

1-1-1909

Sanford, the Celery City: Center of Winter Gardening in Florida

Sanford Herald

Sanford Board of Trade

Find similar works at: <https://stars.library.ucf.edu/cfm-texts>

University of Central Florida Libraries <http://library.ucf.edu>

This Book is brought to you for free and open access by the Central Florida Memory at STARS. It has been accepted for inclusion in Text Materials of Central Florida by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Sanford Herald and Sanford Board of Trade, "Sanford, the Celery City: Center of Winter Gardening in Florida" (1909). *Text Materials of Central Florida*. 29.

<https://stars.library.ucf.edu/cfm-texts/29>



SANFORD

THE CELERY CITY

FLORIDA



CENTER OF WINTER GARDENING IN FLORIDA

NINETEEN-HUNDRED-AND-NINE

THE CELERY CITY **SANFORD** THE CELERY CITY

**South side of Lake Monroe, Head of Navigation for Large Steamers from Jacksonville,
185 miles by River and 125 miles by Rail.**

GROWING ATOWN WITH A BRIGHT FUTURE

Less than five years ago her population would hardly reach 1,500 souls. Now within the mile square of corporation, 3,500 is the more nearly present figure.

While at least 1200 prosperous celery growers and workers are immediately tributary to this flourishing center.

There are six divergent railway lines from Sanford, running north, south, east and west, and an elegant line of steamers on the St. Johns River, connecting with Jacksonville ocean going steamers for all points north, and with vessels for foreign countries. All furnishing unrivaled transportation facilities.

The Board of Aldermen, or Common Council of Sanford, 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 cement walk that have been laid the present summer, the general tidying and beautifying of appearances are but indications of the disposition of the councilmen to inaugurate 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.

THE 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 Universities 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 sportsman.



CITY HALL, SANFORD, FLORIDA



FIRST NATIONAL BANK OF SANFORD
Organized in 1887
Only National Bank in Orange County

GATE CITY OF FLORIDA

Picturesque Scenery, Healthful Activity, Sportsman's Paradise.

Beginning at Sanford and stretching for miles to the south, east and west, is the prettiest part of Florida. If its beauties and advantages were properly brought to the attention of the vast army of people who annually come south to escape the rigors of a northern winter, it would quickly become the most popular winter resort in the world.

For one hundred miles on to the south from Sanford the St. Johns River is navigable for small pleasure craft. During four or five winter months myriads of duck and snipe migrate to these waters and adjacent lowlands; and in the virgin forests stretching away on either side, quail, turkey and deer are found in great abundance, with now and then a bear, wildcat or panther.

The waters of the river and the numerous lakes of which it is formed are teeming with black bass, small mouth bass, pickerel, catfish, grinnel and perch of many varieties. Truly a sportsman's paradise!

Orange County, in which Sanford is located, was the pioneer in the movement for good roads in Florida, and today has more improved highways than any county in the state, and, in proportion to her population and wealth and size of her towns, owns four times as many automobiles as are owned in any of her sister counties.

The auto owner can get in his machine at Sanford, cross the St. Johns

River on the ferry at the foot of Celery Avenue, and go to the famous East Coast resorts in Volusia County, spend several hours and get back the same day; or he can start south and pass through Altamonte Springs, one of the prettiest spots in Florida, on through Maitland, Winter Park, Orlando to Kissimmee at the head of the Kissimmee River in Osceola County. This latter road runs for thirty miles through a rolling, sandy

upland, interspersed with beautiful, limpid, clear water lakes, bordered by forests of pine, oak and the stately and beautiful magnolia, occasionally broken by some fine orange grove or the grounds and handsome residence of some wealthy winter resident.

To the southwest are four clusters of sulphur springs, Palm Springs, Hoosier Springs, Wekiwa Springs Rock Springs, each forming its own little stream, all finally uniting to form the Wekiwa River, one of the tributaries of the St. Johns River, emptying into it seven miles north of Sanford. Launches go from Sanford up the Wekiwa River and tie up in the basin of these great springs.

The waters of all these springs, which are the same as the waters of our artesian wells, possess medicinal qualities of well-known value. The acquisition and the development of these properties offer an investment for large capital, which will prove highly remunerative and confer a boon on humanity as well. One more of the very numerous attractions of this wonderful country.

Many thousand dollars are being expended in and around Sanford in improving the streets and other highways, beautifying the parks, of which Sanford has half a dozen, with the view of making this one of the most attractive points in the state to the home-seeker and winter visitor.

The town and vicinity have no superior in the state so far as climate and natural attractions go. We now have one of the best hotels in the state, several smaller hotels and a number of good boarding houses. It is quite certain that another summer will see the erection here of at least one more large hotel.



At the Close of a Day's Shooting

FLORIDA THE POOR MAN'S PARADISE

Florida is the poor man's paradise. Nowhere on earth can a living be made from the soil with as little effort as in this State, and nowhere on the green earth will a little money and energy applied to soil culture yield half the return from the investment.

