

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,680
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Our Terms of Sale on 5 Acres

Possession given on payment of \$10.
Balance, \$5 monthly.
Flowing artesian well guaranteed.
Ten per cent discount for cash.
No interest on deferred payments.
We pay taxes until development begins.
We give 30, 60 or 90 days grace on deferred payments in case of sickness.
We give free deed in case of death as per contract.

TITLE BOND & GUARANTEE CO.

Volume 1

SANFORD, FLORIDA, DECEMBER 16, 1910

Number 46

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

17 REASONS 17

Why You Should Purchase One of These FIVE ACRE FARMS

FIRST—This tract of MUCK LAND is as rich as there is any need of it being. It will grow things right now and can be gotten ready for cultivation at a small expense.

SECOND—This tract of MUCK LAND is the best and cheapest unsold tract of irrigable land left in the Celery Delta of Sanford.

THIRD—We absolutely guarantee that FLOWING ARTESIAN WELLS can be secured on each five acre tract we sell.

FOURTH—The greater portion of this land is cleared and is now ready for the plow. Those who send in their applications at once will be allotted five acre tracts that will cost \$20 or less to prepare for the plow. Much of it will cost nothing to prepare for the plow.

FIFTH—This land is close to transportation. In fact it runs right up to the tracks of the Coast Line Railway. The loading station is at Monroe, which is within our property lines.

SIXTH—This tract of MUCK LAND borders on the St. Johns river, lies on the south side of the river, which gives it the benefit of water protection from what little cold that occurs in the Celery Delta.

SEVENTH—This tract of MUCK LAND is overlaid with a tenacious sub-soil of clay, thus forcing it to retain moisture and any sweetening materials that may be applied to it.

EIGHTH—In the early days, this MUCK LAND was the kind of land the natives and early settlers cultivated. It is richer now than it was then.

NINTH—This land can be irrigated from the surface. This will save you the cost of installing the tiling system as is in general use in Sanford.

TENTH—Our prices and terms of sale on this land is \$50 per acre. Payable \$2 an acre down, and \$1 an acre per month. We charge no interest on deferred payments and pay taxes until development work begins. We give 30, 60 or 90 days grace on deferred payments in case of sickness, we give a discount of ten per cent for entire cash payment. We guarantee a flowing artesian well on each five acre tract, or refund all money paid to us.

ELEVENTH—It is possible for the purchaser to make enough off of one crop from one acre to pay for one of these farms. Others have done this and we see no reason why you should not do so if you will hustle as they hustle.

TWELFTH—Land in the Celery Delta has sold for as high as \$1750 an acre. This transaction was made between two old time settlers. Last season one of our growers paid \$35,000 for 35 acres of land in the Celery Delta. It is nothing unusual for land in a good state of tilth to sell at from \$600 to \$1500 an acre.

THIRTEENTH—The amount of land upon which flowing wells can be had in the Celery Delta is limited. When the area thus susceptible to irrigation is purchased in small tracts of 5 and 10 acres, then you will be blocked out of the Celery Delta of Sanford, unless you care to pay fancy prices for improved property.

FOURTEEN—Send along your application for one of our farms at once. We will make a fine selection for you and if it is not to your liking when you inspect it we will change it to any unsold tract we have of the same same price. Our company will give you a square deal and a good value for every dollar you pay us.

FIFTEEN—Our company does not handle any land that cannot be irrigated. The land we handle is the kind that you can make good on. It is the kind others have made good on and there is MIGHTY LITTLE of it left. First application will receive first choice.

SIXTEEN—We refer you to the First National Bank and the Peoples Bank of Sanford, who will tell you of our reliability.

SEVENTEEN—Our company is a local company, composed of local men and is organized under the laws of Florida. Our interests are in the Sanford Celery Delta, thus making them your interests if you purchase land in the Sanford Celery Delta.

TITLE - BOND - & - GUARANTEE - COMPANY, - Inc.
Sanford, Florida, U. S. A.

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 19

SANFORD, FLORIDA, FRIDAY, DECEMBER 23, 1910

Volume III



At Christmas Play and Make Good Cheer, For Christmas Comes but Once a Year.

SANFORD, A SANTA CLAUS FOR THE NATION

The Wonderful Gifts that Sanford Offers to the People of the World

The following descriptive article of Sanford appears in The Garden Magazine by the pen of Wilhelm Miller, who was here last fall and made a pilgrimage over the state of Florida:

"I have investigated a good many get-rich-quick farming propositions in different states, but the only one in which I would be willing to risk my last dollar is celery farming at Sanford, Florida. A man who has saved \$5,000 may go there, buy five acres, build a house, live comfortably and in three years have an income of \$5,000 a year for life.

"If you don't believe it, read the guaranteed stories of eight men who have made \$1,000 an acre. The Peoples Bank of Sanford has read these statements and vouches for the unquestioned standing in that community of these men. Write the men themselves if you wish to.

The most wonderful feature of it all is that most of these men came to Sanford with little or nothing, and some of them with no previous experience in agriculture. For example: H. H. Chappell, a telegraph operator, came here in 1899 with nothing, yet he lately bought 35 acres for \$35,000 and 10 acres for \$15,000. Mr. Hicks came with \$500 and at the end of one season, had \$2,800. Rossetter and Hawkins came with \$1,100 and recently Rossetter bought out his partner for \$12,500.

Where is Sanford? It is east of the central part of Florida, 25 miles from the Atlantic and 125 south of Jacksonville. It is a town of about 2500 inhabitants. It has railroads in four directions and lies at the head of navigation in the St. Johns river (Lake Monroe) so that the vegetables can be shipped by water to Jacksonville and New York.

This cheap freight rate is one of the three main reasons for these marvelous profits. The other two are flowing wells and tile drainage which make it almost impossible for the crop to fail. For if there is a drought a valve is turned and water pours into the tiles. And if there is too much rain the tiles will carry off the surplus.

Four crops a year are grown. First, lettuce, which is sometimes ruined by a freeze and sometimes nets \$800 an acre, but usually brings \$450, or enough to pay the expense of the second crop which is celery. This is sold in late February and March, after the California crop is gone. It is the surest and most profitable crop, averaging \$1,000 an acre. Third, after the danger of frost, comes a tender crop, of tomatoes, eggplants or cauliflower,

which enjoy no inroads from competition, but often net \$200 to \$400 an acre. Fourth, the land is sowed to cowpeas in order to restore fertility or it is allowed to grow up to grass.

The rainy season is from the middle of June to the middle of August. During the dry season there is not enough rain to depend on for crops. The growing season is from August to June. Lettuce is planted about the middle of October and sold during the Christmas holidays. Celery is planted about the middle of December and marketed in March. The third crop is cleared away by June and then the farm is laid away to rest for three or four months, during which a man may enjoy himself in Europe, if he wants to.

The cheapest form of business insurance that I know is Sanford's combination of subirrigation and drainage. The tiling cost \$100 an acre, and a well which furnishes water enough for five acres costs \$60 to \$75.

You get a surveyor to determine the highest point of your five acres and you drive the well there. A two inch pipe is sunk to a depth of 150 feet. The artesian belt comprises about 10,000 acres, only 600 of which are in celery. These 600 acres are honeycombed with wells, but there is no sign of diminishing flow. Each well has a valve so that the owner may turn on or shut off the water.

The tiling system is easy to understand. The main tile (generally 4 or 6 inches in diameter) is laid along the highest side of the field at a distance of 14 to 20 inches. This main tile is water tight and has pockets about 20 feet apart. From these pockets ordinary three-inch tile are laid across the field and into pockets on the opposite side.

When you open the pockets in the main the waters will flow into any or all the cross tiles. When the water gets to the other side of the field you can close pockets on that side and the water will enter the soil through the spaces between the tile. If necessary, the land can be flooded so as to destroy nematodes, which are serious enemies in unirrigated soil in the south.

Yet there is no danger of getting sour soil or bringing harmful salts to the surface because the tiling acts also as a drainage system. There is an open ditch along the lower side of the field, or better, a large waste pipe with a cut-off valve or pocket, so that the land can be dried sufficiently for cultivation simply by opening a valve. The rainfall is about 54

inches, and most of this comes within one hundred days. In humid regions, it is necessary to guard against flooding, even on land as sandy as that of Florida.

You cannot buy drained, sweetened and cultivated land for less than \$1,000 an acre, but in three years you can develop a farm from wild land within four miles of the steamer wharf costing \$150 an acre. Cleaning, grubbing, plowing and harrowing costs \$125 to \$150 an acre. Bleaching boards of pecky cypress cost \$14 a 1,000 and 25,000 to 30,000 feet are necessary to bleach an acre. The boards last about ten years, and therefore ten per cent or more of their cost should be charged against every celery crop for depreciation. Therefore a man needs capital enough for building a house, for three years' living expenses and for

Five acres wild land in artesian belt..... \$ 750
Cleaning, grubbing, plowing, harrowing..... 750
Fencing about 120 rods at 60c..... 72
Irrigation and drainage system complete (Well \$120 Tiling \$100 an acre)..... 620
Total..... \$2,192

It is difficult to separate the expenses of the lettuce and celery crops, but the estimates are about as follows, per acre:

LETTUCE
Fertilizer..... \$ 80 to \$100
Labor..... 80 to 100
Harvesting..... 100
Total..... \$260 to \$300

CELERY
Fertilizer..... \$ 100 to \$120
Labor..... 100 to 150
Harvesting..... 250
Depreciation of boards..... 40 to 50
Total..... \$490 to \$570

Harvesting costs about 25 cents including the crates, of which 400 are required for the lettuce crop and 1,000 for celery.

Here is the record of Orange county (including Sanford) for a single year:

	LETTUCE	CELERY
Number of acres.....	139	209
Number of crates.....	97,180	209,185
Value.....	\$132,587	\$402,300
Crates per acre.....	699	1,000
Value per crate.....	1.36	1.44
Value per acre.....	958.80	1924.88

Just think of a whole county averaging \$3,880 an acre from two crops which are planted and harvested in six months. It probably cost \$670 an acre to produce these crops, but even if you take my figures (which are the highest I have seen), viz, \$870 for producing the two crops, there is a net profit of over \$2,000 an acre.

If you wish to verify these yields and prices see the Tenth Biennial Report of the Commissioners of Agriculture of Florida, page 107, for year ending April 1, 1908. Or see the Florida Quarterly Bulletin for April, 1908, page 129.

Of course, you cannot expect the whole county to make 422 per cent every year. Undoubtedly that season was a favorable

one for lettuce. Some years the lettuce is frozen, but even if the lettuce crop is a failure the celery crop alone pays 100 per cent on the whole investment.

The man who owns a five acre celery farm at Sanford is about the most independent creature on earth. His yearly balance sheet is something like this:

EXPENSES	
Lettuce crop.....	\$ 1,300
Celery crop.....	2,250
Total.....	\$3,550
RECEIPTS	
2,000 crates lettuce at \$1.25.....	\$2,500
5,000 crates celery at \$1.50.....	7,500
Total.....	\$10,000
Cost of production.....	3,550
Net profits.....	\$6,450

Even if his lettuce is a total loss he can make \$4,000 a year, and have six months to loaf and invite his soul:

He fears no railroad monopoly, for he can ship by water.

He fears no commission man, for he sells his whole product to local brokers f. o. b. Sanford.

He fears neither droughts, floods nor frost. Frost rarely injures celery there and generally improves it.

He fears no insects or diseases. All the pests that destroy celery elsewhere are present in Sanford, but they have never become epidemic. Pests spread when plants are weakened in any way. These plants never suffer for water.

He is not afraid of the business being overdone. Few localities can produce celery in March and sell it in every city east of the Mississippi. Even if the net profits are cut down from \$1,000 to \$200 an acre he can make a good living by buying more land.

1. The man who has saved \$5,000 has the proposition that looks best to me. He can buy and develop his five acres, as I have shown, for about \$2,200. He can build a house for \$3,000 (most of the Sanford growers have built much cheaper ones, and of course, he need not pay all of this the first year. The second year the land is still too sour for celery, but he should be able to pay the year's expenses with potatoes and cauliflower. The third year he should be able to pay for his house and land and put several thousand dollars in the bank, after that he ought to make \$5,000 a year, or 100 per cent on his entire investment.

The man who has a thousand dollars and a knowledge of farming would best rent two acres of land worth \$1,000 for \$200. His expenses will be about \$1,000 but the pay for his lettuce comes in before he has to pay the heaviest part of

the expenses for the celery crop. His gross receipts should be \$3,000 and net profits for the year should be about \$2,000; but out of this must come his living expenses. Anyone having less than \$5,000 must expect privations.

3. The man who has plenty of money and experience can buy land at \$1,000 an acre which will yield \$1,000 an acre the first year.

The best way is to go and see for yourself.

The next best plan is to form a club and send a representative.

If you can do neither just now, read "Where Celery is King" in Country Life in America for January, 1911. Mr. J. A. Dimock spent a week in Sanford getting the pictures you see here and talking with growers.

In order to verify figures here given write to Mr. B. E. McLin, Commissioner of Agriculture, Tallahassee, Fla. Local real estate dealers issue booklets which they will be glad to send you. For addresses of leading dealers write to the Peoples Bank of Sanford or the First National Bank of Sanford."

READS LIKE FAIRY TALE

Five Thousand Dollars from Five Acres Letteuce

The days of large profits from Sanford farms are not things of the past by any means. You can always make the crops here. The markets being right you can make the profits. L. A. Brumley one of the best farmers on Celery avenue rented five acres of land this fall from a man who was discouraged. Mr. Brumley planted the five in lettuce and last week sold \$500 worth of lettuce.

This week the demand growing stronger Mr. Brumley was offered \$4500 for the remainder of the lettuce and accepted. **\$5000 from 5 acres of lettuce!**

Just What You Want.

12 acres good fruit and farm land close in. Fine Bungalow of 7 rooms, good cottage and other buildings on the place. Fruit trees, pineapples, garden truck all go with it. Fine clear water lake full of fish. Going for a song. Particulars at Herald office. Will be sold at once.

The owner has regained health and desires to move to city. Profit is not asked. The price will sell the place within the next two weeks.

Sanford can have a most merry Christmas with lettuce bringing \$5.00 a basket in the northern markets.



CELERY FIELD AT SANFORD



CUTTING CELERY AT SANFORD

CURBSTONE GLEANINGS

A Budget of Opinion "Just Between You and Me"

EVEN THE GATE POST NOT IN IT

A Chief Is Among Ye Taking Notes, and Faith, He'll Print 'Em"—So Says Saunterer.

Special Correspondence to The Herald.

¶ A traveling man from South Florida told this story: A Dago took a position to work in a logging camp. A man told the Dago to have no fear of rattlesnakes, as they would never strike without giving warning. The Dago was sitting on a log eating dinner when a large rattler came crawling to him. He did not move. The snake came closer and without warning struck at the man. The Dago managed to jerk his leg out of the way just in time and the snake butted its head against the log. Eyeing the snake for a few minutes the Dago said, "Son of a gun! Why you no ringle da bell!"

¶ In the latest issue of "Dixie," *Citrus L'Engle's Journal*, the convict lease system is taken up and the abolition of it advocated. There can be little difference of opinion of thinking men concerning the objectionable conditions reached by Mr. L'Engle, which are briefly:

That we have no right to punish criminals; that we have only the right to restrain them from interfering with the rights of others, and to help them to a better understanding of the laws that society must have for its preservation; that Florida's prison system is wrong in theory, bad in principal and shameful in practice; that it can never be made right until the entire system is changed for one designed to work good to the prisoners instead of profits to the convict leases.

The time has almost arrived when public sentiment will demand the abolition of the convict lease system. Georgia abolished it two years ago, and is doing well without the revenue that the convicts used to produce. The convicts are being worked on the public roads in that State, and are accomplishing a great public improvement without being brought into competition with free labor.

The Georgia system is not here held up as the system that should be adopted in Florida. Mr. L'Engle's suggestions partake largely of the ideal, but the ideas are also practical. Elbert Hubbard tells of a man who served a long sentence in one of the Northern penitentiaries; he went to prison an ignorant and vicious offender; when he came out he had mastered the details of the architect's profession and was a fairly well educated man. He went in an undesirable citizen, he came out a graduate of a special course of training and a thoroughly changed individual, who became a prominent and useful citizen.

The next session of the Legislature will undoubtedly consider, and will probably pass, an act abolishing the convict lease system in Florida.

¶ Fred Stalker of the *Kissimmee Journal* is evidently bothered with the individual called the "Knocker" and comments upon it as follows:

"Last week the *Journal* commented upon the false reports being circulated in other towns to the detriment of Kissimmee. It now desires to pay its respects to an element—small, but very loud—which is right here among us. Every town is afflicted with a few people who have failed to make good anywhere. They stand still as the wheels of progress roll over them and they kick up the dust in feeble opposition and in a vain desire to block every move which is designed to lift a community out of primitive conditions and make it a progressive and prosperous. They have little or nothing themselves and they cannot understand why anyone else should be ambitious and possess a desire to have anything. They do nothing and want their neighbors to do nothing. They are of the same class of people who declared that the steamboat and locomotive were the works of the devil, and opposed every modern invention that has made the world more fit to live in. They are undesirable citizens wherever they go, and the Lord only knows their mission on earth. In these days when our town and county are attracting hundreds of home-seekers and visitors, they are on hand to croak and knock. No tale is too false for them to tell, if it will only serve their purpose. It matters not that their lot is cast in the best land on earth, where the sun shines brighter, the birds sing more sweetly and Mother Earth responds more abundantly to the hand of the industrious. They know not these things and have no desire to know. They prefer to burrow in the mire of ignorance and slothfulness where the things that are a joy to others can never penetrate. The *Journal* is glad that their number is few and growing less each day. If those who are left could see them they would probably either change their ways, or follow the example of Judas and go hang themselves. Either act would be commendable and a blessing to the community."

¶ My dear friends may think me tardy with my Christmas greetings, yet they are none the less cordial on this account. You know Christmas lasts until New

Years so I come to you holding on to Christmas with one hand and reaching out to the New Year with the other.

