

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, NOVEMBER 25, 1910

Number 43

Sanford Farm Items

Mr. Burke has the timber on the ground for his residence and has let a contract for clearing land.

Captain R. B. Smith and Richard Ting's of Georgia, both of whom have purchased in Sanford Farms division, have arrived at Monroe and will proceed to get busy on their places. They brought a fine pair of mules and wagon with them and are prepared to do teaming, plowing and harrowing for any one who may need their services.

Look out for the real estate man who has his office in his hat. He has a package for you in the shape of a gold brick and if you dicker with him you will make the discovery after the "Hot" one has made his getaway.

If you want to dispose of your improved property, drop us a line or call in and list with us. We have a large correspondence and will be able to place properties that we can commend.

Agent J. W. Bell, now has a fine launch which he uses to come to Sanford when the mule is too tired to get about.

Some fine brands of knocking going the rounds now. If you are a new comer here and want to find out the status of the business from a losing viewpoint go to a man who has made a failure and he will string you a tale of woe that will do you for several moons. But if you want to hear of the other side go to the man who has made a success of growing vegetables and he will tip you off a few things that will do your heart good.

There is an element who do not want to see new settlers coming in. They take the narrow minded view that additional acreage will be cause of over production and over production is their ruin. This is a narrow selfish way to look at the matter, but those who do look at it in that manner never fail to make a hoot that can be heard some distance away.

Remember this is a vegetable growing community. Our whole town and the activities in the entire Celery Delta are based upon the growth and marketing of vegetables. No factories here to amount to anything. Just vegetables. We have hundreds of farmers, 2500 acres of land tilled, 2700 flowing artesian wells, a refrigerating plant with a hundred tons capacity per day, facilities for handling 4000 solid cars of vegetables per season and the lusty boys who get out and do the biz. Sissy Willies had better hike from the Celery Delta if they expect to find the dough hanging on the trees awaiting their august arrival. Get around and do things and you will make good. The Celery Delta is no place for a grouch or a liver that is out of whack.

Title Bond & Guarantee Company sold three of its five acre tracts last week. They come here, look the ground over and then go to Monroe to buy the farm.

Mrs. J. W. Bell received news this week that her brother who formerly resided in Belfast, Ireland, had died quite suddenly. Stress of circumstances are such that Mrs. Bell will not be able to go to the country of her birth at this time. She has the sympathy of the entire community.

Mr. Larry Vorce, red hot hustler from Omaha has his eight room house up and is now placing the finishing touches on it. Mr. Vorce is going ahead with his crops and the seven and one-half acres Title Bond & Guarantee Company cleared for him is looking fine.

We are having a great many calls for improved property of all kinds. If you want to sell or rent your house or land list it with us. We do things.

Remember, we have a place especially fitted up in our office where you can write your letters or drop in for a few moments rest. The pleasure will all be ours by your comfort. When in Sanford, make your headquarters with us.

We have renters for some houses and for rooms, furnished and unfurnished. Let us know what you have and we will send you tenants.

From the vast number of inquiries received by this company, Sanford surely will be the Mecca of half of the population of the North this winter.

For Rent

We have desk spaces for rent in our offices. Light, telephone and other conveniences. Title Bond & Guarantee Co.

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

The Best Should Be None Too Good for You

This Company Can Give You the Best Land There is in the Celery Delta

- We have land that is in a proven section
 - We have land that is close to original transportation
 - We have land that is close to developed territory
 - We have no inclination to make a pioneer of you or use your money to experiment with
 - You can grow all those crops on our land that are generally grown in the Celery Delta
 - We have land that you can make pay for itself
 - Our terms are easier than rent
 - Our land is better than rented land because every stroke you put in on it is a stroke that adds to your wealth
 - Our farms are selling very rapidly. We seldom fail to sell the man who is really looking for good land
 - We have the location and quality of soil. Fine drainage and good natural conditions
 - You may look the entire state over and you would find nothing that would suit you as well as Sanford Farms at Monroe
- Write us for our book on lands and vegetable growing. It is free and we pay the freight

TITLE - BOND - & - GUARANTEE - COMPANY
(INCORPORATED)

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 16

SANFORD, FLORIDA, FRIDAY, DECEMBER 2, 1910

Volume III

ALL AROUND FLORIDA

The General News of "The Land of Flowers."

CULLED FROM THE STATE PRESS

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

Thomas C. Pasteur, Marlon county's popular and efficient treasurer, died suddenly Sunday morning of heart failure at the Carlton House in Orlando where he boarded. He was found about six o'clock in the morning sitting in a chair dead and he had probably been dead for several hours. Mr. Pasteur had been county treasurer for six years or more and had made a splendid official.

Capt. W. R. Denham has resigned as manager of the Tampa Northern railroad, and it is announced that he has accepted a similar position with the Gainesville Midland, a branch road running from Gainesville, Ga., to Athens in the same state. Captain Denham has been identified with the Tampa Northern railway almost from its very beginning. He has been an active and prominent factor in the railroad affairs of south Florida for many years, coming to this section with the advent of the Plant System, of which he was at one time the general superintendent south of Charleston.

Mrs. Birdie Dillon Hartridge, wife of Augustus G. Hartridge, a well known lawyer and former State's Attorney was found dead in the bathroom of her home in Jacksonville shortly after noon Sunday. Her head was close to a gas heater from which the fumes were escaping, and across her forehead was a deep gash. A smaller wound was also found on her neck.

The Taft Weekly Messenger is the latest candidate for favor in Orange county, published in the prosperous colony town of Taft.

Tampa has its honored guest this week Governor Albert W. Bitcher, who is there in response to invitation asking him to investigate the conditions with reference to the present cigar strike.

R. Hudson Burr, N. H. Blich and Royal C. Dunn, members of the Florida Railroad Commission, were in Lakeland on Wednesday, for the purpose of inquiring into the rates and service pertaining to the shipment of strawberries from this section. The complaint made by the growers is to the effect that strawberries are held in Jacksonville sometime twelve to twenty-four hours, which puts them into the northern markets in bad condition and unmarketable. The express connection in Jacksonville has been very unsatisfactory, as has been the handling of the refrigerator boxes, which have been delayed in transit.

The high school eleven of Hillsborough and Duval will contest for supremacy on the gridiron at Rollins College Saturday afternoon and a hot game is promised.

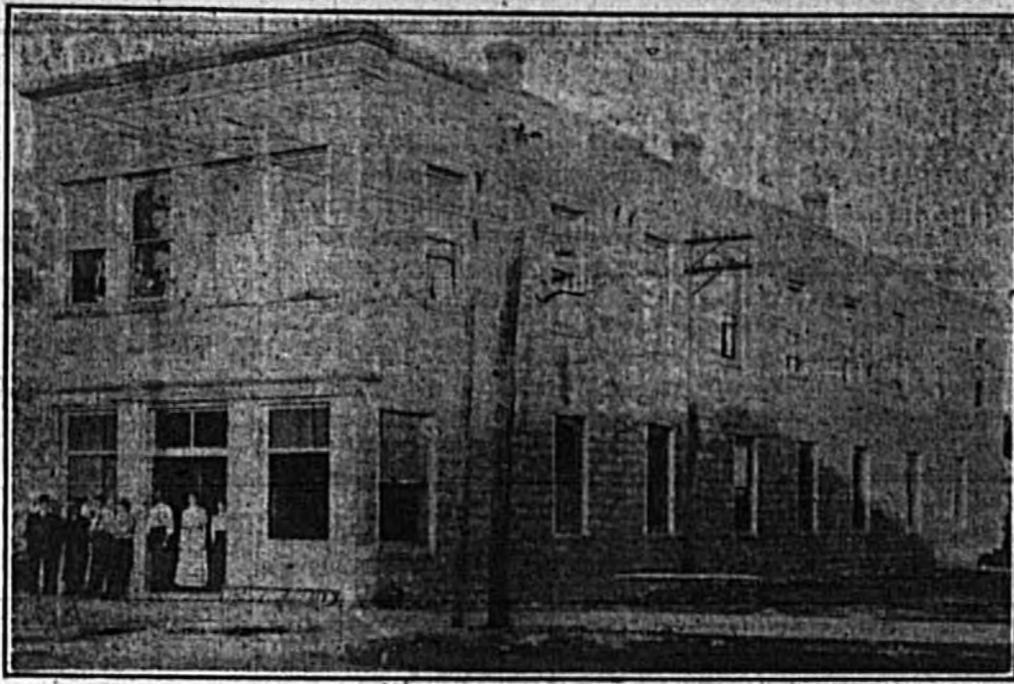
The Wekiva Baptist Association met last week in session at Umatilla. The meeting proved very interesting and harmonious, all of the officers being elected unanimously.

On the first of January the convicts of Hillsborough county will work the county roads, instead of being leased to the naval stores operators, as formerly.

It is understood that Governor's Day at the Marion County Fair proved a record-breaker from every standpoint. According to the records nearly seven thousand people passed through the gates on that day.

New Richmond in the Field
The race for Clerk, Treasurer and Assessor promises to warm up some before election day. H. C. DuBois in this issue announces his candidacy and will be a strong factor in the contest. Mr. DuBois is a prominent Alabamian who has made Sanford his home for several years, being identified with the Marks Real Estate Agency. He is an expert accountant, competent book keeper and a young man of sterling worth and character. He is able to serve the city faithfully and well, and has had years of experience in this line of work.

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.



The New Sanford Herald Building

PERUCHI-GYPZENE CO

Will Be At The Imperial Next Week.

The announcement of the engagement of the Peruchi-Gypzene Company at the Imperial Theatre on next Wednesday and Thursday is interesting to the theatre goers who will welcome this popular Company back to Sanford. The engagement will begin on Wednesday night, Dec. 7th, with the presentation of that high class comedy drama, "The Ruling Passion." This excellent play easily ranks among the best of the modern dramas and the production is splendidly staged and acted by the Peruchi-Gypzene Co. "The Ruling Passion" is a play that elevates, entertains and never fails to please. One leaves the theatre feeling brighter and better for having seen it. On Thursday night, "A Woman of the Hour" will be the attraction and a better selection could not have been made. The beautiful story of the play holds the attention of the audience from first to last and the comedy is plentiful and very amusing. The offering at the matinee on Wednesday afternoon will be "A Game of Hearts." This play is decidedly cleverer than the average comedy drama and has been selected by Mr. Peruchi as being specially suited for a matinee attraction. Both Mr. Peruchi and Miss Gypzene have excellent parts in each of the plays and their supporting company is above the average. Every part will be in experienced and capable hands.

Wednesday and Thursday nights and matinee.

Get your grape vines at the Herald.

Order of Eagles

At their regular meeting last Tuesday night Celery City Aerie, added three new members to their list and elected the following officers for the coming year:

- W. D. Holden, Past W. President.
- Geo. A. DeCottes, W. President.
- T. W. Briggs, W. Vice President.
- C. H. Walsh, W. Chaplain.
- S. Runge, Secretary.
- G. R. Calhoun, Treasurer.
- E. M. Bell, W. Conductor.
- J. H. Mahar, Inside Guard.
- E. L. Jones, Outside Guard.
- G. B. Frank, A. R. Marshall, J. F. Hoohehan, Trustees.
- O. W. King, Aerie Physician.

Special Services at Catholic Church

Beginning Sunday evening there will be special services at the Catholic church every evening at 7:30 in preparation for the feast of the Immaculate Conception which will be celebrated Thursday, Dec. 8, with mass at 7 a. m. All are invited to attend these services. Catholics are reminded that on Sunday there will be mass at 8 a. m., as well as at 10 a. m.

Remembered The Printers

The Herald acknowledges the receipt of a plate of fine apples from Mrs. J. D. Davison. The apples were of the Baldwin variety and came from New Hampshire, the old home of Mrs. Davison. They were fine and disappeared like magic as soon as the force used their lunch grabbers on them.

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. DuBois.

Your grape vines are at the Herald.

LETTUCE IN SANFORD

Car Loads Are Sold To Highest Bidder

GROWERS WILL REALIZE PROFIT

Price is Higher Than Ever For Lettuce and Cash Sales Are Made in the Field.

At last Sanford, the Queen of the Vegetable Section of Florida, is coming into her own and the buyers are here in force eager and anxious to get the lettuce and other crops that make Sanford famous. Lettuce last week brought \$2.10 in the field and a car load sold on the street last Saturday for \$2.05 per basket. J. E. Pace acted as auctioneer and knocked the lettuce down to Manager Smith of the Florida Vegetable Growers Association.

The Times-Union has the following regarding the sales of lettuce.

"The Florida Vegetable Growers' Association of Sanford made a big dent in the opening of the vegetable shipping season Saturday by purchasing at auction one solid car load of lettuce at \$2.05 per crate, this being the highest bid offered. The association also took all other shipments offered, sending them North by express. The independent purchasers who are here as representatives of Northern commission houses could not reach the prices offered by the association and had to stand by and see the stuff pass from their reach. The association was in position to offer as much as \$2.50 per crate for the lettuce, but did not have to go that high. The shipments were grown by persons who had not joined the association, but if they had been members of the association they would have realized \$2.50 per crate instead of \$2.05. This sale will have the effect of causing some of the growers who have been a trifle dubious as to the ability of the management of the association to serve them, to join at once, thereby being assured of top market prices for their products.

The vegetable fields of Sanford, of which there are several thousand acres never looked better than they do today. The lettuce along very nicely as is also celery, cauliflower, onions and strawberries. There is much activity in the movement of real estate here on account of the productivity of the soil and the actual demonstration now being made by growing the crops. Those who come here after visiting the various portions of the state claim that the sights they see in the Sanford celery delta are nearer like business than anything shown them in any other part of the state."

Bonding for Brick Roads

Believing that nothing will advance the interests of Orange county more than the building of good roads we hereby pledge our votes and support to this object:

- Adams, Jno.
- Aldridge, Wm. G.
- Adams, W. A.
- Anderson, J. I.
- Bradley, W. M.
- Bates, T. K.
- Bell, J. W.
- Brumley, L. A.
- Brown, Edgar E.
- Brodwater, C. M.
- Bowler, M. H.
- Caldwell, D. A.
- Caldwell & Sons
- Chamberlain, G. G.
- Chase, S. O.
- Cordullo, Frank
- Dutton, F. F.
- Driver, H. P.
- DeCottes, Geo. W.
- Davis, T. S.
- Ferguson, J. H.
- Fernald, Geo. H.
- Arenta, V. S.
- Adams, F. B.
- Abernathy, W. W.
- Ancrum, Henry
- Butt, J. N.
- Burnet, W. S.
- Boyd, A. A.
- Bell, E. N.
- Borum, J. N.
- Bolling, S.
- Campbell, C. H.
- Caldwell, D. D.
- Calhoun, G. R.
- Crippen, A. H. Sr.
- Carraway, McG.
- Cannely, A. P.
- Dunn, E. W. D.
- Dorner, A.
- Davis, J. A.
- Deana, H. H.
- Fry, N. A.
- Fountain, M. F.