A greater number of high-priced products are grown in Florida than can be grown anywhere else in the United States. Vegetables and fruits are grown and put on the market when the market is otherwise bare of them and when they sell as luxuries and not as necessities.

No State in the Union has a lesser death rate and none so small a rate of infant mortality.

People come here from everywhere in search of HEALTH; when it also becomes thoroughly understood that this glorious climate makes as easily for WEALTH as it does for HEALTH, we have not land enough to place the immigration that will flood the State. Florida made a wonderful gain in population in the decade ending 1900, only one State exceeding her percentage of gain. She will show at the top of the list in 1910.

SANFORD THE BEST.

Any part of the State is good, and the immigrant can hardly go amiss, but beyond a doubt, the lands lying around Sanford, in Orange county, have the greatest earning capacity and are the most valuable in the State.

The reasons are many, but the very particular reason is that at an average depth of 150 feet is found an unfailing supply of artesian water, furnishing the most abundant and the cheapest irrigation in the world.

This to the modern, scientific farmer, doing intensive farming and forcing his crops, is half the battle.

The cheap tiling put in to distribute this water, drains the land and aerates it also.

Sanford has more railroads than any place in the State, except the metropolis, Jacksonville; and being also located on the St. Johns river, has the benefit of water competition, giving it the best freight rate of any town in the trucking and fruit-growing section.

This abundant and cheap irrigation enables the Sanford farmer to produce three crops between October first and June first, each season. Lettuce, celery and tomatoes or egg plants—in the order named is the rotation; and a five-acre farm on Sanford land will yield more income than any quarter-section of the best-tilled or most fertile farm in the United States.

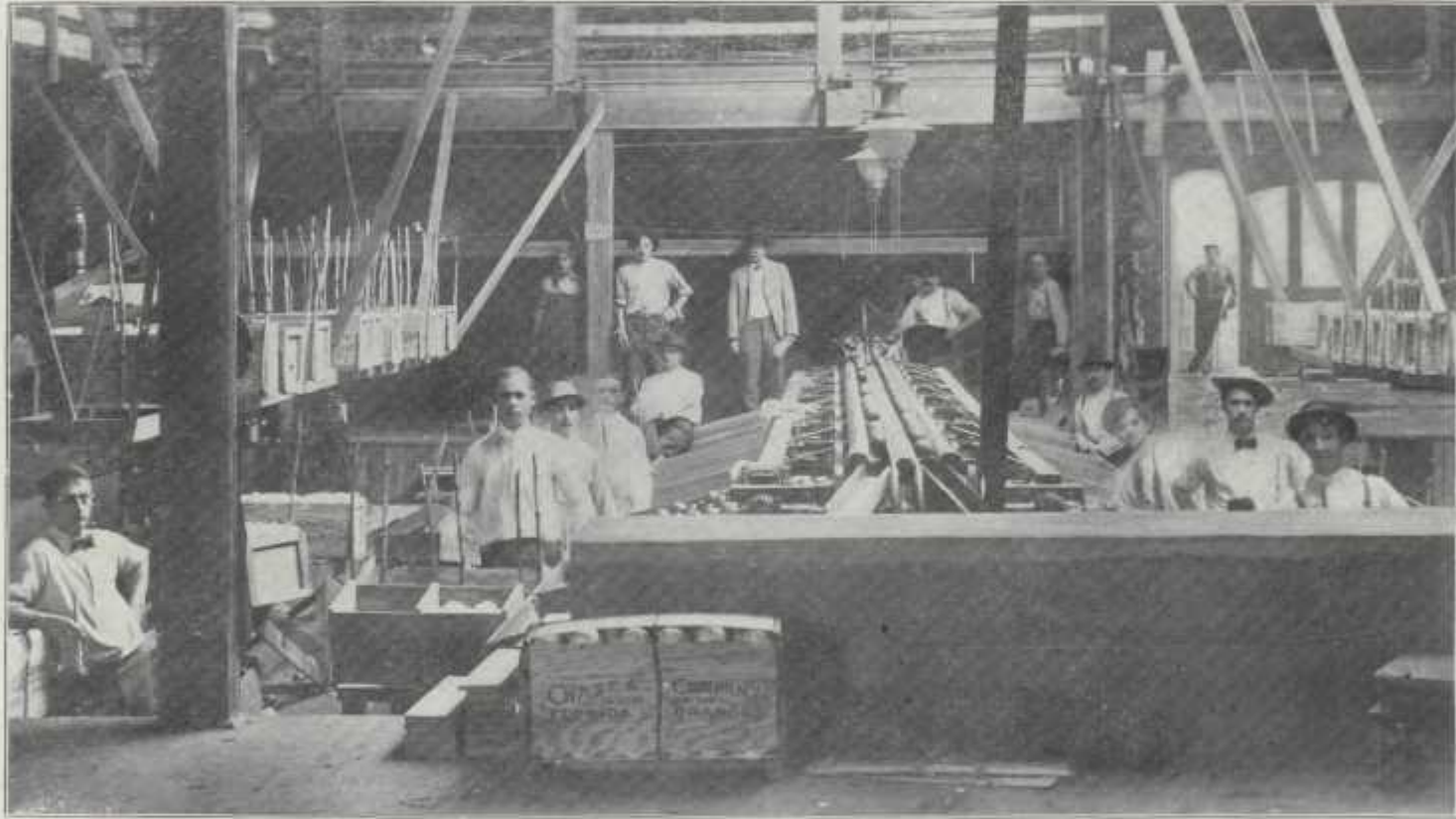
There are dozens of farmers who have accumulated small fortunes here in the last half dozen years. If this is doubted, write to any man in Sanford for confirmation.