This is the season of good cheer. The season of the holly and the mistletoe—the time for bright faces and generous impulses—for glad some greetings—a time for noble resolves to be born—a time for old animosities to die—a time when the benevolent side of one's nature should eclipse the sordid side—a time when the thoughts should be turned towards home, a time when the usurping chains of business should be ignored. A time when the child with its golden curls, the man with his silvered locks, alike cry "Glory to God in the highest, peace on earth, good will to men." These words have been chanted by all Christian nations since the infant Jesus slept in the rude manger in Bethlehem. The organs in the grand cathedrals have pealed forth these words and the hearts of the worshippers have been filled with adoration; those treading the flowerless paths of poverty echo the praises. The poor mother in the hovel as she bends over the smouldering embers upon the desolate hearth, and weeps over the empty stockings of her neglected children—even she hears these strains in the distance, and her plaintive voice, so full of want, joins in the chorus, "Glory to God in the highest." Perhaps this mother is thinking of the Christmas days in her girlhood when plenty crowned the board and these memories may be feeding her hungry heart. Theologians may cavil over the date and origin of this day, but we will hold fast to our Christmas.

As we are about to let go of the old year we realize that to most of us it has been a kind year,—to a few the dark has been turned; to others, the sunny side. We must not forget that upon the homes of some of our readers, since last Christmas tide, a shadow, has fallen and the mantle of sorrow has wrapped the inmates in its somber folds. Other homes are like the empty nests that hang on the withered bough—desolate because the life and song went out with the birds. New homes have been made—new ties formed and old ones served, but in our onward march it is not well to stop to measure the load each one carries. No life is either all sunshine or all storm. If the new year brings prosperity, let us rejoice; if adversity; let us be brave. Let us be thankful that "our lines have fallen in pleasant places", that "it is as well with us as it is," and ure our utmost endeavors to make this a happy year. Let us quickly turn over the sad page and look at the bright picture that awaits us; let us quickly penetrate any cloud that may float over our pathway and view at length the beautiful silver lining beyond.

¶ Notwithstanding efforts to make Christmas a day of joy and delight to ourselves and those around us yet Christmas morning is not just the same to us of life and past as it was in the days of youth when Santa Claus was more than a mythical personage and when sleep refused the courtship of Morpheus until the tired eyelids dropped by force of weary weight and insensibility reigned supreme for a few short hours. Before the dull gray light of morning broke over the hills downy quilts were dashed aside and Santa hastened to his retreat before the rush of excited childhood should reveal his identity in its exuberant anticipation of his thoughtful generosity evidenced in well filled stockings hanging from the mantle shelf. But it's the old story, but as glorious told today as the story of the birth of Christ, and will grow even more so as the days grow shorter and the fingers of Time drop gray hairs more plentiful.

Can you remember how that particular room looked where the stockings hung? Do you see father's old rocking chair in the corner beside the sitting room table and mother nearby with her work basket on the table just as it appeared every day in the week except Sunday? Perhaps you lived in a community in those youthful days that contained more than a sprinkling of people whose early life was spent in the Fatherland on Merrie England where Christmas carols are not left to be sung solely by church choirs and printed in newspaper verse. If your early environment were thus then you will never forget, not so long as kind nature gives you life and a clear mentality, the beautiful harmony of that glorious old Christmas carol "Christmas Awake," sung beneath the windows of your home by a quartet and chorus of the village singers standing in the bright moonlight on the glistening snow just as the only public bell in the village struck the hour of twelve on Christmas eve. That, indeed, was a Christmas spirit true as steel and indelible in its beautiful memories. It is now told in song and story; the custom may be observed in certain communities to this day, but it is our sad misfortune in that respect to have passed beyond their borders. It was a beautiful observance of the Christmas tide and should not be permitted to die for it in old and young alike the true spirit of the hour and a fuller and

more impressive realization of obligations of the brotherhood of man and the observance of duties of the Christmas season more indelible than the same lesson taught within the home or sanctuary.

And thus memories of the past crowd for a place with the actualities of the present and, for the nonce, care of the future and turned adrift to give clear light of way for the happiness that should this day be our Merry Christmas.

¶ I understand that at last Sanford will have a hospital and one is certainly needed here. One by one the autumn leaves are falling. Maybe I will be able to see all these improvements talked about some time ago. Sanford should have a hospital by all means. We have some of the finest physicians and surgeons in the United States right here among us and yet they are handicapped

by the absence of a hospital. Let us have the hospital by all means. We will all help to get it and many of us will probably help to support it if the appendix continues to be fashionable.

¶ I always take keen enjoyment in the opera house when some one near me is cracking peanuts. The other night I was enjoying a sere and mellow drama and all at once the horses near me started to munch peanuts and the lodge overhead started to initiate a candidate and between the loud trumping and the loud munching I thought for a time that I

was in Barhum's circus and only lacked the red lemonade and elephants to make the picture complete. I don't know who derives a revenue from the peanuts but the manager of the opera house ought to cut them out during a play. It is one of the worst features of our new play house.

—THE SAUNTERER.

¶ J. A. Thompson has opened a meat market at the corner of Sanford Ave. and Third street and wants to see his old customers and new ones. Every thing in Florida and Western meats.

City Fish Market
Salt and Fresh Water Fish
A. FOSTER
SANFORD AVE.
PHONE 68



Christmas Shoes

WHEN you are shopping for Christmas don't forget your feet. WOODRUFF has a complete line of Ladies' Boudoir Slippers. Prices \$1.25, 1.50 and 1.75 which will make very fitting Christmas gifts for wife mother or sister.

We also have a snappy line of Ladies' Suede, Patent Leather and Gun Metal to fit all feet. Come and try us for Christmas shoes. Our line of

Men's Shoes in all the up-to-date styles and leather, will please the most discriminating wearer of shoes, at prices to suit your pocket book.

We have the only exclusive SHOE STORE in the town, and our line of Misses, Children's and little Gents' shoes are the most complete selection ever shown in the city. All our customers and strangers are cordially invited to call at our shoe parlor and inspect them and what is more to the point, we know how to fit children's feet so the shoes you buy from us will wear longer and look better than you can get anywhere in the city at the same prices, \$1.00 to 3.00.

Frank L. Woodruff's Boot Shop

107 West First Street

AUTOMOBILE OWNER

Light your Pres-O-Lite lights by simply turning a button on dash-board

BIG SAVING IN GAS

We Have Them in Operation and Will Take Pleasure in Showing You

Sanford Machine & Garage Company

State Agents

WE HAVE ON HANDS AT ALL TIMES

Leggett's Bordeaux Mixture and Sal Bordeaux



What Is The Use

of carrying around a lot of water when you can get a machine to put the Bordo on dry?

About three-fourths of the work is done away and a machine will last ten times as long as a liquid sprayer used buy the most successful farmers here. The price is but \$12.50.

We Are Sole Agents

A. E. HILL

RETAIL CASH GROCERY

J. B. WILLIAMS, Prop.

Staple and Fancy Groceries, Hay, Grain and Seed

Fruits, Vegetables, Candies, Cigars and Tobaccos
All Kinds Country Produce Bought and Sold

214, Cor. 3rd Street and Sanford Ave.

P. O. Box 112

SANFORD, FLORIDA

Phone 62

**COSTLY KISSES
AT CHRISTMAS**

At a Christmas dinner given every year to the old folks of Hanley, the capital of the potteries district in England, a quaint ceremony is regularly observed.

At the conclusion of the meal one of the oldest of the women guests advances to the platform and kisses the mayor on both cheeks. His worship gallantly returns the salute, and the exchange of kisses continues until all the more venerable dames present have been thus honored.

In large business establishments, where the assistants live in, a great deal of kissing goes on at Christmas time. Some of the more daring spirits among the male "hands" have been known to make bets with one another as to the number of different girls they would kiss between Christmas eve and New Year's eve.

In a certain London drapery house two or three seasons ago one of these "horrid males" made a record by saluting seventeen different damsels. But he found the game was not worth the candle, for, in addition to a scratched face and a pretty severe pommeling at the hands of a victim's sweetheart, the rash youth found his services dispensed with.

At another great emporium one Christmas indiscriminate kissing created so much trouble that more than a dozen young men were dismissed. Ever since in this particular establishment even the introduction of a sprig of mistletoe during the festive season has been enough to insure instant dismissal.

A girl who appeared with a sprig of it in her blouse was ordered to put on her things and leave at once. A playful young man who merely pretended to kiss a young lady assistant was hurried off the premises with his hat and overcoat in his hand.

The Lancashire factory maid has a little kissing custom all her own that is sacred to Christmas. At this special period she will kiss an overlooker or any other male "hand" in the expectation that she will be rewarded with a shilling for her temerity.

Woe betide the ungallant worker who falls to part with the coin. He will find his coat sleeves sewed up or nailed to the wall. If the girl herself does not do this her fellow workers will.

Some of the more venturesome have been known to "get their employer round the neck" and kiss him, but the risks are great. If he takes the liberty kindly he will part with a sovereign; if otherwise he will part with the kisser. In one instance the master was so furious at being kissed that he closed his works until New Year's day, thus mulcting the hands in a week's wages.

A ludicrous story is told of a young Japanese engineering apprentice in connection with the Christmas custom of kissing. He was serving his time in the north of England and was astonished when a waitress at the dining room which he regularly frequented kissed him under the mistletoe.

On its being explained to him that a present was expected in return, he suggested a pair of gloves. The damsel, however, had heard that he was immensely wealthy and gently hinted that something for her neck would be more acceptable. When the present arrived next day she conjured up visions of a pearl necklace as she tremblingly undid the parcel. Then was disclosed to her disappointed gaze a Jap's idea of "something for her neck." It took the shape of a bar of soap.

It is interesting to recall a strange Christmas kissing custom that in times gone by was regularly observed at a certain London hostelry. This was a house known as the Pied Bull in Clerkenwell, the landlord of which was under an obligation to bestow on every woman who came in before noon and kissed him a given measure of ale.

If records can be relied on "mine host" had no lack of lady customers on the festive morn.—Tit-Bits.

A Christmas Game.
The "chest" may be arranged in any way that will hide one of the players. The game is based on the old poem, "Mistletoe Bough":

The mistletoe hung in the castle hall,
The holly branch shone on the old oak wall,
The baron's retainers were lithe and gay
A-keeping the Christmas holiday.

The "retainers" all form a ring about the "lover," who is blindfolded. The retainers sing:

Here we are so blithe and gay,
Keeping our Christmas holiday,
One will hide in the chest hereby,
To guess who it is you must surely try.

With that one of the "retainers" runs and hides in the improvised chest. The "lover" is led to it, and he may ask questions of the hidden one, who may reply by "Yes" or "No," disguising the voice. By these answers the "lover" must tell who the retainer is. If he fails he must try again. When he succeeds, the hidden person becomes the lover.

W. J. THIGPEN & COMPANY
AGENTS

General Fire Insurance

Office with HOLDEN REAL ESTATE CO.

Sanford,

Florida

Shoe Repairing By Machinery

Quicker, Neater and Better than the Old Way

Just Try Me and See

Same Man but New Location

No. 113 W. First Street, Next Door to Woodruff's Store

M. HANSON SANFORD, FLORIDA

HAVE YOU PURCHASED YOUR TICKETS?

Madame Liza Lehman

ONE OF THE WORLD'S MOST NOTED COMPOSERS
IN CONCERT

Orlando Opera House

Tuesday, Dec. 27th, 8:30 p. m.

ASSISTED BY

A quartette of well known singers from the Royal Convent Garden Opera House, London

MISS BLANCHE TOMLIN Soprano
MISS PALGRAVE-TURNER Contralto
MR. HUBERT FISDELL Tenor
MR. JULIEN HENRY Baritone

This is one of the greatest, best and most expensive attractions ever brought to Florida and should be liberally patronized.

PRICES: \$2.00, \$1.50 AND \$1.00

Seats Now on Sale at Curtis & O'Neal's

The Great Christmas Concert

IF YOU MISS IT, YOU MISS THE TREAT OF YOUR LIFE

Seed Potatoes

Our fine stock of Early Rose No. 4 Potatoes grown by ourselves in Maine is now arriving. We know they are good. To make them good we planted and cultivated them ourselves.

Let us name you prices.

Our Potato Fertilizer has been recognized as the best for years.

Independent Fertilizer Co.

J. E. PAGE, Sanford, Fla.
Agent

Jacksonville, Fla.

Better Crops With Half The Work

You can't afford to farm without Planet Jr implements. They are the greatest implements ever invented to prepare the ground for big results and lighten labor. Strong and lasting. Fully guaranteed.

No. 4 Planet Jr Combined Hill and Drill Seeder, Wheel-Hoe, Cultivator and Flow, saves time, labor, seed and money. Adjustable in a minute to sow all garden seeds, hoe, cultivate, weed, or plow. Pays quickly, even in small gardens. No. 12 Planet Jr Double Wheel-Hoe, Cultivator, and Flow is the handiest implement ever made for truckers and gardeners. Specially designed to work extremely close to plants without injury. Does away with hand-weeding. Come and see the Planet Jr that you ought to have.

A. E. HILL

Planet Jr

Free Voting Coupon

This is a separate vote from the nominating coupon. As many may be sent in each week for each contestant as can be collected.

This coupon entitles.....

.....to 25 votes in

The Herald's Popularity contest. This coupon must be in office by Wednesday 5 P. M., of each week.

Nomination Coupon

The first one of these coupons sent in for each contestant entitles them to 1,000 free votes. Only one of these coupons will be allowed to each contestant.

I nominate Mr. Mrs. or Miss.....

of.....

State.....

as a candidate in The Herald's contest.

Nominated by.....

of.....

State.....

While it is not necessary that a coupon be used, it will facilitate matters to send one for each contestant. Under no circumstances will the nominator's name be divulged.
The Herald Contest Manager.

Now Is The Time To Buy Improved "Ready to Plant" Sanford Celery Farms

These farms can be bought for the next thirty days for less money than ever again. We have Sanford farms to sell. Not Largo, Taft, Burbank nor Celery City but Sanford.

Always Sanford. There is only one Sanford. All irrigated ready to plant. Will pay for themselves this winter.

H. H. CHAPPELL'S

Real Estate Agency

Spencer's Bakery

BETTER AND LARGER THAN EVER

Machine Mixed Bread and Cakes
They Are Absolutely Clean. Holiday Cakes of All Kinds

Ladies We Will Bake Your Cakes

Turkeys and Meats for you at a small cost.
Also Fireworks for the Boys

Fine Line Candy, Cigars and Tobacco

Free Delivery

SPENCER'S BAKERY

111 Park Ave. Phone 106 Sanford, Florida

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GREELEY & MCINTIRE,

PATENT ATTORNEYS, WASHINGTON, D. C.

COUNTY HAPPENINGS

A Budget of Interesting Items From Correspondents

THE EVENTS OF ORANGE COUNTY

Efficient Staff of Reporters Weekly Covers the Territory for The Herald

ENTERPRISE ETCHINGS

Special Correspondence to The Herald:

On Saturday evening, Rev. Dr. Haynes, the president of Livingston College, definitely decided to retire from the presidency, and to return with his family to his home in Nashville, Tenn. Ill health for a long period, combined with worry and care of establishing and maintaining a new institution, such as Livingston College, with its great object of giving the boys and girls not able to afford a higher education at the usual college rates of tuition, an opportunity to secure one, are the chief reasons which lead the Dr. to this step. A short time ago he was advised by his physician, that he must give himself a rest from the labors, and his physical condition is such, he now realizes that he must do so. The community are sorry to learn of the Doctor's resignation, and regret that he and his family are to depart.

The college will continue the work as originally intended, as the lease of the building has been assumed by Miss Emma L. Tucker, the well known "Bible Reader" and the direction of the work will be conducted by Miss Lula H. Crim of Atlanta, Ga., as principal, assisted by the faculty, until a new president is appointed. Several new instructors will be engaged, and from ten to twenty pupils are expected at the beginning of the January term.

F. J. Powers, of Sanford, the manager of the Volusia Park Land Co., together with friends were the guests of the Davis House on Monday. Mr. Powers stated that he had assurances from an official of the Florida East Coast R. R. that a depot would soon be erected at Enterprise Junction, where Volusia Park is located, and that there, would be the transfer station of the trains of the Titusville branch of the East Coast to Sanford. Undoubtedly the Atlantic Coast Line will make arrangements for a train from there into Sanford when the East Coast ceases to run it.

The series of protracted meetings conducted under the auspices of Livingston College by Rev. E. M. Stanton, an evangelist of the North Georgia Conference of the M. E. Church South, were brought to a close on Monday evening.

The fair and bazaar of the Enterprise Library Association, given on last Tuesday was very successful, and from the present indications when the returns are all in, there will be about fifty dollars in the treasury. Much credit is due Mrs. Theo Throop for the good showing made as she gave a great deal of attention and time to the work.

Miss Anna N. Quackenbos of Piermont, N. Y., a sister of Harry Quackenbos, arrived here on the steamer DeBarry, Tuesday. She will be the guest of her sister Mrs. Wm. S. Thayer.

P. W. Burnett, son of Congressman Burnett of Alabama, was a guest of the Davis House, Saturday night and Sunday returning to DeLand, where he has a winter home, Sunday evening.

J. A. Hoffman of Tyrone, Pa., a former winter guest of the Epworth Inn will be unable to visit Florida this season, as he has been appointed the assignee of C. O. Templeton, a prominent attorney of Tyrone, and a state senator, who has become a bankrupt with liabilities placed at \$150,000.

John Sauls of Main street, who has been quite ill during the past week, and under the care of a physician, is once more able to be out and is improving slowly.

On Thursday evening at the College Chapel will be given the "Teacher's Recital" to which all the public are cordially invited.

Vocal and instrumental music, readings, recitations and addresses are to be given. Mrs. Homrighous, the well known vocalist will render several selections; Mrs. H. C. Maitland will give several numbers in both vocal and instrumental, as well as a reading; Miss L. H. Crim will also give readings. Prof. B. F. Haynes Jr. is expected to deliver an address.

The real estate holdings of Rev. Dr. Haynes are to be placed in the hands of Wm. H. Adams to dispose of.

Miss Nellie Paitillo passed the week end with her parents at Osteen, returning to her school on Monday.

Rev. M. Hoffman and wife of Parish, this state, will soon arrive here to take charge of the Methodist Orphanage, he having been appointed the Superintendent

by the late State Conference held last week in Jacksonville. Mr. Hoffman has had experience in orphanage work, having been engaged in it in the North. The hosts of friends of "Mother Gramlin" the present matron and head of the Orphanage learn with regret of this change and are hopeful that she will be retained here. Her loving and watchful care over her charges, and the deep love they have for her, has deeply impressed, not only all our citizens, but those who come here as winter residents.

T. S. Ham of North Dakota, arrived here on Tuesday by steamer and registered at the Davis House. Mr. Ham was one of the guests at the Brunswick House, Minneapolis, Minn., during the recent fire which destroyed the building he escaping with only the loss of a portion of his clothing. Mr. Ham purchased last winter the Delaney property on Pine street, and will improve the same the coming season.

