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Sanford: The Port of Central Florida

Seminole County Chamber of Commerce

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SANFORD

The Port of Central Florida

Offering Complete Transportation and Distribution
Facilities Via Railroad, Air, Water and Highway

Division Headquarters and Shops with Excellent Rail Transportation Via the Atlantic Coast Line Railroad

First Class Airport with Adequate Hangers

Head of Navigation on St. Johns River, Government Maintained 8 Foot Channel to Jacksonville and the Atlantic.

Hub of Florida's Excellent Highway System on State Roads Nos. 3, 44 ~~and~~ 57, 202, 203, 288

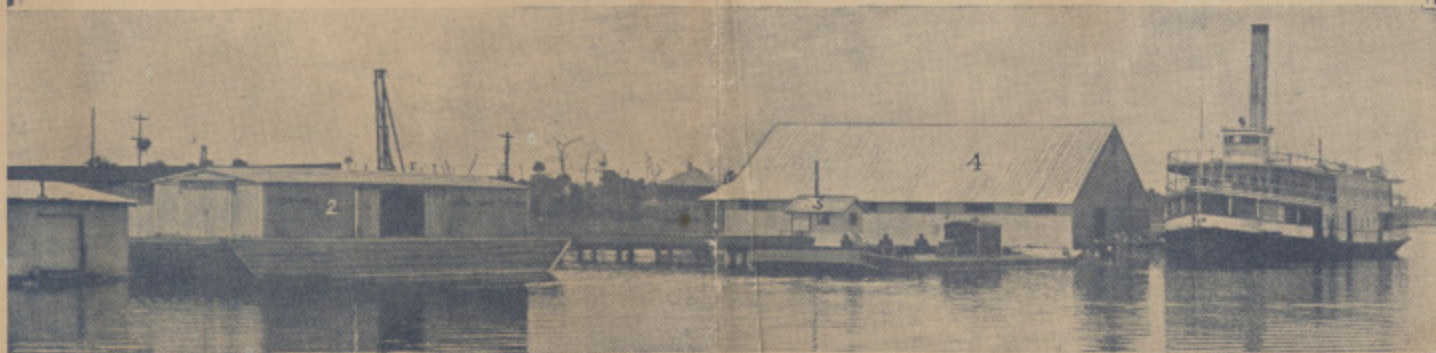
THE FIRST STATE OWNED FARMERS WHOLESALE,
MARKET, COLD STORAGE AND ASSEMBLY PLANT
HAS BEEN LOCATED AT SANFORD BECAUSE OF ITS
LOCATION IN THE CENTER OF FLORIDA'S PRO-
DUCTIVE VEGETABLE AND FRUIT AREA, WITH
CROPS VALUED AT \$50,000,000 ANNUALLY.