- Foster, A.
- Forster, F. P.
- Forster, Davis
- Fry, W. W.
- Goodhue, C. L.
- Garner, N. O.
- Greenburg, Martin
- Gardner, W. R.
- Guthrie, B. H.
- Ginn, W. A.
- Green, Ben.
- Gillon, J. M.
- Havely, E. M.
- Hill, H. H.
- Holst, P. N.
- Holmes, W. D.
- Herring Wm. A.
- Haskins, C. F.
- Hand, W. S.
- Hand, W. H.
- Hand, C. M.
- Hoohehan, J. F.
- Holly, R. J.
- Houser, B. T.
- Hill, W. J.
- Hutchinson, P. E.
- Hamilton, C. M.
- Howard, C. C.
- Howard, B. A.
- Howard-Packard Co.
- Herrdon, E. H.
- Haskins, H. C.
- Higgins, Edw.
- Higgins, Bryan
- Higgins, J. C.
- Herrdon, B. W.
- Irwin, S. A.
- Jenkins, J. D.
- Jameson, W. E.
- Jones, R. L.
- Jones, Chas. E.
- Kent, F. R.
- Knight, C. B.
- Keeler, W. M.
- Key, A. R.
- Keely, Paul
- Keane, T.
- Lake, Forrest
- King, O. W.
- Langley, J. D.
- Lefler, W. A.
- Lipe, M. P.
- Leavitt, W. F.
- Lounds, A. E.
- Lefler, C. H.
- McCaskill, Jas. M.
- Myers, W. D.
- McGlon, C. W.
- Mont, Joe De
- McDaniel, J. C.
- Mettinger, J. K.
- Marks, R. H.
- Murrell, K. R.
- Miller, F. E.
- Maxwell, R. C.
- Mahoney, F. W.
- Mahoney, A. B.
- Merriwether, C. J.
- Morgan, W. L.
- Morrow, E. N.
- Mitchell, John H.
- McDonald, A. M.
- Mitchell, O.
- Moore, J. C.
- McGilley James
- Moore, J. S.
- Nuttall John
- Neal, T. A.
- Newlan, T. A.
- Noh John T.
- Newman, R. A.
- Nyman & Henderson
- Owens, C. A.
- Overman, J. H.
- Putnam, J. C.
- Palmer, E. H.
- Perkins, Thoq. J.
- Perkins, B. L.
- Packard, J. O.
- Preston, A. A.
- Peck, R. L.
- Pope, O. J.
- Pope Geo. B.
- Phillips, A. E.
- Parr, W. A.
- Parker, R. W.
- Rourke, Ed B.
- Ratliff, E. R.
- Roberts, J. D.
- Robinson, M. F.
- Robinson, G. C.
- Richie, D. L.
- Runge, S.
- Rance, J. H.
- Robson, Jas. M. D.
- Rossetter, A. T.
- Stevens, H. R.
- Sipes, J. W.
- Stafford, W. A.
- Schumpert, F. A.
- Shinholser, S. O.
- Shinholser, R. L.
- Slack, Geo. E.
- Stuman, J. M.
- Smith, A. D.
- Stenstrom, N. J.
- Sammia, W. E.
- Scharfhaesen Gu.
- Speer Geo. A.
- Singleton, J. W. O.
- Smith, G. F.
- Stevens, E. W.
- Siltes, E. W.
- Saint, C. S.
- Sanf. Mach. & Car Co
- Selly F. W.
- Sanford Telephone Co.
- Titus, E. R.
- Tolar, H. E.
- Thrasher, D. L.
- Tyler, A. M.
- Thurston, A. N.
- Thigpen, W. J.
- Trask, H. C.
- Takach, G. L.
- Thomas, J. A.
- Tarver Otis S.
- Taylor, O. L.
- Turner, O. S.
- Underwood, W. H.
- Venable, G. W.
- Whitner, J. N.
- Whitner, R. H.
- Whitner, B. F. Jr.
- Woodruff, F. L.
- Wakefield, W. H.
- Williams, W. H.
- Waters, G. W.
- Wheeler, W. T.
- Walker Stanley C.
- Williams Addison L.
- Wagner, D. G.
- Watson, W. E.
- Wynn, R. E.
- Whitaker, C. C.
- Wight Henry
- Wright, W. H.
- Wieg, M. A.
- Wheeler, W. T.
- Wilson Thos Emmett
- Willis, T. B.
- Woods, F. P.
- Ward Harry
- Woodruff, E. T.
- Williams, C. F.
- Walsh, C. H.
- Yowell, A. E.

H. W. Settle of Jacksonville was in the city Tuesday. Mr. Settle will have charge of the Great Herald Popularity Contest.

NEWS OF THE WORLD

Items of Interest Gleaned From Various Sources

HAPPENINGS DURING THE WEEK

Here the Readers Will Find a Brief Historical Spring Flowing For Hurred Readers

Almost a year after the crime was committed, Joseph Wendling, charged with the brutal murder of little Alma Kellner, of Louisville, is being tried this week. Harvey Crippen killed his wife months after the Kellner tragedy, and the English courts have already forced him to pay the penalty of death. The Mother Country can teach America many things, and especially is this the case in the matter of speedy justice.

The Mexican revolution was chiefly confined to the inflammable imaginations of the press dispatchers. The most needed reform of the day is the punishment of liars who have access to the press wires.

No death recorded recently has caused more universal sorrow than that of Count Leo Tolstoy. His kindness of heart and love for humanity will be felt throughout the ages.

The Wednesday Club.

A large number of the Club were present Wednesday afternoon, in Mrs. Chase's comfortable parlors, to hear and enjoy the very fine report Mrs. J. W. Dickens gave them of the convention proceedings in Ocala; and which was postponed from last week. The report was so very interesting, clear and comprehensive, that I doubt not, those present almost felt as if they had enjoyed the delightful occasion so graphically described.

"The Travail of the Nation," a paper by Mrs. L. R. Phillips, was a very realistic pen picture of the many difficulties, hardships, trials suffering starvation and death of so many of those brave souls, among the earliest settlers of Virginia, who risked their lives in the efforts they made to lay the foundation stone of this great nation.

Reading—"A Perfect Description of Virginia 1649," read by Mrs. Bowler in Mrs. Cruse Barnes's absence, was an enthusiastic description by a writer so eulogistic in his praise and enumeration of the many good things abounding in that marvelous land, that the listeners must have been convinced that no other country could have excelled Virginia, but our own loved Florida.

It was a disappointment not to have the paper on "The Coming of the Cavaliers" by Mrs. C. E. Walker, but her absence necessitated its postponement until next Wednesday. "Historical Lessons in Names of Virginia Counties," a paper by Mrs. D. L. Thrasher and read by Miss Mabel Bowler as Mrs. Thrasher could not be present, was a most interesting and memory refreshing lesson in colonial history and the origin of some of the rather peculiar names given to some of the counties in Virginia and "expressing the loyalty still in the hearts of some of those subjects of royalty who had crossed an ocean seeking freedom and to throw off the yoke of royalty. "Value of Genealogy" a paper by Mrs. M. Martin, was interesting and instructive as well as appreciated and must have found an echo in every heart. Although we live in democratic America there are many worshippers who still bow down to the family tree.

Program for December seventh: Colonial Prose. Col. Norwood—"An Indian Princess." Mrs. C. R. Walker. Robert Beverly—Select readings (1722), Mrs. M. H. Bowler. Hugh Jones—"Virginia Traits" (1624), Miss Gertrude Speer. William Byrd—Select readings (1728) Mrs. S. O. Chase. William Stith—"Captain John Smith," Miss Alice Whitner. Phillip Vickers Fithian—Select reading. (1770)

Don't Leave Sanford

To have your dresses made. Madame Josephine of New York has opened a first class establishment over Yowell's store and is prepared to create the finest and latest designs for the ladies. Styles are the latest 'New York and Paris designs but the prices are very reasonable and the ladies are invited to call and talk over the subjects which are dear to every feminine heart. Repair work will also receive prompt attention.

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 Prent 'Em'— So Says Saunterer.

Special Correspondence to The Herald.

Take a Dose of Try

For a case of can't-try. Take a dose of try. Go to work at once, then. Do not stop to cry.

You can get the physic At the big Brain Store. Only for the asking. All you need—and more.

If you have a can't-try. Take a dose of try. Use the physic once, friend. Let not the chance go by.

In the big Brain Store. Is a large supply. And it's free to you, friend. Take a dose of try.

J. L. R.

There is considerable discussion about the political phase of the Good Government League recently organized in Sanford. On this score, my dear friends, you can rest easy for there will be no city politics in the Good Government League. Politics have no place in the League. It was organized primarily to combat the liquor forces and the attendant evils and just how much good it will do can be easily discerned in the next four months. It is all well enough for the wise ones to rail about the league and say that such an organization is not needed in Sanford, but some of the best citizens have deemed it wise to look after certain evils of the city and look after it they will as some of the evil doers will soon find out. A plain, private citizen hates to get mixed up in some cases but the League will have no such scruples and a cleaner city is bound to result. The members have never discussed politics. But they do intend to regulate the present system of promiscuous registration and paying of poll taxes, wherever that happens to be done illegally. Just so far will the League go and no farther. As I stated before there are good men on both sides of every question and no reason to fall out on account of a difference of opinion. And unless you are violating the law you need never be afraid of the Law and Order League of Sanford.

I want to compliment my friend, E. T. Woodruff upon the special edition of the Herald. I know what an arduous task he had to arrange for this great work at a time when the public was not in a responsive mood and now that the work is accomplished he deserves the credit for this undertaking. Every citizen of Sanford should mail copies of this edition to friends and get them interested in Sanford. Mr. Woodruff's idea of a sea wall is my dream come true (on paper) and I hope some day the picture may become a reality. Hats off to Mr. Woodruff!

My talkfest about the fire department last week seemed to meet with the approbation of the merchants and many of them have signified their intention of donating to a fund for the purchase of two good horses if the city council will arrange for suitable quarters not only for the horses but for the men. My plan given some time ago to hire two drivers at \$50 per month and to furnish rooms for the volunteers will prove a good investment. The drivers and the horses can be used in hauling garbage and will prove valuable to the city and not one cent need be lost in their services. I am not springing a new scheme but one that has been tried out in several cities much larger than Sanford and several where the work would be harder and the investment not bring as good returns. Will the city council please wake up and take notice.

Just as I predicted, the people who want saloons in Sanford are circulating a petition here to call an election. But there is many a man who while he voted against the 19th Amendment will not vote for saloons in Sanford; and there is no reason to believe that Orange county will ever go wet again. The majority of the people are well satisfied with present conditions, and Sanford at least will never go back to the wet regime with all the horrors of that time. At the same time all of those who are for a clean city should pay their poll tax and be ready to cast a dry vote if the election is ever called.

For the benefit of my friend, Wesley Fry I reproduce the following on electricity:

The Fernie (B. C.) Free Press has recently had an electrical equipment installed and has consequently suddenly become electrically enthusiastic to the extent of printing the following definitions: A transformer is an apparatus that hangs

on a pole on the street and grinds the volts into domestic sizes for adjacent consumption. A meter is an automatic case keeper that is designed to keep the conscience of the consumer pure and untainted. A meter is a Christian Science medicine box that is influenced from the powerhouse by absent treatment. The method of operation is as follows: The armature amperes the rheostat at the switchboard by kilowattling the voltage, thereby transforming the resistance into two-phase electromotive ohms, with which the motor absorbs the peak load on the cut-off. The dynamo reduces the insulation of the series wound exciter, producing multipolar generators on the direct current, and you pay at the city clerk's office.

My good friend Howard of the Orlando Citizen sizes up the wet and dry question as follows:

"If a local option battle is really to be fought out in Orange county, let us all understand the issue from the start.

The Amendment battle is over. The issues of that battle do not enter into the coming fight. They should not be discussed, and those who honestly differed on methods of keeping the saloon out should not be cussed.

All those of whatever creed, who can agree on the one sentiment of keeping the saloon out of Orange county should get together for actual home protection, burying every little animosity or friction that belonged to the campaign now ended. There are any quantity of men who, while not agreed as to writing in the fundamental law of the state a state prohibiting act, are just as anxious as the strongest state-wider to prohibit locally. Home is a very sacred place to many persons, and home protection is the first law of the social system. Therefore, when it comes to a saloon in our town, not only the teetotaler rises up against it, but many a moderate drinker and even the hard drinker.

We do not subscribe to the notion, held by some, that a man who drinks is a hypocrite in voting for no saloon. There is every reason why he should vote against it. For his own protection, and for the protection of the rising generation, who he knows will soon be subjected to the temptation he has been, and acquire the appetite he has acquired and which he knows to be the appetite of death.

Hence, we believe in the vote of the drinker against the saloon. It is as good a vote as that of any absolutely dry man and in at least one respect it is better, because the dry man doesn't need the saloon killed so far as he is concerned. We trust there will be a great getting together of the citizens of this county and a vote so positive given against the saloon that no one will have the courage of trying it on again for years to come."

—THE SAUNTERER.

Thinking Of Building?

In planning and building your house or in remodeling, use the same business method that you would apply to any of the more familiar operations. For instance, if you were buying a pair of shoes that were to cost you \$2,000 and which you couldn't send back if they were unsatisfactory, would you buy them sight unseen, or from an entirely verbal description? You can not of course, see the house before it is built, but you can have plans and specifications which will thoroughly cover every detail of the construction, and put you in position to know when your home is completed, whether or not you have received the house you paid for. Do not think of this as an added expense, as it is an actual saving when the construction of your house is started.

In addition to building good houses, I am prepared to furnish plans and specifications for anything you may want in the building line and should I not build your house, the plans and specifications represent a small expense only that is more than made up for in satisfaction to you when your work is under way.

S. O. SHINOLSER,

15-2tc Garner & Woodruff Bldg.

Young People's Dance

A happy party of young people tripped the light fantastic toe, in the hospitable home of Miss Mercedes Munson, last Friday evening.

The young people present were Misses Clarissa Starling, Essie Purdon, Margaret Davis, Charlotte Hand, Mary Chappell, Luca Chappell, Mercedes Munson, Zoe Munson, Charles Clayton, Karl Roumillat, Frank Campbell, Mr. Williams, Ernest Betts, Henry Purdon, Bob Cox, Hiram Hill, Charles Benson and Ralph Devoc.

Punch was served during the evening. Dancing was continued until eleven o'clock. After assuring their young hostesses that the evening was one of the pleasantest they had ever spent, the young people repaired to their several homes.

BONDS GROWING IN FAVOR

Sanford Citizens are Enthusiastic Over The Proposition

There is no reason to doubt but that the bonds for brick roads will carry in this district by a large majority. The sentiment in favor of bonds is growing day by day as the question becomes clearer and better understood. Sanford always takes the lead in every question of local improvement and an active campaign has been started and committees organized. Thos. K. Bates as secretary is arranging dates for speeches and covering the landscape with posters.

The first public meeting took place last Saturday at the corner of First street and Park avenue. Hon. J. N. Whitner made the first speech and briefly outlined the bonding proposition. He called attention to the fact that brick roads will draw immediate attention to Orange county and induce development and will bring a greatly increased demand for the products of the farm, garden, the orange grove and the wares in our stores, besides creating a greater demand for our lands. Mr. Whitner stated that he would not weary his hearers with figures but would invite them to his office where he would give them any information desired.

He was followed by Hon. Thos. Emmet Wilson, who spoke briefly on the benefits to be derived from brick roads and the lasting quality of bricks as opposed to any other material.

Hon. M. F. Robinson followed with a business like statement of the bonding proposition from a business standpoint and that bonding was the only real method of getting good goods for the least possible cost to the tax payer.

The speakers were listened to with marked attention and dozens of tax payers were greatly enlightened by the talks of Messrs. Whitner, Wilson and Robinson.

People's Church

The pastor has been too busy this week with the South Florida Association and the laying of the corner stone of the new church to get his subjects for next Sunday ready for this issue of the Herald. But Mr. Waldron expects to be on hand both morning and night with some live topics of the day. Come and hear him. Don't forget the Brotherhood Bible Class at 9:45 Sunday morning. There were eighty-six Brotherhood names that went into the corner stone.

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

21 1/2 Cor. 3rd Street and Sanford Ave.

P. O. Box 112

SANFORD, FLORIDA

Phone 62

City Fish Market

Salt and Fresh Water Fish

A. FOSTER

SANFORD AVE.
PHONE 68

Best and Cheapest

We Will Not be Undersold by Anyone

We buy only in car lots, and in this way save the middleman's profit.

Get our prices on Sugar, Flour, Rice, Meal, Grits, Lard, Bacon, Hams and all staple Can Goods. We will save you money.

Five cars of Grain and Feed Stuff on the way to us. We have the finest lot of chick wheat and scratch feed in town. Call and let us show you through our stock.

We Want Your Business

and if low prices and a square deal will get it it is ours.

Out for the business.

Respectfully,

Sanford Supply Co.

At The Dock.

NOW IS THE TIME

To have your Automobile overhauled for the winter
We have the equipment and tools to make your car as good as new.

Consult us.

Any thing in the repair line.

Motor boat work a specialty.

Sanford Machine & Garage Company

WE HAVE ON HANDS AT ALL TIMES

Leggetts Bordeaux Mixture and Sal Bordeaux



BOTH are perfect fungicides, will prevent blight and rust and keep the plants in a healthy and vigorous condition. Dust Sprayers to distribute— one of the greatest labor savers known. No useless stopping of water.