A hunting party consisting of Henry Murray, his sons Fred and Paul, John and Joseph Padgett, returned with a couple of fine deer on Tuesday. To John Padgett fell the honors of the chase, as his marksmanship brought down the game.

Rev. Alex M. Wiggins of Philadelphia, Pa., will be unable to be with us this season owing to illness. Dr. Wiggins was seized with an attack of heart failure last January, while occupying the pulpit of the local M. E. Church from which he has never recovered.

It is understood that Artie Smith of Sanford is to establish a ferry system, with a good boat capable of carrying automobiles as well as passengers, between Volusia Park, Enterprise and Sanford, making three round trips daily.

Lawson Magruder, wife and son of Tampa, accompanied by Dr. and Mrs. A. M. Detrick of Oklahoma City, were the guests of the Davis House on Friday.

At the Enterprise school house on Friday evening, under the direction of the principal, Miss Paitillo and her assistant, Miss Geiger, the children will give a Christmas entertainment.

The many friends of Miss Daisy Davies of Atlanta, Ga., here, in Sanford and DeLand will be pleased to know that she expects to do some work in Florida, this winter in connection with her duties in the Missionary Society of the M. E. Church South.

The Christmas sermon at the M. E. Church will be delivered by Rev. Dr. Haynes on next Sunday.

Orestes Senter and wife of Columbus, Ohio, will spend a short time here this season, as an entertainer. Mr. Senter gave us several delightful evenings. His daughter, Ernestine, now married, will not accompany her parents.

Mr. and Mrs. W. J. Deal, Virgil Willis, Prof. Frank Haynes, Mr. LaRoussellier, Miss Irene Wall and Miss Geiger visited Orange City Monday evening. On their return trip they were the victims of a hold up just this side of the Carpenter place.

Miss Marian Taylor has returned from a trip to Jacksonville.

Mrs. F. A. Gordon and Mrs. A. W. Brown were the guests of friends in Sanford Tuesday.

Mr. and Mrs. Allen, winter residents of Orange City were visitors here Friday.

John Padgett, a student at Stetson University, passed the Sabbath with his parents, returning to DeLand Monday.

Next Sunday afternoon at 3 o'clock the Woman's Foreign Missionary Society will meet at the chapel.

OVIDEO AND LAKE CHARM

Special Correspondence to The Herald:

Dr. C. G. Thayer, who is a guest in the Lake Charm parsonage this winter, conducted services in the Methodist church at Oviedo Sunday morning, last, in the absence of Rev. J. S. Brooke attending conference in Jacksonville.

Mrs. Dr. Crawford of Orlando is spending Christmas week with her mother and sisters, Mrs. Mary King and Miss Nellie King. Miss Martha King of Stetson University will be at home for the holiday vacation. Dr. Crawford will join the party later in the week. Baby King Crawford is celebrating his first Xmas and a veritable little King he is in their midst wedding a scepter that none of his loyal subjects dispute.

The property so long owned in Oviedo by Miss Ager of North Carolina has recently been sold by the heirs of her estate to Mr. Schultz of Gainesville, Ill. It is understood that Mr. Schultz and family will make Oviedo a future home.

Madam Rumor says "wedding bells" is the very near future Oviedo and Sanford will hear the chimes.

Emmett McCall is home from the Orlando hospital. His coming Friday evening last with his father was a very great surprise to Mrs. McCall, who was anticipating his return for Christmas Day only.

Miss Anna Leinhardt of Lake Charm, who has been away two months or more

visiting her married sisters in Tampa and Waldo returned for Christmas. Miss Gladys will be home from the convent school in Orlando with her parents, Mr. and Mrs. Joe Leinhardt during the Xmas vacation.

Frank Bibb, a world-wide traveler, who has seen service in the Philippines and Spanish war is visiting his nieces, Mrs. J. S. McKenzie and Miss Daisy McClanahan. He is a railroad engineer by profession and has officiated in that capacity over many different railroad lines in the various states in the Union and Dominion of Canada. He may tarry awhile in this state.

Mrs. B. G. Smith and Mrs. T. L. Cushing are anticipating entertaining during the holidays their brother, Charles S. Rigby and family from Greenville, S. C.

J. Foster Allison and wife of Washington, D. C., arrived Wednesday to spend the holiday vacation with Mr. Allison's mother and sister at Lake Charm.

W. B. McKenzie was considerably bruised and injured in an auto accident Saturday on the streets of Orlando. He is hoping to be sufficiently recovered to make a contemplated Xmas trip with Mrs. McKenzie into North Carolina.

Mr. and Mrs. John S. McKenzie and family left Thursday to spend the holidays with Mr. McKenzie's parents in Lumberton, N. C., and to visit a sister of Mrs. McKenzie's in Cheraw, S. C.

The young ladies of Oviedo and Lake Charm met with Miss Helen Lawton last Wednesday to prepare decorations for the Xmas tree in the school building Friday evening. Miss Chapman has arranged a program of recitations and music to be given by the school children on this happy occasion.

John S. McKenzie and Claude Howard of Sanford had a fine lot of birds to bring home from the day's hunt on December 19.

The county convicts, in camp on the Geneva road two months and more moved camp two miles west of Oviedo Monday. E. A. Diamond, Lake Charm, continues as night guard in the new camp.

CELERY CITY NEWS

Celery Farms Colony has had a busy week. Many settlers have arrived and started their houses.

Mr. Clinton Parsons of Rice, Arizona is among the new comers. He has contracted for a dwelling and a large cannery factory and ice plant and is now expecting a large consignment of cattle.

Messrs Ernest and David Wendt have moved into their new home.

Mr. V. P. Stanesco, a prosperous merchant who has just closed out his business in Cleveland returned this week bringing many settlers for the Roumanian Colony. Mrs. Stanesco and family will follow in a few weeks.

Following is the Palmetto Inn arrivals: Peter Lewis Lamp, Carlisle, Wis., E. H. Corneau, Chicago, Ill., Floyd J. Caspers, Chicago, Ill., Joe Dallas, Chicago, Ill., John B. Barcalow, New York City, John R. Shanley, Williston, N. D., C. W. Nelson, Fred Nelson, Tampa, Fla., Andrew Erickson, Minnesota, Leon Porcher, New York City, W. L. Furbee, West Va., Mr. Blakely, New York City, Mr. Hallman, Berlin, John Shultz, Lyle, Wash. Messrs Clitz and Proach of Connecticut, P. B. Nelson, Tampa, Fla.

Held Up And Robbed

W. S. Broderick, the Sanford avenue poultry dealer must have had a good day for business on Wednesday, at least a negro seemed to think so, for he held up Mr. Broderick late at night and went through him. The assailant hit his victim in the head first and while he was dazed from the blow went through his pockets and made his escape. He did not get all of Mr. Broderick's money but managed to secure about \$20. It is supposed the negro was about the place late in the evening and saw Broderick transfer his money from the drawer to his pockets and way-laid him at the door.

Gymnasium, Baths and Reading Room

The special committee on the social and athletic end of the Brotherhood work held a meeting last week Thursday night. Unanimous decision was reached that plans should be perfected at an early date for a gymnasium, baths reading and social rooms. Beyond this program no attempts will be made at present. The committee are at work on further details along these lines, and will hold another meeting soon to perfect their plans. Mr. Mac Lash is chairman of this committee.

Had A Long Journey

Mr. and Mrs. W. R. Wells started out from Richmond, Indiana six months ago with a team and wagon bounded for St. Cloud and arrived in Sanford on Wednesday. They seemed in good spirits and none the worse for wear. The journey took them via Washington and down the Atlantic coast to Florida. They are some sixty years old but as hale and hearty as youngsters and glad they had chosen Florida for their future home.

CRUTCHFIELD & WOOLFOLK

PITTSBURG, PA.

Sales Agents and Distributors
SANFORD CELERY UNION
Room 16, Pico Block. Phone 269
SANFORD, FLA.

JAS. B. LAWSON

Periodicals Stationery

CIGARS and TOBACCO

COLD and HOT DRINKS ICE CREAM

Wholesale and Retail

PHONE 700

SANFORD, FLORIDA

We Are Ready

For the Immense Volume of Business in OUR NEW QUARTERS

We have the nicest and most complete stock that we have ever carried, and our prices are right. We have just put on our floor some beautiful pieces in Circassian, Walnut and Birds Eye Maple.

We will make it to your interest to come to us for what you want in our line.

REMEMBER WE HAVE MOVED

WILLIAMS & MILTEER

Rand Building

Just across the street

The Opportunity

Of Your Life Young Man

Married or Single. Have a Home or a Good Safe Investment.

The Markham

Park Addition

On the Orlando road just two blocks from street car line

Thirty Beautiful Lots

Just been laid out and streets being graded. Now ready to build you a home. (No place like home.)

\$20 Cash - \$10 Per Month WITHOUT INTEREST

This Offer is Good for 30 Days

See me at once. It don't cost nothing to look and get your choice. Some lots shaded with oaks and some with orange trees. Now is the accepted time.

See Me at Once and Save Money

N. H. GARNER

Room No. 2. M. G. T. Block

FIRST STREET

SANFORD, FLORIDA

Celery Delta Belt Line



Take Street Cars for

PALM HAMMOCK

TEN ROUND TRIPS DAILY

Flowing wells are guaranteed. Drainage sure. Numerous Boulevards, graded and ditched, traverse this property

Lots in PALM VILLA sold on easy terms

enjoy the pat-
most for the
and richest
cleared land in
Celery Delta

Farms in PALM
HAMMOCK sold on
easy terms

Only three and
one-half miles
from Sanford, on
hard surfaced
road

Prices will soon
advance materially
Buy a town lot in
PALM VILLA
now

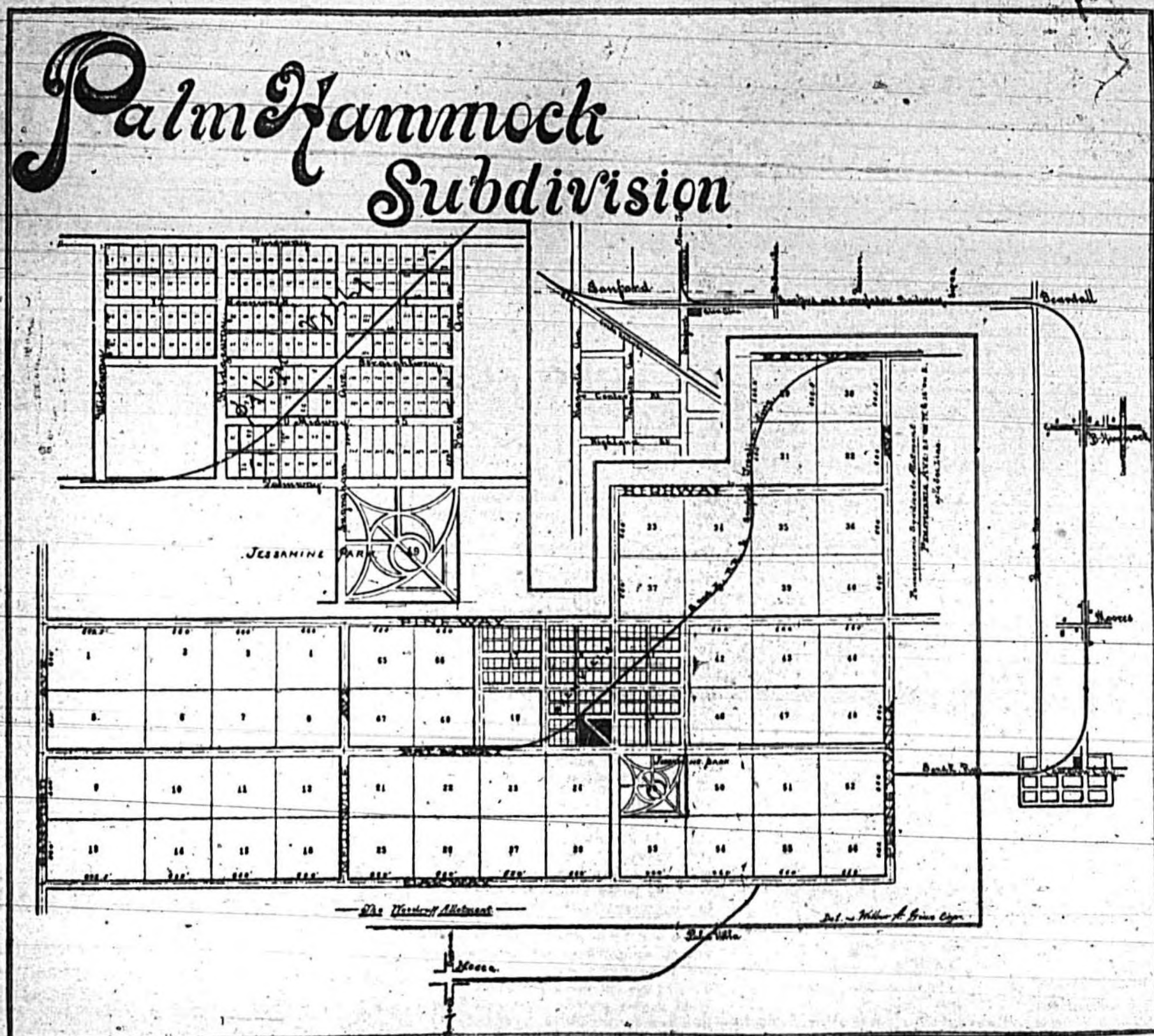
See JESSA-
MINE PARK
10 acres of stately
Palms, Majestic
Oaks and fragrant
Yellow Jessamine
an exquisite spot
of untrammeled
nature

Frequent street
car service brings
churches, theatres
and shops to your
door

The Sanford and
Everglades R. R.
will run freight
trains and street
cars direct through
Palm Hammock
with side tracks
every half mile for
loading cars

Palm Hammock
is being settled by
a very high class
of people. A
home here insures
you good neigh-
bors

Rural Free De-
livery mail ser-
vice. Convenient
school privilege
for your children



Young Men of Sanford buy a PALM HAMMOCK Farm or you will live to regret it. Buy to-day. Come and see me.

J. N. WHITNER

First National Bank Building

SANFORD :: FLORIDA

There is no better,
safer investment than
selected real estate.

Improved transporta-
tion is the forerunner
of increased values.

M E T T I N G E R ' S

We announce that we are ready to meet the demands of the most critical as well as the most economical, when it comes to

Christmas Novelties - Toys - Dolls, Etc.
Men's and Women's Neckwear - Men's and Boys' Clothing
Fancy Crockery - Pictures - Derbys
Soft Hats - Sweaters - Umbrellas

M E T T I N G E R ' S

FIRST ST. SANFORD, FLORIDA

Local Overlook

Lines and all initial householders for sale at M. Frank's, 18-21. For Christmas presents go to Miller & Son and buy a nice piece of furniture.

One hundred sacks Maine grown seed potatoes, Rose 4. See E. H. Whitner. Cracker meal and full line National crackers for sale by W. W. Long, 18-4. You can get Fleischmann's compressed yeast at Robert's.

Go to M. L. Allen's for your Christmas hats at reduced prices. Mexican burnt pottery something new. Nice for Xmas presents. Williams & Miller.

A nice poker makes an acceptable present. Miller & Son will save you money on your Christmas gifts.

Full line of sweet or sour pickles in bulk or in bottles at Long's.

How about a fruit cake? Ask Roberts to show you.

Hair goods, neckwear, and stamped goods at M. L. Allen's.

One hundred sacks Maine grown seed potatoes, Rose 4. See E. H. Whitner. Cut glass at about one half what you usually pay. Williams & Miller.

Fine furniture in oak, mahogany and maple at Miller & Son, your chipped beef, ham, bacon and boiled ham sliced at M. L. Allen's.

Bob's store, on his American slicing machine.

National fruit cakes for \$1.50 at J. D. Roberts.

Best goods, neckwear and stamped goods at M. L. Allen's.

Art squares and rugs all sizes and prices. Williams & Miller.

The M & S store for fine oyster stews and hot drinks.

Autos and carriage painting at Underwood's. First class work. Sanford Machine & Garage Co.

Little's New Skirts, saddles, horse and riding apparel, harness, saddles, horse and riding apparel, harness, saddles, horse and riding apparel.

Volles for Christmas presents at N. Yowell & Co's.

For a nice quiet place to eat well cooked, well served food, go to Wiles City Restaurant.

For lap robes and horse blankets see Underwood.

Miller & Son sell The Steamers & Foster mattress the best mattress made they cost no more than the cheap ones.

Vermont Bed furniture polish on the market. For sale by Sanford Furniture Company.

One and two horse wagons with 40-horse and 100-horse bodies. Underwood's.

What gives you just what you want to eat and the way you want it. 7-30.

Baggies and awnings at cost for thirty days at Underwood's. Bartonsville, Va.

D. A. Caldwell & Sons have moved their store to the corner Magnolia Ave. and First St.

Everything new in the millinery line at Overman's.

Crushed and pulverized Limestone, car load lots. E. H. Whitner.

We are equipped to handle your repair work. Sanford Machine & Garage Co.

Suits Just in. Makes a beautiful Christmas present. Let us show them to you. M. P. Yowell & Co.

I have house and several choice lots in Sanford Heights and Meridian Heights for sale. Prices low. Easy terms. Call for particulars. E. H. Whitner.

For Real Estate and Shave 49 to Albert Granning, Sanford's Leading Barber.

A pleasant dining table and six chairs make a nice present. Miller & Son will save you money.

You want a home like place to enjoy your meals. Go to Wise's City Restaurant.

Your sanitary tax for the Fourth Quarter is past due. Pay it now and avoid a double tax. L. B. Williams, Collector.

Double Tax. Wood are the proprietors of the Osmopolitan Restaurant. They are first class restaurant men and will give the patrons the best that can be prepared.

Mrs. Anderson was the charming hostess of the young ladies sewing circle last Thursday evening. A delightful evening was spent, at the close of which dainty refreshments were served. Those who enjoyed the evening were Mrs. Anderson, Mrs. Long, Mrs. M. L. Allen, Mrs. Miller, Mrs. Long, Mrs. M. L. Allen, Mrs. Miller, Mrs. Long, Mrs. M. L. Allen, Mrs. Miller.