For Industrial Sites, Warehouse and Dock Facilities Quickly Available, Write

Seminole County Chamber of Commerce

CHAMBER OF COMMERCE BUILDING

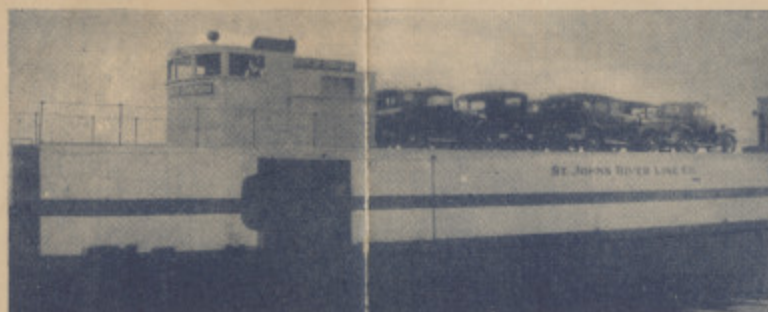
SANFORD, FLORIDA



1 A Rear Corner of the Suwannee Steamship Company Dock.
2 J. H. Coppedge & Company, Jacksonville, Fertilizer Barge.

3 Pump House and Dock of Orange State Oil Co. and New Barge.
4 Central Florida Trans. Co. Warehouse, Dock and Osceola.

*Freight Boat
St. Johns
River Line
Company*



*Operating
Between
Jacksonville
and Sanford*

An Invitation to Come to Sanford

The Port of Central Florida, because it Offers Complete Transportation and Distribution Facilities in this Great, Rich, Productive Area of Florida, with Two Thirds of the Population of the State within 125 miles of this City. Here you will find, Deep Water to the Ocean, adequate Rail, Air, and Highway Connections, a Cordial, Friendly Welcome to Commerce and Industry and a City and County that are Co-operating for the good of all and a Citizenship that have learned the value of Pulling and Pulling Together. You will like the spirit of Sanford and Seminole County and this Port of Central Florida will help you make more money and render a better, more efficient service to your Customers and Clients.

Seminole County Chamber of Commerce

H. M. PAPWORTH, PRESIDENT

CHAMBER OF COMMERCE BUILDING

SANFORD, FLORIDA

Come to Sanford, The Port of Central Florida

*Dock
and
Storage
Tanks*



*Orange
State
Oil
Company*

Friendly Attitude Toward Industries

Sanford's friendly attitude toward industries is best expressed in the words of Mayor W. A. Lefler while welcoming a group of new enterprises recently to the Port of Central Florida, when he said:

"The City of Sanford welcomes these new friends who have come here. We hope that we can contribute to your success and that you will actively identify yourselves with our community life.

We think you have shown good judgment in taking advantage of our location and of the low transportation cost that our river gives you.

As a City Commissioner and Mayor of Sanford, I have favored and worked for the development of our water-front and harbor. Previous administrations have bought lands for public docks and the present Commission, which I have the privilege to represent here, has extended its holdings of water rights. It is our intention to keep these lands open for public use, by lease or otherwise, on reasonable terms to those who wish to use them.

The tonnage of our river-borne freight has increased many times during the past five years and recently the activity of large interests in our favored location has encouraged us greatly.

The distance from Sanford to Jacksonville by the St. Johns River is about 180 miles,—over half of the distance is tidal. It is a river that lends itself to improvement at a minimum of cost and the upkeep is low. The chain of lakes along its route is favorable to the maintenance of a channel, these lakes acting as settling basins for the silt or sediment, leaving the river clear and free from filling. Channels hold their depth and there is little tendency for shifting channels as there is in rapid streams.

The rise and fall of water level is not great, again lending itself to economical dock and wharf construction. The current is slow, not seriously interfering with the speed of vessels.

And last, but most important, the freight is here. Leading right into Central Florida, the St. Johns River at Sanford taps the richest and most productive part of the State.

As we leave the economic side of discussion, we come to the fascinating and best part, and that is the river itself. Don't you know it's a wonderful thing to live on a river? There is always something happening on a river and it's a powerful good place to loaf a little.

The City of Sanford again welcomes you new and old friends that are newcomers here, and tells you that we are glad to have you."

Twelve New Enterprises For Sanford

Located in the Center of Florida's Productive Vegetable and Fruit Area

Channel 8 To 20 Feet



SANFORD has a government maintained eight foot channel in the St. Johns River to Jacksonville and the Atlantic Ocean. The Port of Central Florida is here at the head of navigation on the St. Johns River. Dock sites available along the lake-front with from eight to twenty feet of water connecting with the government channel. You may operate your own boats, patronize the several well conducted commercial boat lines or operate your own specially constructed barges as the oil companies do, using the tug service available between Sanford and Jacksonville.

Transportation By Air

A WAKE to the growing importance and development of transportation by air, Sanford has provided adequate facilities for passenger, express and mail planes and keeps its airport and hangers in good condition so that those using this modern method of swift transportation will find nothing lacking for necessary accommodations at the Port of Central Florida.