Leave Orders With

A. E. HILL

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

OVIDO AND LAKE CHARM

Special Correspondence to The Herald:

Thursday, November, 24th, 1910, was a memorable Thanksgiving day to one who never before enjoyed this festival day out-of-doors in God's great open. Was it Bryant who said "The groves were God's first temples". Surely there could have been no more appropriate place to have returned thanks to the Giver of all good for the bounties of the earth. The day was just resplendent in sunshine, of course it was in "The land of sunshine". What could one have asked more! The lark was singing high above us, we stopped and listened many times to his song; that was the jingling sleigh-bell over the frozen ground; the sunshine shimmering through the pine tree needles, that was—not the sunshine glistening on the snowflakes, and drive of twenty miles and more without hat or wrap, that was not being wrapped in furs and tucked in with buffalo robes. But the whetted appetite, more than satisfied, that was the same north or south. Ovido and Lake Charm were picnicking and hunting that day and very generally in the direction of Econlochatchie Creek (I shouldn't like to vouch for that spelling) and Chulusta. We know of Mr. and Mrs. J. Leinhardt and party, Mr. and Mrs. H. B. McCall and family, Mr. and Mrs. Dean and family, Mr. and Mrs. J. B. Jones and family, J. S. McKenzie and party, Lewis Leinhardt, Charlie Lee, Lige Cushing, Domer Daniels, Mr. and Mrs. Moore. Our party, the Leinhardt party, captured twenty-five birds, and I am not sure but I think the Thanksgiving bird will have to take a back seat for this tiny bit of toothsome morsel the quail.

Rev. and Mrs. Brook and daughters were guests Thanksgiving day of Mr. and Mrs. J. S. McKenzie, during late in the evening at their home after the day's hunt.

The Thanksgiving picnic dinner at Lake Jessup as arranged by Mr. and Mrs. W. J. Dawton, Mr. and Mrs. B. F. Wheeler and Mr. and Mrs. Lawton was served instead out-of-doors at Lake Charm at the family home of Mr. and Mrs. J. H. Lee. Mr. Lee unable to leave business was wholly unprepared for the change of program on his account. Mr. Robert Lawton and family were guests and all enjoyed the surprise of Mr. Lee when he came home at noontime.

Mrs. Mary M. King and daughter, Miss Nellie King, welcomed home for the Thanksgiving vacation Miss Martha King of Stetson University.

Rev. Mr. Brook conducted Thanksgiving services in the Methodist church Thursday at seven-thirty.

Miss Myrtle Rigby of Ovido was a guest in Sanford Thanksgiving week.

Dr. C. C. Thayer and daughter, Miss Alice Thayer were entertained Thanksgiving Day by Mr. and Mrs. Allison and daughter, their first Thanksgiving in the new home at Lake Charm.

Mr. O. G. Wolcott and mother spent the day Sunday at Chulbota guests of Mr. and Mrs. Long.

Miss Louise Brook and Miss Carrie Brook spent Saturday last in Sanford. Miss Louise accompanying her sister this far on her return from the Thanksgiving vacation to her school work at Umatilla.

Domer Daniels, agent at the S. A. L. station purchased a saddle horse at a recent auction sale of horses in Sanford.

Mr. and Mrs. H. B. McCall and their many friends are hoping that very soon the little son who has been seriously ill for many weeks in an Orlando hospital will be sufficiently recovered to return to the family home in Ovido.

The Ladies Magazine Club met Friday November 25th, with Mrs. J. W. Lawton as hostess. Mrs. B. F. Wheeler was made president of the club, the office being made vacant by the resignation of Mrs. H. B. McCall on account of illness in the home circle. The club will continue the study of American authors until the beginning of the new year.

Miss Mattie Chapman of the Ovido school spent the Thanksgiving vacation at her home in Plymouth.

PAOLA POINTS

Special Correspondence to The Herald:

Thanksgiving was an ideal day, but at the present price of turkey meat many an old hen was "finest kind" roasted.

Miss Mayme McLain closed school Wednesday noon and went to her home

in Geneva, to spend Thanksgiving and the rest of the week, returning Sunday night.

Miss Stanley of St. Louis, Mo., arrived last week to spend the winter with her niece, Mrs. W. B. Buchanan.

Miss Icenhour of Columbiana, Ohio, accompanied by a friend, came in on the 25th to occupy her home at Twin Lakes for the winter.

Miss Sarah Smith came home to spend Thanksgiving, bringing with her a friend, Miss Story of Chuluota.

Mr. and Mrs. Hagan from Georgia visited their son, L. P. Hagan of Markham last week.

Mr. and Mrs. J. D. Warren are rejoicing in the advent of a little daughter born Saturday, Nov. 28th.

The young people, chaperoned by Mrs. B. W. Smith held a little dance Friday night at the Pearson house and spent a jolly evening.

Services at Paola church Sunday afternoons, conducted by Rev. Mr. Waldron of Sanford, Miss Kirk organist, are much enjoyed by "saints and sinners" alike.

GENEVA JOTTINGS

Special Correspondence to The Herald:

Miss Mamie McLain, who is teaching near Sanford spent Thanksgiving with her parents, staying over until Sunday.

Dr. J. J. Burns is again in Geneva for the winter. Many friends give him a hearty welcome.

Geo. Geiger has returned from a ten days visit to his family who are now living at Pompano.

Mrs. C. A. Raulerson entertained the M. M. S. society in a most charming and elaborate manner on last Thursday afternoon. Quite a full membership was present, and after the business, each member gave an experience of a Thanksgiving. During the social hour our hosts assisted by Mrs. Homer Nicholson and Miss Lois Coffee, served, from the

daintiest of hand painted china, delightful refreshments consisting of Sandwiches, olives, cakes, nuts, crystalized grape fruit straws and coffee. In the fold of each guest's doiley was found a souvenir card, a gorgeous turkey in his highly colored plumage, with an appropriate quotation—emblematic of the day. This meeting will long be remembered by each lady present. Mrs. Raulerson is never more at home than when entertaining and everyone considers it quite a pleasure to be in her home.

There will be an oyster supper given by the ladies next Friday night, Dec. 2nd, at the hall, to which all are cordially invited.

Mr. Will Oakley of New York, is in Geneva visiting Capt. Moore and family.

Wanted

Willing workers to assist in Paving a mile with pennies; Fifty-two hundred and eighty feet. Stretched out, make just one mile. And sixteen cents for every foot. Pennies accumulate. As every one can see, A tower where the steeple stands Would a great addition be. Class-rooms are a necessity. For our Sunday School to grow! And other changes must be made. Or we may come to woe. To help along our enterprise A Variety Sale we've planned. Of collars, handkerchiefs, aprons, ties, And dolls all dressed by hand. Articles fancy, varied and rare Will be gladly received and sold. Generous friends will contribute Many kinds of food, we're told. The Variety Sale will open up The ninth day of December. The time and place we advertise We hope you will remember, And if you cannot come, dear friend, We will surely appreciate The gift of money you may lend. To help our mile of pennies.

Mrs. M. M. Stewart, Pres.; Mrs. J. E. Chandler, Secs.; Mrs. J. W. Wildman, Sec., Residence 510 Park Ave., Sanford, Fla. P. O. Box 1312. Ladies' Aid Society, Baptist Church. Sale will be held at Yowell's old stand. Oysters will be served each day (Dec. 9 and 10) especially from 5 to 10 p. m.

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 Potatoe 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

GENERAL FIRE INSURANCE AGENT

Office Above First National Bank SANFORD, FLORIDA

The Atlantic Coast Line

For information or reservations see or write

T. J. PERKINS or A. W. FRITOT, D. P. Agent Ticket Agent, Sanford, Florida Jacksonville, Florida

W. J. THIGPEN & COMPANY

AGENTS

General Fire Insurance

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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

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

McCULLER'S

WEEKLY BULLETIN

Nice large Irish potatoes per pk	25c
2 cans choice dessert table peaches	25c
3 lb. can Castil Haven table peaches	15c
3 lb. can California table peaches	25c
2 cans Sunbeam corn	25c
2 cans Nabob jam	24c
2 cans Fat Mackerel	10c
24 lb sack Flour	85c
White House Coffee in 1 and 2 lb. cans	
Clover Hill Butter, the best	
Maple Flake and Corn Flake	
Crescent Mapleine, Maple Flavor	
Butterine 1 lb. Prince	30c
1/4 lb. cans Gold Lilly Chop Tea	10c

L. P. McCULFER

Phone 277

VOTE FOR
BONDS AND GOOD ROADS
WEDNESDAY
DECEMBER 7, 1910

**To the Voters in the North End of
ORANGE COUNTY**

On Wednesday, December 7th, a vote will be taken in Orange County to decide whether the county shall be bonded for one million dollars to be used in building good roads. If carried these bonds will not fall due for FIFTY YEARS. The interest on them will be very reasonable and FIVE HUNDRED THOUSAND DOLLARS of this money will be paid out to labor for the work of building the roads. The convicts will not work on these brick roads.

The present residents of Orange County are blazing the way for many generations to come and there is no way these coming generations can help the present generations without they pay their proportion of these bonds when they fall due Fifty Years from now.

The Railways, Corporations and Non-Residents now pay 45 per cent of the taxes, leaving only 55 per cent of the expense of the roads to be paid by those receiving the most direct benefits from them.

A vote for this bond issue is a vote for prosperity, a vote for better wages, a vote for more business, more homes, more farms, more industries and a world wide reputation for our county.

December 7th. Be Sure You Mark Your Ballot In Favor Of Good Roads And The Bond Issue.

Signed by the Executive Committee:

J. N. WHITNER, Chairman
 B. A. HOWARD
 GEORGE FERNALD
 W. D. HOLDEN
 T. K. BATES, Secretary

VOTE FOR
BONDS AND GOOD ROADS
WEDNESDAY
DECEMBER 7, 1910

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

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.

"A Newspaper Within a Newspaper."

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

Get Out Of The Rut

Wake up, Mr. City Workman, Wake up. Get back to the land while there is land to be bought at little prices. Who that has seen the fat fields of early vegetables or the groves of golden fruit here in Florida, ripening and harvest under a winter's splendid sunshine, can help wishing some one would lead an exodus of those city men who have a precarious tenure on a few dollars a week, fear-to face the rent collector, and who raise a literally half-starved generation in the progressive denigration of the city bred.

Wake up, Mr. City Workman, Wake up. Within a few months you can be a substantial independent man living in your own home—alho it may be only two rooms and a lean-to to start with. Within two crop seasons on Volusia Farms you can own every acre of your farm—just a dollar per acre per month—producing three, four and more crops a year with intelligent cultivation and diversification of crops.

Wake up, Mr. City Workman, Wake up. Not any of you but can get the things you yearn for and infinitely improve your present lot by not more than a two days train journey to Florida, and a determination to endure the temporary discomfort of adjustment to new surrounding and new acquaintances. What comparison is there truly, between our hundreds of settlers on our Sanford, Cameron City, Eureka Hammock, Black Hammock and Volusia Farms tracts and yours? What comparison between your outlook across the street to other houses as like yours as two peas, and the outlook of our intelligent farmers as they look across their rapidly ripening crops richly potent of wealth in the harvesting? Of course he has his worries and his moments of vexation, but he doesn't lead the harried life you are leading today. Wake up to your opportunities. Stir up your ambition. Get back to the land, the basis of all wealth. Join in the production of the country's bumper crops. Act on your initiative and self-help.

Your local newspaper or magazine tells you very little about the new Florida—the new South because the tangible development of Florida has been in process only about five years. During these five years the development has been wonderful. Crops have been taken off these Florida sands of ours which make them the greatest wealth producers per acre of any lands in the country. Northern people did

not believe this at first. Thousands came to investigate first-hand and found it true. Thousands settled here. Thousands are settling here now. They are coming into Florida, and into Sanford and right into our head-quarters every day. They are going back to the land because the land we handle are proving their worth visually—our settlers can see for themselves what others have done. Not all lands, however, prove themselves thus. And therein care must be exercised in selecting the people with whom you deal. We are at present developing three tracts of splendid lands. Two within the irrigible belt of the Sanford Celery Delta on which we guarantee flowing wells, and a large tract of rich agricultural land just across the river from Sanford known as Volusia Farms. If you can afford our Eureka or Black Hammock land at \$150 per acre you should unquestionably settle with the Celery Delta proper. If not, the widely diversified opportunities of Volusia Farms make these lands exceedingly desirable at only \$30.00 per acre. Many people have asked us why we are selling lands in Volusia County at the same time we are selling lands in Sanford's Celery Delta. It is because our advertising and our methods have brought us in touch with thousands of people who have expressed a desire to come to Florida, to get back to the land, to get out of their present rut. Some of these people candidly admit they cannot afford the higher priced Celery Delta lands but will settle on cheaper lands if selected and handled by us—the company, thousands remember, long before the "Back to the Land" movement. This is why we decided to throw open our valuable holdings across the river and market them at only \$30.00 per acre for the present. We have separate booklets describing and illustrating each tract and the Sanford Celery Delta in general. Any or all these booklets are yours for your name on a post card. Strike out for that new destiny today by mailing your request for such information as we can give you. Strike out NOW. Come back to the land. Come to Florida. Leave the cold and cheerless north—let the sunshine stir up the ambition that is in you. Get next to nature. Build your own house with your own hands—there's lots of fun in it. Come and be a man in the new Florida.

SELF-HELP

An Editorial Condensed from Collier's Weekly.

If in every one of the elections the best man had won, if all the progressive measures had been adopted, if even the dream of perfect brotherhood should win approval at the polls, not all these things combined would be as potent for the happiness of any man for whose help they are intended, as the simple exercise of individual qualities that are within the boundaries of his own soul.

The efforts of thousands of philanthropists during two score years were necessary to get statutes which should guarantee a certain amount of sun and air to dwellers in city tenements—and not one of these dwellers but could have got these things and infinitely improved his lot by a two days' walk into the country and a determination to endure the temporary discomfort of adjustment of new surroundings and new acquaintances.

In the early part of March, 1855, a native of Ireland arrived in New York with eight dollars in his pocket. He struck off into the country, asking at every farm for a steady job and paying for a meal and a night's lodging with a few hours work. He finally found a place at fifteen dollars a month, board with the farmer's family and a room in the garret. Out of his pay, in the course of time, he bought a hundred acres of land at a hundred dollars an acre. It was practically new land. He built a house with his own hands, a barn with the timber on the land, and, with the help of his neighbors, dug the ditches and built the fences. He raised nine useful sons and daughters and led a happy life. Only one-fourth the period of saving and waiting is required of the man who makes the effort today. What comparison is there between that Irish farmer's corn-fields, the cattle on his hills, his peaceful Sunday afternoons, and the harried life of the underfed city workman? No laws helped the immigrant except harsh ones which caused an economic situation that pushed him from his home and put him upon his own initiative and self-help.

Mr. City Workman, Wake Up Get Back to the Land!

Note: Italics Are Ours

Howard-Packard Land Company Inc.

Peoples Bank Building

SANFORD, FLORIDA

SANFORD GIRL FIRST OPERATOR

Miss Packer Is First Lady to Operate Wireless On Steamship

The following press dispatch regarding Miss Packer will be of interest to her many friends in this city where she resided for two years as Manager of the Postal Telegraph office:

When the Clyde steamship Mohawk left New York yesterday noon on its regular trip to Charleston and Jacksonville it had aboard as wireless operator the first woman who ever bore the responsibility of this position on an ocean steamer. The officials of both the Clyde line and the United Wireless Company have considered for some time the advisability of employing a woman in this capacity, and have only awaited the discovery of one who combined the necessary experience and skill with the other qualities that are required in this very important position.

Miss Graynella Packer, of Sanford is the young lady to whom has fallen the honor of being the first of her sex in this new field. When seen aboard the Mohawk before sailing, Miss Packer was busily engaged in the ship's wireless room and going about her work as unceremoniously as if she were ensconced in the snug and safest telegraph office on land and quite unmindful of the fact that she was a center of interest to the three hundred passengers bound South on the liner.

Miss Packer has been a telegraph operator for a number of years. She predicts that women will play a great part in the wireless of the future.

