of rolling gear, as Carriages, Delivery Wagons, Vehicles for special uses, etc. Modern machinery and skilled workmen with mechanical tools, paint brush and polish, despatch the work in hand, turning it out substantially and tastefully completed. Not only this, but the swiftest and largest line of vehicles this side of Jacksonville, always in stock and prices reasonable. The celebrated Barnesville and Rockhill Buggies are among the lines carried. Also Harness, Harvesting Machinery, Hayrers, Tedders, Gasoline Engines. Complete assortment of paints, varnishes and so on.

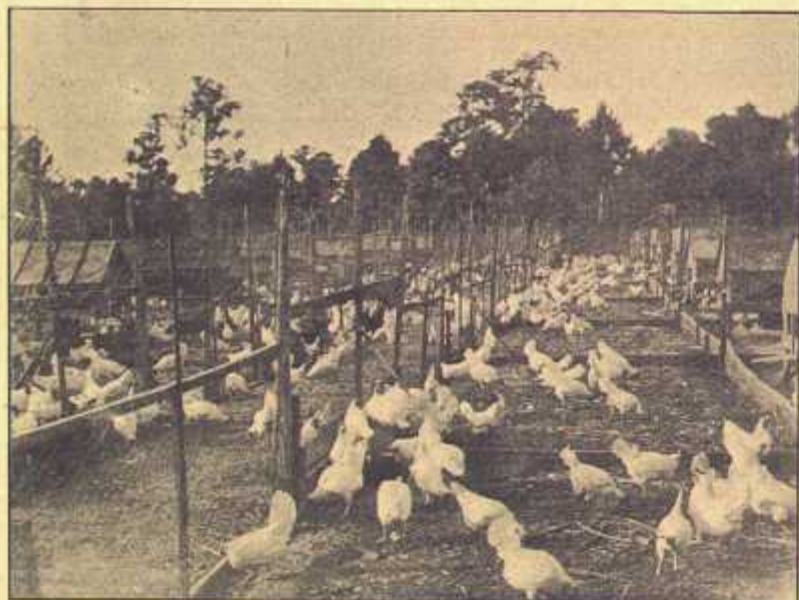
W. H. UNDERWOOD,  
Proprietor.





HON. J. N. WHITNER

Hon. J. N. Whitner needs neither eulogy nor introduction. Known everywhere as a gentleman of genial temperament and sterling qualities, able to speak effectively on his feet, he is, in all matters of public enterprise, a prime inspiration. To Mr. Whitner's aggressiveness, enthusiasm and eloquence of appeal, supplementing Sanford's natural advantages, this City and Celery Delta doubtless owe more than to any other single factor or individual. As business man, public executive, or private citizen, he is an acquisition for which the town may well congratulate herself. Hospitality and a high sense of duty are features of his domestic life, where Mrs. Whitner and daughters, four engaging Misses, grace the home. Newcomers are at once made to feel comfy and among friends in Mr. Whitner's suite of office rooms, adjoining the First National Bank Building.



A Chicken Farm



Brady's Enterprises

E. E. Brady has opened livery, feed and sales barns on Palmetto avenue, close to Main street. He has some of the handsomest horses seen here. Fine drivers and equipages at reasonable rates. Mules and teams for all kinds of work. When you want anything in this line, try Brady. You'll be well pleased.

Brady's Farm Lines

E. E. Brady, beside his livery and sales stables, is one of the growers of Sanford. He raises fine crops and is a good manager. We give a view of the tall corn, also of the rank hay that grew on his premises the past season, with practically no cultivation, after the regular harvest time of the winter crops was over.



## A Successful Grower

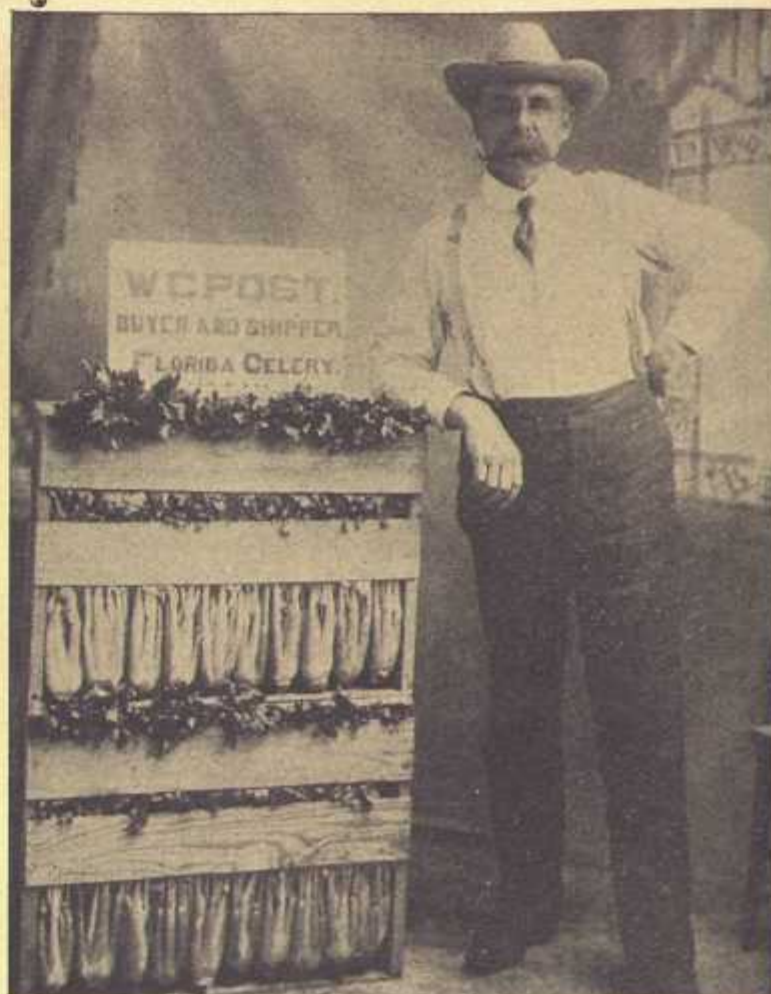
### The Sanford Delta the Place to Get Rich at Truck Farming

W. C. Post is one of the very successful growers of Sanford. Mr. Post settled in Orlando some time ago and made a trial of truck gardening on lands he purchased there, but he soon found that to succeed he must come over on the Sanford Celery Delta and avail himself of our fine flowing water, fertile soil and favorable temperature. He has had thirty-five years' experience in trucking, nine of which has been in Florida. Illustrating Mr. Post's success as a grower, it may be stated that he has sold fourteen thousand dollars worth of stuff from nine acres of ground in a single season.

This grower has seventy acres of the best hammock unimproved land for sale. His tract lies about and beside a railroad shipping station and within a half mile of traction car line.

Mr. Post is a grower of pine-apples as well as vegetables, and has all kinds of plants in the vegetable line for sale during season. Address

W. C. POST, Sanford, Florida.



Celery crated from W. C. Post's Hammock Land

The grower Mr. Post stands beside the crate



CAULIFLOWER ON W. C. POST'S HAMMOCK LAND



GROWN WITH WILLIAMS & CLARK FERTILIZER

## G. R. CALHOUN

Is Headquarters for

### FERTILIZER and CRATE MATERIAL

Wise Farmers use only his goods. WHY? BECAUSE THEY ARE THE BEST. Sold in Sanford for the past ten years. USE OYSTER SHELL LIME to correct acidity in the land. It prevents rust and root rot. It unlocks phosphoric acid and potash, and makes them available for plant food.

Sold only by G. R. CALHOUN, Sanford, Fla.

This bunch, at the left, 80 in number, and weighing 18 lbs., was grown from planting one potato and fertilizing with Williams & Clark.



S. W. BOLLES, with eight potatoes grown without any Fertilizer or Irrigation. These eight potatoes weighed eight pounds and were a part of a crop of 115 barrels to the acre, which sold at \$4 per barrel.



# PEOPLES BANK OF SANFORD

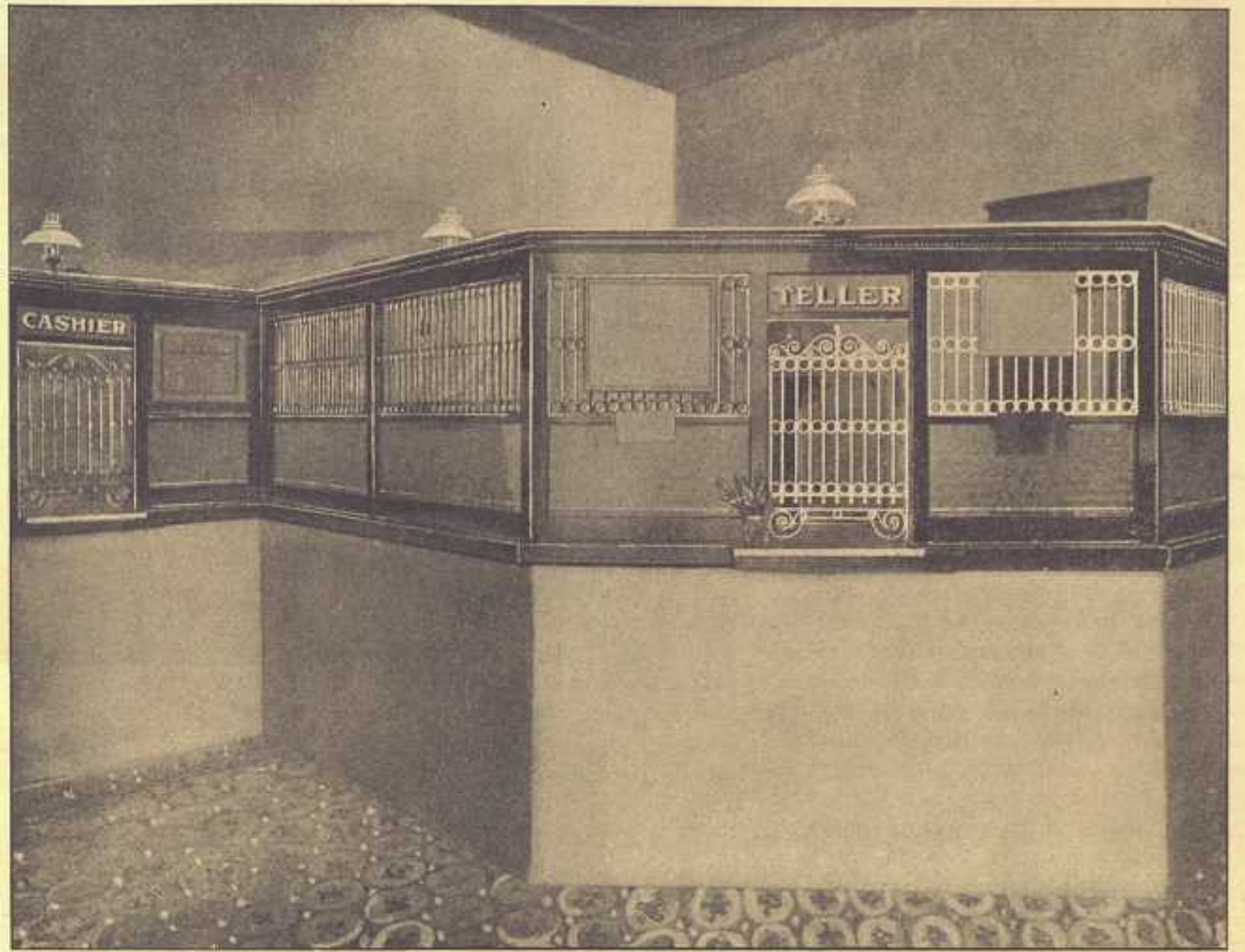
Opened for business, April 30th, 1906

## COMPARISON OF DEPOSITS FOR FOUR YEARS

June 30th, 1906,	-	-	-	-	\$ 22,291.90
June 30th, 1907,	-	-	-	-	89,619.44
June 30th, 1908,	-	-	-	-	92,632.13
June 30th, 1909,	-	-	-	-	136,171.21
June 30th, 1910,	-	-	-	-	165,757.67

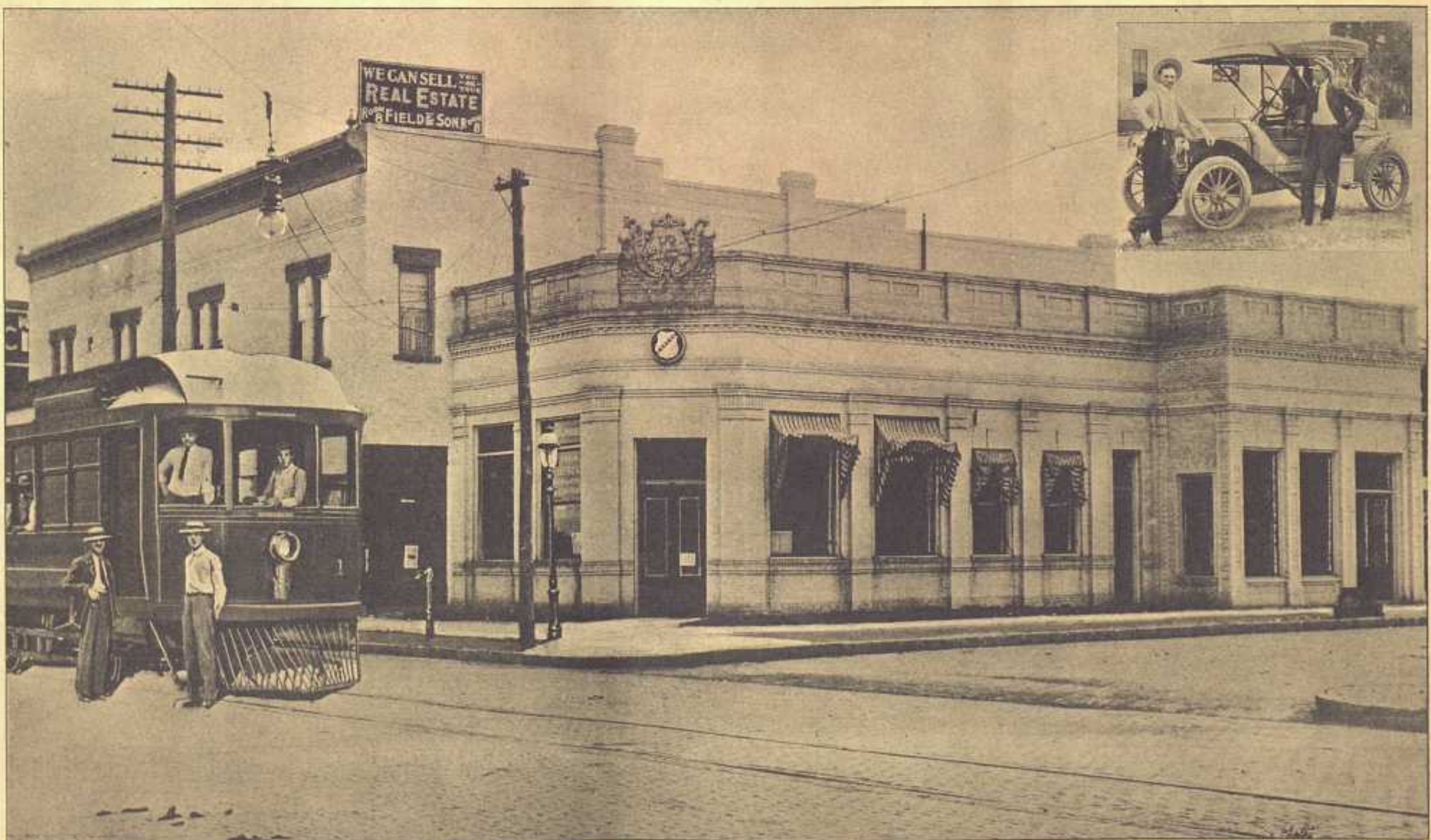
That the **PEOPLES BANK** of Sanford now carries over **Twelve Hundred Accounts** of residents of Sanford and surrounding territory is the pleasing testimony to its ever increasing popularity.

If you are not already a depositor, we want you to become one, and we solicit your business on the basis of **Prompt and Efficient Service**, added to the guarantee, that **Every Depositor in this bank is insured absolutely against loss of every kind.**



CASHIER'S AND TELLER'S WINDOWS IN THE PEOPLES BANK

## We Insure Your Deposits



PEOPLES BANK, SANFORD, AND THE NEW PEOPLES BANK BUILDING

## We Pay Four Per Cent. Interest on Savings Deposits

M. M. SMITH, Pres't.      H. R. STEVENS, Vice-Pres't.      H. E. TOLAR, Cashier.



PEACHES



ORANGES



TOMATOES

## Fruits and Vegetables

Large, Luscious, Profitable and in Great Variety

A Few of the Articles Grown in  
Sanford the Present Season

(Photographed especially for this work)

Sanford is certainly prolific in fruits and vegetables. All the year round one may have a succession of the luscious and most appetizing. At very little cost he can grow for his own use the choicest and best of green things, and fruits are lavishly at hand. Oranges, grape fruit, peaches, persimmons, guavas, mangoes, figs, strawberries, blackberries, huckleberries, bananas, pine-apples, watermelons, canteloupe, tomatoes, and so on, succeed each other, keeping the table supplied with the most appetizing sweetness from the beginning of January to the end of December, annually. A little patch of garden will simply astonish one in the amount it will produce, affording, beside many of the things above mentioned, lettuce, radish, beets, cucumbers, beans, peas, sweet corn, parsnips, cauliflower, both Irish and sweet potatoes, turnips, cabbage, celery, onions, asparagus, etc. With a very little exertion a family may set the table with everything needed to make a feast for a king, three times a day, the store purchases for same being confined to sugar and butter. Unless engaged in hard physical labor, one does not need, or as a rule crave, very much meat. Bread can be made or bought, many, however, preferring to bake light biscuit, or periodically to turn out excellent home made loaf. The delightful thing about it is, that one may have these healthful and delicious things at almost no cost and may put them on his table practically every month in the year, whereas if living in the north he could not thus gratify his appetite except at very great expense.

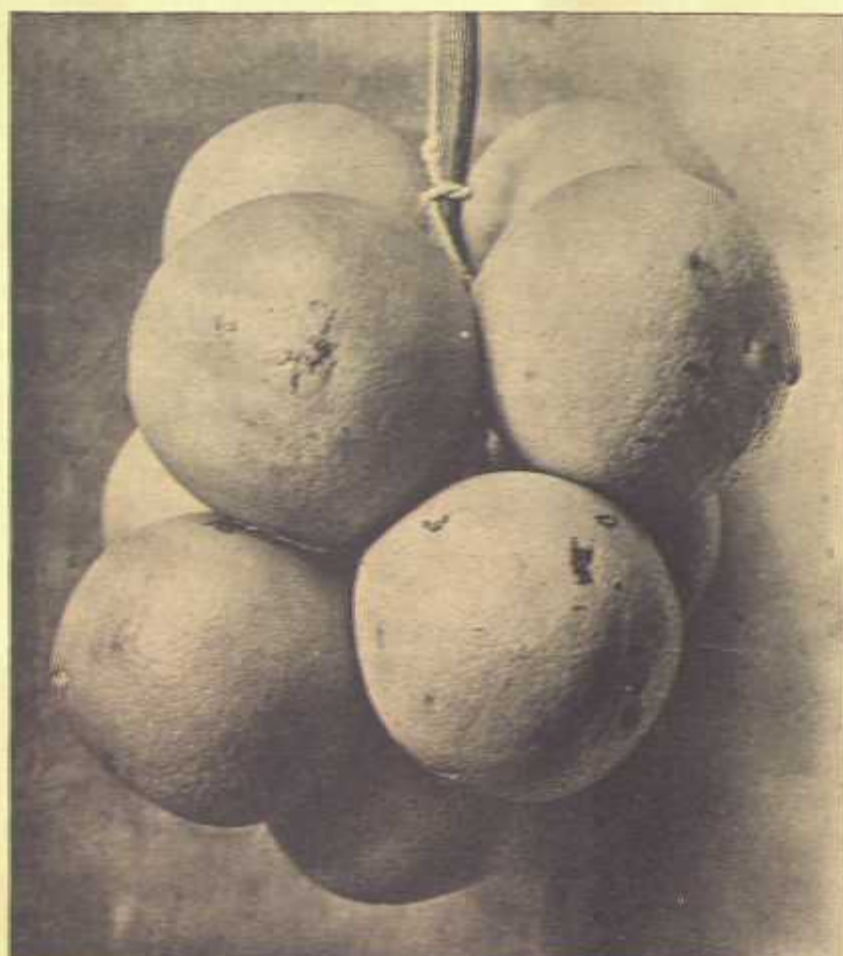
We have had photographed, and present herewith, just a few specimens of the fruit and garden produce common in Sanford. These pictures are made from the varieties shown, freshly plucked and placed before the camera.



SWEET CORN



CANTELOUPE



GRAPE FRUIT



EGG PLANT



CUCUMBER (Grown by Dr. Minnick)



PEPPERS



WATER MELON



FIELD CORN



**N. H. GARNER, THE CELERY LAND MAN**

Mr. Garner is one of the longer-time



N. H. GARNER

residents of Sanford who has made a success of business in trade lines previous to opening up a real estate office. He is fi-

**The New Garner-Yowell-Woodruff Building**

Erected this Season by George W. Venable, Contractor

This fine structure is among the new public buildings of the city. It has been erected the present season and is now ready for occupancy. W. B. Talley, of Jacksonville, was the architect, and Geo. W. Venable, the well-known contractor of this city, was the builder. Its imposing and substantial construction are the finest kind of an advertisement for Mr. Venable, whose work is second to none in his line. Yowell & Co., the large dry goods men, occupy part of the new building; Frank L. Woodruff, the nobby boot and shoe man, will probably grace another section with his well-selected line, and N. J. Garner, the other owner, will doubtless either install therein his son, N. O. Garner, and the latter's splendid grocery establishment, or, if the last named is disinclined to move, will rent at well-paying figures.

nancially responsible, a good judge of values and unselfish enough to honestly endeavor to look after your interests as well as his own.



NEW GARNER-WOODRUFF-YOWELL BUILDING

**Improved Lands  
Unimproved Lands  
Orange Groves  
Beautiful City Lots**

I have the Goods, the Prices and the Terms. See me before you buy.

*It costs nothing to look*

Office: Room No. 2, M. G. T. Block

**N. H. GARNER LAND CO.**



INTERIOR OF N. O. GARNER'S STORE

Herewith we have a glimpse of the and strict integrity in everything, are well-kept Grocery House of N. O. Gar- factors of his success. It is a store for ner. This is one of the most deservedly the people, and they surely get there well-patronized places on the street. regularly and often. Goods the best, prices a little the lowest

**RICH'D H. MARKS' REAL ESTATE AGENCY**  
SANFORD, FLORIDA



CAPT. R. H. MARKS

The Rich'd H. Marks' Real Estate Agency is the oldest agency in Orange County, if not in the state. We stand unreservedly upon our past record for fair dealing and refer unhesitatingly to any resident of Sanford or Orange County. Thus we feel that our long and intimate acquaintance

with this section, its conditions, etc., ought to give us some prestige, and we invite correspondence.

To speak in this brief space of our untold advantages as a Trucking Center would be time and money misspent, for these facts are known and read by all men, and we therefore only solicit inquiries as to details of how it is done.

Just as a sample of the class of property we are handling and to give



No. 1. MRS. H. E. DOUDNEY'S RESIDENCE

At foot of Park Ave. on Sanford Heights, one mile south of Lake Monroe, and overlooking the Town of Sanford and the Lake. Size of lot 260 ft. by 330 ft. This beautiful home is for sale by R. H. Marks' Real Estate Agency.



Residences erected by E. T. Woodruff and sold through the R. H. Marks' Real Estate Agency. Dr. Randall and W. H. Stiles, present owners.

an approximate idea of the range of prices on our improved property, we quote the following places:--

No. 1. (See above.)

No. 2. Thirteen acres two miles west of Sanford, within 200 yards of loading station on A. C. L. R. R., 10 acres cleared, fenced and tilled and has been in cultivation two years. Two fair houses and two artesian wells, some celery boards. Price \$10,000.

**EASY TERMS**



HON. FORREST LAKE

Forrest Lake was born in Newberry, S. C., on the 15th day of July, 1869. He came to Florida at the age of 17 to make his own way in life. At the age of 24 he was elected Mayor of Sanford, and was elected for four successive terms. It was during Mr. Lake's administration that the first bonds were voted for and the first street paving commenced. On October 25, 1895, he married Miss Maude Ann, of Orlando, Fla. During the year 1897 he moved to Miami, where he lived for two years. In the year 1899 he moved to Santiago, Cuba, to engage in the manufacture of ice. He resided in Cuba for eight years, doing a most successful business. In 1907 he returned to Sanford, and during the same year was elected Mayor of the city, which office he has held ever since. The miles of cement walk, numerous paved streets, thrift, tidiness and improvements all through the town have come about during Mayor Lake's regime.



HON. DUNCAN U. FLETCHER



HON. N. B. BROWARD

## Our Legislators

Force of character, clear sightedness, executive ability, practical good sense, gift of speech and prepossessing presence, are qualities that eminently fit a man for high position.

Years of public service, always and dependably found upon the right side of every question, levelheadedness and sound good judgment, constitute other qualifications of which the people are glad to avail themselves.

The possessors of these, are selected, nominated and elected to represent this District and attend to the law-making at the State and National Capitols the coming term or terms. No better choice could have been made and Orange County is assured of the most capable and efficient of Legislators in the years to follow.

### Hon. Duncan U. Fletcher

Duncan Upshaw Fletcher was born in Sumter County, Georgia, January 6th, 1859. His parents, Capt. Thomas J. and Rebecca Ellen McCowan Fletcher, moved the following year to Monroe County, Georgia, where young Fletcher resided until July, 1881. Educated in the country schools, preparatory school, Gordon Institute, Barnesville, Georgia, and Vanderbilt University, Nashville, Tenn., where he graduated in June, 1880, he there studied law, afterward practicing in Jacksonville, this state. Since July, 1881, Mr. Fletcher has successfully practiced law in State and Federal Courts, including U. S. Supreme Court. He was a member of the Legislature of 1893; Mayor of Jacksonville, 1893-5 and 1901-3; Chairman Board of Public Instruction, Duval County, 1900-6; Chairman Democratic State Executive Committee, 1904-7. June 16, 1908, he was nominated in primary election United States Senator and elected by the Legislature next convening, receiving all the votes of both House and Senate. His term of service will expire March 3, 1915.

Senator Fletcher is held in highest esteem by his constituents everywhere as well as by his contemporaries, fellow congressmen and associates in matters of state. He is an effective and diligent worker and has been entrusted with the discharge of special duties because of his fitness and dependability. The public is more or less familiar, in a general way, with his efficient services at the extra session of Congress, called to consider the tariff, and at the regular session just closed, including telling work on committees, and especially the most important committee created by Congress in recent years, to-wit, the committee to investigate the Interior Department and Forestry service.

### Hon. Louis C. Massey

Louis C. Massey was born in Philadelphia and graduated from the University of Pennsylvania in that city. He studied law, and in 1885 removed to Orlando, Fla., where he opened an office for the practice of the law, in which he has been associated with Hon. T. Picton Warlow, under the firm name of Massey & Warlow, for the past sixteen years. He has at present, charge of the legal matters of the Railroad Commissioners of the State.

Mr. Massey has been the President of The State Bank of Orlando since its organization in 1893. Besides business affairs, he takes a great interest in Masonic matters and is now the Grand Master of Masons of Florida.

He is the Senator from this District, composed of Orange and Osceola Counties, having been first elected in 1904 and re-elected in 1908.

His marked talent and the wise and discreet manner in which he employs same, supplemented by his conscientiousness and faithful attendance to the interests of his constituency, are thoroughly valued and appreciated.

### Hon. N. B. Broward

The man whom the people of Florida recently made U. S. Senator, has had an adventurous and remarkable career.

Napoleon Bonaparte Broward is of Huguenot descent on his father's side. His mother came of an old New England family. At twelve years of age he was left an orphan. Two years later he began as varied a career as ever lead to a Governor's chair and the United States Senatorship. He entered the employment of an uncle, who sent him to his logging camp, where young Broward performed all the functions of a generally useful assistant. From rafting logs, timber handling and mill sawing he passed on to farming and steamboating. Starting on a tug as cook, he worked his way to pilot, vessel man and owner of a steamboat plying between Mayport and Palatka.

In 1887 he was appointed sheriff of Duval County to fill vacancy caused

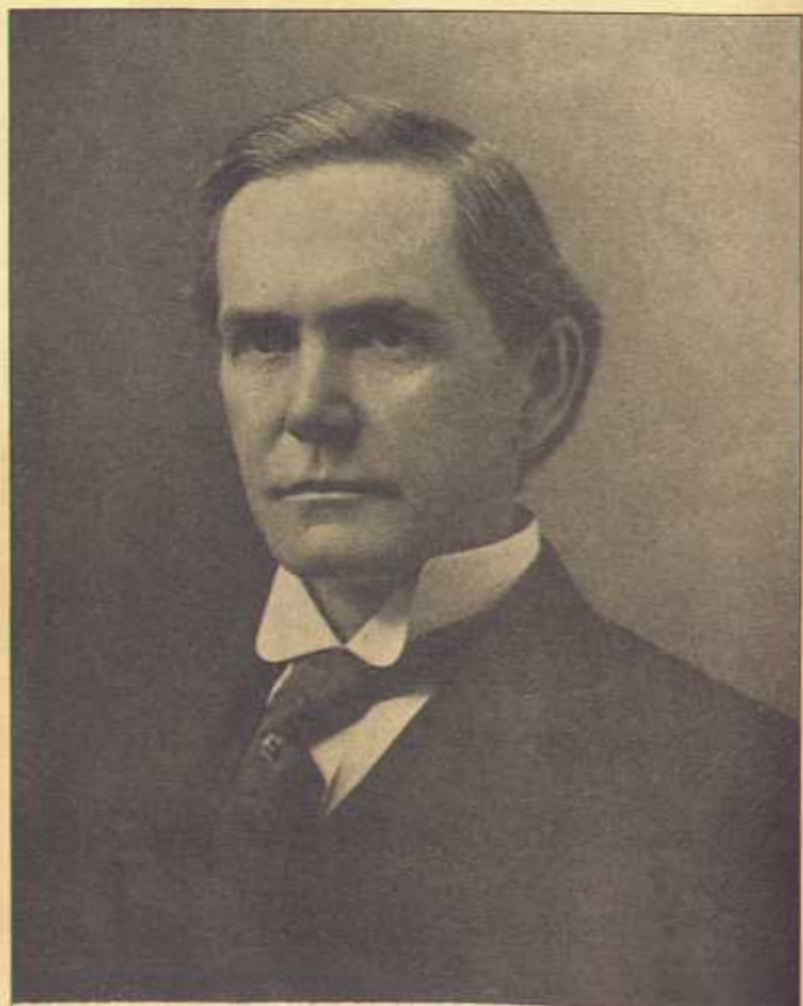


HON. S. A. ROBINSON

Samuel A. Robinson is too well known to the people of South Florida, to require anything more than above portrait as a tribute to his unimpeachable character and eminent service in public affairs. His having occupied in Orange County, various offices of great responsibility, almost continuously for over thirty years, coupled with the fact that the people have further honored him by commissioning him to act for them as their Representative in the next Legislature of the Commonwealth of Florida, constitute the liveliest and most flattering kind of an eulogium.



HON. LOUIS C. MASSEY



HON. FRANK CLARK

**Hon. N. B. Broward**

Continued from previous page

by death. Through election and re-election he continued in this office until 1900, when he was sent to the State Legislature. Four years later he was elected Governor. The recent vote for Mr. Broward for U. S. Senator, shows his strength and popularity with the public.

**Senator Broward Dead**

As this page goes to press, comes the sad and startling message, "Senator-elect Broward died to-day, Oct. 1, following an operation for gall stone."

Alas, how cruel is death and how relentlessly does the grim reaper cut down the strongest and noblest, even as honor and wider usefulness are crowning worthy ambition and sturdy effort. The people mourn, with the bereaved family, and lament the untimely ending of a career so richly pregnant with promise.

**Hon. Frank Clark**

Congressman Frank Clark was born March 28th, 1860, at Eufaula, Alabama. He was the youngest son of Capt. John W. Clark, who was captain of the Eufaula Light Artillery in the Confederate service. Captain Clark died when Frank was not quite three years of age.

Frank Clark, when quite a small boy, moved with his widowed mother to Coweta County, Georgia, where he was brought up on a farm, working and attending school when he could do so, thus securing a common school education, and subsequently he read law in the office of a practicing attorney. He never attended law school or college of any kind. About twenty-seven years ago he came to Florida and located in Polk County. In October, 1884, he married Miss Mary E. Mayo of the last named county. Four children are living, two being sons grown to manhood and two being young daughters yet in school. The elder son, Dr. Edward Clark, is a dentist at Palmetto, Fla. The younger son, Frank, Jr., like his father, is a lawyer.

Mr. Clark was twice elected and served as Member of the Legislature from Polk County. He was U. S. Attorney under President Cleveland's last administration, which necessitated his removal to Jacksonville. In 1898 Mr. Clark was elected to the legislature from Duval County. In 1900 he was elected Chairman of the Florida Democratic State Committee.

In 1904 Hon. Frank Clark was elected to Congress from the Second Congressional District of Florida, was re-



ALBERT W. GILCHRIST  
Governor of Florida

elected in 1906 and 1908, and again the present year. A self-made man of superior natural ability, a sound thinker, an eloquent public speaker, true to his friends and always loyal to the right, the people delight to do him honor.

**Albert Waller Gilchrist**

Albert Waller Gilchrist was born, at the residence of his grandfather, Albert Waller, in Greenwood, S. C., January 15th, 1858. His father, General William E. Gilchrist, was at that time and for fifteen years previous had been a resident of Florida. Governor Gilchrist was educated in the common schools of Quincy, Fla.; Carolina Military Institute, Charlotte, N. C.; and from 1878 to 1881, at West Point. He served at West Point as Cadet Private, Cadet Sergeant, and Cadet Lieutenant. Has followed the vocations of civil engineer, surveyor, real estate dealer and orange grower. Among positions and offices with which Gov. Gilchrist has been honored, are, Inspector General of Florida, from about

1887 to 1893, Member of Legislature from DeSoto County, 1893, 1895, 1903, 1905; Speaker of the House in 1895. He was inaugurated Governor of Florida, January 5th, 1909, for four years. Governor Gilchrist's sire was a wealthy planter, until the war swept away everything. The old gentleman commenced life working at fifteen dollars per month. He died in 1860. Governor Gilchrist boasts of a Colonial grandfather, Col. Joseph Ball, grandfather of George Washington; another, Col. Edwin Conway, grandfather of James Madison, and John Waller, of Virginia, a noted Baptist preacher of the Colonial days. His present address is at the Capitol, Tallahassee, Fla.

**Strawberry Culture**

It will interest many to know that W. T. Dean, head bookkeeper in J. E. Pace's offices, has met with great success in strawberries. By scientifically growing same, a handsome thing is realized. The fruit is picked every other day, continuously from January first until May.



STATE CAPITOL BUILDING  
Tallahassee, Florida

**"LUCKY SANFORD"**

Windstorms may blow and Cyclones may wreck, but "Lucky Sanford" always escapes.



# SANFORD GARAGE

## The Celebrated Buick, Chalmers-Detroit and Hudson Cars

Best Repair Shop  
in the South



Promptness and  
Reliability

When you take a Car out from KEELY'S after He's Overhauled it, it's Right. See "Paul" about that New Machine. Everything in the Auto Line at Reasonable Prices.

PAUL M. KEELY, Proprietor

### "The Great Land Hunger"

We use this caption in quotation, as it is borrowed. This is the cry from many quarters, and it is going to increase year by year, as land becomes scarcer. Especially is this true of the tracts possessing the boundless possibilities of the Sanford Celery Delta. There is a great tide of immigration from our cities to the country. Ignorant of what is yet available here, much of this stream of immigration flows toward the west and California region, where land is eagerly sought that sells for ten times what it can be bought for in Florida, and hasn't anything near the productive and remunerative value. We make this statement in a feeling of friendly desire to place our readers in possession of the ungarnished facts, so that they may not make the mistake of many others, but avail themselves of the very best things to be had.

### Sanford Cornet Band

Prof. Stumon and his musical family form an important part, as leader and players in the Sanford Cornet Band. When the Stumon Family used to fill engagements for the season as opera house and stage attractions, they were billed as Jimmie Stumon, Jennie Stumon, Jessie Stumon, Jossie Stumon and Junnie Stumon. The make-up of the band is par excellence, and Prof. Stumon is as proud of his musicians as they are of their Band Master.

### Perpetual Summer

Florida is properly called the "Sunny Southland." She has but one season, as the term implies in the north, and that is summer; but she has two as the term implies in the south, a rainy season and a dry season. The rainy season usually begins between the middle and last of June and lasts until about the middle of August or early September, from then on until June is the dry season. This does not mean that it rains from June to September and then stops raining till June again, as many believe. During the rainy season there are many days of bright sunshine, in fact there is only a short shower during the day. And, during the dry season, we have many rains, but the rains are not sufficient to be depended upon for producing crops from September to June.

Before what is known as the "Freeze of 1895," Florida was one of the most prosperous states in the Union, much of her wealth being produced from the orange groves, of which there were thousands of acres. This big freeze killed most of the trees, and thousands of her people finding their fortunes ruined in a day, deserted their beautiful homes and went to other localities. A few stuck to their groves, reset them and cared for them until now they are again a source of great wealth to Florida. But a freeze of this kind was never known before and has never occurred since, and if it should, the orange growers have learned that by means of banking the trees they are insured against any serious loss. Sanford seldom has dangerous frosts and when they do come they do not damage the trucking industry, for if the celery plant does frost, it immediately comes on again and is usually better than before.

The opinion of many, that the heat is oppressive and disagreeable in Florida, is also an error. The thermometer seldom registers above 90 degrees and anyone who has spent summers in the states of the middle west and in Florida, will tell you that they prefer the Florida summer.

The climatic conditions are ideal; they are better adapted to the health, comfort and prosperity of man than any other locality in the world. Here is the lowest death rate of any state in the Union. It seems strange indeed, that men of means and intelligence will remain in the cold northern states, especially in the winter time, when a few dollars invested here would not only furnish them an ideal winter home, but would pay all the bills and leave them a handsome income besides, and the darkey does the work.

### Seeding and Planting

Celery seed is sown any time from August 15th to November 15th. Plants, at the age of about six weeks, are set in field. Growing and taking care thereafter is the work of two men for five acres of land. Hand power is mostly used.



SANFORD CITY PARK



A FESTIVE BARBECUE



SANFORD CITY BAND



A FISH FRY



SANFORD FARMERS HAVE GOOD TIMES



"LILA" AND "BILLIKEN"



MRS. L. R. PHILLIPS



MRS. B. F. WHITNER

A Couple of Sanford's Literary Ladies



"I SEE YOU HIDING THERE"



FRIENDSHIP AND PROTECTION



RESIDENCE OF P. Z. GRAVES



MRS. B. W. HERNDON

Sister, and Socially Popular



MRS. FRANK MILLER



MAUDE LAKE  
The Baby of the Mayor's Household

# SPRING AND SUMMER

Only Two Seasons in the Sanford Country

A Delightful Gardening Period and a Balmy Outing Time Make Up the Yearly Changes

To a northern man, coming to Sanford, the impression is of perpetual summer. With rare exceptions, the coldest weather we have here is not chillier than frequently occurs, even in the heated season, in the north. Michigan, which has been the home of the writer until the past two years, glows like a gridiron sometime for a day or so, and then turns to a chill that brings out a top coat and occasionally verges on or results in actual frost. These sudden changes are not conducive to health, and escaping them is part and parcel of what makes one in love with Sanford. Here we have a winter that usually is nothing more or less than a Michigan springtime, and May at that. To say the winters are delightful is but to qualifiedly state it; they are, as a rule, perfection.

Summer in Sanford is, as a whole, more comfortable than in Michigan. Take the past season, for example. Our spring was charming in temperature. Our summer has been relieved by cooling breezes and frequent showers. Never a night but it cools to the point where one needs at least a slight covering. Refreshing zephyrs fan almost continuously through the day, and all one has to do is to put himself in the shade where these moving currents of air can reach him. All over the north, New York, Washington, Detroit, Chicago and other principal cities, heat prostrations have been numerous the past season. None in Sanford. Pneumonia ravages in the north during the cold season. Very rarely is a case heard of in Florida. Grip and colds are infrequent here at Sanford, and even if a case appears, it is slight and is soon thawed out by the warm weather.

Springtime and summer are the seasons in Sanford. The climate is wonderfully equable. We have almost forgotten what a cold is like. We have not felt the heat unduly, nor have we experienced anything sufferable that compares with Michigan. Sanford is the mildest and most enjoyable climate in winter, and the coolest and most healthfully pleasant in summer.

## Expert Money-Handlers

George S. Derry, lately of the People's Bank, has severed his connection with that valued institution. Business inducements in his line came to him, which he decided not to turn down. Mr. Derry's capability, sociability and many sterling qualities are held in pleasant remembrance.

Hamil E. Tolar, who was for some



HAMIL E. TOLAR

Cashier of the Peoples Bank of Sanford

time assistant cashier, and upon whom the heavy work has devolved, succeeds Mr. Derry as Bank Cashier. Mr. Tolar is a rapid and accurate accountant, always at his post, a gentleman sincerely respected and of unimpeachable character. President of the bank, M. M. Smith, is fortunate in the men whom he always secures to assist him in the responsibilities of his large banking business.

## Trust the Lord for Water

A visitor was inspecting the Sanford irrigation system, in operation at Mecca Hammock. The whole thing was new to



MAURICE MIOT AND HIS PETS



RESIDENCE OF A. D. SMITH



PARK AVENUE, TO THE LAKE

## OUR IRRIGATION SYSTEM

him and he examined the plan with great interest. After looking it all over, he perched himself upon the fence and sat reflectively a moment. Then he said, "It's great! Now over in our country we have to trust the Lord to make water to grow our crops."

The visitor's way of putting it was certainly original. Scripture says, "Paul may plant and Apollos water, but the Lord gives the increase." But note God's infinite goodness to Sanford. He doesn't "piece it out" here at all, in the matter of watering, but gives us a great big reservoir and keeps same filled to overflowing all the time. All man has to do is to put in a faucet, and simply turn it loose whenever he wants to. Thus, the Lord wondrously favors this spot, not only giving the increase, but also performing the labor of Apollos, leaving to us nothing but Paul's work, the planting.

The successful farming in the Sanford Celery Delta is largely due to our unique system of irrigation. On a five-acre farm the flowing well is connected with a water main running the whole length of the tract and from which tile are laid at right angles at intervals of twenty feet. Into this tiling the water is transmitted, or shut out, as desired, by means of pockets and hand plugs, thus opening or stopping the channels for water flow. Over the ends of the tile, which are placed end to end about fourteen to eighteen inches below the surface of the ground, is laid fiber. Through this fiber the water oozes out when let into the tiling, or when the flow is shut off if there is a surplusage of wet the water will soak through the fiber into the tiling and be speedily carried away. Thus, this system of tiles, used for irrigation when it is dry, also operates perfectly as a drainage system when it is wet, carrying off all surplus into large ditches or canals which empty into Lakes Monroe or Jessup or the St. Johns River. By this means the farmer has water conditions entirely at his control. He can wet his soil just as much or just as little as he wishes, and he can quickly drain it dry if he so desires.

## NEW RESIDENCES IN SANFORD

A few of the houses erected in the city within the past two years:

On Sanford Avenue	38
On Palmetto Avenue	19
On Magnolia Avenue	24
On Park Avenue	10
On Oak Avenue	10
On Myrtle Avenue	7
On Elm Avenue	6
On Laurel Avenue	6
On French Avenue	12
West of French Ave. to Jassamine	19
On Cypress Avenue	35
On Pine Avenue	14
On Hickory Avenue	14
On Locust Avenue	11
On Orange Avenue	8
From Orange to Mellonville Ave.	35
On Markham Heights	5
On Sanford Heights	5
Total	284



MISS REBECCA STEVENS



A MUSICAL QUINTETTE

Pianoforte Pupils of Mrs. Munson



RESIDENCE OF R. G. STOCKTON

## A SAFE INVESTMENT

Investment in Sanford soil is safe and sure. Land is the best investment that can be made. "Remember there will never be another crop of land in the United States."

Read what four great men of the day say about it:

William Jennings Bryan: "Real estate is the best investment for small savings. More money is made from the rise of real estate values than all other causes combined. To speculate in stocks is dangerous, but when you buy real estate you are buying an inheritance."

Andrew Carnegie: "The wise young man or wage-earner of today invests his money in real estate."

Colonel Theodore Roosevelt: "Every person who invests in well selected real estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth."

The late Grover Cleveland: "No investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. I always advise my friends to place their savings in realty near some growing city. There is no such savings bank anywhere."

## SANFORD CROPPING, 1909-'10.

Vegetable Movement from the Celery City the Two Seasons Past.

Also Comparison with Previous Years.

The below figures accurately set forth the shipping that has been done from this point for the period shown. Note the wonderful growth in the business.

## SOLID CARS AND EXPRESS.

1909-1910.				1908-1909.			
Cars.	Commodity.	Packages.	Express.	Cars.	Commodity.	Packages.	Express.
1,037	Celery,	364,343	32,747	706	Celery,	249,096	9,756
350	Lettuce,	171,412	9,290	291	Lettuce,	112,163	8,269
50	Potatoes,	8,528	4,180	14	Potatoes,	2,982	2,037
19	Cauliflower,	6,466	3,166	7	Cauliflower,	2,480	534
15	Cucumbers,	6,187	6,063	1	Cucumbers,	430	3,079
13	Cabbage,	2,319	2,200	16	Cabbage,	3,164	818
8	Beans,	2,424	7,366	14	Beans,	5,074	3,793
4	Tomatoes,	1,232	4,651	11	Tomatoes,	5,047	578
	Squash	.....	1,430		Squash	.....	957
	Cantaloupes	.....	1,334		Cantaloupes	.....	1,175
	Miscellaneous	.....	23		Miscellaneous	.....	19,261
1,096				1060			

## MIXED CARS.

1909-1910.		1908-1909.	
69 Mixed Cars.	Packages.	131 Mixed Cars.	Packages.
Celery	3,526	Celery	12,551
Lettuce	8,957	Lettuce	15,345
Potatoes	702	Potatoes	125
Cauliflower	5,986	Cauliflower	5,121
Cabbage	40	Cabbage	931
Beans	415	Beans	2,536
Tomatoes	479	Tomatoes	None
Miscellaneous	5,574	Miscellaneous	1,436



A GROUP OF SANFORD YOUNG MEN

W. D. HOLDEN

W. J. THIGPEN



Holden Real Estate Co.

The senior member of the Holden Real Estate Co. is one of Sanford's soundest thinkers and farthest seeing men of affairs. Upright and honest, well balanced, sagacious and keenly alive to every measure for public improvement, he evolves and sets in operation more good practical ideas than almost any other, in the Celery City. Mr. Holden and junior partner, Mr. W. J. Thigpen, always have a glad welcome for visitors and tourists, as they come hither by rail and steamship line. The latter is a fine complement to the firm, being thoroughly competent, affable and a excellent business man. The Holden Real Estate offices are in the new Peoples' Bank Building.

