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Sanford, the City Substantial

Sanford Chamber of Commerce

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SANFORD FLORIDA



*"The City
Substantial"*

SANFORD

Florida



IN the average literature of municipalities, as presented to the public, delightful scenes are shown accompanied by articles written in fine descriptive power. While this makes pleasant reading, the capitalist, manufacturer and homeseeker want to know definite and vital facts concerning the section in which they are invited to make investment.

In the compilation of this booklet, the Publicity Committee of the Sanford Chamber of Commerce has attempted to show Sanford not only as a desirable place in which to live, but also in which to do business. Facts and figures have always conveyed a direct appeal to the investor, and are more essential to the successful advertisement and development of a municipality than any amount of grandiloquence resorted to.

The Committee has, therefore, briefly compiled in the following pages accurate and pertinent information relative to the economic, commercial and social superiorities which Sanford possesses, and by reason of which Sanford is known as

The City Substantial

SANFORD - The City Substantial



THE millions of tourists who have visited Florida in the past are agreed that Florida cities and towns possess more pep and enterprise than can be found in the cities of other States south of the Mason-Dixon Line. This is due, first, to the reason that the greatest development in Florida has occurred during the past few years, as a result of which communities which were small villages ten years ago are now

fair sized cities; and, second, in the natural course of their growth they have profited by the mistakes made by older and larger cities; and, third, insofar as possible, have built themselves along lines conceded to be the most efficient and modern.

In comparing Sanford with other cities in Florida, the subject of population should always be considered. With this thought in mind, it can be conservatively stated that few towns of a similar population thruout the State can show more modern development than is found in Sanford. The population of Sanford, according to the recent census reports, was 5,588, a gain of 66 2-3 per cent over the preceding ten-year period, making it the twelfth largest city in Florida. Sanford has a modern form of municipal government, having adopted the City Manager Plan in January, 1920.

View of Portion of Business Section



Sanford has twelve miles of paved streets and twenty-two miles of sidewalk, with seven additional miles under construction. The illustrations in this booklet will give some idea of their width, in addition to which they are noted for their cleanliness, and in the residential sections for their many beautiful shade trees. The city has spent a great deal of money on the paving of its streets, and contemplates spending more for the same purpose.

Sanford has an efficient police and fire department, the latter possessing modern fire-fighting apparatus and automatic equipment.

The views shown below are a portion of Sanford's business district. General business conditions in Sanford have been exceptionally good all during the period of the nation-wide business depression. With the return of normal conditions, coupled with the positive growth destined for the city, the business men of Sanford are facing possibly the greatest era of prosperity ever experienced here.

An excellent water supply, electric light and sewerage systems are all in keeping with the reputation Sanford has as a modern city.

Both the Western Union and Postal Telegraph Companies maintain offices in Sanford, and report a large volume of business which is increasing each year.

The Sanford Herald publishes both a daily and weekly newspaper. It is a member of the Associated Press and is ably edited. Few cities in the State the size of Sanford can boast a better newspaper, and it is acknowledged locally to be one of the greatest civic boosters the city possesses.

Jitney busses, conceded to be the more modern method of municipal transportation, take the place of street-car lines, and solve a problem which has proven a vexatious one to most cities.

First National Bank Building and Annex



Welaka Building



Courthouse and Valdez Hotel



FOLLOWING the plans adopted by large cities in the matter of lighting, Sanford has installed a white way which, when lighted, gives it a big city aspect. The usual recreational features of a city, such as theatres, movies and social functions, are well patronized, in addition to which Sanford's reputation as a good show town attracts a great many road shows as well as carnivals and circuses. Sanford is on chautauqua and lyceum circuits, as a result of which its citizens have had the opportunity of hearing some of the greatest lecturers and artists on the platform today.

The well-known fraternal organizations all have lodges in Sanford. In addition to the Masonic Order, which has both the Blue Lodge and Chapter, there are lodges of the Eastern Star, Odd Fellows, Elks, Loyal Order of Moose, Knights of Columbus and others. These orders all add to the social life of the city by the entertainments they give from time to time.

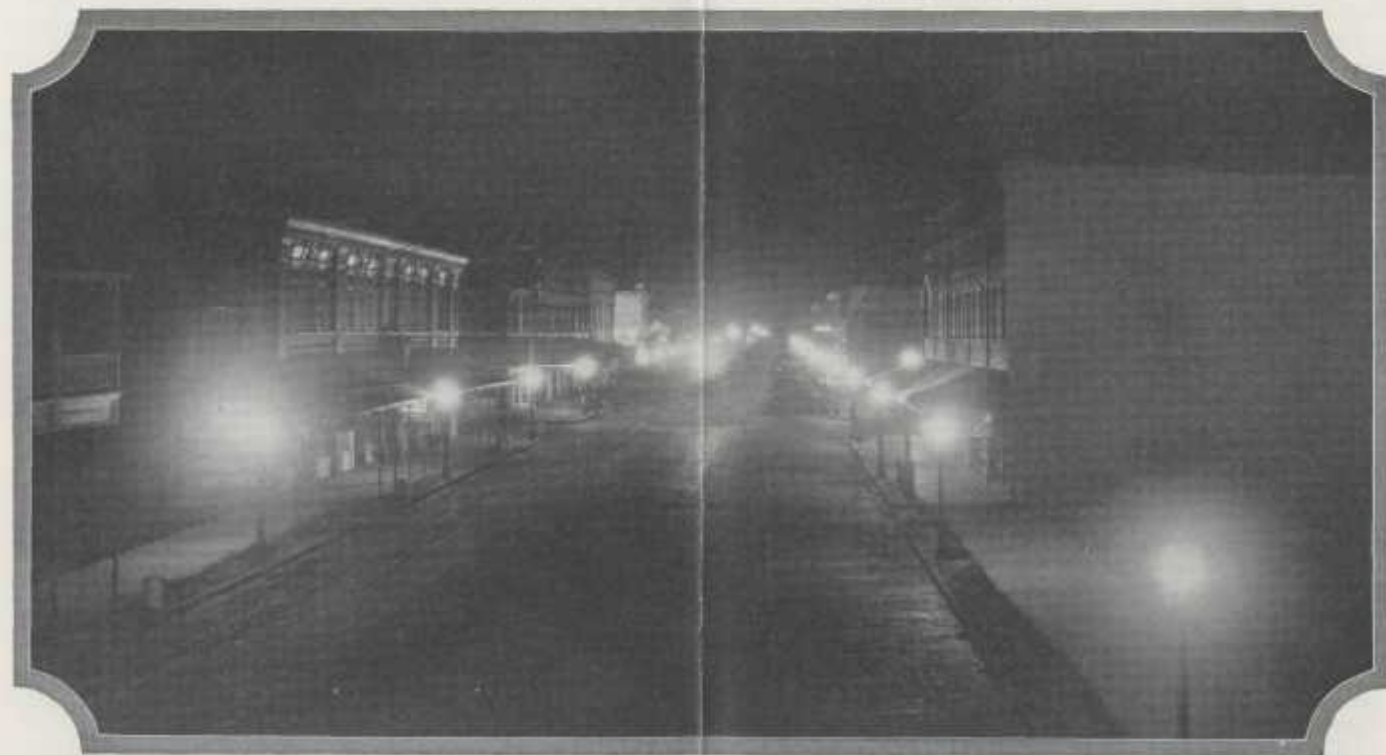
The Woman's Club is particularly prominent in both social and civic activities, as is also the Professional and Business Woman's Club. If it were possible to do so, considerable space could be devoted to the enumeration of the activities of the women's organizations in Sanford, and the remarkable success they have attained in everything they have attempted. They have always willingly co-operated with the Chamber of Commerce whenever

that organization has called upon them, and have proven themselves entirely capable of executing the additional responsibilities of citizenship which suffrage has forced upon them. Were the future of Sanford left to the ladies of the city, there would be no doubt as to the ultimate outcome, for their past record of attainments testifies to the progressive spirit with which they are imbued, and which, in the final analysis, is found only in individuals and cities that accomplish things.