Miss Packer is 22 years old and has had two years experience as manager of the telegraph office at Sanford, Fla. She has aspirations as a concert vocal soloist and will take vocal training each week during the steamship's stay in New York. She has never known wireless operators personally, but has been much impressed with the heroism of Jack Binns, operator on the steamer Republic, and with the daring and resourcefulness of the wireless man on the recent Wellman dirigible attempt. She believes that she has been most attracted to wireless work by the sense of mystery with which she was thrilled when she first received messages while coming up from Jacksonville on a Clyde liner. She asserts that this feeling of annihilating distance by a flash of electricity is almost overwhelming to the beginner.

From the Jacksonville Metropolis, Nov. 12

PASSION PLAY PICTURES

Great Success at the Union Congregational Church

Will be Repeated Tuesday Night of Next Week—James S. Clark Delivers Fine Lecture

The Union Congregational Church was packed last night to the doors, and hundreds were turned away, unable to gain admission. The occasion was the presentation of the Passion Play in moving pictures with a descriptive lecture.

A number in the audience attended the original play in Oberammergau this summer, and they pronounced the pictures simply marvelous and the entertainment as a whole as one that should not be missed.

The pictures were beautifully toned, tinted and colored by hand, and depicted faithfully the life of Christ, from Bethlehem to the ascension. The various scenes were graphically described by the lecturer, James S. Clark, and added most

effectively to the enjoyment and proper understanding of the play.

As the picture passed in rapid review, Mr. Clark gave a short sketch of each scene, and with numerous and apt quotations from poetry, prose and Scripture, filled in most appropriately and effectively many things that have been lacking in all previous exhibitions of the Passion Play pictures that we have seen.

At Imperial Theatre Sunday, Dec., 4th. at 3 p. m., 7 and 9 p. m.

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.

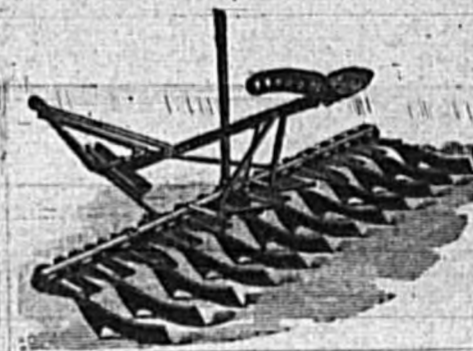
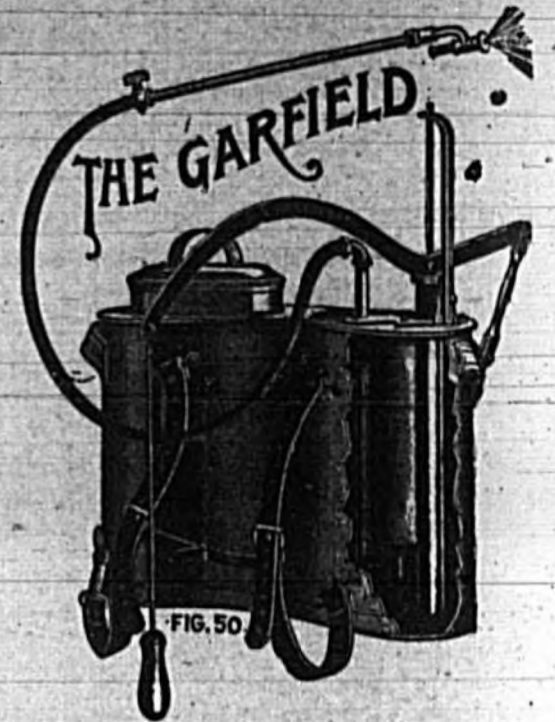
Strangers Welcome

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.

VOTE FOR



BOND ISSUE



C. A. PERUCHI

Manager and Comedian of The Peruchi-Gypsene Company which will appear here next Wednesday and Thursday

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

Amour 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.

ARMOUR FERTILIZERS

The Mapes Fertilizers

AGAIN THIS SEASON, 1910

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

We Give You Perfect Safety and Quick 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

SHOE SALE

SHOES — SHOES — SHOES

Now is the Time to Buy Your Xmas Shoes



50 pairs Ladies Patent Pumps \$2.00 values now reduced to **\$1.43**

36 pairs Ladies Tan Oxfords \$2.00 values now reduced to **\$1.43**

75 pairs Ladies Vici Kid Oxfords \$2.00 values now reduced to **\$1.43**

136 pairs Ladies High Shoes \$2.00, 2.50 and 3.00 values now **\$1.43**

85 pairs Children's High and Low Shoes sizes 2 1/2 to 8, \$1.00, 1.50 and 75c values now reduced to **75c**

100 pairs Misses High and Low Shoes sizes 8 1/2 to 2, \$1.50 and 2.00 values now reduced to **\$1.13**

These Prices last for TEN DAYS, beginning Monday December 1st and ending Saturday December 10th. Don't forget the time and place.

Frank L. Woodruff's Boot Shop

107 West First Street

NEW EAST-COAST EXTENSION

Road Will Go Via Ovelde and Sanford To Titusville

A special F. E. C. Railway train arrived in Titusville on Tuesday evening at 6:45 o'clock, with the following gentlemen on board: Mr. J. R. Parrott, president of the Florida East Coast Railway; Mr. J. P. Beckwith, vice-president; Mr. E. Ben Carter, civil engineer; and Mr. J. A. McGuire, contractor. They were on an inspection tour of the railroad, and were going as far as Knight's Key and probably Key West.

In conversation with the editor of the East Coast Advocate, President Parrott said that the people of Titusville had always been favorable disposed toward his company, and he appreciated it. He wanted to help our town along a little and he could do so in this way: The F. E. C. Railway Company had decided to build a railroad from Lake Okeechobee, west of Stuart, through the back country, to near Whittier, Narcoosee, and Ovelde to Maytown, and the train would run over the Titusville-Sanford branch to Titusville—thus making our town the terminus for another branch train.

The contract has been let to a New York firm, and work on the new railroad will commence as quickly as the contractors can get the men and material on the ground.

The running of another train into Titusville will mean many extra dollars for our merchants, hotel keepers and others, for it will not only bring the train crews here, but many people also.

Messrs. Parrott and Beckwith were much pleased to learn how nicely Titusville is pushing to the front, and they may do something more for our town later. We would like to see them move the freight house from that dangerous crossing at Main street to the land they bought for the purpose, and build a passenger station and covered platform that would be a credit to not only the F. E. C. Railroad Co., but to the county town of Brevard.—Titusville Advocate.

The Eagles Thanksgiving

For the first time since their organizing, Celery City Aerie of Eagles entertained the ladies in their hall at a Thanksgiving banquet and the hall was almost too small to accommodate the expectant crowds that gathered.

The hall was beautifully decorated in the Eagles colors red, white and blue and the long tables groaned under the load of exquisitely arranged good things to eat.

W. Pres. Holden of the aerie acted as toastmaster and welcomed all, especially the ladies, in his usual fine oratory, to the feast. When due justice had been done the culinary part, Pres Holden introduced the Hon. D. L. Thrasher, who was present to represent the city, in the place of Mayor Lake. Mr. Thrasher in a well delivered speech expressed his gratification as being present to represent Mayor Lake and the City, and in spite of his modesty as to his representation the loud applauding of his sentiments expressed, showed how greatly he was appreciated.

W. Vice President DeCottes next spoke on Eagles in general and bald headed eagles in particular, whereupon Bro Dick Calhoun belonging to the later class, answered with a fine talk on Fraternal Organizations. Since he did not mention any fish in his speech everybody believed every word he said too.

Past W. Underwood spoke next on the work done by the Eagles and secretary Runge on the motto of the order, while Bro Geo. Marr related some traveling incidents of interest to Eagles and Bro Hunt gave a very amusing comical recitation.

Bro. John Parker being too overcome to speak through the presence of so many ladies made them a graceful bow instead that spoke volumes, while Bro Sam Williams talked against time, with the brakes on. A number of other speeches and music by Bro Thurston kept the crowd busy listening until a late hour, and the freely given applause showed the general appreciation.

The hall was beautifully decorated under the direction of Joe DeMont, Sect. of the Eagles Social Club, and Bro McGilly, chef of the Cosmopolitan Restaurant had surpassed himself in the arrangement of the tables and the preparation of the many good things to eat, while Bro Jack Mahar as steward held his restraining hand over the drinkables, so that wet and dry's alike got what they wished for and not more than was good for either.

The supply of good things to eat being so bountiful, that even the large number of hungry Eagles and their many guests could not do away with it, and by common consent, what was left on good things was augmented by a liberal cash donation and sent to the Orphanage at Enterprise. There as Uncle Dick, who took them over in his boat, they were as much enjoyed by the Orphan children as the feast was here by the many present.

CHRISTMAS

IS ONLY EIGHTEEN SHOPPING DAYS AWAY

CHRISTMAS Is only eighteen shopping days away. Just think of it; and we have been receiving thousands of dollars worth of goods to interest the Holiday Shoppers, and they are marked at our usual low prices. A visit to our store will convince you. See some of our great values

MONDAY DECEMBER 5

12½c	Outing	10c	Royal Society Floss	3	Towels	25	
We have just received a large shipment of outing flannel in solid colors; also stripes, plaids and checks. Worth 12½ yd. Our price... 10c			In all Colors 2 Skeins 5c		See our strong line of Huck Towels 18x36 in. good value 10c straight. Monday 3 for... 25c		
Ticking			Royal Society Embroidery Package		See our full line of Turkish Towels in all sizes. They are great values.		
We have just received a good assortment of Ticking in plain and fancy patterns well worth 12½ yd. Our price... 10c			We have just received a full line of Royal Society Embroidery Packages with floss to work them. Prices from 25c to... \$1.25		\$1.50		
10c	Creton	8c	35c	Hair Ribbon	25c	Quilt	\$1.29
See our splendid line of 10c Creton in light and dark patterns. Monday per yd... 8c			5½ in width heavy all-silk Moire Hair-ribbon in black and colors. Monday per yd... 25c		We have a good selection Marseilles patterns full size bed spreads white. See them Monday at... \$1.29		
7½c	Amoskeag Gingham	7½c	15c	Ribbon	10c	Suits! Suits!	
We have just received a large shipment of Amoskeag Apron Gingham in all size checks and plaids and in all colors. Our price yd. 7½c			No. 100 all-Silk Taffeta Ribbon in all colors. Monday only a yd... 10c		See our line of HOLIDAY SUITS for Gentlemen at astonishingly low prices.		

25c **Matting** **17c**

Monday we will place on sale 10 rolls of Matting worth 25c a yd. Our price Monday only yd. 17c

Linolium

We have just received a line of Linolium in neat patterns full 72 in. wide. See our great values.

Felt Mattress \$8.98

For Monday only we will sell a full 50 pound felt mattress with a heavy tick neat pattern. As a special for Monday only. \$8.98

60c **Values** **47c**

Have just received for the CHRISTMAS HOLIDAYS a full line of Ladies Suitings in black and white Shephard plaids; also a full line of Cashmeres, good 60c values. Our price yd... 47c

\$1.75 Imported Voile 44 inch wide \$1.39

We have just received a shipment of 44 inch Imported Voile, a good value at \$1.75. See this value Monday per yd... \$1.39

15c **Suiting** **11c**

For Monday we will place on sale a good 15c value Suiting, nice for Ladies, Skirts and Children's Dresses. Monday a yard... 11c

Galatea

We have a full line of Galatea Cloth, tan with white stripes; also dark blue and medium light blue in neat shirt designs. Also black and white. Special yd... 18c

36 in. Crash Suiting 24c

Monday we will have on sale a full 36 in. width all Linen Crash Suiting per yd... 24c

Ladies Suit Department

Nearly every express brings Fashions Latest in Ladies' Coat Suits, Long Coats and Opera Capes, and they are all marked in plain figures at such low prices that it is hard to believe them.

Dress Skirts

We are showing a complete assortment of Dress Skirts in all the popular materials and styles. Everything from the cheapest that is good to the very best at prices astoundingly low.

\$2.98 **Silk Underskirts** **\$2.98**

See our line of Silk Underskirts, good values for \$3.50. In the leading colors at... \$2.98

\$4.50 **Silk Underskirt** **\$3.48**

We have a special line of \$4.50 black Silk Underskirts which we have just received. See these great values at... \$3.48

Monday Special

We will place on sale Monday only a complete line of Colgate's Toilet Soaps sell regularly for 10c a cake. Monday only 3 cakes. 19c

Window Shades

See our full line of window shades in green and white. Good values for 40c. Our price... 25c

6 Spools of J. & P. Coats Thread

25c

Bargains From All Departments

\$5.00 **Oil Heaters** **\$4.19**

We have just received a line of Oil Heaters. See these 5.00 values Monday at... \$4.19

Hot Stuff Wood Heaters

We have just received a shipment of "Hot Stuff" Sheet Iron Heaters with draft flue. As a moving price see them Monday at... \$1.48

\$2.50 **Bicycle Tires** **\$1.98**

We have just received a shipment of Bicycle Tires regular 2.50 values. See them Monday... \$1.98

6 Water Glasses 19c

While they last we will sell Monday 6 Water Glasse for... 19c

\$1.25 **Cane Bottom Chairs** **98c**

We have just received a shipment of Cane Bottom Dining Chairs, oak. Monday... 98c

40c **Mirrors** **29c**

We have a full line of Mirrors, regular 40c values. Monday... 29c



VICTOR

The most acceptable Christmas present is a Victor Talking Machines. We carry in stock all the popular styles. See us for prices and easy terms

Just received a large assortment of Single and Double face Victor Records.



We are Agents for the Celebrated Butterick Patterns

D. A. Caldwell & Sons

DEPARTMENT STORE

Cor. 1st St. and Magnolia Ave. (Two Entrances on 1st St. and Entrance on Magnolia Ave.)

SANFORD

FLORIDA

THE SANFORD HERALD

Published Every Friday Morning at Sanford, Fla. R. J. HOLLY, Editor and Proprietor

Subscription Price, \$2.00 a Year in Advance

Entered as second-class mail matter August 22nd, 1908, at the Postoffice at Sanford, Florida, under Act of March 3rd, 1879.

Office in Herald Building Telephone No. 148.

"Charlie" Jones says Pleasant A. Holt has "actually saved the state." Would it not be more appropriate to say that he has preserved it in alcohol?—Esterio Eagle.

W. R. Healy writing in the Orlando Sentinel states that the price of experimental road built near the city cost \$4,000. Major Healy has Ananias beat to a frazzle. The Sanford road cost less than \$500.

Some of the editors in "dry" counties which voted "wet" in the recent election are much worried lest their counties should again license the sale of liquor. Have no fear, brothers; hundreds of good men who voted against the State-wide prohibition amendment will be with you when it comes to a local fight.—Gainesville Sun.

The Florida Citrus Exchange has just issued an attractive booklet containing facts regarding the working principles of the Exchange. On the cover page W. H. Temple, the general manager has the following axiom:

"The duty of the Florida Citrus Exchange, which duty it proposes to perform, is to obtain for an honest grower who tenders it honest fruit, honestly packed, an honest price for his products and we are against anybody who attempts to bring about any condition other than this."

Orange county has an immense bonding proposition to be settled in a short time. It is proposed to bond for one millions dollars for the purpose of making the roads in Orange county the best and the system more complete than any county in Florida. The plan is to build the roads of brick—in short, to take the expense of contracting a system at once durable and finished and be done with it. It seems the sensible plan, when it is considered that the bond money is spent piece-meal in the construction of clay and sand roads which have to be repaired at least once a year, and frequently oftener, with the disadvantage of having inferior roads with out any accurate knowledge of their cost in the long run. The people of the State have their eyes on Orange county. At least one of the newspapers there, the Sentinel is opposed to the issue, and there is little by which the sentiment in the county can be judged.—Miami Metropolis.

DOWN IN FLORIDA

Florida is the second State in geographical extent east of the Mississippi River, and for fertility of soil she is second to none in the entire Union. For twelve months of the year her climate invites all mankind, and from land and sea Florida can furnish all that the epicure could desire. Here is something about Florida that would appear novel to men farther north:

Of the States east of the Mississippi, Florida is second in area by only a very small margin, being over 59,000 square miles in extent. She has over 7,500 miles of seacoast, embracing what is probably the most wonderful system of land-locked harbors in the world. Her whole surface is dotted with wide rivers and board lakes, guaranteeing her, in conjunction with a network of state canals, cheap transportation for all time to come. Her soil can produce practically every known fruit of the earth, most of them in abundance.