Rapid Road to Affluence

There are many examples of rapid accumulation, with practically nothing to start on, here in the Sanford Celery Delta. Notable among these is the history of Farmer H. H. Chappell. Mr. Chappell came from a cotton country where a bale of cotton to the acre is a big yield. Two acres of his celery that year sold for enough to buy one hundred bales. At a certain period of his experience, from three-quarters of an acre of new ground he sold celery to the amount of \$1,986 at Sanford station, this return from three-quarters of an acre paying the loan of \$1,000 and leaving him \$900 profit, after all expenses. In the four seasons of 1905 to 1908 the total of his sales was \$68,722.20, an average of \$17,180.55 a year. Fully fifty per cent of this \$68,000 was net profit. The past year, owing to the delayed maturing and bunching of celery, Mr. Chappell, with others did not realize as formerly. This he plainly states, adding,

Thriving Up-to-date Sanford

Sanford has numerous factories, dry goods houses, hardware and shoe stores, banks, photograph galleries and a newspaper, *The Herald*. It has an enterprising class of business men who will be glad to have you come to their city, where you will find splendid opportunities for money making. The Celery City has one of the finest public schools in the State, and the educational work of the city is in the hands of competent men and women. Church and school are working strenuously for mental and spiritual welfare of the place. Nearly every denomination is represented, and it has all the leading and influential lodges. In fact, Sanford, in these particulars, is like any up-to-date city. You will find here public spirit and every provision for the various requirements of civilized citizenship.



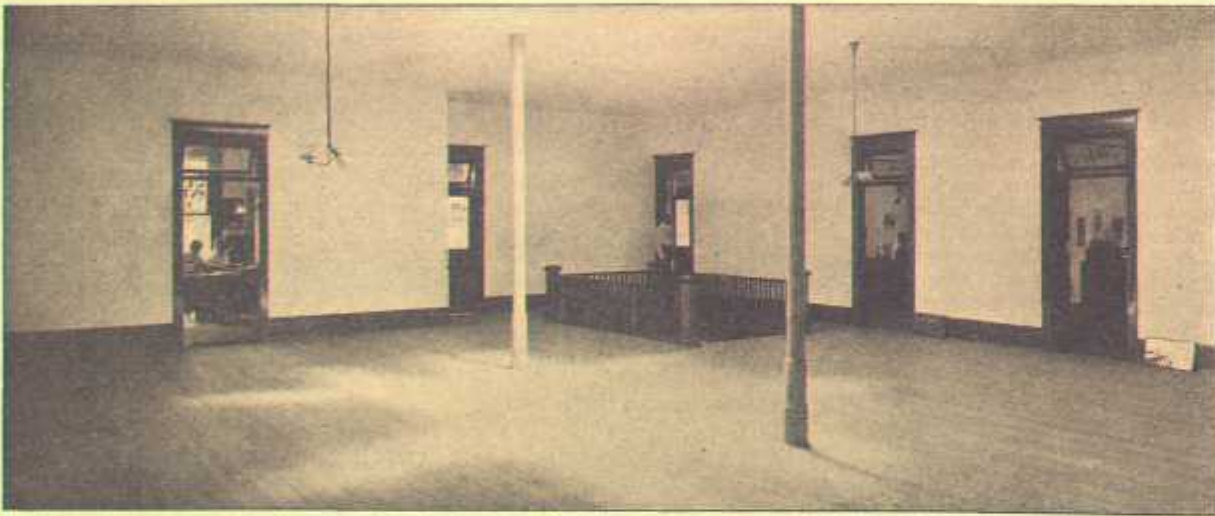
FLOWING WELL ON PALMETTO AVENUE



THE NEW PEOPLES BANK BUILDING

Holden Suite of Offices

Howard-Packard Offices



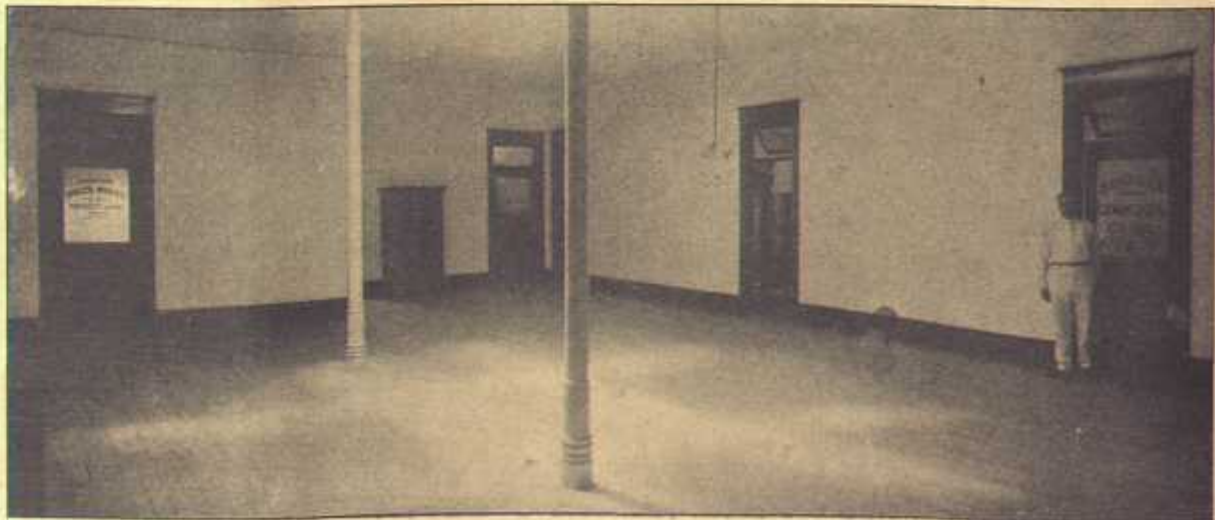
LOBBY OF THE PEOPLES BANK BUILDING

Mayor Lake's Office

Cap't Murrell's Office

Dickinson Bros.

Sec'y Woodruff's Office



LOBBY OF THE PEOPLES BANK BUILDING



MODERN WAY OF DIGGING POTATOES AT SANFORD, HARRY WARD AND CREW; 85 bbls. to the acre, new land

Only One of Many

Numberless communications, of which the below is but a sample, might be given a place in this publication, had we the space. The writer of this came here February 5, 1909, suffering from asthma, from which distressing malady he has found in Sanford great relief. Being a disinterested observer, the following may, with some, seem to carry greater weight: Having been here since the middle of winter, 1909, I unhesitatingly give it as my opinion that Sanford has the greatest vegetable and general farming conditions of any place in the known world. On a conservative estimate, an average of \$100 per acre can be made, net, on one crop of potatoes, and hire everything done. On the same ground, previous to the tubers, may be grown a crop of head lettuce which should make anywhere from one to three hundred dollars per acre, clear of expenses. In celery, we commonly see, after deducting cost of fertilizer, labor, crates, and every other expense, returns of \$300 up to \$1,200 per acre. The only reason for poor crops here lies in the farmer. Failure to turn on water at proper time, or to remove stops and let off surplus, or other acts of carelessness that attach to a poor farmer, are what make failure. In this, as in other undertakings, the wide-awake and intelligent farmer, staying with his work one year after another, is sure to succeed. Some of my northern friends ask me how it is that land sells here at from \$150 per acre, unimproved, to as high as \$1,700, in high state of cultivation. I simply reply that, on potatoes alone, this land will pay ten per cent on an investment of \$1,000 per acre, and this, for one crop out of at least two others which may be grown on the same land the same year. If the other crops each pay ten per cent, and they are morally certain to do vastly more, you have a return of the "cold-blooded bankers'" thirty per cent. The fact is, the investment here is unparalleled. I am not a real estate man, simply have farming interests here, except some canning of tomatoes and beans which I have been experimenting in this year. In my little factory, started late this season, I have put up 15,000 cans, and the results are highly satisfactory. Any farmer can make the price of his fertilizer and a neat profit beside, on tomatoes after his winter crops are disposed of. Flowing wells, sub-irrigation, soil and climate make Sanford the enviable spot of this continent for winter season intensive farming.—Harry Ward.



FIELD CORN  
Note the height. Splendidly eared.

W. D. HOLDEN

W. J. THIGPEN

# HOLDEN Real Estate Co.

We are doing a general Real Estate business, and while our operations are not entirely confined to the SANFORD CELERY DELTA, Sanford property and Sanford celery lands are our specialties.



IRISH POTATOES GROWN THE PAST SEASON  
BY W. D. HOLDEN

127 barrels to the acre

While we sell some properties on commission, we are dealers and sell for our own account principally, so that in dealing with us you are dealing with the owner.

**In our Spring Hammock Subdivision' we have, unsold,**

## 400 acres of the Best Celery Land

in the Sanford Celery Delta, at prices ranging from \$100 to \$150 per acre, on easy terms.

## We Have a List of Farms

at prices ranging from \$3,000 to \$15,000

## If you want Town Lots

in the best town in Florida, we own more Sanford lots than all the other dealers combined.



MAIN OFFICE OF THE HOLDEN REAL ESTATE CO. SUITE

## If You Would Like to Speculate

in Florida property, or if you would like to go into the development and colonization business, we have some fine tracts to offer for those purposes.

Everything we offer will be sold on such terms that the purchaser can make the proposition pay for itself.

We have a record here and a reputation to maintain, and we refer you to any bank or reputable business house in Sanford.

We have been factors in the development of the Sanford Celery Delta. We have large investments here; we expect to remain. We want your business and we are willing to work for it.

## Courtesy and Fairness

We are not in the mail order business, because we want citizens for the Sanford Celery Delta, not merely customers for our land. We want you to become a contented, happy and prosperous citizen of our Celery Delta. We don't want to take your money and then see you walking home or working a side-door Pullman a year hence.

We want you to write for information and come to see us when you are in Florida. Our services are free. If, through courtesy to you, we cannot sell you property, if we haven't something just as good or a little better than the other man, we want you to feel perfectly free to deal with the other man.

If we cannot make a customer, we want to make a friend of you.

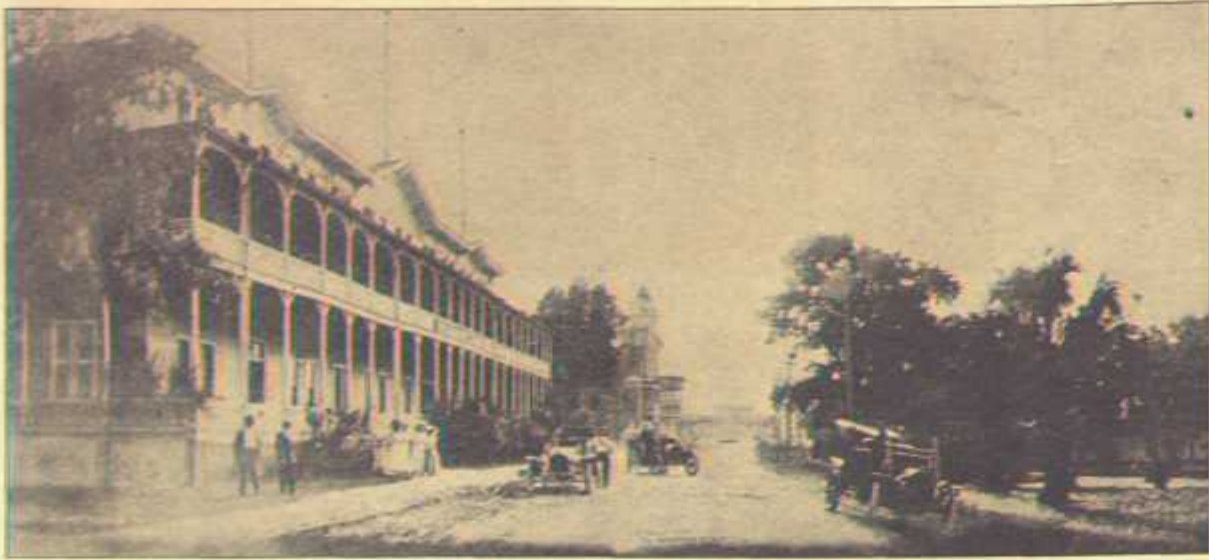


HOLDEN CO. FIFTEEN ACRE CABBAGE FIELD

PEOPLES BANK BUILDING, SANFORD, FLORIDA.

# THE SANFORD HOUSE

The Sanford House is most delightfully situated on the waterfront of the Gate City, and is an ideal winter resort and great favorite with tourists and the traveling public.



**The Sanford House**

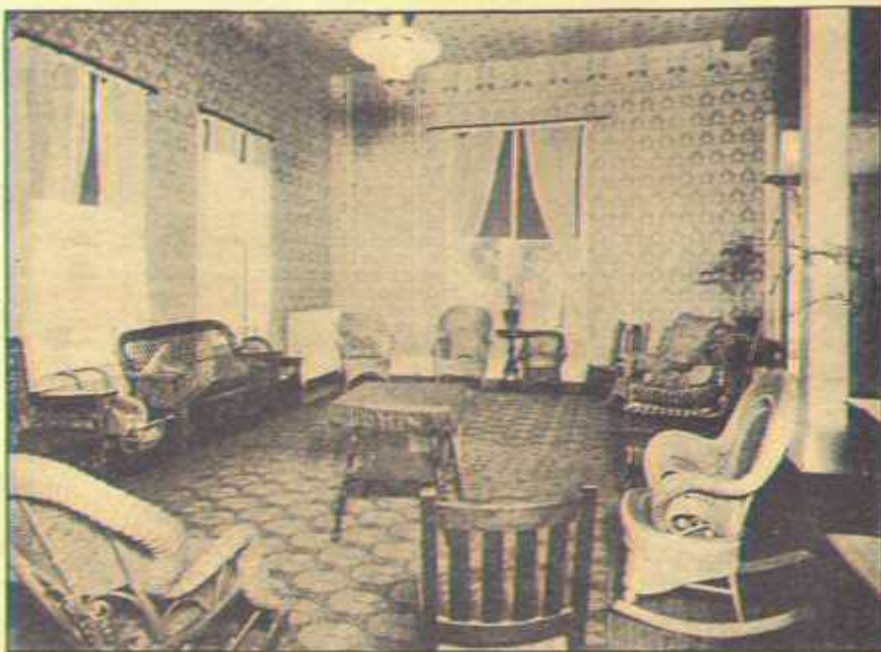
This fine hostelry is under the management of Mr. Harry Driver and is one of the best equipped hotels on the American plan south of Jacksonville.

The Sanford House is located in the center of the fishing district, surrounded as Sanford is by dozens of fresh water lakes. There is also, close by, good hunting. The beautiful park, east of the house and north to the water's edge of Lake Monroe, shaded with palms and live oaks, by day or by the bright moonlight nights that this section excels in, is enchanting, either from the verandas or from a stroll out upon the long pier extending into the lake.

A feature for pastime exercise and pleasure is the lawn tennis court on the hotel grounds. The bowling alley, too, has been in the past an attraction to ladies as well as gentlemen guests. Taken all in all, appointments, service, location, surroundings, etc., this is an ideal winter home.

The rates are reasonable for a first-class, up-to-date hotel.

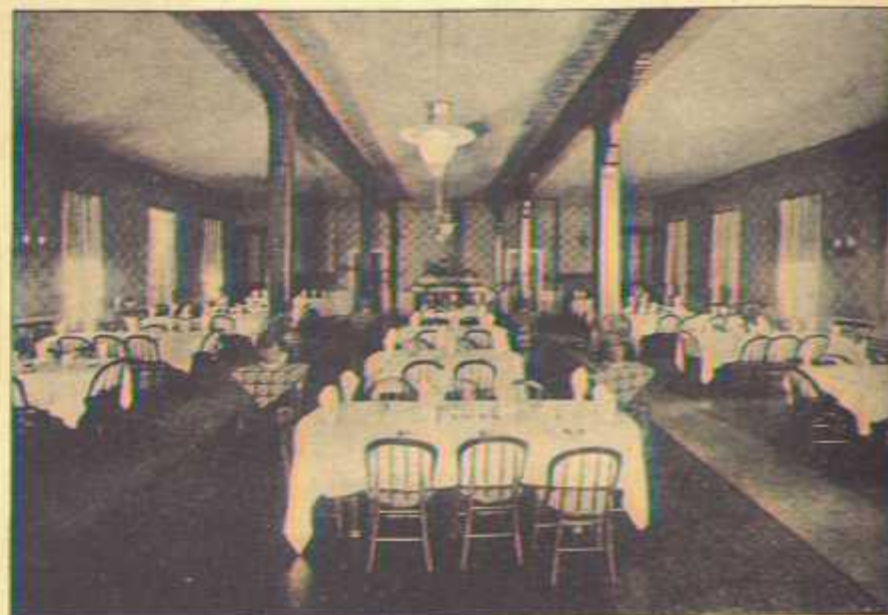
**HOTEL FRONT AND STREET**



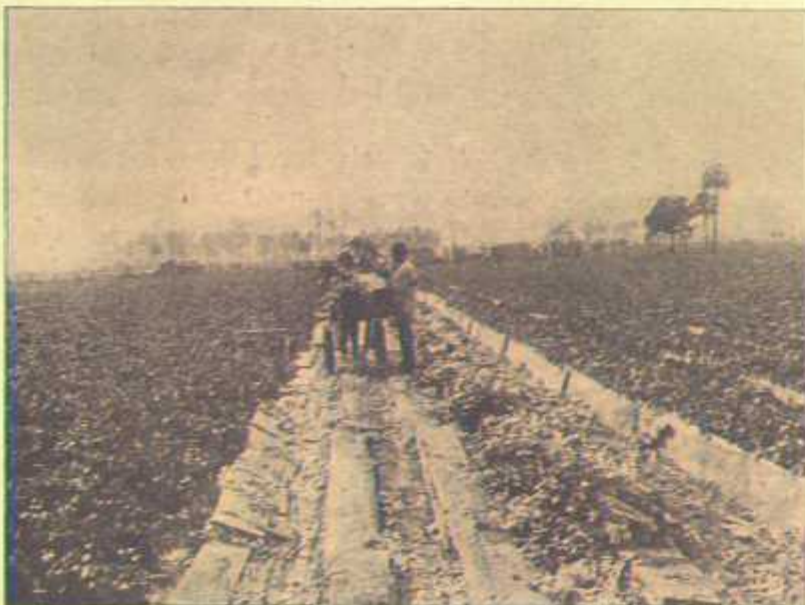
**A PARLOR VIEW**



**PORTICO AND PARK**



**THE DINING ROOM**



**Martin Greenberg's Farm**

Martin Greenberg came down from New York, bought a celery farm and without any experience, perfectly new to the business, raised some of the finest celery in all the Delta last season. His early celery brought \$1.85 per crate, net, at the station here. His first car netted him the highest price, top notch over anything marketed here this year. Mr.

Greenberg has a splendid place and realizes there is big money in it, but having been in the wet goods line so many years, has a hankering to get back to his old haunts and environment. He therefore is debating the matter of selling his farm. Any one securing this place will get hold of a mighty good thing.



**D. A. CALDWELL & SONS, DEPARTMENT STORE, SANFORD, FLA.**  
Highest Quality Merchandise at Prices Below Competition

M. K. JONES

R. McLAUGHLIN

W. W. ABERNATHY

## JONES-McLAUGHLIN COMPANY

W. W. ABERNATHY, MANAGER

DEALERS IN

**FURNITURE AND HOUSEHOLD GOODS**

CASH AND INSTALLMENT

CORNER FIRST ST. AND PALMETTO AVENUE

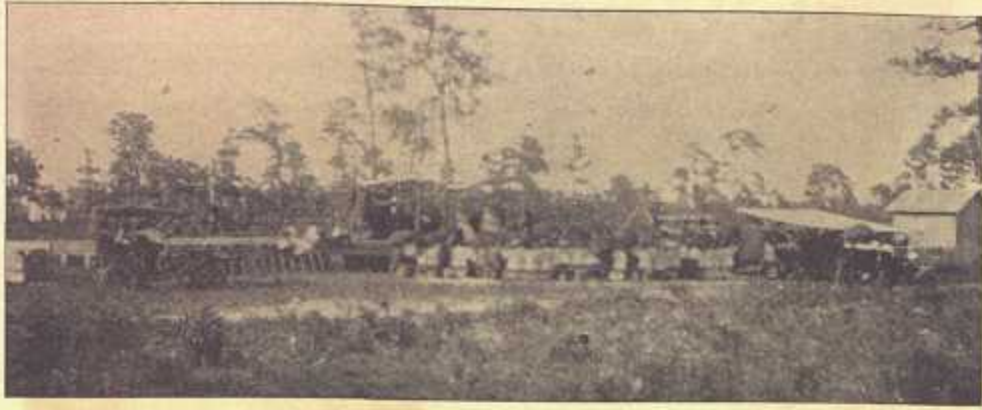


**STONE-GOVE BLOCK**

This firm has a number of Stores, and has Agents working in every Town from Tampa, Fla., to Atlanta, Ga. The Company can Furnish Anything and Everything for your House, and supply it at the Same Price it would Cost you North.



**A PORTION OF THE INTERIOR OF THE JONES-McLAUGHLIN FURNITURE STORE**



Snap  
Shots  
Taken  
at  
Cameron  
City



### Cameron City

Two years ago, nothing there. Now a little town has sprung up, like a mushroom. A line of street cars, also steam freight, run from Sanford thither, carrying passengers and shipments. Cameron City is destined to be one of Sanford's important suburbs. We give a few views of the place, among them the recent corner-stone laying for the handsome new church, erected by the citizens of that interesting hamlet.



### A Thoughtful Diet

Did you ever stop to think how you would like to live in a country where there are no blizzards or snow storms, no floods or freezing cold weather, where the grass grows and the flowers bloom all winter; where there are no hot, sultry nights, and sunstrokes and heat prostrations are unknown; where you can spend all of your time out of doors without danger of discomfort; where the air is pure and bracing; where houses are conveniences and not necessities; where your stock needs no shelter and you couldn't freeze your ears if you tried?



Corner  
Stone  
Laying  
for  
New  
Church



GEORGE A. DECOTTES

Above is a portrait of County Solicitor George A. DeCottes, Sanford's able attorney, popularly known throughout all Orange County. Mr. DeCottes is a clear and forcible speaker, well versed in the law, and good counsel. Among other valued traits is his disposition to boost along every move for civic improvement and of enterprising nature. His liberality in assisting, professionally as well as otherwise, redounds to his credit and justly places him in the front rank of Sanford's public men.



A BIG ALLIGATOR, SHOT DURING THE SEASON OF 1910

### TONSORIAL ART

Neatest, nicest, cleanest, at Lipe's. Shaves, Haircuts and every line of the Barber's Art at our 3-chair establishment. Anybody'll point the way to Lipe's. Come once, you'll come always. Always glad to see strangers and tourists, as well as our steady customers. . . . **LIPE & COMPANY**

### Flowing Wells

When you want flowing water, ask for Lipe & Co. If you need a good reliable well, driven through the rock to the bounteous artesian supply beneath, a well that is sure and certain and that will cost you a low and reasonable price, call **LIPE & COMPANY**



### NOBBY TAILORING

For latest and tastiest styles, see M. P. Lipe. Call at our establishment in the Sanford House Block, on First street, and see the fashions in Men's Clothing. Suits up-to-the-minute in cut, fabric and finish, at **M. P. LIPE & CO.**



LAW OFFICE OF ATTORNEY DECOTTES

### Sanford's Big Celery Grower

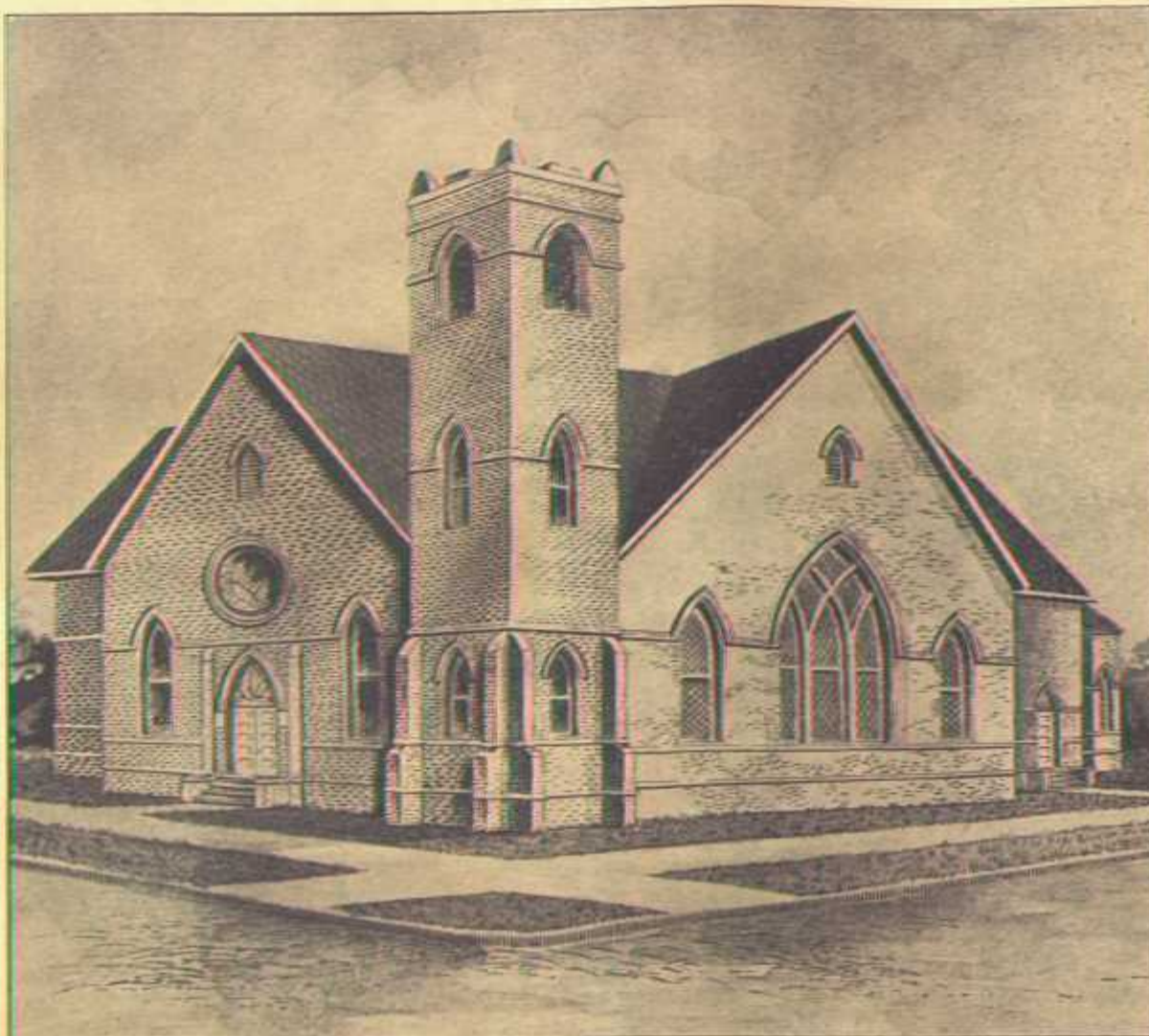


J. E. PACE

Mr. J. E. Pace is one of the wealthiest and most successful growers in the district. He also has a large warehouse and carries a complete line of seeds, hay, grain, fertilizers, crate material, tiling and grocers' supplies in general.

### Back-Yard Money-Making

Sanford has twenty or more acres in back-yard celery farms.



THE NEW CONGREGATIONAL CHURCH, Foundation for which is already begun

### An Artistic Milliner



MRS. J. H. OVERMAN

This lady is an artist in creating Millinery-tone and style becoming to the beauty of each lady customer. Latest fashions in ladies', misses' and children's headwear. The tourist as well as the constant resident will be well suited at Mrs. Overman's Millinery Parlors, corner First St. and Palmetto Ave.



RESIDENCE OF MAYOR LAKE and Glimpse of Park Ave., looking South



RESIDENCE OF E. T. WOODRUFF



THIRD STREET, LOOKING WEST



COUNTRY SEAT OF CRUSE BARNES



PALMETTO AVE., LOOKING NORTH



JOE FERNANDEZ



Cosmopolitan Restaurant

JOE FERNANDEZ, Proprietor

Appetizing meals, refreshing drinks, courteous treatment, rates reasonable

# SANFORD CHURCHES



First Presbyterian Church



REV. J. F. MCKINNON  
Pastor First Presbyterian Church



First Methodist Church



REV. GEORGE B. WALDRON  
Pastor Congregational Church



REV. A. E. HOUSHOLDER  
Pastor Methodist Episcopal Church



First Baptist Church



REV. J. W. WILDMAN  
Pastor First Baptist Church



Church of the Holy Cross, Episcopal



All Soul's  
Church,  
Catholic



REV. B. F. BROWN  
Rector Holy Cross Episcopal Church

## A FEW OF THE ELITE

### QUARTETTE OF SOCIALLY PROMINENT MARRIED LADIES



MRS. FORREST LAKE  
WIFE OF THE MAYOR OF  
THE CITY OF SANFORD



MRS. HARRY P. DRIVER  
WIFE OF THE MANAGER OF  
THE SANFORD HOUSE



MRS. GEORGE DE COTTES  
WIFE OF THE  
COUNTY SOLICITOR



MRS. SAMUEL PULESTON  
WIFE OF ONE OF SANFORD'S  
PROMINENT M.D.'S (PHYSICIANS)



REV. M. FOX  
Pastor All Soul's Catholic Church

### Needs of Sanford

Sanford having such splendid natural advantages of soil, climate and water transportation, and the best railroad facilities of any town in the State with the single exception of Jacksonville, still needs many things, but chiefly men and women, with or without money. She offers employment to five hundred laborers on her farms, and in her farm development, and will need twice as many more next year. Men have come here as laborers and acquired a home and good farm in two or three years, and the same opportunity awaits every energetic man who will make the effort. And the man who labors is as much wanted and is as much respected as the man who brings money with him.

## ORANGE COUNTY



JUDGE WILLIAM MARTIN

William Martin, Judge of Orange County, was born in Elizabeth City, North Carolina, and came to Florida in October, 1885. He was admitted to the bar in North Carolina some 28 or 30 years ago. His education was obtained at what was then known as Cabbie's School, Nelson County, Virginia, and at the V. M. I. Subsequently he settled in Apopka, this county, and began the practice of law. He resided there two years, then moving to Orlando, where he continued the practice of his profession. In 1898, after the death of Judge J. L. Beyn, he was elected County Judge to fill the unexpired term. He was re-elected in 1900, 1904 and 1908, without opposition. Judge Martin is a member of the Episcopal church.

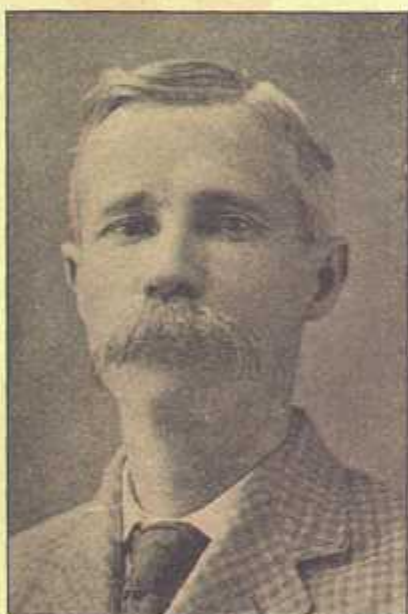
Orange County, in which Sanford is situated, is one of the choicest sections in all the state of Florida. Its trucking, orange growing, pineapple culture and kindred industries form a vast shipping business that brings cash from every direction. Located in the central part of the Floridian peninsula, fifty by thirty-five miles in size, dotted with nearly a thousand beautiful lakes and lakelets of clear, pure spring water, and favored with a large amount of tillable soil, Orange County is exceptionally well adapted to every variety of production. The farmers of this county successfully grow corn, Irish and sweet potatoes, millet, hay, peas, tomatoes, cucumbers, cauliflower, lettuce, celery, all kinds of root crops, oranges, peaches, grapes, strawberries, blackberries, and every sort of small fruit, rice, sugar, syrup, and many other things too numerous to mention. Stock raising and turpentine manufacture are also large and important industries here. Orlando is the county seat.

A home in Orange County, and especially in Sanford, means life in a delightful atmosphere, amid health-giving water and breeze. To those from the north it means that the fuel bill will be cut down at least three-fourths, and the clothing bill nearly as much. It means freedom from colds and catarrh, immunity from pneumonia, relief from and cure of rheumatism, and the pleasure of living without numberless ills and discomforts to which residents of snow and frost localities are subjected. It means open air and sunshine and the joy of out-door life, not three or six months of the twelve, but all the year through.

Property is advancing in value, and those who purchase now will share in the profits of early investment. The glad hand and a welcome are out for both visitors and settlers in Sanford and throughout Orange County.



ORANGE COUNTY COURT HOUSE



J. H. SADLER

J. H. Sadler, Treasurer of Orange County, is a native of Anderson, S. C., but has been in Florida most of his life. Mr. Sadler is grandson of the late J. G. Speer, so prominently identified with the early development of this county and South Florida. He has served two terms as treasurer and is elected for a third term. "Jim" Sadler, as he is familiarly called, is a quiet, unassuming, modest man who does not push himself, except in business matters. It has been said of him that he is a "sticker, a man that does things." He has had some experience in mercantile and real estate business, but his taste has been first, at all times, for farming and fruit growing, and by working along special lines, having the goods when they were scarce and brought a big price, he has made a success. He is steadily increasing both his vegetable and fruit interests. He was one of the very first to grow early vegetables in Orange County for the northern markets and to make it pay. He grew his first crop in 1878, when he had to haul 16 to 30 miles. Mr. Sadler is a believer in a great future for Orange County, Sanford and Florida.



MELON FEAST

The biggest, sweetest watermelons on earth abound in Florida. No where else are to be found such size and lusciousness

## Orange County Abstract Co.

Orlando, Florida

C. W. GOODRICH, Secretary.



B. M. ROBINSON

B. M. Robinson, Clerk of Orange County, is a native of Alabama, being born in Russell County, that state, Nov. 16, 1845. He grew to manhood in Tuscaloosa, Ala., and was a cadet at the University of Alabama from 1862 to the summer of 1864, then entering the army at Mobile, Alabama. He was paroled in May, 1865. Mr. Robinson came to Florida from New Orleans, and settled in Orange County in October, 1874, and has been a resident and citizen of the County ever since that date. He developed an orange grove, but the winter of 1894-1895 destroyed it, with all others. Mr. Robinson is the present Clerk of the Circuit Court, and has been connected with the office since January, 1891, 14 years as Deputy Clerk, then, in 1904 being himself elected Clerk and in 1908 re-nominated and again elected. He has had the honor of representing his County in the State Legislature, and was three times elected Mayor of Orlando.



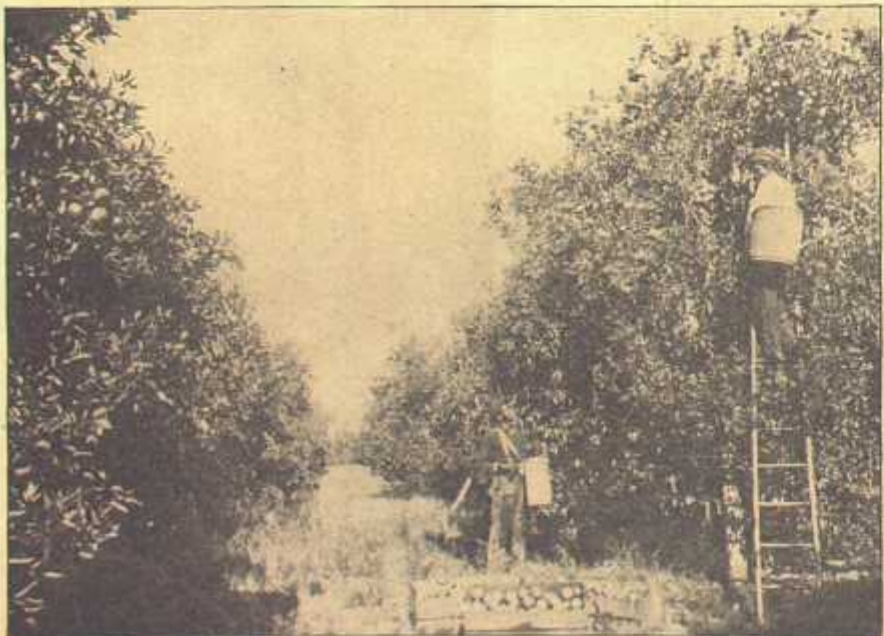
W. E. MARTIN

W. E. Martin, the Tax Collector of Orange County, is a native of North Carolina. He migrated southward to Florida when but two years of age, Orange County becoming his destination and including him among her residents ever since. His education was acquired in the public schools and at Rollins College. Mr. Martin has held his present office three terms, and at the last primary was renominated for a fourth term, without opposition.

## Orange County Abstract Co.

The Orange County Abstract Company was organized in 1886 and became a chartered company in 1899. Having a complete copy of the records, the Company is in position to furnish accurate and complete Abstracts of any of the records of the County.

For any information regarding titles or similar matters affecting real estate in Orange County, you will be expeditiously and politely served by addressing Secretary C. W. Goodrich, Orlando, Florida.

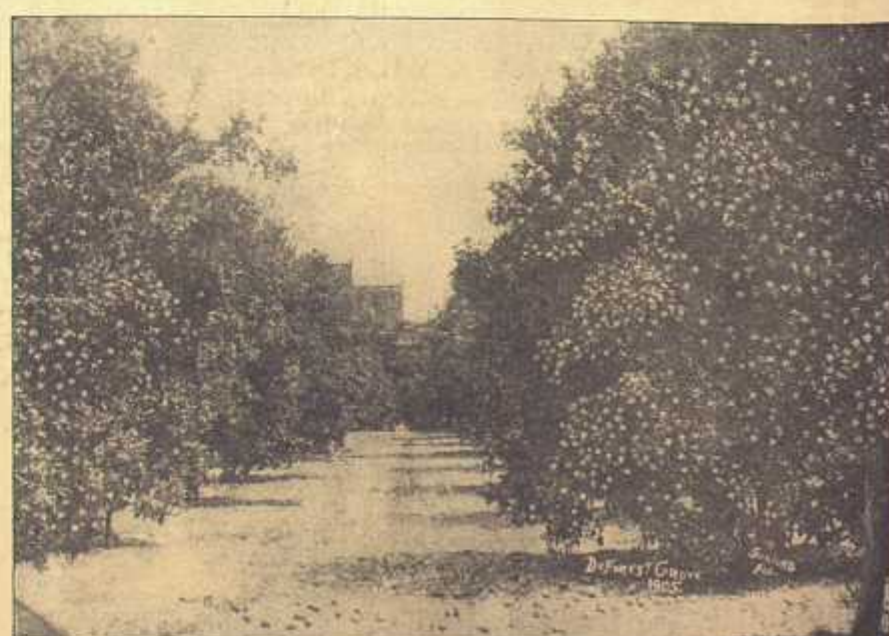


GATHERING THE FRUIT



J. A. KIRKWOOD

The above portrait represents the gentleman who so efficiently fills the office of Sheriff of Orange County. His friends and well-wishers are legion.



A GROVE IN BLOSSOM

### The Board of County Commissioners

Orange County is fortunate in having a practical and aggressive Board of County Commissioners. We are pleased to give portraits of several of the most capable and influential members. Among the laudable things recently done by the Board is the proposition to construct vitrified brick roadways on the principal thoroughfares of the county. The expense will be large, but the beneficial results and real value are scarcely to be estimated. May Orange County always have as level-headed and efficient County Commissioners as compose the present Board.

Date of election and vote for Good Roads Bonds, December 7.



J. E. MERRILL



J. H. LEE, Chairman of the Board



FRANK L. WOODRUFF



M. O. OVERSTREET



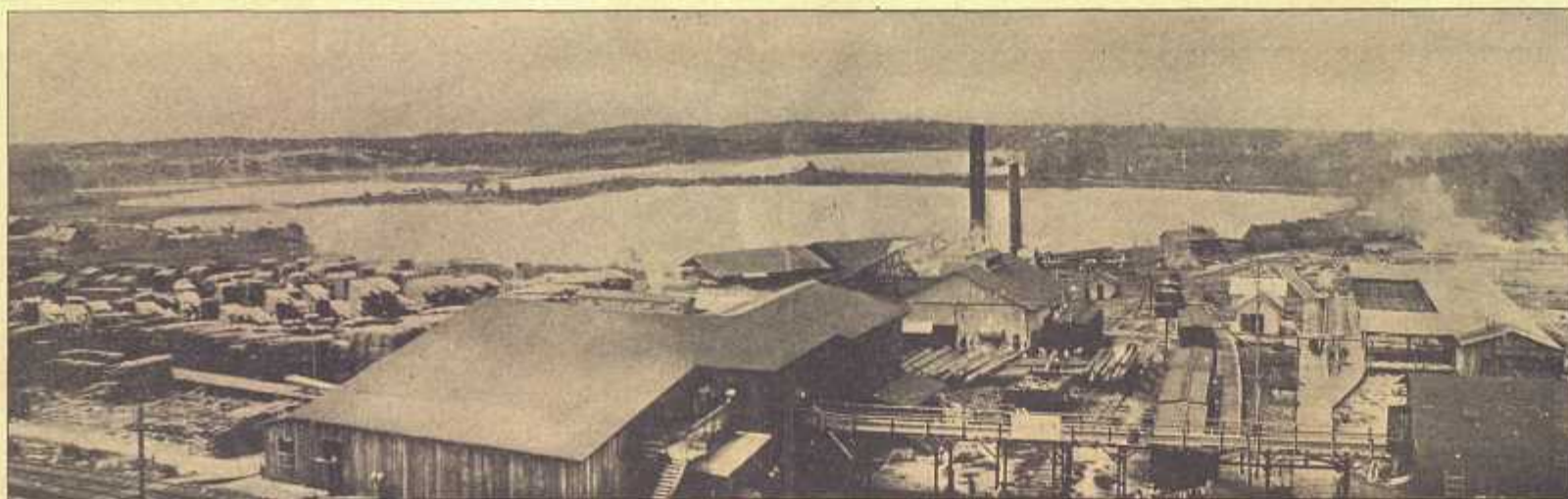
IN THE ORANGE GROVE



ALEX VAUGHAN



L. J. CONOLEY  
Attorney, whose passing to the beyond since ordering this space is sincerely regretted



THE CRATE MILL OF ORANGE COUNTY

### Overstreet Crate Co.

Here is a view of "The Crate Mill of Orange County". There are several small mills but the Overstreet Company's plant is the largest in the county, and in fact one of the largest in the State. This mill furnished practically one fifth of all the orange boxes shipped from Florida last year, and a large percentage of the celery and tomato crates. The Company specializes on "high grade material" their product being popularly known as "The Crate of Quality."

The Overstreet Crate Mills are located at Lockhart, Florida. The officers of the Company are: Moses O. Overstreet, President; Benjamin Drew, Vice-President; T. Picton Warlow, Secretary & Treasurer.

### Maxwell & Rourke

The interior of the establishment of S. Maxwell and E. B. Rourke, here shown, represents the soda fountain and some of the lines they carry. Ice cream parlor for the ladies, cigars for the gentlemen, stationery, periodicals, confectionery, post cards, etc. Warm drinks of all kinds in cool weather and cold drinks of all kinds in warm weather.



JOSEPH J. DICKINSON



CHAS. P. DICKINSON



WARD CANNING INDUSTRY, AT SANFORD

### DICKINSON & DICKINSON

Attorneys at law, room 5, Peoples Bank Building, Sanford, Florida; Will do a general practice in all the courts of the State, and give all business careful and prompt attention.



MAXWELL AND ROURKE'S EMPORIUM, SANFORD



RESIDENCE OF J. E. TERWILLIGER



### J. E. TERWILLIGER

Manufacturer of Concrete Work of All Kinds

Attention called to the high grade of building blocks I am turning out. Foundation blocks, best and most enduring. Irrigation pockets and all else in this line.

We pride ourselves on the superiority of this work.

J. E. Terwilliger, Sanford, Fla.  
Phone 236

A. E. Hill,  
Sales Agent

ACHIEVEMENTS OF A BANK-  
RUPT PEOPLE

Perhaps the most remarkable feature of the Sanford development is, that it was conceived and accomplished by people without money and some of them heavily in debt. For, this development of the "Sanford Celery Delta" was the direct result of the freeze of February, 1895, which destroyed the orange groves and made all poor. Those who were too poor to leave, or loved Florida too well to desert her, had to turn to new ways of making a living.

The lands where our dead groves stood were practically all the cleared land we had; on them we grew corn, potatoes, peas, beans and hay, and began to live, as nearly as possible, at home. Our trucking lands were in the woods and had no known value. It took about a year to get our bearings and begin work, and in five years we had perfected the Sanford system of sub-irrigation and demonstrated that these trucking lands were the most productive known, not only in crops, but in revenue.

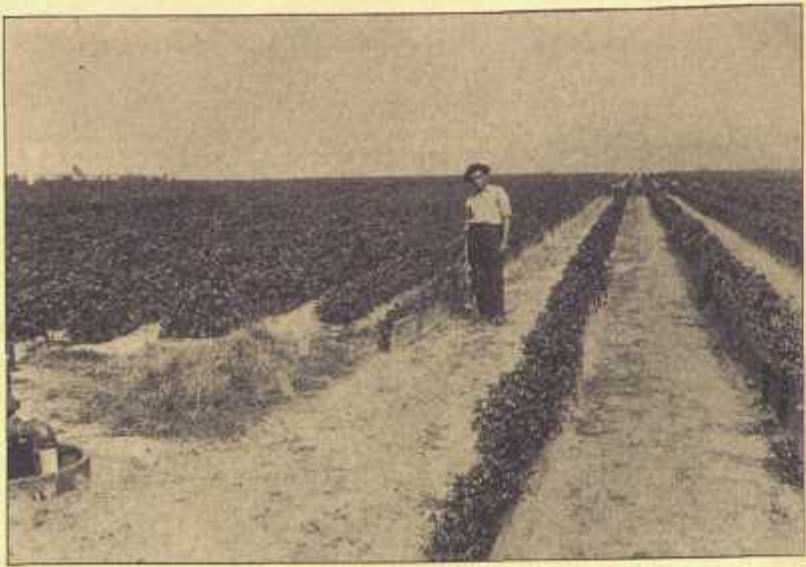
It would be interesting to home people to recount some of these struggles and tell who made them, but in this article suffice it to say that in the winter of '96 and '97, J. E. Pace shipped the first head lettuce from Sanford, and he, B. F. Whitner, E. S. Harrold and the writer shipped the first celery. It may be well to note that at this early date the Sanford flat celery crate was adopted and used, the length of which was determined by the use of old orange sides we had on hand. In the spring of '98 we shipped four carloads under refrigeration, by the advice and with the assistance of Mr. S. O. Chase. In February, 1899, we had a hard freeze, notwithstanding which, fine celery was made which brought good prices. Having solved the problem of irrigation, and in a large measure those of plant raising and culture, the progress was more rapid and others joined the farmers, notably the lamented I. H. Terwilliger, who had been growing tobacco, to whom we are perhaps more indebted than any other for perfecting the sub-irrigation system; A. Robbins, A. McDonald, A. B. Cameron, H. H. Chappell, C. F. Williams and R. J. King. With one exception, I think we all started with practically no money. I am well within the limit when I make the assertion that for the next five years 90 per cent of those who joined "the game" came into it in the same financial condition. I venture the further assertion that up to the last two years 75 per cent were in the same boat.