Notice
 As Christmas and New Year's Days fall on Sunday, Monday Dec. 25th and Monday Jan. 2nd will be observed as Christmas and New Year's at the postoffice. Window will be open for delivering real-estate one hour morning and afternoon, from 9 to 10 a. m. and from 2 to 3 p. m. Chas. F. Hudson, Postmaster.

Do You Want Health and Wealth?

Do you want to live in the prettiest spot in Florida?

Do you want a fine bungalow with 12 acres fruit and farm?

Do you want two beautiful lakes full of fish?

Do you want something for nothing?

HERALD OFFICE

INQUIRE AT

OF LONG AGO

FIELD

The railroad says "no it runs." Above the formal sheet, entangled. Dick bent his curly, ribboned head. With light grasped goose quill moving slow.

This Christmas season long ago.

"I was sealed and sent—our main confessor. Ill soaked a finger back and his. With some face and ivory grin. To bear such letters to and fro. In Christmas' season long ago.

One fancy party the Yuletide spent At longhairs' home. Underwood's. For lap robes and horse blankets see Underwood.

Miller & Son sell The Steamers & Foster mattress the best mattress made they cost no more than the cheap ones.

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Make Your Christmas List Complete

with the **FUSSY PACKAGE**



This famous box of Chocolates contains only these choice, selected pieces:

- Chocolate Covered White Nougat,
- Nut Molasses Chups, Almonds
- Double Walnuts, Marshmallows
- Hard Nougat, Molasses Blocks, Pecans
- Bricklets, Amarances, Peppermint
- Nut Brittle, Brazil Nuts, Grand Rock
- Caramels and Blossoms of Solid Chocolate.

In 1/2-pound, 1, 2, 3 and 5-pound packages.

The gift that is always appropriate and always enjoyed by everyone, is a package of really luxurious candy, something out of the ordinary. For everybody on your list you can select some good gift from among these

Whitman's CHOCOLATES & CONFECTIONS

Per Pound
 Whitman's Special Chocolates \$1.25
 Fussy Package Chocolates 1.00
 Super-Extra Candy Packages (in 1/2, 1, 2, 3 and 5-pound packages) .80
 Fine Chocolates (in 1/2, 1, 2, 3 and 5-pound packages) .60
 Chocolate Covered Marshmallows Christmas Super-Extra Chocolate Covered Mint Marshmallows .50

Whitman's Super-Extra Honey White Nougat Chocolate Covered Caramels (1/2, 40 pound packages) (bitter sweet), per pound .40
 Confectionary Candies (bitter sweet), per half pound .40
 Super-Extra Caramels (Not Caramels), per box .25
 Hard Nougat Stick Candy .25

We have also a variety of old and pretty boxes, bags and baskets designed especially for holiday gifts, all filled with their Super-Extra Chocolates or Confections.

JAS. B. LAWSON

Sanford, Florida

STRANGER HEARD FROM

Will arrive in Sanford on Monday, December 26

GREAT INTEREST IS MANIFESTED

Large number of nominations pour in for the Herald's Great Popularity Contest

In an open letter received by the editor of the Herald from the Mysterious Stranger, the writer says: "I have been reading your issue of Monday, December 26, and I am very glad to see that you have been so successful in your contest. I have been reading your issue of Monday, December 26, and I am very glad to see that you have been so successful in your contest. I have been reading your issue of Monday, December 26, and I am very glad to see that you have been so successful in your contest."

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I shall send my name around the streets of Sanford, and shall talk to you together with different places. I shall visit on the following day, Tuesday, December 27th. The Sanford Herald and special issue of the paper will be published on Wednesday, December 28th. I shall continue until I am captured by the Herald's Great Popularity Contest.

In order to effect my capture any young lady registered as a contestant, shall ask the following question: "Are you the Mysterious Stranger brought here by the Sanford Herald?" Upon proof that she is a registered contestant, I will immediately admit my identity and the fair amount of the prize offered by the contest. Now, girls, it is up to you. Can you find me? Remember that only those registered as contestants will be allowed to compete. I would ask that you immediately register in your name as a contestant by clipping out the foundation blank in this office, please and sending it to the Herald office, as fully believing in my ability to dodge the gift of Sanfordsville for fun.

The Mysterious Stranger.

A complete list of all nominations in The Herald's Great Popularity Contest to date is published on another page of this issue. All young ladies whose names appear on this list shall be eligible to search for the Mysterious Stranger.

SANFORD CROP CONDITIONS

As Seen by The Florida Tribune

Man On His Thor


In spite of the severe storm of October, which wiped out much of the lettuce and set back the remainder, the growers of Sanford are not discouraged and are very thankful that by expert treatment they were able to save even a part of their lettuce crop. It is estimated that about 400 cars of lettuce were destroyed in the storm and that only 60 to 75 cars were saved—this of rather poor quality. Many of the growers are now cutting and shipping lettuce, particularly headed, the bulk of which is being marketed at \$2 to \$2.25 per car. It is estimated that the growers will be able to realize a handsome profit on lettuce that otherwise might have been left in the field.

With lettuce going out in quantity from other points the growers of Sanford are now advised to hold back until the lettuce heads, the present price on the best headed heads being very high. The association was offered \$1.00 F. O. B. with bank guarantee on Saturday of last week for the best, and \$2.50 for the choice, but was unable to fill the orders. Within the next three weeks the association will be able to give the trade both fancy and choice head lettuce, guaranteed by their trade mark.

The farmers here have so far been able to keep the frost from injuring their large head lettuce by covering the growth lightly. While the cold entry, it does no damage, the plants are fully or very nearly fully matured. While the entry is not so far advanced this year as last

Make Your Christmas List Complete

with the **FUSSY PACKAGE**



This famous box of Chocolates contains only these choice, selected pieces:

- Chocolate Covered White Nougat,
- Nut Molasses Chups, Almonds
- Double Walnuts, Marshmallows
- Hard Nougat, Molasses Blocks, Pecans
- Bricklets, Amarances, Peppermint
- Nut Brittle, Brazil Nuts, Grand Rock
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Great Popularity Contest

\$1,250 Worth of Prizes to be Given Away by The Sanford Herald

AN UNUSUAL OFFER

This Contest Will Be Open to All White Citizens of Orange County

SEND IN YOUR NOMINATION NOW

FIRST PRIZE	One Wesel Upright Grand Piano	Value	\$400
SECOND	" " Diamond Ring	"	100
THIRD	" " Rebate Certificate	"	200
FOURTH	" " " "	"	175
FIFTH	" " " "	"	150
SIXTH	" " " "	"	125
SEVENTH	" " " "	"	100
Total			\$1,250

LIST OF NOMINATIONS

Contestants' Names Published for First Time

LARGE NUMBER SENT IN ALREADY

Young Ladies who Will be Eligible in Search for the Coming Mysterious Stranger

The main topic of discussion in Sanford for the past few days has been The Herald Great Popularity Contest, and a large number of inquiries have come into The Herald office as to who have been nominated in The Herald's contest.

The following is a complete list of all nominations to date. These young ladies have been nominated by their friends and will be eligible in the chase for the Mysterious Stranger who will make his initial appearance in this city on Monday next.

If the name of your favorite does not appear in this list either send or bring her nomination to The Herald office and she will be duly registered as a contestant

The following is a list of all nominations to date:

MISSSES	
Mildred Potter	Male Leonardy
Alice Whitner	Helen Rowland
Blanche Bothamly	Mabel Johnson
Nellie Amick	Muriel Harrold
Jessie Stumon	Annie Higgins
Ruth Mettinger	Claire Walker
Mabel Anderson	Alice Robbins
Margaret Davis	Hoskins Jones
Gelale Butt	Annie Lee Caldwell
Ella Stringfellow	Aranka Takach
Mildred Haskins	Mercedes Munson
Gladys Gardner	Ruth Abbot
Bessie Long	Martha Fox
Alice Anderson	Edna Pagenhart
Nellie Elder	Clara Millen
Carrie Ensminger	Annie Hawkins
Peachea Lefler	Carrie Loyell
Blanche Biggers	Magd Miot
Linda Lefler	Florence Stringfellow
Mabel Bowler	Charlotte Keeler
Bessie Schumpert	Mabel Hand
Gladys Gatchel	Mary Chappell
Mabel Cowan	Flossie Frank
MESDAMES	
J. B. Stryker	Geo. A. DeCottes
Frank Graham	Arthur E. Yowell
Verne Hurt	R. A. Newman
Franks Woodruff	Paul Keely
J. D. Parker	W. H. Underwood
Deane Turner	P. N. Holst
R. C. Maxwell	D. L. Thrasher
S. Puleston	H. McLaulin

Demonstrating the fact that The Herald will always be found working for the best interests of the citizens of Orange county the management of this paper has decided to inaugurate the greatest popularity voting contest ever held in this section of the state.

In this contest seven prizes aggregating \$1250 will be given away absolutely free to the contestant securing the most votes. Votes may be secured by clipping the vote coupons from this paper or by securing subscriptions to The Herald.

The first prize, which will be awarded to the contestants securing the greatest number of votes during the contest is a genuine \$400 Wesel Upright Grand Piano, which was purchased from A. H. Crippen & Son, the well known piano dealers of this city. The piano is now on exhibition at the Crippen show room. This piano is an instrument of fine architecture and rare tone, and The Herald has made a careful study of the piano before purchasing. The winner of the prize will secure a prize well worth the efforts which a contest of this kind demands.

The second prize will consist of a beautiful diamond ring, the value of which is \$100. This ring was purchased from Henry McLaulin, the well known jeweler of this city and is now on exhibition at his store on First street.

Five other articles will be awarded as shown at the head of this article

THE CONTEST FREE FOR ALL TO ENTER

The contest is free for each and every contestant to enter, and it costs nothing to win: all The Herald asks is hearty co-operation of its friends and readers to make this contest an enthusiastic and friendly struggle for leadership.

HOW TO ENTER

Just clip the nomination coupon out of each issue of the paper and fill in the name of the person whom you wish to enter as a contestant, with the address written plainly, or if you do not have a nomination coupon, the name and address of the person as a candidate. The name of the nominator will not be divulged.

HOW VOTES ARE OBTAINED

Votes may be secured by securing subscriptions to the Sanford Herald, and votes will be issued upon the following basis:

Terms	Renewals	New Subscriptions
1 year	500	1,000
2 years	1,250	2,500
3 years	2,000	4,000
5 years	3,750	7,500
10 years	12,500	25,000

WHO CANNOT ENTER OR VOTE

No employee of The Herald or immediate relative of theirs will be allowed to enter this contest as a nominee or a voter.

WHO MAY ENTER

Any white man, woman, boy or girl of good repute is eligible to enter this great popularity voting contest. Just send in your name on a nomination coupon to the contest management of The Herald.

THE JUDGES

The total count of votes will be made by a committee of three prominent business men who will be absolutely disinterested parties. This committee will be announced later.

MANAGEMENT

For the purpose of making the contest a complete success, The Herald has signed a contract with the New Method Contest Co., of Jacksonville, who make a specialty of conducting contests of this kind. This company will furnish a competent and experienced contest manager who will have complete control of the Contest Department.

TO THE PUBLIC

This contest is to be the greatest ever inaugurated by any paper in this section. We have spared no expense to make it a "live wire proposition" that will keep the community much interested in the outcome. We are endeavoring by every means to give Sanford and vicinity the newest and most up-to-date county paper in the state, and we solicit the hearty co-operation of the citizens in this contest.

To merchants who advertise with us we wish to say that we expect by this contest to double our circulation and our advertisers will realize that it is to their advantage to help in this work by supporting the contestants.

NOW IS THE TIME

The contest begins with this issue, the time to enter is now is NOW. Get in the race before the others get in the lead.

RULES FOR THE CONTEST

Rule 1. All money for subscriptions shall be paid the contest manager.

Rule 2. Contest manager's signature must be affixed to all votes before they are of any value in the contest.

Rule 3. Ballots cannot be bought. The contest will be run on a fair basis, fair for all. Votes can only be obtained by securing subscriptions, either new, re-

newals, or old or by cutting the nomination or free vote certificate out of each issue.

Rule 4. No employee or member of his family will be allowed to participate either as a nominator or a voter in this contest.

Rule 5. Candidates will not be restricted in securing subscriptions but may secure them in any place in the United States.

Rule 6. Only one nominating coupon entitling each contestant to 1,000 votes will be allowed.

Rule 7. All votes must be in the ballot box by Wednesday 5 p. m. of each week.

Rule 8. Votes issued can not be transferred to another contestant.

Rule 9. No votes will be allowed on subscriptions held over more than one week after being secured by contestant. Subscriptions must be turned in promptly together with the money collected for them. Votes will be issued when the money is received, but the contestants may retain these votes and cast them whenever they wish.

Rule 10. Nominators or contestant in The Herald's contest must agree to and accept all rules and conditions.

Rule 11. The right is reserved to reject any name of contestants for a cause also to alter these rules should occasion demand.

Rule 12. Any question which shall arise between the contestants will be determined by the contest manager and his decision will be final.

Respectfully yours,
Contest Manager.

HAS A FINE FARM

Cruse Barnes' Place an Exhibition to Visitors

If any one thinks the October storm damaged all the lettuce crop, a walk to the Cruse Barnes place on the lake front just west of the freight depot will convince them of their mistake. After the storm, when it seemed that all of the lettuce in the field could not "come back" Mr. Barnes was one who refused to believe it and let his lettuce stand. He worked it industriously, however and now his judgment is verified, for no prettier crop of lettuce can be found. The heads are firm and the field is well filled; although much has already been cut. It is bringing a fancy price, much of it being sold right in the field at \$2.50 per basket. Had it not been for the storm's devastation Mr. Barnes would have cut a thousand baskets to the acre. As it is he will realize something like \$1,000 per acre net profit.

His celery also escaped the storm and is now in fine shape and will soon be ready to board.

Will Raise Fine Hogs

B. H. Herndon imported four fine pedigreed Poland China hogs this week and will start a stock farm upon his fine Beardall avenue place. Hogs can be raised on Sanford farms very easily and just why more farmers do not go in for stock raising has always been a question. At the prevailing price of pork a few hogs will make money for the grower and we await Mr. Herndon's venture with great interest. The Herald has always advocated chickens, hogs and cows as a sideline in connection with the crops and next season will probably witness more hog raising than usual.

Christmas Closing

The civic celebration of Christmas this year comes on Monday, December 26th. Our offices, stores and warehouses will be closed all day. Our store will be open Saturday night, Dec. 24.
18-2t THE GEO. H. FERRARD HARDWARE CO.

A STORY IN THREE PARTS

(PART ONE)

Bryan Begins Aggressive Campaign

SOMETHING ABOUT

The Man Who is Going to the United States Senate

HE was born on his father's farm near Fort Mason, then in Orange, now in Lake County, Florida, and if elected United States senator will be 39 years of age when he takes his seat.

HE is the brother of the late Senator William James Bryan, and son of John Milton Bryan, a native of Hamilton County, Florida, who was a confederate soldier, a member of the legislature of 1875, a pioneer in the political history of Florida, and an appointee of Governor Bloxham on the railroad commission created in 1897.

HE spent his boyhood on his father's farm; grew to young manhood on the prairies of Osceola County; received his early education in the county schools of that county, and afterwards attended and graduated from Emory College, under Bishop Chandler of Georgia.

HE later graduated from the law school of Washington and Lee University where he studied under Charles A. Graves, now the best known member of the law faculty of the University of Virginia, and the late John Randolph Tucker, author of a monumental work on the federal constitution and joint author of the Tucker-Culbertson Act, establishing the present system of federal courts.

HE moved to Jacksonville from the country 18 years ago, for the same reasons that probably induced Mr. Blount to move to Pensacola and Mr. Stockton to Jacksonville, from country towns.

HE has, by sheer force of industry and ability worked up a large and lucrative general law practice; he has never specialized on any single branch of the law, but has made himself proficient in all its branches. The judges before whom, and the lawyers with or against whom, he has tried cases, say that he is one of the ablest court room lawyers in Florida: the judges of the supreme court say that his many briefs and arguments in that court evidences great thoroughness, skill and learning.

HE has, in his busy life, found time to devote to the service of the people and he received no compensation for that service. He was the first chairman of the Board of Control and as such worked for the upbuilding of Florida's schools. His colleagues, and the faculties, and the students of the several institutions will tell you the value of his work.

HE has attended national and state conventions of the democratic party and has been a close student of men, issues and politics.

HE has been over the State in three campaigns preaching the cause of the common people.

HE is the best qualified man in the race to initiate and secure legislation in the interest of the common people.

HE prosecuted the Jacksonville Ice Trust out of existence, as acting Solicitor of Duval County.

HE has never represented a public service corporation, nor has he assisted a railroad company to prevent or delay the enforcement of an order of the railroad commission, reducing freight or passenger rates.

He Has Not Made the Protection of

Corporate Interests His Life Study

HE is a strong man physically; a clean man morally; a big man mentally.

He Will Be Your Next United States Senator

(Watch this space for part two. The story will grow more interesting.)

H. WOODS COMPANY

COMMISSION MERCHANTS
CAR LOT DISTRIBUTORS

We want your crop and will offer special inducements

K. R. MURRELL, Resident Manager

SANFORD, FLORIDA

Statement of the Condition of the Sanford Building & Loan Association

September 26th, 1910

ASSETS	LIABILITIES
Loans on Real Estate	Common Stock Paid in \$13,562.07
Secured by Mortgage \$21,050.00	Preferred Stock Paid up 3,000.00
Cash on Deposit First National Bank 290.28	Accumulated Interest on Preferred Stock 110.82
	Bills Payable 4,000.00
	Common Stock Paid in Advance 58.00
	Net Surplus Credit to Stockholders 809.39
\$21,340.28	\$21,340.28

The Finance and Loan Committee on examination of the books of the Secretary and Treasurer, declared a dividend for the six month's period, ending September 26th, 1910, of a little more than 4% per cent.

The Association is in a very flourishing condition. We have applications for twenty-five thousand dollars more than we can furnish, but with the assistance of the people of Sanford, we could easily furnish this money within a few months.

A. P. CONNELLY
Secretary and Treasurer

NEW SERVICE OF SANFORD TRACTION COMPANY

Schedule in Effect, December 17, 1910

Around Belt Line Through Cafery Delta of "Lucky Sanford"

Will stop only at Postoffice on First Street, and Second, Fifth and Tenth Streets on Sanford Ave.

LEAVE SANFORD VIA BRISCONS AND CAMERON CITY

SATURDAY—One Extra Trip between Sanford and Cameron City

SUNDAY SCHEDULE LEAVE SANFORD

IN AND ABOUT THE CITY Little Happenings—Mention of Matters in Brief.