The Rotary Club, recently organized, has already taken its place as an important factor in the future progress of Sanford. Plans are now under way for the building of a Rod and Gun Club, which, when completed, will obviously be extensively patronized by amateur Nimrods and followers of Isaac Walton.



That Sanford is a Progressive Town is Evident from the Well-Lighted Streets and Stores



SANFORD - The City Substantial



SANFORD is particularly and justly proud of its hotel accommodations. In the matter of conveniences these hotels are modern in all that that term implies. The many guests who have had the opportunity and pleasure of stopping at these hotels testify to this statement. Rates are reasonable, and during the winter when tourist travel is at its zenith, no attempt is made by any of the hotels

to profiteer by raising the rates on these winter guests.

There are hotels with appointments and prices covering the widest conceivable possible range. There are apartments furnished or unfurnished, and plenty of places where either rooms or meals, or both, may be had.

Rates are furnished on application, and it is suggested that reservations be made in advance. This applies particularly during the tourist season. Busses from hotels meet all trains and boats.

Below is a list of the names of hotels and the plan under which they are operated:

Valdez Hotel	European Plan
Seminole Hotel	European Plan
Montezuma Hotel	American Plan
Lincoln House	American Plan

In addition to these are the following smaller family hotels and boarding houses:

The Gables.
The Palms.
The Magnolia House.
The Pico.

The Welaka building contains up-to-date apartments which can be rented by the month or season.

Despite the excellent hotel accommodations afforded in Sanford, they are by no means adequate, inasmuch as during the past season the hotels were taxed to their fullest capacity. Here is an excellent opportunity for some concern or individual familiar with the hotel business to make a most profitable investment. Further particulars relative to this proposition will be furnished upon application to the Chamber of Commerce.

Valdez Hotel



Montezuma Hotel



Lincoln House



Seminole Hotel



SANFORD hotels were graded at 90 per cent and over on inspection made by the State Hotel Commission. They maintain high-class dining service, and the problem of where to get something to eat is easily solved. It is a difficult matter to try to satisfy the many different kinds of appetites from as many different sections of the country, but the hotels and restaurants in Sanford have succeeded in doing this very thing. The dining rooms of the hotels are frequently engaged by the various social, fraternal and civic organizations for their meetings and functions.

It has already been stated that Sanford hotels are modern. In addition to this their appointments bespeak comfort. Their lobbies are spacious and their managements and clerks particularly hospitable and courteous, expending every effort to make the stay of their guests a pleasant and memorable one. All the hotels have steam heat to counteract the occasional cold spells of winter which may inadvertently strike Florida. During the summer months, which by the way are far more pleasant in Florida than in some of the States much further north, the hotels are not as crowded as during the heavy tourist season. It is very difficult for a resident of the North to conceive of a cool Florida summer, and tourists smile incredulously when told that summers in Florida are not of the "hotter-than-Hades" variety. A reference to the map of Florida will in itself explain the reasons for the equable summer climate, which is due to the breezes from both the Atlantic and the Gulf, which continually circulate across the peninsula. Summer heat is also moderated by daily showers and the evenings are invariably cool, insuring a good night's sleep.

To refute any statement that our climate is changing, examination of

the climatic data of the U. S. Weather Bureau for a period of more than sixty years will satisfy anyone that this is untrue. Statements that our summers are so long and hot as to be very uncomfortable, should cause little apprehension. Long summers are expected but extreme heat unknown.

The fallacious unbearable summer idea is gradually being worn down by people from the North themselves, who, after locating in the State, await the advent of their first summer in Florida in dread, and after it passes are so agreeably surprised that they write home and tell their friends about it, who in turn place them in the same category with Munchhausen.

The fear of any person that Florida is visited annually by severe storms is unfounded. Tropical storms moving north from the equator cause heavy rains, but the sandy soil absorbs them. Sanford has an ideal climate, the highest average temperature in July

being 80.4°. The extensively advertised California variety is no better, and it may be interesting to tourists who have hitherto spent their winters in California to know that records do not show any disastrous earthquakes in the history of Florida, as has unfortunately been the case in the former State.



Lobby of
Valdez
Hotel



Dining Room of
Valdez Hotel



Lobby and Grill of
Seminole Hotel

SANFORD - *The City Substantial*



SANFORD possesses excellent railroad facilities, being on the main line of the Atlantic Coast Line Railroad, approximately 125 miles from each of Florida's two largest cities, Jacksonville and Tampa, or midway between these two cities. It is the connecting point for Lakeland, Eustis and Oviedo, and is known as the railroad center of central Florida. The Atlantic Coast Line Rail-

road operates de-luxe train service from eastern and midwestern points through to Sanford; close connections are also made at Jacksonville with other lines not serving this territory. Division repair shops for the Atlantic Coast Line Railroad are also located at Sanford.

In order to arrive at some idea of the wealth of this section, it may be of information to those interested in this State to know that the third division of the Atlantic Coast Line Railroad, which embraces the operations of this railroad exclusively in Florida, furnished one-fifth of the company's total operating revenue, and despite general adverse business conditions the volume of

business from this section showed an increase of 60 per cent as against a corresponding decrease for the first and second divisions of the Atlantic Coast Line Railroad.

The illustrations shown on this page are a few of Sanford's public buildings designed and erected in line with modern ideas. The Federal Building, or Post Office, is a very attractive structure, and cost the Government \$100,000 to build. Postal receipts for 1920 amounted to over thirty thousand dollars.

The Fernald-Laughton Hospital was a gift to the city by one of its prominent citizens, and for an institution of its size possesses modern equipment and an efficient staff of doctors and nurses.

The day is not far distant when air travel will have become quite common. Sanford will not be found unprepared, as it now has one of the best aviation fields in this section of the State.

The pronounced spirit of progress and prosperity which is so obvious to the stranger upon his arrival in Sanford, is attributed to two factors—the potential resources of the city, and the efficient exploitation of them by the Sanford Chamber of Commerce. This organization is composed of the most progressive of the city and rural business men, thru whose efforts a special city tax was levied, making possible the publication of this medium of publicity which you are now reading. When you visit Sanford, look for the emblem of the Sanford Chamber of Commerce shown herewith, which all members take a pride in displaying in their places of business. Any information concerning Sanford and contiguous territory will be cheerfully furnished by this live organization.



Post Office

Depot Atlantic
Coast Line
Railroad



Aviation Field

Fernald-
Laughton
Hospital

Seminole
County
Courthouse





THERE are four banks in Seminole County, three of which are in Sanford, and the other being located in Oviedo. The combined deposits of these four banks as of April 30th, was \$3,043,000. Five years ago these banks showed but \$1,231,000 on deposit. The population of the county is about 10,000, giving an approximate average deposit per person of \$300, which is obviously large, and will prove previous and subsequent statements bearing on the wealth of this section. These deposits were not augmented by any great influx of tourists, as is the case in many of the tourist towns of the State. The most recent financial reports made by the local banks to the State and national comptrollers prove conclusively as to their soundness and most efficient management.

They have always been especially generous in the extension of credit, and have rendered real service by assisting financially and bringing to a successful culmination, important developments which could not have been possible without their assistance.

"Bulwarks of strength" is no misnomer for Sanford and Seminole County banks. They have successfully weathered the great freeze of '95 and the present and previous financial crises.