Does this mean that this is a rich man's proposition? I don't think. Celery Avenue, from Sanford to the St. John's, has been developed by poor men. It is the most famous section of the famous Celery Delta, the traffic on this avenue being so great it became necessary, in addition to a hard surface road, to parallel it with a railroad and street car line. This may read like a fairy story, but it is true, and there was no magic, except hard work, hardship and self-denial, and those who succeeded have in most instances, paid the price in these.

To the man without money enough to buy an improved place, or to buy and improve one and then have enough to live on and plant a crop, I say now, as I have in the past, you will have no easy job. Nor do I write such who are doing well at home to undertake it, but I do not discourage the man with limited means who is willing to face these difficulties, self-denials and hardships, for the independence that can certainly be his in a few years. I would be as insincere in one as the other.

It is idle to say that any man of sound body and mind need fear to undertake to succeed here. The experience of 1895 and 1896, with the only apparent resource, oranges, gone, and trucking not begun, and no paupers, in this Orange County, gives the lie to such an idea. Neither is it in my opinion more difficult now than in former years to get a start, except for the higher cost of living, which is no greater here than elsewhere. But someone will say, land is higher; yes, that is true, but it can still be bought on reasonable terms, and is rapidly enhancing in value and becoming more salable, therefore a safer investment. Besides, difficult problems have been worked out and the convenience of good roads, railroads and street cars compensate for the higher price, and a man only needs ten acres. Then, it was an experiment, now it is not, because these lands are confessedly the best trucking lands in Florida and are valued accordingly. For trucking purposes they are only used in winter, or half the time. The other half they equal any farm lands known for farm crops, so they have the combined value of both.

This means that after growing big money crops in winter, we can use the same land for farm crops and make as much as anywhere else, and after harvesting them, have the lands to plant again in the fall. Thus each acre is worth both the price of farm and truck lands. Add to this a climate in which man can live out of doors, in comfort, every day in the year, and grow crops, and have the conveniences of city life in the country. This makes life in the "Sanford Celery Delta" ideal.—J. N. Whitner.



CELERY FIELD, FLOWING WELL IN CORNER



LOADING THE CELERY, FOR MARKETING



HAULING THE CRATES TO MARKET



ROSSETTER FARM, CORN IN THE FOREGROUND



"VILLA SHOORA FARM," PROPERTY OF C. R. WALKER



ONE OF MR. BINFORD'S GUSHERS

Levi Binford, one of our enterprising and loyal men of Sanford, left a beautiful home in Indiana, and fled from the cold and wintry blasts of that northern state to seek refuge in the congenial comfort of "Lucky Sanford," arriving here Nov. 12, 1909. It was the expectation of Mr. and Mrs. Binford to remain only during the severe winter of the north, and return there during the early spring. Instead thereof, they did not return until the summer season, and then to dispose of their properties there, and get back to Sanford for a home. They found Sanford the ideal place for comfort, and business as well. In his quiet way, Mr. Binford kept his eyes and ears open, investigated and considered conditions and prospects here. When he saw a real good bargain, he secured it, having in view location, cost and quality. Under his own supervision, he has improved and developed several tracts thus secured. He says there is an art in developing lands in Florida that many learn at too great a sacrifice. "If you want anything done well, do it yourself." "Goods well bought are half sold." Therefore, under wise purchases and economical developments, he quotes below a few choice prices that any one desiring a good truck farm, well located, would do well to investigate:—

One excellent 3-acre lot within 180 yards of Beck Hammock Station. Two years cultivated, perfectly tiled, strong well, summer crop of velvet beans. No land in better condition for fine crops next season.

Fourteen acres, near in on west side. Cultivated one and two years, three good wells. Easily divided into 5 and 4-acre lots. Forty rods to loading track.

Three 10-acre lots, one-half of each in cultivation. Right in the center of Palm Hammock. Traction cars stop at the front gates. Side tracks on railroad every half mile. You

may search Florida over, but where will you find better truck land?

Forty acres, one mile northeast of Cameron City. Two gushing wells, 20 acres fenced, cleared and plowed. An excellent opportunity for an investment.

Other fine unimproved lands, and more to follow. Terms easy. Prices reasonable. See or correspond with

LEVI BINFORD, Sanford, Fla.

Business Change at THE BOSTON

The below reaches us just after the opposite page was printed and off the press:—  
Editor Industrial Edition, Mr. Woodruff: I have sold a half interest in THE BOSTON to Mr. J. B. Willis. I would be glad if you can doctor my ad and make this appear. Thank you ever so much if you can do this.  
Yours very truly,  
K. R. MURRELL

W. E. HOLMES

J. E. HUNT

HOLMES & HUNT  
Artesian Well Drillers  
BY CONTRACT OR BY THE DAY

P. O. Box 93

Phone 136-2 Rings



FLOWING WELL IN MECCA HAMMOCK  
Photoed just after it was sunk by Holmes & Hunt

We drive 2, 3, 4 and 6-inch Wells Down to 500 Feet  
SANFORD, FLORIDA

# Fertile Beck Hammock



EDGAR E. BROWN  
Proprietor of "Beck Hammock"

## Strategic Location

In the very center of the great Sanford Celery Delta, at that point in the peninsula between the two lakes which gives it the very best climatic protection and makes it almost frost proof; about 3 1/4 miles east of Sanford and 1 mile south; on the south side of Geneva Avenue (soon to be paved with brick); less than one-half mile east of the new S. & E. R. R. depot which gives it the best shipping facilities.

## It's the Best

There is always a good, a better and a BEST. In nothing does this apply more strongly than in the purchase of land, and especially in celery or other vegetable lands, where intensive farming

limits the acreage and means such an extensive use of commercial fertilizers. BECK HAMMOCK has had the reputation for years of being the richest 250 acre tract of land in this section of the state. Covered with a heavy native growth of dense forest it has had for ages the advantages of nature's own best methods of fertilization which has created a soil that is already rich in humus and will save each year to the owner a large sum in the purchase of fertilizers alone. Add to this the fact that BECK HAMMOCK land has the advantage of a good marl or clay sub-soil which prevents the waste of fertilizer, and you have an ideal condition for intensive farming.

This entire tract has been sub-divided into 5 to 10 acre farms. These are already almost half sold.

About 25 lots, some under cultivation, some partly cleared and some still in the rough are now for sale at favorable prices and generous terms. Write for full information and when you come to Sanford give me a call before purchasing.

Address EDGAR E. BROWN, Sanford, Fla.

## TEN REASONS

### Why Beck Hammock is the Best Place to Buy

- 1st. BEST FROST PROTECTION.
- 2nd. BEST QUALITY OF SOIL.
- 3rd. BEST STRONG FLOWING WELLS.
- 4th. BEST NATURAL DRAINAGE.
- 5th. BEST SOLID SUB-SOIL.
- 6th. BEST SHIPPING FACILITIES.
- 7th. BEST STREET CAR ACCOMMODATIONS.
- 8th. BEST STORE CONVENIENT.
- 9th. BEST LOCATION FOR HOMES.
- 10th. BEST PRICES AND TERMS.

## Artesian Wells and Drainage

In successful celery farming, one of the first essentials is, of course, a good, strong flow of artesian water for irrigation.

The last well we drove flows 172,800 gallons per day.

But another equally important feature is good natural drainage. BECK HAMMOCK has a gradual natural fall of 12 feet across its half mile of width, sloping gently eastward toward the St. John's river, insuring always against overflow from high water and giving quick outlet from rainfall and irrigation.



RESIDENCE OF EDGAR E. BROWN IN BECK HAMMOCK

Surrounded by tropical Palms and Magnolias; the very strong artesian well furnishes abundant water for bath and toilet; a good store is located at Beck Hammock; Railway Station near by, while the telephone and street car keep within easy touch the larger markets, giving all the conveniences of the city with the advantages and freedom of the country, making an ideal location for a home.



SHOWING ENORMOUS SIZE OF BECK HAMMOCK CELERY

"GOOD QUALITY STORE"

## "THE BOSTON"

Stone & Gove Building SANFORD, FLA.

The BEST of Everything in  
Dry Goods, Notions and Shoes

### Ladies' Ready To Wear Department

Up-to-date quality and price. ¶ We guarantee satisfaction on all purchases. ¶ We are exclusive agents for the famous BEACON SHOE for Men and ZEIGLER SHOES for Women. Also, exclusive agents for the AMERICAN LADY CORSET, the only corset that stands for STYLE, Quality and FIT



K. R. MURRELL, proprietor of "THE BOSTON," is also a large grower of celery and other vegetables, having had four years' experience in growing crops in LUCKY SANFORD. Deals in celery farms, celery lands, orange groves, timber lands and city property. He knows the proposition and will tell you. A card or letter will bring you information worth many dollars to you. WRITE HIM TODAY—K. R. Murrell, Sanford, Fla.

## IDEAL FERTILIZERS

BEST AND CHEAPEST

SPECIAL CROP FORMULAS

SEND FOR OUR

**FREE BOOKS**

**FLORIDA VEGETABLES.** The new edition of this valuable book is now ready for distribution. Did we not wish to retain the same title we might well call it a new book instead of a new edition for it is entirely re-written and is as great an improvement on the good old **Florida Vegetables** as its attractive cover leads one to expect.

**IRISH POTATOES.** The 1910 edition of this publication is also practically a new book for it contains much valuable information not given in previous issues. It is now waiting to serve you.

**REMEDIES FOR INSECTS AND DISEASES.** A concise and practical treatise on the proper ways to combat the troubles of grove, garden and field. Practical science in every day words. You can not afford to be without it.

Send also for our publications on **Citrus Culture**, **Florida Soils**, **Florida Strawberries** and **Pineapple Fertilizing**, and our picture book **Ideal Results from Ideal Fertilizers**.

Call at our **Sanford Branch Warehouse** in charge of **Mr. R. H. Whitner**.

**WILSON & TOOMER FERTILIZER CO.,**  
JACKSONVILLE, FLA.



MRS. J. K. METTINGER



MRS. A. E. YOWELL

# A MUSICAL GROUP

A FEW OF SANFORD'S GIFTED AND POPULAR VOCALISTS AND INSTRUMENTALISTS



MRS. J. B. STRYKER



MRS. ADDIE FOOS HOMRIGHOUS  
WELL KNOWN SINGER AND VOICE TEACHER

Mrs. Addie Foos Homrighous is among the more recent comers to Sanford. A lady of culture, pleasant address and prepossessing presence, she has at once found her way to popular favor. Already she has a large class in vocal music and has been offered and has accepted the position of musical preceptress in the Educational Inter-Denominational Institution at Enterprise, known as Livingstone College. Her work there opened Sept. 29. Indicating the position she holds in public and literary lines, it may be said that Mrs. Homrighous was State Commissioner from Okla-



MRS. FANNIE STEMBRIDGE MUNSON.



MISS EMILY TRAFFORD



MRS. D. L. THRASHER



MRS. CLAUDE HERNDON



MRS. B. T. HOUSER

## SANFORD ALL RIGHT

Nowhere will you find bigger hearted or more generous and cordial people than are found in the Celery City, Sanford on the Monroe.



A FIELD ON H. H. CHAPPELL'S FARM

homa, appointed by the Governor, to the Lewis & Clark Exposition, at Portland, Oregon, in 1905. She has participated in and been member of National and State Clubs of both editorial and educational nature prior to coming here. The lady and her talents are an acquisition to the city.

### Berry Money

Strawberries can be grown around Sanford at a cost of from \$100 to \$125 an acre, and an acre will produce \$400 to \$1,000 worth of berries.



STUDIO OF MRS. FANNIE S. MUNSON

Mrs. Fannie Stembbridge Munson, teacher of the pianoforte, is pre-eminently successful in her musical work in behalf of the young people of Sanford. She is a competent, conscientious instructor, indefatigable in her labors and deserving of highest commendation for her untiring devotion to and love for her profession. That her efforts are appreciated is evidenced by the ever-increasing number of pupils demanding her energies and completely occupying her entire time.

## H. H. CHAPPELL, Sanford, Fla. REAL ESTATE

Grower and Shipper Fancy Winter Vegetables.  
CELERY and LETTUCE SPECIALTIES. OWN FARM 75 ACRES.  
Irrigated Farm Lands the most valuable lands in the world for farming purposes.

Farm and office 1 1/2 miles from Sanford DUE EAST. Take the traction car and ask the Conductor. All of the OTHER REAL ESTATE MEN WILL SHOW YOU MY FARMS. My farms have been used as a sample of what can be done for the past TEN YEARS, and practically all of the land sales made in this section have been based on the RESULTS OF MY FARMS. I am offering a few of my farms for sale now, with a few other farms listed with me. These lands will produce approximately 1000 crates celery, 100 barrels potatoes, 400 crates cabbage, 800 crates lettuce, per acre, in addition to other crops on the same lands the same season. These lands range in price from \$500 per acre up, for ready-to-cultivate lands. These lands are much cheaper than new lands at \$10 per acre. Ask the people with experience. ABOVE ALL THINGS, DO NOT BUY LANDS OF ANY KIND, ANYWHERE, AT ANY PRICE, UNLESS YOU OR YOUR FRIENDS HAVE SEEN THE LANDS. THE SATURDAY EVENING POST selected my farm from the whole STATE OF FLORIDA FOR A WRITE-UP, and the "Farmers' Factory" in their issue of July 9th, 1910, is the result.



RESIDENCE OF D. L. THRASHER

### CELERY CULTURE

The celery crop at Sanford is usually planted about the middle of December and is ready to market by the first or middle of March, after the California crop is all consumed and before the Michigan crop is even planted. The yield is 800 to 1,200 crates per acre and the average price f. o. b. Sanford is about \$1.60 per crate, making an average crop bring \$1,600 per acre. The cost per acre of producing and marketing is about \$400, making \$1,200 per acre clear.

### ONIONS AND ASPARAGUS

Much interest is developing in onion growing and asparagus culture. These articles of consumption, as well as strawberries, are destined to be mammoth and splendidly paying crops around Sanford in the very near future. The people are fast discovering that there is big money in almost anything they choose to raise on the irrigated celery lands of the flowing water belt, about the Gate City.



Enjoying Sanford



RESIDENCE OF J. C. HIGGINS

### D. L. THRASHER

One of Sanford's sterling and popular public men is Mr. David L. Thrasher, proprietor of the D. L. Thrasher Clothing House. Prominent in social circles, active in church work, and public spirited, his character and reputation are most enviable. A charming wife and daughter constitute the members of his household.

Mr. Thrasher is a native of Georgia. When ten years of age, his father moved with his family to Southern Florida, where David diligently occupied his time with clerking and schooling. At 20, he entered Stetson University, in Deland, taking a five years' course. From University he came to Sanford, in 1897, and began a clerkship with E. L. Ferran & Company. Subsequently, he became a partner in the business, assuming the management of same. January 18, 1906, Mr. Thrasher purchased the other interests and began trade on his own account. As would with certainty be anticipated, successful growth and increasing returns have made the record ever since, and the D. L. Thrasher Clothing House is today one of the best stocked and most liberally patronized of any in the city or county. Mr. Thrasher is member of the Orange County School Board, Chairman of the City Council, and holds other positions of responsibility. Portraits of Mr. and Mrs. and Miss May Thrasher will be seen elsewhere in this work.



### D. L. THRASHER

Men's and Boys' Clothing and Furnishings. Men's, Ladies' and Children's Shoes. Trunks and Satchels



W. E. and F. E. WATSON  
Brothers, Salesmen in the Thrasher Clothing House

### C. H. DINGEE

Plumbing and Gas Fitting  
All Work Receives My Personal Attention



### Expert Plumbing

Herewith is a Sanford bath room installed two years ago by C. H. Dingee. It speaks for itself. A few of the fine jobs done by Mr. Dingee are in the residences of Dr. T. A. Neal, Mrs. A. Lilga, Dr. S. Puleston, J. A. Harrold, L. R. Philips, John Bennett, and such buildings as the People's Bank Block, Capt. Marks' bungalow, etc. Mr. Din-

gee keeps and supplies Humphrey's Instantaneous Water Heaters, the Kenawee Pneumatic Water Supply Systems and Sunlight Acetylene Gas Machines. Among present contracts are the two-story office and store building of Woodruff & Garner; also of N. P. Yowell & Co.; the Sanford Herald block and the R. L. Edybern and E. A. Moore residences at Sorrento, Fla. All work receives personal attention. Shop 108 Palmetto Ave. Phone 343.



HOME OF THE CLYDE PHARMACY

## THE CLYDE PHARMACY

LEADING DRUG STORE IN THE CITY

Prescriptions compounded day or night and delivered; no extra charge.

Up-to-date Soda Fountain. Most Delicious Creams and Sundaes ever,

Toilet articles in profusion, and every line of needfuls and desirables found in a first class drug establishment.

PHONE 338

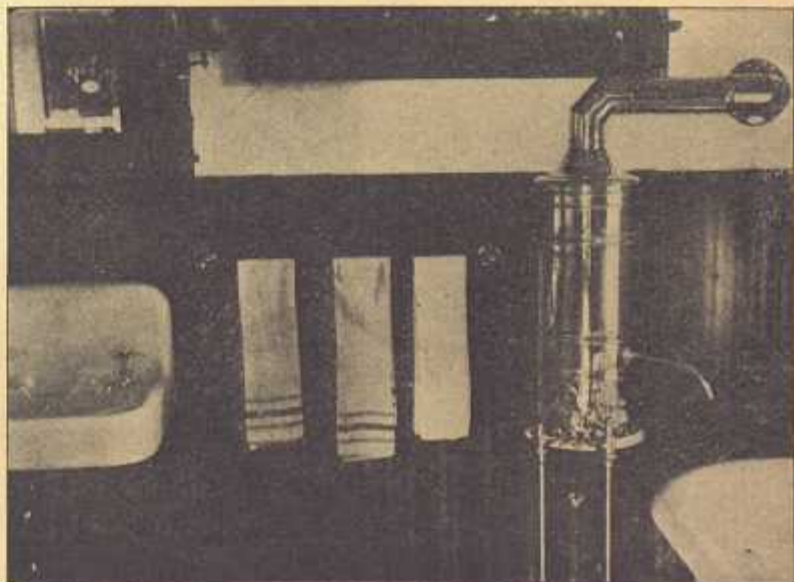
F. J. LOVELL, Manager.



THE CLYDE PHARMACY SODA FOUNTAIN



F. J. LOVELL  
Man'g'r Clyde Pharmacy



## THE COMMON COUNCIL

Gentlemen Who are Foremost in Advancing the Interests of Sanford

We group here the President, the Clerk, Treasurer and Assessor and two Members of the City Administration of Councilmen. Four Aldermen, who represent the balance of the Board, are Messrs. A. T. Rossetter, G. R. Calhoun, W. D. Holden and L. A. Howard, whose portraits appear elsewhere. This Board of Aldermen, or Common Council of Sanford, from President Thrasher down, is composed of aggressive and progressive gentlemen, men who are public spirited and have the interests of the city and her citizens at heart. The long stretches of new walk, the streets and avenues of fresh laid pavement, the general tidying and beautifying of appearances are but indications of the disposition of the councilmen to inaugurate and unflaggingly keep in operation up-to-date and substantial measures of improvement as fast as practicable. The city is to be congratulated on the character and enterprise that compose and dominate her Board of Councilmen.

Manager of the Sanford House



H. P. DRIVER

Manager of the A. C. L. Ry. Shops



D. L. THRASHER  
President of the Council  
Proprietor of the D. L. Thrasher  
Clothing House



H. R. STEVENS

### Sanford Postoffice

Two years ago we gave views of Uncle Sam's Department at this point, together with reference to the increasing volume of business. Since then the postoffice has had to be removed to more spacious, new and handsome quarters. A comparative statement between the reports of the fiscal years ending June 30, 1908, and June 30, 1910, shows a great increase in all the 1910 items. The gross postal receipts of two years ago were about \$10,000; today over \$16,000. The number of pieces, special delivery, registered, etc., are at least a third greater. The same thing is true of money orders, both issued and paid. During the past two years the gross postal receipts of this office have increased \$6,003.37, or nearly 60%. This increase renders the office eligible to a much larger part of the appropriations made by Congress for different purposes, such as salaries of postmasters, salaries of clerks, rental postoffice quarters and other smaller items, and the Sanford office has received its share of each.

On April 8, 1910, the postoffice was moved to its new location in the People's Bank Building, a room nearly twice the size of the old postoffice, and furnished with every convenience and facility in



POSTMASTER C. F. HASKINS

Chas. F. Haskins, the Postmaster, has been a resident of Florida since February, 1889, and the most of the time since that until January, 1904, was employed on the railroad as an engineer, running on the different lines out of Sanford. In July, 1903, he bought a home about three-quarters of a mile west from the postoffice, on 3rd street. Since then he has been engaged in truck farming, and has been successful in raising celery and lettuce. September 19th, 1907, he was appointed Postmaster, and took charge of the office October 1st.

Mr. Haskins is a faithful official. Practically, he is never absent from his desk at the money-order and registered-letter windows. From early morning till the close of business he attends strictly to his duties and carefully sees that everything is done methodically, accurately and well.

The Postmaster and all his assistants are pleasant and accommodating in their official acts, and the Sanford Postal service is eminently satisfactory.

### Sanford's Advantages

Florida is the only place to live and enjoy life to the fullest. You can work every day if you desire. You can plan your work or your recreation without fear, as a rule, of having your plans interfered with by the weather.

There is no better country for hunting, fishing, boating or auto-riding anywhere. The social, civil, industrial and commercial conditions are fully equal to those in the northern and central states, and the people of the south are progressive, sociable, contented and happy.

An investment in good farm lands anywhere is always safe, but an investment at Sanford at the present time is absolutely sure to double quickly. Take advantage of the low winter rates to Florida and come and spend a few days or weeks at Sanford. You will never regret having made the trip. Bring enough money with you to bind a deal for a five or ten acre truck farm, for you will regret it if you don't. To see is to be convinced and to want to buy and share the good things now offered, but rapidly being gobbled up.



CITY HALL



SORTING THE MAIL

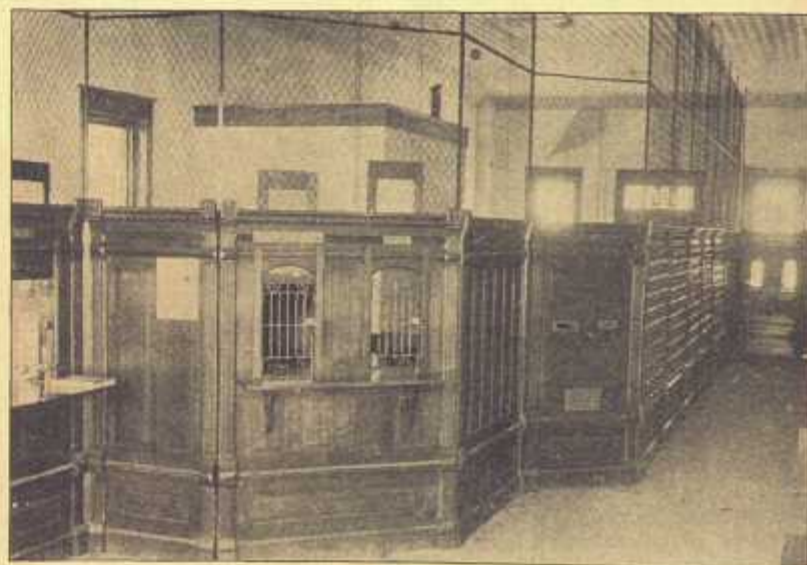
use in an office of this size in the United States.

During the past two years two rural free delivery routes have been established covering the Celery Delta to the East and West of the city for a distance of seven miles or more in each direction, which have already been extended and changed a number of times to keep up with the increased demand for this service as new settlers arrived and built homes, and are proving a great boon to their patrons. It is estimated that more than 2000 persons receive mail by the three rural routes from the Sanford postoffice.

The establishment of free delivery service in the city is expected at an early date, the delay due to poor sidewalks in outlying sections being, as rapidly as may be, remedied.



MAIL CLERKS AT WORK



LOBBY OF THE NEW POSTOFFICE

### A Famous Winter Resort

Sanford as a winter resort has been preferred by some of the most prominent people in the United States. It was visited by Presidents Grant and Arthur. The famous fisherman and ex-president, the late Grover Cleveland, has enjoyed himself there. Judge Shiras of the United States Supreme Court is a regular visitor and innumerable United States senators, opera singers and stage celebrities have found in Sanford a most pleasing winter resort. The famous hunting and fishing grounds of Florida are close by. The climate, irrespective of the seasons, is exceedingly mild and equable. Even during the most heated periods the air is cool and balmy. The days are rarely uncomfortably warm, and the nights are practically always cool.



SANFORD BASE BALL GROUNDS—An Exciting Game, the Celery City Team vs. Orlando



J. P. COATES, Photographer

Try him—He made many of the fine pictures you are now looking at.

## Costs and Profits

### Conservative Estimate of Expenses and Returns in Developing a Ten-Acre Tract

#### In Six Months, a Clean-up of Nearly \$5,000, and a Garden of a Farm Thrown in

Below are some highly interesting figures, showing the cost and profit of purchasing and developing a ten-acre farm in the Sanford Celery Delta. Land may be bought at about \$150 per acre, although some of it is held as high as \$300 an acre. These figures are very conservative and are verified by the actual experience of truck farmers here. Should any one doubt them, he can easily ascertain their correctness by dropping a line to any of the prominent men whose names or portraits appear in this edition.

**COST OF TEN-ACRE FARM READY FOR CROP.**

Ten acres of land, at \$150 per acre.....	\$1,500.00
Clearing, plowing and harrowing, at \$100 per acre .....	1,000.00
Fencing, at 60 cents per rod .....	96.00
Irrigation system complete (2 wells) at \$100 per acre.....	1,000.00
	<b>\$3,596.00</b>

**COST AND PROFIT OF FIRST CROP—CAULIFLOWER.**

Seed and fertilizer, at \$100 per acre.....	\$1,000.00
Labor (care of crop), at \$30 per acre.....	300.00
Harvesting (including crates), \$125 per acre.....	1,250.00
	<b>\$2,550.00</b>
Total cost of land and first crop .....	<b>\$6,146.00</b>
Average yield (400 crates per acre), 4,000 crates at \$1.25.....	<b>\$5,000.00</b>

It will be seen that the first crop gives a net profit of \$1,950 and goes far toward paying the cost of the land, clearing same, breaking up and irrigating. Lettuce, too, is a fine and well paying crop to put in early and mature the fore part of November, which gives opportunity to succeed same with celery. Indeed, it should be explained that if celery is to be grown with success, it should be started in October or first of November so as to harvest and market in early spring, thus avoiding possible hot weather detriment. While cauliflower is an easy of production and remunerative crop, it cannot be expected to bring so good a price in the market if early planted, for the reason that it comes more directly into competition with the northern grown article, while on the other hand, if started later it will not come off in season to get the celery in as early as it is usually considered wise to set the plants. In short, the fall crop, if put in to mature and harvest about holiday time will bring the best figure, but interferes with best results from celery, if it is the intention to raise a crop of same on the same ground. If, therefore, the first crop is planted early in the fall, it will not bring so large a price as though put in later, but it can be followed immediately by celery, as below.

**COST AND PROFIT OF SECOND CROP—CELERY.**

Preparation of ground, at \$15 per acre.....	\$ 150.00
Seed and fertilizer, \$125 per acre .....	1,250.00
Labor, \$50 per acre.....	500.00
Harvesting (including crates), \$200 per acre .....	2,000.00
	<b>\$3,900.00</b>
Average yield, 800 crates, per acre, at \$1.25 .....	<b>\$10,000.00</b>
Net profit on celery crop.....	<b>\$6,100.00</b>
Net profit on above transaction.....	<b>\$4,954.00</b>

**AND YOU HAVE YOUR FARM PAID FOR.**

Besides the profit shown above, the farm is paid for. Also, your land is now worth from \$750 to \$1,000 an acre. You can now take a vacation and go "up North" for the summer, returning in time to repeat the previous year's operation. This time you have no land-buying or clearing and irrigating expenses to figure in, so you can make your profits correspondingly larger. If you do not wish to leave, but decide to remain here and cultivate your farm during the summer season, you can grow two crops, as for instance, one of corn or potatoes and one of hay, before the season for again planting cauliflower or lettuce and celery.

Can you think of an investment of whatever character, in any locality, that is so safe and so sure of large returns as an investment in the truck lands of the Celery Delta of Sanford, Florida?

### Values Fast Advancing

The flowing wells about Sanford mean that whether it rains or not your crops will not suffer for want of water. People who have watched the growth of the celery industry have been amazed at its rapid development and at the splendid returns obtained, and these people, who know, are rapidly investing their money in celery lands.

Give this question some earnest thought, but **THINK RAPIDLY**, as the value of celery land is steadily advancing.



FARM RESIDENCE OF H. H. CHAPPELL



C. H. EVANS

One of the young men interested in Sanford



### Sanford Land Values

Land about Sanford, producing the results shown in this work, when prepared and in thorough state of cultivation, sells for \$750 to \$2,000 per acre. Unimproved lands, at from \$100 to \$500 per acre, according to quality of land and nearness to transportation.

### The Wednesday Club

This club is the women's literary organization of Sanford, and holds weekly sessions from November until May. The object, as stated in its constitution, is the mutual improvement of its members in literature, art, science, history and the vital interests of the day.

The work of the past year was confined



LAND CLEARING ON MECCA HAMMOCK



A NEWLY DEVELOPED FARM—HAMMOCK LAND

principally to the study of Florida, California and the District of Columbia, with the effort to gather such matter as is not commonly noted in the general school history; the writers belonging to these respective states were included in the year's work.

The sessions of 1910 and 1911 will be devoted mainly to the study of Virginia, and will include the writers who claim as their birthplace this old colonial state. One day each month will be given to Current Topics.

Recently the club has revised its constitution, the most important change being in regard to the membership, which is now divided into three classes. The demand for admission had so increased that the former limit of thirty was raised to forty in the active membership list; there was also added a non-resident membership composed of former members not now residing here, but still retaining a place in the club, and an associate membership for those desiring the benefits of the meetings without entering into the real work.

The officers for the coming year are: Mrs. George L. Maris, President; Mrs. Wm. M. Dickens, Vice-President; Mrs. S. O. Chase, Secretary; Mrs. A. D. Key, Treasurer; Program Committee, Mrs. A. D. Key, chairman, Mrs. C. E. Walker, Mrs. C. R. Walker and Mrs. Wm. M. Dickens.



"THE PALMS"

Residence of Mrs. H. L. DeForest

Mrs. DeForest is owner of considerable city property, besides fine orange groves, and is ever alive to the interests of Sanford.



CORN GROWTH ON HAMMOCK LAND

### Corn and Meat at Sanford

The price of meats in the United States, Mr. Armour tells us, will be regulated hereafter by the volume of corn production. According to that gentleman, when corn is a short crop we must pay more for our corn and eat less pork and beef, as the latter will lack the means of fattening. If this be true, there is no reason why we may not live on both corn and beef, and the fat of the land, here in Sanford. After our vegetable crops are off, without additional fertilizer, we grow corn sixteen feet high, eared to the limit. And as for grass and hay, we have only to let the ground alone sixty days, and then put in our mowers. We have an area splendidly adapted for cattle raising of the blooded and easily fattened breeds, and where corn and grass are thus available we should produce the finest meats in the country. Our flowing wells and climate will water and develop our stock beyond compare. Those who can see ahead are going to make big money here in Sanford in other lines as well as trucking, not very long hence.

### Farm Richness and Riches

The first 23 years of my life were spent in the state of Ohio, and during that time I thought there could be no place on earth equal to the old Buckeye state. Having an attractive offer in Georgia, I moved there and spent the next 23 on her "red hills." I must say she is a grand old state and I will always have a tender feeling in my heart for her, and consider her people my best friends.

Meantime I had heard of Florida and after investigating I moved to Sanford. I find much greater advantages here for making money and one of the most delightful spots to live in I have ever seen. The winters, if they can be so called, are extremely mild and the summers very pleasant. Contrary to the popular belief, Florida is much cooler during the summer months than our northerly states. This is due to the fact that there is nearly always a refreshing breeze. I am doing all I can to persuade my friends to come down and share in these good things, and some, at least, know the great success I have had.

The farmer here doesn't think he has made a success unless he has cleared a thousand dollars an acre, while in other states they are highly elated if they can clear that much on an entire farm in one year's work. Truck farming, in the broadest sense of the term, around Sanford, is just the same as any business proposition. Take the majority of the successful business men of our country. How did they start? Any young man, who has plenty of push, energy and stability about him, with very little money and very little or no experience, can start in any business and in a few years you will find him a successful influential business man. Of course the dollars will come slowly at first, but he will be better able to appreciate them and take care of them, when they do come.

Again, the hustling, industrious young man, who has the experience and the money to back it up, will make money much faster, but I consider the one starting out without money has made the biggest success. As a general rule, you start the average man in business with plenty of money and no experience, and nine times out of ten he will make a failure.

Farming in Sanford is strictly a business proposition and a man with push and energy, with very little money, can work wonders with our wonderful soil. The go-ahead man with plenty of money and experience can make more, as he will be able to cultivate more ground on the start. The man who has the money and no business experience will find that there is nothing he could go into that will be safer. He can hire experienced truck gardeners and when his crops are ready to market, he can, through the Vegetable Growers Association, sell his crops and secure the highest market values.

The man who makes his mark in the business world is he who keeps his office open every working day of the year and strives harder to work up trade during the dull season, than he does during the busy season. The farmers here make so much on their celery and lettuce crops during the winter, that most of them go visiting or traveling during the summer months and leave their farms to grow up to weeds. The farmers who take advantage of these four months, plant corn or make hay. The corn will average about \$75.00 to the acre and the hay from \$35.00 to \$60.00. All of this can be done without fertilizer and very little work. These farmers are like the men in the commercial line, who advertise during the dull season and pick up the dollars the other fellow lets slip by.

Farming here is just in its infancy, but with our flowing wells and climate, where you can raise something every month in the year, it will be only a short time before there will be no land to be had in our irrigable belt, where if you need rain, all that has to be done, is to turn on the water. These fountains cost only about \$50.00 and each one is sufficient to irrigate five acres.

The City of Sanford proper is destined to become one of the leading cities in the state. It has every convenience found in the largest cities of our country: Gas

### The Huntsman's Paradise

Sanford is the ideal spot for the sportsmen's headquarters. Small game, such as quail, duck, snipe and plenty of fish are close at hand, while larger game, wild turkey, deer, catamounts and bear are within comparatively easy reach.

### Fishing for Profit

The fish industry of Sanford is an important one. There are six companies employed in the business. They ship as far east as New York City, as far north as Dubuque and as far west as Omaha, but their shipments are principally to the small dealers in the south. Black bass, catfish, herring, bream, perch and shad are caught. The fishing season is long, from August 15th to June 15th. Nearly three thousand pounds of catfish have been brought in by one seine.



A. R. KEY  
Teller at the First National Bank



THE NEWLAN SODA FOUNTAIN



GEORGE FOX

One of Sanford's successful Celery Growers

and Electric Light Plants, Water Works, Car Line and I think I can safely say, more paved streets than any city of its size in the United States. The city is rapidly growing, large blocks are being built and many residences are going up. Our School system is perfect and we are at the present time engaged in constructing a modern high school building to cost \$20,000 or more. We have a progressive city and are growing larger every day and the stranger who casts his lot with us becomes more and more enthused with our boundless opportunities.—W. T. Field.



AT THE CLOSE OF A DAY'S SHOOTING

### Building and Loans

The Eagles Building and Loan Association is a corporation with capital of \$20,000, whose shares are held by members of the Fraternal Order of Eagles only. The aim of this Association is to erect in the near future a club-house for the local Aerie of Eagles. Present officers are W. D. Holden, Pres., and S. Runge, Sec. and Treas.



### T. A. NEWLAN, Druggist

Ice Cream and Soda Water. Fine Cigars and Smoking Tobacco a Specialty

Perfumery, Stationery and Toilet Article Department Most Complete

KODAKS AND SUPPLIES. WATERMAN'S FOUNTAIN PENS AND SOUVENIERS

Exclusive Agency Huyler's Fine Candies

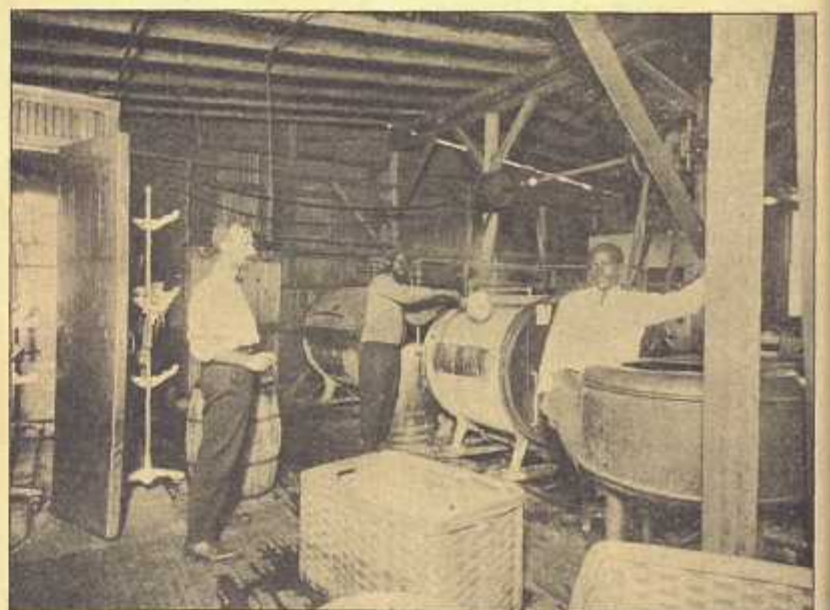
PRESCRIPTIONS CAREFULLY COMPOUNDED

Cor. First Street and Park Ave.

SANFORD, FLA.

### A Little Klondyke

Sanford is a city of small farms. Five acres is a good-sized farm in this locality—too large a farm, in fact, for the average inexperienced man to handle. Those who have come to Sanford willing to cultivate thoroughly a small piece of land, have done exceedingly well. They do nearly all the work themselves. The money equivalent of well-directed personal labor is so great that one man who merely rents an acre, enthusiastically describes it as a little Klondyke.



### Progress Steam Laundry

J. H. OVERMAN, Proprietor

Sanford is fortunate in having an up-to-date Steam Laundry. Modern machinery and plenty of it, not sparing expense, make a model equipment. The proprietor, Mr. Overman, prides himself on his ability to clean anything and not spoil the garment. He has had large experience, is a gentleman of skill and taste, handles the most delicate fabrics with care and painstaking and stands personally behind all he undertakes. Everything as you want it, and satisfaction guaranteed.



# FIRST NATIONAL BANK

—OF—

## SANFORD

Why the people of Sanford and the Sanford section should do business with the FIRST NATIONAL BANK:—

**BECAUSE** ¶ It has done business for nearly a quarter of a century, in the same location and under the same management.

**BECAUSE** ¶ Its stockholders and officers are home people, have large holdings in the city and surrounding country and their interests are mutual.

**BECAUSE** ¶ The strength of this bank lies not alone in its capital surplus and resources, but in the character and financial responsibility of the men who conduct its affairs.

**BECAUSE** ¶ Its business is governed with that conservatism, combined with enterprise and up-to-date methods which make for soundness and satisfactory banking service.

**BECAUSE** ¶ It enjoys the patronage and confidence of the great majority of the leading firms, corporations and individuals in the Sanford section and therefore knows the banking needs of the people and is in a position to render them the service they require.

**BECAUSE** ¶ Intimately associated with all sound business is the sound bank. It combines the working capital of the community and applies it where most needed, while its strength promotes the stability of all the undertakings of its patrons.



A PORTION OF THE INTERIOR OF THE BANK.



THE FIRST NATIONAL BANK OF SANFORD

Capital, - -	\$25,000.00
Surplus, - -	25,000.00
Undivided Profits, -	7,163.17

FREDERIC H. RAND, President  
 GEO. H. FERNALD, Vice-Pres't  
 F. P. FORSTER, Cashier  
 B. F. WHITNER, Jr., Asst. Cashier

#### DIRECTORS:

FREDERIC H. RAND  
 F. P. FORSTER  
 GEO. H. FERNALD  
 S. O. CHASE  
 B. R. SWOOPE

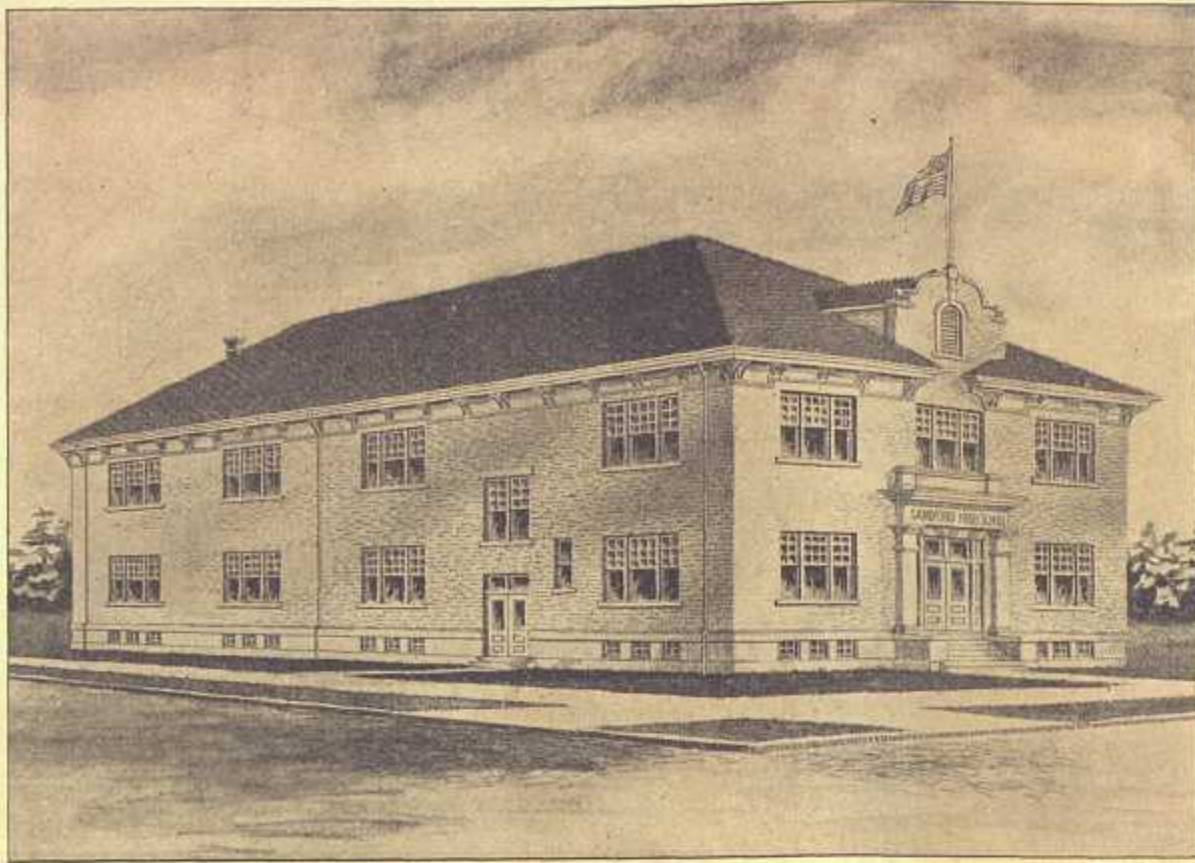
### Sanford's Just Completed New School Building

Constructed by Contractor George B. Pope, and Costing Twenty Thousand Dollars

The spacious schoolroom accommodations of Sanford are entirely inadequate to her rapidly increasing population. The large central and ward buildings are now supplemented by still another beautifully proportioned structure. The architectural design is by the widely known artist, W. B. Talley, and the construction is the solid, enduring and beautiful workmanship of George B. Pope, Sanford's always-in-demand contractor. Mr. Pope has probably erected, from foundation up, more dwellings and business blocks than any other one man in the city. This new school building costs the city twenty thousand dollars.

### Every Man's Paradise

Florida is known as "the-all-year-around-resort," and instead of its former reputation as "the winter playground of the rich," it is coming to be more and more deserving of the title of "the poor man's paradise."



SANFORD'S NEW SCHOOL BUILDING

### Sanford Library Association

The Sanford Library Association is one of the cherished institutions of the city. It was organized in 1901, securing by subscriptions and entertainments a fund of five hundred dollars. With this and fifty volumes remaining from an old library, together with a gift of two hundred books from different persons, which with purchase of additional four hundred made near eight hundred volumes, formal opening was held in July, 1903. The quarters were then in Mrs. DeForest's building, on First Street. Since 1905 it has been in the Pico block. The number of books has now reached twelve hundred in addition to which the Association supplies practically all of the best magazines. A fine building lot on Park Avenue is now owned by the Association, and the amount of two hundred dollars has been raised to start the building fund. Mr. C. H. Leffler has been active in securing new members and an increased patronage. A handsome building will be erected in the not distant future.

The officers of the Association are: Mr. C. R. Walker, president; Mr. F. P. Forster, vice-president; Mrs. A. R. Key, treasurer; Mrs. E. W. D. Dunn, secretary and librarian.

### Sanford High School Faculty

- |                                 |       |                   |
|---------------------------------|-------|-------------------|
| Prof. N. J. Perkins, Principal, | - - - | Amherst, Va.      |
| Miss Clara L. Guild, Assistant, | - - - | Winter Park, Fla. |
| Miss A. M. Tetherly,            | -     | Longwood, Fla.    |
| Miss Flora A. Walker,           | -     | Sanford, Fla.     |
| Miss Gertie K. Speer,           | -     | Oakland, Fla.     |
| Mrs. Geo. B. Dickinson,         | -     | Maitland, Fla.    |
| Miss Nellie Furen,              | - -   | Paola, Fla.       |
| Mrs. Zaida Washburne Colby,     | - -   | Cadillac, Mich.   |
| Miss Lucille Richards,          | -     | Sanford, Fla.     |
| Mrs. Chas. L. Polk,             | -     | Sanford, Fla.     |
| Miss Carrie Ensminger,          | -     | Sanford, Fla.     |
| Miss Nita Moore,                | -     | Sanford, Fla.     |
| Miss Clara Millen,              | -     | Sanford, Fla.     |
| Miss Lillie Fair Smith,         | -     | Ensley, Ala.      |
| Mrs. E. W. D. Dunn,             | -     | Orlando, Fla.     |
| Miss Peacha D. Leffler,         | -     | Sanford, Fla.     |
| Miss Lillie Farnsworth,         | -     | Sanford, Fla.     |

## "SWEET GIRL GRADS"

GROUP OF SANFORD YOUNG LADIES WHO HAVE RECENTLY COMPLETED THEIR HIGH SCHOOL COURSE



MISS ELLA STRINGFELLOW



MISS PEACHEA D. LEFFLER



MISS IVA GLADYS GARDNER



MISS ELBERTA HILL.