Ten years ago not a stalk of celery or head of lettuce was grown at Sanford; and scarcely a man who is growing these crops successfully now but was then engaged in some other business; and scarcely any of them knew anything at all about farming.

These statements may seem unreasonable, but we beg to assure you that they are conservative and are not based on the experience of an exceptional man or upon an exceptional crop, but are the average experience of a number of average farmers, and any man you meet around Sanford will verify them.

Your Northern crops are harvested before it is time to plant here. Why not come down to Florida out of the cold and grow a more profitable crop than you can grow on your own farm? The change of climate will add years to your life and you will besides double your earning capacity. Orange growers have been doing this for years and for several years past an increasing number of truckers have been farming here in the winter and farming in the North in the summer. It's the easiest thing imaginable. It's the only real bed of roses offered farmers anywhere.

ORANGE PACKING HOUSE



The Largest and Best Equipped in the State, centralizing here in Sanford an industry of hundreds of Car-loads of Oranges and Grape Fruit. Packed yearly and sent everywhere.

SANFORD HIGH SCHOOL.

Sanford could not have celebrated the historic 19th of April in a better way in the year 1902, than to lay, amid patriotic demonstrations of joy and hope, the cornerstone of her fine, new, commodious High School. So encouraging are the city's prospects that an annex of nine new rooms with superior accommodations and appointments has to be provided for the increased attendandance of her coming citizens.

*A corps
of Twelve
well paid
Teachers
is main-
tained and
command
high confi-
dence.*

*A liberal
State and
County
school tax
is supple-
mented
with fund
raised
from sub-
taxing dis-
trict.*



*Four hun-
dred and
eighty
white chil-
dren regu-
lar attend-
ants.*

*Covered
in and com-
fortable
convey-
ances de-
liver to and
from the
school
building
daily, with-
out charge,
quite a
number of
children
living out-
side of
the town,
largely in
the celery
district.*

HIGH SCHOOL BUILDING.

An appropriation of \$12,000.00 has been made to construct Annex of nine rooms to this already commodious and modernly equipped building.

65,000 Celery Plants are usually set per acre and at stage of growth shown in field below have been set about three months. Three, four and five dozen make a marketable crate.



FIELD OF CELERY UNDER BOARDS

SANFORD AND ENVIRONMENT

Natural Advantages of the Town and Adjacent Country.

Take a map of Florida, begin at Jacksonville and trace along the St. Johns River south until you reach Lake Monroe. On the south side of that beautiful sheet of water is Sanford, a fine little town of 3,500 inhabitants, which has probably had more ups and downs than any in the state.

vantage nor the only reason for predicting the growth of a city here in the near future. The agricultural or horticultural development and the animal industry are all backward in Florida generally, and yet her possibilities along these lines are the greatest of any state in the Union. We are pioneers at Sanford with an advanced and perfect development along one of these lines. We have pointed the way; we have shown the world what is possible and we shall reap our harvest in great and bounteous plenty. When the rest of the peninsula begins to develop as we are doing, Sanford is bound to become a great commercial, financial and industrial center. It is certain to become an important manufacturing city.

Without any effort on our part to secure advantages in freight rates over our sister towns we enjoy the best freight rate of any town in the state south of Jacksonville. The river does this for us. Everything has run to farming here since the permanent success of our unique irrigation system was demonstrated. Every other advantage has been overlooked and neglected.



MAIN STREET, LOOKING EAST, FLO VING WELL IN CENTER

Study the location carefully. You will note six lines of railroads diverging to all parts of the state from this point. You will notice that if you are on the west coast of Florida or far down in the peninsula and want to go to the east coast you have to go through Sanford to get there, and *vice versa*. If you are in Jacksonville and want to go to Tampa or any of the lower peninsular towns the most direct route is through Sanford, and *vice versa*.