PERSONAL ITEMS OF INTEREST

Summary of the Floating Small Talk Succinctly Arranged for Hurred Herald Readers.

W. D. Wildman, wife and daughter of Chase City, Va., and Rowland Wildman of Chapel Hill, N. C., arrived Wednesday to spend the holidays with their parents at the Baptist parsonage.

Misses Mary and Lucca Chappell have issued invitations for a party to be given on Monday evening at their home in honor of their girl friends.

Miss Eva Martin of Jacksonville will arrive Saturday to spend Christmas with relatives in this city.

Mr. Forest Lake, a well known citizen and recently elected mayor of Sanford, was among the many prominent Floridians arriving in the city yesterday and is registered at the Aragon.

L. B. Williams (Sam) is in the clutches of the grip and unable to keep the yards clean this week.

Mr. Ed Revell and sister of St Louis are in the city for a few weeks. Mr. Revell purchased five acres of the Title Bond & Guarantee Co., and will put the place in shape to farm.

Mr. and Mrs. A. C. Potter have returned to Sanford for the winter season after spending the summer at their home in Auburn, R. I.

C. L. Brainard of Brocton, N. Y., is in the city this week. Mr. Brainard has large vineyard interests in New York state and is a large shipper.

E. M. Smith, representing the Florida Fruit & Produce News of Tampa was in the city this week calling upon the growers.

Miss Beaula Dunlap left for Tampa Friday to spend the holidays.

Mr. and Mrs. J. H. Ferguson will spend Christmas with their daughter Mrs. Ordway at St. Petersburg.

Miss Blanche Biggers has taken a position as stenographer with the Florida Homeland Co. For the past year Miss Biggers has resided in Jacksonville and her many friends are glad to welcome her back home.

Fred Doyle, the popular travelling salesman for the Burroughs Adding Machine will spend Christmas with home folks.

Mrs. G. F. Smith left Monday afternoon for Tallahassee, to spend the holidays with her sister, Mrs. Mabry.

Mrs. T. C. Willis who has been visiting her sister Mrs. F. W. Miller, left Wednesday afternoon, for her home in Nicholasville, Ky.

At the Baptist parsonage on Monday night last Mr. Morris Hanson and Miss Edith Grace Edwards were quietly married in the presence of a few friends by Rev. J. W. Wildman. Mr. and Mrs. Hanson will reside in Sanford.

Miss Mabel Bowler is expected to return to her home this week, she will be accompanied by Miss Amelia Mitchell, of Jacksonville, who will spend Xmas with her and also, by her brother, A. T. Bowler, from Raleigh, N. C., who comes to spend the holidays with his parents, Mr and Mrs. M. H. Bowler.

Mrs. Charles Bell left for her home in Atlanta on Sunday after a pleasant visit with her parents, Mr and Mrs. F. A. Schumpert.

Miss Willie Wyman, who has a position in the Live Oak Graded School, will arrive in Sanford this afternoon to spend her holidays with Rev. J. F. McKinnon and Mrs. Sharpe.

C. C. Woodruff, the old reliable commission man sold a car of lettuce last Saturday that brought \$4.50 per basket in New York. He shipped two more cars this week that will bring in even better prices.

Mrs. D. C. Venable of Lawrenceville, Ga., is visiting his son, George W. Venable.

R. C. Parks left this week for Big Stone Gap, where he will take charge of a hotel.

Dr. Hudson is at The Herald office this week. See him about your glasses.

W. J. Holly left for Jacksonville last Sunday after spending several days here. He expects to return in a few weeks and go in for farming and stock raising on Beardall avenue.

Ralph Wight arrived Monday from Blackshear, Ga., where he has been attending the Presbyterian Institute, to spend Christmas at his home.

John R. and Charlie Pilkington representing Grutchfield & Woolfork, were in Sanford the first of the week in the interest of their firm.

The Sunday School Normal class of the Methodist church met last Friday evening at the residence of Dr. C. M. Hamilton.

The young society set of Sanford enjoyed an informal dance in the city hall last Thursday evening. Excellent music was furnished by the Sanford band, and the occasion was one of unusual pleasure.

Mr. and Mrs. Geo. Fox, Jr., Miss Martha Fox and Chas. Pilkington motored to Orlando and back Sunday afternoon.

Mr. and Mrs. R. H. Marks were visitors in Orlando Sunday.

Mrs. Milteer of New York City has recently joined her family here, and they are pleasantly located on Park avenue.

Harold Long of Bingham School Asheville, N. C. is expected home to spend Christmas with his parents, Mr and Mrs. W. W. Long.

Miss Lucile Denton a student at St. Joseph's Academy, St. Augustine, will spend the Christmas holidays at her home in this city.

H. M. Settle of Jacksonville was in the city on Tuesday. Mr. Settle will locate in Sanford for the next three months and manage The Herald contest.

The Herald will issue a daily paper for several days next week in order to chronicle the news of the Mysterious Stranger. The merchants should take advantage of the space afforded for daily prices.

Henry K. Entzberg of Cordele, Ga., representing the International Harvester Company, visited Sanford last week.

Prof. J. M. Stumon leader of the Sanford band, who has been disabled with a broken limb for the past seven months, was able to attend band practice Friday evening for the first time since his misfortune.

Rev. Langley filled the pulpit of the Methodist church Sunday in the absence of Rev. A. E. Householder, who was attending conference in Jacksonville.

Alsten R. Halle representing the Stringfellow Doty Co, Jacksonville, has recently been calling on the trade in Sanford.

Ralph Stevens and Nolle Tolar have returned from Chapel Hill, N. C., where they have been attending college. The boys are glad to get back to Sanford for the holiday vacation.

A post card from Billy Beardall shows him on the football team of the University of Virginia. Billy is bound to make good wherever you find him.

M. C. Henly, a wealthy manufacturer of Richmond, Indian, is visiting friends in Sanford this week and looking into the Sanford proposition.

Claude Pierce of Hagerstown, Ind., is visiting his friend Hibbard at Beck Hammock this week.

Mrs. Langley of Celery avenue left last Friday for Nashville, Tenn., to spend the holidays with relatives in that city.

Mrs. M. Frank and daughter, Miss Florence, have returned from an extended visit to New York and other points in the east. Their many friends are glad to welcome them home.

Johnny Jones Shows will be in Sanford from February 20 to 27 under the auspices of the Eagles.

Fancy china at Miller & Son 18-1f

If you want a turkey Roberts has it. If a roast, he has that too. 18-1f

Go to M. L. Allen's for your Christmas hats at reduced prices. 18-31c

See the pretty things on our 5, 10 and 25cent counters. Williams & Milteer. 18-1f

The M & R store for oyster stews and hot drinks. 18-1f

Fine leather upholstered rockers and Morris chairs at Miller & Son. 18-1f

Olive oil in bulk at J. D. Roberts grocery. 18

Something new in toilet sets. See them in our windows. Williams & Milteer. 18-1f

One dozen records for one who owns an Edison makes a very pleasing gift. Miller & Son sell Edison goods. 18-1f

China closets, book cases, writing desks fancy parlor tables sewing baskets at Miller & Son. 18-1f

All we ask is to give us a call we will please you Miller & Son. 18-1f

Olives in bulk at J. D. Roberts grocery. 18

We are prepared to supply your wants for everything you want for your house, from parlor to kitchen. Williams & Milteer. 18-1f

Have your hair dressed in the latest style at Mrs. Overman's. 10-1f

The M & R store for fine Christmas candies, stationary, books and Christmas cards and cigars. 18-1f

For Rent—A large store room in DeMont building. Inquire of Joe DeMont. 18-1fc

For Sale—Vegetable farm all tilled flowing wells, out buildings, four rooms, house, 2 acres lettuce set out. Fine place for poultry. On easy terms. P. O. box 514, Sanford, Fla. 19-2t

Lost—Lady's watch, black ribbon guard, with enamel heart pin. B. M., in black. Finder return to Herald office and receive reward. 10-1p

Found—A lady's gold watch. Owner will call and identify. Clyde Pharmacy. 10-1c

Money to loan on improved real estate, amounts as wanted. Apply P. O. Box 773. 18-2t

House for rent or for sale. Corner 3rd and Chapman avenue. Apply 115 Oak avenue. 19-1c

For Sale—A gentle driver or general purpose horse, 9 years old. J. C. Ellsworth, Jo., Beardall Ave., R. D. 3. 10-2tc

For Sale—Household furniture at a bargain. Mrs. F. T. Williams, Third st. 18-1f

Wanted—Commencing January 1st by experienced bookkeeper, one or two sets of books to post and keep up. References. Bookkeeper, care this office. 18-2p

For Sale—A launch 16 feet long, 3 1/2 feet beam, in perfect order 3 H. P. engine. Cecil Gabett, French avenue. 17-1fc

For Rent—5 acres tiled land, cropped one season, 2 1/2 miles west of Sanford. Make me an offer. Acceptance will be made by wire. G. F. Beardley, Hillsdale Mich. 18-2t c

Pinecroft Poultry Farm—A few pure bred White Wyandotte cockerels for sale, 7 and 8 months old, 2 to 3 pounds each, according to age. S. Butler, Sorrento, Fla. 18-2t c

Money to loan on improved Real Estate, any amount wanted. Apply P. O. Box 773. 18-2t

Furnished rooms for rent No. 301 5th street. 17-4t p

Wanted—Railroad man, good talker and salesman for side line proposition. Good money. Address to Sanford Herald Want. 17-3t p

WE could not enjoy the patronage at Sanford for the past thirteen years did we not have the reputation, which is usually shared by all reputable establishments, in giving careful attention to detail, and leaving nothing undone to please.

The merchandise we sell will convince you it is to your advantage to make us your haberdasher.

M. FRANK

Clothier and Men's Furnisher SANFORD FLORIDA

N. P. Yowell & Co

For Your XMAS Presents

To Yowell's and select them today, don't wait till the last. We can show you better and believe it will be to your interest. We can lay anything aside and hold them till Xmas for you. We have plenty of room in our new store to give you a better selection than ever, of our large stock.

We will Mention a few Useful Presents For Ladies' and Men

- LADIES' Kid Gloves, Neckwear, Silk Scarfs, Belts, Handkerchiefs, Parasols, Hand Bags, Sweaters, Silk Hose, Collars, Barettas, Mufflers, Belt Pins, Linen Sets, Waists, Towels, Skirts, Silk Waist Patterns, Coat Suits, Silk and Wool Dress Patterns, Capes, Kimonas
- MEN Ties, Cuff Buttons, Handkerchiefs, Shirts, Belts, Pants, Suspenders, Mufflers, Silk Socks, Hats, Umbrellas, Bath Robes, Sweaters

N. P. YOWELL & CO.

Cross the Street From Old Stand Sanford, Florida

We are probably the oldest regular advertisers of Florida Farm Lands in the South. We advertised before the present intense interest in "Back to the Land." Our methods have brought us in touch with thousands of people all over the world. We will gladly refer you to some of these people on request. Enquiries cheerfully answered.

THE SUB-IRRIGATOR AND FLORIDA TRUCKER

"A Newspaper Within a Newspaper."

The Howard-Packard Land Company is incorporated under the Laws of Florida. Paid-up capital \$100,000. The company differs from the many companies exploiting Florida lands in that it's a home corporation with an established high-grade home and foreign reputation to maintain. We cultivate many acres of land in our home territory.

Published in the interests of the intending investor and settler by the Howard-Packard Land Company, Incorporated, Sanford, Florida

During the last few weeks we have entertained a large number of prospective settlers from the central north and central west states. We have shown them over the valuable agricultural lands on the other side of the river—

VOLUSIA FARMS

and in every instance satisfaction has been expressed both with the lands and our conservative method of advertising them. Many people have bought tracts ranging from five to twenty acres and some have settled on the land and have commenced operations preparatory to cultivating.

In some instances, our prospects have postponed immediate purchase with the intention of looking around elsewhere. Many of these have returned to Sanford and signed their Contract for Deed for a tract of Volusia Farms.

The purchasing season has set in with a vigor surpassing all other seasons. More is being learned about Florida and about the possibilities of

Diversified

Farming Is

The Hope Of

The South

Speaking at Columbia, South Carolina, the last day of November, the president of the Southern Railway said that the south's greatest opportunities lie in diversified farming. The south, he said, has great natural advantages which would go far toward making it a factor in the feeding and clothing of the world. He stressed especially on the universal demand for cotton.

In these days the South is the favored section of the country. The value of its cotton crop, for in-

There is one feature of Volusia Farms on which we have hitherto laid little emphasis—the suitability of the land from an investment point of view for the man who wants to start a citrus grove.

The cultivation of citrus fruits must be treated as an investment for the first five years at least. Orange trees do not grow as rapidly as garden vegetables, therefore, the returns are not so large for the initial years.

Volusia county has approximately 350,000 orange trees in bearing and another 100,000 to come into bearing. Last year the crop amounted to nearly 500,000 boxes with a value of nearly \$450,000. Grapefruit—27,885 trees yielding about 27,000 boxes with a value of about \$40,000.

Osteen is a noted orange growing center and there are large acreage on the Volusia Farms tract which will grow all the citrus fruits a man wants to plant. The value of an orange grove in full bearing is estimated at from \$1,000 to \$2,000 per acre.

FLORIDA'S - VOLUSIA - FARMS

\$30 Per Acre - \$5 Per Acre Down - The Balance \$1 Per Acre Per Month - No Interest

No taxes during payment period. Liberal extension of time for cause. If you die before completing payments we deed the tract on which you were paying to your heirs without the further payment of one cent and if you want to quit within one year from completion of your payments, we will give you all your money back and add

6 Per Cent and Take the Land Off Your Hands

Ask for a Copy of this Unique Contract for Deed

the Sanford territory, consequently, those who come here and see with their own eyes what other people are doing, how they do it and the results they obtain are enthused and become anxious to get back to the soil for their own benefit.

Those who see Volusia Farms in person are always the most enthusiastic. Our booklet, "The Resources of Volusia Farms," which is free for your name and address on a post card, can only describe the proposition to you in cold type, but a visit here gives you a new view-point which is full of life, actualities and tangible possibilities.

For this reason we have advocated the purchase of our lands after personal inspection and have continually advised that our prospective purchasers take advantage of the homeseekers' excursions which run to Sanford every first and third Tuesday of every month from northern cities every month in the year.

stance, including its by-products, is placed at \$1,000,000,000 for the present year. In other fields of agricultural activity the South's people are profitably employed. The South's natural resources are being developed and its activities are growing. While some of the Northern cities have shown only small increase, the southern cities have leaped ahead. Handsome gains are shown by all Florida cities and handsome incomes are being earned by those who have learned the proper way to cultivate the soil.

The territory around Sanford is probably the greatest trucking and diversified farming center in the United States, based on the returns per acre, yet the fringes of our possibilities has hardly been touched. Every day some one discovers another use for the soil and diversification is extended one more crop, and as one takes a ride through the fields of celery, lettuce, potatoes, etc., or through the orange groves just across the river from Sanford, the thought is bound to come that some of the prizes of fortune are in store for the man who makes a business of his farming.

With the increasing popularity of the grapefruit, the cultivation of this luscious fruit is becoming very profitable. Prices this season have been high. As much as \$900 having been paid for a carload of 306 boxes. Twelve fruit on a single stem has been known while six is quite common in a well-cared for grove.

For about \$100 to \$125 per acre—a high estimate, including the land, it is possible to set out a citrus grove in budded stock. After the fifth year the first returns should be noticeable. With a grove of 70 trees to the acre there should be a net income of nearly \$300 per acre the seventh year.

Volusia Farms is also suited to the cultivation of peaches, figs, grapes, pecans, pears, while any man who cares to put up a bee stand can have large quantities of honey.

These are features well worth the consideration of the man with money to invest and who can afford to wait a few years for returns. Further information on this subject cheerfully furnished on request.

Volusia Farms just across the river from Sanford, Florida East Coast Railway, Sanford and Titusville branch, runs through property. Depots, Osteen and Kalamazoo. Book to Sanford direct.

Soil rich gray sandy loam for early vegetables. Golden tinted soil for citrus fruits. Tell us what you want to grow and we will select the proper land, subject to your approval on personal inspection.

Address Your Postal Card or Letter of Enquiry:

Howard-Packard Land Company Inc.
Peoples Bank Building - - - - - SANFORD, FLORIDA

ALL AROUND FLORIDA

The General News of "The Land of Flowers."

COLLED FROM THE STATE PRESS

An Epitome of the Week's Most Important Happenings in the State's Domain.

The big sawmill of the Summer Lumber company at Zuber, seven miles north of Ocala, was burned Saturday night. The fire was evidently caused by sparks from a passing train. It was one of the biggest mills in Florida and the loss is about \$100,000, on which there is \$27,000 insurance.

Charles Buell, a telegraph operator, was asphyxiated by escaping gas in the Seaboard office at Jacksonville last Sunday. Mr. Buell was a native of Enterprise this state and leaves a wife and family.

Mrs. Ivey Harrell of Tampa, a bride of a few months, committed suicide in that city last Sunday by shooting herself.

Friends throughout Florida will be grieved to learn of the death of Hon. Joseph M. Rivers, State's attorney for the Eighth Judicial Circuit, which occurred at his home in Gainesville late Saturday night. Death was due to pneumonia, contracted several weeks ago. It was the second time Colonel Rivers has been attacked with pneumonia.

John Hamilton, the celebrated, during a brief visit to Key West stated that he was considering a proposition to make a flight from Havana to Key West. It is rumored that a cash prize of \$10,000 has been offered for the flight.

Work has begun in Jacksonville on the organization of the naval militia. Several years ago this branch of the State and National service was in good shape in this state, but for some time past interest has been lagging.

The strawberry season has opened in and around Lakeland, and berries are selling at \$1 per quart.

In the very near future West Palm Beach will have an ice factory an output of 15 tons daily.

Henry S. Clubb has again been appointed a register of the land office at Gainesville.

The Christmas edition of the Tampa Times broke all former records in Florida journalism. The edition of the Times was composed of 120 pages and contained thirteen thousand inches of advertising, which is "going some".

Murder in the second degree was the verdict rendered by the jury in the case of Harry Hanson, charged with firing the shot which killed Patrolman Hezekiah Hires on the morning of May 13th in Jacksonville.