MISS MABEL H. BOWLER



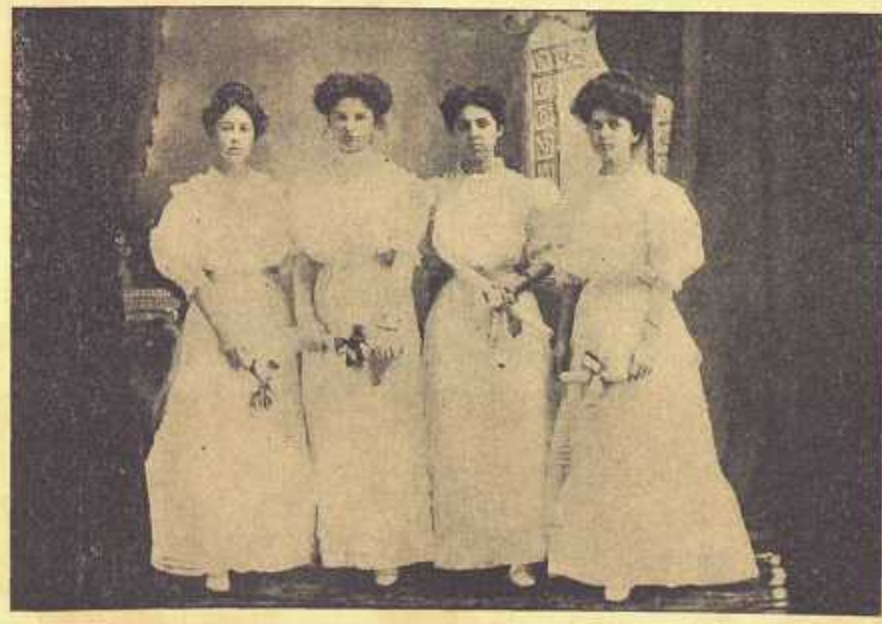
MISS CLARA M. MILLEN.



MISS FLOSSIE ROSE FRANK



JUNIOR CLASS 1910



THE FIRST GRADUATING CLASS

### Sanford the Best

The lands lying around Sanford, in Orange county, have the greatest earning capacity and are the most valuable in the State.

J. C. ENSMINGER

MAC LASH

### The Ensminger Photo Gallery

No. 110 N. PARK AVENUE

Is ready to furnish portraits in all styles known to the profession. A large and complete set of Florida views negatives on hand, showing variety of the scenery and products of Florida.

THE ENSMINGER CO. did a large proportion of the photographing for this work. The views are fine and speak for themselves.

When you want GOOD WORK, Ensminger Co.'s the artist you're looking for.

# SANFORD SCHOOLS

## BOARD OF EDUCATION



CLASS OF 1910



C. R. Walker, President



L. R. Phillips, Secretary



B. F. Whitner, Treasurer

## THE FACULTY



Supt. N. J. Perkins, A. B.



Miss Clara Millen



Mrs. J. L. Colby



AN EIGHTH GRADE GRADUATING CLASS



Asst. Principal Clara L. Guild



HIGH SCHOOL BUILDING



Miss Nellie Furen



Miss Gertrude Speer



Miss Lillie F. Smith

## Sanford Schools

Few cities of our size can boast of such excellent schools as does Sanford. This splendid and well-supplied institution, with its fine corps of teachers, of which Prof. N. J. Perkins, A. B., is Principal, is the pride of the town and commands highest confidence. Large carrying wagons, the suburban street cars, and private conveyances bring pupils from far and near, to avail themselves of the superior educational advantages here offered. Graduates from the Sanford High School may at once enter the University and pursue the College course. Patrons are happy in the assurance that their children are under wise and wholesome influence and are daily making substantial preparation for life-duties and citizenship-responsibilities.



Miss Flora A. Walker



Miss Lucile Richards



Miss Alice Tetherly



Mrs. E. W. D. Dunn



Miss Carrie Ensminger



Miss Nita Moore



Miss Peachen D. Leffler



A CORNER OF ONE OF THE DEPARTMENTS

# THE RICHEST AND BEST PROTECTED HAMMOCK LAND IN SANFORD'S IRRIGABLE BELT IS BLACK HAMMOCK

WITH IRRIGATION AND INTELLIGENT CULTIVATION THESE 10-ACRE TRACTS CAN  
BE MADE THE GREATEST WEALTH PRODUCERS OF ANY LAND IN THE WORLD

BLACK HAMMOCK has long been recognized by those who know Florida best as the richest body of land in the State. It is the kind of land on which every kind of vegetable reaches its maximum production, and on which field crops of all kinds grow luxuriantly at the end of the season's vegetable crop, without additional fertilizers.

It affords the best investment, either for immediate cultivation or for speculation, of any lands in this county.

It is located on the south side of Lake Jessup (a lake one to five miles wide and fifteen miles long), which affords water transportation to Jacksonville and the Atlantic and water protection for winter vegetables, the advantages of which every intelligent trucker understands.

## FLOWING WELLS ARE GUARANTEED ON EVERY LOT

at a cost not to exceed \$75.00 for each two-inch well. One two-inch well is guaranteed to irrigate not less than five acres. The supply of water is absolutely inexhaustible. Some of the wells have been flowing for thirty years without any signs of decreasing in force. The fountain head of this marvelous irrigable district is supplied every summer season with fifty-five inches of rainfall, and there is no more danger of these wells giving out, or the force diminishing than there is of the Atlantic ocean drying up.



THE HOWARD-PACKARD LAND CO. OFFICES

If the advantages of our water supply and our sub-irrigation, together with our climate and our soil, were really understood by the people of the north and west, there would not be a foot of Black Hammock left for sale in twenty-four hours.

For this water supply you have no water tax to pay and there are no prior rights, consequently no chance for litigation. Your wells are all your own and you turn the water on and off at will. Your irrigation costs you absolutely nothing after it is once installed.

The earning capacity of Black Hammock lands is unlimited. On the farms now under cultivation, 1250 crates of celery per acre were produced last season, and any other vegetable that the farmer desires to raise and market in the winter months yields in proportion. There are many orange and grape-fruit groves in the vicinity also that bring five hundred to one thousand dollars per acre each year. The farms that are now developed in Black Hammock could not be bought for less than \$1,000.00 to \$3,000.00 per acre.

## PRICE AND TERMS.

There are 441 ten-acre lots in the Black Hammock tract. Of these, more than fifty are already sold. The present price is \$150.00 per acre, and this price holds good until one-fourth of the ten-acre lots are sold; the next one-fourth will be sold at \$175.00 per acre, and the remaining lots at \$200.00 per acre or more.

Write to the  
**HOWARD-PACKARD LAND CO.**  
For City Property Investments

1—Secretary's Office  
2—Stenographers' Department

3—Perspective of the 5-Room Suite  
4—The President's Office

5—Main Business Office

If you want  
**Business Sites or Opportunities**  
**THE HOWARD-PACKARD LAND CO.**  
Will Aid You

## OUR LIBERAL PROPOSITION

We are selling these lots on terms to suit the purchaser. If you cannot pay but \$5.00 per acre cash and \$2.00 per acre each month, this will be accepted, and we will charge you no taxes and no interest until the whole amount is paid. In case of death, we will deed to your heirs without further payments, and if, for any reason, you are dissatisfied with your purchase after the completion of your contract, we will take the land back and pay you back your money with six per cent. interest. In all cases, we will allow ten per cent. discount on all cash, and will allow five per cent. discount on all advanced payments.

Every ten-acre lot is arranged with a road at each end, so that we can sell you a half lot, or five acres, if you cannot buy ten, and give you a road on which to build your home.

Our Company has the reputation of handling only high-class property, and our absolute guarantee to return to you your money, with six per cent. interest, ought to give you some idea of the confidence we have in the value of the lands we are selling.

If you are looking for the best quality of winter vegetable raising land, with the best weather protection, transportation and irrigation, we invite you to write us. Your letter will be cheerfully answered in complete detail.



SCENES IN AND ABOUT BLACK HAMMOCK

ADDRESS

**HOWARD-PACKARD LAND COMPANY, (Incorporated)**  
**SANFORD, FLORIDA**

# The Resources of Volusia Farms are more varied than those of Pandora's Magic Box



DeLEON SPRINGS RESORT

**Corn, Hay, Oats, Potatoes, Cotton, many kinds of Vegetables, Oranges, Grapefruit, Peaches, Pears, Pecans, Strawberries, Live Stock and Poultry, all can be raised on our VOLUSIA FARMS TRACT.**

Think of it! A place where you can grow everything that will grow elsewhere and some things that will not grow anywhere else.

A place where you can grow from one to five crops each year and cultivate the year round.

Then there is live stock and poultry raising, dairying and all kinds of money making possibilities without Northern and Western climatic drawbacks.

A place where it is almost summer the year round—a beautiful, healthful, comfortable climate twelve months in the year.

Think of a place where you can indulge in the open country pleasures—boating, hunting, fishing—to your heart's content.

A place near railroad and navigable river, where good productive land is still cheap enough for you to own ten, twenty, forty and more acres at less than ARID LAND PRICES, and it is all summed up in **VOLUSIA FARMS** across the St. Johns River from Famous Sanford.

As an inducement for you to act quickly, we offer

## VOLUSIA FARMS TRACT

at \$25.00 per acre, subject to advance in price at any time without notice. Terms, Five Dollars per acre cash with application, and the balance at \$1.00 per acre each month, and we pay all your taxes and interest until you have completely paid for your land. Ten per cent. discount for all cash; five per cent. discount for all cash on balance at any time. **WE GUARANTEE THE RETURN OF YOUR MONEY WITH SIX PER CENT. INTEREST and take the land back, if for any reason you are dissatisfied, any time within one year after completing payments.**

We have a descriptive booklet we want you to read. It tells you all about Volusia Farms and the possibilities awaiting you. This booklet will be sent free, and you are under no obligation in writing for it. Send a postal card for it today and learn something about Florida, and VOLUSIA FARMS in particular. Address: HOWARD-PACKARD LAND COMPANY (Incorporated), SANFORD, FLORIDA.

There has been a constant and growing demand for cheaper land in Florida. We find many people who do not care to engage in truck growing exclusively, but prefer lands for the raising of grain, hay and live stock as well. They desire homes in Florida, but are not able to pay the high prices required for lands in the Sanford District. For these people we have selected the VOLUSIA FARMS tract, consisting of about twenty thousand acres, lying across the St. Johns River from six to twelve miles of the City of Sanford.

As the Eastern, Northern and



**SURE  
SAFE AND  
PROFITABLE  
INVESTMENT**

A PRETTY AND INVITING COUNTRY



**QUICK AND  
FABULOUS SOUNDING  
FINANCIAL RETURNS**



SCENES IN THE VOLUSIA FARMS DISTRICT

Western Farmer is thinking of making things tight for the winter, the man who is fortunate enough to be located in Florida is busy with his preparations for planting and sowing his winter crops. If he owns an Orange Grove, he is likely shipping his early oranges, tangerines and grapefruit, and this will keep him busy through the months when farmers in other states have nothing to do, when enforced idleness eats up all the season's profit. No other state in the Union is situated so advantageously as Florida for the growing of profitable crops the year round, and no other section of this favored state has achieved such fame as Volusia and Orange Counties, in the heart of central Florida.

The following comparison of the average value of all farm crops per acre as given in the Year Book of the United States Department of Agriculture shows the remarkable lead which Florida has:

Missouri .....	\$ 9.38
Iowa .....	12.22
Illinois .....	12.48
Ohio .....	13.36
FLORIDA .....	109.76

Many thousands of dollars are taken out of the ground in these two counties, Volusia and Orange, annually through intelligent cultivation of the rich soil, and many thousands more await the people who come here now prepared to farm according to easy methods, adapted to the soil and climate.

There is no end to the possibilities of what the soil in this locality can be made to produce. Wonderful things are happening every season—some through experiment and some through accident. At one time, Florida was considered simply an orange growing state, but accident showed that she had greater resources. Farmers came in; they began to diversify. Early vegetable raising was tried and with great success. Almost fabulous prices per acre were realized for celery. Lettuce was tried, bringing as high as \$800.00 per acre. Then came Tomatoes, Potatoes, Corn, Oats, Water Melons, Cantaloupes and a host of varied money making crops. Success followed fruit cultivation; indeed, success can be writ large on everything which has been cultivated in this locality.

It is in the southern part of Volusia County that the

### HOWARD-PACKARD LAND COMPANY'S VOLUSIA FARMS

are located. This valuable body of agricultural land has been put on the market for the purpose of meeting the constant demand for low priced good land, such land as the HOWARD-PACKARD LAND COMPANY can honestly recommend. This body of land is across the St. Johns River from Sanford, and is suited to the cultivation of as varied crops as you could desire.

VOLUSIA FARMS has rail and water transportation, and the town site of New Volusia will soon be a blossoming little city. With its natural resources so well founded, and with its perfect climate, Volusia Farms offers the investor and settler a splendid commercial future, with the positive assurance that, at the low price of \$25.00 an acre, the land will never be cheaper than it is today.



OUTING AT DeLEON SPRINGS

Ask the HOWARD-PACKARD LAND COMPANY, Sanford, Florida, for their free booklet describing and illustrating

# VOLUSIA FARMS



B. A. HOWARD, Pres. of the Howard-Packard Land Co.

## HOWARD-PACKARD CO.

Until Mr. B. A. Howard, president of the Howard-Packard Land Co., came to Sanford, the outside world knew but little of the wealth of production possible in this favored spot. His company has since set the pace, in publicity lines. Not long after Mr. Howard's investigation of the Celery Delta, he was joined by the secretary of the company, Mr. J. O. Packard, and Mr. Claude Howard, the vice-president. These gentlemen have performed a vast amount of telling work for Sanford, in opening up new territory and spreading abroad the fame of our remarkable city. The Howard-Packard Land Co. is composed of candid, judicious and brainy men, whose acquaintance is worth having. In greeting strangers and showing them the city and country, they are politeness itself, always making it seem a pleasure to take visitors about in their autos. Their spacious offices are in the People's Bank Building.

## "Back to the Farm"

This is the slogan of the present day. And it is sounded none too soon. Ere long the best land will be taken up. Young men, and older ones who wish to lay substantial foundation of wealth for their offspring, should not delay the matter of securing good land, while it is yet to be had.

While successful agriculture is a science, it is much easier to learn through the agency of experimental stations and observant habits, than formerly. The city man turned farmer can make a success if he settles down among well-established farmers and watches their ways of doing things. To quote from memory: There was the commercial traveler who left the walks of trade, came to Florida, pre-empted land, and, though he found himself almost penniless when he had paid the fees, and was handicapped by a bullet he received at the battle of Antietam, which, wedged between the bones of his wrist, could not be removed, yet established, in time, a fruit farm and nursery that was the show place of the vicinity, visited by thousands of Northern guests of the nearby tourist hotel. Then there is the Cincinnati carpenter, who, at the age of 40, left the city, bought a farm, and, some ten years later, had his neighbors, old farmers, studying the methods which had given him such success. Thought and hard work made these men successful in a business they were not brought up to.

The agricultural press gives instances, from time to time, of men who have left the city for the farm and succeeded in keeping their families well fed and comfortable, besides laying up something for a rainy day. The recent One-Horse Farmer special number of the Southern Ruralist, of Atlanta, gives two autobiographical accounts of such cases. But one of the most notable instances is that described in the United States Department of Agriculture's year book, of a Pennsylvania preacher, who bought a farm of fifteen acres, which was so run down that it would not support the two cows and one horse that were kept upon it. With no previous experience in farming, he studied such agricultural literature as was available, and began dairy farming. His success was such that the fame of his farm attracted the attention of the national department, and two of its attaches were sent to investigate. They found that this preacher turned farmer, was keeping some thirty head of stock, seventeen of which were cows in milk, on the roughage he raised on thirteen acres he had under cultivation, having brought up the exhausted farm to a high degree of fertility by a system of soiling. In the first six years a mortgage of \$7,200 had been paid off. An admirable system was given the credit for this success by the agricultural experts who studied this farmer's methods; and that profitable system was the outcome of the former preacher's study of agricultural books.

Some one has said that anything may be learned from books. It all depends upon the student. The man who leaves the city for the farm makes a safe change, provided he has energy and a capacity for learning from the experience of others, whether that experience is communicated by word of mouth or by means of the printed page.



Cucumber Vines in Bearing

## Thousand Dollars an Acre

## NOT A BANNER YEAR, EITHER

## One hundred and forty-six thousand plants on two and one-eighth acres

Captain K. R. Murrell says the past was not a banner year, but notwithstanding same he had 146,000 plants of celery on two and one-eighth acres, from which his returns were \$2,167.58. Below is the itemized statement:

"Feb. 23, '10, F.E.E. 22,343,	
360 crates celery,	\$ 477.68
Feb. 24, '10, F.E.E. 18,133,	
360 crates celery,	567.00
Feb. 25, '10, F.E.E. 16,983,	
360 crates celery,	517.00
Feb. 25, '10, F.E.E. 18,949,	
360 crates celery,	486.00
Feb. 26, '10, F.E.E. 21,636,	
167 crates celery,	119.70
146,000 plants on 2 1/8 acres	\$2,167.58

—K. R. MURRELL—

## Sanford Knocks 'Em Out

Mr. W. E. Lenk, well-known florist, nurseryman and grower of green vegetables, of near Boston, Mass., recently spent a day in Sanford and was deeply interested in what he learned. Mr. Lenk's business here was largely for the purpose of investigating cucumber culture. While here he stated that our agriculture industry has grown to such an extent that it has become a serious rival of his line of industry.

He says the production of celery and cucumbers here has injured his business to a large extent, as the Florida article has a ready sale in the New England states.

Mr. Lenk thinks the climatic conditions of Florida superb, and also thinks the soil capable of producing the finest vegetables to be found anywhere on the globe.

He predicts a bright future for Sanford, especially from an agricultural standpoint.

## De Leon Springs

De Leon Springs is one of the pretty outing points, contingent to Sanford. With picnic parties, Sunday school excursions and pleasure seekers, this is a favorite spot. Sundry views are seen on this page.

## Artesian Wells and Sanford Irrigation

The irrigated and irrigable lands of Florida have had to contend with an ancient prejudice against artesian wells as a source of water supply and a belief that an artesian well supply must be necessarily uncertain and inadequate for any large irrigating problem. So far as permanency and adequacy are concerned, there should be no distinction made between the reservoir and conduit system of the west and other arid regions and the artesian well system of Florida.

In either case, the question is, whether the reservoir is of sufficient capacity and whether the annual precipitation of snow or rain are sufficiently large and dependable to keep this reservoir supplied? It is likewise immaterial, so far as supply is concerned, whether this water is conducted to the land by wooded flumes and cement conduits or whether it runs in an underground channel, cut by itself out of solid rock. Though it should be noted, reservoir and conduit construction in the west and the cost of maintaining the same, is a matter of millions of dollars, with no fixed charge, but an expense that fluctuates mostly upward, while nature which has dealt with Florida with such prodigal generosity in so many ways, has provided all this preliminary equipment, for which the construction cost is nothing and the maintenance cost is nothing. What nature does, it usually does well. How about it in this instance?

## First. Is the reservoir adequate?

It is the whole interior of the state, at least 100 miles long, by forty to fifty miles wide, an area of some 3,200,000 acres.

## Second. Is the reservoir permanent?

It consists of a deep bed of loose sandy soil, underlaid by a soft Vicksburg limestone, to a depth of from 150 to 200 feet. The rainfall is caught and held by the loose, sandy surface soil, into which it sinks as fast as it falls. Almost none of it is lost, either by running away as surface water or by evaporation. It soaks through the surface layer of sand and into the soft underlying limestone, through the open texture of which it seeps or runs in channels, little or large, which the running water has cut for itself, nature's conduits. The reservoir is as permanent as anything earthly can be. It will last until the sands wear out.

## Third. Is the reservoir adequately supplied with water?

The annual rainfall over the reservoir area has averaged four and one-half feet for the last fifteen years. The water supply of the western farmer is measured by miners' inches.

## Fourth. Is this supply adequate to the demand?

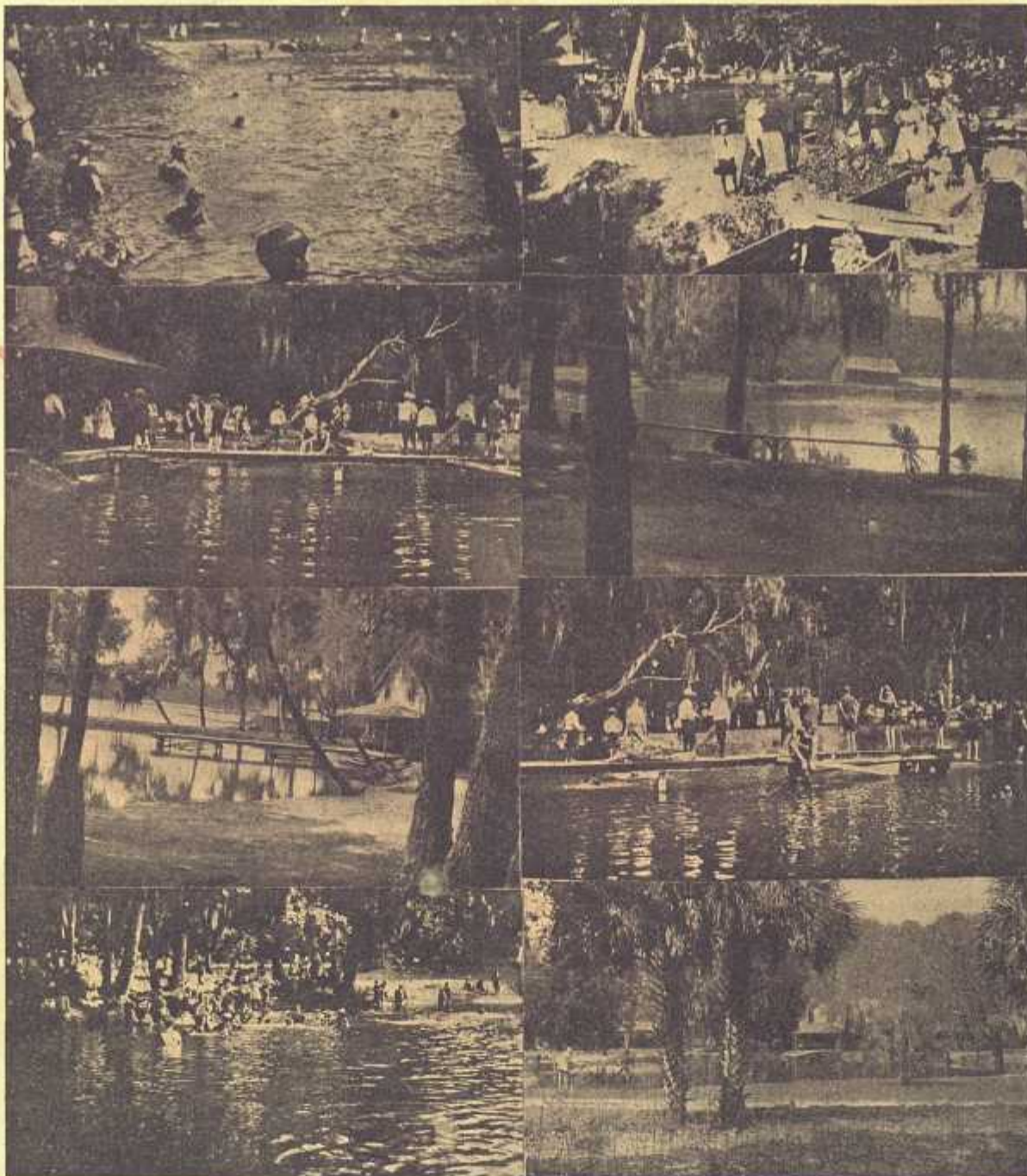
The elevation of the reservoir is such that water will flow to a height of from thirty-three to forty feet above sea level, the difference in height being probably due to a difference in friction, the friction being less and the water rising higher if the artesian well strikes a well defined underground channel. The area of land on which flowing water can be had then (necessarily lower than forty feet above sea level), is limited to the Manatee section on the gulf, to a narrow fringe along the margin of the St. Johns river, and to a narrow strip along portions of the east coast and to a section around Punta Gorda. Much of the land lying low enough to obtain flowing water is so low that it is subject to overflow and is incapable of proper drainage and will never have wells driven upon it. Other adverse conditions prevail over other parts of it that still further reduce the quantity of irrigable lands that can be used for agricultural purposes. The acreage that can be both drained and irrigated is small. No survey of the whole amount has been made and there is no data extant that could be used to ascertain the number of acres that could be irrigated, but it is conservatively estimated and computed upon a basis of scientific fact that for every irrigable acre in Florida there are forty acres of reservoir filled every year to a depth of four and one-half feet of water.

The choicest of the western irrigable lands have sold for from \$3,000 to \$4,000 per acre. The highest priced irrigable lands in Florida, so far as is known, are in the Sanford district and the highest price that any of it has sold for is from \$1,000 to \$1,700 per acre. Why is it selling lower than the best irrigated western land? The owner of the irrigable lands in Florida has every advantage over the owner of western irrigable lands. His reservoir and conduit system are larger and more permanent. He has unlimited water. He has no annual water rent to pay. He raises larger crops than his western friend. He markets them in winter, when he has little or no competition, and secures fancy winter prices, far larger, acre for acre, than the western farmer.

The Florida farmer has a shorter haul to the best eastern markets, and his land should sell for from \$3,000 to \$4,000 per acre as well as the best of the western irrigable land, and it will, when the people fully understand existing conditions. —E. H. Palmer.

## Diversify the Crop.

It is not safe to place all of your eggs in one basket. Get the sub-irrigated Sanford land that will produce diversified crops.



SNAP-SHOTS OF DE LEON SPRINGS

## Summer Touring Southward

The railroads report the largest summer travel to Florida ever before, during the past "hot weather" months. Many of these are homeseekers who have come to stay, while others are prospectors, learning the truth about the state, for themselves. The winter climate of Florida is known to be delightful. The summer climate is widely supposed to be intensely hot. Of course it is hot; where isn't it hot in summer? The visitor to Florida in the summer finds that the weather is not hotter here than elsewhere. In fact he finds that it is not as hot here as in the greater part of the country and he decides that this is a state of infinite possibilities in which he can live in comfort all the year round.

## Our Health-Giving Water

The artesian wells all over Sanford, flowing with pure white sulphur water, are a certain panacea for dyspepsia, kidney and bladder troubles.

## Building and Loan Ass'n

Sanford Building and Loan Association furnishes a sound, conservative, seven per cent investment. Progressive citizens of Sanford require money to carry on their improvements, and the Association fills a public want in supplying this need. The officers are staunch and reliable citizens, George H. Fernald, Pres.; A. T. Rosetter, Vice Pres.; A. P. Connelly, Secretary and Treasurer; George A. De Cottes, Attorney, and F. P. Forster, J. C. Higgins, H. R. Stevens, W. D. Holden, and T. J. Miller, Directors.

## Your Opportunity

There are still excellent opportunities for securing Sanford truck land, but they are being picked up rapidly. You can now buy lots of 5 acres and up at \$150 to \$300 per acre near railroad and shipping stations. These prices will greatly advance before another season. You cannot afford to lose this opportunity; if you do not accept it some one else will.

## The Picturesque St. Johns

No tour through Florida is complete without the famous St. Johns River trip from Jacksonville to Sanford. Charming indeed is this fine river, which the Indians named "Welaka," meaning a chain of lakes.

B. A. HOWARD, President.

J. C. HIGGINS, Sec'y &amp; Treas.

E. N. MORROW, Sales Manager.

EDWARD HIGGINS, General Manager.

# Sanford Machine & Garage Company

Capital Stock \$20,000.00



**A Fine Garage, Built the Present Season**

Edward Higgins, whose figure is seen in the front of the picture, is the Manager

This institution is already carrying on a large business. Among the features represented and articles carried or easily procurable through the Sanford Machine and Garage Co. as Agents, are the following:—

**The Speedwell 50 H. P.** \$2,500 to \$3,800 f. o. b. Dayton, Ohio.

**E. M. F. "30"—Touring Car** \$1,250 f. o. b. Detroit.

**Studebakers Flanders "20"**, Runabout, seating two and four \$750.00 f. o. b. Detroit.

**Rife Hydraulic Rams**, most efficient machines for raising water by water. Will operate on a supply from 2½ to 1400 gal a min.

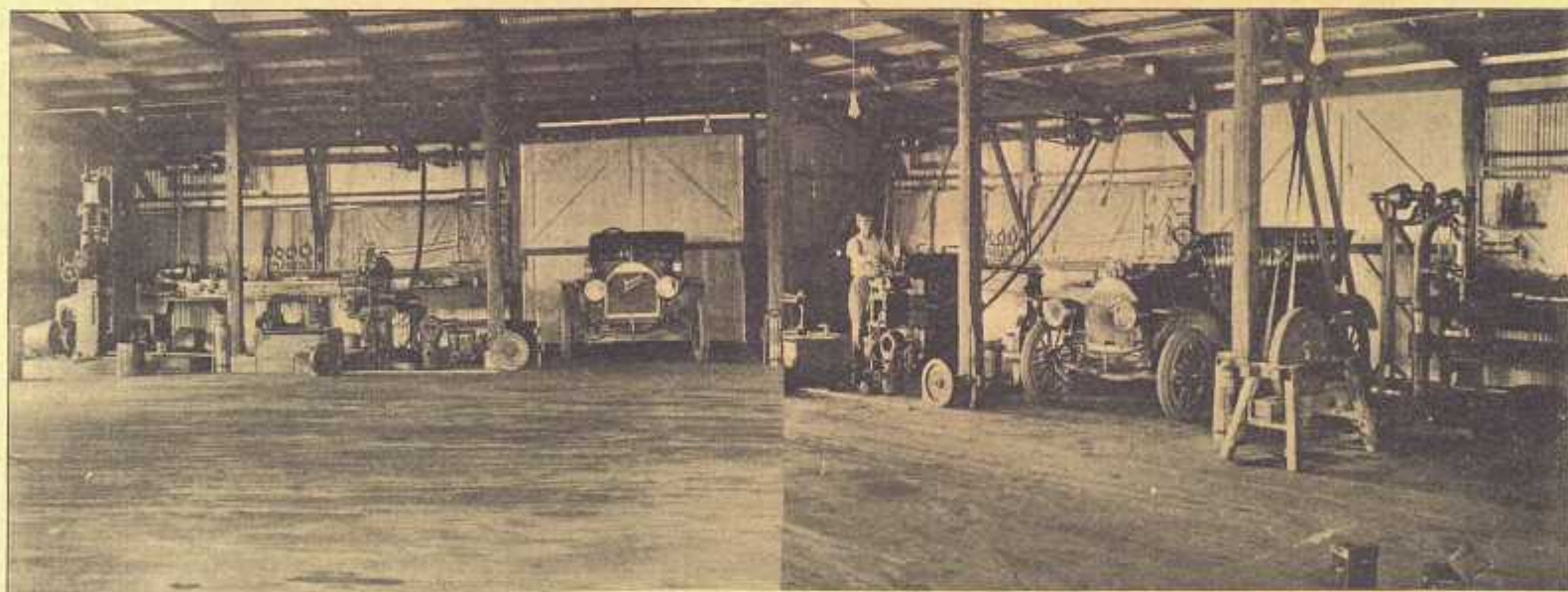
**Goodyear and Hartford Tires.**

**Hagan and Atlas Gasoline Engines**, 1 to 75 horse power.

**Gould and Buckeye Pumps.**

**Automobile, Motor Boat, Gasoline Engine repairs**, and general machine shop equipped with up-to-date machines.

**Iron and Brass Castings.**



**Interior of the Works**

The Sanford Machine and Garage Co. wish to call attention to their superior facilities for turning out work, especially in the Repairing line. Modern machinery and complete equipment. Everything done by skilled workmen. Prompt service and dependability in everything.

EDWARD HIGGINS, General Manager.



She can celery grow, or typewrite, or teach,  
Or wear a bean hamper, and still be a peach

### The Thrifty Sanford Farmer

#### Success and Fortune Are His for the Outlay of Scientific Effort

A northern journalist, writing of the farmer and agricultural conditions, observes: "Every farming district offers the illustration of two farms side by side with land of the same accessibility to market, the same water, precisely the same conditions. On the one are well-kept buildings, well-oiled machinery, well-fed stock, clean looking fields and tidy fences. On the other are dilapidated barns, broken fences and wagons and farm tools rotting in the clements. One is industrious, ambitious and provident. The other is lazy and poor."

Of course there is the same difference of thrift among the farmers of Sanford that is noted above, with reference to the yeomanry of the north, only the improvident and lazy fellow of the south doesn't seem to become so abjectly poor and penitless as does his northern frater. Somehow, with the mild climate and the all-the-year-round ability to grow something, he can not only subsist, but can actually wax fat and wallow in luxury, without killing himself by hard labor or undue expenditure of nervous force. An illustration of the independence of the Sanford farmer may be cited in the fact that when the "big freeze of '95" came and wiped out the fortunes, little and big, of the entire populace, the people took care of themselves and, by their own unaided efforts, reinstated conditions of comfort and wealth. Any other part of the country, similarly devastated, would have been obliged to call for outside assistance. Relief commissions and generous donations would have been a crying necessity for almost every state in the Union except Florida. Sanford residents asked for nothing, received nothing, and, aided by soil and climate resources alone, pulled themselves out of their unfortunate predicament.

The Sanford farmer, we believe, is today the most independent of American citizens, and with intelligent industry can make his thrift and fortune of practically any proportions he may, in reason, desire.



ANTICIPATION



CONSTERNATION

### Evolution of the Hat, or the Clever Sanford Girl



She can cover her head with old-paper receivers,  
And yet be "too sweet" to elude gay deceivers



With cabbage and carrots and beets and all that,  
She can take a waste basket and make a swell hat



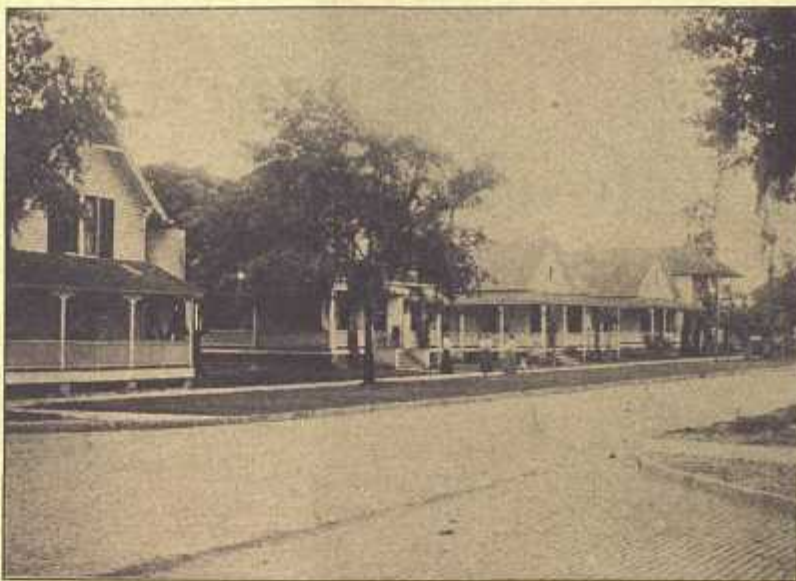
She can skillfully trim and bedeck and enlarge it,  
And, bless her dear heart, there's never a "charge it"



MAGNOLIA AVENUE, LOOKING SOUTH

### COMPLIMENTING THE CLIMATE

Few of us perhaps realize how much the weather has to do with our state of mind and general health. Indeed, notwithstanding all that may be said concerning the benefits of climate in itself, the influence of weather conditions upon mind, and of mind upon physical vigor, are becoming more and more recognized problems worthy the consideration of any and all who would enjoy to the fullest the heaven-given blessings of a sound and healthful body, as well as cheerful disposition and clear-headed mental capability. For this reason we wish to call attention to the fact that a kind providence has scattered most of the bad weather everywhere and anywhere else than in Sanford, Florida. Sanford summers are delightful, and her winters are incomparable. It is not easy to give a recipe for perfect weather any more than it is to describe a pretty flower. But the elements of perfection in the southland



### A PRETTY CORNER

this rhapsody is not inspired by the thought that this day or this particular season stands alone in the calendar, but there is the assurance of eternal continuance.

Just come and enjoy these Elysian days at Sanford during January and February, and as much longer as you like. Exuberate in the healthful joys of air, verdure and water and tropical growth and the most perfect climate in the world. Such simple and natural pleasures are the finest part of life. Come! You will find a cordial people and a hearty welcome.

### Enjoy a Trip to Sanford

When you arrive in Jacksonville next winter, take the boat and go up the beautiful, winding, historic St. Johns to Sanford, where you can get the purest of water and the best of vegetables, and where horse-back riding, hunting and fishing are made doubly enjoyable by the unique roads and forests.



JOLLY SANFORD BOYS

of Sanford are simple. There is the bright sunlight, beaming with golden friendliness and luring the cooped-up, frost-imprisoned denizen of the North to bask in its warmth. There is the clear air, with just a touch of invigorating autumn coolness for the winter season, and luxuriously balmy in summer time, inducing that "dolce far niente," or sweet-do-nothing blissfulness, so charming to the senses. There is the constant circulation of air, gently bracing in winter and soothingly cooling in summer, sifting through one's garments, fanning away insect annoyance and suggestive of health-giving ozone. There are the lazy paced cumulus clouds that stand out against the bluest of sky in silvery masses, forming a celestial panorama. And there are Lakes Monroe and Jessup and the St. Johns River, with their verdant banks and vari-colored swells and wavelets and pleasure boating and commercial navigating. And



A COUNTRY FROLIC



When the thing is evolved to this size, to adorn her,  
It helps keep the "freshies" way back in the corner

### SANFORD THE LAND OF FLOWERS

#### Exhilarating Breezes from Lake Monroe

Proud and pretty is Sanford, the celery city; says Albert Anson Graham, in the Ocala Banner:

Miss Sanford is very proud of herself. And we delight to visit the places which are proud of themselves, for they keep clean streets and their empty lots are not disfigured by old, torn-down fences, and full to overflowing with weeds.

Sanford is proud of her clean yards, and Sanford is proud, oh, so very proud to greet strangers. She is indeed very pretty and charming as she gracefully receives her gentlemen and lady friends there in her southern home under the royal palms on Lake Monroe. In mid-summer her two parks are ever open, and twice a week her band plays. The band plays Thursday evenings and Sunday afternoons. Sacred music fills the Sunday afternoon programme.

Exhilarating (if I may be permitted to use the Cocoa Cola word) are the cooling breezes from off Lake Monroe, and they blow constantly. We believe it is the coolest place in Florida.

In her streets are fountains here and there. All day and all night the sulphur water is spouting from these fountains, and the city plays in them, and sleeps by them.

Sweet sleep is not long delayed at night, there where the fountains softly splash. And peace is in every drop of water that wells up, out and over the rim, and then runs away in its peacefulness.

Something else also is in every drop that wells up from the fountains out in the famous celery fields. It is diamonds, and they flow into the banks of Sanford. Irrigation! Irrigation! Yes, that's right. Got it at home? Well you must be sure and get it in your section as soon as today if you can.

Celery-fed and tinged with the healthful color of the Seattle girl, Miss Sanford is at home in winter and summer, and all the time. On the north, tall palms thickly dot the front and then Lake Monroe with the St. Johns trail passing through it for miles on miles. To the south and east is her ever sweet self, brick and stone blocks and streets and elegant churches and residences. On the west is the Atlantic Coast Line round house and the railroad yards. Out of town are the famous celery fields that are making Sanford and Florida famous.

Sanford is a great tourist city, and the A. C. L. Railway and the Clyde Line are her friends.

The Herald, with Editor Holly at the ink stand, waves its leaves over this city of celery and cooling zephyrs.

# CHASE & COMPANY

PACKERS AND DISTRIBUTORS OF

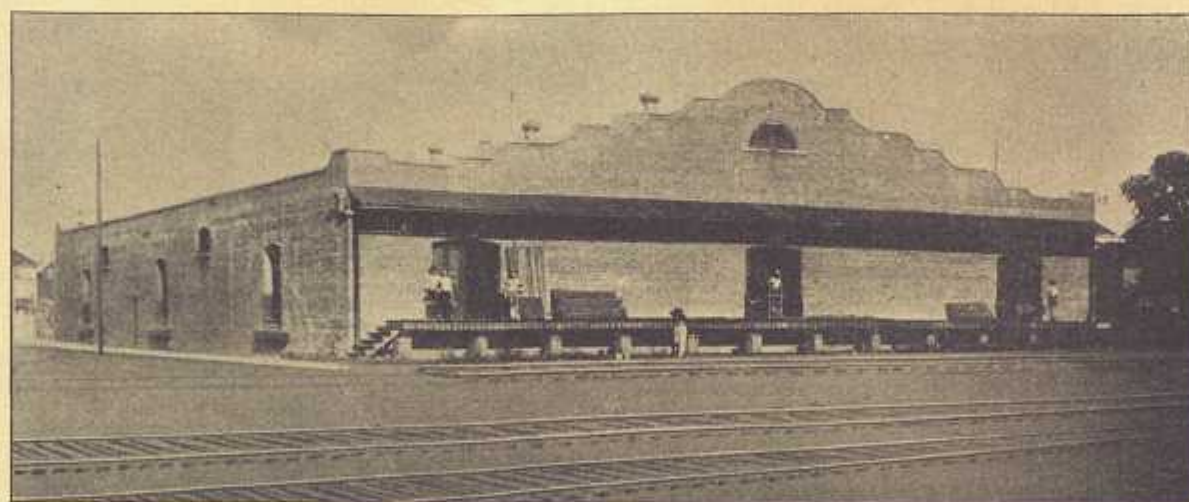
## FLORIDA FRUITS and VEGETABLES EXCLUSIVELY

Nearly every one in Florida, no matter whether a grower or not, is familiar with the name of CHASE & COMPANY. The name is also well-known all over the United States and Canada to the fruit and produce jobbers; to the retailer and to the consumer. To Florida, CHASE & COMPANY represents results as they have always been able to return to growers marketing their fruits or vegetables through them the highest average returns. Throughout the United States and Canada, the firm name of CHASE & COMPANY REPRESENTS QUALITY, GRADE and PACK. This gives CHASE & COMPANY'S BRANDS a reputation which secures for Chase & Company first chance at the business of the largest and most reliable purchasing jobbers and, in many instances, enables them to place their shipments at a premium.

To both the grower and the jobber "Chase & Company" stands for progressiveness, up-to-dateness and always a fair and square deal.

Chase & Company are the largest and oldest distributing and sales Agency in Florida, doing business in most shipping districts of Florida and shipping their goods to every car-lot market in the United States and Canada. Their organization is the result of years of experience and labor and has the reputation throughout the country of being one of the most complete and highly perfected marketing organizations in existence.

In addition to CHASE & COMPANY'S branch offices at diverting points and most important distributing centers, they have bonded representatives in practically every car-lot market in the United States and Canada. These salesmen are all selected



PACKING HOUSE OF CHASE & CO., AT SANFORD, FLA.

for their ability, reliability and experience in the sale of Florida products.

CHASE & COMPANY is in every sense of the word a Florida organization. Their business originated in Florida and they devote all of their time and attention exclusively to Florida products. It is, therefore, not necessary for them to divide their time and attention between Florida and other states. This enables them to devote all of their energies to Florida fruits and vegetables.

CHASE & COMPANY'S main office is at JACKSONVILLE, FLORIDA. They invite correspondence from growers of Florida fruits and vegetables, and are always glad to fully explain their selling system.

### CITRUS AVERAGES, SEASON 1909-1910

Inasmuch as the Florida Citrus Exchange and Chase & Company were the two largest shippers of Florida citrus fruits last season, the grower is naturally interested in the prices realized by the two concerns, especially as both are Growers' Marketing Organizations. The average prices net f. o. b. shipping point, advertised by Chase & Company and the Florida Citrus Exchange for the season 1909-1910, are as follows:

	ORANGES	G. F.	TANGS.	Gen. Average
Chase & Company, -	\$1.23.5	\$2.47.7	\$2.21.1	\$1.47.5
Exchange, -	1.01	2.03	1.65	1.27.5

*The oldest and largest marketing organization in Florida.*

*Handling Florida products only, it is a Florida institution and can devote its entire time and attention to securing results for the Florida Growers.*

*Experience, ability, an unequalled organization, a perfected sales system and an established trade among the largest and most reliable purchasing jobbers in this Country and Canada, insures growers marketing their products through CHASE & CO.*

### HIGHEST AVERAGE RESULTS

CORRESPONDENCE INVITED



ACCOUNTING DEPARTMENT CHASE & CO., JACKSONVILLE, FLA.



SALES DEPARTMENT CHASE & CO., JACKSONVILLE, FLA.

### A Few Points on Fire Insurance

Be sure that your policy is correctly written. The drawing of an insurance contract correctly requires just as much knowledge and experience as the drawing of a Deed, Mortgage, or other legal paper, where a mistake would mean financial loss.

Since our agency was started in 1880, we have paid out THOUSANDS OF DOLLARS IN LOSSES, and there has not been a single instance where the assured failed to collect his loss in full and promptly.

Service of this kind is what we offer you. Since 1880, agents have come and agents have gone, but our policy holders have always found us in the old stand and just as willing to pay losses as to collect premiums.

Our policies are carefully looked after and your interests always guarded.

Don't fail to insure your property. To carry his own insurance is one of the heaviest loads a man can shoulder, and yet, contradictory as it seems, the weakest are the most inclined to try it.

Don't make mechanic's improvements to your property without a permit.

Get removal permit in case you change dwellings.

Get permit for use of gasoline or kerosene oil stove.

In case your dwelling is closed for more than 15 days get a permit.