If you are a visitor to Florida for the first time, or renewing old acquaintanceship with the state, when you get to Jacksonville and you want the most delightful trip either in winter or summer to be had anywhere, you take the boat trip from Jacksonville to Sanford.

Nearly every man at present who writes of Sanford confines himself almost exclusively to our trucking industry. This beyond a question is the most wonderful farming proposition in the country, and the financial results far and away the most marvelous, so much so that any statement of the bare facts is sure to be doubted at first. This alone will certainly and very rapidly build up a community of twenty to thirty thousand people, with Sanford occupying an almost exact geographical center and none of these people living farther than seven or eight miles from town. This farming proposition, however, is not the only ad-

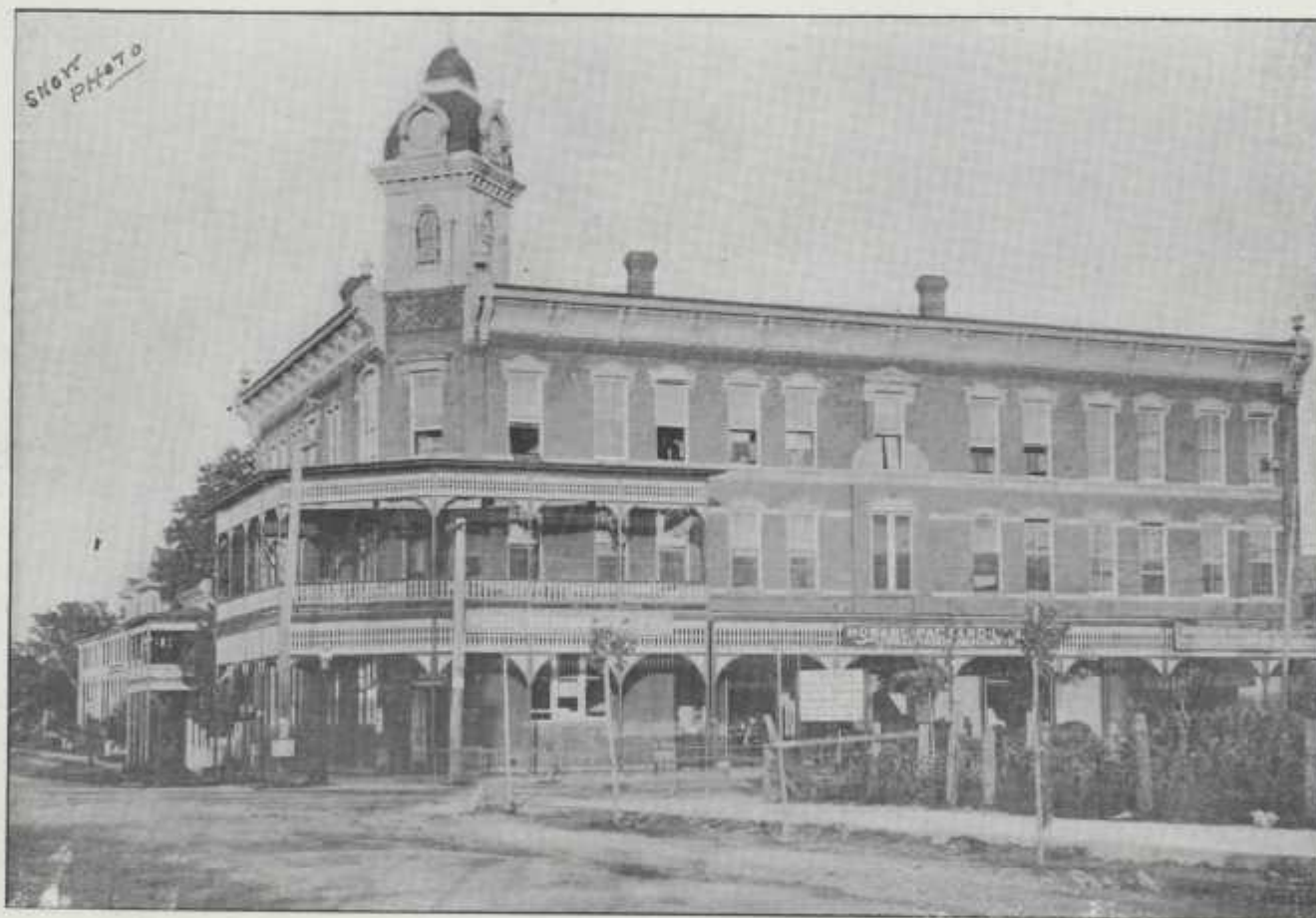
There are two hundred million feet of fine timber within easy reach of Sanford, most of which can be brought to a mill via the river, the balance lying along one or the other of the lines of road radiating from this point. Jacksonville is the clearing house for Florida products on the Atlantic seaboard. This lumber, manufactured at Sanford, can be delivered at Jacksonville by the river route for 25 per cent of what it costs interior mill points by rail.