They have co-operated with the Sanford Chamber of Commerce in curtailing the activities of stock salesmen, who, knowing the reputation Sanford has had for being in excellent financial condition during the present business depression, made this city a field for their operations.

The future development of the city being positively assured, due to its innumerable resources, the Sanford Chamber of Commerce is endeavoring not only to

hold local capital for future investment but also to interest outside capital thru the medium of this booklet. The city is supported mainly by its great agricultural section, about which more is subsequently written.

Industrially, its most important feature is the Atlantic Coast Line Railway Shops, employing 350 men, with an average monthly wage roll of over \$50,000. Total capital invested by the railroad in this plant is over half a million dollars.

In addition to this there are packing houses, crate factories, a broom factory, cigar factory and several smaller industries, all of which have proven successful.

The industrial development of Sanford is still in an embryonic stage, and here are offered wonderful opportunities for capital to invest in a canning plant for utilizing the great quantities of celery which go to waste every year, and it has been suggested that soup would be a profitable by-product of Sanford's vast celery production. An industrial survey of the city will be made in the near future under the auspices of the Chamber of Commerce. Inquiries are solicited from manufacturers seeking more suitable sites and central location.



People's Bank



First National Bank



Seminole County Bank

SANFORD - The City Substantial



DURING the period November 15, 1920, to June 1, 1921, inclusive, Sanford shipped 5,125 cars of vegetables, the majority of which were of celery. Probably no farming section in the country has better railroad facilities than Sanford, despite which the great increase of production requires additional facilities being built each year. The Atlantic Coast Line Railroad Company has a belt line serving the trucking territory. This belt line is nine and one-half miles long,

with spurs branching off at convenient points for placement of cars to be loaded by the growers. This practically means that the farmers have the railroad running up to their back doors. In addition to this belt line the railroad yard has accommodations for approximately 700 cars. Freight charges paid by shippers in this section to May 15th total over \$1,950,000. Increased rates as of the same date brought additional revenues to the transportation company in an amount over \$800,000.

Perishable products pay 52 per cent over first-class freight rate and in shipping a carload of lettuce to New York containing 400 hampers, the total charges collected by the transportation company

are \$425.91, divided as follows: Freight, \$336.00; refrigeration or icing charges, \$77.50; war tax, \$12.41. This figures a charge of \$1.06 per hamper delivered to New York. Charges for a similar car consigned to Chicago would be \$439.71, of which amount freight is \$342.00, refrigeration \$85.00, and war tax \$12.51. Cost per hamper to Chicago \$1.09 2-3.

A carload containing 350 crates of celery to New York pays \$294.00 freight, \$77.50 refrigeration, \$11.15 war tax, or a total charge of \$382.65. Rate per crate, \$1.09. The same car to Chicago would cost \$229.25 freight, \$85.00 refrigeration, \$11.52 war tax, or \$385.77 total charge, with a per crate rate of \$1.12.

A minimum carload of lettuce is 350 hampers, and a maximum 400 hampers. 350 crates of celery is a carload lot.

Some idea can be gained from these figures of the revenue contributed to the railroads from this section, and why it is to the advantage of the latter to foster and co-operate in anything that will further develop this rich agricultural section. The increased rates paid this season represented the profit the growers would have received had this increase not become effective.

The Interstate Commerce Commission rules that the payment of these excess rates entitles the shipper to preferred service, and the railroads are supposed to give from Sanford fifth and sixth morning delivery to New York, Chicago and Boston markets.

Sanford boasts the largest original icing station in the world, from which the refrigerator cars are iced before beginning their journey to the large markets of the country. During the present season the peak of shipping was reached in March when 373 cars of celery were iced and shipped in one week. The icing plant is privately owned and operated, as are gas, water and electric plants.

Spur Track, American Fruit Growers



Icing Platform



Power and Ice Plant



SANFORD is indeed fortunate in that it is accessible by boat as well as by rail, as a result of which this never-failing water route to and from great business centers of the country has always proven an advantage to the city as an equalizer of transportation rates, precluding all possibility of her business men ever being at the mercy of transportation exigencies, and in addition to which enables them to supply adjacent territory with goods and supplies at better than competitive prices. The table of rates noted below showing differentials as between Sanford and points further south, using Jacksonville as a basic point, is probably the most positive argument in support of its contention of being the re-shipping point of the upper St. Johns and the real distributing center for south Florida.

		1st Class	2nd Class	3rd Class	4th Class
FROM JACKSONVILLE TO	Sanford58	.50	45½	37½
	Oriando . . .	1.09½	.99	92½	.74
	Kissimmee . .	1.15½	1.05	.94	.78
	Haines City . .	1.20½	1.08	.99	84½
	Lakeland . . .	1.25	1.11½	1.00	87½
	Tampa	1.28	1.12½	1.02	89½

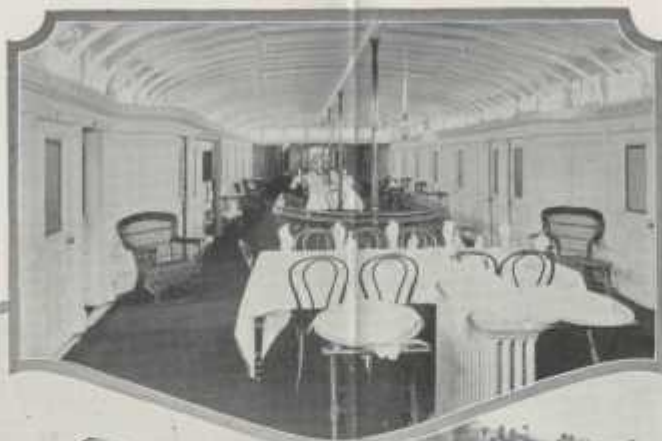
Sanford's good road communications and close proximity to the fastest growing cities in the State give additional weight to its claim as a distributing center. It is upon the submission of these facts that Sanford courts investigation from manufacturers, wholesalers and jobbers. The Clyde Line operates river steamers from Jacksonville to Sanford, leaving Jacksonville and arriving in Sanford on alternate days, and vice versa.

Those wholesale concerns located here recognized the superior advantages of Sanford as a distributing center for central and south Florida, and not only materialized their vision, but have built up phenomenally profitable businesses in their respective lines.

Chase & Company, the largest independent shippers of Florida fruits and produce in the United States, with packing houses all over the State, have

located a branch of their business in Sanford which not only handles shipments of Florida products, but is the only branch of their business engaged in the distribution of growers' and packers' supplies, such as seed, crates, wrappers, fertilizers, insecticide, etc. This business, since its inception, has been uniformly successful, and according to statements made by representatives of this concern, this success is due mainly to the preferential rates which Sanford enjoys, in addition to its good road communication and natural geographical location. The American Fruit Growers of Pittsburg are represented in Sanford by F. F. Dutton & Company, and are probably the largest concern of its kind in the world. C. W. Zaring & Company—wholesale grocers of Jacksonville—have recently established a branch in Sanford, which has proven a success from the very beginning. The Wight Grocery Company—another wholesale grocery concern organized locally—has been operating profitably for a great number of years.

Sanford's latest acquisition in the wholesale line is the Automotive Supply Company of Augusta, Georgia, which opened a branch in Sanford last February, and has already found it necessary to secure additional space to provide for the great volume of business which they have secured since locating here. A great many concerns and individuals in Sanford have State agencies for various manufactures, and profitably utilize the many advantages of Sanford as a distributing point.



At the Sanford Dock

Dining Salon
Steamer "City of Jacksonville"

Lake Monroe Waterfront

SANFORD - *The City Substantial*



ONE of the first questions asked by strangers is, "What kind of schools have you?" The citizens of Sanford are always glad to hear this question asked for the reason that it is a pleasure to welcome those who are interested in schools, as they are the kind of visitors and prospective citizens that will benefit the city and county.