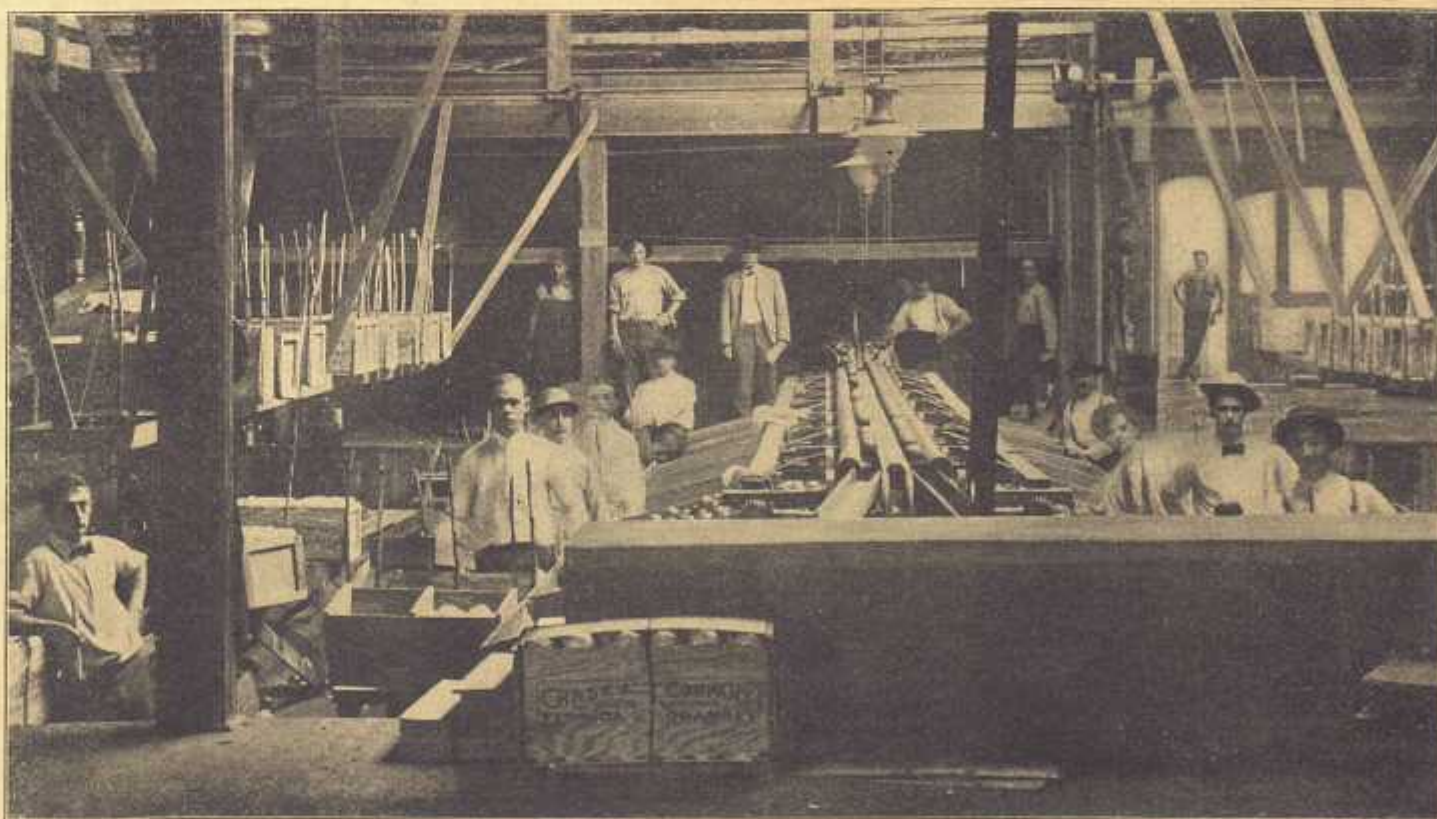
No charge for any of these privileges.

Advise the company total amount of insurance carried and of encumbrance if any.

Consult us as to how to get reduced insurance in figuring on new buildings.

We write: Fire Insurance, Automobile Insurance, Tornado Insurance, Accident Insurance, Burglary Insurance, Plate Glass, Steam Boiler and Tourists' Insurance, and Bonds.

**CHASE & COMPANY,**  
General Insurance Agents.



INTERIOR CHASE & CO'S PACKING HOUSE, SANFORD  
The most complete and up-to-date packing house in Florida

## FUN, FROLIC and FINANCE

## Sanford's Wealth of Soil Production

Besides the fun, there's money in it. You want to know all about how it's done? Well, come and see. A local authority, well qualified to speak upon the subject says:

"We can raise from one to four crops a season, as the grower may decide. The trucking crops are lettuce, cauliflower, celery, tomatoes, cucumbers, eggplant and potatoes and any vegetable desired of which any three can be successfully grown on the same land in one year, after which can be had the finest crop of hay. The orange crop is still the leading industry in many localities in the state and many of the finest groves in Florida are located in and adjacent to the Sanford district, and owners of these beautiful groves have an easy and profitable income. The orange growers have learned that by means of banking trees they are insured against any serious loss in case of freeze, hence now a thing of beauty and a joy forever. But the celery crop is paramount and the safest and quickest road to wealth, supplemented by other crops, which are put on market in winter when they cannot be raised elsewhere, making vastly more profit than if raised at any season in the north. The water, climate and fine transportation facilities make success an assured fact.

Our only competition comes from California, and our yields per acre are double theirs, due to our perfect system of sub-irrigation, soil and climate. We can market our crop any winter month. Our celery crop if put in the fields in December will be ready for market by March 1, after the bulk of the California crop has been sold, leaving us practically an open market. The average yield is about 800 to 1,200 crates to the acre, and the average price f. o. b. cars Sanford \$1.25 to \$1.75 per crate, making an average crop bring anywhere from \$800 to \$2,000 per acre. At an average, the cost of producing and marketing is \$350 to \$500 per acre, in fertilizer, labor, crates, etc."

## Crowth of Celery Industry

Since celery was first grown in the vicinity of Sanford by Mr. J. N. Whitner, there has been a remarkable growth in this industry. From what was first considered merely an experiment there has developed what is probably the greatest money producing crop, per acre, in the world. From a few scattering cars several years ago the celery industry has grown to such an extent that there were shipped from Sanford during the season recently closed some thirteen hundred cars of celery. Stop and think, for a moment, what this means to the growers, to say nothing of the business interests of Sanford and vicinity. The returns from celery are from \$1.25 to \$2.50 per crate. The production of one thousand crates of celery per acre is no uncommon occurrence. Many produce better results. This means that the grower can, with close attention to his crops and reasonable amount of energy, net fifteen hundred dollars per acre in one season. This is made possible by the fact that two or three crops may be produced each year on the same ground. Lettuce, planted in the fall, is ready for the markets by November or December. This crop will produce sufficient returns to pay for the labor and fertilizers for the entire season. Lettuce is followed immediately by celery, the returns from which, to the economical grower, thus being net. If one likes, the celery being harvested, same can be followed with tomatoes or other spring vegetables and a well-paying hay crop may succeed that.

## Perfect Irrigation

Five acres is considered an average farm at Sanford. The surveyor ascertains the highest point on the tract, at which point the well is usually driven. The average depth at which the artesian water can be obtained is, as stated elsewhere, about one hundred feet; the well will cost from forty-five to perhaps sixty dollars. One well furnishes plenty of water to irrigate five acres of land. A large tile is usually laid along the highest side of the field. This is called the main. It is 6 in. to 11 in. in diameter, water tight, with pockets usually about twenty feet apart. From these pockets three inch tile are laid across the field and into pockets on the opposite side. By means of the pockets in the main, the water can be allowed to enter any or all of the cross tile and by means of the pockets at the opposite end, the flow can be stopped, thus causing the water to be absorbed through the soil, or it may be let out into the open ditch at the opposite side of the field, as the conditions require. By this means any portion of the land may be irrigated, as much or as little as the crop requires. The tile is laid just deep enough so as not to interfere with working the soil, usually from one to one and a half feet deep. This system not only furnishes the most perfect and economical method of irrigation, but provides perfect drainage as well.

The unlimited supply of warm artesian water, together with the perpetual sunshine, and the use of commercial fertilizers, forces vegetation beyond the comprehension of those who have not seen it, and these are the conditions that are making the Sanford District the garden spot of the world.



C. R. WALKER, WITH OTHERS, AT HIS FARM

## Big Strawberry Profits

The sub-irrigated lands of Sanford will produce more and better strawberries than almost any other part of the country. Our freight and express rates, icing facilities, etc., are equal to all, and superior to most competing points. Our protection from cold is superior to most points in Florida. The more northerly strawberry sections only have a season of three or four weeks; ours is three to four months.

A conservative estimate places the returns on strawberries at from \$300 to \$600 per acre, while if seasons are favorable, they sometimes run up to \$1,000. Too much or too little rain are factors of which we are independent and regardless.

Sanford outstrips any other point as far with strawberries as she does with celery, lettuce or cauliflower.



### A STRAWBERRY FIELD—PICKING



## A FINE CELERY FARM

## Big Money in Onions

The Saturday Evening Post recently published a long article setting forth the advantages and profits of onion raising in Texas. The article states that last year thirty-four hundred car loads were shipped from that state and that onion soil has risen in value at an astonishing rate. The Texas lands and conditions are not near as favorable for this culture as those of the Sanford Delta. The profits here can be made much larger. The Bermuda onion is going to be, at not a remote date, a great and splendidly paying industry at and around Sanford. Texas will then hardly be in it.



## AUTOING THRO' THE HAMMOCK

**SANFORD**

# Lands Produce Results

---

**\$\$\$ \$ SAVED ARE  
\$ \$ \$ \$ MADE**

Bargains are found in every line of business,  
if the buyer knows where to look for them.  
We sell strictly on COMMISSION for the  
owners and you get the low prices.

It will pay you to see us before purchasing,  
as we can save you money and give the most  
favorable terms. REMEMBER, WE HAVE  
SNAPS IN ALL SECTIONS OF THE  
CELERY DELTA.

*Call or Write*

## FIELD & SON

Peoples Bank Building  
**Sanford, Fla.**



EASILY  
MADE  
1000  
ACRE

## Orange County Fair

The Orange County Fair is an institution of great advantage to residents of this locality, as well as to our visitors. Winter time is the season for making the exhibits and the products shown speak volumes for what is being and can be done of agricultural nature. Stock, manufactures, and the various lines of business as well as our mammoth truck products, are features of the show. Speed contests, diverting sports and a general gala time bring a jovial, happy and well entertained crowd to these exhibitions daily, during the continuance of the event. The Fair of 1911 will be held February 16 to 19, inclusive.

# The Banner Fair of the Banner County of Florida

## at Orange County Seat, Orlando, the City by the Lakes, February 16-19, '11

### Come to Florida

You may travel all over the state at great expense and inconvenience, and than not be in a position to study the country and its products as you may where they are all collected together in one place for your benefit.

### Where is Orange County

Orange County is the very heart of Florida. It has always grown and shipped more golden oranges than any Florida county. It has several extraordinarily profitable mid-winter vegetable producing sections. It is exceedingly rich in turpentine products. It is a good South Florida general farming section. It occupies just that happy location, far enough south and far enough north, to escape the extremes of temperature. Lying mid-way between gulf and ocean, it enjoys the most delightful breezes. It has good health, good water, good climate, good schools, good people.



**Come to  
Orange  
County Fair**



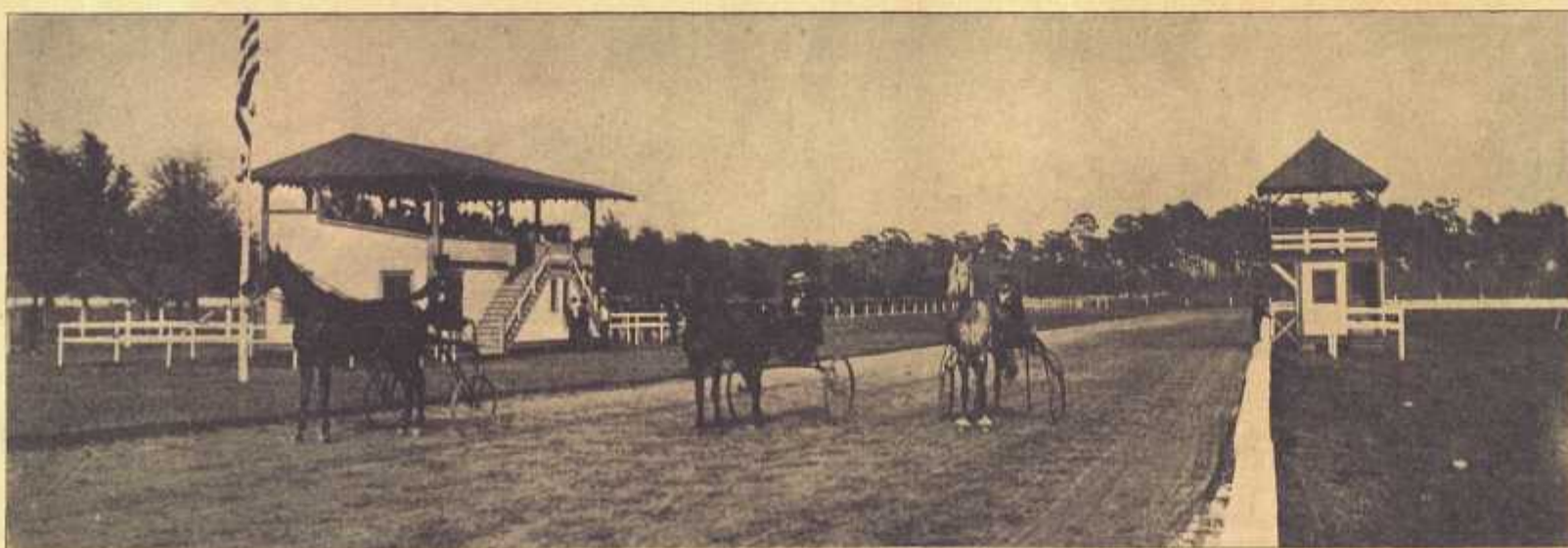
A FINE EXHIBIT  
Grown at Shell Bank

### What is Orange County

Its area is about 12,000 square miles; it is 36 miles in length, from the St Johns river on the north to the Osceola county line on the south and about 48 miles in width, at the widest point. It is well watered with rivers and lakes. It is bounded on the north and east by the noble St Johns, on the west by 40 mile Lake Apopka and on the south by the tributaries of Lake Tohopekaliga.

## A Great County Fair

Where will be shown the products of this Wonderful County, comprising the native mid-winter fruits and growing vegetables, the summer field crops, the woods from her forests, products of turpentine, the soils and many other telling features of the County.



### Mere Words are Empty; Facts, Wonderful as Fiction.

Orange County, Florida, has Shown to the most stubborn Missourian that it has Encompassed within its Vast Boundaries the most Incomparable Values.

Seeing is believing, and that it may Demonstrate to Thousands of Homeseekers, the advantages of Health, Wealth and Happiness there is to offer, this Fair will be held at the County-seat.

### POINTS OF INTEREST

**SANFORD**, Northernmost City of the County, is the Greatest Celery Growing Section in the World with thousands of acres devoted to Mid-winter farming. A city of wonderful enterprise and great industrial possibilities and with incomparable shipping facilities

**ORLANDO**, The beautiful, is a charming Tourist City, the County-seat, claiming to be the most attractive town in Florida. It is the center of the orange and grapefruit industry.

**WEST ORANGE**, Comprising Winter Garden, Oakland, Ocoee and Apopka, is a section rich in winter products and wonderful orange groves and is in many places a vegetable garden spot.

**EAST ORANGE**, Comprising Lake Charm, Oveido, Geneva, Ft. Christmas and Chuluota is the home of citrus fruits and has great possibilities along many lines.

**MIDDLE ORANGE**, Comprising Altamonte, Maitland and Winter Park is the truly picturesque spot in all this section, and the last named place is the seat of our famous Rollins College.

**SOUTH ORANGE**, Comprises a vast section bordered on the north by Pine Castle and including Conway, Prosper Colony, and adjacent territory destined to become a great garden and farming section.



"TEDDY BEAR" AND THE  
PROPRIETOR OF "ROBBINS NEST."



**Come : See the Fair : See the County : See the Town : See the People  
WE WELCOME YOU!**

## Land Scarcity

### Startling Facts and Solemn Warning

**We Shall Have 200,000,000 of People in 1950, and How Can We Feed Them?**

**Available Area of Tillable Soil being Exhausted at a Frightful Rate**

**Real Estate Values Increasing**

The unappropriated area of land suitable for crop-producing is almost gone, soil is being exhausted at a frightful rate, and pauperism is inevitable if something is not done, declared Hon. James J. Hill, before the Convention of Governors, called to Washington by Colonel Roosevelt, when he was President, to take into consideration the Conservation of the Nation's Natural Resources. Mr. Hill, who is a brainy, far-seeing man and a railroad magnate, said in his address: "By the fixed rate of increase in the past, we must count upon a population of over 200,000,000 in the U. S. in 1950. Where are they to go, how are they to be employed, how fed, how enabled to earn a living wage?"

"We are approaching the point where all our wheat product will be needed for our own uses, and we shall cease to be an exporter of grain. There is still some room in Canada, but it will soon be filled. The relief will be but temporary. Our own people, whose mineral resources will by that time have greatly diminished, must find themselves thrown back upon the soil for a living. If continued abuses of the land should mark the next 50 years as it has the last, what must be our outlook?"

#### No Relief in Foreign Trade

"Even the unintelligent are now coming to understand that we cannot look to our foreign trade for relief from future embarrassment. Our total exports, about one-fourth in value of the products of our farms, consist to the extent of more than 70 per cent of articles grown on the soil or directly sustained by it, such as live stock, or made from soil products. Of all the materials used in manufacture in this country, 42 per cent are furnished by the soil."

"We shall have less and less of this agricultural wealth to part with as our population increases. And as to enlarging greatly our sale of manufactured products in the world's markets, it is mostly a dream. We cannot finally compete there, except in a few selected lines, without a material lowering of the wage scale at home and a change in the national standard of living which our people are not ready to accept without a struggle."

"Doubtless as we grow we shall buy more and sell more; but our main dependence half a century ahead must be upon ourselves. The nation can no more escape the operation of that law than can the man."

#### The Soil is Our Dependence

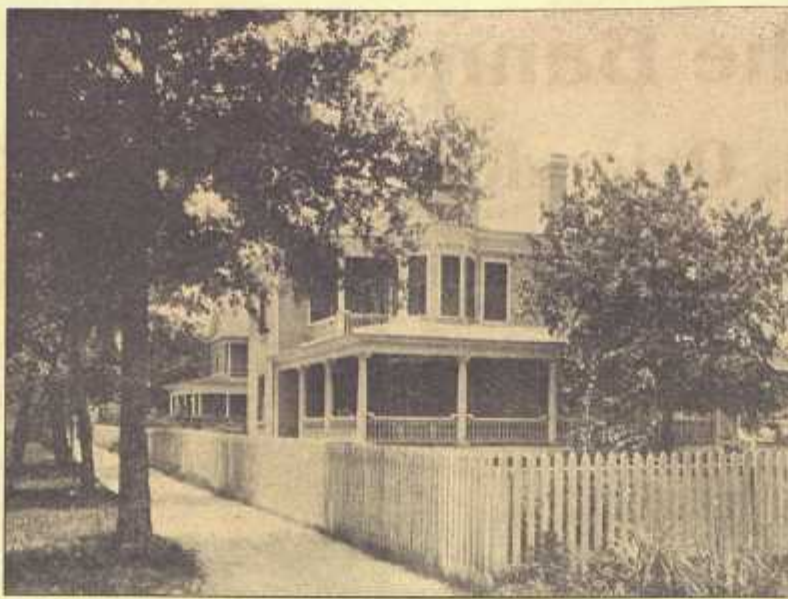
"The unappropriated area suited to soil production is almost gone and we have been for the last century reducing the producing power of the country. Nowhere in the range of national purposes is the reward for conservatism of a national resource so ample. Nowhere is the penalty of neglect so threatening."

#### Land Values Bound to Rise

The logical deduction from above is, that land suitable for crop-producing is rapidly being occupied and pre-empted, and must necessarily proportionately increase in value. There never will again be a time like the present for securing a perfect garden of a soil, supplied with flowing water, in a climate that is simply perfect, within easy reach of the great markets, and at prices that are sure to double and treble within a very short period. He who makes investment in the rich lands comprising the Celery Delta of Sanford is displaying the sanest kind of good sense and laying a sure foundation of wealth for himself and his posterity.



'MID THE CACTUS



RESIDENCE OF C. M. HAND

## SANFORD

Sanford is located in the north part of Orange County on the south shore of Lake Monroe and east of the central part of Florida. The main line of the Atlantic Coast Line Ry. from Jacksonville to Tampa passes through Sanford and there are several branch roads extending in other directions from the city. Sanford is the division point of the road and the car shops are located here. This city also enjoys the advantages of water transportation by means of the St. Johns river, thus affording the best of shipping facilities to all the great markets of the country.

Sanford is destined to be a great jobbing center and it now affords one of the best locations for large wholesale enterprises of any city in the south. It is noted for the large shipments of garden truck. During the season just closed, over 2500 full cars of truck were shipped from Sanford.



## W. H. Hand's Place

Steaks and Chops to order, cooked to your taste.

Lunch counter heaped up with good things.

Hot and cold drinks to please your appetite.

**Always Welcome**

### Possibilities of Sanford

The advantages of Sanford, both natural and acquired, are many. Its location in the central part of the state makes it the leading city of this section. Sanford will inevitably become an important distributing center. Situated on Lake Monroe, Sanford gets a fresh breeze all summer long. The St. Johns river gives it steamship rates to New York.

After studying agriculture in the Rhode Island College and the University of Tennessee and Cornell, and living on the Pacific coast, the writer chose Sanford in preference to any other place in this state, or in the nation, for profitable agriculture, and has made a modest investment in the trucking business.

The farmers of Sanford have done much for their city, but they still welcome the help of practical scientists to aid in working out yet unsolved problems. The agricultural graduate will find ample field for his labors in Sanford.

The general prosperity of Sanford, stimulated by the success of its truck farms, makes it a desirable location for all sorts of industrial activities.

The social advantages of Sanford make it a delightful place for one to combine work and pleasure among a hospitable people. Sanford offers special inducements to the home-seeker, the tourist and the sportsman.—Jas. V. Weeden.



INTERIOR ALDRIDGE DRUG STORE

## Wm. G. Aldridge

**Drugs, Medicines, Stationery**

**Fancy and Toilet Articles**

A Full Line of Field and Garden Seeds. Best of Goods and the Most for your Money.



TOMATOES, ON THE ALDRIDGE FARM



## Sanford Hand Laundry

**MRS. A. R. MARSHALL, Proprietress**

For immaculate linen, whitest of light suits, gowns or underwear, nothing excels the skillful handiwork of Mrs. Marshall and her force of work people at the City Hand Laundry. Promptness in turning out orders is characteristic of her well-managed establishment. Large expense has been recently incurred in new equipment, and this concern stands for excellence in the quality and satisfactory system of laundering.



This interior view shows the office and headquarters, at First Street and Oak Avenue, of THE SANFORD PRODUCE CO., Henry H. Deane, Manager. In addition to a large wholesale trade in poultry, eggs, fruits, seed potatoes, and home grown vegetables, this firm carries a large stock of lettuce, bean and cucumber hampers, cabbage and tomato crates and other vegetable packages. Mr. Deane also conducts during the season a large barrel factory with a daily capacity of 1,000 potato and fish barrels.

## Doctors and Dentists

The Medical and Dental professions of Sanford stand high, being composed of Learned and Successful Physicians, and Educated and Skilled Doctors of Dentistry, gentlemen of marked integrity and enviable characters. It will afford pleasure to perusers of this Edition that their portraits grace the page herewith.



DR. DE V. HOWARD

Norman de Vere Howard, soldier-physician, was born March 20, 1842, in Washington, D. C. He graduated from the medical department of the Washington University, and has attained prominence as a successful physician and a recognized expert in diseases of the nervous system and insanity.

For nine years he was Superintendent of the St. Louis Insane Asylum, he was for 12 years President of the Medical Examining Board of his district at Sanford, Fla., and is now surgeon to the A. C. L. R. R., and chief surgeon S. & E. R. R.

Dr. Howard served through the war in the Confederate Army. He is a member of various learned societies, and of the leading medical bodies of America.



DR. JEROME BRUCE

Jerome Bruce, M. D., in response to request for a few salient facts concerning himself, says: "I was born in Carthage, N. C., July 23, 1836. Whatever of literary education I have was acquired at Trinity College. I took my degree in medicine from The Jefferson Medical College, in Philadelphia, on March 6, 1856, and the same year began the practice of my profession in Newberry, S. C. When South Carolina seceded from the Union, I volunteered as a private in the 3rd S. C. regiment, which was the second command to go to Virginia. For 12 months I served in that rank, during which time I am confident that I killed no one, but later I went into the medical department. I came to Sanford in 1894, where and when, like the orange, I froze, since which time no summer has been hot enough to thaw me out of Sanford."



J. T. DENTON, M. D.

Office in Garner & Woodruff Building

DR. DAVIS FORSTER,  
Surgeon

Dr. Davis Forster came to Sanford last winter for his health, coming from St. Louis, Mo., where he was Professor of Diseases of Women in Barnes' University and Physician in Chief of St. Louis Maternity Hospital. The doctor for several years held various offices in the St. Louis Medical Society. Among business positions of trust and responsibility held by him, was that of Director of the First National Bank of Wellston, St. Louis. He holds certificates from St. Louis, Johns Hopkins, New York and Chicago Medical Schools, with post graduate work in Edinburgh, Glasgow, London, Berlin and Vienna.



DR. O. W. KING

Oscar Wentworth King, M. D., was born Nov. 19th, 1883. High school days spent at his home, Wilmington, N. C., after completion of which course, he entered Wake Forest College, N. C., and spent three years at the latter school in pursuance of a B. S. degree. He then entered the University of Maryland Medical School, spending four years at that place, and in the year 1907, received his M. D. degree. After this he served appointments in the following hospitals: Bellevue Hospital, New York City; Bay View Hospital, Baltimore, and James Walker Memorial Hospital, Wilmington, N. C.

Shortly after the expiration of his last hospital appointment, he drifted off to a place called Sanford, away down in Florida (the garden spot of the world), where he has decided to spend his future days.



DR. J. N. ROBSON

Jas. N. Robson, Jr., Ph. G., M. D., was born and reared in Charleston, S. C., where he received a college education, after which he entered the College of Pharmacy. Graduated after the regular course of two years' store training and two years in college. He then entered the Medical College and after a four years' course graduated, from which time he has practiced most successfully up to the present day.



DR. SAMUEL PULESTON

Dr. Samuel Puleston is one of Sanford's foremost physicians. He is a thoroughly prepared, skillful and eminently successful doctor. Data for this mention has failed to reach us, and we can only add that socially and among business men, as well as professionally, he stands high. His office is in the National Bank Building.



DR. T. A. NEAL

Dr. T. A. Neal was born in Banks County, Georgia, 1874. His father was a captain in the confederate army.

He attended school in Commerce, Ga., and later went to the State University, Athens, Ga., from which he graduated in 1896 with an A. B. degree. He taught school four years before entering a medical college in Atlanta, Ga., and graduated from The Atlanta College of Physicians and Surgeons in 1903, receiving second honor in a class of "33." He spent the next year in Grady Hospital as house physician and surgeon.

He came to Florida in the spring of 1904 and after looking the state over, he was very much impressed with the possibilities of this community and decided to locate here. He never has regretted his decision and believes that Sanford is coming into her own.

Dr. Neal was married to Miss Olive Fitts, of Sanford, June 14, 1906, and they have a charming daughter aged two.



DR. N. B. WALLACE

Dr. N. B. Wallace was born in Athens, Ala., July 1, 1877. He received his literary education from the University of Alabama. Graduated in medicine from the St. Louis College of Physicians and Surgeons in 1899. Served in the Old Plant System (now Coast Line) Hospital, located here. Was also Port physician at Pt. Tampa and at the same time City physician of Pt. Tampa City. Also Terminal Railway surgeon for the Plant System Railway, since these duties did not conflict. Dr. Wallace's father having been a physician, since 1902 his son took up his practice and has been in the county of his nativity continuously until coming to Sanford in January on account of nasal catarrh, this climate proving highly beneficial. Dr. Wallace took a post graduate course from St. Louis two years since.



DR. CHAS. E. WALKER

Dr. C. E. Walker, Homeopathic Physician and Surgeon, was born in the state of Illinois, removing in early boyhood to Massachusetts, where he received his general education. His medical studies were prosecuted in Philadelphia at the Hahnemann College, the oldest and best school of homeopathic medicine in this country, and there he received his degree in 1873. After ten years of successful practice in Massachusetts, he removed in the fall of 1883 to Florida, where he continued the practice of his profession, and at the same time developed an orange grove. This was just beginning to give him good returns when the freeze of 1895 disappointingly took it away. In the general exodus that followed, he went up into Iowa, but after one winter in that climate he returned to Florida. Looking about some first, he decided to locate in Sanford, believing there was a prosperous future for this city, although it was not much in evidence just then. He has been more than gratified at the outcome, and now realizes much larger possibilities than he then even dreamed.

DR. C. G. BUTT  
Dentist

Hines Block, over Woodruff's Store  
Office Hours: 8 to 12 A. M., 1 to 5 P. M.  
Phone 292

DR. W. E. HOUSHOLDER  
Dentist

Dr. W. E. Housholder, son of Rev. A. E. Housholder, was born in Knoxville, Tenn., Jan. 8, 1882. His parents moved to Florida while he was a baby. He received his early education in the public schools of this state, later attending the Florida Conference College. He received his professional education at the Southern Dental College, Atlanta, Ga., graduating in dentistry at the age of 22 in the year 1904. The doctor located in Sanford two years ago.

DR. C. M. HAMILTON  
Dentist

Preservation of the natural teeth a specialty  
Dr. Hamilton has secured a nice suite for his well-equipped dental offices in the new Garner-Woodruff-Yowell Block.

## Distressingly Healthy

Sick people who come to Sanford get well, and people who live here keep well. The doctors say it's "distressingly healthy."

R. M. MASON, D. D. S.  
Glimpse of Dr. Mason's Office and Suite of Dental Parlors

## "Studies in Black and White"

A Novel, By JEROME BRUCE, M. D.  
The Neal Publishing Company, New York, \$1.50

A good story, well written.—Florida Index.

You have a good story.—Ida M. Tarbell.

The book is pure and sweet. The ideals of the characters are each the highest of its class.—Times Union.

I have enjoyed reading it as a story, and I shall continue to enjoy re-reading the different incidents portrayed. The preface itself will stand a good many repetitions.—Belmont Purdy.

Jerome Bruce's "Studies in Black and White" is one of the best stories that have emanated from the South in recent years, and it compares favorably with the works of authors of national reputation. It is artistically written, and is interesting from cover to cover. Its evident candor commends it to any one desiring to have an unbiased view of the South before and during the late Civil war.—Geo. L. Maris.

Formerly Principal of West Chester (Pa.) State Normal School.

# A BUNCH OF ROSEBUDS

SAMPLE OF AMERICAN BEAUTIES  
WE GROW IN  
SANFORD



MISS. MAY THRASHER



MISS. MARGARET DAVIS



MISS. NORMA HERNDON



MISS. ERNESTINE WEBB



MISS. SERETA LAKE



MISS. ESTHER MILLER



MISS. HELEN PECK



ROUGHISH AND MERRY



"HIDE AND SEEK"  
Mid the Fans



MARION TRACY and RAYMOND  
CLARK PHILLIPS  
Children of L. R. Phillips

### Surface Irrigation vs. Sanford Irrigation

The thinking person who goes nosing around for information relating to the possibilities of the various localities throughout the United States which hold out to him the most flattering promises of success will be surprised to read the following facts and figures taken from the year book of the United States Department of Agriculture:-

Average gross returns to the farmer per acre for last seven years in States where government reclamation service had done its work in irrigating lands; Taken from year book U. S. Department of Agriculture, pages 608 to 687:-

#### IRRIGATED STATES PER ACRE.

Crop	Colorado	Idaho	Utah	N. Mexico	Wyoming	Nevada
Wheat .....	\$18.75	\$17.75	\$18.32	\$17.26	\$18.93	\$25.70
Oats .....	16.00	19.60	18.26	16.20	16.56	24.62
Hay .....	20.07	18.65	18.26	26.63	14.38	22.07
Corn .....	Not grown to any extent.					
Average .....	18.27	18.29	19.28	20.03	16.62	24.13
Potatoes .....	78.75	74.49	70.32	72.91	98.66	118.54

#### RAIN BELT STATES PER ACRE.

Crop	Missouri	Kansas	Oklahoma	Iowa	Nebraska
Wheat .....	\$10.10	\$ 9.09	\$ 8.23	\$ 9.44	\$11.35
Oats .....	7.60	7.71	9.95	8.01	7.75
Hay .....	9.93	7.67	5.11	9.75	7.71
Corn .....	11.63	10.14	9.16	11.73	9.37
Average .....	9.82	8.65	8.11	9.73	9.04
Potatoes .....	44.40	50.23	67.38	38.61	39.31

Average of all crops except potatoes:  
Irrigated States \$19.79  
Rain Belt States 9.07

#### WHEAT THE CHIEF CROP OF NORTH AND SOUTH DAKOTA.

North Dakota	\$8.63	per acre.
South Dakota	8.18	do

The irrigated states have the rainbelt states beat all the way from 40 per cent to 100 per cent on the various items mentioned. But the two items could be added together or any four states' products could be added together and they then would not be in sight of a Sanford sand bed. A single acre of our \$1500 celery would be equal to 60 acres of irrigated wheat in Nebraska; 79 acres of Wyoming oats; 82 acres of New Mexico wheat; 83 acres of Utah hay; 87 acres of Idaho wheat, and 106 acres of Colorado oats. The above averages all being from irrigated ground of the surface sort.

The average in the rain-belt states

would be as follows: one acre of Sanford celery against 136 acres of Missouri corn; 194 acres of Kansas oats; 285 acres of Oklahoma hay; 128 acres of Iowa corn or 129 acres of Nebraska wheat. All of which should make the average home-seeker sit up and listen to the song that is now being sung by Sanford. The average of the surface irrigated states as compared with the rainbelt states is about 100 per cent greater than those of the rain-belt states.

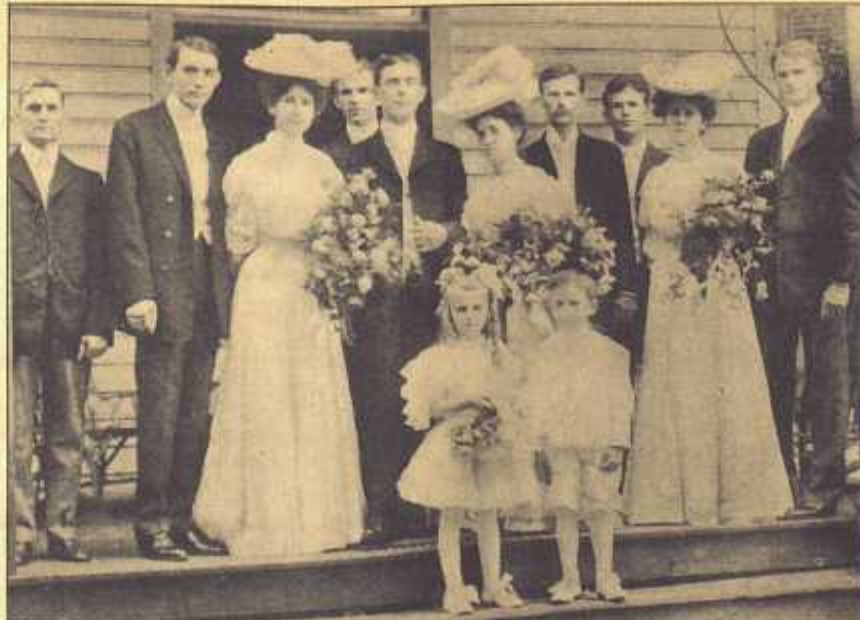
Hundreds of millions of dollars are being invested by our Government at Washington and landowners throughout the west to reclaim land that will not

produce on an average \$30 per acre after it is reclaimed.

The government at Washington through the reclamation bureau is advertising these reclaimed lands which are mostly located in Arizona, California, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North and South Dakota, Oregon, Washington and Wyoming. Thousands of families are still needed to



CHARLIE ESTELLE, MARY ALBERTA and KATY LOUISE SMITH,  
Charming Daughters of M. M. Smith



A SANFORD WEDDING PARTY

take up these reclaimed lands which produce little or nothing per acre, and the Government in connection with the private corporations who own them are doing all within their power to get said multitude of folks to move on to them.

It seems to the writer that "Lucky Sanford, The Dollar Factory" has the very best opportunity of any locality in the U. S. for establishing a basis of publicity that from sheer fact will outweigh any and all agricultural communities on this continent. Here we have a condition that smacks more of witchery than it does of sound fact. If a Sanford farmer can put out a single acre in cultivation and make it produce more real profit than one hundred ninety four acres of Kansas oats, which is done here season in and season out, it is time for the Sanfordite to jump up in the eternal, crack his heels together and let a yell out of him that can be heard from the Frigid North to the Equator and from home of the moose in Maine to the home of the \$ipping\$ in Oregon.

—Thomas H. Bates.

### The Onoro Lake Region

Three miles southeast of Sanford is a beautiful lake region, consisting of Onoro Lake, Silver Lake, and Golden Lake, on whose banks are fine residences and flourishing orange groves. This region is noted for its high and healthful situation, and as long ago as the time of the Seminole war it was used as a health resort for the U. S. troops.

Among the good people, residents of this locality, we are glad to make note of our literary friend, Prof. Geo. L. Maris and his estimable family, formerly of Philadelphia.

Prof. Maris is a graduate of the University of Michigan, and for thirty years was prominently identified with the school work of Pennsylvania; first as County Superintendent of Chester County, and afterwards as Principal of the West Chester State Normal School, and



LYMAN HALL



RESIDENCE OF W. M. DICKINS



THE SWEET-GUM TREES

next as Principal of Friends' Central High School of Philadelphia, at that time the largest private school in that city.

For eight years previous to coming to Sanford, he had charge of the George School, situated near Philadelphia. This school was named for John M. George, who left an estate of three-quarters of a million of dollars to endow it.

We give views of some of Prof. Maris' property and regret that we have not portraits of himself and wife. Mrs. Maris is President of the Wednesday Club, concerning which something is said elsewhere.



"LAKE COTTAGE," RESIDENCE OF PROF. MARIS



ONORO LAKE

### Sanford Fire Department

Sanford Fire Department officers are: C. M. Hand, Chief, and N. E. Holmes, Assistant Chief. Ex-Alderman C. H. Evans, Chairman of the Fire Committee, was appointed by former President of the Council, W. N. Leffler, now deceased. His associates are Aldermen H. R. Stevens and A. Robbins.



## THE VIRGINIA-CAROLINA CHEMICAL COMPANY

Manufacturers of FERTILIZERS

New \$50,000.00 Factory at Sanford

F. M. WHITTLE, Division Manager

### The Sanford Plant

A splendid thing for the farmer and truck grower is the establishment of the new \$50,000.00 Fertilizer Factory at Sanford, by the world-known Virginia-Carolina Chemical Co. This substantial concern was organized in the summer of 1895, for the purpose of making the very best fertilizers in the world, and to sell them to the farmers at the least possible cost consistent with highest quality. For the first year or two the Company did business only in the Virginias and the Carolinas. Now, they have fifty-four plants, their latest being that constructed in the Celery City.

The Virginia-Carolina Chemical Company are the largest manufacturers of fertilizers in the world and are better prepared to serve the grower promptly and satisfactorily than any other. It has spent, and is spending, thousands of dollars in sending to the farmers literature instructing them to diversify their crops and to increase their yields per acre, and thereby reduce the cost of production and make their profits greater.

The name "Virginia-Carolina Chemical Co." on any brand of fertilizers, is a guarantee to you that their fertilizers are made of the best materials and warranted to be as represented; new bags, clean packages, full weights, well mixed, and the cheapest thing you can use.



Virginia-Carolina Fertilizers are shipped in carloads, as well as in smaller quantities. The above shipment was a whole train load to Florida.

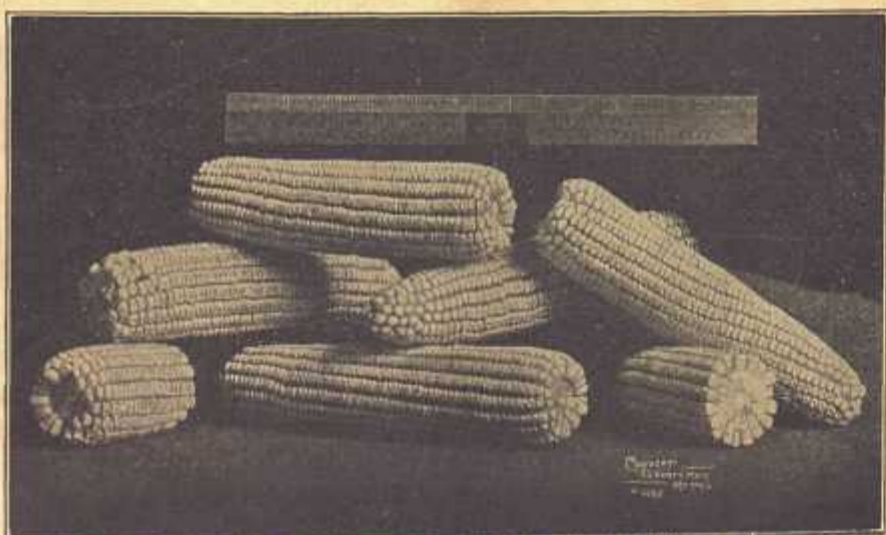
### To the Public

The Virginia-Carolina Chemical Co. has purchased real estate in Sanford, to erect upon an "up-to-the-minute" Fertilizer Plant for the use of our friends and the public in Orange County and tributary sections.

To those who do not know who we are, we will state that we are the largest manufacturers of Commercial Fertilizers in the world today and maintain over fifty fertilizer plants, covering the entire South, from Maryland to Texas. Our business in Florida has outgrown our facilities, hence the new plant at Sanford.

Our goods everywhere are of standard merit and tried reputation. We make special formulas for each class of crops and have thousands of favorable testimonials as to their merits. Knowing the trade and its requirements, we have the necessary skill and knowledge to successfully meet them. We have done more to promote scientific intensive cultivation in the South than all its schools and colleges combined, because our work is tested in the field under every possible contingency of soil and climate.

The Virginia-Carolina Chemical Co.  
F. M. WHITTLE, Division Manager



Corn, Produced with Virginia-Carolina Fertilizers

### The Virginia-Carolina Chemical Co.

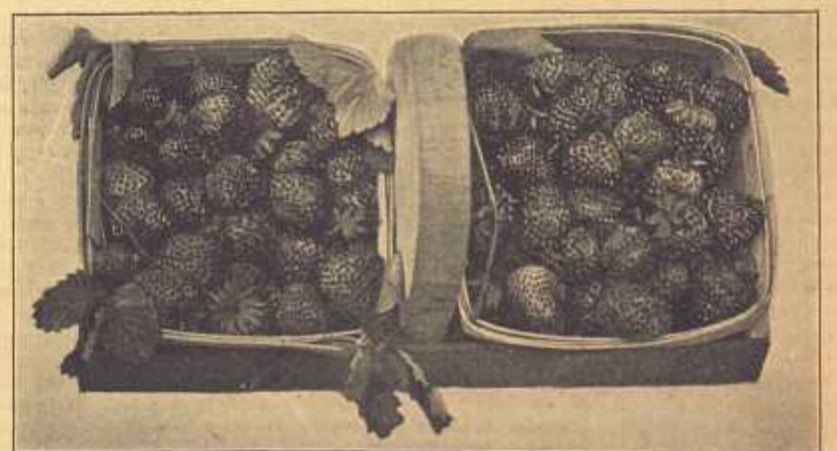
Fifty-four Large Modernly Equipped Factories.

Mines of Brimstone, Pyrites, Potash, Salts and Phosphates.

Years of Experience in the Manufacture of Fertilizers.

Ample Capital.

Largest Concern in the World in this Special Line.



Strawberries, Grown with Virginia-Carolina Fertilizers



GWYNNE FOX

Manager Sanford Buying and Shipping Department of Crutchfield & Woolfolk Co.

Trucking on Sanford Celery Delta

The story of the trucking industry on the sub-irrigated lands at Sanford sounds so much like a fairy tale that I hesitate to talk, much less write, about it. I am reminded of a story I have heard of a rosy-cheeked young Irish girl who went west to cook in a ranchman's family, and as there were certain young ranchmen unembarrassed with ramiy ties, Jessie was not long in getting to be mistress of a ranch for herself by marrying one of the young men. In due course of time, she told her husband that she had a brother in the old country who would make a good man on the farm, so Pat was sent for, and proved to be all that was desired. When more labor was needed, Jessie's husband asked 'at if he had any more relatives that would like to come over and work for him, and Pat said, "Sure I have." So it was arranged to have Pat write to Mike and get him to come over. After writing a letter for that purpose, Pat thought best to read it to Jennie, for approval, before sending. She was well pleased, until it came to a place where he said, "Sure, Mike, and we have mate to 'ate three times a week." At that point Jennie's "Irish" was up, and she wanted to know why he should write such lies as that, when she gave him meat to eat twenty-one times a week, and plenty of it. Pat's reply was, "Sure, Jennie, that would never do; if I told him that, he would think I was lying, and wouldn't come, at all, at all."

A prominent real estate man, a few months ago, was showing a Staten Island celery grower the farms about Sanford, and was pointing out some of the places where the owners had cleared over \$2,000.00 per acre on celery, also informing the visitor that we shipped three cars per acre. Both statements seemed incredible to the gentleman from Staten Island. Soon they came to a field that was just ready to cut, and the visitor was asked to examine the crop, which he did with the air of a judge. Five minutes later he turned to the first named gentleman and exclaimed: "My God! how do you get so much stuff to grow out of the ground?"

Now that is the question that all wish to have explained, and I will answer it in this way: First, the climate is ideal for truck growing. Second, the soil is just right, both for drainage and irrigation. Third, the sulphur water from our artesian wells is just suited for full crop development. Fourth, we put on all the fertilizer that is required and keep the soil moist. Any farmer knows what the above conditions mean to a growing crop, and there is not one in the country that has not seen his crop suffer and often make only half a crop for the want of water at the proper time. We never suffer for water, neither do we suffer from too much, because our system of tiling will carry off a six-inch rain as fast as it falls.

I am often asked what this land is worth. In small lots, 5 to 10 acres, it is selling from one to three hundred dollars per acre. Last year there was land cleared and tilled in September, lettuce was set out in October, from which the grower received \$150 net per acre. Potatoes were planted on the same land and netted \$90 per acre, making a profit of \$240 per acre, and this was done from October first to May first. I will leave it to you to say what such land is really worth. In a celery crop, the main expense is raising the plants and setting them in the field. From sixty to seventy-two thousand are set to the acre. The cultivation is but little more than any other crop, and the fertilizer runs \$90 to \$170 an acre. About as good celery as I saw last year was grown with less than \$100 per acre for fertilizer. This crop cost as follows per acre:

66,000 plants, @ 40c per M.....	\$ 26.40
Marking land and setting in field.....	30.00
Cultivation .....	20.00
Fertilizer, \$96; distributing same, \$15.00 .....	111.00
Hauling bleaching boards and setting up .....	45.00
Cost of cutting, crates and putting in car @ 25c.....	282.50
Total expenditure .....	\$514.90
Average yield 1,130 crates at \$1.25 .....	\$1412.50
Less total expenditure.....	514.90
Net to grower .....	\$897.60

"THE IMPERIAL"

Sanford's New Opera House

Among notable improvements of the present season is Sanford's handsome new opera house. Exterior and interior views appear herewith, but the beautiful drop curtain, box draperies and tasty furnishings are not shown, as at the time of taking these photos they had not arrived and were not yet in place. T. J. Miller & Son is the enterprising firm that has provided the city with this fine public building. Not satisfied with anything less than perfection, these gentlemen will proceed to make the front and adjacent grounds attractive with fountain and verdure, while within, they will leave nothing undone to complete the harmonious symmetry of the whole. Mr. George A. De Cottes has the plaudits of all in the entertainments he, as lessee of the opera house, is nightly providing. The people appreciate the relaxation and pleasure afforded by evenings frequently spent at this well appointed theater, and the place is liberally patronized.