At no other point in the state is there so great a local demand for crate material. A crate mill would here have the largest home market of any place in Florida. It is the most accessible point to the great East Coast tomato, pineapple and orange territory, and that, it must be remembered, is almost a treeless country. All of their crate material is shipped from other parts of the state. One crate mill in South Florida for the season of 1906 and 1907 shipped over 200 cars of crate material to the East Coast through Sanford and paid \$49.00 a car freight in excess of the rate from Sanford. This a Sanford manufacturer would have saved and still met his competitors on even terms in those markets. Every by-product from a sawmill would find a market here. The raw material is here, the home market is here, why shouldn't we have a great lumbering industry here?

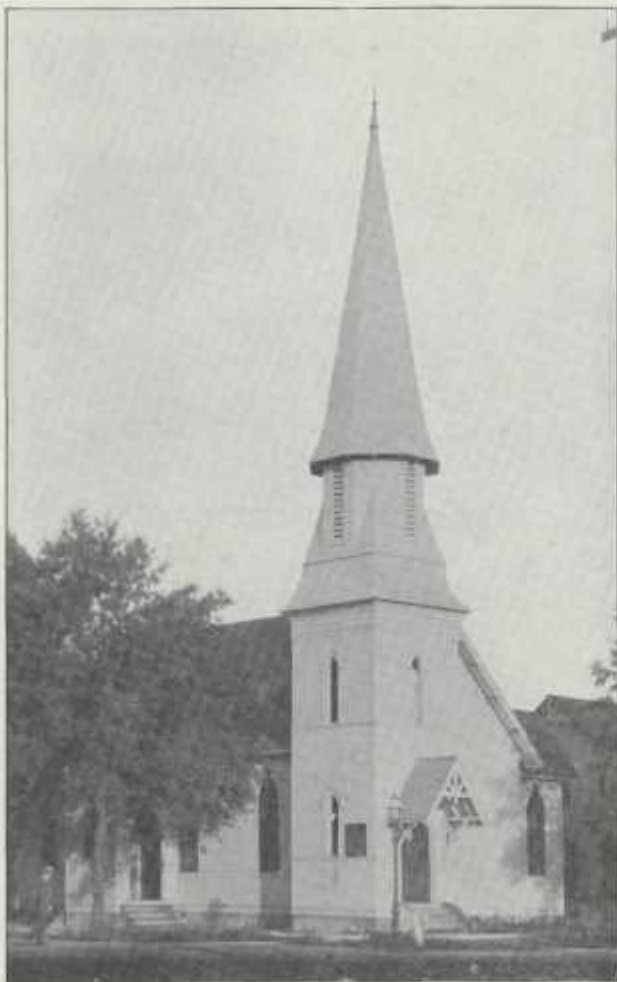


PEOPLE'S BANK OF SANFORD, FLORIDA
Incorporated 1906

*Postal Telegraph Office, Real Estate and
other Business Offices in this Building*



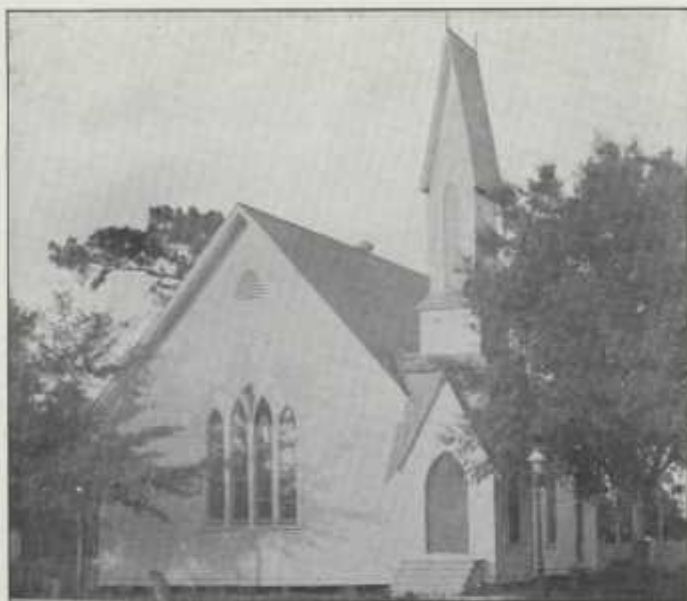
THE WELBORN BLOCK.
Corner Commercial Street and Park Avenue.



FIRST PRESBYTERIAN CHURCH.
Cor. 3d St. and Oak Ave.



CHURCH OF THE HOLY CROSS (Episcopal)
Cor. 4th and Park Ave.



FIRST BAPTIST CHURCH—Cor. 6th St. and Park Ave.



ALL SOULS' CHURCH



FIRST METHODIST CHURCH
Corner 5th Street and Park Avenue

THE SANFORD

HARRY P. I.



VERANDA AND PARK.