This Everglades of Florida are soon to be reclaimed, and all the world cannot show swamp lands despoiled of their water that can surpass them for fertility.

The farm and garden crops grown on the reclaimed lands of the richest and most inexhaustible soil will soon make Florida, aside from her fruits and her fisheries, one of the foremost agricultural States of the Union.

Nor is this all, for the forests of Florida afford unlimited supplies of lumber, and a single Florida port ships more lumber than any other in the Union. There are cheap lands in the peninsula, but soon they will be dear, and Florida, in this century is half fulfilled, will be one of the most teeming and most prosperous of the entire American sisterhood.—Washington Post.

A BUSINESS PROPOSITION.

Clay roads are better than sand roads but are only temporary and have become so extended that they are a burden on the tax payers and the money now collected for taxes will not keep them up.

The material used in keeping the present roads in repair has become exhausted along the line of the roads and the expense of curbing it to the roads from a distance is expensive and unsatisfactory. There are demands from every portion of the county for more roads which cannot be granted under present conditions, but could be granted if brick roads were built making them permanent, thus allowing the Commissioners means to extend clay roads into distant sections of the county. At the solicitation of many of Orange County's reputable citizens, the County Commissioners, after a thorough investigation, decided to call an election and submit to the voters a bonding proposition as the only remedy to save the county roads from becoming utterly demolished from wear and tear. From information gathered by the far reaching investigation made by the Commissioners it was determined that the roads should be built of brick, because brick roads have been tried and proven the most practical, most lasting and cost less to keep in repair. A million dollars will be required to build the brick roads as proposed.

If voted these bonds will be sold at par or over and will not draw more than 4 1/2 per cent interest. The Commissioners will not have the handling of this money. It will be paid over by a Board of Bond Trustees, to be selected by the Commissioners, each of whom will give bond for the proper filling of their office. The Commissioners, by the direction of the citizens, will state, where the roads are to be built and the Bond Trustees will build them according to the direction of the Commissioners. This will place a double check upon the paying out of the money, it will also guarantee the perfect filling of all contracts for road building under the bond issue.

It is assumed by the largest taxpayers and property owners in the county that the increase in taxes will be nothing, or very slight if any. Any such increase will fall upon those best able to pay, such as the railways, corporations, turpentine and timber companies, non-residents and those who have made large investments in the county, and are doing nothing toward developing the best interests of the county, but are depending upon the efforts of others to bring about improvements that will add profits to their investments.

Bonds is the logical way to make this class pay its proportion of improvement expenses. The man with a small farm and the small property owner will bear a very small proportion of the burden if it should be called such, and will at the same enjoy all the benefits made possible by these road improvements.

Immediately upon the sale of a portion of the bonds, the road building will be commenced and continued until the system of brick roads is completed.

These brick roads will attract immediate attention to our county for the outside world, from home seekers, from business men and from manufacturers. The building of these brick roads will enable the County Commissioners to work the convicts on lateral roads to connect with the brick roads. The building of lateral roads will bring into demand much good land that now lies in isolated portions of the county and upon which little taxes are paid because of its inaccessibility. The added taxes collected on such lands will not be an increase in taxes but taxes collected on added wealth. If roads will add to the value of your property and create a demand for it, you are directly benefited. Those sections of our nation that are the most famous are the ones that have the best system of transportation.

Good country roads will have the same effect in developing the county that railroads have in developing larger areas. Do you want to abolish the fast train and go back to the ox team? You will not want to trade the good brick roads for the abandoned sand trail.

The building of these roads will leave at least one half of the money in the county to be paid out for the labor of construction. This money will find its way into the channels of trade and all will be benefited by its distribution. The building of these roads will give employment to large numbers of men for several years. Wages will be better, business will be better, work will be steadier, new farms will be opened, new groves planted, new homes made, new enterprises started, new population added and a national reputation given our county.

A vote for the bond issue is a vote to help yourself, it is a vote for development expansion and growth. Be sure and vote for bonds on December 7, 1910.

Seed Potatoes

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. Sanford Supply Co.

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 heaters. The Geo. H. Fernald Hardware Co. 12-17

SEED POTATOES

To all growers, who contemplate planting potatoes, whether they be members of our Association or not. We want you to know that we can and will furnish you with Spaulding No. 4, Rose and Polaris Seed Potatoes.

These potatoes were purchased by us direct from the largest seed potato growers of Aroostook County, Maine. They will be shipped direct from there to us at Sanford, Florida.

They are guaranteed to us to be absolutely pure seed and true to name, and entirely free of disease frost and rot, and well graded for seed. We make the same guarantee to you, and when these potatoes arrive here, first shipment about December 10th, second shipment about December 25th, it is understood that you have the right to reject any purchase, if upon examination of the potatoes you do not find them entirely as represented. We have a low price on them, so call and see us and talk the matter over.

FLORIDA VEGETABLE GROWERS' ASSOCIATION

Wm. G. SMITH, Gen'l Mgr.

Sanford, Florida

Be Sure to Read All About the Herald Piano Contest

F-R-E-E!

- First Prize.—Ladies Beautiful Gold Watch.
- Second Prize.—Gentlemen's Handsome Gold Watch.
- Third Prize.—Silver Sugar Bowl and Cream Pitcher.
- Fourth Prize.—Two Pairs Solid Gold Cuff Buttons.
- Fifth Prize.—Ebony Toilet Set in Case.
- Sixth Prize.—Two 18 k. Gold Inland Ladies' Back Combs.
- Seventh Prize.—Two Gentlemen's Fancy Fobs.
- Eighth Prize.—Ladies' Seal Ring.
- Ninth Prize.—Gun Metal Watch.
- Tenth Prize.—Five Fancy Embossed Fountain Pens.

And to each and every one sending in a correct answer will be given a PEARL STICK PIN ABSOLUTELY FREE

When the teacher and pupils returned to school after their Holiday Vacation, the school board had purchased a new piano for them.

CAN YOU FIND THE PIANO?



Directions—Trace the outlines of the Piano on this or a separate sheet of paper.

To the nearest correct answer we will give, absolutely free, the Lady's Watch; to the next nearest correct answer, Gentlemen's Watch; to the next correct answer, Silver Sugar Bowl and Cream Pitcher; to the next nearest correct answer, Ebony Toilet Set; to the next nearest correct answer, Seal Ring; to the next nearest correct answer, Gun Metal Watch, and the next five nearest answers, Fountain Pens, and to each one sending in a correct answer will be given a Fancy Scarf or Pin or a Music Folio.

WINNERS WILL BE NOTIFIED BY MAIL. All answers must be in our hands by November 7th.

JOHN A. CUNNINGHAM

523-533 West Forsyth Street

JACKSONVILLE, FLORIDA

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.

New railroad completed.
 Red Letter Day next Thursday.
 Everybody celebrate Thursday next.
 Brodie Williams is detained at home by an attack of measles.
 Clarence Mahoney is out again after an illness of several days.
 Seth Woodruff is out again to his great delight, after an attack of measles.
 C. W. Thompson an electrician of Orlando was in the city several days this week.
 Mr. and Mrs. Alex. Vaughn have returned from their bridal tour and are receiving congratulations of their many friends.
 We have all heard of the third "R" now lets have the fourth "R" and call it right living.
 Mr. Smith the turpentine king of Sorrento transacted business here last Friday.
 The many friends of Miss Lillian Higgins, are glad to see her out again after an illness of several weeks.
 Mrs. F. C. Willis of Nicholasville, Ky., is visiting her sister, Mrs. F. W. Miller, corner Palmetto Ave. and Third St.
 Master Raymond Phillips, son of Mr. and Mrs. L. R. Phillips, is recovering from an attack of measles.
 Right Rev. Abbot Charles, A. S. B., of Saint Leo, has been in the city this week visiting Mr. and Mrs. Haywood Young.
 Earl Phillips of Knoxville, Tenn. visited Sanford this week, the guest of his uncle and aunt Mr. and Mrs. L. R. Phillips.
 Miss Eva Martin of Jacksonville spent Thanksgiving day in Sanford, with relatives.
 Let us raise more hogs, it is the easiest thing in the world to raise the feed for them and all the meat and lard money should be kept here at home.
 Who will dare say that if everybody, rich and poor would follow some congenial occupation that the world would not be better off.
 J. L. Long of California, passed through here on his way to Celery City to look that section over.
 Dr. O. W. King left the city Sunday for Washington, D. C., to be with his brother who is seriously ill.
 No better place and cheaper land in the long run than Sanford improved celery farms with better shipping facilities than any place in the state.
 Do not forget the Variety Sale to be held at Yowell's old stand Dec. 9 and 10. Oysters will be served each day, especially from 5 to 10 p. m.
 Rev. J. W. Wildman will preach at Moore's Station next Sunday afternoon at 3:30 o'clock. The usual morning and evening services at the Baptist church in Sanford.
 Last Friday night Miss Linda Leffler and Miss Annie Higgins were the guests of Miss Gertrude Purdon in DeLand, and attended the dance given by the social club of DeLand.
 Mr. Snow, of Long Island, purchased half of the Dean place on Melonville Ave. last year and is here again with a large force of workmen and expects to build a fine residence and otherwise improve the place.
 Miss Renie Murrell and her brother Kenneth, enjoyed a social evening with their young friends Helen Rowland, Georgiana Traak, Ernest Betts and Karl Roumillat, at her father's home, last Wednesday evening.
 The Progress Laundry has installed this week a filter and condenser of 10,000 gallons capacity. This new machine will furnish chemically pure soft water and Mr. Overman can do better work and more of it.
 The ladies of the Congregational church will hold their annual bazaar and supper December 3, in the store formerly occupied by N. P. Yowell & Co. Come and buy useful and fancy articles for Xmas and also get a good supper.
 Mrs. F. W. Miller was operated on successfully by Dr. Davis Foster Tuesday afternoon at her residence on 3rd and Palmetto ave. She is resting easy and her friends will be glad to hear of her continued improvement.
 A. C. Martin left Sunday for Jacksonville after spending several days in Sanford, very pleasantly renewing old friendships and noting the wonderful growth of this town since his removal to Jacksonville eleven years ago. Mr. Martin was one of the pioneer settlers of this place, having reached Sanford in 1865.

Jollification next Thursday.
 Grover Sperring enjoyed Thanksgiving with relatives in Bartow

Osborne Herndon is using all of his spare time just now, taking care of a case of measles.

Lettuce has begun to move and the smiles of the growers tells that they are getting a good round price.

Mr. J. A. Cowart, the popular Sarrehto merchant spent last Monday in our city.

Dr. R. P. Hudson is in Eustis this week looking for people who need new glasses.

Rev. J. P. Hoyt of St. Petersburg, Fla., is here attending the Congregational Convention.

W. Faville and son of Goversville N. Y. stopped over in our city on their way to Celery City, where they intend to make their future home.

Mrs. R. S. Davies and little son have returned from an extended visit with relatives in Macon, Ga.

I must sell my farm. See J. M. Stumon quick. 315 E. 4th St. 16-c
 The last spike will drive Thursday, Dec. 8.

Mrs. Betts and Miss Daisy Betts have returned from a three weeks' visit in Georgia.

Judge D. O. Thrasher left Wednesday for his home in Dade City, after a pleasant visit with relatives in this city.

Mrs. F. T. Evans, who has spent some time at the home of Mrs. F. L. Woodruff left last week for Tampa.

The ladies of the Congregational Church will hold their annual bazaar and supper December, 3, in the store formerly occupied by N. P. Yowell & Co. Come and buy useful and fancy articles for Xmas and also get a good supper.

New R. R. to be completed on that date.

R. L. McMeans of Birmingham, Ala. was a recent visitor to Sanford the guest of his relatives, Dr. and Mrs. C. E. Hamilton. Mr. McMeans represents Yarnman and Erbe Office Supply Company, and traveling Florida in the interest of his firm.

Mrs. W. A. Walton and little son left Monday for their home in Palatka, after a pleasant visit with Mrs. T. J. Miller. Mrs. Walton combined business with pleasure and made some splendid improvements on her residence property at the corner of Fifth street and Palmetto avenue.

In publishing a list of the teachers in the Sanford Schools The Herald inadvertently omitted the name of Miss Edith Savage, who is teaching Music, Art and History. Miss Savage is from Detroit, Mich., and comes to Sanford highly recommended as an instructress.

L. G. West, general manager of the Quaker City Flour Mills Company of Philadelphia is now making an extended tour of Florida in the interests of Quaker City Flour. The sale of this well known food product is being pushed by a vigorous publicity campaign focused upon the southern states.

Why come to Florida to live? First we have the best climate the year around in the world. Second, because a man of moderate means can work the year around here. Third, a few acres here will yield as much as many acres in the north if he will use the same skill and industry, and during the year here he can raise three crops to the northern man's one.

Rev. A. H. Williams of Jacksonville, editor of the Florida Christian Advocate spent Sunday in Sanford, the guest of Mr. and Mrs. L. R. Phillips, preaching two excellent sermons in the Methodist church. Mr. Williams' morning sermon was on Mission preached by request of the ladies of the missionary societies and was a rare treat to those who heard him.

Truck Growers

"Up-to-date Truck Growing in the South" is now ready for sale. This work is by a practical truck grower of over 25 years' experience. Postpaid copies can be had of the author at \$1.00. Address J. R. Davis, Bartow, Fla. 16-3p

Gets First Lettuce

For the past four seasons the commission house of John V. Denton & Co., has assigned the first lettuce from Sanford and this season sent the first lettuce northward last week. Returns indicate that the lettuce brought a fine price and Mr. Denton has made arrangements to purchase several good crops in the field and pay cash in advance for them.

Cold Wave This Week

The cold wave that has swept the entire country swept Florida this week and Sanford shivered on Thursday and today. The thermometer hit 30 last night but the cold has not injured the lettuce crop to any extent. If any of the lettuce was touched the prevailing cold today saved it and the growers are of the opinion that little or no damage to the crops has been wrought. The lake protection has again come to our rescue and Lucky Sanford as usual escapes the disaster and dodges the blow.



Will Speak in Sanford

Hon. W. A. Blount, candidate for U. S. Senate will address the people of Sanford and vicinity on Thursday, Dec. 8, at 1:30 p. m. at the corner of Park avenue and First street. Every one is cordially invited to attend and hear Mr. Blount discuss the issues of the day.

Blow out in the evening at Fates Hall in the Webborne Block.

WANTS

All Local Advertisements Under This Heading, One Cent a Word Each Issue

Position Wanted—Young lady wanting a position. Address Sanford Herald, 16 21
 For Sale—Lettuce plant, on the Aldrich place, Celery avenue. Inquire of, F. Jones. 16-2tp

Lost—on 9th street between Oak Ave. and Sanford Avenue, a small open face gold watch with owner's initials on the back. Finder please return to Herald office and receive reward. 16-1p

For Sale—300,000 ten weeks old seed bed celery plants, 75c per thousand. Also Jersey cow coming fresh February. C. M. Bevier, West Side. 16-3tp

Place your order now for one day old chicks, Reds and White Leghorns. E. R. Potter, Route No. 2. 16-4tp

For Rent—Furnished room and two unfurnished rooms at 611 Oak avenue. 15-2p

For Sale—Splendid lettuce and cabbage plants for sale. James Moughton, Union ave., Sanford. 15-3p

For Sale—The dining hall building of Pine Crest Inn, 30x50 ft. Lower story 12 ft., upper 16 feet. In excellent condition. Will replace missing doors, windows, etc. Laths \$2.00 per thousand. V. Schmelz & Son, R. 2, Sanford. 15-2tp

For Sale—Five acres land on railroad near Kalamazoo, Fla. Particulars free. Herman Klatt, Wootton, Colorado. 15-4tp

For rent—Near Sanford, five acre farm for sale. Finest hammock land, one hundred and seventy-five acres. Owner, Box 473. 15-3tp

Twenty-four windows 31x86 inches with blinds and casings. Doors 3x8 feet, rolling doors 5x8 and 6x8 with casings and fixtures. Galvanized iron pipe 1/2, 1 and 1 1/2 inches. at Pine Crest, Paola. V. Schmelz & Son, R. 2, Sanford. 14-3tp

Lost or Misaid, Policy No. 348251, issued by The Penn Mutual Life Insurance Company, on the life of Marion A. Fortson. The finder will please return it to the undersigned. Application has been made for the issuing of a duplicate. 11-6t Marion A. Fortson, Sanford, Fla.