Fraternity Headquarters

The second floor of the Opera House Building is admirably fitted up for Fraternity headquarters. It is leased and occupied by the Masons, also by Knights of Pythias, Odd Fellows and Woodmen. Of Sanford Lodge, No. 62, F. & A. M., G. W. Spencer is W. M.; J. C. Ensminger, Secretary. Of the R. A. M., W. M. Lovell is the H. P. Of the K. of P., Frank Woodruff is Chancellor Commander. Of the I. O. O. F., W. P. Stone is Noble Grand, and W. S. Baldwin, Secretary. Of the Woodmen, G. S. Derry is Consul Commander. All these orders are in a prosperous condition. The best citizens of Sanford are connected and the orders are a source of great public benefit as well as of royal entertainment and enjoyment. Strangers coming here, in good standing elsewhere, receive a warm welcome.

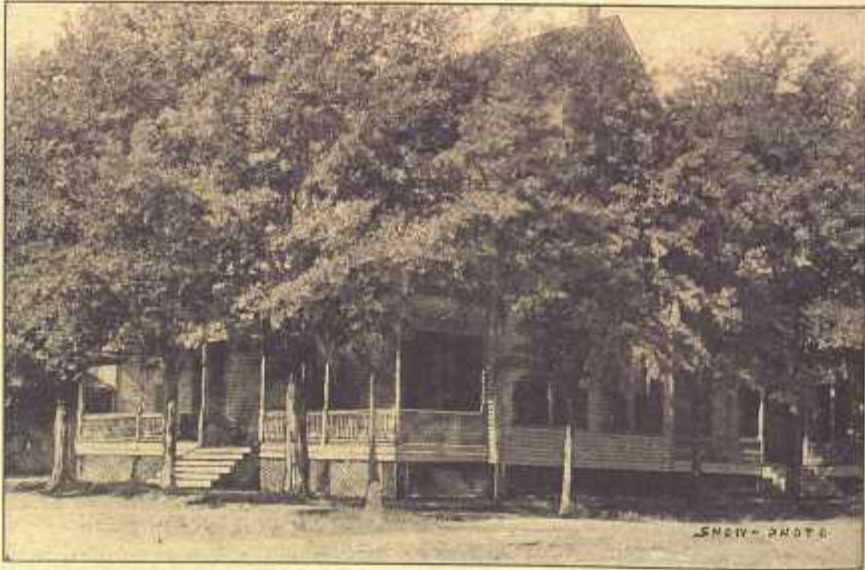
Celery City Aerie

Celery City Aerie No. 1853, Fraternal Order of Eagles, is the largest fraternal and social organization in Sanford, shows on its membership roll the names of the best business and professional men in the city and during its now two years of existence has done much good in bringing together its members for the advancement of Sanford interests. The present officers are: W. D. Holden, W. Pres.; Geo. S. Derry, W. Vice-Pres.; S. Runge, Sec.; G. R. Calhoun, Treas. They have a large, well-equipped hall and reading room in Stone-Grove Building.



RESIDENCE OF R. L. HUGHES

This farm of some nineteen acres, about half under cultivation, sold since our last edition, by D. R. Brisson, then owner, to the above named gentleman, for Twenty Thousand Dollars. Mr. Brisson, with L. A. Bromley, at once repurchased, paying Seventeen Hundred and Fifty Dollars an acre for ten acres of highly improved land in the same locality.

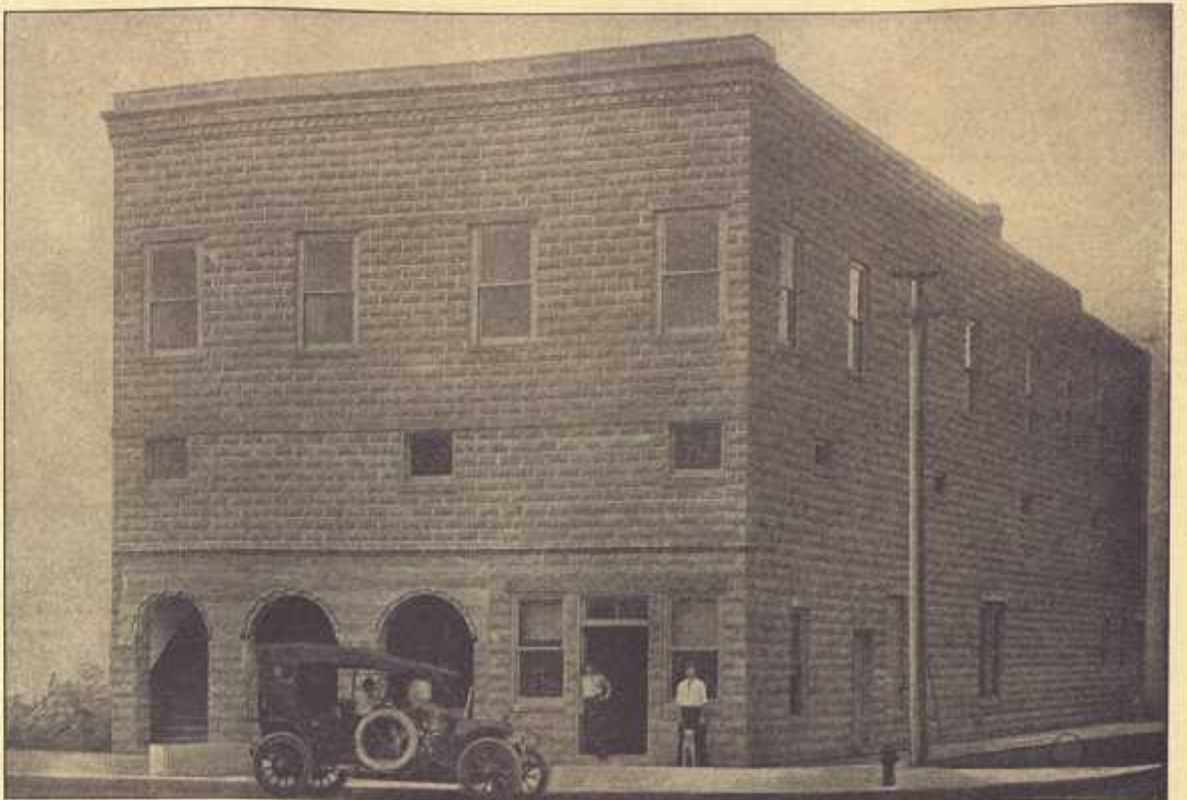


"The Wilton" or Rose House

We sometimes get \$2 and \$2.25 per crate, and some growers make over 1,200 crate per acre. The average number of crates per acre for celery, on fields from ten to twenty acres in size, is 800 crates, and at one dollar per crate would leave the grower \$800.00 net per acre, but we have usually not had a crop average as low as a dollar a crate.

Lettuce is a much cheaper crop; we set from 27,000 to 30,000 per acre. The cost of growing plants is about 10c per M.; the cost of growing an acre of lettuce is about \$125.00; cost of cutting and hauling to car, 25c per hamper. An average yield is 400 hampers, and an average price is a dollar a hamper, F. O. B., leaving the grower a net sum of \$190.00 per acre, and this is done in 90 days.

Our spring crops are beans, squash, sweet corn, tomatoes and cucumbers, all



"THE IMPERIAL"



INTERIOR OPERA HALL

T. J. Miller  
F. L. Miller

Funeral Directors and  
Practical Embalmers

A Full and Complete  
Line of Metallic and Wood  
Burial Caskets and  
Collins



A PARLOR AT MILLER & SON'S UNDERTAKING ESTABLISHMENT

J. W. CONNER  
REAL ESTATE

Celery Farms. Cut Over and Timber Lands. City Property.

Special Attention given to Colonizing  
and Colonization Features

When You Step from the Train  
Just over the Way to the Right  
First and Best Place to Stop  
PICO BLOCK - SANFORD, FLA.



White Wyandotts

Utility Strain

Money in Poultry in Florida  
Get the Best

J. A. Tackach  
Breeder of Pure Bloods;  
Cocks, Hens and  
Eggs for Sale

I carry a full line of The Cyphers Incubator Co. goods. Get anything you want from me. If I haven't it, I'll obtain it for you with promptness and dispatch, at lowest prices. Call on or address

J. A. TACKACH  
Sanford ; ; Florida

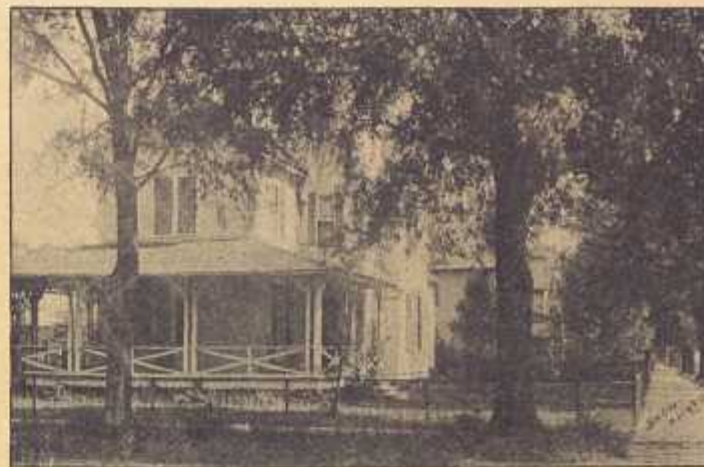


MRS. M. MARTIN,  
Proprietor Comfort Cottage.  
Organist at Church of the Holy Cross

One of the prettiest and most charming places to rest and enjoy life when one comes to Sanford is Comfort Cottage. The location and beautiful shade about the premises are prime attractions to visitors, but above and beyond these are the comfort of the rooms and the appetizing menu provided by the cordial and capable landlady, Mrs. M. Martin. Fire got in its destructive work in this house a year ago, but Mrs. Martin pluckily repaired and rebuilt, making her delightful Comfort Cottage more than ever inviting and enjoyable to guests. Strangers and visitors to the city are at once at home and happy in Comfort Cottage.



COMFORT COTTAGE



RESIDENCE OF M. F. ROBINSON



ONE OF M. F. ROBINSON'S THRIFTY ORANGE GROVES



ONE OF M. F. ROBINSON'S GROVES, IN FRUITAGE



M. F. ROBINSON

#### M. F. Robinson's Groves

Herewith we give a view of two, showing the thrifty and handsome orange grove attractions that M. F. Robinson has to offer any who may wish to engage in that profitable culture. Mr. Robinson has quite a number of these, variously located and at various prices, to suit the taste, and purse of almost everybody. Besides being profitable, it is just the nicest thing imaginable to step into your own grove and pick and eat your own self-raised, fresh and juicy fruit.

Mr. Robinson sells many groves each year, but he still has numerous handsome and desirable properties, to be had on advantageous terms. He will promptly answer any and all inquiries. His address is, of course, Sanford.



PLUCKING THE GOLDEN FRUIT



JAMES V. WEEDEN

Young college man who is successfully operating a Celery farm at Sanford

## ORANGE GROVES FOR SALE

I have several orange groves of six to twelve acres, all bearing fruit, located from three to four miles from Sanford. Prices ranging from \$2500 to \$7000.

FOR PARTICULARS APPLY TO  
**MRS. H. L. DE FOREST,**  
SANFORD - - FLORIDA

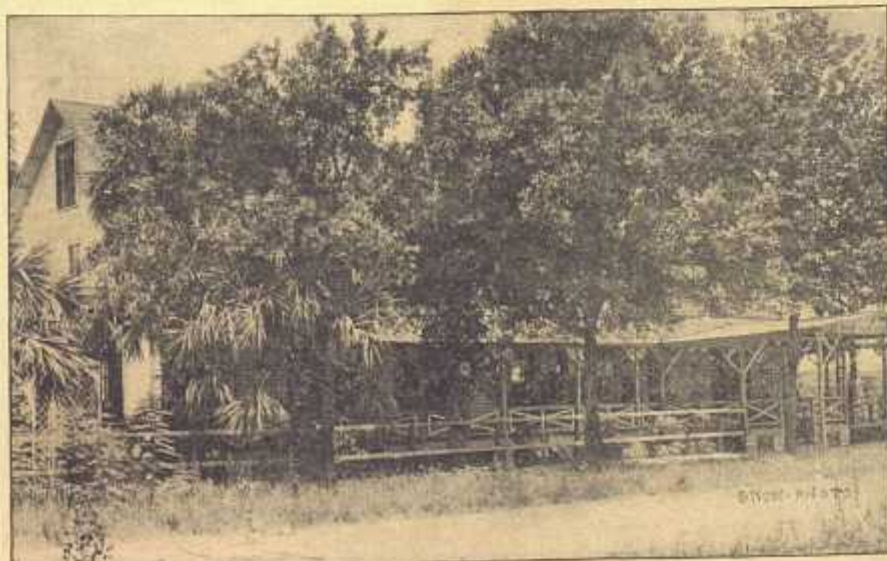


JUDGE TUCKER PLACE

One of the early landmarks of Sanford. Mrs. A. E. Phillips, whose portrait here appears, is a daughter of the Judge



MRS. A. E. PHILLIPS



THE "ROBBIN'S NEST," A. Robbins, Proprietor

An inviting hostelry, neat and provided with all the comforts.

Reasonable rates, popular with the public.

Landlord Robbins has remodeled and still further improved his hotel the present season.



THE NYMAN AND HENDERSON FARM

This farm, since issuing our last edition, was sold by the former proprietor, N. J. Stenstrom, to the present owners, Messrs. Nyman and Henderson, for Fourteen Thousand Dollars



ANDREW JOHNSON

Andrew Johnson

Andrew Johnson, one of Sanford's leading attorneys, was born in New York in 1853, of Scotch Irish parentage, being direct descendant of the celebrated Dr. Johnson on his father's side and Gen. Robert Gray on that of his mother. Mr. Johnson was admitted to practice by the Supreme Court of Illinois in 1878. In 1882 he moved to Florida and located in Orlando, where he enjoyed an extensive law practice and acquired a considerable fortune, when in 1889 he was induced by a line of wealthy clients to manage and develop certain properties in the State of Alabama, since which time up to four years ago he has been engaged in promoting different enterprises, principally railroads, having constructed and operated three lines. He has been through all the financial crises since 1889 down to the present time, and as he himself says, has had his ups and downs.

Mr. Johnson has been an extensive traveler, visiting Europe on five different occasions, as well as one trip to the far East. There is hardly a point on the globe that he has not visited or is familiar with; he especially knows the United States, not a state or territory in it that he has not carefully looked over save Maine, Vermont and New Hampshire, and as a result of his travels and investigations, experience and information, he has, after seeing all others, returned to Orange County and declares that all things being considered, Orange County is the banner county, not only of these United States, but of the world. When asked why, he says: "The people are different; I love the people; the climate is everything that can be asked for; it is the only place where I can live without pain and sickness; its possibilities are great; there is no point left where the homeseeker or speculating investor can today place his money as certain of remunerative returns as in this county and especially around Sanford. No mistake can be made in buying property and making a home in or near Sanford." Mr. Johnson has resumed the practice of his profession and says that while there is not much money to be made by a lawyer here, that he can enjoy in this climate what little he does earn and prefers it to making more money in the north and suffering with rheumatism and ailments.



THE FIELD WHERE CELERY WAS FIRST GROWN IN SANFORD



RESIDENCE OF N. H. GARNER



FARM RESIDENCE OF POSTMASTER C. F. HASKINS



**SPEER'S GROCERY**  
**STAPLE AND FANCY GROCERIES**  
*Sumner's Best XXXX Butter*  
Park Avenue Phone No. 347

**Wight Grocery Company**

WHOLESALE EXCLUSIVELY

**Provisions, Hay, Grain, Etc.**

**Cigars and Tobacco**  
**Fruits and Produce**

Our specialties: Case Goods and Rice

SANFORD

FLORIDA



MISS ARANKA TAKACH  
Daughter of Mr. and Mrs. B. E. Takach



ONE OF HAND BROS.' FINE DRIVERS



A FAVORITE PONY



**HAND BROTHERS, Livery and Sale Stables**  
Harness and Buggies, Blacksmithing and Horseshoeing, Horses and Mules Bought, Sold and Exchanged



THE WELBORN BLOCK



JOSEPH CAMERON

When you visit Sanford, of course you'll want to take a trip out to "Joe's place." Don't know who "Joe" is? Well, anybody in all this locality will tell you. Everyone calls him "Joe," but his right name is Mr. Joseph Cameron. Mr. Cameron is one of those fortunates who was shrewd, or lucky, or heaven-favored enough to get hooked up some time ago with a big bunch of this Celery Delta land that's now next thing to a gold mine. You see they didn't know then that it had such capabilities, nor that they had such a priceless treasure of flowing water, although we give here-with a picture of a well on the Cameron place that has been gushing forth a continuous floodlet, night and day, for nearly twenty years. No finer lands are to be found anywhere than the tract owned by Mr. Cameron, and if you're looking for investment, this gentleman is one whom it would be well to see, aside from the pleasure of a ride out to his premises.



Flowing Well on the Cameron Place



OUT FOR A FROLIC



**L. R. PHILLIPS & COMPANY**

= = Druggists = =

**THE REXALL STORE**

HOSPITAL AND PHYSICIAN'S SUPPLIES

Complete Prescription Department

PHONE 50

**SANFORD, FLORIDA**

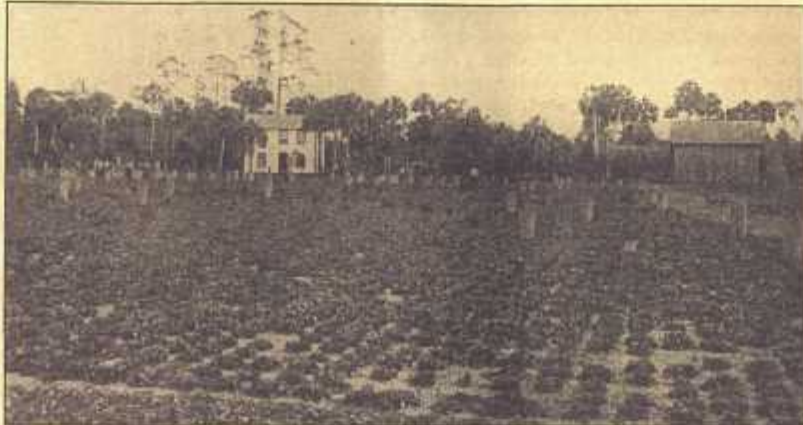
**AGENTS**

Richard Hudnut  
Vinol  
Eastman Kodak Co.  
Nunnallys Candy  
Bowden Lithia Water  
Harris " "  
Rexall Remedies

**GARDEN SEEDS**  
Stationery  
School Books  
Cigars and Tobaccos  
Soda Water  
and Ice Cream  
Direct Imported { Bermuda Onion Seed  
French Golden Self-bleaching Celery



W. L. MORGAN  
Junior Partner in the Phillips & Co.  
Drug Store



THE CAMERON FARM RESIDENCE



LUNCHING IN THE WOODS



L. G. STRINGFELLOW  
Sanford's Chief Magistrate



CITY PARK AND BAND PAVILLION



L. P. McCULLER

When we issued our former edition, Mr. McCuller was a salesman with the Sanford Grocery Co. Since then he has opened business for himself and has one of the nicest stocks in the city. His goods have the reputation of always being fresh and sweet. The affable manner of the proprietor and the quality of his goods coupled with fair dealing make the McCuller Store popular with the public.



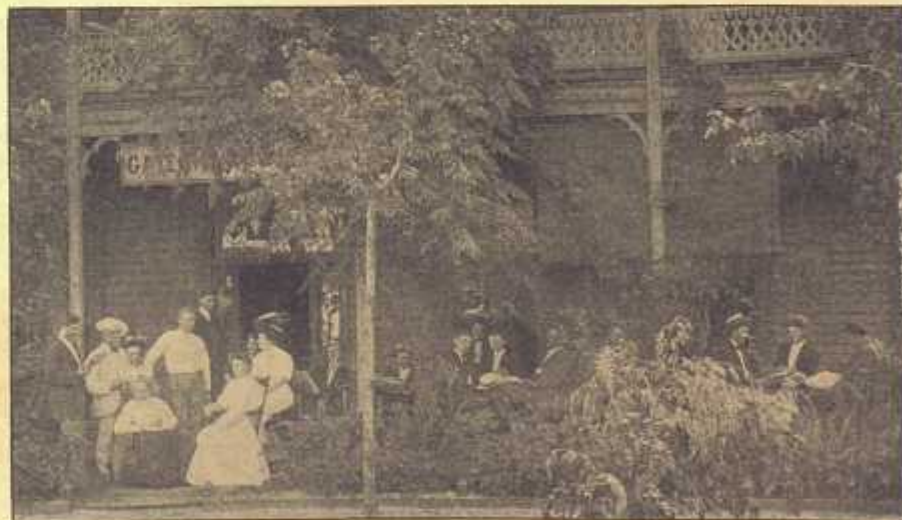
INTERIOR OF McLAULIN'S JEWELRY STORE

Henry McLaulin, the Jeweler, is one of the most reliable men in the vicinity of Sanford. He is an excellent watchmaker, and keeps an extra large up-to-date jewelry store. His line is equal to anything in the South. He also carries a fine lot of souvenir goods, cut glass and Pickard's hand painted china.

**Turning Sanford Way**

Florida is in the eyes of the people of the United States. The lands in the west and northwest and in Canada have been filled and many of these people are turning toward Florida to get a milder climate. The arid lands of the west have been reclaimed and the new irrigation system has been a great boon to the farmer, but he must obligate himself to pay a yearly tax and the chances are good for the system to bankrupt him if a few years of bad crops should endure.

The Sanford system of sub-irrigation has caused the world to take notice and it is pronounced by experts to be the best. With the pure artesian wells to fill the pipes, flowing all the year round with no expense after the well is driven, the grower has all the chance to make good. Sanford is not an experiment like many other places.



**GATE CITY HOUSE,**

J. D. PARKER, Prop.

Room and Board \$1.50 per day. Meals 35c each. Special rates by the week.



RESIDENCE OF E. H. HERNDON,



**HERNDON'S GARAGE**  
**E. H. HERNDON, PROPRIETOR,**  
**PRACTICAL MACHINIST AND GENERAL REPAIR MAN**  
 AGENT FOR AUTOMOBILES—GAS ENGINES—LAUNCHES—BICYCLES—ETC.  
*Automobile and Launch Work a Specialty*  
**SANFORD, FLORIDA**  
*Satisfaction Guaranteed.*



DRY GOODS DEPARTMENT, NOTIONS, MILLINERY, Etc., METTINGER STORE



CLOTHING AND FURNISHINGS DEPT., METTINGER STORE

### In the Pioneer Days

If we look back 35 years we can imagine we still see the large old board building of the "Orange County Club House," and we recall the days when people from all over gathered there every two weeks to enjoy the grand balls we used to have. A band from Jacksonville furnished music, the refreshments were both elegant and abundant, silks, diamonds and dress coats were the rule, and one would hardly believe that the assembly labored all the week through. Such was the case, however. This got all in close touch with each other. They were happy to stay here and build orange groves and houses. Every kind of conveyance was pressed into use to get folks to the ball. We had a big, old mule and cart which we used, to take my wife and four-year-old Bertie. We did not know much about a mule then. So we would all get into the cart, put our negro man "Len" on the mule, and he would ride and drive, and always piloted us through the three miles safely, in daylight or darkness, rain or shine, going or coming.

What a contrast between those days and the present, and what strides of progress have been made by "Lucky Sanford." It is wonderful how the Celery Delta farming industry has changed things. When we started for Florida we bought a stove and pipe in Cincinnati, O., as none could be bought here, and shipped it ahead of us to Mellonville; no Sanford at that time. The stove came, but no pipe. We had to cook on fireplace and lived half of the time for three weeks upon stewed duck. There were no railroads and only one steamboat a week. Now we have only to press the button and everything we need is ready. So new-comers need not fear for want of anything. There are no fake land schemes in this rich trucking district of Sanford, garden spot of the world. Any of the land agencies are composed of good and reliable men, who treat their customers right and help them to a paying investment.

Plenty of room here yet, and we invite outsiders to come. We will receive them with open arms, to this El Dorado, good climate, good people, good health, great opportunities, plenty of everything and easy money. There is no such opportunity in the world as there is right here in this great flowing-well belt. I will be glad to furnish any information helpful to new-comers.—A. H. Crippen, Sr., Pioneer.

### The Mettinger Store

The Mettinger Store is known for miles around Sanford for its fine line of goods, low prices, and principles of square dealing. Courteous attention to customers is also a feature of the establishment. For fifteen years this store has maintained its reputation for catering to those who want high-class quality in every kind of goods, and "only the best," which, with adherence to the policy of strict integrity in business have enabled the establishment to weather all sorts of sailing and come into port a winner. Continuous repetition of stock from the com-



A. H. CRIPPEN, SR.



A. H. CRIPPEN, JR.

When you move to Sanford don't pay big freight on the old instrument, but get a new one at low figures of A. H. Crippen & Son, the firm that sells High-grade Pianos at down prices, cash or on installments, as you please.



"THE GABLES," RESIDENCE OF MR. CRIPPEN, SR.



THE CRIPPEN FAMILY

This interesting group shows four generations, and every member of the circle enjoying good health.



J. W. DICKINS' LIVERY.

The above snap-shot of J. W. Dickins, drawing the ribbons over one of his spanking teams of flyers, does not convey as good an idea of this well equipped livery as should be shown, in justice to the proprietor and his excellent establishment. No handsomer turnouts or more reasonable charges are to be found than are always furnished at the Dickins stables. In visiting the city and surrounding country, a ride behind a gentleman's driver from the Dickins barn is an added delight.

lars, etc., hats and caps, all shapes, soft and stiff, straw and other materials.

A more complete and up-to-date general store for men and women can hardly be found anywhere and the energy exhibited by this firm to maintain its reputation cannot be excelled.

### The Sanford Delta.

In and around Sanford are rich black hammock and prairie lands which were

considered of no particular value until within the last few years. On several thousand acres of these lands can be obtained artesian wells of great force and volume, by driving only a hundred feet. A few years ago some one conceived the idea of irrigating the land by means of these wells, and it was from this idea that the wonderful development in the Sanford district originated.



RESIDENCE OF W. W. LONG

Mr. Long is proprietor of one of the well-appointed Grocery Establishments of Sanford. Since our last issue, he has outgrown his former quarters and has now a handsomer and larger store in the center of the trading district. He carries a fine line of Staple and Fancy Groceries, Florida and Western Meats, Country Produce, Nuts, Candies, etc., Game and Oysters in season. Also Virginia-Carolina Chemical Co. Fertilizers. He has been identified with the public affairs that make for the interest of the city, for a number of years.

### The Homeseeker and Investor

The constant and increasing demand from people in the north, for homes and investments in a warm climate, has caused investigation of the resources and advantages of many localities in the west, southwest and south. Some of these localities offer good opportunities, but there are disadvantages at certain seasons of the year that make them undesirable.

"We had heard the wonderful stories about the new celery lands of Sanford, Florida, and looked upon them with the same doubtful spirit as on the stories about other localities," writes B. A. Howard, of the Howard-Packard Land Co. "However, we were finally induced to make an investigation, and after looking over the country carefully, talking with the farmers and business men, seeing the crops grow and harvested, and noting the wonderful returns received for them, our president wrote to the home office as follows: 'You may tell the biggest story that your imagination can create, about the profits in truck farming at Sanford and they will be surpassed by the facts.'"

"It is difficult, indeed, for the man who has never seen it to comprehend and believe what is being done at Sanford in the trucking business, and we shall not be surprised if a few of the statements made herein are discredited by some of our readers. We stand ready, however, to prove every assertion, and if upon investigation, you find that we have overstated the facts we will pay your expenses for the investigation. If the people of the north really comprehended the opportunities that exist, Sanford would be flooded with them within a week and in a fortnight there would not be an acre of celery land left for sale."



A CORNER OF FRANK'S CLOTHING STORE

## M. FRANK

### Men's Furnisher and Clothier

PICO BLOCK, SANFORD, FLA.



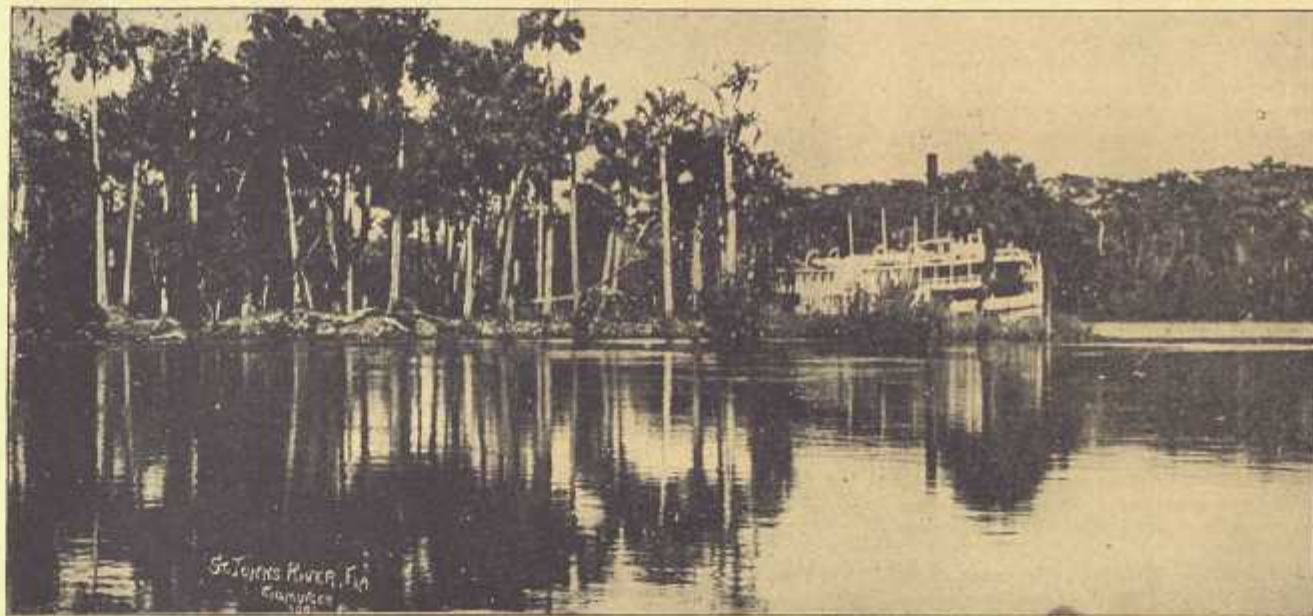
## SPENCER'S BAKERY

Our Motto: Cleanliness

PARK AVENUE

PHONE 106

SANFORD, FLA.



ON THE ST. JOHNS



W. J. HILL AND HIS INDUSTRIES

Pioneer and Extensive Business  
Man of Sanford

W. J. Hill is the oldest business man in his line in Southern Florida. He has, too, an excellent memory of the early days of what is now the Celery City. The first mayor, he informs us, was T. E. Pierson, a republican. George Tranter was the first City Marshal. He came from Staten Island, and is resident there now. Mr. Hill says he himself came from London, England, the largest place in the world, to Sanford, Florida, then the smallest place in the world. He figures that he has lived here longer than any one else, and states that he camped out where Sanford now stands, in 1873 to 1876. His first bedroom here was two empty barrels, and his next was a piano box. Then he constructed one in the forks of a live oak on Lake Monroe. In all these years he has never been sick. When the town was incorporated, in 1877, there were but eight people living in Sanford who could vote, and its borders were extended to include the Swede settlement, three miles distant, so that there might be votes enough to make it a town. As Mr. Hill was inspector, and the Swedes could not read or write he was their proxy, and he did all the

voting himself. Mr. Hill owns the shovel with which Gen. Grant dug up the first shovelful of earth, inaugurating the work of construction on the South Florida Railroad. He sold the dirt dug up by the General, also the cigar stubs thrown away by him, receiving for the latter 25 cents apiece, although he frankly admits that he is not sure that all the cigar stubs he sold were actually and truly smoked by Gen. Grant. He camped with the Seminole Indians in 1876, and at that time, with three others, killed over a thousand alligators and two thousand plumed birds on Kissimmee river.

Mr. Hill does, and always has done a large business. He handles lumber, and every possible kind of building material, the completest line of hardware, guns, ammunition and sporting goods, implements, and does drive well work, on large scale. His son-in-law, Robert A. Newman, is manager of the hardware, and W. A. Stafford has the drive wells in charge, never failing to get a fine flow of water wherever he attempts it. The son, W. C. Hill, assists in the business. Mr. Hill also farms to some extent.



ARCHIE FULTON

First Assessor of Sanford

Now well known politician of New York,  
Richmond Borough

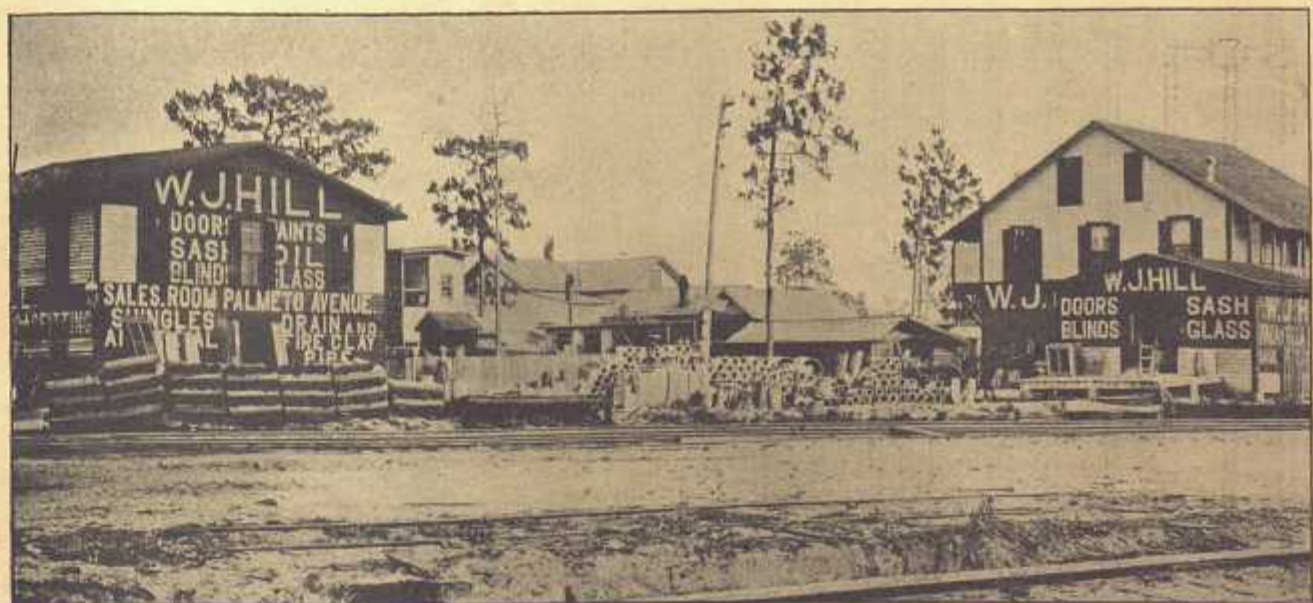


SOME OF THE HILL INDUSTRIES



FELIX FRANK

Son of M. Frank of the Frank  
Clothing Store



### THE SANFORD SYSTEM OF SUB-IRRIGATION

One of the most important features of successful soil-producing in the Celery Delta is the proper comprehension and operation of the Sanford System of Sub-irrigation. Below is a concise and clear explanation of same, from the pen of Hon. J. N. Whitner. Mr. Whitner says:

I gladly avail myself of your invitation to write a brief article on the Sanford System of Sub-irrigation, because of its effectiveness and consequent value. In its perfection (for if it is not perfect, we are not aware of the imperfection) it is an evolution, the result of many experiments.

The idea was advanced by the late Rev. T. W. Moore, and put in practice by him on one of our streets to lay the dust, where he used an inverted V-shaped trough, under which a stream of water from an artesian well was allowed to run. The water saturated the ground below and was brought to the surface by capillary attraction, perfectly accomplishing his purpose of keeping the street damp but not too wet.

The plan was adopted to irrigate our celery and other truck farms. Tile was substituted for wooden trough, drain ditches were cut, into which the tile emptied, furnishing a perfect system of drainage as well as irrigation. The further developments consist in such accessories as water mains of any cheap material, as concrete, sewer pipe, etc., from which water is turned into each row of tile as desired, through a standpipe or box.

#### How to Get Results.

To enable one to quickly wet the land even to the extent of ponding the surface, we employ what is known as stop-boxes or pockets, near the lower end of the tile at the drain ditch, and by plugging the tile in the stop-box, very quickly get the land wet enough for any purpose; such, for instance, as transplanting any of our crops. For the best results the land should be nearly level. If it is not, the rows of 3-inch tile, 20 feet apart, should be put in parallel with the slope, so that the lower end should be only a few inches to the 100 yards lower than where the water is turned in; the water supply being at the highest point and by gravity running through the entire system, and discharging into the drainage ditch at the lowest.

The supply of water can be regulated so as to irrigate the entire field simultaneously, or confined to a single row of tile, or as many as desired. Hence, with perfect safety in the same field, can be grown a variety of crops, though some may require a very wet soil and others the contrary.

To further illustrate the ease with which the water supply is controlled, one might have a crop growing where it is desirable to keep the ground comparatively dry, while, on the adjoining plot it might be necessary to saturate the soil to set plants. This can be readily done without expense, the only effort necessary being to insert a stopper into the box leading into the tile trough in the former and to withdraw it in the latter.

Therefore, when the water supply is cut off you have a perfect system of drainage. Hence, the two dangers to farming, too much or too little water, are under entire control. Below is a diagram showing the plan used in Sanford irrigated lands.

#### Used with Artesian Water.

We do not know the value of this system when applied to other soils and in other locations where water is scarce and expensive. Here we have artesian water in great abundance, and after the well is driven and plant installed, our irrigation costs us nothing further, requires little or no watching and the plant is permanent and needs no repairs.

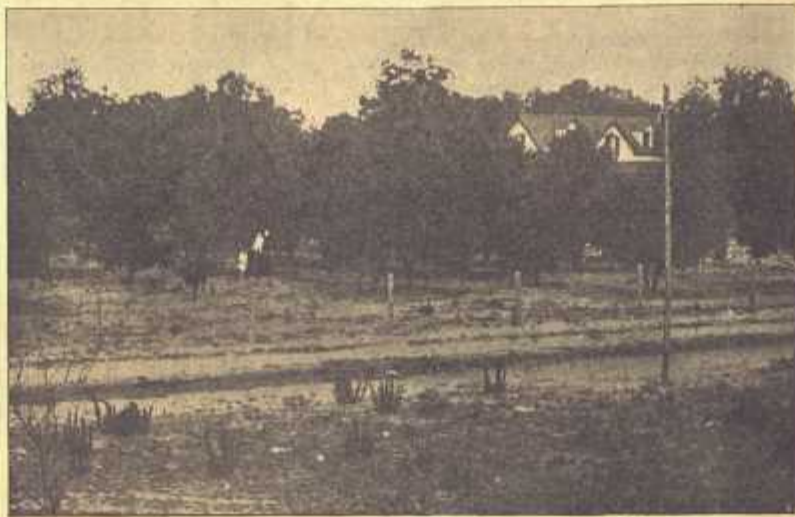
With this system our trucking interests are rapidly developing because we are not only assured of a crop, having practical control of the water supply, but barring unusual cold, can count with accuracy the time of maturity of crop when planting and thus have crop on the market when desired. The yield in quantity



S. RUNGE AND FAMILY

### OUR UNDEVELOPED CROPS

Sanford has unequaled and as yet undeveloped crops which will put us far in the lead, independent of her great leader, celery.



WHITAKER ORANGE GROVE

is marvelous and the quality fine. Our principal crop as yet, is celery.

We are beginning to grow other crops and, so far, have perfectly succeeded. We are bold enough to challenge any place on earth to show like results with ours, and will gladly furnish facts and figures to make good our claim. Our system is as beneficial to field crops as truck, and by it large yields of hay are taken from our fields as early as May, leaving ample time for growing soil crops, like cow peas and beggar weed to enrich the ground. The practical mind at once grasps these advantages.

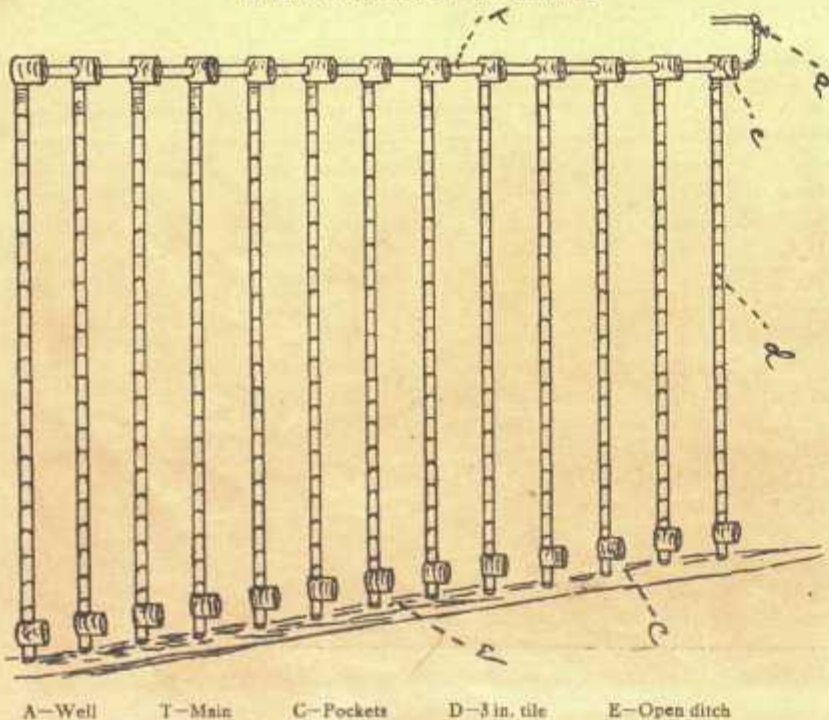
In addition to the above, the tile drains carry warmth and air, or rather warm air, to the roots of growing crops and wonderfully stimulate and quicken their growth. More than this, with our artesian water thus applied, we have grown the same crops on the same ground for a dozen years, with most gratifying results.

#### Additional Advantages.

Twenty years ago the writer lay awake at night and tried to devise a practical plan of sub-irrigation to avoid the scalding effects of the hot sun on the saturated earth, which makes truck growing in our southern climate so uncertain. And lo! it has worked out among his neighbors on a scale so large as to eclipse his fondest dreams.

These dreams never contemplated the comprehensive and effective drainage, which, while incident to sub-irrigation is really of paramount importance. The importance of tile drainage is well known, but I would urge its importance even where it cannot be coupled with sub-irrigation.

#### SUB-IRRIGATION DIAGRAM



## SANFORD COCA COLA BOTTLING CO.

### Bottlers of Coca Cola, Ginger Ale, Soda & Mineral Waters

Since its establishment three years ago, when they bought out the Bottling Works of G. R. Calhoun, this firm has had a steady and continuous growth in the volume of their business. New fixtures had to be added to their equipment, to be able to handle their business, and their plant has now all modern conveniences for the most sanitary cleaning and filling of bottles. Their extensive shipping trade covers a territory of over 50 miles' radius and their ever-growing city sales are an indication of the growth of Sanford as well as of this company's up-to-date methods of handling their business through judicious advertising and courteous treatment of customers. The increase in sales of bottled Coca Cola especially shows that the public understands more and more the good qualities of Coca Cola as a harmless, refreshing and healthful beverage.

S. Runge, the Secretary, Treasurer and local Manager of the Company, is a Sanford citizen, who has always at heart the advancement and building-up of the city.



SANFORD COCA COLA BOTTLING CO.



RESIDENCE OF S. RUNGE

### FOR SALE On Orange Avenue

Winter home and eight acres in fine orange grove. Last season's crop on this grove was 1,500 boxes. This place with a little care will give a good living to a family. The house, as can be seen from the above picture, is in fine repair and will make a beautiful home for any one. There are eight rooms and kitchen adjoining. Excellent water. Roads fibered to the city, which limits are only half mile away. The trolley line is but short walk from house.

Anyone wanting a fine winter home in the land of sunshine and flowers right in sight of the Celery City, the fastest growing town in the South, come to Sanford and see.

Address,

C. C. WHITAKER,  
Sanford, Fla.

C. C. WHITAKER

### The Pepsi-Cola Bottling Co.

MANUFACTURERS OF

Ginger Ale, Soda Water, Mineral Water

We make the Best and Our Line is Made According to Pure Food Laws.



## Sanford Supply Co.

ORIGINAL PACKAGE STORE

DEALERS IN

HAY, GRAIN, FLOUR  
AND STAPLE GROCERIES

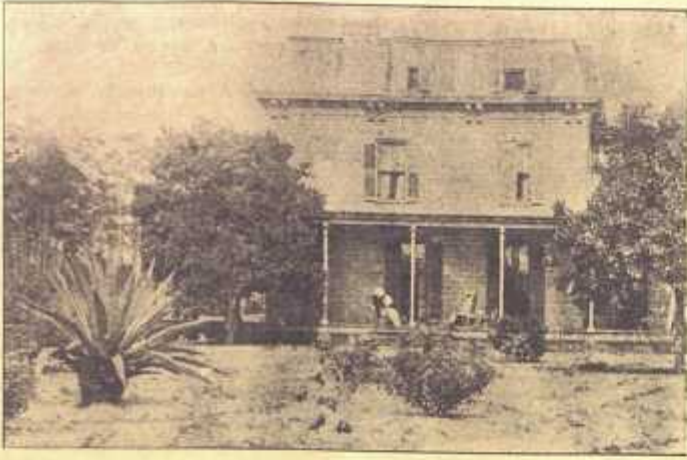
The best town in South Florida, is Sanford; more push, pluck and energy. New comers will ask where to buy Grain, Hay and Groceries. Easy answered:—

### SANFORD SUPPLY COMPANY

The proprietors, Messrs. C. C. WHITAKER and Mr. W. S. BURNET, who have been in business in South Carolina for a number of years, came to Sanford about one and one-half years ago, have built up a good trade and are growing in favor every day.

### OUR PEPSI-COLA COMPANY

This Company started business May 15th, 1909, and occupies a position in the front rank. Always on the alert for business, courtesy and prompt attention to orders, together with one of the neatest and most sanitary plants, have gone far toward making this industry one of Lucky Sanford's popular institutions.