Seminole County has twenty-five schools, employing eighty teachers, and having a combined enrollment of about three thousand pupils. Conforming to the adopted system of this State, all of these schools are under the direct supervision and control of the County Superintendent who is assisted in this work by the supervisors and trustees of the six special tax school districts.

The Sanford High School, with an enrollment in all departments and grades of 985 pupils, is recognized as one of the very best in the State. This school is on the accredited list both in this State and in the southern group of States. Being on this list places a school in good standing with the colleges of the South, and graduates of this school will be admitted to any reputable college.

Centralization, or consolidation of schools, is practiced to a large extent in this county, and is giving many children the benefits and advantages of graded and high schools that would otherwise have to attend either a poorly equipped one-teacher school or no school at all. While the cost of transporting pupils is somewhat greater than the

establishment and maintenance of smaller schools, this additional expense is more than offset by the increased advantage to the children. About three hundred children are daily transported to the Sanford schools from communities three to six miles distant, and large numbers are also transported to the Oviedo, Geneva, Longwood, Chuluota and Altamonte Springs schools. Wherever this plan of consolidation has been adopted, the patrons are well pleased and would very reluctantly consider a return to the former one-teacher school system.

In addition to the high school at Sanford, Seminole County boasts a good four-year high school at Oviedo, and schools doing high school work at Geneva, Chuluota and Longwood, so that very few children in this county are beyond the reach of good school advantages.

Among the many grammar schools of the county, especial mention should be made of the Lake Monroe Grammar School, situated four miles north of Sanford. This school has an enrollment of one hundred and five pupils and is sending scores of graduates to the Sanford High School. The Lake Monroe school building is one of which the citizens of that town are justly proud, being a thoroughly modern two-story brick structure that would cost not less than twenty thousand dollars to build at present. The auditorium is ample for all purposes, accommodating easily five hundred persons, and providing a convenient assembly hall for all community gatherings. The patrons of Lake Monroe rightly insist on having teachers whose scholarship and ability are of the same standard as their excellent building and equipment.

Though all the accredited modern methods of education have been adopted into the school curriculum, the school authorities still cling tenaciously to the time-honored custom of instilling into the pupils the teachings of true Americanism. In the event of your locating either in the city or county, you will be welcomed as patrons of these schools, and your children as pupils, and assurance is given you that nowhere will you find better teachers, better courses of study or better school spirit.



Primary School



Sanford High School



East Side Grammar School

RELIGION has always been represented by some creed or sect in the natural progress of civilization. The church, irrespective of denomination, has invariably allied itself with those forces which represent the constructive element in the city, State and nation, and many a community can testify to the great influence the church has had in its development. The Government, during the recent great conflict, realized the power of the pulpit, and utilized it extensively to spread patriotic propaganda. The greater the development of the religious organizations in a community, the easier it has been for that community to counteract Bolshevism and pernicious radicalism which are recognized as the greatest evils of the day.

Sanford has fine churches, nearly all the denominations being represented. They are practical exponents of the great precepts of Christianity. Their buildings reflect not only the general prosperity of the city, but the numerical strength of their congregations as well. They are well attended, well supported, and their pulpits filled by able men. With the powerful support of Sanford's church organizations, the city is destined to have a development along those lines which have always been acknowledged as essential as its material development.

The churches of Sanford have not confined their efforts to religious activities only, but have been the means of bringing some of the foremost educators of America to Sanford. The various societies connected with the churches are also active in the social life of the city. The stranger is always assured of a cordial welcome when attending services in any of the Sanford churches, and this welcome is commensurate with the hospitality for which the city of Sanford is noted. Each of the religious denominations have strong organizations in Sanford. Beautiful, commodious edifices house the congregations, and the influence that these churches create gives a degree of contentment and Christian fellowship that makes Sanford especially desirable as a community in which to live.



Baptist Church



Episcopal Church



Congregational Church



Methodist Church



Catholic Church



Presbyterian Church



SANFORD - The City Substantial



PANORAMIC VIEW OF LAKE MONROE

Paraphrasing a well-known nursery jingle—

*This is the lake
That floats the boat
That carries the freight
And reduces the rate,
to SANFORD*

THE commercial advantage that Sanford possesses in having preferential freight rates, due to its location on a navigable body of water, has been previously explained. Lake Monroe is acknowledged to be Sanford's most valuable asset, its monetary value to the city cannot be computed. This magnificent body of water, which is seven miles in length, five in width, is the head of navigation on the St. Johns River, combining commercial and recreational advantages.

With the proposed developments on the lake front completed, the recreational advantages will then be utilized and Sanford will take its place as a prominent tourist center of the State. These proposed developments consist of a yacht basin and an elaborate tourist hotel, and will do more than anything else to help materialize visions held by those who have desired to see Sanford the Mecca of yachting enthusiasts. It is hoped that at a not far distant day the lake will be dotted with all sorts of pleasure craft, as no inland body of water offers greater advantages for the holding of regattas and events of a similar nature than does Lake Monroe. The future prospects of Sanford as a prominent inland waterway city will be greatly enhanced on the completion of the proposed ten-



foot canal which will link together the St. Johns and Indian rivers. This will permit yachts to take the direct inland water route from Jacksonville to Miami, an estimated distance of 500 miles. Appropriation was made by Congress for a re-survey of this proposed canal, and with proper agitation from various sections of the State in favor of it, St. Johns to Indian River Canal will soon be a reality.

Florida is noted for the thousands of lakes within its boundaries, around which some very attractive cities have been built. These lakes, however, are only valuable to these communities insofar as they add to the attractiveness of the community, whereas Lake Monroe, which not only possesses natural beauty and grandeur, can be used for more practical purposes as well.

Seminole County is one of the richest agricultural counties in Florida, and as the county develops and prospers Sanford can anticipate corresponding benefits, as it is the largest city in the county and the county seat.

OVIEDO is the second city of Seminole County in size and importance, situated on the south shore of Lake Jessup in the center of an exceedingly rich fruit and vegetable section. The Seaboard and the Atlantic Coast Line railroads give Oviedo good shipping facilities. Good schools, a bank, lumber mills, many fruit packing houses and other industries beside the farming industry help to make the community prosperous. Oviedo has three hotels, the Cushing House, the Argo House and the Hotel Oviedo, that will accommodate those who wish to spend a few days or the entire winter season.

GENEVA is situated in the northeastern part of Seminole County among the beautiful inland lakes and near the broad expanse of water known as Lake Harney. Geneva offers much to the tourist and the homesee who would raise citrus fruits and general farm products. Geneva is on the East Coast Railway and has several large packing houses for citrus fruits, one for canning and preserving of fruits, stores and a good school, and is a pros-



HEAD WATERS OF NAVIGATION FOR ST. JOHNS RIVER

perous community made up of excellent people. A good brick road connects Geneva with Sanford and it is also on the Ft. Mims-Titusville branch of the Dixie Highway. The Geneva House has excellent accommodations for visitors to Geneva.

LONGWOOD is situated about twelve miles southwest of Sanford, connected with brick road and on the main line of the Atlantic Coast Line Railroad. Located in the heart of the piney woods and breathing health to the tourists, the Longwood Hotel offers good accommodations to the visitors. The Longwood section is noted for citrus fruits and general farming.

ALTAMONTE is south of Longwood on the Sanford and Orlando brick road and about eighteen miles from Sanford, nestling amid the pines and beautiful clear-water lakes. Altamonte is also one of the citrus-fruit sections of the county and the fine homes are surrounded by fruit trees and ornamentals. The Hotel Altamonte is one of the famous resorts of the State. Altamonte is on the main line of the Atlantic Coast Line Railroad and is a thriving community of stores, a good school, churches, etc.