For Sale—Two acres inside of city limits on the west side of Sanford. Price \$1,000 for a quick sale. Address McCloy H. Martin, Sanford, Fla. 11-1f

Wanted—Apprentice Boy to learn cigar trade. Apply to J. J. Mauser. 11-1f

For Sale—Thoroughbred Duroc Sows, six months old. From prize winning stock. Price \$10.00. Box 171, Meloland Florida. Wm. B. Willett. 14-5p

Land For Sale—A considerable acreage of land in Orange County, Florida, near Sanford. A large part of which is now cleared and has been in cultivation. For particulars address. Drawer K. Lansdale, Pennsylvania. 14-4p

For Sale—Good young mule, 6 years old excellent condition. J. W. Sypes, R. D. No. 3. 14-3p

For Sale Cheap—Disirable home 150 fruit trees. B. Ingersoll, Lake Mary Fla. 14-3p

For Rent—Nice offices. Also warehouse, 32x36. Rat proof. N. H. Garner. 8-1f

Wanted—By fifteen years' experience cleaner, dyer and tailor ladies' and gents' clothes, to clean, dye, repair or alter. Suits made to order at 15, 20, 25 or 30 days. Our price will suit your pocket. Your money's worth or your money back. Bradford & Keith, 405 Third St. Phone 311. 7-1f-c

For Rent—Rooms, furnished or unfurnished, suitable for light housekeeping. Apply corner Park and Ninth.

Wanted—Cottage of five rooms or flat of five rooms. Address Box 1066. 5-1f

For Rent—Ten acres tiled land on street car line. Station on place. Two acres of tiled land, cottage and barn on place. On street car line. Address, J. N. Whitner, Sanford Florida. 2-1f

For sale—I have five or six pieces of land more than I need for trucking. These lands were bought cheap, cleared under my own supervision and will be sold at a great bargain. One five acres perfectly tiled, third year in cultivation, 30 rods from Beck Hammock station. 40 acres half cleared and plowed, balance fine hammock, two strong wells, tool house, 34 miles from Cameron City. Best bargain on the market. Phone 7-3. Levi Binford. 2-1f

YOU can dress well even if we don't supply you, but you can dress much better if we do. These are the points which characterize our business and have gained for us an enviable reputation. This should impress you with the possibilities to be gained by making us your haberdasher.

M. FRANK

Clothier and Men's Furnisher

SANFORD

FLORIDA

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.

Se Me at Once and Save Money

N. H. GARNER

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

FIRST STREET

SANFORD, FLORIDA

THE Sanford Building & Loan Association MAKES IT EASY

Stop Paying Rent!
 Own Your Home

GEO. H. FERNALD - A. P. CONNELLY
 President - Sec'y & Treas.

Let Us Tell You About It

JOHN STOCKTON'S SPACE



"A Little Tariff is a Dangerous Thing"

AMERICAN PROVERB

A Tariff Talk In Plain Language

DO YOU KNOW—

That the last tariff law passed by Congress puts a tax of 165 per cent on the goods from which the cheaper grades of blankets are made, so that the merchant must charge you \$3.97 for a blanket worth \$1.50!

DO YOU KNOW—

That the last tariff law puts a tax of 250 per cent on the material out of which overcoats are made, so that the merchant must charge you \$26.00 for an overcoat worth \$8.00!

DO YOU KNOW—

That the average tax on all kinds of common wearing apparel is 100 per cent, thanks to that same tariff law forcing the merchants to charge you DOUBLE its real value for everything you wear!

DO YOU KNOW—

That Charles A. Whitman, self-admitted representative of the Woolen Manufacturers' Association (known as the Wool Trust) ACTUALLY WROTE the wool schedule in that tariff bill, which even the good-natured Taft could not defend!

DO YOU KNOW—

That the average yearly wages of the 40,000 employes in Mr. Whitman's twelve million dollar mill, is a little less than \$444.00!

DO YOU KNOW—

That of the 165 per cent tax on blankets and 250 per cent on suits and overcoats which you pay over the cost of manufacture, Mr. Whitman and his associates get in profits more than four-fifths, and the government less than one-fifth!

DO YOU KNOW—

That wages are higher in England than in the United States considering their purchasing power?

DO YOU KNOW—

That plows, shoes, saws, clocks, sewing machines and other things are shipped to Europe, Asia, Africa and Australia, and sold there by these same protected American manufacturers, for half to one-third the price charged the people at home!

DO YOU KNOW—

That five states in the Union get half the money needed to run their state governments out of taxes placed on corporations, showing that the Federal government does not need to lay a tariff to meet ALL its expenses!

DO YOU KNOW—

That the Manufacturers make the tariff, the tariff makes the trusts, the trusts make the cost of living high and the wages low—and that this combination of accumulated evils is turning millionaires into billionaires and poor men into paupers!

JOHN STOCKTON KNOWS these things, because he has taken time to study them.

JOHN STOCKTON WILL FIGHT these evils, because his fighting blood has always gotten up when injustice, inequality and greed have oppressed the people.

JOHN STOCKTON AS UNITED STATES SENATOR will be in position to fight effectively for the people, and he will get something done, because he knows how to do things himself.

John Stockton has been leading the people's fight in Florida for 22 years.

John Stockton is a candidate for the United States Senate.

"LET'S PUT STOCKTON IN THIS TIME."

RICHARDSON IN SANFORD

Secretary of Board of Trade Takes In The Celery Delta

Secretary Richardson, of the board of trade, returned Saturday night from a trip to Orlando and Sanford. At the former place he addressed a convention of Knights of Pythias as the grand chancellor of the order on Friday evening. On Saturday he was taken for a delightful automobile trip by Mr. W. R. O'Neal, the secretary of the Orlando Board of Trade. He reports Orlando in splendid shape with a great many new buildings in course of construction. The city has also greatly advanced in the matter of brick paved streets, and the whole place shows an air of prosperity.

Mr. O'Neal and Messrs. Yowell and Duckworth accompanied Mr. Richardson to Sanford in the automobile, going via Winter Park, where Secretary Richardson was shown over the buildings of the Rollins college. A very handsome brick structure with red tile roof is being built to take the place of Knowles hall, recently destroyed by fire. The college is beautifully located, and is in a prosperous condition.

At Sanford, Mr. Richardson was the guest of Hon. J. N. Whitner, Secretary Woodruff and Mr. Thigpen, officers and members of the Commercial club at a dinner at the Sanford House. Mr. Whitner showed Mr. Richardson around in his automobile, taking him through the celery delta. This is really a most remarkable development. Thousands of acres of celery and lettuce making the field a picture of beautiful bright green. The farmers in this section are reaping a golden harvest. Property values have increased wonderfully in Sanford and vicinity in the last few years. Many new business blocks have been, and are being erected, and the many streets are splendidly paved with verifried brick.

Mr. Richardson renew acquaintance with many old friends of the time when he was secretary of the old Orange Belt railway, which ran from Sanford to St. Petersburg. The Commercial club is doing a good work, and has an active secretary in Mr. E. T. Woodruff. This gentleman was glad to get many pointers from Secretary Richardson as to how the Jacksonville Board of Trade operates, and the various lines of work it carries on.

Orange county is in the throes of an election for 1,000,000 for good roads, and Secretary Richardson was able to give them some valuable information on this subject. The advocates of the bond issue are all in favor of using vitrified brick, and intend to build their county roads nine feet wide. The county at the present time has about eighty miles of hard-surfaced highways. Mr. O'Neal and his guests made the run from Orlando to Sanford in fifty minutes over splendid surfaces of mari and gravel.

A meeting of the good roads advocates was held in Sanford yesterday afternoon and was addressed in an able manner by the Hon. J. N. Whitner. They expect to carry the election by a good majority.

While in Sanford, Mr. Richardson witnessed the sale by auction of their first car of lettuce for the season. The 400 crates which came off about one-half an acre of land, realized \$2.05 per hamper at the car of \$820 for the carload. The growers were much elated at the price obtained, as the lettuce was not as fine as they expect to get from now on. This lettuce will be marketed in January.—Times-Union.

Sanford to Have Better Service

G. E. Hoff Manager of the Local office of the Western Union Telegraph Co., announces that he has added an assistant and will hereafter be able to keep the office open from 7 a. m. to 9 p. m., except Sundays. This is made necessary on account of the growth of Sanford and to give better service. Manager Hoff is desirous of giving Sanford a first class telegraph service, and a longer one daily than heretofore if the people will support the present arrangement with their business.

J. R. Ratley formerly with the Postal has resigned as their local manager and will act as assistant at the Western Union.

The Schwartzs Are Back

Mr and Mrs. S. M. Schwartz of Chicago are back for the winter and will reside at their beautiful home, Marquette Lodge, on Silver Lake. Mr. Schwartz has been a winter resident of Sanford for the past twenty years and is always a booster for Sanford wherever he may happen to be. Their many friends are glad to welcome this estimable family "back home".

Your Holiday Advertisements

On account of the special edition of The Herald just issued there will be no elaborate Christmas edition issued this year but one week before Christmas we will have an especially attractive paper of some thirty pages for the benefit of Christmas shoppers. Get your advertisement ready and get in the big edition. It is for you, Mr Merchant.

CRUTCHFIELD & WOOLFOLK

PITTSBURG, PA.

BRANCHES

Chicago
Cincinnati
Jacksonville

Sales Agents and Distributors

SANFORD CELERY UNION

Room 16, Pico Block. Phone 269

SANFORD, FLA.

BRANCHES

New York
Washington
Sanford

JAS. B. LAWSON

Periodicals

Stationery

CIGARS and TOBACCO

COLD and HOT DRINKS ICE CREAM

Wholesale and Retail

PHONE 109

SANFORD, FLORIDA

Housekeepers, Hotels and Boarding Houses

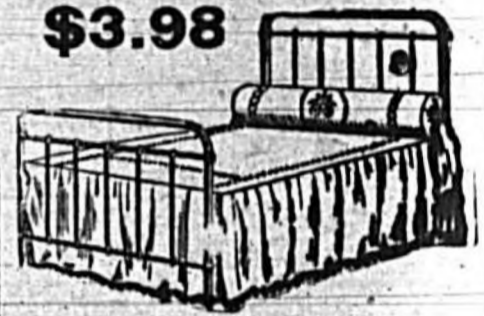
Here are four items which will interest you, and if you buy from us you will save money. All goods guaranteed to be exactly as represented. Send your order today and it will be shipped immediately.

Iron Beds

\$3.98

11-16-in. Posts, 5 Fillers

Illustration represents our white enamel bed No. 43. The greatest bargain ever offered in this class of goods. Finish is of the best white enamel, rubbed and polished. Cannot be duplicated at the price.

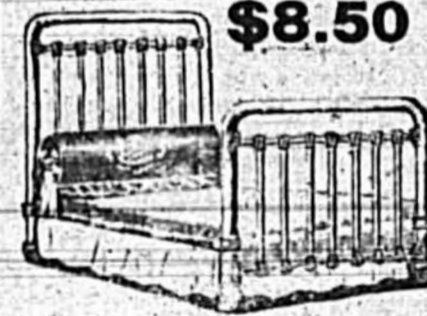


\$8.50

Iron Beds

2-in. Post, 7 Fillers

Illustration represents our white enamel bed No. 44. Note the massive posts. This bed was designed especially for us and is a high-grade piece of goods. Finish and workmanship are the best. The price is the lowest.

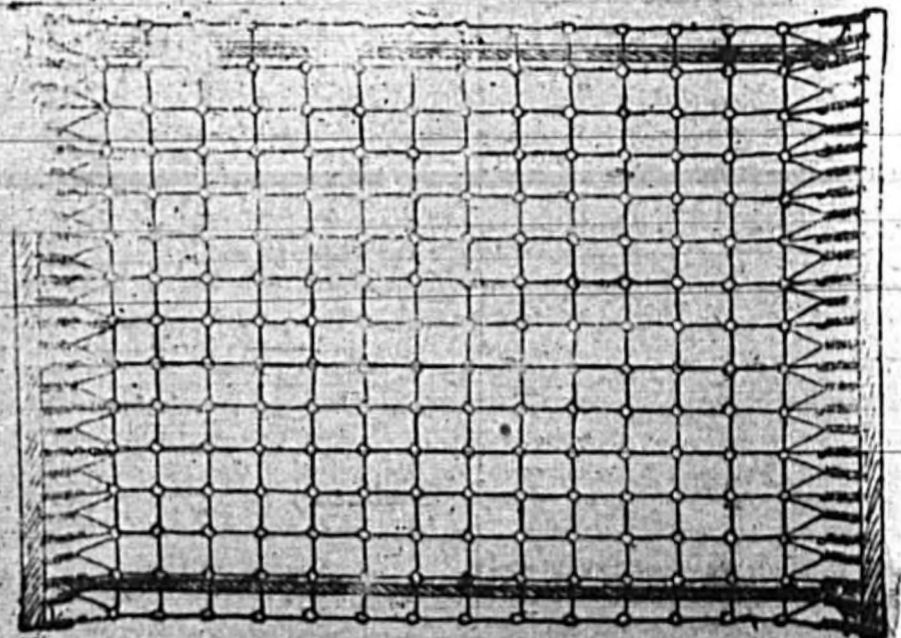


45 Pound Layer Felt Mattresses



We guarantee these Mattresses to be one of the greatest bargains ever offered the public. A genuine layer felt mattress, covered with a very good quality of ticking, and is one of the most comfortable on the market. Has a rolled edge and in every particular is a high-grade article. The price is \$6.98

Genuine National Springs



In order to introduce our bedding department to the people of the state, we are making a special offer in National springs. Strongly constructed in every particular, it is heavily coppered and leaded, which prevents rusting. Price \$2.98

JOHN A. CUNNINGHAM

Florida's Largest Furniture Store

523-535 West Grayth Street, Corner Bridge

Jacksonville, Florida

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 609.39
\$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

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS PURELY PERSONAL

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

Mrs. Clinton J. Putnam delightfully entertained at a thimble party on Wednesday afternoon which was greatly enjoyed. High tea was served at 4 o'clock. Those present were: Miss Fish, Mrs. Louis Smith, Mrs. Garrett, Mrs. Roy Sims, Mrs. Ralph Hamilton, Mrs. Holtz, Mrs. Daniela, Mrs. W. M. Keeler, Mrs. Keely and charming guest Miss Billings.

Welka Club New Officers

The Welka Club met Tuesday afternoon in the club rooms for the monthly business meeting. Mrs. Forrest Lake, presiding. Miss Charlotte Keeler, who was a delegate to the recent meeting of the Florida Federation in Ocala, read a most interesting report of the convention, which was greatly enjoyed by the club. Among other matters of interest decided upon by the club was one to secure the service of a teacher from one of the State Colleges, who will give a series of lectures on domestic science, with practical demonstrations. The lectures will be given in the club rooms the last week in January. Another delightful feature of the club work for the winter will be the study of French, a large class taking up the study right away. The election of officers came next with the following result: President, Mrs. R. S. Keeler, Vice President, Mrs. Forrest Lake, Secretary, Mrs. J. C. McDaniel, Treasurer, Mrs. J. W. Dickins. Board of Managers: Chairman, Mrs. S. O. Chase, Mrs. May Dickins, Mrs. Samuel L. Puleston, Mrs. R. J. Holly and Mrs. Robert A. Newmunt.

The change in officers will not become effective till March.

Sanford House Dance.

The dance given at the Sanford House Thursday evening was a brilliant affair, and thoroughly enjoyed by those who were so fortunate as to be present. Much credit is due to the committee on arrangements, Forrest Lake, W. E. Watson and W. J. Thigpen who succeeded in making it a very delightful occasion. Splendid music was furnished by the Stumon orchestra, and it was a gay crowd of Sanford's society people who mingled in the merry dance. Delicious fruit punch was served between the dances. The ladies' costumes were unusually pretty and the fair women of Sanford never appeared to better advantage.