RESIDENCE THOS. EMMET WILSON  
At Sylvan Lake, Florida

### Thomas Emmet Wilson

Mr. Wilson is a lawyer. He was born in Putnam Valley, New York, October 1, 1847, son of Hugh C. Wilson and Mary F. (Wardell) Wilson. Educated in the public schools and at the Peekskill Military Academy of Peekskill, New York. Admitted to the bar in Brooklyn, New York, in December, 1868, and has since then been actively engaged in the practice of law in Florida. Mr. Wilson was state's attorney for the Seventh Judicial Circuit of Florida from January, 1873, to January, 1877; county solicitor for Orange

County, Florida, from 1873 to 1877, for Volusia County, Florida, from 1874 to 1877, and for Brevard County, Florida, from 1875 to 1877. He procured the charter for and became attorney, 1879, of the South Florida Railroad, then the most Southern railroad in the United States, and General U. S. Grant turned the first shovel of earth on its construction in March, 1880; procured the charter for and became attorney of the Florida Midland Railway in March, 1883. He became attorney for the Orange Belt Railway in June, 1886, and procured an extension of the charter to build to St. Petersburg,

Florida, and to Sanford, Florida, and procured a charter for the Sanford and St. Petersburg Railroad; was vice-president and general counsel and a director of the Orange Belt Railway, from 1889 to 1893, and general counsel and a director of the Sanford and St. Petersburg Railroad from 1893 to 1895. He procured charters of incorporation for Sanford, Florida, Eustis, Florida and St. Petersburg, Florida, all thriving towns, and at different times has been their attorney, and he was postmaster at Sanford from 1877 to 1880. Mr. Wilson has traveled around the world, and in 1870 went to Australia and New Zealand and to the borders of the Antarctic Ocean, sailing around the Cape of Good Hope, Cape Leuwin and islands south of New Zealand. He is a Republican in politics.

R. branch from Orlando, where he has recently laid out an addition to the place of thirty acres of very valuable garden land. He also owns valuable lands in Lake, Volusia, Osceola and Polk Counties. His address is Sanford, Florida. Residence address, R. F. D. No. 2.

### Facts About Sanford Crops

The average yield per acre and what they sell for: Tomatoes, 300 crates, \$1.50 per crate; sweet potatoes, 200 bushels, 50c per bushel; Irish potatoes, 60 barrels, \$4.00 per barrel; eggplant, \$350 to \$800 per acre; peppers, \$400 to \$1,000 per acre; cucumbers, \$300 to \$800 per acre; strawberries, \$500 to \$1,000 per acre; celery, \$600 to \$1,500 per acre; string beans, \$300 to \$1,000 per acre.



**Magnolia House**  
R. H. SMITH, Proprietor

Situated on Magnolia Avenue, within easy reach of station or dock, it is little wonder that the Magnolia House is quickly seen and quickly patronized on arriving at Sanford. A hearty welcome, a good room, an appetizing meal and a very reasonable price greet the new-comer or old-comer alike. Central location, coupled with Mr. Smith's culinary and dormitory comforts, fill the house constantly and profitably. The Magnolia House pleases its patrons. It will please you, if you stop there.



HOTEL WILTON, SANFORD, FLORIDA

He is a charter member of the Orange County (Florida) Bar Association; and he was vice-president of the Florida Bar Association. He married at Sylvan Lake, Florida, July 9th, 1900, Lizzie Anna Fox. Since his marriage he has devoted his time to the general practice of his profession and to real estate, and is one of the largest individual property owners in Sanford, and in Orange County, Florida. Among his possessions are:

His land at Sylvan Lake embraces over a thousand acres. He also owns a thousand acres along the Wekiva River. Also the Yonge Grant, consisting of four thousand acres with a frontage of over a mile on the south side of Lake Jessup, and various other more scattered tracts in the county. He is also largely interested in Oviedo, a thriving village just east of the Yonge Grant and the terminus of the Atlantic Coast Line R. R. branch from Sanford, and the Seaboard Air Line R.



A COUNTRY FROLIC



**W. R. PELL**  
Painter and Decorator

Fine Work and Fair Treatment, Always



WILSON BUILDING AND LAW OFFICE, SANFORD, FLA.

## THE GEO. H. FERNALD HARDWARE COMPANY

### HARDWARE

Builders' Supplies, Lime, Cement, Plaster, Brick, Laths, Shingles, Paints and Oils, Glass, Doors, Sash, Blinds, Stoves and Tinware

### AGRICULTURAL IMPLEMENTS

Plumbing, Steam and Gas Fitting  
Tin, Paroid and Tile Roofing and Metal Work

### Electric Wiring, Gas & Electric Light Fixtures

DeVoe's Paints, Repolis the finest Interior Enamel Finish, Complete Water Plants for Suburban Residences, Gasoline Pumping Engines, Windmills, Artesian Wells Driven

### GENERAL CONTRACTORS

**LOWEST PRICES**



YARDS OF THE FERNALD INDUSTRIES

### WHOLESALE and RETAIL

Whatever your wants or wherever your location in the South, it will pay you to see or correspond with Fernald Company before contracting or purchasing. We carry every kind of Hand or Horse Tool required in Trucking and Farming. If it's an Implement, a piece of Hardware big or little, Mains or Tile or Pockets or anything else for the farm or garden, Building Material, Plumbing, Electrical Wiring, Gas Fitting or Fixtures, **get Fernald's figures.**

If you need Guttering for your house, Rain Tanks or Cistern conveniences, Tin Smithing, Roof Work, Handy Flowing Water Arrangements, Door and Window Screening, Bathroom Installing, or anything else in Domestic or Agricultural utilities of Hardware nature, be sure to call, phone or write to the Fernald Company, thus securing the promptest, most reliable and reasonable-price kind of a job.

*Nothing too small for our consideration.*

*Nothing too large for our undertaking.*



GEORGE H. FERNALD, Proprietor of the Fernald Industries

Among the most valuable industries boasted by Lucky Sanford, are those of the George H. Fernald Hardware Company. Mr. Fernald came to Sanford in 1885. He established his present business as Tuxbury & Fernald and incorporated same as the George H. Fernald Hardware Co. in 1903. He was member of the City Council in 1886, County Commissioner for six years, is Vice Pres. of the First National Bank of Sanford, President of the Sanford Telephone Co., and Secretary of the Sanford Light & Fuel Co. He is also, and has been for a long time, President of the Board of Trade and Commercial Club. Foremost in public spirit, active in his own business and in all that pertains to the good of the town, gifted with fine executive ability, energetic, wide awake, conscientious and sunny dispositioned, Mr. Fernald is one of the best and most successful of Sanford's pre-eminently estimable citizenship.



CUTAWAY HARROW

SINGLE  
WHEEL  
HOE AND  
CULTIVATOR



FERTILIZER DISTRIBUTOR

Headquarters for Irrigation Supplies  
and Agricultural Implements.

We are general contractors and invite correspondence from intended settlers and from those desiring plumbing, irrigation or steam heating installed.  
Experienced workmen employed.



THE FERNALD MACHINE SHOPS AND FOUNDRY



A. ROBBINS  
Proprietor The "Robbin's Nest"

### Celery Avenue Thrift

Celery Avenue is appropriately named. On both sides of the avenue for five and a half miles out may be seen the homes of prosperous celery growers and general truck farmers. Egg plant, potatoes and all kinds of vegetables can be successfully raised at Sanford; so successfully that almost any northern farmer will hesitate before accepting as true the reports of what has been done by truck farmers around Sanford.



"IN SUNNY FLORIDA"

### Dr. A. E. Phillips

When you are getting acquainted with Sanford take a stroll down Sanford Avenue and drop into the Phillips Drug Pharmacy. You'll find the doctor and his wife cordial, cultivated and capital conversationalists, as well as number one druggists.

Dr. Phillips is a native Floridian, and was a Confederate soldier. Returned to his father's farm in Putnam county after the war. Took up the study of medicine in 1866. Came home from medical college in the spring of 1870. Practiced medicine until the following fall, when he engaged in the drug business in Jacksonville. His experience in the practice of pharmacy covers four years in Jacksonville, seven in Tallahassee, five in Tampa and twenty-two in Sanford, less five years on a truck farm for health.



WINSOME SANFORD LASSIES



DR. PHILLIPS and his GRAND-BABY



DR. A. E. PHILLIPS



### J. B. Williams

Dealer in Staple and Fancy Groceries, Hay, Grain and Feed, Etc.

Mr. Williams is one of the oldest as well as best liked groceryman in Sanford. He came here from near Memphis, Tenn., in 1884, and has been in this line of business almost continuously ever since. He has seen Sanford develop from natural wildness to what she is today, one of the best business cities south of Jacksonville. His trade has grown steadily, and the volume of business done at the Williams Grocery is today larger than ever before.

### A. E. PHILLIPS—EDWIN ALBERTSON

A Sanford Author. "The Florida Wilds," "A Cracker Courtship," and his latest, **THE ROMANCE OF THE TEN THOUSAND ISLANDS.**

(A Florida Story.)

Brief description of the Islands off the South Florida coast in the Gulf of Mexico, with their old pirate retreats and dark secrets of by-gone ages, quickly followed by the opening of the story. An intrepid young man and a terrible desperado, a beautiful girl and an older woman appear in rapid succession upon the scene, enveloped in mystery which deepens at every turn.

The hero is suddenly and violently plunged into the depths of the great Florida forest, and is lost for days among its marvelous beauties and lurking dangers, emerging into a situation still more alarming.

Delays, suspense, surprises intervene, but "the divine passion" leads on and on through plots and counterplots and fierce conflicts; many pages teem with thrilling adventures.

A romance to be valued for the new-old country it describes, and for the grip it at once has on the reader.

#### PRESS COMMENTS.

A romance of beauty, intermingled with horror, villainy, love and revenge.—St. Louis Post-Dispatch.

Fascinating—thrilling. Holds one's attention until the tale is ended.—Brooklyn Citizen.

Book of mystery, hair-breadth escapes, perilous adventures—very exciting.—Mobile Register.

With such material and equipment no wonder the story holds the reader's interest from beginning to end.—Macon Telegraph.

Adventures with Indians, conflicts at

sea and discovery of diabolical plots fill the pages.—Chicago Tribune.

A tale of wild adventure. A hero invincible. A heroine held by a monster who rivals the one-legged cook of Treasure Island in atrocity.—Jacksonville Times-Union.

A novel by a practical writer who introduces mystery and adventure into the story.—Philadelphia Press.

No overdrawn characters and situations, no supernatural feature, no myth. Story well arranged and plot delightfully executed.—Pensacola Journal.

It presents the divine passion as of the noblest yet impulsive origin. Interest in its adventures and conclusion prevent its being laid down until the last line is read.—Tampa Times.

A very exciting narrative from a section of Florida, rich in romantic stories of the pirates under Gasparilla. The beauties of nature are painted by a master hand.—Sanford Herald.

A story of most thrilling interest. The old ex-pirate, Gomez, after living 120 years, was drowned near Punta Gorda a few years ago.—Punta Gorda Herald.

Gasparilla and Gomez, noted pirate chiefs, play a prominent part in this thrilling story which holds the reader's interest from beginning to end.—Bartow Courier-Informant.

Gives the first authentic account of the exploits of Gasparilla and his men, weaving the truth into a tale of absorbing interest.—Tampa Tribune.

A historical novel founded on the activities of a band of pirates that infested the group of tiny islands off the west coast of Florida in the early part of the last century.—New York Times.

Gasparilla, a bold and cruel criminal, whose career had a remarkable sequel, is presented as the leading figure.—Detroit Free Press.

Intensely thrilling story without a break in interest to the last line.—Boston Globe.

For sale by the Broadway Publishing Company, N. Y. At leading news-stands and book stores and by the author. Price, \$1.50.



A GROUP OF MERRY PICNICERS



F. J. POWERS

**REAL ESTATE**  
Main Office:  
**SANFORD, FLA.**

## VOLUSIA PARK LAND COMPANY

In Sanford Celery Delta

Franklin J. Powers  
Manager

Branch Office:  
DeLAND, FLA.

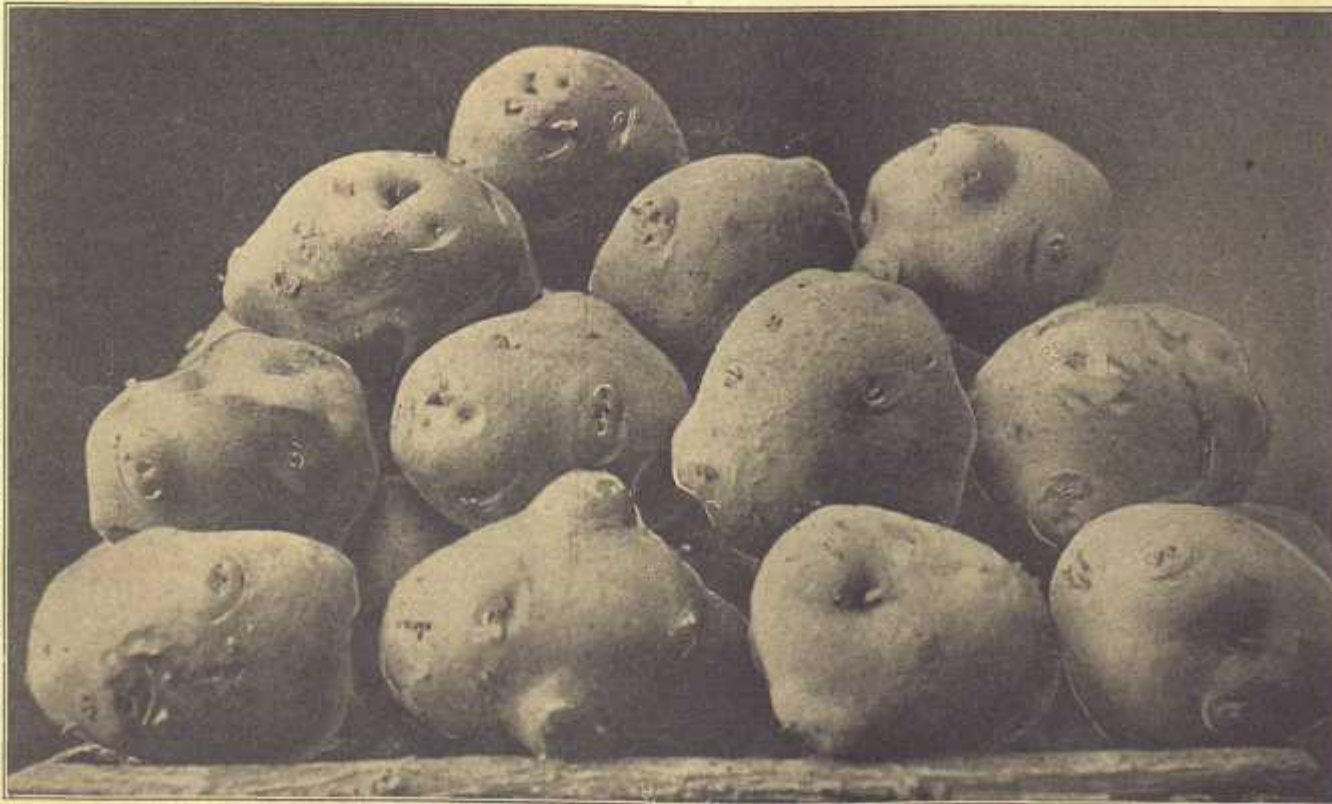
5 minutes' auto drive of Enterprise School for Young Ladies, also the Orphanage at Enterprise, 15 minutes' drive from Sanford. We have one of the Largest Boiling Mineral Springs in the south, which gives us fine bathing and drinking water, and its outlet gives us ample power for Electric Light and Power House for Ice Factory and Canning Factory. The Florida East Coast Railway will immediately build a nice depot, and we will have a Club House also for the season's travel. We are located on the automobile route from Jacksonville to Tampa. These and various other



CLEARED LAND, IRRIGATED AND PROLIFIC

### VOLUSIA PARK

Volusia Park is now a proposed town site, absolutely not a single house standing within the limits, but we propose to make it a city. We have the location, we have the advantages, and prosperity demands a town on this site. To begin with, it is the terminus of the Florida East Coast Railway, connecting the St. Johns River Steamship Line and Atlantic Coast Line Railway with the Florida East Coast route to Miami. We have two Railroads and a Steam Boat Line from Jacksonville, and we have splendid prospects of getting the street car from Sanford through our proposition, as we are located on the Air Line for Orange City, DeLand and Daytona Beach, where the street car line from Sanford proposes to go for the accommodation of the people going to the Beach and children from Sanford who wish to attend the John B. Stetson University of DeLand. We are within 15 minutes' auto drive of the John B. Stetson University. We are within 10 minutes' auto drive of Orange City, and we are within



Thirty Irish Potatoes, averaging one pound each and measuring one half bushel, raised with Virginia-Carolina Chemical Co. Fertilizer

facts which we could mention, demand that we build a town. We sell the Town-Lots at Twenty-Five, Fifty and One Hundred Dollars each, \$5.00 down and \$5.00 per month. We sell you a Five-acre Celery Farm with guarantee of a Flowing Well for \$500.00, \$25.00 cash and \$10.00 per month. No taxes; no interest. With each Five-acre Farm sold, we give you a town lot. We have the finest celery lands in the Sanford Celery Delta, and we are located in the one-acre zone, only a short trip either by launch or buggy, from Sanford. Your children can attend school at either Sanford, Enterprise, Orange City or DeLand. We have the best hunting and fishing offered in the state and the prettiest location for a town in the state.

Our Sanford listed property, both city and farm lands, are the picked property offered for sale in this district. We also handle Everglade Lands, Timber Lands and the best Orange Grove Orchards offered in the state. Bargains in all. Write us for prices.

FRANKLIN J. POWERS,  
Manager.

**C. E. Burleson, Surveyor**

Above is a portrait of a good surveyor and expert draftsman. Mr. Burleson began his work by two years' employment with the Norfolk & Western Railway, where he was engaged on location and double track construction. Then he went with the C. C. & O. R. R. on preliminary surveys and final locations for two years more, in the mountains of Virginia, Tennessee and North Carolina. From there he came to Florida to do engineering for the Tampa Northern Railroad. He was engaged in land surveying in different parts of that state, finally settling in Sanford, June 28, 1909. Here he has been very successful, laying out several town-sites, additions and sub-dividing celery land, etc. He has also built up an extensive map business, making city and official Celery Delta maps, for which he received high commendation from our best citizens. Mr. Burleson was employed several months by the Florida Land & Development Co., which concern has offices at both Cincinnati, O., and Sanford, Fla.

**Ned Jones, The Ice Man**

"Ned," as everybody knows him, is delivery man from Forrest Lake's Sanford Ice Plant. There's probably not another in Sanford who covers more ground or hustles from early till late every day. Never a skip, either. He may be awfully hurried and not get around as early as you would like to see him, but he is sure to come some way, some how, some time. Ned Jones was born in Memphis, Tenn., about forty years ago. He migrated to Georgia and thence, some fifteen years since, to Sanford. He always had a job, five years with the Railroad Co., and then, from the time the ice plant started till now, with the latter institution. He has a wife, three children, owns his own home and is getting along in the world.



A "CRACKER" CABIN



NEW SUCKERS ARRIVED



BABY'S "HORSE RIDE"



"CRACKER" COURTING



IN THE CUBAN SETTLEMENT, "A WET NURSE"



"NED" AND THE ICE WAGON



SEEING THE SIGHTS

**Ellision George's Store**

**Millinery, Dry Goods  
and Notions**

George and his wife work together  
and are succeeding well in a  
business way

# ARMOUR FERTILIZERS

## THEY GROW BIG CROPS

Blood, Bone and Potash  
Vegetable  
Practical Trucker  
Seed Bed Special  
Celery Grower  
Lettuce Special  
Tomato Special  
Irish Potato Special  
Cabbage Special  
Cucumber Special  
Onion Special  
Strawberry Fruiter  
Cantaloupe Special  
Watermelon Special  
Fertilizers for every crop

Pure Canada Unleached Hardwood Ashes  
Blood and Bone  
Cotton Seed Meal  
Castor Pomace  
Steamed Bone Flour  
Raw Bone Meal  
Dissolved Bone Black  
Acid Phosphates  
Nitrate of Soda  
Sulphate Ammonia  
Tobacco Dust  
High Grade Sulphate Potash  
Low Grade Sulphate Potash  
Muriate Potash  
Materials of every description

WAREHOUSES AT SANFORD AND CAMERON CITY

**HOWARD-PACKARD LAND COMPANY, Sales Agents**

### The Thrifty Colored Man

A Glimpse at the Life of the Ambitious, Worthy and Cumulative Class

Sanford is fortunate in having a class of colored people who are law-abiding and, in the main, industrious. No outrages, race riots or atrocities are of record here, as between colored and white blood. A few examples of what the energetic, frugal and worthily disposed have acquired and may accomplish, are herewith given. The people who, in their homes and otherwise, are here pictured, are a credit to themselves, to their race and to that portion of the town in which they colonize, carry on business and reside.

#### St. Paul Baptist Church

This church was re-organized about the year 1883, with less than 12 members. It was first organized in 1878. At that time its meeting place was a bush-arbor. The new edifice, as seen in the above cut, is 71x40 feet and was built at a cost of some \$3,000.

The two-story seven room parsonage, including the lot on which it stands, cost about \$1,000, making a total cost of \$4,000. The church adopted the policy of "Pay as we go" in building, hence the entire property is practically free of debt.

The present pastor of the St. Paul Baptist Church, Rev. Castle Brewer, has served this congregation for nearly 18 years, having begun his labors in December, 1892. Pastor Brewer and his wife, whose cuts are given with these sketches, are natives of South Carolina. Mr. Brewer says that through the blessing of God and the help of his good wife, the Lord has enabled him to accomplish what he has in his church work. The officers and members, numbering nearly two hundred, are loyal and faithful. Pastor and people speak appreciatively of the assistance they have received from the citizens of Sanford, both white and colored.

From observation and experience, during his 18 years' residence in Sanford, Pastor Brewer expresses the opinion that the kindly feelings and friendly relations existing between the white and colored people of this city are as good as can be found in any section of the entire country.



PASTOR CASTLE BREWER



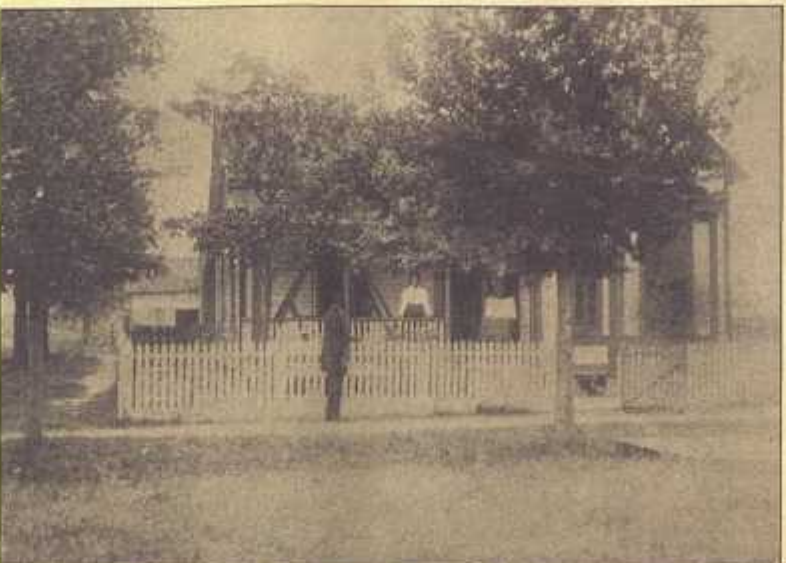
MRS. CASTLE BREWER



MRS. Y. A. ROBERTS



ST. PAUL'S BAPTIST CHURCH. PASTOR, CASTLE BREWER



RESIDENCE OF MR. AND MRS. Y. A. ROBERTS



PASTOR Y. A. ROBERTS

#### Mr. and Mrs. Y. A. Roberts

The tasty residence of Rev. and Mrs. Y. A. Roberts is seen herewith, also are given portraits of Mrs. Roberts, and of her husband mounted and ready for pastoral work. Mr. Roberts' field is not in Sanford, although he resides here. He is pastor of Calvary Baptist Church, at Palatka, and Olivet Baptist Church of Lake City, Florida. Mr. Roberts was born in Albany, Ga., and attended some of the best schools in that state. He was converted and baptised by Rev. Willis Warren, D. D., pastor of Bethesda Baptist church, and was licensed in 1892. Came to Florida in 1893. Was ordained by the late Rev. W. D. Johnson, D. D., Rev. H. C. Williams, D. D., and Rev. Nathan Benjamin, for the pastorate of St. Mark's Baptist church of Middleburg, Fla. Was called to the pastorate of Calvary Baptist church of Palatka, in 1895, where his work is and where he spends much of his time. He has served the following churches: Spring Hill Baptist church, Jacksonville; Jethro Baptist church, Crescent City; Antioch Baptist church, Oviedo. Has served as secretary of three of the largest Associations in the state of Florida. Mr. Roberts was married to Mrs. C. H. Frazier of Sanford in 1904. He owns considerable property in both Florida and Georgia and is estimated to be worth \$25,000.

#### Zion Hope Baptist Church

Rev. John Hurston has been pastor of the above church for seventeen consecutive years. Alabama was his native state, where he was born in 1861. He is beloved by his church and has a membership of some two hundred. A favorite greeting of Rev. Hurston's is "Welcome, ye lovers of Jesus. Our doors are open—Come."



Houses Owned and Rented by W. C. Steward



A COLORED BAPTISM



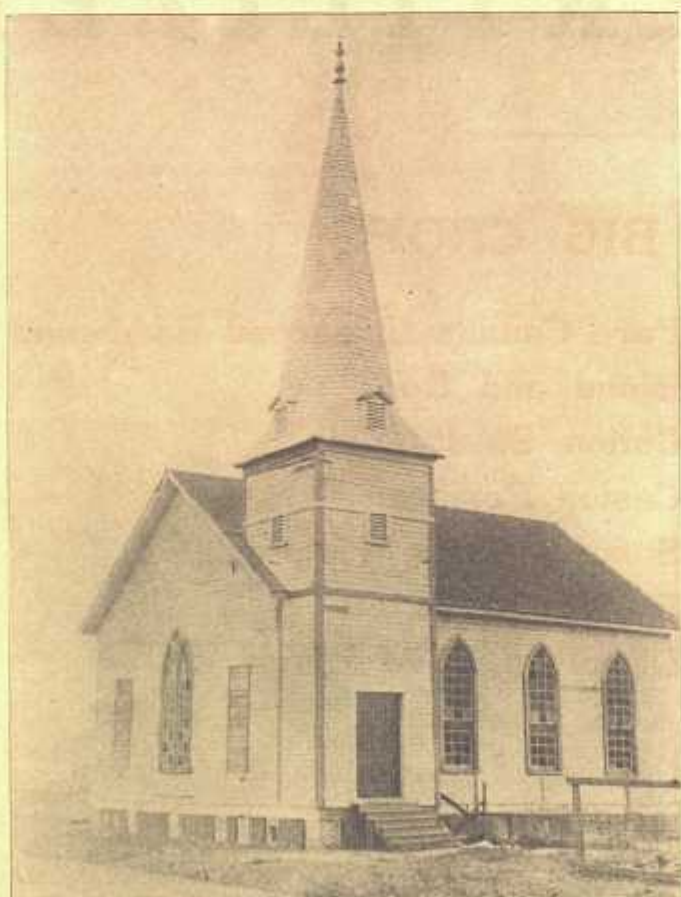
PASTOR C. J. SMITH



MRS. C. J. SMITH

#### Second Baptist Church

Pastor C. J. Smith has not only a charge here, but is also pastor of the First Baptist Church at Winter Park. That he is a much occupied and much depended upon man may be gathered from the fact that beside his pastoral work he is Moderator of the South Florida M. B. Association, agent and local treasurer of the Royal Benefit Society, Washington, D. C., and Statistical Secretary General, Baptist State Convention of Florida. His modest little church in this city stands at the corner of Cypress avenue and Tenth street and is filled with worshippers at the regular services.



SECOND BAPTIST CHURCH



PASTOR JOHN HURSTON



ZION HOPE BAPTIST CHURCH

#### Dr. S. W. Lewin

The colored people have in Dr. Lewin an educated and modern trained physician. The doctor is a native of the West Indies and received his earlier education there, taking his medical course in, and graduating from, New Orleans University in 1895. He practiced medicine at Bluefields, Nicaragua, Central America, and in Baton Rouge, where his field was for eight years. From there he came to Sanford two years ago on account of his health, which has been vastly improved by the change. A wife and four children constitute his family. They like it here and the doctor has built up a thriving business. He has the confidence of his people and is highly successful in his profession.



DR. S. W. LEWIN



F. E. EAVERLY'S BARBERING AND WATCH REPAIRING

### Sanford Colored Schools

The colored people of Sanford have their own schools as well as their own churches. They are never seen in the schools or churches of the whites, except it be in the capacity of janitor or assistant. Their schools are under the same city supervision as the whites' schools. A new building to cost twenty thousand dollars is being erected for the whites, and the colored interests come in for like share of attention and improvement. A handsome new building will soon be constructed for them also. Prof. J. N. Crooms is at the head of the colored schools and is considered a fine instructor. He is also skillful in teaching music and has all he can do in the lines assigned him. We are pleased to give a good picture of the faculty, Prof. Crooms sitting in front. The others of the group are Miss Wealthy Richardson, Miss S. O. Stanley, Miss A. M. Gramling, Miss F. B. Reid, and Mrs. J. L. Moore. Two other teachers are to be added to the force the coming year, one of whom is Miss F. Eaverly, graduate of the F. & A. M. College at Tallahassee, and daughter of F. E. Eaverly of this place. The schools have greatly improved since Prof. Crooms came here. One year has been added to the course and, through his recommendations, other advantages have been gained. Prof. Crooms has over 300 pupils, under his immediate charge.

#### Prof. J. N. Crooms

Prof. Crooms came to Sanford four years ago. He is a graduate of the Florida Institute at Live Oak, taking degrees in both the academic and normal courses. He has taught in the public schools of the state continuously, since he graduated in 1903. Beside his high school work, Prof. Crooms teaches music, sings tenor, is president of the Union in St. Paul's Church and secretary of the Florida State Baptist Convention. His birth place was Montecello, Fla.

#### K. S. Johnson

K. S. Johnson is possessor of nice properties in Sanford, accumulated through his own persevering industry. Mr. Johnson was born away over in Texas. Came to Alabama when seven years of age, attended school in Tuskegee, landed in Sanford six years ago. Married Lizzie C. Johnson, of this place, has three children. Embarked in business, is carrying on a grocery trade, a dry goods store and an undertaking establishment. Is doing a good business. Owns city lots and other property. Is trustee of the African M. E. church here, Sunday school superintendent and president of the league. Is yet a young man, being only thirty-two years of age and has a future of accumulation and accomplishment before him.

#### W. C. Steward

One of the comfortable little homes "just across the branch," which means in northern parlance, the other side of the brooklet, running through the eastern portion of the town, is that of W. C. Steward. Mr. Steward has been a resident of Sanford twenty-eight years, coming here from Tallahassee when just emerging from his teens. He helped dig the stumps, clear out driveways and make the streets of Sanford, when this place was first surveyed by General Sanford. A part of his work was to drive for the General when the latter had trips of inspection to make hereabouts. In 1884 Mr. Steward entered the employ of the Geo. H. Fernald Hardware Co., and the fact that he held his position for sixteen consecutive years is evidence of the value the Fernald Co. placed upon his services. Mr. Steward then went into business for himself. He thriftily saved and has built and purchased here until he is now the owner of 25 houses, all of which, excepting the one in which he lives, he rents at remunerative figures. From this it will be seen that his income is a merited reward of his industry. Besides accumulating property, he has earned and maintained a good reputation, reared a family of six, and is an example of what a colored man can do, if he is ambitious, industrious and level-headed.

#### St. James A. M. E. Church

The African Methodist Episcopal Church has as pastor, Rev. W. H. Brown, under whose ministrations the membership has grown to some two hundred and fifty. He has been with this church four years, coming from Key West. The church numbered ninety-eight when he came here. The building here shown is not the one they intend to have in the very near future. This is to be torn down and a new one, to seat five hundred, is to be erected. It will have circular seats, raised floor, gallery and everything modern. Plans and specifications have been drawn and building will soon be inaugurated. Mr. Brown is one of the trustees of Edwarter's College, a successful worker and much thought of by his congregation and wherever his acquaintance extends. The figure standing at the door entrance of the above edifice is Pastor Brown.

#### F. E. Eaverly's Barbering and Watch Repairing

F. E. Eaverly is a barber of eighteen years' standing, and has been in the watch and jewelry repair business nearly as long. He conducts both these lines of trade on Sanford avenue. Is liberally patronized and doing well. Is steward of the church which he attends.



FACULTY SANFORD'S COLORED SCHOOLS



F. H. Harris

F. H. Harris is one of the colored men of Sanford who has won a good name and considerable property, through his diligence, trustworthiness and ambition. Mr. Harris was not born here, but has been a resident of this city since 1893, during which entire seventeen years he has been in the employ of Mr. M. F. Robinson and has had janitorial charge of Mr. Robinson's large Welborn Block. He married in this city, has a worthy wife and two children, daughters. He owns his own pretty home, which, with his family, is shown on this page



RESIDENCE OF F. H. HARRIS



RESIDENCE K. S. JOHNSON



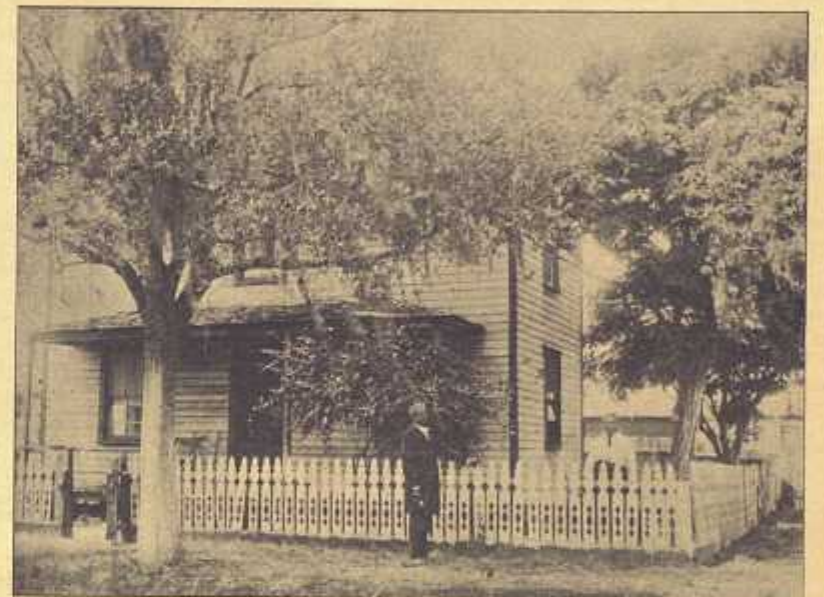
K. S. JOHNSON'S GROCERY



K. S. JOHNSON'S DRY GOODS STORE



HOME OF W. C. STEWARD

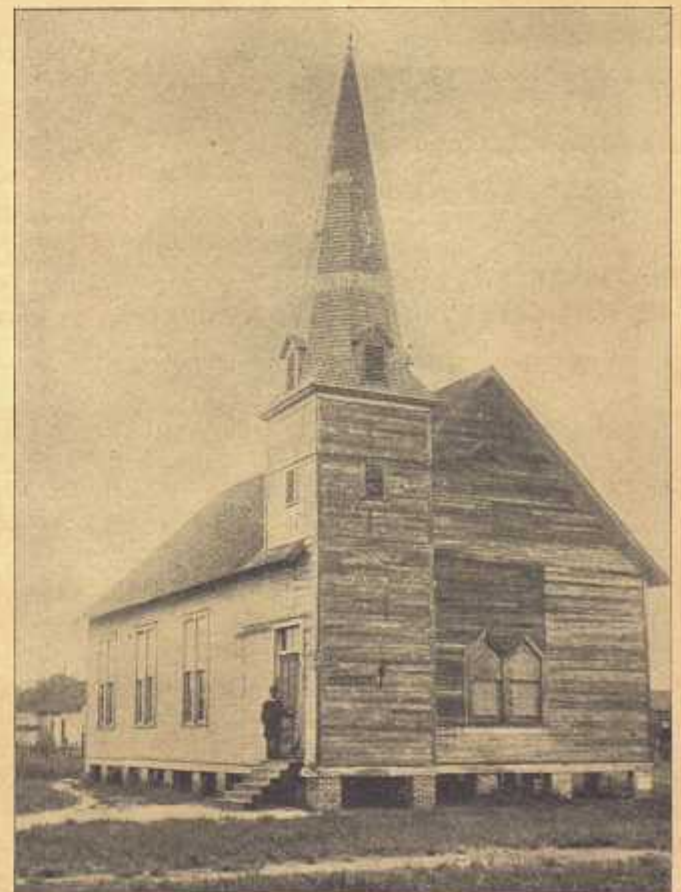


#### Residence of A. E. Irvin

Above picture shows Mr. Irvin's home with himself and his wife in the view. Mr. Irvin was born in Gadson County, Fla., on a plantation April 12, 1844, and lived and served in slavery nineteen years. Since acquiring freedom he has learned to read and write a good business hand. He has ever been a law-abiding citizen and his record is free from suspicion of law breaking or anything irregular. He was converted in 1875, connecting himself with the A. M. E. Church same year. In 1876 he received the honor of exhorter, was made a local preacher a little later, a deacon in 1883, and an elder in 1886. Thirty odd years ago he purchased a plat of land in Sanford and is the owner of a small orange grove, beside some city lots, some five head of horses and other stock, built and resides in his two-story dwelling, has a shoe shop or store, and is a good workman. His present occupation is shoe selling and repairing, of which business he has made a complete success.



A. E. Irvin, Wife and Friends

ST. JAMES A. M. E. CHURCH  
Pastor, W. H. Brown

EVERYTHING GROWS IN SANFORD

Wonderful Fruitage, Flourishing Vegetation, Rapid Ripening, Active Living

Everything grows in Sanford. Vegetation shoots from the ground as if drawn by some huge magnet, and races with incredible speed to maturity. Babies? Yes, they, too, seem prolific, and croup and pneumonia and diphtheria and the thousand and one other ills that infantile flesh is heir to, apparently shun them here. Bugs and insects? Yes, you'll find them also during the summer months, about as thick as they get in the north in our early and warm June days. Sleep under a net, which you can procure for a trifle at any of the furnishing stores, and you'll never know they're around. Pocket change? Yes, that grows with rapidity likewise. Put your trousers under lock and key at night, same as you do in the north, and you'll be all right on that score too. Come down and try it, anyhow.

The only Draw-backs as yet Discovered in Florida

THE REMARKABLY PROLIFIC CLIMATE



"Everything Grows in Florida"

TAKING IN THE SIGHTS, INCLUDING THE "BIG BUGS"



"We Have Seen All the Big Bugs Here"

"CHANGE" FINANCIALLY AND DOMESTICALLY



"I am taking deep Interest in my Husband's Wardrobe"



John J. Mauser  
Manufacturer of  
CLEAR HAVANA CIGARS

Mr. Mauser has lately opened a factory in Sanford. His goods are of excellent quality and much enjoyed by those who appreciate a good article.



Mr. and Mrs. K. C. Waldron  
These two industrious people are good providers of things eatable. Mr. Waldron is proprietor of the East Main Street Bakery. He also carries fancy and staple groceries, but caters especially to bake goods, bread, rolls, pies, etc., fresh every day. His wife assists him during busy hours at the store. Phone 206.



J. I. ANDERSON.  
Since our publication of two years ago, Mr. Anderson has been through a fire. He has, however, outweathered the disaster, and now has as nice an establishment as one could wish, on Sanford Avenue.  
The perennial good nature and sunny disposition of the proprietor of the Anderson Grocery may be responsible in part for the excellent trade accorded that institution, but the quality and reasonable prices of the goods have fully as much or more influence upon the purchasing public. We show on this page, a little corner of the interior of the Anderson store.

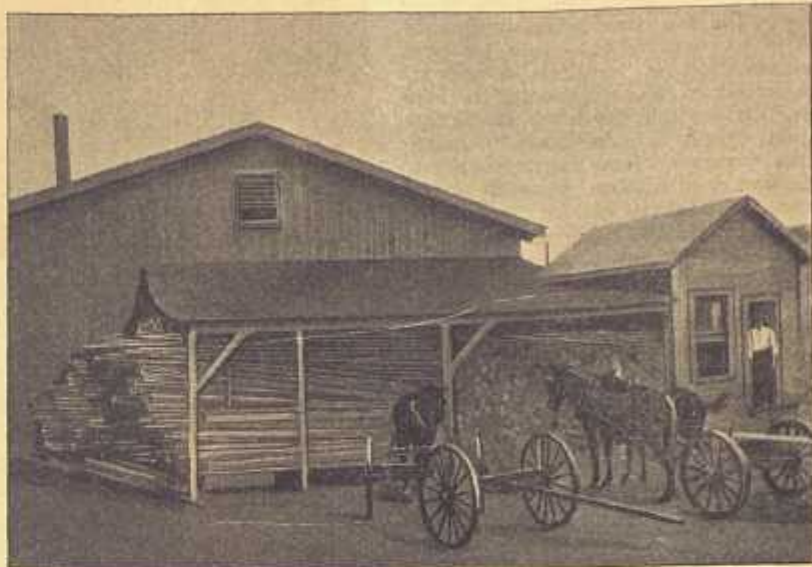


"A PRESSING ENGAGEMENT"  
Fine Tailoring, Clothes Renewed, Panama Hats Cleaned  
Your Business Favours Solicited. Ladies Work a Specialty  
Work Guaranteed. Prices Right  
Phone 400 COME and SEE  
REID & HOPKINS, Welborn Block



HOME OF THE SANFORD FURNITURE CO.  
SANFORD FURNITURE COMPANY, J. D. DAVISON, Manager  
DEALERS IN General House Furnishings  
"Anything and Everything That Goes in a House."

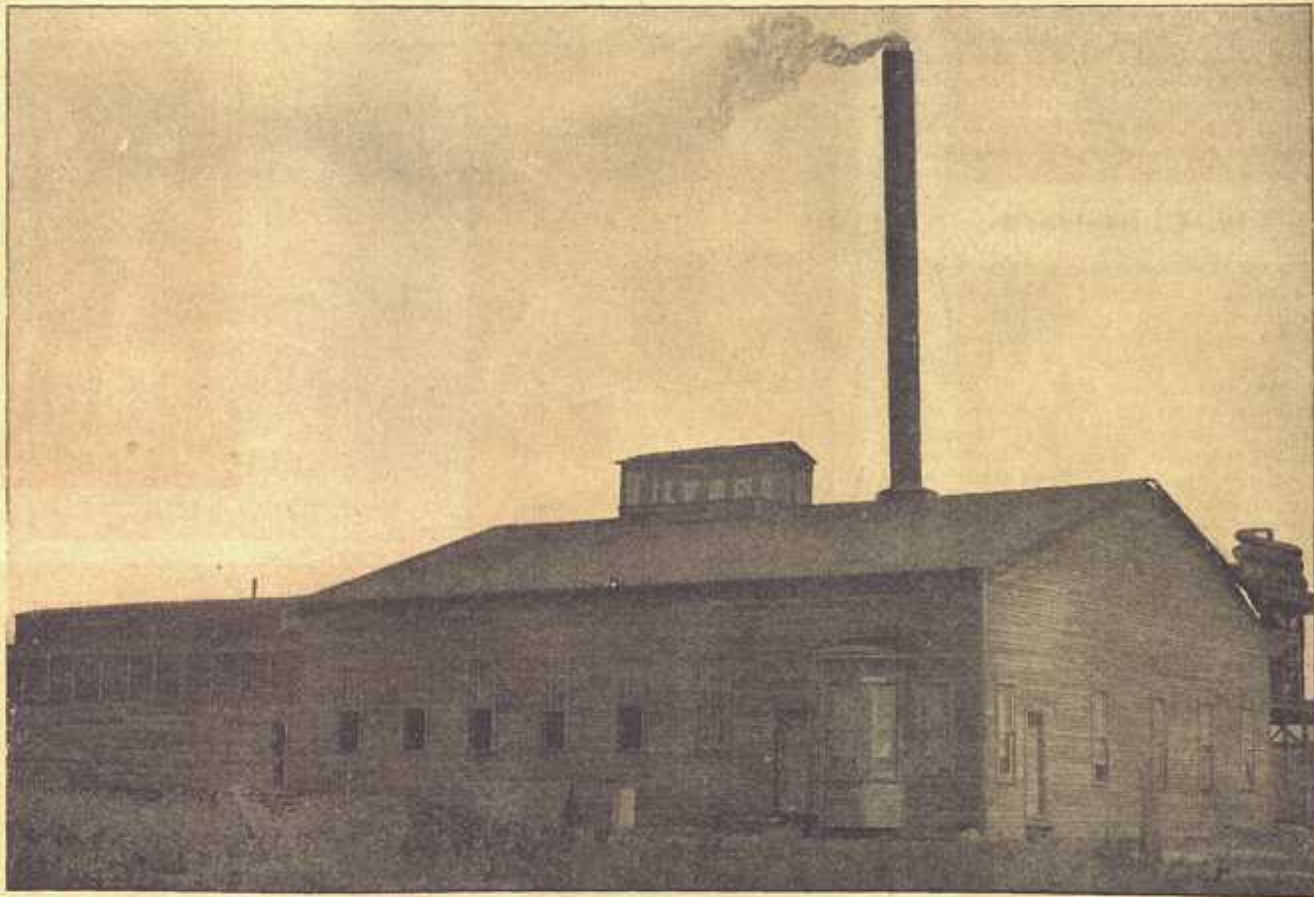
W. P. CARTER & CO.  
Mills and Lumber Yards



Building Material  
ROUGH AND DRESSED STOCK  
We have our own Saw and Planing Mills and Manufacture  
DROP SIDING, BASE CASINGS, MOULDINGS,  
WINDOW AND DOOR FRAME STOCK



WORK TO ORDER AS DESIRED, ESTIMATES FURNISHED



Sanford Ice and Water Plant

Sanford Ice and Water Company manufactures ice from pure distilled water. The plant is the most modern, up-to-date and well equipped in the State. Cold storage is among the features of this invaluable institution. The latter department is in connection with the ice manufacturing industry. The residents of Sanford are fortunate in having this excellent and indispensable enterprise in their midst. The factory began operations some two years since, turning out its first product February 10, 1908. Mayor Forrest Lake is at the head of this thriving enterprise.



VIEWING THE LUXURIANT CELERY

## DARKEY LIFE AT SANFORD

## The Colored Folk a Factor in the Daily Avocations About the Celery City.

It is difficult to see how Sanford could well get on without her negro population. True, some are lazy and shiftless and unreliable, but the majority, we believe, are as industrious and trustworthy as the others are unaccountable. The negro is clearly in his proper climate and sphere of usefulness, in the south. There he should certainly remain and there he can surely do best for himself. The common labor of Sanford is largely performed by colored people. In the heat of summer they can endure what the white man cannot, and directed by the latter they are invaluable assistants, both at out and indoor work.

One avenue of Sanford is largely given up to the "darkies." On this street, apart and by themselves, some are shop-keepers, while others are plying various lines of trade. They have their own schools and churches, and do not mingle with the whites, except as business or service brings them together. From many points of view, the northerner will find the negro an interesting study.