Circuit Court

Judge Minor S. Jones has been kept very busy during this term of court, murder cases consuming the entire time of the court so far. Wednesday afternoon the jury in the case of Richard Bradford, charged with killing another negro, Julius Reese, the crime being committed about ten miles west of Sanford, was found not guilty. Rufus Hafria colored, who killed Ed Donald, a colored negro preacher, at Lockhart, several weeks ago, is now on trial, which will consume several days as there are quite a number of witnesses to be heard. Judge Jones, after securing the jury in this case, allowed the rest of the panel to go to their homes, which is an indication that the case now on trial will be the last this term.

The negro who killed another at Markham over a skin game was acquitted because of lack of evidence. Will Wynn the negro who killed his wife and her lover near Oviedo was found guilty and given seven years. Wade Hampton, the negro who killed another at Jonesville was found guilty of murder and will hang. Gen. Robinson was found guilty of manslaughter.

The Wilmot case was postponed.

Heating Stoves

Have your heater put up now. The cold is coming. Be prepared. We have a large stock of wood heating stoves also gas and oil heater. The Geo. H. Fernald Hardware Co. 2-17

Elegant, library and parlor electric lamps and shades. Antique art metal, something new. For a presentation gift by a church, society or organization. Prices \$40. to \$30. On exhibition in our electrical department. The Geo. H. Fernald Hardware Co. 18-21

J. A. Thompson has opened a meat market at the corner of Sanford Ave. and Third street and wants to see his old customers and new ones. Everything in Florida and Western meats.

KILLED AT THE CROSSING

Another Victim Added to the List of Railroad Fatalities

Another victim was added to the list of crossing casualties last Wednesday night about six o'clock. Mr. Erickson who resides in the Upsala section while trying to cross the A. C. L. tracks at Second street, near the Chase packing house, was struck by the switch engine or some other engine and his body ground to pieces. He was not found until some time after the accident occurred and the particulars will probably never be known. This crossing, like the others in Sanford, is very dangerous after dark and the old gentleman was probably caught by the swift moving engine before he had a chance to escape.

Mr. Erickson was an industrious and respected citizen of the community and leaves a wife and family to mourn his loss. He had been to Sanford on a shopping expedition and was laden with Christmas gifts when the relentless hand of death struck him down.

Death of C. H. Buell

C. H. Buell, a telegraph operator of the Seaboard Air Line was killed by asphyxiation last Sunday. Sitting by the gas heater Mr. Buell fell asleep and the pipe to the heater becoming detached the escaping gas filled the room as he slept and he was found dead in the room the next morning. The sounder of the telegraph board awakened him, but the fumes of the gas had already claimed him and his body was found near the door where he had crawled in a vain attempt to escape.

C. H. Buell was born in Enterprise, Fla., in 1876, and had made Florida his permanent home. He learned the trade of telegraphy when quite a boy and had followed it successfully during the past years. He married Miss Bessie Abrahams of this city in 1896, who was the daughter of Mr. and Mrs. Jake Abrahams, now the step daughter of Mr. J. T. Allen. He was employed by the J. T. & K. W. at the time of his marriage. His composition consisted of courtesy, cheerfulness and extreme cheerfulness in the first degree. To know him was to love him, he numbered his friends by acquaintances. His death has left many a sorrow stricken friend and relative. He was happy most when at home with his wife and baby. But God only knows the best, and it is our duty to acquiesce most humbly, and pray that our Father has given him a starry crown, and that a perpetual light shall shine upon him through all eternity. He is survived by a wife, Mrs. Bessie Hall Buell; a little daughter, Ruth Duval Buell; a brother, Foydick Buell of St. Augustine; Mr. and Mrs. S. S. Buell of Fort Pierce. Mrs. Buell has concluded to remain in Jacksonville among her friends and relatives. EVA V. ALLEN.

IN MEMORY OF OUR BROTHER, C. H. BUELL

All the world is dark and drear, All the sunshine has gone out, For Jesus sent an angel To pick a flower most dear To our heart. But if God will only give us Strength and grace to bear it all It will help us all to conquer, To enter that festal hall. When the woes of life o'ertake us, Hopes deceive and fears annoy, Never shall the cross forsake us, Lo! it glows with peace and joy. Bane and blessing, pain and pleasure, By the cross are sanctified, Peace is there that knows no measure, Joys that through all time abide. EVA V. ALLEN.

Tribute to Col. Schumpert

Thousands of friends throughout South Carolina were distressed and shocked when they heard of the death of Osborne L. Schumpert in Newberry last Saturday. Although 65 years old and a Confederate veteran, Mr. Schumpert had never lost his youth—it is impossible for his friends to think of him as an aged man. He was one of the most successful and aggressive prosecuting officers, from 1889 to 1897 when he was solicitor of the Seventh circuit, that the state has ever had—there are not many among the lawyers now holding that office who could be favorably compared with him. He was popular throughout the state and drew men to him with rare charm of personality. That he did not attain to a higher place in the official life of the state is wholly due to a creditable refusal to trundle to the leadership that dictated promotion in South Carolina from 1890 and a number of years thereafter—Columbia State.

Col. Schumpert was a brother of F. A. Schumpert of this city and had many friends in Florida who knew him in South Carolina.

The Wednesday Club

The club will meet Wednesday afternoon in the home of Mrs. L. R. Phillips. Program for December 28th:

- I. The Beginnings of Education—Mrs. Barnes.
II. William and Mary College—Mrs. A. E. Phillips.
College Rules—Miss Mabel Bowler.
Parson Camm—Miss Flossie Frank.
Economic Side of Washington—Mrs. A. D. Key.
III. The Passing of James Towne and the Rise of Williamsburg—Mrs. Geo. L. Maria.

IN SANFORD CHURCHES

Where Devout of the Celery City Worship Sunday.

RESUME OF ALL CHURCH EVENTS

Of interest to Those Religiously Inclined—Subjects of Discourses for the Sabbath.

The Pastors of the Churches in the City are Earnestly Requested to bring or send their Assessments and other Church News to this office not later than Wednesday afternoon.

First Methodist

Rev. A. E. Housholder, pastor; church, corner Park avenue and Fifth street; parsonage, corner Magnolia avenue and Seventh street; phone 254. Sunday morning service at 11; evening service, 7:00. Sunday school, 9:45 a. m.; Jno. K. Metzinger, Supt. Epworth League, 8:45 Sunday evening.

The People's Congregational

Rev. George B. Waldron, pastor; Sunday morning service, 11; evening service, 7:00; prayer meeting Wednesday, 7:00 p. m.; Sabbath school, 9:45 a. m. J. C. Eslinger, Superintendent.

Christmas will be observed at the Congregational church next Sunday morning with appropriate music and other services. Sermon by the pastor. In the evening Mr. Waldron will give the second of two sermons on the silver dollar. Special subject: "What are you going to do with it?" Christmas tree exercises will be given by the Sunday school in the church on Monday evening, 7:30. Sunday services—open at 11 a. m. and 7 p. m. All are welcome.

First Baptist

Rev. J. W. Wildman, pastor; Sunday morning service, 11; evening service, 7:00; Sabbath school, 9:45 a. m.; Prof. N. J. Perkins, Supt.; prayer meeting every Wednesday, 7:00 p. m.; teachers' meeting Friday evening at 7:30.

At the Baptist church next Sunday the services will be appropriate to the Christmas season. The pastor will preach at the morning hour on the "Name Jesus;" at night on "He shall save His people from their sins." The Sunday school will have its Christmas tree on Monday evening.

Presbyterian

Rev. J. F. McKinnon, pastor; morning service, 11; evening service, 7:00; Sabbath school, 9:45 a. m.; Henry McLaughlin, Supt.; prayer meeting Wednesday, 7:30 p. m.

Preaching morning and evening by the pastor, Rev. J. F. McKinnon. The topics will be appropriate to the season. Sunday will not only be Christmas Day, but the last Sabbath of the year. A full attendance of the members is expected. All visitors in the city are cordially invited.

Christmas Day at the Catholic Church

Next Sunday, Christmas Day, there will be three masses offered at the Catholic church at the following hours, 7, 8 and 10 a. m. At the latter there will be special music under the direction of Mr. J. D. Parker, and in his sermon at that mass Father Bresnahan will tell the history of the first Christmas. There will also be services in the evening at 7:30, consisting of rosary, sermon and benediction, with appropriate Christmas music.

Holy Cross Episcopal

Rev. H. F. Brown, rector; A. D. Key, senior warden; Sunday morning service, 11; evening service, 7:00; Sabbath school, 9:45 a. m.; F. Whittier, Supt.; prayer meeting, 7:30 Wednesday evening.

DAKOTA BOB AGAIN

Globe Trotter Makes Sanford Again On Itinerary

Dakota Bob is in Sanford this week greeting old friends again. Bob has been to San Francisco and back since last winter and his hair is gray and longer than usual.

He expects to stay in Florida for several months advertising Cocoa Cola as a side issue and will take up his long journey across the continent again.

Death of Mrs. H. D. Tracy

A sad death occurred at the home of Mr. and Mrs. L. R. Phillips on Wednesday morning at 5 o'clock when Mrs. Henry D. Tracy of Washington, D.C., the aged aunt of Mrs. Phillips suddenly passed away, the cause of her death being heart disease. Mrs. Tracy had only been in Sanford about three weeks, having come to spend the winter and while not in the best of health her death was wholly unexpected, and came as a shock to the family. Mrs. Tracy was born in Camden, N. J., and later moved to Washington, where she was an active member of the M. E. Church, South, and much loved for her beautiful Christian character. Deeds of kindness and thoughtfulness for others filled her life, and her last days on earth were occupied in making dainty holiday gifts for loved ones in distant states. Telegrams were sent to the relatives in the north notifying them of Mrs. Tracy's death. Funeral services were held in the undertaking parlor of T. J. Miller & Son, conducted by Rev. A. E. Housholder and the body was shipped to Camden, N. J., for burial.

Notice of Meeting

The annual meeting of the stockholders of the First National Bank of Sanford Florida, will be held at the office of the Bank, in Sanford Fla., on the second Tuesday in January 1911 at 10 o'clock a. m. F. P. FORSTER, Cashier 16-17

THE GEO. H. FERNALD HARDWARE COMPANY Sanford, Florida

Headquarters for Everything For The Farm And Garden

The Celebrated Garfield Knapsack Spray

Acme Harrows Clark Cutaway Harrows



Planet Jr., Hand Tools, Iron Age Hand Tools, Avery Plows, etc.

ARMOUR FERTILIZERS

Be A Booster

You Grower Who Has Used Armour Fertilizer

You know that they produce results far superior to any other fertilizers on the market

Tell Your Neighbor

You know that there is a reason, so tell him that because of the better materials, the more scientific formulating and the superior facilities for accurate mixing and curing which are used in their manufacture

Armour Fertilizers Grow Biggest Crops

Don't forget to tell him he can get Armour Fertilizers and Fertilizer Materials for every crop grown in the Sanford district from ware houses in Sanford and Cameron City by calling on

Howard-Packard Land Co. SALES AGENT

ARMOUR FERTILIZER WORKS, Jacksonville.

The Mapes Fertilizers

AGAIN THIS SEASON, 1910

The Vegetable Growers had splendid results all over the state, from the use of our Manures. In our Circulars we enclose enclosures that we have received.

We Give You Perfect Safety and Quok Maturity

Better shipping quality, larger crops and can make you more money than any other BRAND on the Market.

Not An Idle Boast

We have been doing it for over thirty years in Florida, and were never more successful than now.

Why?

Hear What We Have to Say About That

J. R. Tysen, Agent JACKSONVILLE, FLORIDA

IRISH POTATOES A GOOD CROP

Sanford Growers Will Realize a Profit in Spuds This Year

The Fruitman's Guide of November prints the following, which should encourage Florida Irish potato growers to plant heavily this winter:

"If I had a million dollars lying idle I would put in any part of it, or for that matter all of it, in potatoes at present prices, feeling assured that before the middle of February we shall have dollars potatoes," said an operator to the Guide man this week. "To my mind the message is written clear across the heavens, and in letters that no man who has eyes and a brain behind them can fail to distinguish."

"I cannot find a week spot in my chain of argument, and I have tested it link by link. The country's crop as a whole is 48,000,000 bushels short of last year's yield, and the consumption this year, with the country growing as it is, proceeding at a far greater gait. Take Boston for instance: Authentic figures show that from the first of September to date she has eaten up 300,000 more bushels than she did during the same period last year; while here in New York from October 1 to date we have 150,000 more bushels than we did during the same period last year. Jersey is cleaned bang up and has not been so empty in years. Pennsylvania, which had an average in potatoes of something over 250,000 has her crop nearly out."

"The Guide's own columns have told the situation existing in the winter potato sections of the Middle West and in Colorado California, which usually sells potatoes to Texas, is now sending them to Oregon—which had a drought of eighty days and had to go outside for her potatoes. Texas accordingly will have to look elsewhere for the stock she usually got from California. Kansas and Oklahoma are drawing on Michigan heavily—a fact of unusual import. Over in Nova Scotia and New Brunswick the crop is almost the shortest in that part of the Dominion's history, and Canada needs potatoes all the way from Alberta to Vancouver. In their own markets potatoes are now selling from \$1.87 to \$2 a sack, and the supply which usually went to feed the West Indies all the way from Cuba to Demerara is not existent. New Brunswick and Nova Scotia can hardly take care of their own markets, and the shippers who generally fill their wants have had to fill their contracts out of Maine stock."

"The situation abroad further confirms my theory. The British markets are going wild, and in the last two months there has been a jump of fully a dollar a sack—potatoes now selling at \$2 a sack on account of the call from France to Germany. In France, the average yield of which is 423,000,000 bushels, there is a shortage of about half a crop, or something like 210,000,000 bushels. It is doubtful if this state of affairs has ever prevailed before in the history of the French potato raising industry. If America needs foreign stock to fill up her own deficit, it can be easily seen what the tremendous French shortage and consequent French need will have no prices abroad."

"We have seven months left in which to eat old potatoes. The farmers as a rule are letting go (and very wisely so) at prices showing a profit. They have been stung too often by holding for big futures that never materialized. As the fellow says, 'No one ever went broke by taking a profit', and the farmers are wise in their generation. But at the same time I think that the speculators who load up at the present figures are bound to make a big thing of it, because shortly after the turn of the year."

A dispatch from New York, dated November 25, says:

"Potato operators here are receiving inquiries from France as to the possibility of America having an exportable potato surplus. One man alone within the course of last week has received three inquiries from French houses asking him to give them some idea as to possible price on American potatoes. France has had one of the poorest potato yields in her history—her normal crop of 423,000,000 bushels being cut down to about half, or something like 210,000,000. So great is the need for potatoes in France that she will have to look outside of Europe for her supplies, and is casting a wistful eye across the Atlantic. So urgent are her necessities indeed that the American Chamber of Commerce in Paris has recently secured from the Government the removal of the restriction that up to this year existed against the importation of American potatoes. General reports are that the usual potato yield in the United States permits of a surplus for exportation, and prices may be expected from France which would justify and indeed tempt shipments to that country."

Everything indicates that the potato market will be bare by spring, and that Florida winter-grown potatoes next April and May will command the highest prices that have been obtained for many years. Hastings farmers intend to plant a full acreage, as will also the growers at Elkton, Federal Points and other St. Johns County points. There will also be a larger acreage than usual around Sanford. The lower East Coast will plant a large acreage to potatoes this season.

Notes About the Growers

W. C. Post has a fine crop of lettuce here and on Lake Jessup. A careful grower and critical packer, his shipments always bring top prices. He will have cauliflower and peppers later.

C. M. Berry will soon begin shipments of peppers grown under canvas, continuing until next summer. His crops are almost equal in quality to hothouse products and command highest prices.

A. McDonald, a veteran trucker, who has made his "pile," but continues planting as a pastime, considers net returns from twelve hampers of lettuce that will purchase 300 hampers, highly satisfactory.

G. F. Smith, dubbed by his friends "Cucumber" Smith, is preparing to put in twelve acres in cukes this season. Many others will plant smaller acreage. The aggregate will more than double the planting of last year.

A. B. Cameron, who bought last season many acres of cukes, will buy twice the quantity this spring. As he buys for western markets after profitable shipping east is over, a remunerative outlet is thus provided for what would otherwise go to waste.

Sanford truckers are going in for diversified crops. Cabbage, beans, cukes and other spring crops will divide honors with celery and lettuce. The day of "putting eggs into one basket" is over.

Continued cold weather retards the growth of young lettuce, but does not injure the matured crop, which is going forward steadily. There is not much left of the present cutting. After a brief respite the main crop will begin moving about Jan. 10. Good lettuce is in demand in northern markets at top figures and shippers are happy.

J. E. Pace is easily this season the "celery king," having an acreage largely in excess of any other grower in the state. He is a veteran in the business. Heat, cold, storm, high prices, low prices, he continues undisturbed in a confidence, the product of the many "fat" and few "lean" years that have come to Sanford truckers in the past decade.

Much interest is aroused over the announcement that H. M. Flagler has given the contract for a new railroad, beginning at a point on Lake Okechobee, west of Stuart. The line will extend along by Whittier and Narcossee to Oviedo, from there veering northeast. The St. Johns river will be bridged at Cook's Ferry near Lake Harney. The road will then go to Maytown, on the Sanford & Titusville branch of the Flagler system. Sanford business men have appointed a committee to confer with the management, looking to the entrance of the trains of this proposed road over the Oviedo branch of the A. C. L. into Sanford, connecting here with the southern terminus of the Sanford & Titusville branch.—Produce News.

Sanford Musical Club

The ladies of the Sanford Musical Club enjoyed a most instructive and delightful afternoon last Saturday in the studio of Mrs. Fannie Munson. When Miss Stumon gave her paper on the "Evolution of the Violin" she showed complete mastery of her subject in her clear and chronological outlines of this "king of instruments" from its incipient stages through the Rebec-Chrotta, etc., to the old viol family of Shakespeare's day, then to the famous school of violin, the Cromona, finally its perfection under Guarnerius, king of violin makers. Miss Stumon added intense interest to her descriptions in pointing out and explaining each component part of our present violin from the bridge and its use to the little post of wood connecting the two vibration boards known as the "soul of the violin." Truly, such simplicity of construction is marvelous in view of its power, its tone, effects and production, as also its complicated technique. A short description of other instruments was followed with illustrations in cornet and flute solos.

The next musical meeting promises another rare treat in the topics, "Beginnings of Oratorio," "The Story of Opera," with selections from each.

Lehmann in Orlando

Mme. Liza Lehmann, the celebrated Composer-Pianist and her English Quartets will appear at the Orlando opera house next Tuesday night, December 27. Tickets are on sale at Curtis & O'Neal's stationery store at Orlando.