Mrs. L. A. Neal was daintily gowned in white messaline. Mrs. A. W. Brown wore an evening dress of yellow silk. Mrs. Harry Driver wore a lovely light blue silk. Mrs. R. J. Holly wore a very becoming toilette of gold net, over red messaline. Miss Ruth Abbott wore black messaline. Miss Louise Shepherd's very becoming costume was of blue crepe de chene over taffeta. Miss Ella Stringfellow wore a very pretty blue mull, trimmed with gold passementerie. Miss Irene Brady wore a dainty white lingerie dress. Miss Linda Leffer's dress was a very pretty red Irish silk with trimmings of messaline. Miss Annie Higgins wore yellow tulle. Miss Madge Ward wore blue crepe de chene. Miss Veda Ward wore a very becoming dress of lavender messaline. Miss Helen St. John was beautifully dressed in a lavender silk poplin. Miss Vivian Yeiser was lovely in a lavender messaline with fur trimmings. Miss Mable Hand wore a beautiful blue silk dress. Miss Lillie Fair Smith wore a pretty costume of pink satin and lace. Miss Belle Smith wore pink messaline. Miss Knight wore blue satin. Miss Mabel Bowler wore yellow silk trimmed in gold. Miss Peachae Leffer's dress was a pretty yellow tulle with gold trimmings. Miss Sadie Williams wore a handsome brown silk with trimmings of gold. Miss Keeler was beautifully gowned in a most becoming evening dress of light silk.

Among those who were invited to the dance were: Mr. and Mrs. Forrest Lake, Dr. and Mrs. L. A. Neal, Mr. and Mrs. R. J. Holly, Dr. and Mrs. S. L. Puleston, Mr. and Mrs. A. W. Brown, Mr. and Mrs. O. W. Brady, Mr. and Mrs. Wm. Keeler, Mr. and Mrs. Harry Ward, Mr. and Mrs. Geo. Fox, Jr., Mr. and Mrs. R. A. Newman, Mr. and Mrs. B. W. Herndon, Mr. and Mrs. W. W. Abernathy, Mr. and Mrs. Kent Rosalter, Mr. and Mrs. J. L. Hurt, Mrs. R. S. Keeler, Miss Mabel Bowler, Miss Gelsie Butt, Miss Mabel Hand, Veda Ward, Miss Madge Ward, Miss Peachae Leffer, Miss Linda Leffer, Miss Lillie F. Smith, Miss Belle Smith, Miss Mercedes Munson, Miss Gene Wicker, Miss Annie Higgins, Miss Irene Brady, Miss Ella Stringfellow, Miss Louise Shepherd, Miss Edith Savage, Miss Colbert, Miss Lord, Miss Helen St. Johns, Miss

May Hamilton, Miss Sadie Williams, Miss Mell Whitner, Miss Alice Whitner, Miss Ruth Abbott, Miss Knight, Miss Yeiser, W. J. Thigpen, J. D. Roberts, W. E. Watson, W. A. Leffer, Nixon Butt, Cecil Butt, Bryan Higgins, R. R. Dean, Braxton Perkins, Wm. Braddy, Albert Brady, Gene Rounillat, Archie Betts, Willie Hill, Meade Fox, Claude Howard, A. J. Thigpen, Hal Wright, M. L. Raines, Ben Willard and Will Stringfellow of DeLand, Mr. Smith, Mr. McKenzie, Mr. Brown, Mr. McCaskill, Mr. Strim of St. Petersburg and others.

Thursday next is a Red Letter Day for Sanford. The new S. & E. and Sanford Traction Railways are to be completed on that date. The last spike will be driven at 3:30 p. m. at Mecca Everybody and his sisters and his cousins and his aunts is invited to go in carriages, in autos, on wheels, or anyway to get there, and witness the ceremonies of the gala occasion. A car will run thither, but it will not be possible for even a small per cent of the crowd to depend on that method of going. Indeed, probably only the road officials and their immediate friends will be able to board the car available for the fete. The management would gladly accommodate all were it possible, but that is utterly out of the question, so please use your own or self-provided equipage to the largest extent, so as to give every one the pleasure of the celebration, far as may be. In the evening at 8 o'clock the Board of Trade and Commercial Club invite every gentleman in the city and country to gather at Eagles' Hall, in the Welborne Block, and participate in the overflow of good spirits and general jubilation over the auspicious event. A great public benefit undertaken and carried to a successful issue, by a few determined men in the face of innumerable obstacles, merits and demands the universal acknowledgment of the thus favored populace, far and wide. We are a joyous, happy and proud people, justly so, over the culmination of this splendid project and let us get together and give vent to our pent up feelings of exuberance and some hilarity.

Local Overflow

No goods charged from our bargain counters. Williams & Milteer. 11-tf
Invitation, cordial and motions to all.
New goods arriving daily at Long's grocery store. Give him a call. 13-tf
All goods on our bargain counter are spot cash. Williams & Milteer. 11-tf
All wool flannel shirts at Yowell's. 16-1t
We must have the cash for our goods sold from our bargain counters Williams & Milteer. 11-tf
For a real Haircut and Shave go to Albert Gramling, Sanford's Leading Barber.
When you begin to furnish your home give Miller & Son a call; they will save you money. 4tf
Heckers Graham flour at Long's store. 13-tf

Come Out And Join the Boosters' Band!



Join the Boosters' Band and boost!
Don't stay home and go to roost!
Keep awake and make a spiel!
Put your shoulder to the wheel!
Try to help your town along!
Boost it loud and boost it strong!
Everybody lead a hand!
Come and join the Boosters' Band!

Curtis Bros. pitted red cherries at McCuller's Grocery. 13-tf
Lowney's Candies at McCullers.
Winter underwear for ladies; men and children. Any weight and size. N. P. Yowell & Co. 16-1t
Place the titles to your real estate in the Realty Trust Company and avoid complications. For particulars address B. F. Whitner, Jr., Secretary. 7-tf
Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-tf
New goods arriving daily at Miller & Son. - Call and see our line. 4tf
Gas engine repairs. Sanford Machine & Garage Co. 48-tf
None will want to miss the evening of rejoicing.
Irish Potatoes, \$1.00 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts.
Coat suits, long coats, capes, sweaters, etc., to keep you warm. N. P. Yowell & Co. 16-1t
J. M. Stumon will sell his 5 acre farm at Cameron City, 315 E. 4th St. 10-c
"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. Deane, Phone 255, Oak avenue and First st. 15-tf
I have ~~an~~ an electric sausage mill and can furnish my customers with fresh ground sausage and hamburger stake in short notice, call and see W. W. Long. 13-tf
Everything new in the millinery line at Mrs. Overman's. 10-tf
Irish Potatoes, \$1.00 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts.
All enthusiastically unite in mutual congratulatory and jubilation.
For Christmas presents go to Yowell's for something serviceable. Anything to wear that's good. N. P. Yowell & Co. 16-1t
Remember that Miller & Son are selling Pattons Sun Proof Paint. 4tf
Crushed and pulverized Limestone, car load lots. R. H. Whitner. 2tf
Polished rockers at Miller & Son, going at low prices. 4tf
We are equipped to handle your repair work. Sanford Machine & Garage Co. 48-tf
New crop onion seed Crystal Wax and Bermuda's Red and White genuine Tenerife grown at L. R. Phillips & Co's. 2tf
Have your hair dressed in the latest style at Mrs. Overman's. 10-tf
Parents! Come to the M. & R. store for school books and supplies for the children. 6-tf
Irish Potatoes, \$1.00 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts.
Join in the rejoicing over our newly completed railroad.
Event of the era for our bustling, forge-ahead, wide-awake city and surrounding country.
Comforts, blankets, bed spreads, sheets and pillow cases. Let us figure with you. N. P. Yowell & Co. 16-1t
We have a few of these matting rugs left, only \$2.25. Miller & Son 4tf
All kinds of repair work. Sanford Machine & Garage Co. 48-tf
New Mattings, New Rugs, New Art Squares, prices the lowest at Miller & Son. 4tf
Varnoll! Best furniture polish on the market. For sale by Sanford Furniture Company. 40-tf
Special in new Mahogany, Oak and Birdseye Maple furniture Extension Tables and rockers at Miller & Son. 4tf
Eggs for Hatching—From Prize White Leghorns. Stock that will make Sanford famous. Maple Avenue poultry yard. W. A. Herring, Prop., P. O. Box 506. 14-4c
Shanbarger Orlando for bicycles and sundries; 25 wheels from \$6.50 up to \$19 for new. 14-4p
Irish Potatoes, \$1.00 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts.
Last spike of the new railroad will be driven at Mecca next Thursday. Everybody invited to the ceremonies.
I will sell my 3 acre farm cheap. J. M. Stumon.
D. A. Caldwell & Sons have moved their store to the corner Magnolia Ave. and First St.
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-tf
Everybody invited to the ceremony at Mecca, 3:30 p. m.
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.
Every gentlemen in the city and country, is invited to Eagles Hall Thursday evening next to jubilate over the completion of our new railroad.
I have house and several choice lots in Sanford Heights and Markham Heights for sale. Prices low. Easy terms. Fred H. Yagle. 6-tf-c

The Crippen Music Store

High-grade Pianos, Organs, and Graphophones.

Low Prices Easy Payments. Pico Block

G. R. CALHOUN Best Fertilizers On Earth

FIRST CLASS CRATE MATERIALS, Sanford, Fla

THE CITY RESTAURANT

(First Street, one block from Depot opposite Postoffice)

H. E. WISE, Proprietor

Formerly Manager of Central Cafe

Steaks, Chops, Oysters and Fish a Specialty

A PLACE FOR LADIES AND GENTLEMEN

Short Orders At All Hours Everything First Class

Prompt, Clean Service Meal Tickets are Sold at Reduced Rates

XMAS SHOPPING BY MAIL

We respectfully call your attention to our fine selection of HOLIDAY GOODS now ready, including

FINE CHINA, LEATHER NOVELTIES, CUT GLASS, TOILET SETS, BOOKS, FANCY STATIONERY, PICTURES, TOYS, DOLLS, SPORTING GOODS, ETC.

Send for our Catalogue.

THE H. & W. B. DREW COMPANY JACKSONVILLE, FLORIDA

E. E. BRADY

Livery, Feed and Sale Stables

Palmetto Avenue Sanford, Florida

Kentucky Horses and Mules for sale. All kinds of hauling and farm work done on short notice.

We Are Ready

For the Immense Volume of Business in OUR NEW QUARTERS

For the benefit of the daily shopper we have inaugurated the 5, 10, 25 and 50 cent counters—something new in Sanford but something needed in Sanford.

A Little of Everything

Can be found on these bargain counters. We simply have the greatest bargains ever brought to your notice and embraces every line for the busy man and woman

REMEMBER WE HAVE MOVED

WILLIAMS & MILTEER

Rand Building Just across the street

PIANO GIVEN AWAY

The Sanford Herald needs no premium to obtain subscriptions, but in order to stimulate business this paper has made arrangements with the well known firm of A. H. Crippen & Son to give away free of cost one of the

FINEST UPRIGHT GRAND PIANOS

EVER OFFERED IN SANFORD

To THE MOST POPULAR YOUNG LADY

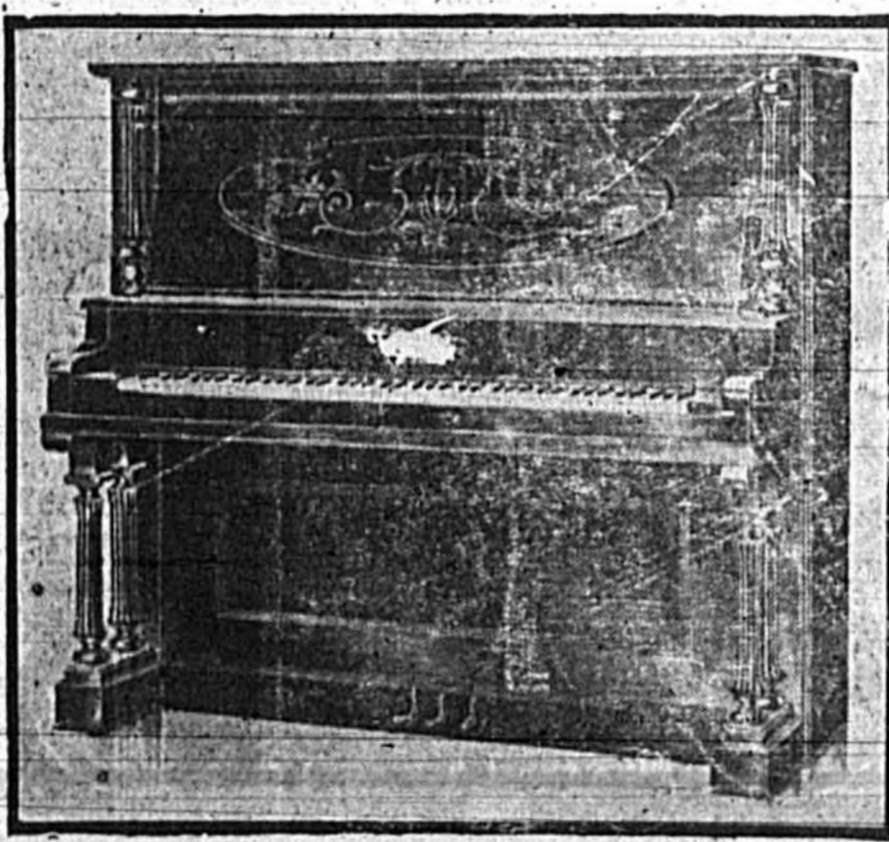
of Orange county The Herald will give a fine \$500 Piano, and the contest starts
December 1st, 1910 - and Closes - March 1st, 1911

\$2 One Year Subscription
1,000 Votes

\$1 Six Months Subscription
500 Votes

For a Club of 5
One Year Subscriptions
10,000 VOTES

For a Club of 25
One Year Subscriptions
50,000 VOTES



VOTING COUPON

THE SANFORD HERALD
Sanford, Florida

Enclosed find \$_____ for which send your
paper for _____ to _____
at _____
Credit M _____
this amount _____

Yours truly, _____
votes for _____

Florida _____ 1911

The young lady receiving the greatest number of votes will be awarded the fine \$500 Piano now on exhibition at the store of A. H. Crippen & Son. The candidates will be supplied with subscription books and can take subscriptions anywhere. Send in the names of your favorites and get the Piano.

THE

SANFORD HERALD

Herald Building - - - - SANFORD, FLORIDA

LAND SHARKS IN FLORIDA

New Many Unsophisticated Settlers Are Swindled

Hastings, Fla., Nov. 16, 1910.

To The Packer: In your paper of Nov. 12 "Crooks Sell Lands, Too," you hit the nail squarely on the head. The only regrettable thing is that you were not here in Florida with a good hammer (about four pounds), so you might hit several "crooks" on the head. And I want you to know that while I advocate the use of the hammer I am not a knocker. But I do say in all fairness that at the rate which the "suckers" are biting and particularly those from the west are taking the bait, the portion of the population left will have to eat "nail heads."

Recently a western concern which had acquired a lot of low swamp lands at \$1.25 per acre in this section that, owing to three years extremely dry season, had become dry, blue printed a large section of it and sold it to all kinds of people—~~from all the parts of the state~~—at prices, \$25 to \$40 per acre, on a plan of about \$4 per acre cash and the balance at \$1 per month and they claim that they sold about \$400,000 worth of these lands. In October we had a week's rain, with the result that more than 75 per cent of these lands were and are yet under water. The worst feature of this unsavory deal was that the exploiters used photographs of Hastings potato fields and Sanford celery and lettuce districts to show "what their lands were doing." On one of these maps they left a plain bar or strip, which, to the uninitiated, looked like a public highway between the swamp lands and one of the fertile farming sections, but very carefully omitted to say that the strip was forty-two miles wide. I have no lands to sell but must help to protect strangers against this plain downright fraudulent practice. Is there not some way such shameless rascals can be brought to the bar? What are the postal laws for?

Yesterday we saw another batch of literature by another concern equally as rotten, showing corn, wax beans, grapes, peaches and grape fruit and so yorded as

to make the unsuspecting believe they were growing on these lands, when, I am prepared to prove, there is not now nor ever has been one acre of beans, peas, grapes or peaches planted within ten miles of the location of this last exploitation. Open up on these rascals and make them show up or move. Demand that all parties shall examine land before any money passes. Yours for a square deal. —Thos. Adams.