CHULUOTA, of Indian name and beautiful to look upon, is becoming famous as the resort for tourists and homeseekers. On the East Coast Railway, Chuluota was one of the oldest towns in the county, but a few years ago it was placed upon the map in large letters by the land department of the East Coast Railway, a new fine fireproof hotel was built, new store buildings erected and many changes made that brought new people in to build homes and spend the winters in one of the beauty spots of Seminole County. The new hotel, Chuluota Inn, will surprise the tourists and visitors with the fine accommodations and perfect service. General farming and citrus fruit and stock raising are the chief assets of this section.

LAKE MONROE is a thriving community situated about five miles west from Sanford on the main line of the Atlantic Coast Line Railroad, and in the flowing well district that spells prosperity for

growers of winter vegetables. Monroe is an important shipping point in the county, surrounded by vegetable farms. The citizens are prosperous farmers, many from other States, attracted here by the fine climate and chances to make good in the winter vegetable business.

LAKE MARY is situated on the fine sheet of clear water of the same name in the heart of the high pine lands about five miles from Sanford on the Atlantic Coast Line Railroad, and connected with the county seat by good roads. Lake Mary is in the citrus section and has many fine orange groves and fine homes. Lake Mary has a store and post office.

PAOLA is one of the most healthful locations, surrounded by lakes, orange groves and farms, in the midst of winter homes of people who love the great outdoors of Florida's climate. About six miles from Sanford on the Atlantic Coast Line Railroad, and has a store and post office.

FOREST CITY derives its name from the stately oaks that abound in this beautiful part of Seminole County, and is becoming famous for orange groves, fine farms, stock raising, etc. On the Trilby branch of the Atlantic Coast Line Railroad, and having good roads connecting with the brick road at Altamonte, Forest City appeals to winter visitor and investor alike. Near the famous Wekiwa and Palm Springs and a beautiful rolling country.



SANFORD - The City Substantial



THE most intensively developed agricultural section in the State of Florida may sound like a desire to use a superlative expression, but figures speak more forcibly than merely descriptive words of the wonderful productivity of the sub-irrigated district devoted to vegetable growing in the territory contiguous to Sanford.

During the period from November 5th to May 15th, the crop year of 1920-21, the record of carload shipments of vegetables from this section was as follows:

Celery 2800 cars
Lettuce 1708 cars

Peppers 250 cars
Cabbage 117 cars

These vegetables were grown on an area of about 1800 acres, and subsequent to May 15th there is usually an additional month of heavy shipping yet to be added. This enormous volume of agricultural production is made possible by the application of a system of sub-irrigation, sub-aeration and sub-drainage. Very few sections of the United States have the fundamental essentials for the successful operation of this system. These essentials are

six in number, and in explanation quote from Florida State Bulletin Number 5 as follows:

"No. 1—An abundance of water is necessary. This is supplied by artesian wells obtained by driving iron pipes down into the artesian stratum, and allowing the water to rise in the pipe to a height somewhat above the surface of the ground. The water can also be brought to the surface with force pumps where it rises to within easy reach from the surface.

"No. 2—A subsoil, or floor, composed of clay, marl or hardpan located at a depth of three to five feet below the surface to hold the water and prevent its escape downward.

"No. 3—A foot or more of coarse sand on top of the subsoil or bottom of the irrigated depth that will absorb and distribute evenly the water to be used in creating the artificial water table.

"No. 4—A top soil of sandy loam neither too porous nor too compact, which will convey the water freely by capillary attraction.

"No. 5—Land that admits perfect drainage. It should have a fall of about one inch to 100 feet.

"No. 6—Land that is level, without depressions or raised places.

"Wherever the foregoing conditions obtain and wherever the crops to be grown justify it, this system of sub-irrigation should give satisfactory results, but with any one of these essentials lacking it is not likely to give satisfaction. The system also supplies drainage and aeration."

Experts from the Department of Agriculture at Washington who have investigated the Sanford system of sub-irrigation, have pronounced it to be the best method which has ever been devised or brought to the attention of the Department in applying moisture to plant growth. Seminole County is practically the only

Picking Strawberries
in February



Showing Symmetry
of Celery Field

Spraying
Celery



Seed Beds



area of considerable extent where this system of irrigation can be applied. Practically every acre under cultivation at Sanford is tiled. Water is secured at an average depth of one hundred and sixty feet. An explanation of this system can be had on application to the Chamber of Commerce.

Not less than two and often four crops per year are grown on each acre of sub-irrigated, tile-drained land, for by being immune to both drought and flood, crops are turned out on positive scheduled time, maturing almost to the day as planned by the grower. Due to this system of irrigation, Sanford possesses the unique distinction of never having had a crop failure since its inception.

All of the great commercial truck crops are grown here successfully, the list including celery, lettuce, peppers, cauliflower, escarole, endive, beets, beans, peas, cucumbers, peppers, eggplants, okra, tomatoes, squash, onions, carrots, radishes, cabbage, potatoes, (both Irish and sweet), sweet corn, parsley and strawberries, as well as all of the home-garden vegetables and herbs.

The principal crops, however, are lettuce, celery and peppers. They are shipped by refrigerator cars to all parts of the U. S. and Canada, and by express to markets that will not take carlots.

A favorable climate, a soil that responds to the application of water and fertilizer in a marvelous manner, have made the name of Sanford the synonym for the richest agricultural section of Florida.

Despite an increased production and the nation-wide business depression, the growers in this section have made money during the past season, in which respect this section has been more fortunate than other parts of the country.

There are many other agricultural possibilities, although heretofore developments have been confined exclusively to vegetables,

and the time is approaching when attention to growing of other crops will receive more consideration than in past years. Sugar cane, velvet beans, corn, sweet potatoes and forage crops will eventually come in for their share of attention. Grasses, introduced from foreign lands, will stimulate cattle raising, and naturally, also, dairy products, poultry and hog raising and beekeeping.

To those who anticipate coming to Florida to farm, it is suggested they give particular attention to this diversified method, which will prove as profitable as truck-raising, and does not require the extensive knowledge or large expenditure of money which is necessary in the latter.

The Sanford Farmers' Exchange and Sanford Truck Growers' Association are two organizations which have demonstrated to the growers the benefits to be derived from co-operative marketing.

Reference to the map shown elsewhere in this booklet will give an idea of the markets to which Florida vegetables are shipped. During the shipping season the large commission houses in these marketing centers have representatives in Sanford who contract F. O. B. for the entire production of some of the growers.



One of the Many Celery Fields Near Sanford





PARADOXICAL as it may seem, the freeze of 1895, the greatest natural catastrophe ever experienced in the State as a whole, subsequently proved to be the greatest boon. While it caused a loss of millions of dollars to those engaged in the citrus industry, it educated them to the fact that this industry could not be profitably carried on in the northern portions of the State, which, prior to that period, were large producers

of citrus fruits. It was also primarily responsible for the diversified agricultural development to which great numbers turned to recuperate their losses, and as a result of which the wealth of the State has been greatly augmented.

Since 1895 the greatest developments in the citrus industry have occurred in the central and southern portions of Florida. Each year capital is being copiously invested for the development of citrus lands, and this, together with the application of the most modern methods known to horticulturists, has made the growing of citrus fruits the premier industry of Florida.