Christmas Eve In Rural England

It was a brilliant moonlight night, but extremely cold. Our chaise whirled rapidly over the frozen ground. The postboy smacked his whip incessantly, and a part of the time his horses were on a gallop. "He knows where he is going," said my companion, laughing, "and is eager to arrive in time for some of the merriment and good cheer of the servants' hall. My father is a devotee of the old school and prides himself on keeping up something of old English hospitality. He was always scrupulous in exacting our holidays and having us around him on family festivals. It was the policy of the good old gentleman to make his children feel that home was the happiest place in the world, and I value this delicious home feeling as one of the choicest gifts a parent can bestow."

The squire ushered us at once to the company, which was assembled in a large, old-fashioned hall. It was composed of different branches of a numerous family connection. They were variously occupied, and a profusion of wooden horses, penny trumpets and tattered dolls about the floor showed traces of a little troop of fairy beings that had frolicked through a happy day.

While the mutual greetings were going on between Bracebridge and his relatives I had time to scan the apartment. The grate had been removed from the wide, overhanging fireplace to make way for a fire of wood, in the midst of which was an enormous log, glowing and blazing and sending forth a vast volume of light and heat. This, I understood, was the Yule log, which the squire was particular in having brought in and illumined on Christmas eve, according to ancient custom.

It was really delightful to see the old squire seated in his hereditary elbow chair by the hospitable fireside of his ancestors and looking around him like the sun of a system, beaming warmth and gladness to every heart. Even the very dog that lay stretched at his feet, as he lazily shifted his position and yawned, would look fondly up in his master's face, wag his tail against the floor and stretch himself again to sleep, sure of kindness and protection.

Supper was announced shortly after our arrival. It was served up in a spacious oaken chamber, the panels of which shone with wax and around which were several family portraits, decorated with holly and ivy. Besides the accustomed lights, two great wax tapers, called Christmas candles, wreathed with greens, were placed on a highly polished buffet among the family plate. The table was abundantly spread with substantial fare, but the squire made his supper frugally, a dish made of wheat cakes boiled in milk, with rich spices, being a standing dish in old times for Christmas eve. I was happy to find my old friend, minced pie, in the retinue of the feast.

The supper had disposed every one to gaiety, and an old harper was summoned from the servants' hall. . . . The dance, like most dances after supper, was a merry one. Some of the older folk joined in it, and the squire himself figured down several couples with a partner with whom he affirmed he had danced at every Christmas for nearly half a century.

The party broke up for the night with the kind-hearted old custom of shaking hands. As I passed through the hall on the way to my chamber the dying embers of the Yule log still sent forth a dusky glow, and had it not been the season when "no spirit dares stir abroad" I should have been half tempted to steal from my room at midnight and peep whether the fairies might not be at their revels about the hearth.

I had scarcely got into bed when a strain of music seemed to break forth in the air just below the window. I listened and found it proceeded from a hand which I concluded to be the waits from some neighboring village. I drew aside the curtains to hear them more distinctly. The moonbeams fell through the upper part of the casement, partially lighting up the antiquated apartment. The sounds as they receded became more soft and aerial and seemed to accord with quiet and moonlight. I listened and listened. They became more and more tender and remote, and as they gradually died away my head sank upon the pillow, and I fell asleep.—Washington Irving.

Eight Millions For Toys

The real amount of cash money paid out in the United States alone for toys that on Christmas morning gladden the hearts of American children is conservatively estimated at \$8,000,000. This means about 60 cents apiece for the something like 13,000,000 of five to twelve-year-old children. Children of no other country have so great an amount expended for toys for them.

A Christmas Suggestion

A book cover makes a good Christmas present for the girl who is apt to be accompanied by her book. The covers come in natural linen.

W. E. HOLMES & CO. PRACTICAL WELL DRILLERS

Artesian and Deep Wells

See Us Before Placing Your Orders

W. E. HOLMES & CO.

The Original Package STORE

Get ready for 1911 and let us help you make more money than ever before. We are out for business and will make it to your interest to call on us. We handle

Hay, Grain and Groceries

We have just received a large shipment of Early Rose No. 4 Seed Potatoes, the best variety for this section. Our prices are lower than ever. Our price \$2.75 per sack.

The Big Store at the Clyde Dock

Sanford Supply Co.

Phone 330

Ideal Seed Potatoes

Improved Rose No. 4

Fine Hand-Screened Selected Stock in 150 lb. Sacks

These potatoes were grown for us under contract in the best potato section of Maine. They are true to name and desirable in every way. The right seed is most essential for success in growing this crop.

Ideal Potato Manure and W. & T.'s Hastings Potato Special are the right Fertilizers

Send for our booklet entitled "Irish Potatoes."

Call at our Sanford Warehouse R. H. WHITNER, Mgr. or Address

Wilson & Toomer Fertilizer Co. Jacksonville FLORIDA

A. P. CONNELLY

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ELECTRIC LIGHTED PULLMAN DINING AND SLEEPING CARS

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138 West Bay St. JACKSONVILLE, FLORIDA

Local Overflow

New goods arriving daily at Long's grocery store. Give him a call. 13-1f

Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-1f

Heckers Graham flour at Long's store. 13-1f

Place the titles to your real estate in the Realty Trust Company and avoid complications. For particulars address B. F. Whitner, Jr., Secretary. 7-1f

Gas engine repairs. Sanford Machine & Garage Co. 48-1f

A penny saved is a penny earned a quarter saved is ten dollars lost if you fail to get the best seed potatoes. Our seed are grown in Aroostook County Maine, guaranteed true to name and free from disease. H. H. Doane, Phone 255, Oak avenue and First st. 15-1fc

I have installed an electric sausage mill and can furnish my customers with fresh ground sausage and hamburger steak in short notice, call and see W. W. Long. 13-1f

Notice of Meeting

The annual meeting of the stockholders of The Sanford Light & Coal Company of Sanford, will be held at the office of the President of the Company in Sanford, Florida on Monday, January 9th, 1911 at 3 o'clock, p. m. GEO. H. FERNALD, Secretary. 17-4t.

Notice of Meeting

The annual meeting of the stockholders of the First National Bank of Sanford Florida, will be held at the Office of the Bank, in Sanford Fla., on the second Tuesday in January 1911 at 10 o'clock a. m. F. E. FORSTER, Cashier. 10-4t.

I am booking orders for the "New Davis Perfect Cucumber", the most beautiful and valuable of the cucumber family for Florida growers. Wonderfully prolific, of symmetrical shape, dark green color, it rivals the hot house product in appearance and commands the highest price in market. Price \$1.10 per pound. H. H. Deane, Phone 255, Oak avenue and First street. 15-1fc

WILLIAM A. BLOUNT OF PENSACOLA CANDIDATE FOR United States Senator



The man who is running on his own merits and against Ring and Factional Politics. The man who is running against the Perpetuation of the United States Senatorship in Jacksonville.

SANFORD LODGES

Sanford Lodge No. 27, I. O. O. F. Meets every Monday at 7:30 p. m., over Imperial Theatre. W. P. Stone, N. G. W. S. BALDWIN, Sec'y.

Seminole Chapter No. 2, Order Eastern Star Meets every second and fourth Friday in month. Every one who has seen his Star in the East are cordially invited to visit the chapter. ALICE L. ROBINSON, Sec'y.

F. O. C., Celery City Circle 1853 Meetings first and third Tuesdays in every month. Hall in Welborn Block, third floor.

Phoenix Lodge No. 5, K. of P. Meets second and fourth Tuesdays. Visiting knights always welcome. P. E. HUTCHINSON, G. C. Felix S. Frank, K. R. and S.

Sanford Lodge, No. 62, F. & A. M. G. W. Spencer, Master; J. C. Ensminger, Secretary. Communication every first and third Thursdays at 7:30 p. m. Visiting brothers welcome.

In Court of County Judge, State of Florida

In re Estate of Wm. Hale Bates, Dec'd, Orange County. Notice is hereby given to all whom it may concern, that on the 10th day of December, A. D. 1910, I shall apply to the Honorable Wm. Martin, County Judge of said County, as Judge of Probate, for my final discharge as executor of the estate of Wm. Hale Bates, deceased; and at the same time I will present my final accounts as executor of said estate, and ask for their approval. Dated June 10th, A. D. 1910. B. F. WILKINSON, Jr., Executor.

ANNOUNCEMENTS

For Mayor.

At the earnest solicitation of my friends I have consented to announce my candidacy for the position of Mayor of Sanford at the primary to be held in November. Respectfully, W. H. UNDERWOOD.

For City Clerk, Treasurer, Assessor.

I hereby announce my candidacy for the office of City Clerk, Treasurer and Assessor. Many years of experience with city affairs and clerical positions have made me familiar with the work of this office and having made Sanford my home, I ask the voters of Sanford to look up my record and fitness for this position of trust. Respectfully, M. W. LOVELL.

Clerk, Treasurer and Assessor

I am urged by my friends to announce myself as a candidate for the office of Clerk, Treasurer and Assessor at the coming city election, to which place I was appointed to fill the unexpired term of Mark L. Scott. I solicit an inspection of the work done by me to convince you of my qualifications to fulfill the duties of the office. Yours truly, R. C. MAXWELL.

For City Clerk, Treasurer and Assessor

I announce myself a candidate for the office of Clerk, Treasurer and Assessor. A citizen of Sanford continuously since 1880, I have been actively identified with her every interest. That I am competent and can serve acceptably as Clerk, Treasurer and Assessor, I have no misgivings. Intimate acquaintance with the history, progress and high aims of the Sanitarium of today give me good form and fitness to be useful in substantial ways, along with and aside from the duties of office in pushing Sanford's car of progress. C. H. LEFFLER.

For Clerk, Treasurer and Assessor

I hereby announce my candidacy for the position of Clerk, Treasurer and Assessor of the city of Sanford subject to the city primary to be held in February. I promise if elected to serve the city to the best of my ability. Respectfully, H. C. DU BOISE.

For Marshal.

I announce my candidacy for re-election as Marshal. I propose to make the race solely on my record. I am not the candidate of any clique. I solicit the support of the voters on my merits. Respectfully, GREEN W. SMITH.

Marshal and Collector.

I hereby announce my candidacy for the office of Marshal and Collector for Sanford at the coming city election. Respectfully, W. A. TILLIS.

In Court of County Judge, State of Florida

In re Estate of Lyman Phelps, Orange County. Notice is hereby given, to all whom it may concern, that on the 8th day of February, A. D. 1911, I shall apply to the Honorable William Martin, Judge of said Court, as Judge of Probate, for my final discharge as executrix of the estate of Lyman Phelps, deceased; and that at the same time I will present my final accounts as executrix. Dated Aug. 5th, A. D. 1910. MARY BEAUF PHELPS, Executrix.

Notice

The city council of Sanford, Fla., will receive sealed bids for the performance of certain public work as follows: Scavenger service, garbage service and street sweeping for all.

All bids must be left with the city clerk not later than 4 o'clock p. m., on Monday January 2nd, 1911. All bids must be accompanied with certified check for One Hundred (\$100.00) Dollars, as an evidence of good faith on the part of the bidder, the check to be forfeited to the city if the successful bidder should fail to qualify, by giving proper bond for the faithful performance of the duties after receiving award. Checks accompanying all rejected bids to be returned to the bidder and the successful bidder's check to be returned to him upon his filing proper bond with the city clerk. Work to begin January 15th, 1911. Contract for one year.

Contractor must buy at an agreed valuation all stock and equipment of city used in each department. The council reserves the right to reject any or all bids. Specifications can be obtained at the city clerk's office. Done by order of the council this December 14th, 1910. D. L. THRASHER, President. R. C. Maxwell, City Clerk. 18-3tc

GATE CITY HOUSE

J. D. PARKER, Prop. Room and Board \$1.50 Per Day. Meals, 35c. Special Rate by the Week

ANNOUNCEMENTS



C. W. ROSE PROPRIETOR The Bye-Lo Hotel SANFORD, FLORIDA

C. M. HAMILTON DENTIST Room 13 Pico Building Phone 355

DR. C. G. BUTT DENTIST Office: Hines Bldg. over Woodruff's Store SANFORD, FLORIDA

DR. R. M. MASON DENTIST Welborn Block Sanford, Florida Phone 19

DR. W. E. HOUSHOLDER DENTIST Rooms 23, 24 and 25, Pico Bldg. Phone 41 SANFORD, FLORIDA.

DICKINSON & DICKINSON Attorneys at Law Peoples Bank Bldg. Sanford, Florida

DR. E. C. KEMP OSTEOPATHIC PHYSICIAN Office Garner-Woodruff Building Residence 610 Magnolia Avenue Office Hours: 9 to 12: 3 to 6 Other hours by appointment Sanford Florida

ANDEW JOHNSON ATTORNEY-AT-LAW Practices in State and Federal Courts. M. G. T. Building. Phone 248

GEO. A. DECOTTES ATTORNEY AND COUNSELLOR AT LAW Practice in State and Federal Courts Welborn Block Sanford, Fla

THOMAS EMMET WILSON ATTORNEY AND COUNSELLOR AT-LAW Late State Attorney Seventh Judicial Circuit of Florida Residences: Sanford and Sylvan Lake

L. G. STRINGFELLOW JUSTICE OF THE PEACE NOTARY PUBLIC Office in City Hall

I am organizing a class in Music in Sanford. Terms \$6 Per Month 2 Lesson Per Week Horace Mendenhall Reference: The Conservatory of Music Cincinnati, Ohio

MISS RUTH ABBOT CLASS IN PIANO LESSONS. Given at Home of Pupils. Address, 123 Ninth St. Sanford, Fla

FLOWERS — PLANTS — BULBS L. H. TEMPLE AGENT JACKSONVILLE FLORAL COMPANY Phone 166. 11th and Oak Ave. Special Offering in Ferns. Sanford, Florida Floral Designs to Order. 1-28-10-1f

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Sanford Library AND Free Reading Room ROOM 20 Upstairs, Sico Block Open Tuesdays 4 to 6 p. m. AND Saturdays 4 to 9 p. m. Strangers Welcome

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Prompt Service Polite Service Accurate Service and will appreciate your patronage FOUR PER CENT allowed on Savings Deposits Safety Deposit Boxes for rent

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TOP PRICES FOR YOUR ORANGES, GRAPEFRUIT, TANGERINES AND EARLY VEGETABLES

when shipped to HEWITT. If you are not doing business with this House, write to them at once.

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FRUIT AND PRODUCE COMMISSION MERCHANTS 10 E. Camden St., Baltimore, Md. References: This Paper and Thousands of Pleased Shippers in Florida

Drink a Bottle of



GINGER ALE OR SODAWATER

Manufactured with pure distilled water—they will prevent illness, aid digestion and give you health

The Sanford Coca Cola Bottling Co., Sanford, Fla

FIRST NATIONAL BANK

OF SANFORD, FLA.

F. H. RAND, President GEO. FERNALD, Vice-Pres. F. P. FORSTER, Cashier B. F. WHITNER, Asst. Cashier Only National Bank in Orange County Funds Protected by Burglary Insurance Safety Deposit Boxes for Rent ORGANIZED 1887

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Ice Cream Furnished in Pints, Quarts and Gallons Stationery, Confectionery and Periodicals of all Kinds

104 First Street Phone 281 Old Postoffice Bldg

Shipments of Celery from Sanford to Date

Year	Crates	Year	Crates
1899	1,100	1905	61,660
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Our Terms of Sale on 5 Acres
 Possession given on payment of \$25.
 Balance, \$10 monthly.
 Flowing artesian well guaranteed.
 Ten per cent discount for cash.
 No interest on deferred payments.
 We pay taxes until development begins.
 We give 30, 60 or 90 days grace on deferred payments in case of sickness.
 We give free deed in case of death as per contract.
 TITLE BOND & GUARANTEE CO.

Volume 1

SANFORD, FLORIDA, DECEMBER 23, 1910

Number 47

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

Why Sanford Celery Delta Land is in Great Demand at Stable Prices While Colony Promoters are Straining Every Nerve to Sell Arid Sand Dunes at \$25 an Acre and Less.

- FIRST—To make a success of growing fruits or vegetables in Florida, the land MUST be irrigated. The largest orange grove in Florida is irrigated with a pumping plant that cost \$30,000. All truck gardens are irrigated.
- SECOND—Two kinds of irrigation are used in Florida. One is secured by pumping the water, which is distributed through iron pipes. The other is secured from flowing artesian wells. The latter is in use in our Celery Delta. These wells do not cost over \$75 each, one being enough to irrigate five acres. Many of these wells have been flowing for the past 35 years. Pumping plants are unnecessary if you have flowing wells.
- THIRD—The quantity of land upon which flowing artesian wells can be secured in Florida is limited. The Celery Delta of Sanford occupies the largest area in Florida, furnishing these wells.
- FOURTH—The Colony Promoter sells arid lands, formerly used as pastures. These lands cannot be irrigated. There is either too much water or not enough water on them. These lands are non-productive insofar as growing vegetables is concerned and the acre that is offered you at \$15 is not worth that many cents. Good land is not given away.
- FIFTH—Land that will produce things that can be sold for money and will produce them each season, is cheaper than land that is non-productive, no matter how little you may pay for the non-productive land.
- SIXTH—Our wet season occurs during the summer. We do no vegetable farming then. Our dry season occurs during the winter. Then we grow our crops "out of season" with little or no rain. Then is when our irrigation is useful and beneficial. Our artesian wells have carried us through a drought of 32 months. We made more money in the Sanford Celery Delta then than we ever did, before or since. The wells did it.
- SEVENTH—Outside of the Colony Promoter's plans on paper, he has nothing to show you in the way of developments. He has no broad acres planted to celery, lettuce or other vegetables. His crops are imaginary. His plans flighty. His schemes, fakes. He uses Sanford pictures and Sanford testimonials to embellish his fraudulent literature. With these he proceeds to "Show you what can be done in Florida," and if you are not cautious he "Will do you in Florida." His fairy stories are dreams. It is as far from the western end of Florida to the southern end of Florida, as it is from Jacksonville to New York City. Then it is plain to you at once that Sanford pictures and testimonials have little to do with illustrating "What can be done in Florida."
- EIGHTH—The lands offered you by those schemers are undrained, unproductive and of little value except for grazing purposes. Forty acres of that COLONY land will sustain one cow, no more, possibly less.
- NINTH—Four Natural Conditions have met in the Sanford Celery Delta and formed the base of one of the most progressive communities on this continent. The first condition is our flowing artesian wells which makes us absolutely independent of the rainfall. The second condition is, our Celery Delta is underlaid with a subsoil of clay, thus enabling it to retain applied fertilizers and moistures. The third condition is, we are situated at the head of navigation on the St. Johns river, which gives us the benefit of the water as well as rail transportation. The fourth condition is, the Celery Delta is situated on the south side of the St. Johns river. This gives us water protection during periods of cold amounting to six degrees.
- TENTH—We do not have to tell great yarns about what we propose to do in the Sanford Celery Delta. We can show you what we have already done. We can introduce you to 650 vegetable farmers who are not growing stuff as an exhibit for some land company but as a means of making their living. We can take you over 4200 acres of cultivated farms. We can show you 2700 flowing artesian wells.
- ELEVENTH—You are no longer a pioneer when you move to Sanford. We have completed that job for you. There are no demonstration farms or experimental stations here. You will have no experimenting to do. Our Celery Delta ships one third of all the vegetables that leave Florida in boxes, barrels or crates. We have an ice factory with 100 tons capacity each 24 hours, the entire product being used to refrigerate Sanford vegetables.
- TWELFTH—Sanford has become famous as a vegetable producing center. This attracts to our city purchasers ready to take our products in any quantities offered. There have been 75 vegetable buyers here at one time. During the past season the growers organized an Association to intelligently market their products. Here you secure all the benefits of organization, development and intelligence.
- THIRTEENTH—We have blazed the way for you. We have shown you the trails. We have cleared the paths for you. We do not invite you into a wilderness, but we invite you to join in and become one of a set of scientific farmers who are this very minute making a world record in the matter of production.