LOBBY AND OFFICE.



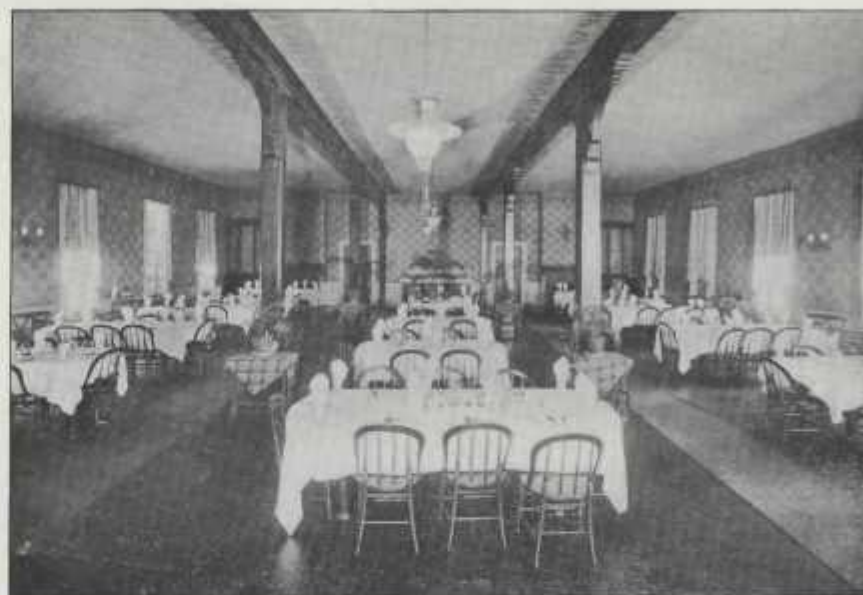
THE SANFORD HOUSE is most delightfully situated on the south side of the lake, and is eight in length. This is an ideal winter resort and a great favorite with tourists. The food given to the cuisine. Northern meats and fresh Florida fish served. Florida

SANFORD HOUSE.

RIVER, MANAGER.



shore of Lake Monroe, a beautiful, fresh-water lake, five miles in width and
 ts and the traveling public. Steam heat and private baths. Special attention
 fruits and Sanford-grown vegetables and strawberries throughout the season.



DINING ROOM.



A PARLOR VIEW.

SANFORD CITY PARK---BAND PAVILION.

Many Sunday Afternoons throughout the year the people of Sanford are delightfully entertained by the City Band—20 Pieces.





An Elegant Line
...of...
STEAMERS
Ply Daily
between
JACKSONVILLE
and
SANFORD

Leaving
Jacksonville
Daily at 3 p. m.
Arriving at
Sanford 9 a. m. [Unloading the Catch.]



ST. JOHNS RIVER NEAR SANFORD.

STEAMERS
Returning
Leave
Sanford 11 a. m.
Arrive in
Jacksonville
3 a. m.

PASSENGERS
Remain on
Board
till morning.

[Caught in the River and Lakes.]

Celery Seed are 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 of plants thereafter is the work of two men for five acres of land.

Hand power mostly used.



CELERY SIX WEEKS IN THE FIELD

**RATES ON VEGETABLES FROM VARIOUS POINTS IN FLORIDA TO BASE POINT
JACKSONVILLE, FLORIDA**

The St. Johns River is the Factor in Securing to Sanford Advantageous Rates Below

	VEGETABLES in Crates					POTATOES AND CABBAGE In Barrels or Barrel Crates		
Bradentown	-	-	-	-	20 cents	-	-	40 cents
Dania	-	-	-	-	25 "	-	-	50 "
Delray	-	-	-	-	25 "	-	-	50 "
Ft. Pierce	-	-	-	-	22 "	-	-	44 "
Ft. Lauderdale	-	-	-	-	25 "	-	-	50 "
Orlando	-	-	-	-	17 "	-	-	34 "
Hallandale	-	-	-	-	25 "	-	-	50 "
Miami	-	-	-	-	25 "	-	-	50 "
Manatee	-	-	-	-	20 "	-	-	40 "
Leesburg	-	-	-	-	11 "	-	-	22 "
Lakeland	-	-	-	-	12 "	-	-	24 "
Tampa	-	-	-	-	14 "	-	-	28 "
New Smyrna	-	-	-	-	13 "	-	-	26 "
Daytona	-	-	-	-	12 "	-	-	24 "
SANFORD	-	-	-	-	10 Cents	-	-	20 Cents

This Rate Sheet translated into simple terms spells SANFORD, spells it big—and how, you ask? Look it through and you will see that all the big shipping points in Florida are paying ten and twenty cents more per crate or barrel to Jacksonville—the basing point—than Sanford is paying. See! Now figure. On an acre of Sanford irrigated land 1200 crates celery and lettuce, two crops yearly, are raised. Ten cents saved per crate is \$120 made per acre every farming year. Don't this spell Sanford and spell it BIG?