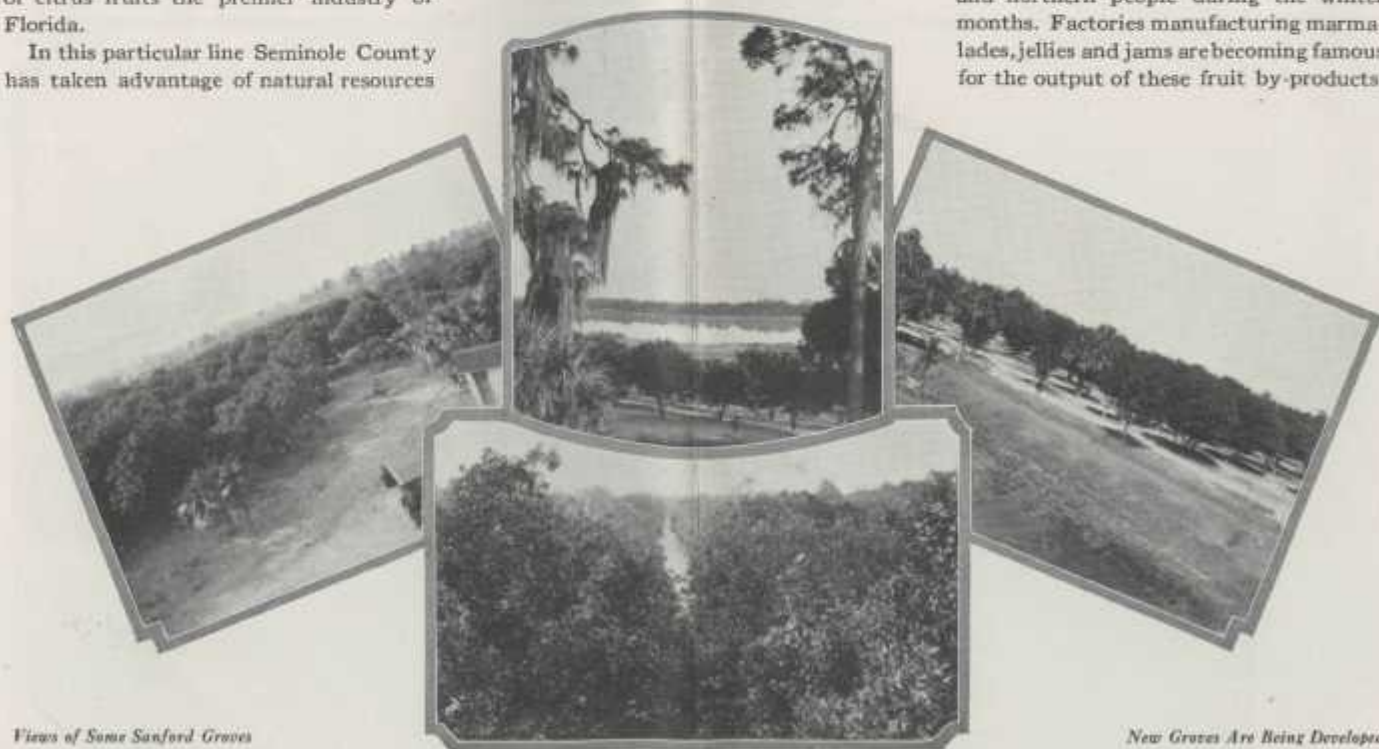
In this particular line Seminole County has taken advantage of natural resources

and compares favorably with other citrus sections of the State. The many lakes in the county, which afford a natural protection against frost, are located in the best citrus land of the county, and there are thousands of acres of this land still to be developed.

Approximately a quarter of a million standard boxes of oranges and grapefruit are shipped annually from Seminole County to the large markets of the United States and Canada, and the quality of this fruit is such that the highest prices are obtained for it during shipping season, which extends from November to July. Grapefruit, oranges, tangerines, mandarines, kumquats and other members of the citrus family grow here in almost endless varieties, and include both early and late types. A number of large groves are in the immediate vicinity of Sanford, and the further development of this industry will mean an additional source of wealth to Sanford and Seminole County.

Much time can be enjoyably spent in the packing houses by the winter visitor. Contrary to the usual idea prevailing among people of the North, citrus fruits are ripe when picked and packed, there being a strict law against picking fruit that is not properly colored. The Sanford growers have consistently favored this law to prevent the shipment of green fruit.

Modern, up-to-date packing houses, equipped with the newest machinery for the handling of these fruits, guarantee standard packs of graded fruits and give employment to both southern and northern people during the winter months. Factories manufacturing marmalades, jellies and jams are becoming famous for the output of these fruit by-products.



Views of Some Sanford Groves

New Groves Are Being Developed



AN additional important factor that favorably supports Sanford's claim for being the logical distributing center for south Florida, is its good-roads communication with the largest centers of population in the State, which centers the recent census reports show to be the fastest growing. A great many concerns in the cities further south have their goods consigned to Sanford, thereby deriving the benefits of the low freight rates which Sanford possesses, and have them hauled to their destination in auto trucks.

The advantages, previously assigned, are recognized and utilized more particularly by automobile dealers in these other cities. Records show that for the first eleven months of 1920 over 150 carloads of automobiles were shipped to Sanford and driven under their own power to points further south.

Good roads, favorable location, cheap freight rates represent the combination Sanford offers to wholesalers, jobbers and distributors as an inducement for their locating here, and executives of concerns in these lines who possess vision will recognize these most essential requisites and take advantage of them. All the roads in this section are of brick, and a great many of them are surfaced with cement. They run thru some of the most beautiful subtropical scenery in the State, and in the winter time thousands of cars bearing license plates from all States in the Union pass over them.

These roads afford the citizens of Sanford another means of recreation, permitting them to visit their acquaintances in other cities and in the summer time a short drive over beautiful scenic highways puts

them in access to the finest beach on the Atlantic.

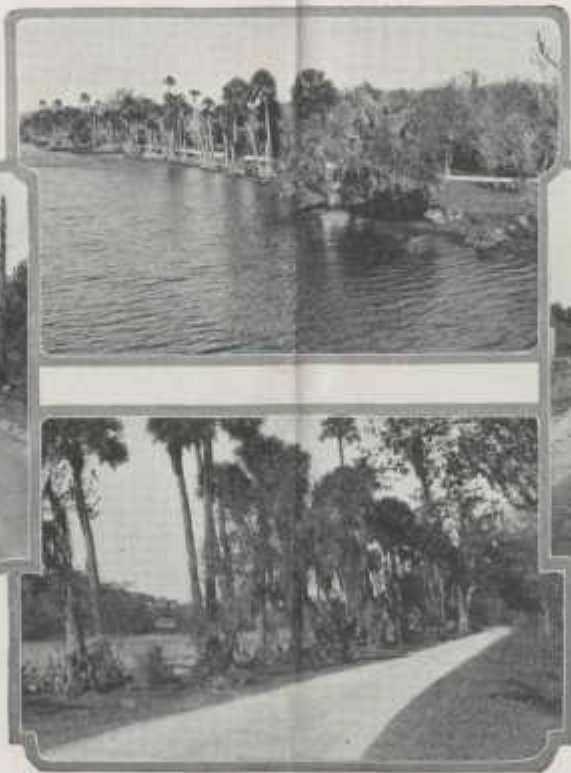
Business men of the city can transact business expeditiously with other towns due to this good-road communication.

Good roads are prominent factors in bringing cities into closer relationship, thereby developing a co-operative spirit which means for the development of the State.

Below is given the distance from Sanford to important points in Florida, all of which are accessible by good roads:

Tampa	125 miles	Altamonte Springs	13 miles
Orlando	23	Oviedo	19
DeLand	18	Mt. Dora	26
Daytona	44	Eustis	30
Jacksonville	156	Palatka	96
Winter Park	18	Enterprise	12
Ocala	63	St. Augustine	118
Miami	284	West Palm Beach	217
		Lakeland	72
		Leesburg	47
		St. Petersburg	165
		Gainesville	128
		Lake City	177

In 1920 there were over 1200 cars registered in Seminole County.