THAT Sanford has everything necessary to offer the wholesaler, jobber and distributor who is looking for central location and complete transportation facilities was evidenced recently when the Seminole County Chamber of Commerce welcomed twelve new enterprises during one meeting. ¶ The Orange State Oil Co., distributors of Cities Service Gasolene and Oil are the forerunners of similar companies who are establishing their docks, storage tanks, warehouses and distribution facilities at Sanford. This company is operating their own river tankers connecting at Jacksonville with their ocean going oil tankers operating from Galveston. J. E. Fenn of Miami, Vice-Pres. and Gen. Mgr. of this company announced that from information he had, he believed that within six months Sanford would have ten oil companies building and maintaining their distribution facilities in this city. Among those who have purchased sites are the American and Standard Oil Companies.

The Atlantic Coast Line



IS a most important and dominant factor in the development of the Port of Central Florida, having for many years provided adequate rail transportation in this whole St. Johns River valley. ¶ Even under the depressed business conditions of the past several years the Coast Line is maintaining, in Sanford, a payroll of 375 employees who are paid more than \$600,000 a year which means that more than \$50,000 cash is turned loose in the channels of business in this city every month, nearly \$2,000 a day, year in and year out. ¶ But the large payroll of the Coast Line in its offices, shops and yards here in Sanford is only part of the story, for more than \$56,000 a year, or more than \$1,000 a week is paid here in city, county and state taxes which lessens the burden on other tax payers. ¶ Anyway you look at it, the A. C. L. with heavy investments, large payrolls, great tax payments and activities in community life are important factors in Sanford and Seminole County.

TWO large wholesale grocery firms have established their warehouses, boat and truck lines at Sanford, the Winn-Lovett Grocery Co., operators of Piggly Wiggly and Lovett stores, 39 of which are served through Sanford, and the Georgia-Florida Grocery Co. operators of Suwannee Stores, whose program calls for the establishment of 100 grocery stores in Florida to be serviced from Sanford. ¶ Four freight lines are running between Sanford and Jacksonville including St. Johns River Line which operates 6 boats and 70 trucks providing door to door pick up and delivery thruout central Florida. The Central Florida Trans. Co. operating the Osceola handling incoming cargos of fertilizer materials and fruit and vegetable cargos outgoing. The Suwannee Steamship Co. incoming cargo is mostly groceries for chain stores. Coppege and Sons of Jacksonville operate barges handling fuel oil for power plants, gas and oil for firms maintaining storage and distribution at Sanford for central Florida.

Excellent Highway System



SANFORD is the hub of the excellent highway system of Florida offering good roads for the automobile, bus and truck travel and hundreds of trucks pick up their daily load of vegetables and fruit for the North at Sanford during the long season.

State Wholesale Market

SANFORD'S position at the center of the great vegetable and fruit production area of Florida is evidenced by the decision of the State Marketing Board to establish the first state wholesale market, cold storage and assembly plant, to become the hub of a series of five such markets to be built eventually in other producing centers of Florida, such as the meat section of north Florida, etc. This first market will be built by FERA funds this fall and be in operation in time to help handle this season's crop. Seminole County produces one fourth of all the celery grown in America besides other vegetable crops and citrus.

The Port of Central Florida on the St. Johns River in Seminole County



MAP OF
FLORIDA
SHOWING
RAIL and WATERWAYS
ENTERING
SANFORD
THE PORT OF CENTRAL FLORIDA

Ideally Located and Splendidly Equipped for
Wholesale Distributors and Small Manufacturers

Midway Between Jacksonville and Tampa and Miami

In the Heart of Florida's Best Agricultural Section
The Nation's Celery Center

Rail, Water, Air and Highway Transportation

POPULATION

Fifty mile radius 145,000. One hundred mile radius 700,000
(1930 Federal Census) City of Sanford 10,100

Industrial Sites and Warehouse Facilities Quickly Available

Municipal Sites and Warehouses

Excellent Telephone, Telegraph, Air Mail and Express Service

Banking Facilities Adequate and Stable

Policy Liberal When Consistent with Good Business

Health, Sanitation, Schools, Churches, Recreational Facilities,
and Living Conditions Rank with Best in Florida

Seminole County Chamber of Commerce

CHAMBER OF COMMERCE BUILDING - SANFORD, FLORIDA