THIS IS THE REASON WHY OUR LAND IS VALUABLE AND THE HOLDINGS OF THE SAND DUNE FAKIR GO BEGGING AT NOTHING AN ACRE

We have a few good Farms that we will sell you for \$7.50 each. Write us about them

TITLE - BOND - & - GUARANTEE - COMPANY, - Inc.

Sanford, Florida, U. S. A.

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 20

SANFORD, FLORIDA, FRIDAY, DECEMBER 30, 1910

Volume III

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS PURELY PERSONAL

New Celery City Vanity Fair While Away the Golden Hours—Social Gossip.

Informal Musicals

Mrs. Henry Wight very informally invited a few of her friends to her home Monday to give them the pleasure of hearing her guest Miss Carrie Ormerod sing. It was a rare treat to the music-lover who heard Miss Ormerod for she possesses a wonderfully sweet, highly cultivated, mezzo soprano voice and with it a charming personality that makes her most attractive. She is a graduate of the Boston Conservatory of music and is at present teacher of vocal music in the Presterial Institute, at Blackshear, Ga. Miss Ormerod beautifully sang the following numbers: Hallelu, A Cogard; Das Kraut Vergessenholt, Hildach; Ah, Love but a Day, Mrs. H. H. A. Beach; The Year's at the Spring, Mrs. H. H. A. Beach; Sunbeams, Ronald; The Rosary, E. Nevin.

Dinner Party

One of the prettiest of the Yuletide festivities was the dinner given Wednesday evening by the Misses Leffler in honor of their guests, Miss Lillie Fair Smith of Montgomery and Miss Belle Smith of Birmingham. The Christmas idea was most beautifully carried out in the table decorations. From the chandelier broad streamers of red ribbon extended to the four corners of the table and were caught with clusters of red roses. The centre piece was a miniature Christmas tree decorated with tinsel and colored candles and loaded with the dinner favors, the distribution of which caused much merriment among the guests. A delicious seven course dinner was served, after which bridge whist was played. These present were Misses Annie Higgins, Ella Stringfellow, Lillie Fair Smith, Belle Smith, Peachea Leffler, Linda Leffler; Messrs. J. D. Roberts, Braxton Perkins, Jack Adams, Richard Deas, Frank Milteer and W. A. Leffer.

Misses Chappel Entertain

At their handsome home on Celery avenue Misses Mary and Lucca Chappel gave a beautiful party on Monday night in honor of their girl friends. The house was prettily decorated and those who were so fortunate as to be included among the guests spent a most delightful evening.

Those present were: Clarissa Starling, Linda Connelly, Nellie Elder, Charlotte Hand, Lillian Higgins, Hoskins Jones, Mercedes Munson, Esale Purdon, Georgianna Trask, Margaret Wight, Miss Ormerod; Ernest Betta, McDonnell Butt, Charlie Clayton, Lonis Hunter, Ernest Housholder, Abie Kanner, Lawrence Lawson, Harold Long, Henry Prator; Karl Koumillat, Eugene Roumillat, James Williams, Paul Weaver and Ralph Wight. Chaperones Mrs. Peck and Miss Peck.

Monday afternoon the home of Mrs. Charlie Hand was the scene of a beautiful Christmas entertainment, given for the members of the Episcopal Sunday School.

The Christmas tree was indeed a thing of beauty. It was brilliantly lighted with incandescent lights and candles, laden with lovely ornaments and handsome presents which delighted the hearts of the children. Christmas songs were sung and games played. Mr. H. F. Whitner gave the children a talk, after which refreshments were served, the presents distributed and the happy children departed for their homes.

Welaka Club Dance

The brightest light in the firmament of Sanford society is the annual dance given by the ladies of the Welaka Club. Given this year at the Sanford House it eclipsed all former effort and was greatly enjoyed by those fortunate enough to be present. The rooms of the hotel were made especially attractive by the garlands of red roses and green vines and festoons of moss. Dancing started at nine o'clock and continued until twelve. Stauson's celebrated orchestra furnishing the music. At the conclusion

a dainty luncheon was spread in the parlors consisting of delicious sandwiches and coffee. Many out of town guests were present and the affair was voted one of the best of the season.

The following are a few of the many beautiful costumes worn by the ladies.

Mrs. Fort at Lake was elegantly gowned in an exquisite white satin made entraine and with trimmings of silver passementerie.

Mrs. R. S. Keelor wore a very handsome lavender velvet with trimmings of gray.

Miss Charlotte Keelor wore a very becoming dancing frock of red chiffon over messaline trimmed with white fur.

Miss Peachea Leffler was lovely in a very dainty evening dress of light blue marquisette over messaline with trimmings of pink velvet and a touch of gold.

Miss Perkins wore pink silk trimmed with white lace.

Miss Ella Stringfellow wore a blue shadow silk over taffeta with gold trimmings.

Mrs. J. W. Dickens was very becomingly gowned in white mull over pink taffeta.

Mrs. May Dickens wore a handsome lavender silk.

Miss Mary Lenore wore pink silk with trimmings of velvet and lace.

Miss Mell Whitner wore a lovely flowered mull with trimmings of green velvet.

Miss Irene Brady was very attractive in a pretty dress of goblin blue silk.

Mrs. Robert Newman wore an exquisite evening dress of light blue chiffon made over old rose messaline with trimmings of gold and a touch of black.

Mrs. R. J. Holly wore a very becoming dancing frock of gold net over red satin and carried red carnations.

Miss Belle Smith was very dainty in a lovely evening dress of pink silk.

Miss Helen St. Johns wore a beautiful dress of red silk.

Mrs. Harry Driver's costume of blue silk was exceedingly becoming.

Mrs. Dr. Newman wore pink messaline with trimmings of gold.

Miss Carrie Ormerod wore a very dainty French imparted gown of white mull.

Miss Hyer wore pink messaline trimmed with black.

Miss Alice Whitner wore a very pretty costume of old rose silk with a touch of black.

Mrs. Wm. Keelor wore blue messaline.

Mrs. Ralph Hamilton was dressed in gray silk.

Miss Lord wore red silk with trimmings of white lace.

Miss Annie Higgins wore a becoming dancing gown of yellow silk.

Miss Maudie Ward was in yellow messaline which was artistically trimmed in blue.

Miss Veda Ward was dressed in a lovely lavender gown with trimmings of the same shade.

Miss Fish wore a handsome yellow silk.

Mrs. E. E. Brady was elegantly gowned in black silk.

Mrs. R. S. Keelor and Miss Charlotte entertained some of the young people of Sanford in their charming home, "Lake View Lodge," Wednesday evening. Those enjoying Mrs. and Miss Keelor's hospitality were Misses Gelsie Butt, Irene Brady, Floesie Frank and Mabel Bowler, with Messrs. Bryan Higgins, Monda Fox, Mr. Brown, W. J. Thigpen and Will Watson.

Gets Back in the Game

J. W. McBride purchased the Gus Frank place on the West Side and will take up vegetable growing again. Mr. McBride sold his farm on the East Side about one year ago for \$20,000 and since then has kept busy finding something to do but the call of the farm has him again. He wants to smell the fresh earth and the celery and lettuce and the long green that accrues from it. He just couldn't stay out of the game.

I am booking orders for the "New Davis Perfect Cucumber", the most beautiful and valuable of the cucumber family for Florida growers. Wonderfully prolific, of symmetrical shape, dark green color. It rivals the hot house product in appearance and commands the highest price in market. Price \$1.10 per pound. H. H. Deane, Phone 255, Oak avenue and First street.

That Display Booth

Unless Sanford is dead and buried, the booth at the depot ought to be opened up again and fresh displays put therein. The present appearance of the booth is a disgrace to Sanford.

Paul Gilmore in The Bachelor



The Bachelor, which is the name of Clyde Fitch's latest and most charming comedy, will be seen here for the first time at the Imperial theatre, Friday night, Dec. 30th. The Bachelor was first produced at the Maxine Elliott theater in New York last spring, and, with the exception of Chicago, has not been outside of the metropolis.

In The Bachelor Mr. Gilmore, who is a well known actor, takes the part of a man who has no use for matrimony. His stenographer, working under an assumed name, falls in love with her employer, but he is not unaware of the fact until the "mock heroics" of her kid brother upset their well laid plans. For the bachelor feeling that perhaps he is to blame for the few attentions he has shown her, offers himself a victim upon the altar of matrimony.

The second act brings the bachelor to the home of the typewriter, where he comes prepared to ask the mother for her hand. Meanwhile, however, the stenographer has learned of the hand her brother has had in forcing the proposal, so that when the bachelor calls she indignantly releases him. One of the characters that evokes much laughter is that of a Swedish housemaid.

Recital at Livingstone

Dr. and Mrs. R. Homrighous spent Thursday and Friday of last week at Enterprise where they were guests of Dr. and Mrs. Haynes and Miss Emma Tucker at the Epworth Inn.

Mrs. Homrighous who is at the head of the vocal department of the College assisted in the recital given by the College faculty and some of the students from both the vocal and expression departments.

The recital was given in the large parlors of the hotel which were beautifully decorated in Christmas decorations of holly, palms and cut flowers. The citizens of Enterprise turned out en masse to enjoy the program presented and expressions of surprise and delight were heard on every hand at the delightful entertainment given by listening to such a high class program consisting of vocal and instrumental music and readings, with a short talk by Dr. Haynes president of the College.

A reception was held after the recital which added much to the pleasure of the evening.

It is expected that recitals will be held each month which will add greatly to the artistic and social life of Enterprise and arouse a stronger college spirit in the students.

In "The Bachelor" in which Mr. Paul Gilmore appears here tonight it is said that Mr. Fitch, author of the piece, has done one of the most amusing, clever and witty plays of his interesting career. It is the first piece that this famous playwright has written in which he does not sound the note of tragedy. Of course, he has given the stage "Girls" and "The Blue Mouse", but both of these were adaptations and in their original form forces of the first water.

Notice of Meeting

The annual meeting of the stockholders of The Sanford Light & Fuel Company of Sanford, will be held at the office of the President of the Company in Sanford, Florida on Monday, January 9th, 1911 at 5 o'clock, p. m.

Geo. H. FERNALD, Secretary.

BILLY BURKE SHOT DOWN

Popular Engineer of Coast Line Killed in His Cab

Engineer W. H. Burke was killed last Saturday night as the train was nearing Trilby. The assassin was secreted near the railroad tracks and filled the engineer with buckshot killing him instantly. As soon as the shot rang out the fireman brought the train to a stop. Conductor Christy acted as engineer, taking the train to Trilby. A posse immediately started for the scene of the murder, but up to a late hour Sunday no clue as to the assassin could be found, and Supt. J. C. Higgins of the Atlantic Coast Line wired the following offer of reward to all the Coast Line agents:

A reward of \$200 is offered for the arrest and conviction of the party or parties who shot and killed Engineer W. H. Burke on train No. 24, about 5.40 p. m., December 24, 1910, near Winter Garden, Florida, on Trilby branch. Agents post this conspicuously.

J. C. Higgins, Supt. A. C. L. Ry.

W. H. Burke, the murdered engineer, was about forty years old, had been one of the most trusted employes of the Coast Line for a number of years and was not known to possess any enemies. His sudden death coming in so tragic a manner on the eve of a holiday, while he was performing his duty, completely prostrated his wife and two children and was a great shock to his many friends and acquaintances.

Superintendent Higgins, of the railroad, is at a loss to account for the motive of the murder and is under the impression that it was the act of a drunken man or fool who was just "shooting up the train for fun."

Sheriff James Kirkwood and Special Agent N. W. Greene left for Trilby as soon as word of the catastrophe reached them and are conducting a thorough investigation at the locality where the shooting took place. They were joined at Trilby by Chief Agent L. B. Bryan of the Coast Line, who arrived from Jacksonville.

Billy Burke was one of the most popular engineers on the road and had a legion of friends in Sanford where he and his family resided for a number of years.

The remains were carried to Gainesville, where interment will be made. Mrs. Burke was the daughter of Mrs. E. M. Tompkins of Gainesville.

Deceased leaves a wife and two sons to mourn his loss.

Pastors Appreciate Mr. Housholder

Two years ago Rev. A. E. Housholder came to Sanford to be the pastor of the Methodist church. During this time he has endeared himself to his church and to the entire community by his humble walk, godly labors and genial spirit. He has proved himself a good man, a public spirited citizen, a true friend and an able and earnest minister of the gospel. In our relations with him as co-pastors we have found him wise in counsel, fervent in spirit, devoted to his own church, but broad in his sympathies, being ever ready to cooperate in all good things. And whereas he has been moved by his Conference to another field of labor the Ministerial Association of Sanford, regretting the severance of the pleasant relations we have sustained to him as a co-pastor, hereby adopt the above as an expression of our confidence and esteem.

Done in conference Dec. 26th, 1910.
J. F. MCKINNON,
Geo. B. WALDRON,
J. W. WILDMAN.

Mr. Paul Gilmore appears here tonight in Clyde Fitch's latest comedy, "The Bachelor" the play is under the direction of the Stuberts. Mr. Fitch has done many unique things, but his latest contribution to the stage is declared to be one of the neatest, daintiest works he has yet accomplished. "The Bachelor" had considerable vogue in New York during its run last Spring at the Maxine Elliott and later in the summer enjoyed much prosperity at the Whitney in Chicago.

After That Fruit Cake

Spencer has the reputation of baking the finest fruit cakes that ever delighted the palate of an epicure, but no one ever supposed that the cakes were fine enough to cause a man to commit crime. On Wednesday night some hungry man broke the glass out of one of his show windows, stole a fruit cake and started up the street. In his haste he dropped part of the cake on the street.

Notice of Meeting

A business meeting of the Welaka Club will be held in the club rooms next Tuesday afternoon.

STRANGER IS CAPTURED

Miss Lucile Richards Wins the Special Prize

CAPTURED TUESDAY AFTERNOON

Popular School Teacher Proves Successful in the Search

Just as Ellis W. West, the Mysterious Stranger, for whose capture by a contestant in the Herald's Popularity Contest a prize is offered, was beginning to feel as if it was an easy matter to elude the ladies of Sanford, yesterday afternoon he was captured by Miss Lucile Richards, the well known school teacher of this city.

Mr. West, who will manage the Great Popularity Contest for the Herald was just preparing to quit a strenuous day's work when Miss Richards hailed him with the fatal question "Are you the Mysterious Stranger brought here by the Sanford Herald?"

Quite a great deal of interest has been aroused over the coming of Mr. West, who is an experienced contest manager employed by the New Method Contest Co.; who have charge of the contest for The Herald.

Mr. West will call on the young ladies who have been nominated.

Every young lady in Sanford should enter the race and try and win the piano or diamond ring which is to be given away in this contest.

Of Special Interest to Business Men

On next Sunday, January first, the Sunday school of the First Methodist church will inaugurate a new Bible class for men. Pending formal organization and selection of appropriate name, the class will be known as the Business Men's Bible class, and some of the prominent and leading men of Sanford and vicinity are interested in the movement and are pledging their support.

The school is particularly fortunate in securing as teacher for this very important new class Rev. Joseph D. Langley, who is eminently qualified both by culture and a wide experience in service of this kind, having for several years specialized in this line of work; and a delightful hour is assured to those who can meet with the class at 9:45 each Sunday morning. A cordial welcome will be extended to those who desire to join or visit the class.

Mr. Langley has been doing very effective work in leading the teachers' meeting, which has recently become a regular and interesting feature of the Sunday school, meeting every Friday evening at the homes of the officers and teachers.

The Wednesday Club

The club met in the charming home of Mrs. L. R. Phillips, Wednesday afternoon. The club were pleased to have two visitors with them. By request of the president Miss Mabel Bowler favored them with a song, singing "The Message of the Rose", accompanied by Miss Floesie Frank. This pleasing innovation was enjoyed by those present. The first paper on the program for the afternoon, was "The Beginnings of Education" by Mrs. Cruse Barnes, telling in a most interesting way, of the far away planting of those first seed in the colonies, from which has sprung the grand system of education of the present day.

Mrs. A. E. Phillips could not be present and her paper on "William and Mary College" was postponed until next Wednesday as was also, "College Rules", by Miss Mabel Bowler and a sketch of "Parson Cann", a professor in the college by Miss Floesie Frank.

"The Economic Side of Washington", was the presentation by Mrs. A. D. Key, of one of the characteristics of the great man which has hitherto been very little considered by his historians and the public. "The Passing of James Towne and the Rise of Williamsburg", by Mrs. Geo. L. Maria, were the interesting details of why and how, James Towne did not become the permanent and flourishing city its designers anticipated when its glory departed and its prosperity was transferred to its rival, Williamsburg where it was deemed more practicable to build a town.

Following is the program for January 4th.

"Rosewell" Mrs. Samuel Puleston.
"Little York", Mrs. John Dickens.
Witticisms and Sayings of Thomas Nelson Page, Miss Lillie Farnsworth.