Good Roads and Lots of 'em

And all of 'em Brick

SANFORD - *The City Substantial*



A VISITOR'S inspection of the residential section of Sanford invariably leaves the impression that the slogan, "The City Substantial," was well adopted. The many beautiful residences are testimonials to the substantial home life of Sanford's citizenry. In the final analysis, it is upon the home life are built the foundations not only of the community but the Republic as well.

Nature has been unusually profligate in beautifying the residential section of Sanford. Magnificent

shade trees, with their Spanish moss ornamentation, and the sub-tropical palm trees make the residential section an object of admiration by those who appreciate the beautiful in a city. Added to this are the acquired features of attractiveness — well-kept lawns, paved streets and sidewalks.

It is indeed unfortunate that the acute shortage of houses, a condition generally prevalent thruout the country, due to the war, has been intensified in Sanford to such an extent that a great many prospective citizens heretofore have been unable to locate here. There is, however, a large building program now being carried out,

and with the return of normal prices in both labor and material, this development will be further augmented. This program applies to both the residential and business sections.

"To let" signs have never been indicative of prosperity in a city, and this acute shortage referred to above resulted not only from war conditions, but to a growth resulting from the recognition of the many resources of Sanford.

An important factor co-operating in the relief of these conditions is the Sanford Building and Loan Association with a capital of \$500,000, and a great many building operations have been financed thru this organization.

Beautiful subdivisions are being laid out by individuals who recognize the great era of development that the future holds for Sanford. Deeds to lots in these new subdivisions contain restrictive clauses in all instances. There is a great deal of activity in real estate all during the year, but despite this values are not inflated, as is the case in a great many of the tourist towns in Florida, and those who have invested money in Sanford real estate testify they have received handsome returns on their investment.

Taxes on property are comparatively low when the question of assessment is considered. In the city taxes are assessed on a 50% valuation, while county assessments average 35% of actual value.

The bonded indebtedness of Sanford is \$265,000.00. The total wealth of the city in personal property, real estate and railroad holdings is \$9,500,000.

Residential sections have also been set aside for the colored population and a great many of this race are property owners. They have always proven themselves to be peaceful, law-abiding citizens. Sanford has always encouraged them to be thrifty.

Views of
Sanford
Residences
taken here
and there





THOSE who still consider walking the best exercise have the opportunity of taking a stroll thru any of the four well-laid-out parks of Sanford. In these parks suitable provision has been made by the city government for those athletically inclined in the way of tennis courts and baseball diamonds, and for the kiddies these parks prove splendid playgrounds.

There are a great many followers of the American national pastime in Sanford, and for three years the city has been represented in the Florida State League by a team which played a great brand of baseball, and one year, to the delight of the fans, brought home the pennant.

While on the topic of outdoor sports, the opportunity is taken to present the general health conditions of the community, inasmuch as the two subjects are so closely correlated. In the past five years typhoid has never occurred in anything like epidemic form in Sanford, and the mortality from infectious or contagious diseases has been very low. Due to the fact that practically all the farms in this section are tiled and cleared, there are but few, if any, stagnant pools where mosquitoes can breed. These conditions have resulted to a great extent in eradicating mosquitoes, and consequently malaria is quite rare in Sanford, very few cases having been reported in the past several years.

It would be absurd to state that there are no mosquitoes in Florida. Practically every State in the Union is afflicted more or less with the pests. Attempt is made here, however, to correct the erroneous idea held by some individuals that malaria is gen-

erally prevalent in Florida as a result of mosquitoes. Floridians are glad of the fact that the New Jersey specimens have not as yet found their way to the Sunshine State.

Sanford dairies are among the best in the State, and on a recent inspection by officials of the State Board of Health they scored 95%. Monthly analysis of milk has always shown a very low bacterial content, while the butter fat content has been as high as 8%. New York City Health Department requires 3.8%.

Repeated examinations by State Health officers of the water supply of the city show an excellent water for drinking purposes free from any bacteria, the system of drainage being so very near perfect there is never any chance for contamination.

Statistics show the birth rate to be considerably in excess of the death rate, and the same statistics also show a low infant mortality. The death rate for the State as a whole is augmented by those who come here in ill health from other States. However, this elysian climate has given a new lease of life to thousands of modern Ponce de Leons in search of the Fountain of Youth.