THIS BOOK IS PRESENTED BY THE SANFORD BOARD OF TRADE.

For Detailed Information, write to the following Real Estate Dealers.

J. N. WHITNER

HOWARD-PACKARD LAND CO.

HOLDEN REAL ESTATE CO.

M. M. SMITH

MURRELL & MINSHEW

E. T. WOODRUFF

EDGAR E. BROWN

R. H. MARKS

Three Years ago Sanford had but one Real Estate Dealer. Now there are Eight Wide-Awake and Active Concerns, conveniently located, well officed and prepared to show any and all kind of Land Propositions, Improved, and Unimproved Garden Lands, Orange Groves, Etc., Etc.

WHERE THE SUGAR IS, THERE ALSO WILL YOU FIND THE BUSY BEE.

COSTS AND PROFITS

CONSERVATIVE ESTIMATE OF EXPENSES AND RETURNS IN DEVELOPING A TEN-ACRE TRACT.

In Six Months, a Clean-up of Over \$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 \$100 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 \$100 per acre.....	\$1,000.00
Clearing, plowing and harrowing, at \$100 per acre.....	1,000.00
Fencing, at 60 cents per rod.....	96.00
Irrigation system (two wells) at \$100 per acre.....	1,000.00
	<hr/>
	\$3,096.00

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
	<hr/>
	\$2,550.00
Total cost of land and first crop.....	\$5,646.00
Average yield (400 crates per acre), 4,000 crates at \$1.25.....	5,000.00

It will be seen that the first crop gives a net profit of \$2,450 and nearly pays the cost of the land, clearing same, breaking up and irrigation,

besides its own expense. 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 during the fore part of November so as to harvest and market in early spring, thus avoiding possible hot weather detriment. While cauliflower is an easy 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 late 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 the best results from celery, if it is the intention to raise a crop of celery 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, \$100 per acre.....	1,000.00
Harvesting (including crates), \$200 per acre.....	2,000.00
	<hr/>
	\$4,400.00
Average yield, 800 crates per acre, at \$1.25.....	10,000.00
	<hr/>
Net profit on celery crop.....	\$5,600.00

And You Have Your Farm Paid For.

Besides the profit shown above, the farm is paid for. Also, your land is now worth \$1,000.00 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?

There should be set down in this connection the stupendous fact that our crops are going into the ground at a time of the year when those of the country generally have been grown and largely put upon the market. This year cabbage is almost a failure. Our growers knew this shortage in October. Sanford will have a hundred carloads at least, thanks to this fore-knowledge, her sunshine, and sub-irrigation.

THE TREE OF PROSPERITY

Now Rooted and Developing in Sanford--"The Celery City"

YEAR 1908—SHOWS FOR—PROJECTED FOR 1909

A New Railroad under construction.
Marble Bank Building.
Two Ice Factories—60 and 25 tons daily with
1000 ton Cold Storage capacity.
A New Machine Shop.
Two New Lumber Yards.
Clyde Steamship Co.'s New and Larger Dock
and Ware Houses.
Three New Sewer Lines.
Many New City Residences.
Remodelling and extending Water Works.
\$500,000.00 Building and Loan Association.
Miles of New Concrete Sidewalks.
A New Orange Packing House. Largest and
best equipped in the State.
Thousands of Dollars invested in farms and
farm improvements.

\$600,000.00 Government Improvement on the St.
Johns River from Sanford to the sea.
\$700,000.00 Lumber and Crate Manufacturing
Co. with \$100,000.00 Plant, Employing 200
Hands.
\$50,000.00 Fertilizer Plant.
New A. C. L. Ry. Passenger Station and Yard
Extensions.
Electric Light Plant.
Wholesale Grocery House.
Street Railway and Belt Lines.
Paving Business District with Vitrified Brick.
Cement Sidewalks further extended.
Wagon and Carriage Factory.
\$12,000.00 Addition to Public School Building.

The Board of Army Engineers have recommended an appropriation of \$600,000 for an eight-foot channel up the St. Johns River to Sanford. Our congressman assures us that the appropriation will be made at the next session of Congress.

The Atlantic Coast Line, Florida East Coast, Sanford and St. Petersburg, Sanford-Eustis & Astor, Sanford & Oviedo Trains Enter and Depart from this Station, and later on The Sanford and Okechobee Trains.



UNION PASSENGER STATION

Here, and over these tracks, enter and depart as many as twenty-five trains daily. The tourist or business man from New York to Sanford, Tampa, Key West or Havana bound, stopping off here can get something good to eat, as all passenger trains give twenty minutes for meals at this station.

Peerless Sanford.

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.



MAGNOLIA AVENUE
Looking Toward Lake Monroe

PEERLESS 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.