## The "Nigger" Who Does the Work



"GRUBBERS WANTED"



OUR GARBAGE GATHERER



TURPENTINING THE PINE



COLORED LASSIES



DITCHING CELERY LAND



"COTCH DAT POSSUM"



"HOME, SWEET HOME"



OUR COLORED COOK



SUGAR CANE GRINDERS



"O, Dat Watermillion"



THRIFTY AND HAPPY



"DONE 'PLETED DAT JOB"



OUR LAND GRUBBER



SERENADERS



A FISHERMAN'S HUT



"UNCLE TOM"



ON THE WEKIWA



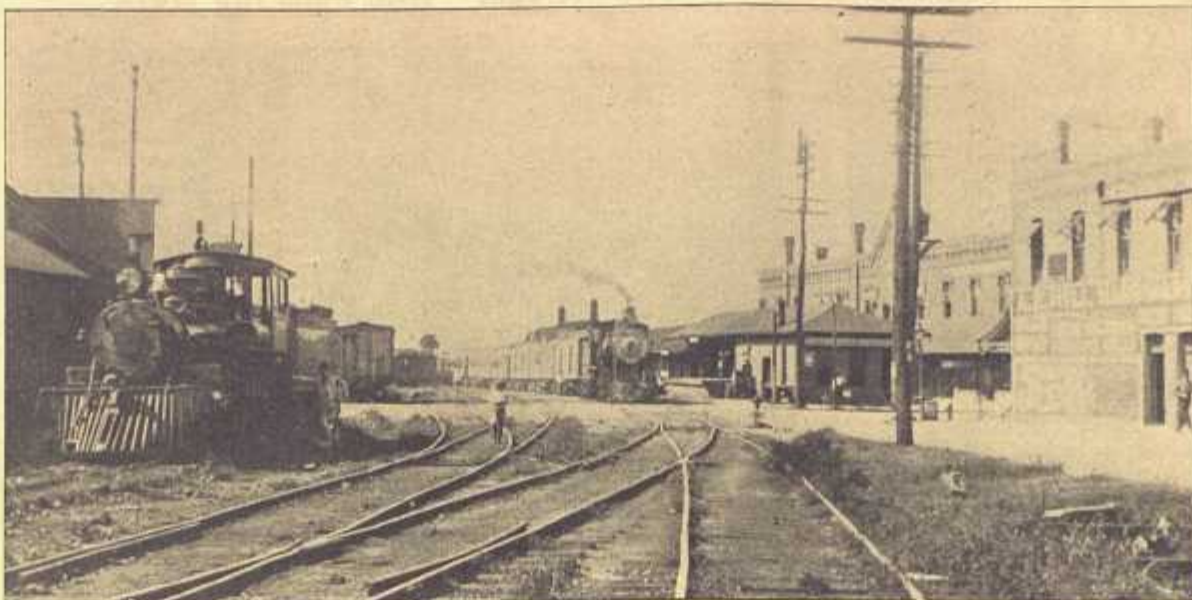
PICKING ORANGES

### 'Round the Railroads

The main shops of the Jacksonville District of the Atlantic Coast Line Railroad are located at Sanford, Fla.

These are under the management of Master Mechanic H. R. Stevens. The other officials in the mechanical department are General Foreman, H. C. Paeglam; Machine Shop Foreman, Wm. Braddy; Round House Foreman, S. G. Kennedy; Night Foreman, S. E. Porter; Foreman Blacksmith Shop, Jas. Shepard; Foreman Boiler Shop, T. C. Carlson; Foreman Car Shop, C. L. Goodhue. Two hundred and five men are employed in these shops, seventy-five of whom are mechanics. There are also about forty engineers and forty firemen located at this point. Eighty-two engines come under the jurisdiction of the Sanford shops. Here a large number of engines and cars are repaired annually.

In going through the shops we find everything in fine shape, yards and shops being kept in a very clean condition. The pay roll is large, bringing thousands of dollars into Sanford monthly.



TRACKS LEADING TO SANFORD PASSENGER STATION AND LAKE MONROE



OFF FOR AN OUTING



**JAMES C. HIGGINS**

Superintendent Atlantic Coast Line Railroad Company  
and his Interesting Family

No happier picture could be presented than this charming family group, representing Sanford's estimable citizen, District Supt. of the Atlantic Coast Line, James C. Higgins and household. The beautiful Higgins home is a bright example of good parentage begetting good children. Father and mother and offspring have abundant cause for mutual pride in and of one another.



A DAILY SHIPPING SCENE AT SANFORD



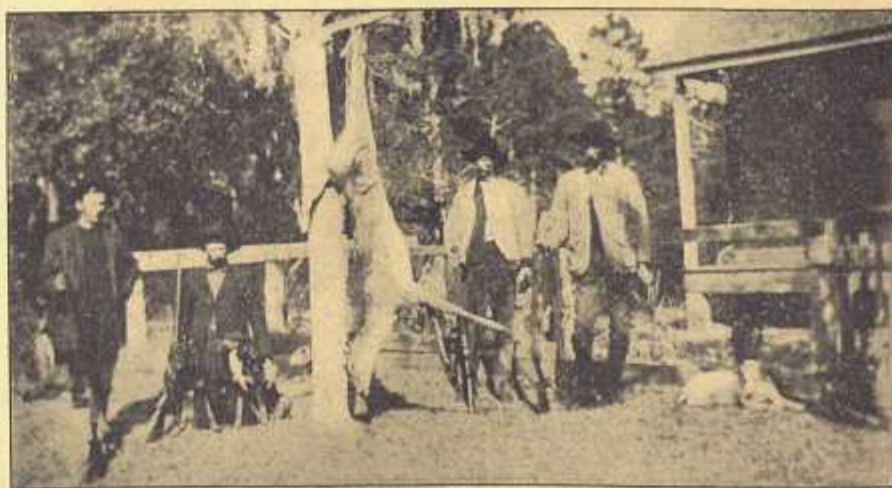
SANFORD UNION PASSENGER STATION



C. R. WALKER, GETTING THE FISH SHIPMENT READY



ATLANTIC COAST LINE FREIGHT YARDS



A DAY'S HUNT, UP THE RAILROAD



YACHTING ON LAKE MONROE BY MOONLIGHT.



A SUCCESSFUL ALLIGATOR HUNT

## 'Round the Clyde Line



ON THE FOOT-DOCK

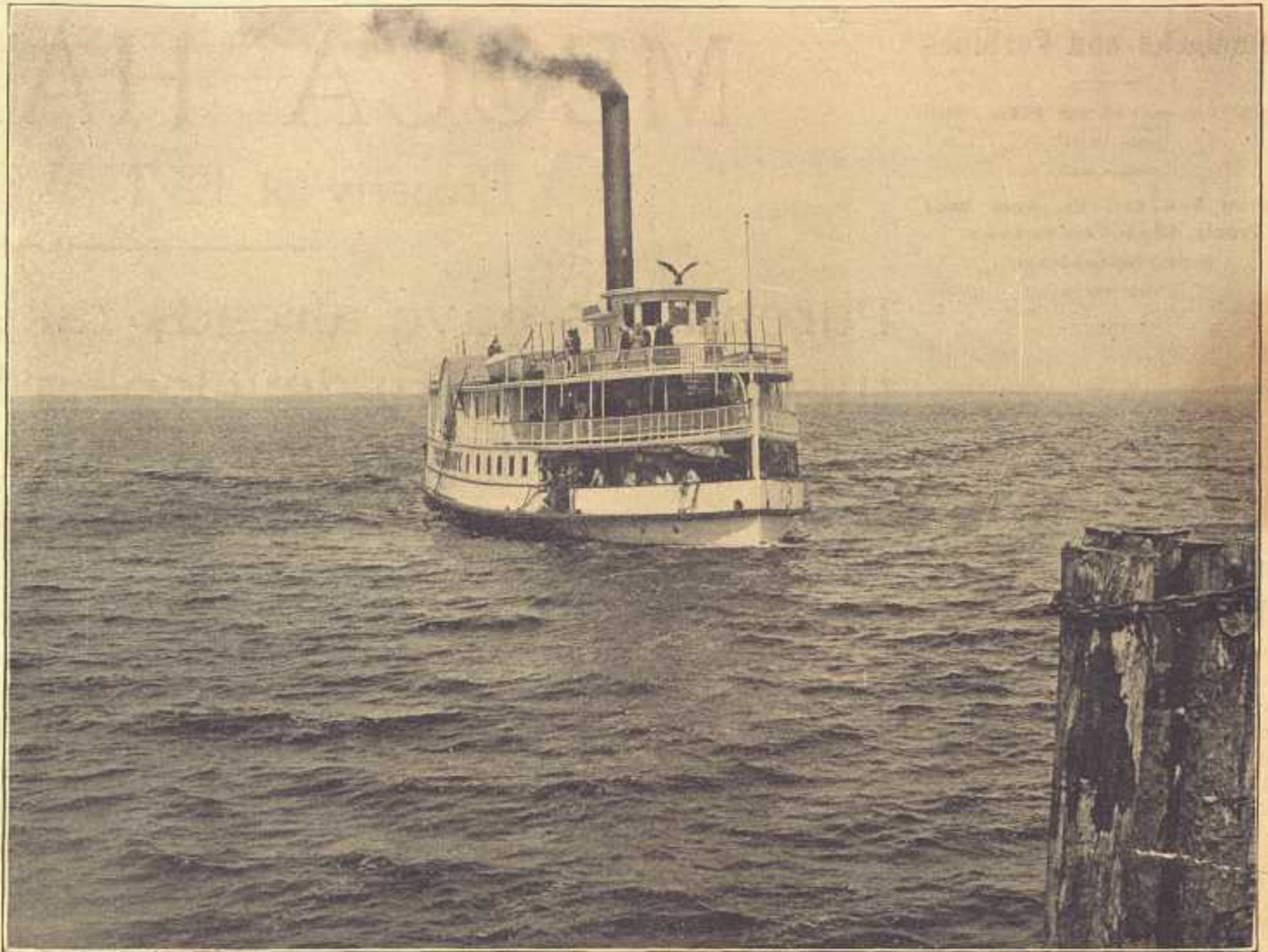
### OUR COMMERCE

#### Rail and Water Competition

Rail and water competition compel for Sanford the lowest freight rates obtainable anywhere. This is a point that no new-comer or would-be settler in Florida should overlook. Many and mighty are the forces that are boosting Sanford, and numerous are the ways in which the future greatness of the city will work itself out, but it should never be forgotten that to nature and the Creator, whose hand-maid she is, we are most indebted for the advantages of which we boast. Our magnificent frost protection, our superb flowing wells and our splendid waterway direct to the metropolis of the country, New York, are the munificent gift of Nature and a beneficent Providence.



"LEMON BLUFF" on St. Johns



CLYDE LINE STEAMER APPROACHING DOCKS AT SANFORD



"WAITING FOR THE BOAT"



A PROUD CATCH



ON BANK OF ST. JOHNS

### Florida Fish and Produce Co.

The Fish Industry is among Sanford's noteworthy lines of business. Foremost is the Florida Fish & Produce Co., with headquarters at Jacksonville, Fla., one of the largest catchers and shippers of fish and sea foods in the state. At their Sanford Branch, of which Mr. C. R. Walker is manager, they handle all the varieties of Fresh-Water fish, such as Trout, or Black Bass, Bream, Perch, Mullet and Cat fish, and White Shad and Herring in their season. They operate "Fish-Boats" out of Sanford for gathering the fish from the various fishing grounds along the "up river" for from 50 to 70 miles south of Sanford. These boats are fitted up with refrigerators for carrying ice to the fishing grounds. In this way they are enabled to place their fish with their customers practically fresh from the water. The industry is large and growing, an average of 50 to 75 men being employed throughout the season, which is August 15th to June 15th of each year, and their earnings are put into circulation through the business channels of Sanford.



JUST IN WITH THE FISH



UNLOADING THE CATCH

## Hammocks and Fortunes

Finest Lay-out on the Pike, "Millions in It"

Highest Soil Fertility, Auto Road Fronts, Street Cars to Town, Nicest Neighbors in the World

The handsomest proposition imaginable lies in the Mecca Hammock district. Let us tell you about it:—

In the first place, there is no soil in all Florida that surpasses, and comparatively little that equals it. This is not the hammock that Forrest Crissey's fertile imagination pictures as "a jungle of close crowding trees, knitted together with an undergrowth of vines, trailers and snakelike surface roots that would discourage a corn field rabbit and make a Yankee fox take to the open." Indeed, while there certainly are jungles in sundry Florida hammocks, we have never seen anything in the Sanford district that approaches or more than faintly resembles Mr. Crissey's scenic description.

Well, as we were saying, don't confound Mecca Hammock with Forrest Crissey and his kind of hammocks. Mecca is a beautifully wooded tract of rich black earth, which when put under cultivation becomes a veritable garden of soil-productiveness. One may ride all over Mecca on horseback and enjoy the beauty of the shade and verdure. This could be done with pleasure before there was a particle of improvement made. Now that there is a fine hard-surfaced road leading thither and pretty driveways intersecting, the auto or the carriage is the thing in which to most delightfully enjoy the view.

Neither is Mecca the kind of land that Mr. Crissey in the same article refers to as not "striking its gait in the matter of production until it has been worked and fertilized and cropped for three years." The first year at Mecca, finishing clearing in February and planting the 15th of that month, we grew over sixty barrels of Irish potatoes to the acre, selling the number ones for five dollars per barrel. The second year, the season just passed, we cut about one thousand crates of celery to the acre, and there was nothing finer produced anywhere in the country. The pictures here shown are of this celery, kodaked by Mr. J. O. Packard, without the knowledge of the owner, as he rode by in his auto and was attracted by the splendid crop in process of harvesting.

Mr. Crissey also relates how it costs five hundred dollars per acre to clear and improve the ground he so visionarily depicts. We cleared this Mecca ourselves, hiring the work done, and have brought it up to its present fine state of cultivation, in less than two years. It cost us one hundred dollars per acre to clear, eight dollars per acre to break, one hundred and five dollars per acre to tile, and sixty-five dollars for a magnificent well to supply the five-acre tract. This scarcely figures out five hundred dollars per acre, nor are we waiting three years for the land to "strike its gait."

But more about Mecca and its future: Soil a little the richest, flowing wells that spout a little the highest, roads thither the finest, a neighborhood of people the very nicest, rural mail delivery daily, ten-minutes charming auto ride from the city, may be enumerated as a brief or abstract of features that make Mecca most desirable. The climax is not, however, reached until we tell about the street cars to and from the city, making several trips each day, and that a brick paved roadway is scheduled to take the place of the present hard surface, which we have, until the new plan was proposed, thought to be "just splendid." Two railroads carry freight, one the A. C. L., whose line passes a little more than a half mile from Mecca, the other the S. & E. whose route is directly from Sanford to Mecca and back, by Belt Line running in both directions, forming a speedy and beautiful ride as well as shipping facilities.

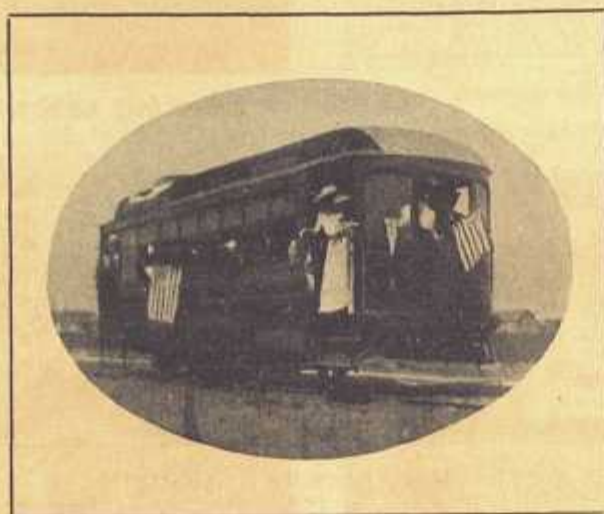
Anyone looking into the future and learning all the facts about Mecca is compelled to admit that it's the "finest lay-out on the pike." We are pleased to give a few accompanying illustrations. Any, wishing to know more about Mecca, may have particulars for the asking by addressing

E. T. WOODRUFF, Sanford, Florida.

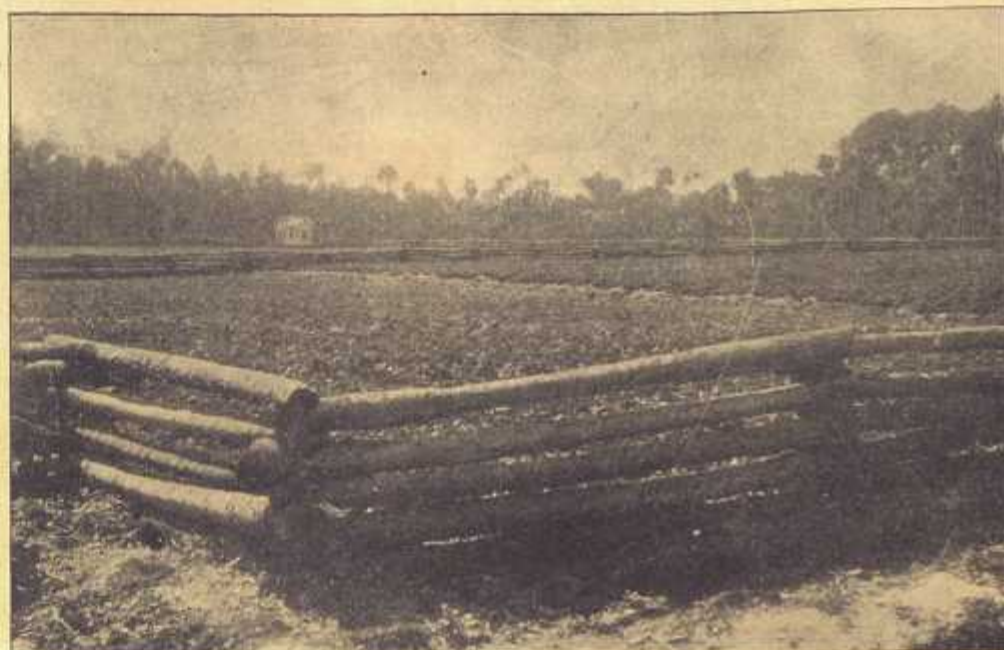
# MECCA HAMMOCK

Property of E. T. WOODRUFF

Purchasers have already taken more than half of this tract and are developing farms, erecting dwellings and laying the foundation for future wealth.



One of the Cars that Runs between Sanford and the Mecca Hammock Country



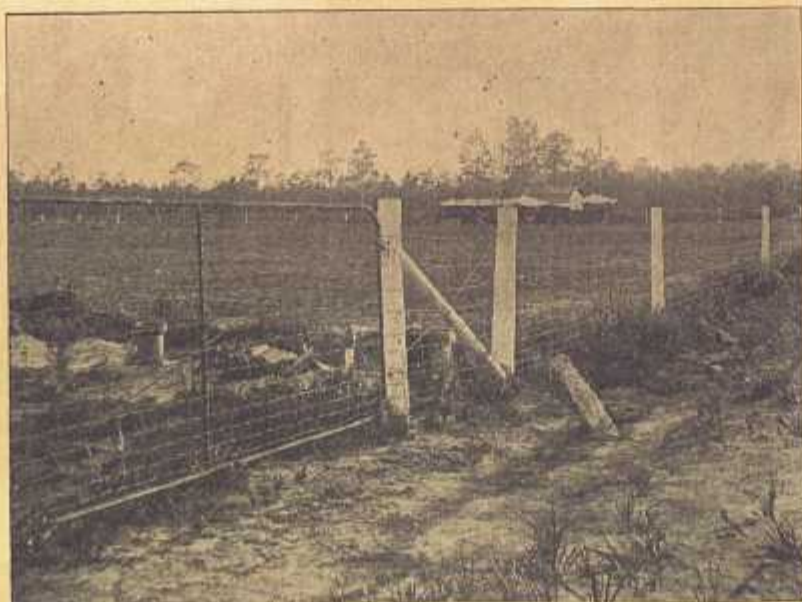
A NEWLY CLEARED MECCA FARM



A DRIVE THROUGH THE HAMMOCK



RESIDENCE OF E. G. HANDLIN



A. M. TYLER'S NEW MECCA FARM



NEW HARD SURFACE ROAD IN MECCA



CELERY ON MECCA FARM, GROWN ONE YEAR AFTER CLEARING THE LAND



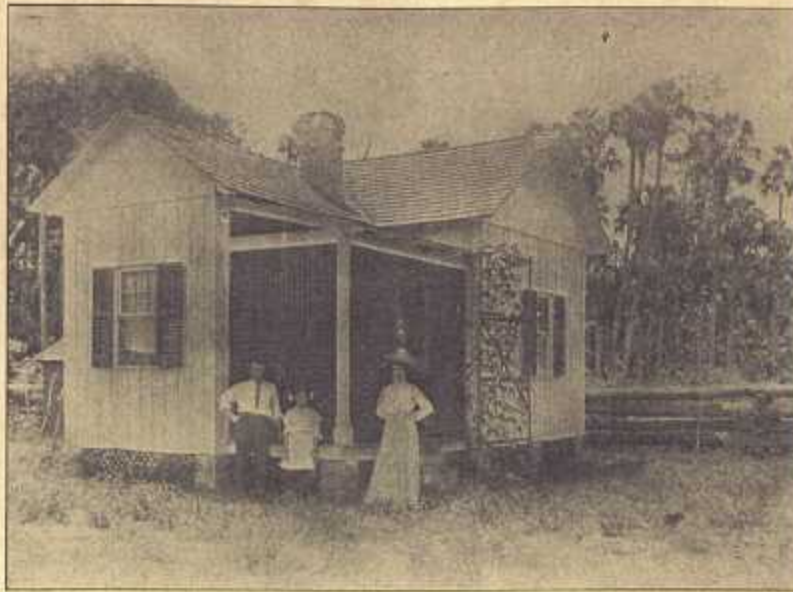
MECCA CELERY, SECOND CROP, ON NEWLY CLEARED LAND

# MECCA HAMMOCK

Located, Platted and now being sold by E. T. WOODRUFF



SANFORD AVENUE  
A Pleasant Drive Through Mecca



E. N. LUKE AND FAMILY, At their Mecca Home



BREAKING NEW LAND WITH THE HEAVY DISK PLOW



A MECCA WELL  
Water flows to a height of 20 ft. above ground.  
Well driven by Holmes & Hunt, 146 ft. deep.



MECCA RESIDENTS, PICNICING



ON THE TYLER PLACE



HARVESTING CELERY AT MECCA



SWEET CORN IN THE FIELD



C. K. LUCAS' RESIDENCE, NEAR MECCA



L. T. LIMPert's MECCA FARM



BLEACHING CELERY AT MECCA



L. T. LIMPert's COTTAGE



THE DRIVE TO LAKE JESSUP



NEW ROADWAY AND CLEARING



C. L. POLK'S MECCA COTTAGE



C. F. BURROUGH'S MECCA HOME

SEEDS OF ALL KINDS  
FOR GARDEN AND FIELD  
POULTRY SUPPLIES  
AGENT CYPHERS INCUBATORS AND CONKERY'S PREPARATIONS  
L. CAMERON, Jacksonville, Florida

### Sanford & Everglades Railroad. Sanford Traction Co. Suburban Homes.

Sanford Traction Line runs street cars through the Thermal Belt of the famous Celery Delta. It runs parallel with Celery Avenue two and three-fourths miles east, then midway between Cameron and Beardall Avenues south to Cameron City, west through Palm Hammock via Palm Villa to Mecca; thence north via Silver Lake, Onora and Fort Reed to Sanford. Giving a choice to homeseekers of farms in the Irrigable Belt of the Celery Delta unequaled for productiveness, or, on the higher lands, homes and groves. Around Silver, Onora, and Red Water lakes beautiful homes with lake fronts can be had.

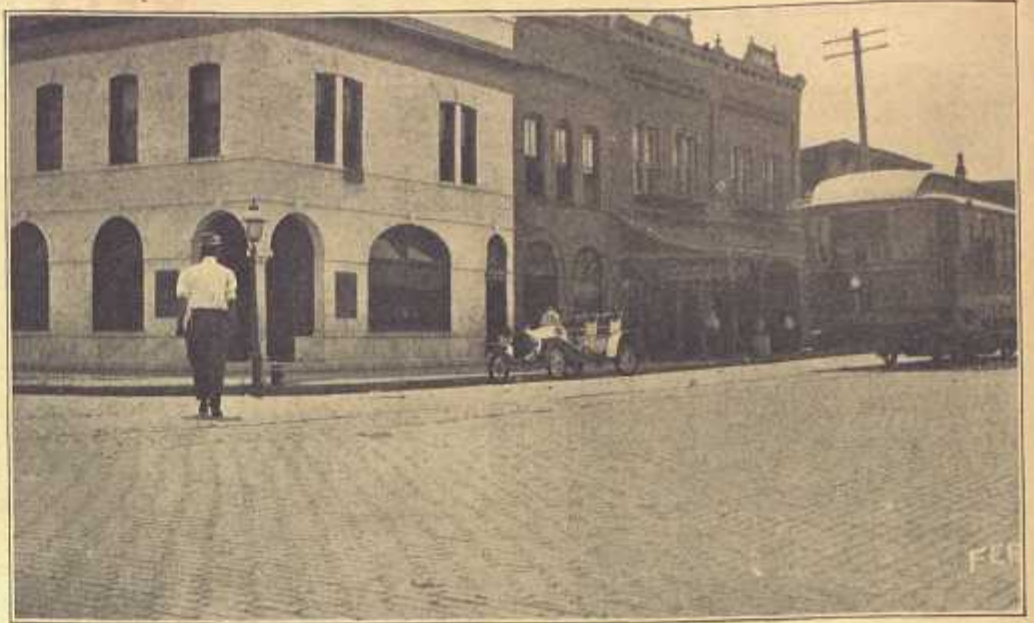
Freight trains with frequent sidetracks furnish ample shipping facilities. Street cars around this Belt give to settlers advantages enjoyed nowhere else in Florida.

The Traction Company is not in the land business and owns no land, but believes that every few acres will make a home and support a

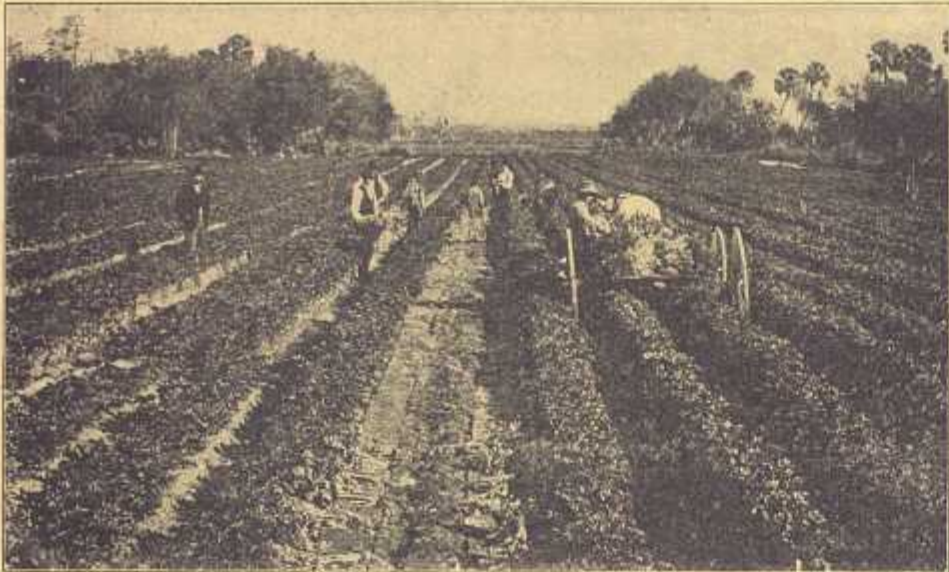
family in the Irrigable Belt. From present development they expect this land to be all taken up during the coming winter.

Descriptive literature, maps and other information will be furnished on application. Don't delay, but write at once, to

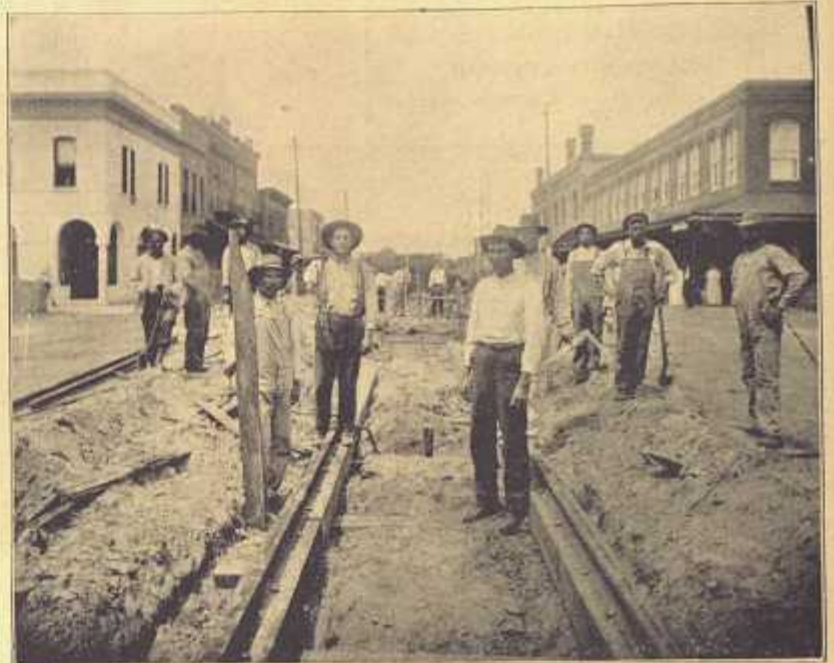
J. N. WHITNER,  
Commercial Agent,  
Sanford, Fla.



J. N. WHITNER'S OFFICE AND BANK BUILDING



J. N. WHITNER'S FARM, SHELL BANK



LAYING THE TRACKS, ON FIRST STREET



- 1—A Discouraging Load, a Single Cabbage Head.
- 2—Pinson Brothers' Farm Residence, near Sanford.
- 3—G. F. Allmendinger, of Michigan, and Others, at Sanford.
- 4—Wm. Kalmbach and J. F. Rinsey, at Their Mecca Home.
- 5—A Bend in the Road, Sanford in the Distance.

- 6—A Strip of the Pace Farm, Residence Plainly in View.
- 7—Sanford Home of Arthur Rice, from Michigan.
- 8—J. E. Fischer, J. S. and C. W. Pinson and Lewis Faulkner.
- 9—The Crawford Gang, Harvesting Celery.
- 10—Mr. Rice and Mr. Faulkner in the Seed Beds.

- 11—Mr. and Mrs. C. E. Godfrey, Visitors from Michigan.
- 12—A Bunch of Celery Craters, at Work.
- 13—J. A. Brown, of Michigan, at Mecca Hammock.
- 14—The Beach, on Lake Monroe.
- 15—Land Clearing for Fischer & Faulkner at Mecca.

**MOST OF THE ABOVE PARTIES HAVE PURCHASED AND ARE OWNERS OF MECCA HAMMOCK FARMS**

# CLYDE LINE

The Only Direct All Water Route between

**NEW YORK**  
**CHARLESTON, S. C., BRUNSWICK, GA.,**  
**JACKSONVILLE, FLA.,**  
 —AND—  
**SANFORD, FLA.**

Steamers leave Pier 36, North River, New York,  
**TUESDAYS, WEDNESDAYS, FRIDAYS and SATURDAYS**  
 direct to **CHARLESTON, S. C., and JACKSONVILLE, Fla.,**  
**MONDAYS and THURSDAYS** for **BRUNSWICK, GA.**

CONNECTING BY RAIL TO ALL INTERIOR POINTS IN

**THE CAROLINAS**  
**FLORIDA, GEORGIA AND ALABAMA**

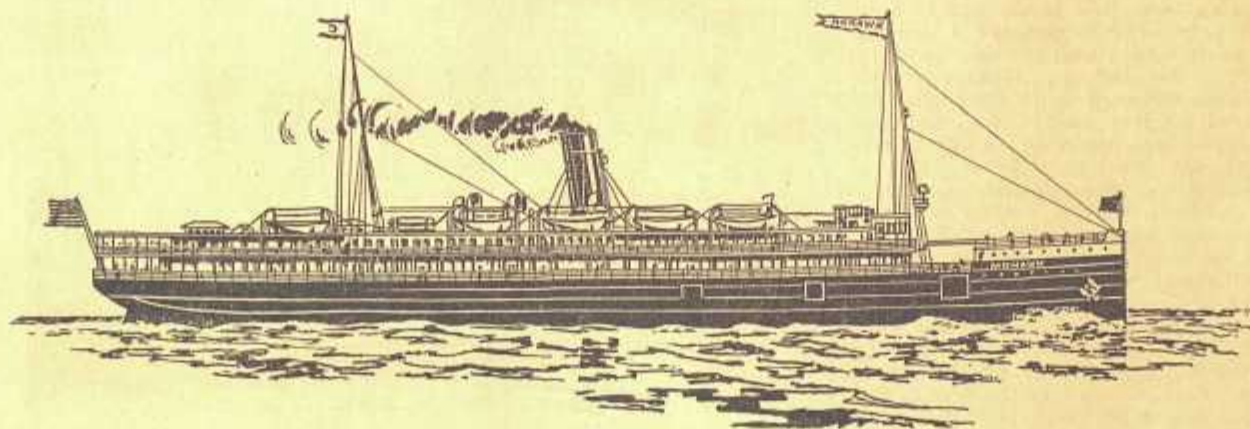
The Tuesday and Friday Steamers are restricted to first-class tickets only, other steamers carrying all classes.

## FAST MODERN STEAMSHIPS AND SUPERIOR SERVICE

Direct connections are made at Jacksonville for St. Augustine, Ormond, Daytona, Rockledge, Palm Beach, Miami, and all Florida East Coast Points; also with the Clyde River Steamers for the

### "COMBINATION DAYLIGHT and SEARCHLIGHT TRIP"

up the wonderfully beautiful St. Johns River, the Queen of American waterways, to Sanford, Fla., thence direct connections to Orlando, Tampa, St. Petersburg, Ft. Myers, Clearwater, Belleair and all Gulf Coast Points.



## CLYDE STEAMSHIP COMPANY

DISTRICT PASSENGER OFFICES:

**NEW YORK**  
 290 Broadway

**CHICAGO**  
 203 South Clark Street

**PHILADELPHIA**  
 701 Chestnut Street

**BOSTON**  
 192 Washington Street

**TAMPA**  
 509 Franklin Street

**SANFORD**  
 At Steamer Pier

**JACKSONVILLE**  
 122 West Bay Street

GENERAL OFFICES: Pier 36 North River, NEW YORK CITY

**TROPICAL FLORIDA**  
 in the HEART OF THE SOUTH

**CLYDE ST. JOHNS RIVER LINE**

**JACKSONVILLE**  
**PALATKA De LAND SANFORD**  
**ENTERPRISE**  
**FLORIDA**  
 AND INTERMEDIATE STATIONS

## Freight and Passengers

Steam Railroads and Street Cars  
to Your Door

Nothing Like It in all Florida,  
Choicest Proposition in All  
the Celery Delta

In the summer of 1908, after finding futile their efforts to induce the Atlantic Coast Line to build a spur into the celery growing district, five men met one evening and decided that same must and should be constructed. In the space of a couple of hours they had accomplished the remarkable thing of organizing and adopting plans for carrying out the project. These five men are the well known representative and enterprising citizens of Sanford, S. O. Chase, J. N. Whitner, F. P. Forster, A. T. Rossetter and A. P. Connelly, the last named being a salaried official, secretary and manager. Two organizations were formed, one being the Sanford and Everglades Railroad Company and the other the Sanford Traction Company. Mr. Rossetter is president of the former and Mr. Chase president of the latter. These men have built the road a portion of the distance contemplated and have cars running over the same, meanwhile having completed the survey and purchased the rails on to the Palm and Mecca Hammock country. Grading and road building have gone forward until, by the time this is in print, it is safe to say both steam and passenger cars will be running into the very heart of the Hammocks referred to. The stock of this company was increased in February to \$500,000, the papers being duly filed with the Secretary of State. Steam cars have for some time been hauling the truck products from the district traversed by the road, and in April last the street car system for the accommodation of passengers was started. Cars run in and out, making eight round trips daily, and more runs will be added as needed. Two large and handsome apartment coaches thus far take care of the passenger business. These cars are what are known as the "Gasoline Power" Motors. They seat forty or fifty people each and can pull trailers accommodating many more. This fall, since the schools resumed, cars are run to carry the children to and from school at Sanford, as well as laborers going out to, and in from, work on the celery farms. The five men who have built the road own it absolutely. The stock is all theirs, no mortgage, no bonds or incumbrance to embarrass them in managing or doing exactly as they please.

The benefits of this steam railroad and passenger traction are inestimable to the country into which they run, and the future they insure of and to a Greater Sanford are so large in their proportions as to be only partially grasped and understood, at this time, by any but shrewd, practical and far-seeing men of affairs. Already this section, thus connected with the city, is developing into splendid farms, settled upon by the very finest kind of people. Nice homes are being built and those who have secured footing have laid the foundation for a good thing. The excellent service makes it perfectly convenient for a man to live in town and operate a farm in the Hammock, or he can reside on his place and come into the city as often as he likes. From his country residence he can send his children to school, on the street car, and in like manner he and his family may have all the advantages of church privileges and social entertainments. Add to this, the fact that the Palm and Mecca Hammock section is the richest, most fertile and productive to be found anywhere, and it is easy to see what a future there is for that region, tributary to and quite like a suburb of the city.

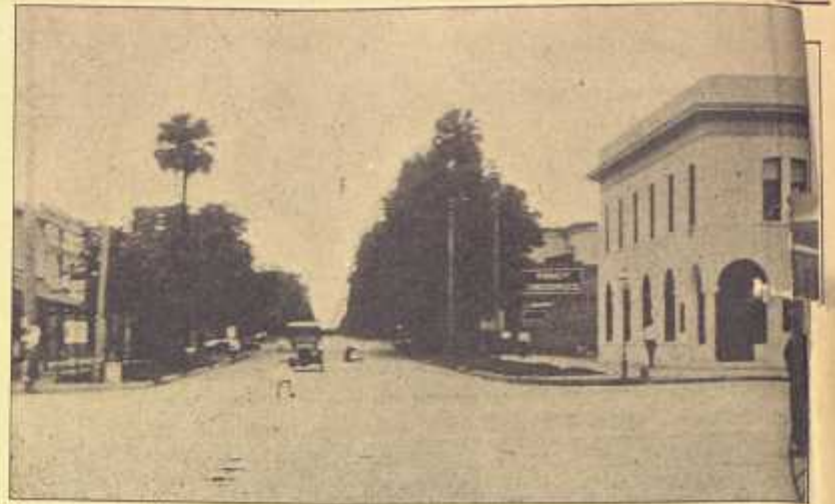
Parks are being planned in Palm Hammock, to which the populace will repair on festive occasions, for celebrations, picnics, etc. Brick paved roadways are contemplated on the main thoroughfares,



The Five Men Who Did It

Seated in the auto, at the curbstone, alongside the First National Bank Building, are the five men who conceived the idea of and have constructed Sanford's new system of railway. These five men effected two organizations, the Sanford & Everglades Railroad Co. and the Sanford Traction Co. Their remarkable accomplishment and the incalculable benefit of same to this city and section, are farther detailed elsewhere. The officers of the two roads are, respectively: S. & E. R. R. Co., President A. T. Rossetter, Vice-President S. O. Chase, Treasurer F. P. Forster, Secretary J. N. Whitner, General Manager A. P. Connelly; and of the Sanford Traction Co., President S. O. Chase, Vice-President A. T. Rossetter, Treasurer F. P. Forster, Secretary J. N. Whitner, General Manager A. P. Connelly.

Reading from left to right, as they appear in the picture, they are, S. O. Chase, F. P. Forster, J. N. Whitner, A. P. Connelly and A. T. Rossetter.



PARK AVE., NATIONAL BANK ON CORNER

## The New Railroad

Completion of same from Sanford  
to Palm and Mecca Hammock

Hon. J. N. Whitner, of the S. & E. and S. T. Co. Railways, says under date of October 4, 1910: "I am pleased to state that our financial arrangements have been made to complete our Railroad to a junction with the Lake Charm Branch of the A. C. L. We are now at work completing this road to the junction, which we hope to have done by the first of November. We will then run a belt line from Sanford over the A. C. L. to Mecca station on Sanford Ave., and on by the way of Palm Villa to Cameron City and back to town. The same service will be run in the opposite direction, making a belt."

These arrangements have but lately been consummated, though they have been in contemplation for some time. This makes Palm and Mecca lands the most desirable imaginable and the announcement is hailed with delight by residents and new purchasers in that favored locality.

## The Sanford Herald

The Sanford Herald is a lusty youngster two years of age. It has aided materially in the up-building of Sanford and the Celery Delta and is known far and wide as one of the real live weekly papers of the South. It was started August 22, 1908, by R. J. Holly, who is still editor and proprietor. While a young man in years, Mr. Holly is no novice in the journalistic profession, but has had experience in different states on special newspaper work and on the editorial tripod.

Mr. Holly is a native of Ohio, having been born at Hamilton. After attending school in the famous college town of Oxford, he received his experience in the printing business in southwestern Ohio and other states. He came to Florida some thirteen years ago and has been identified with the printing and publishing business in a number of Florida cities. The popularity of the Herald attests his capability as a newspaper man. He has the reputation of being a booster that has followed him wherever he has engaged in this line of work.

October last The Herald moved to its own two-story concrete building, herewith shown in process of construction, having a floor space of 25x117 feet, and so situated as to have the best lights and ventilation possible.

In a few months The Herald will be enlarged both in newspaper and job departments and will in time have one of the largest plants in Florida. Imbued with the thought that Sanford a few years hence will be the largest interior city in Florida, Mr. Holly has built for the future and at an early date expects to launch a live daily paper. It will be a credit to Sanford and to the state. The phenomenal growth of The Herald reflects the progressive spirit of "Lucky Sanford."



MAIN STREET, LOOKING WEST

affording beautiful fronts for property owners. The wealthiest revenues that earth can yield are inherent to the soil. Looking back two years, and realizing that as recently as then not a tree was "grubbed" nor a road started, but everything in the most original state of wilderness, one can imagine the blossoming and beautifying that another two years hold in store. This suburban locality is destined, very shortly, to be a garden of loveliness and revenue. Railroads to haul the products, traction coaches to convey the people, citified driveways for autos and carriages, with the class of residents coming and occupying, will double the value of these lands in a brief space of time. There is no place quite like Palm and Mecca Hammock in accessibility, desirability and fertility, at the present time. J. N. Whitner, of the S. & E. Ry., Sanford, is in position to give particulars to any who may desire to know more concerning the above.



HERALD BUILDING, UNDER CONSTRUCTION



THE DEPOT LUNCH COUNTER

## Depot Lunch Counter

Mrs. Alice Messenger, Prop'r

When you alight from the train in Sanford, you can't help observing the neat and attractive lunch room at your right. Just the nicest place in the world to get a toothsome bite, or a full meal, according to your fancy. Mrs. Messenger, the proprietress, is habitually on hand to see that you get what you want and the best there is.



MRS. ALICE MESSENGER



A Palm Hammock Driveway

## Palm Hammock

Rich Alluvial Soil, Intersected by  
Railroads and Beautiful Graded  
and Ornamental Avenues



Through the Tropical Growth of Shade and Palmettos  
on a Palm Hammock Roadway

### King of the Delta

Florida, the Cornucopia of the Southland, pours out to the world its bountiful supply of savory fruits and vegetables through its throbbing heart, "Lucky Sanford," where the Celery reigns King of the far-famed "Celery Delta" and every vegetable known will grow to perfection.

Nowhere else in the world as in this Delta can the industrious, hustling, vigorous, pushing husbandman obtain such magnificent results as a reward for his labors. Nowhere else as here, can the man who likes to take life easy find such prodigal recompense for a little exertion.

Here Nature Smiles and Smiles and Smiles continuously. Here, we do not "tolerate" the winters, we ENJOY them and do our wonderful Truck Gardening that is challenging the admiration and competition of the World.

Here, the summers are fanned by cooling breezes and cooled by copious showers.

**PALM HAMMOCK**—A choice six hundred-acre tract in this Delta, an ideal place for a home and farm, is only three and one-half miles south of Sanford, on Sanford Ave., a hard-surfaced automobile street, and the Sanford Street Railway and S. & E. R. R., whose station here is Palm Villa, near which is Nature's beautiful Jessamine Park covered with stately Palms, spreading Oaks, Tropical Plants and Jessamine Vines.

Palm Hammock has wide Palm bordered avenues, the finest of loamy soil, perfect drainage, flowing artesian wells of healthful sulphur water in abundance for irrigating purposes, and almost continuous sunshine—a most happy and wonderful combination of elemental conditions needful for health and prosperity.

Others in the Sanford Delta may have lands as good as Palm Hammock, but there's none better—perfection cannot be excelled. It is the desire of the owners of Palm Hammock to have a home and farm on every five or ten acres as well as on each lot in Palm Villa. For this purpose the railroad and street cars will run through the entire tract as shown in the map on first inside cover page. This choice property is offered to settlers at attractive prices and easy terms.

For particulars, address,



A Corner of Palm Hammock Park

### SANFORD, A CORNUCOPIA

Mrs. R. Homrighous, vocalist and elocutionist, of Sanford, is also an artist, the illustrative drawing herewith shown being the product of her fertile brain and facile crayon. She here depicts Florida as a cornucopia, or horn of plenty, filled with fruits and vegetables, the outlines of the cornucopia conforming to the outlines of the state. The wealth of good things, heaping up and over the top of this horn of plenty, tumble and roll along every freight and express line on the continent, supplying the World with substantial and delicacies, especially from the Palm and Mecca Hammock country in Sanford. This aptly conceived, uniquely designed and artistically executed emblem of delicious richness and abundance, has been copyrighted by the lady.

**J. N. WHITNER, SANFORD, FLORIDA**

# HOW TO REACH SANFORD, FLORIDA

## FROM THE WEST:—

- "Dixie Flyer:" Through train service from Chicago, (via C. & E. I. R. R.), Evansville and St. Louis.
- "Seminole Limited:" Through train service from Chicago and St. Louis (via Illinois Central Railway.)
- "South Atlantic Limited:" Through train service from Chicago and Indianapolis (via Pennsylvania Lines) Cincinnati, Louisville, Lexington and Knoxville (via L. & N. R. R.)
- "Montgomery Route:" Through train service from St. Louis (via L. & N. R. R.)

## FROM THE EAST:—

- Take the famous trains of Atlantic Coast Line all the way to Sanford.
- "Florida and West Indian Limited:" Through train service from New York daily, 9.55 a. m. to Sanford.
- "Palmetto Limited:" From New York 3.25 p. m. daily, through cars to Jacksonville, connecting with through cars for Sanford.
- "Coast Line's Florida Mail:" Leaves New York daily, 9.25 p. m. through cars to Jacksonville, connecting with Pullman service to Sanford.
- "New York and Florida Special:" Resumes service Jan. 2, 1911.

All Via Atlantic Coast Line and Jacksonville, Fla.



## HOMESEEKERS' RATES

From Cincinnati, Louisville, Evansville, St. Louis, Cairo, Chicago, Omaha, St. Paul and other points west to Sanford, November 1 and 15, December 6 and 20, 1910.

For illustrated matter, rates, schedules, etc., address:

W. J. CRAIG, Passenger Traffic Manager

T. C. WHITE, General Passenger Agent

WILMINGTON, N. C.