Lake Front Home



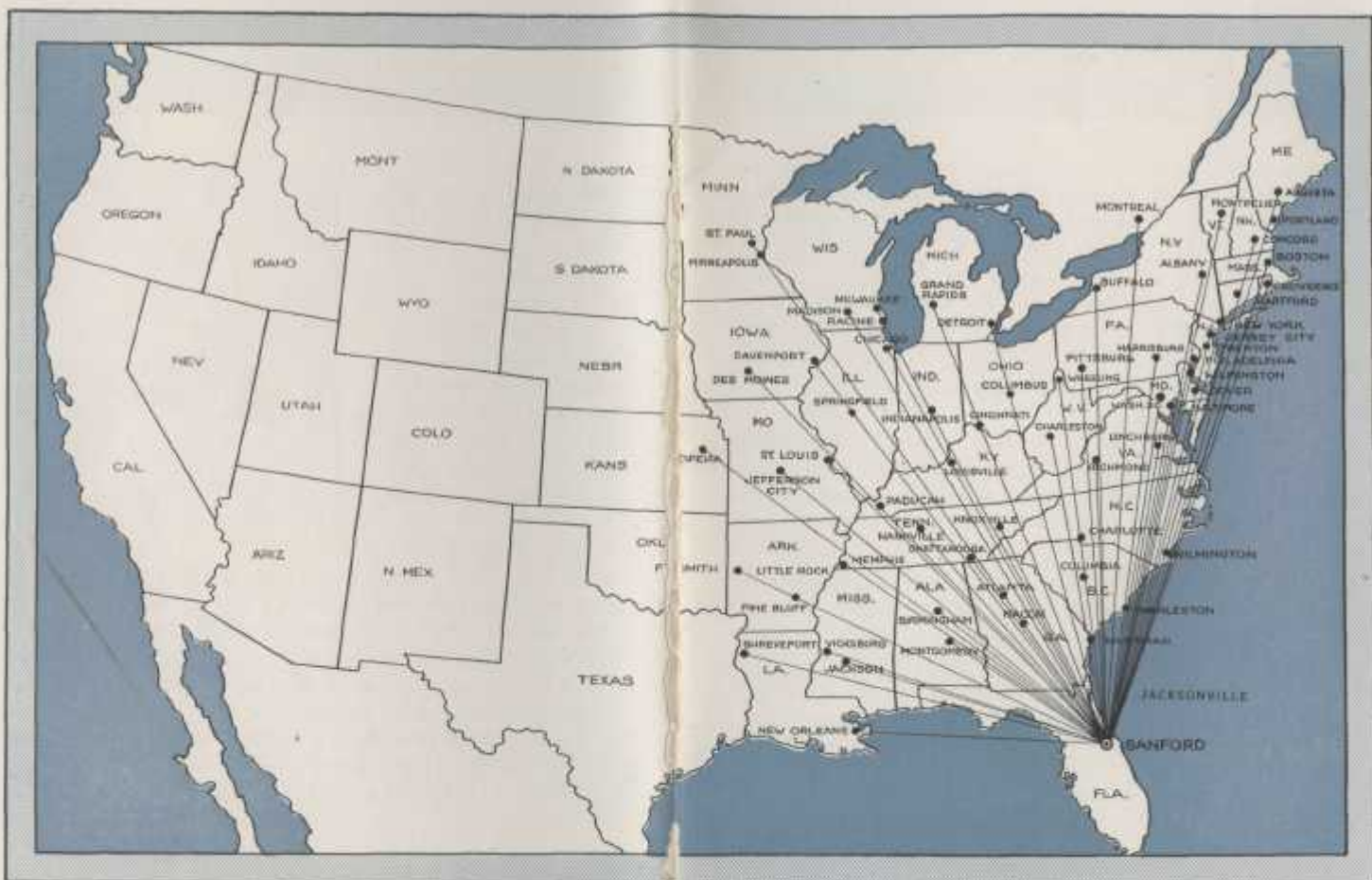
Residential Section



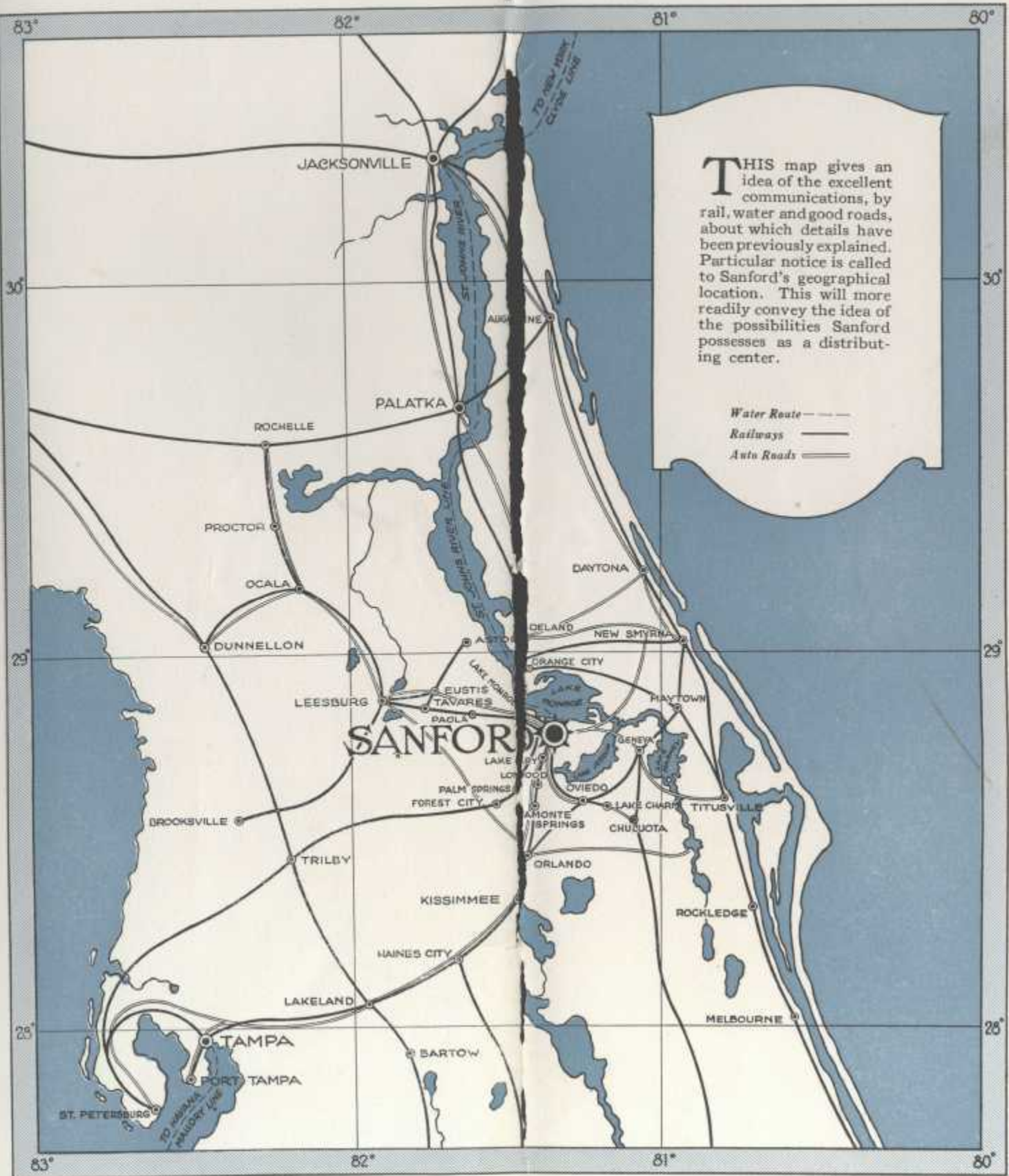
Park and Band Stand

Seminole County Monument

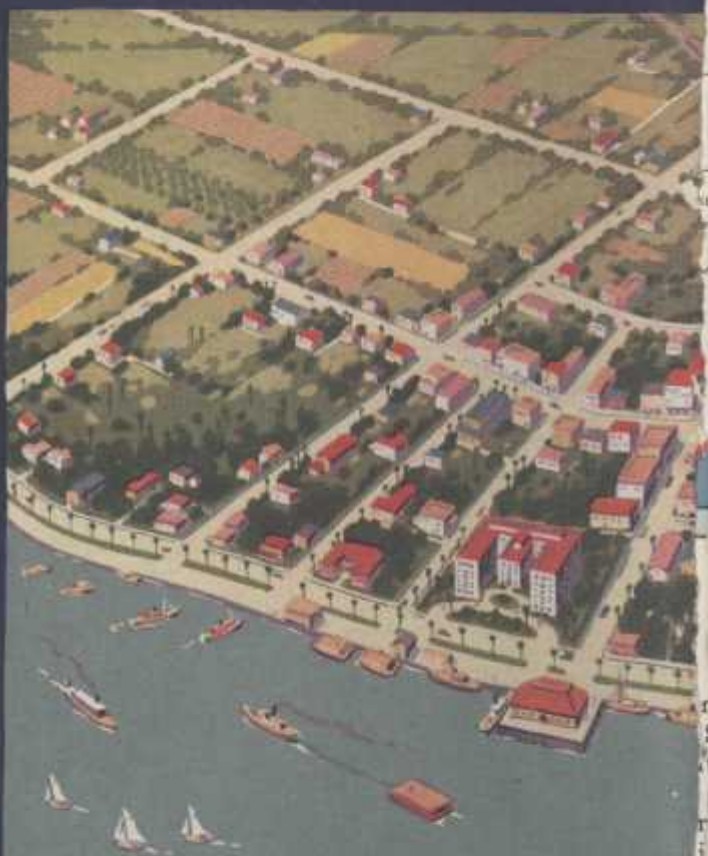
To World War Heroes



THE map above will give a clear conception of Sanford feeding the people of the large cities of the United States. Sanford is not limited to the markets shown on the above map, as it shows only the large eastern and northeastern markets. This scope has been enlarged and Sanford products are now shipped to points in Canada and far away Alaska, and this season celery is being shipped to Pacific States. In fact, there is no limit to the raising of winter vegetables and the markets to be supplied. Overproduction of food products need not be feared with the development of additional markets. This map also shows the relation of Sanford to other cities and the ease with which the people of Northern and Western States can get railroad transportation to Florida, also water transportation from cities on the Atlantic seaboard to Sanford via Clyde Line and other transportation lines. The growing of winter vegetables in Seminole County has reached such vast proportions that every large city of America is represented here in the winter by cash buyers and shippers. Sanford is recognized as the largest shipping point of fruits and winter vegetables in the United States.



SANFORD FLORIDA



On Lake Monroe
Headwaters of the
St. Johns River

*"The City
Substantial"*