BLEACHING CELERY

PEERLESS SANFORD

Without a rival in its resources and possibilities, on the heights overlooking Lake Monroe, at the head of navigation of the St. Johns river with its well appointed and popular Clyde Line steamers, and also reached by six divergent railways, nestles the remarkable little city of Sanford.



ONE OF THE CITY PARKS

Peerless Sanford.

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.



ORANGE GROVE



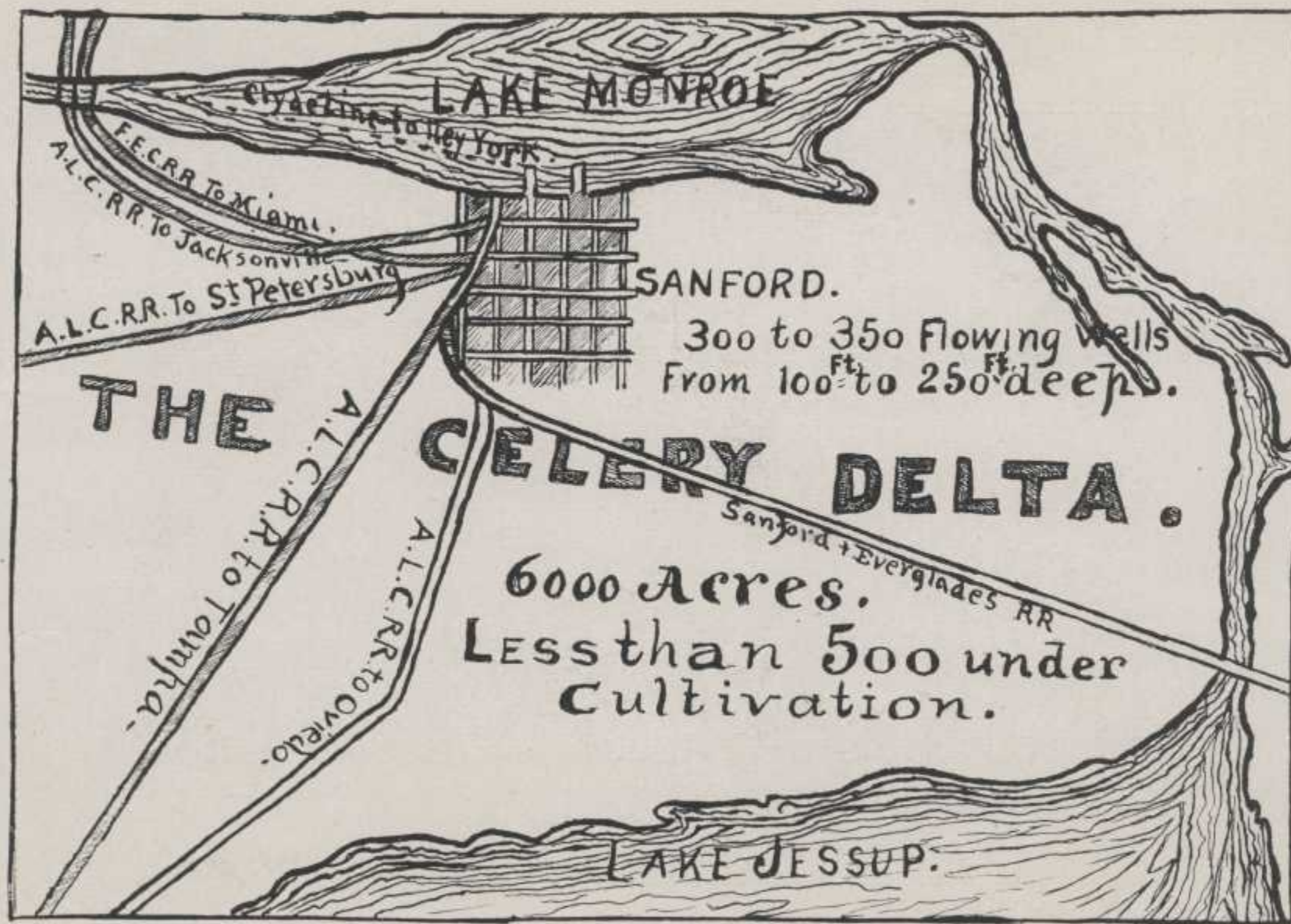
PICKING ORANGES

SOUTHERN EXPRESS COMPANY'S PLATFORM



AROUND THE RAILWAY STATION

Here is a busy center and here a busy time during the greater part of the all-round year, and so great has the Express business grown to be that the Company is to erect at once a building equal to the present and all future demands upon it.



Crystal Ice Co.'s Factory.



Recently completed. Sixty ton Ice factory, with storage capacity for two thousand tons of ice and forty cars of Celery. Our delicate crops are all transported to market in refrigerator cars. Without these facilities they cannot be successfully marketed. To keep pace with new developments the capacity of the factory will be increased this summer.