Editor's Note: The big daily papers of the north and also some of the most reputable magazines are now carrying full page advertisements of newly organized land companies expressing in alluring terms the vast amount of lands in Florida now lying idle and which can be bought for a song. "Examine the land before the money passes," should be the motto of the prospective Florida settler. Florida is chock full of good, profit making farm land, and there are many thoroughly honest and reliable real estate men selling it. Those are the people to do business with. —New York Packer.

ENTERPRISE ETCHINGS

Special Correspondence to The Herald: Married at the brides sister Mrs. R. C. Bushnell, Nov. 23, Mrs. Jennie S. Bond to H. P. Quackenbos of Enterprise. Those present Mr. and Mrs. R. C. Bushnell, Mrs. Ellen Carlisle, Mr. and Mrs. Joe Davis, Mr. and Mrs. Geo. A. Dreka. The ceremony was performed by Rev. Father, M. J. Curley of St. Peter's Catholic church.

Mr. J. B. Tuttle arrived here this week with a car load of household goods and 400 white teahorn chickens. They will go into the poultry business.

Dr. Curtis and wife were in town Monday doing some shopping.

F. E. C. Railroad is building a depot at Garfield which has been needed for a long time. It will be appreciated by the patrons of the road.

Mr. A. N. Burr brother-in-law of Mr. J. B. Tuttle will spend the winter with him.

Seed Potatoes

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. Sanford Supply Co.

Holds The Christmas Trade

Mr. Merchant: Do you want some of the Christmas trade? Do you know that you must compete with the mail order houses, which are flooding this nation with literature? Mr. Merchant, you have the advantage of being on the ground with the goods, but you must let the people know that you are here and what you have for sale. Through The Herald you can tell the public every day from now until Christmas about your goods. You have every advantage of the mail-order houses, but you must use the same to secure results. Start now and head off the orders contemplated for the out-of-town competitor.

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. 12 if

VOTE FOR



BOND ISSUE



N. P. BRYAN
THE CANDIDATE OF THE PEOPLE OF ALL SECTIONS OF FLORIDA FOR UNITED STATES SENATOR.

W. E. HOLMES & CO.
PRACTICAL WELL DRILLERS

Artesian and Deep Wells

See Us Before Placing Your Orders.

W. E. HOLMES & CO.

THE BIG Half Price Sale

OUR Store has been closed the entire week making room and placing for sale the two car load shipment of MILLINERY and SHOES which arrived over the A. C. L., November 21, 1910. This stock amounting to something over \$10,000 which, as you know, is entirely too much stock for Sanford, but the goods are here and are yours for just **one-half price**

The MILLINERY is all new and is of this season's newest styles and range in price from \$30.00 to 25c. A chance of a life time for a hat suitable for any occasion for half the original price.

SHOE SALE

Our SHOE stock is complete. Any style and price, and are of the best makes, in both high top and Oxfords. Prices ranging on

- Children's Shoes 25c to \$2.00
- Ladies' Shoes 98c to \$4.00
- Men's Shoes 98c to \$6.00

And they are yours at one-half price

Never before in the history of Sanford have the people had such an opportunity of wearing such high-class foot wear at such low prices. No special day but every day. The goods must be sold.

The Clark, Davies Co.
Next Door to Post Office

HIDE TO WEARER

INDEPENDENT OF ALL TRUSTS

Workingmen's shoes made by ENDICOTT, JOHNSON & CO. possess better wearing qualities than any others and cost less. Every pair is strong and comfortable.

This is the first and only concern in the world to tan leather and sell shoes made from the raw material direct to you, less all middlemen's profits. You get serviceable and wholly satisfactory shoes at a lower price than they can be made for elsewhere.

ENDICOTT, JOHNSON & CO. make more shoes for workingmen than any other two factories in America. There are several hundred styles designed especially for different kinds of work, at prices ranging from \$1.50 to \$3.

Better Shoes for Less Money

D. L. Thrasher



Planet Jr.

Planet Jr Farm and Garden Implements do more and better work, and last longer than any other farm implements made. They are fully guaranteed. Over 35 years' actual farming and manufacturing experience is put into every Planet Jr tool. They are all made of the most durable materials for the purpose, and all cultivating parts are of high-carbon steel.



No. 17 Planet Jr Single-Wheel Hoe is a most handy and effective tool for garden cultivation. A fine tool for working close to crops, especially in late work.
New No. 81 Planet Jr Horse-Hoe, Cultivator and Furrower is a great implement for cultivating and hilling crops up to 4 feet apart. Compact, strong, and steady-running. Does just the kind of work you want. Come and see the different Planet Jr implements and let us explain their advantages.

A. E. HILL

Palm Hammock



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

Lots in PALM VILLA sold on easy terms

The most beautiful, most highly improved, and richest of all un-cleared land in the Celery Delta

Farms in PALM HAMMOCK sold on easy terms

Let us show you these lands, wonderfully rich with their stores of humus, the accumulation of ages.

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

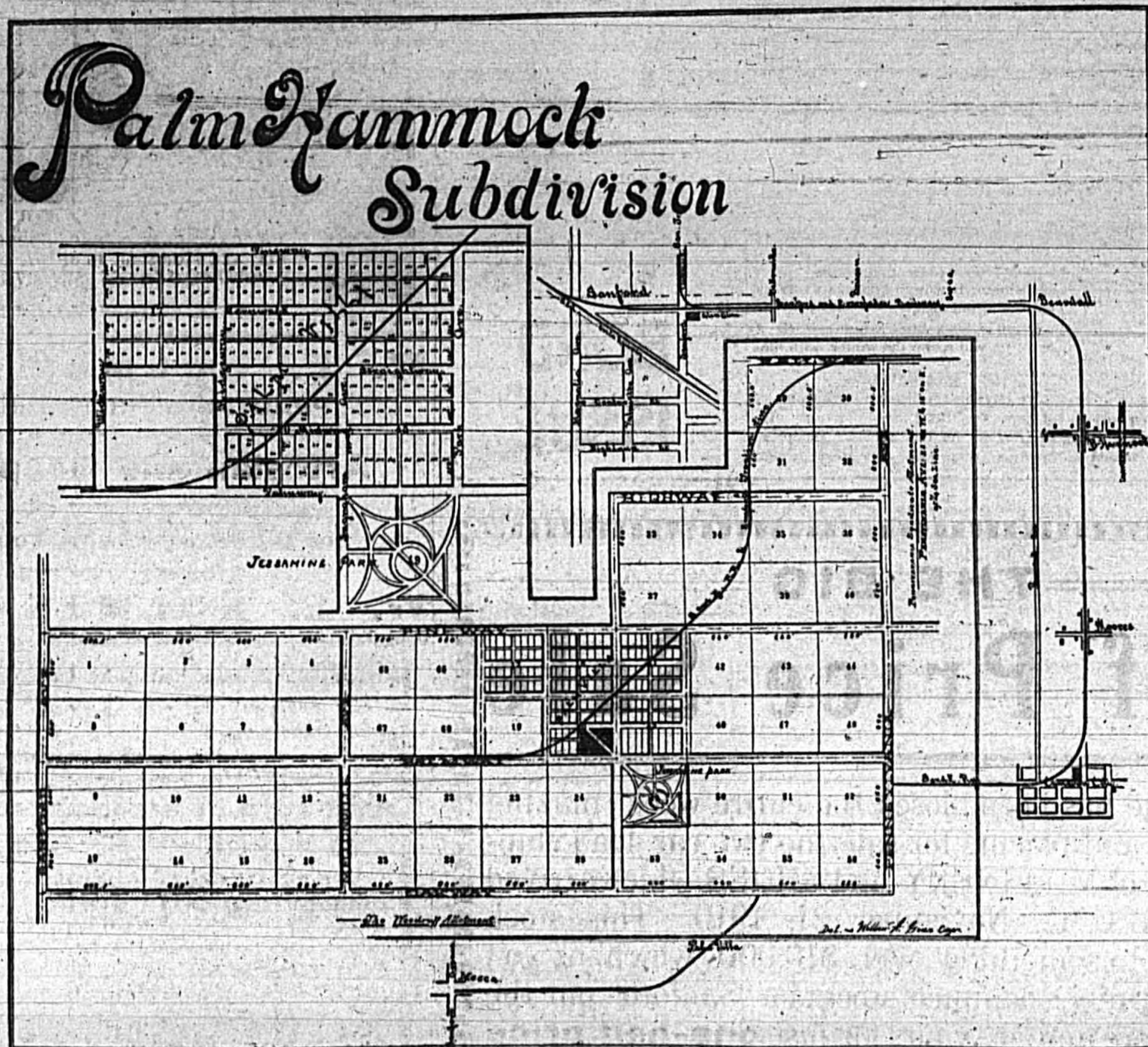
See JESSA-MINE PARK 10 acres of stately Palms, Majestic Oaks and fragrant Yellow Jessamine an exquisite spot of untrammelled nature

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 neighbors

Rural Free Delivery mail service. Convenient school privilege for your children



The above map shows very clearly and conclusively the fine transportation facilities afforded Palm Hammock residents

J. N. WHITNER

First National Bank Building

SANFORD FLORIDA

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

Improved transportation is the forerunner of increased values.

WILLIAM A. BLOUNT OF PENACOLA 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 E. Robbins, Sec'y.

F. O. E. Celery City Aerle 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, C. C. Felix St. 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.

Notice of Election It is ordained by the Board that the following resolution be published four consecutive weeks in The Orange County Citizen, The Reporter Star, The South Florida Sentinel, The Sanford Herald and The Florida Recorder:

Whereas the Board of County Commissioners of Orange County, Florida, deem it expedient and to the best interest of the county to issue county bonds of said county of Orange for the purpose of constructing hard surfaced roads to be made of brick...

Done in open Board this September 13th, 1910. By order of the Board. J. H. LEE, Chairman. Attest: B. M. Robinson, Clerk.

Upon motion the following resolution and order was adopted: Notice of Election Upon the Question of the Issue of County Bonds of Orange County, Florida, for the Purpose of Constructing Brick Roads.

Whereas, at a meeting of the Board of County Commissioners in and for the County of Orange and State of Florida, held at the court house in Orlando on July 6th, 1910, the following resolution was adopted, to-wit:

Be it resolved by the Board of County Commissioners of Orange County, Florida, that it is necessary to issue the bonds of Orange County for the purpose of raising money for constructing hard surfaced roads of brick; and that the amount of the bonds necessary to be issued is one million dollars, said bonds to bear interest at the rate of four and one-half per cent per annum; the principal of said bonds to be due and payable fifty years from date of issue, and interest on said bonds to be due and payable semi-annually on the first days of January and July of each year after issue.

It is further ordered that the foregoing resolution be published in The Orange County Citizen, The Reporter Star, The South Florida Sentinel, The Sanford Herald, and The Florida Recorder once a week for four weeks before the election above ordered.

Done in open Board this September 13th, 1910. By order of the Board. J. H. LEE, Chairman. Attest: B. M. Robinson, Clerk.

In Re Estate of Wm. Hale Bates, Dec'd. 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 present my final accounts as executor of said estate, and ask for their approval.

Dated June 19th, A. D. 1910. MARY BLAINE PHELPS, Executrix.

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 the city as Clerk, Treasurer and Assessor I have no misgivings. Intimate acquaintance with the history, progress and high aims of the Sanford 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 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 BLAINE PHELPS, Executrix.

Garden Tools, Farm Implements, Harrows, Cultivators, Plows, Mowing Machines and Hay Rakes. Largest display and assortment. Lowest prices. The Geo. H. Fernald Hardware Co. 5-1f

Grape Vines Are Here. All those who ordered grape vines with subscriptions to the Herald can get same at this office.

Henry McLaulin JEWELER MY SPECIALTIES Pickard's Hand-Painted China Gorham's Sterling Silver Rogers' Plated Ware Elgin and Waltham Watches ALL GOODS GUARANTEED

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

Advertisement for 'A Square Deal with Everybody' featuring a rooster logo and text: 'I AM CROWING FOR THE LITTLE REAL ESTATE MAN AND SAVED MONEY'.

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 Phone 19 Sanford, Florida

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 OBSTETRICIAN Office Garner-Woodruff Building, Residence 519 Magnolia Avenue Office Hours: 9 to 12:30 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

C. H. DINGEE Plumbing and Gas Fitting All Work Receives My Personal Attention and Best Efforts Opposite City Hall Phone 230

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

Chase & Co. SHIPPERS OF Florida Fruits and Vegetables General Insurance Agents SANFORD, FLORIDA

Peoples Bank of Sanford, Florida CAPITAL \$30,000.00 The ONLY bank in Sanford that INSURES EVERY DOLLAR DEPOSITED AGAINST LOSS from any and all causes. THE PEOPLES BANK OF SANFORD OFFERS Prompt Service Polite Service Accurate Service and will appreciate your patronage FOUR PER CENT allowed on Savings Deposits Safety Deposit Boxes for rent M. M. SMITH, H. R. STEVENS, H. E. TOLAR President Vice-President Cashier

HAND BROTHERS LIVERY, FEED and SALES STABLE Harness and Wagons Blacksmithing and Horseshoeing Horses and Mules Bought and Exchanged HEAVY HAULING AND CONTRACTING

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

THE M. & R. STORE And ICE CREAM PARLOR 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	61,860
1900	3,200	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 2, 1910

Number 44

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

MUCK LAND

MUCK LAND

TITLE BOND & GUARANTEE COMPANY

TITLE BOND & GUARANTEE COMPANY

Announcement Extraordinary

This Company is now preparing to place on the market a tract of FIVE HUNDRED ACRES of the richest Muck Land in the Sanford Celery Delta. This land will be sold at \$50 an acre, payable \$2 an acre down and \$1 an acre per month without interest on deferred payments and we will pay all taxes until development work begins by the purchaser. We will now make choice selections of FIVE and TEN acre tracts of this land for those sending the first payment of \$2 an acre. Flowing wells can be secured on every acre of this land. It is rich and black and can be irrigated from the surface.

Title - Bond - & - Guarantee - Company
 (INCORPORATED)

MUCK LAND

MUCK LAND

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 17

SANFORD, FLORIDA, FRIDAY, DECEMBER 9, 1910

Volume III

LAST SPIKE IS DRIVEN

The Sanford Traction Line Now Belts Rich Country

MANY MILES OF STREET RAILWAY

Imposing Ceremonies Mark Epoch in the History of the Sanford Celery Delta

Yesterday marked an epoch in the list of great undertakings recently exploited in the celery delta. The occasion was the completion of the extension of the Sanford & Everglades Ry. and the Sanford Traction Co., which linked the remaining sixteen miles of tracks and gives Sanford one of the finest interurban systems in the entire south and the growers of the east side the best railroad facilities that can be found in the state.

In order to suitably express their appreciation of this great event a short program was arranged for the afternoon. A large crowd was transported to Mecca Station by automobiles, carriages and by street car. Those on the street car enjoyed the rare privilege of being the first to ride over the Lake Charm branch on a Sanford Traction car and the ride was thoroughly enjoyed. When the junction with the S. & E. Ry. was reached all the rails had been laid and much of the road put in good shape. This new track is through the most beautiful part of the celery delta and for several miles on either side of the track is the forest primeval, the palmettoes, oaks and pines being so thick that they almost hide the rays of the sun.

As the car met the construction gang the men were allowed to cease work and from the tops of box cars viewed the proceedings.

F. P. Forster acted as master of ceremonies and after Rev. J. F. McKinnon had invoked the divine blessing upon the work, A. T. Rossetter was called upon for a few remarks which were listened to with marked attention. Mr. Rossetter is president of the road and briefly outlined the work of the past and present.

Upon Miss Lucy Whitner devolved the high honor of being sponsor for the new road and the young lady with her maid of honor Miss Caldwell stepped forth, dressed in white and with a few words christened the road and drove the golden spike that linked the two lines. Miss Whitner is the daughter of Hon. J. N. Whitner, one of the builders of the new road and the young lady was a real daughter of the new system.

Most appropriate addresses were then made by E. T. Woodruff, R. J. Holly, T. K. Bates, Dr. Minnick and Mayor Lake, after which the ceremony closed for the afternoon.

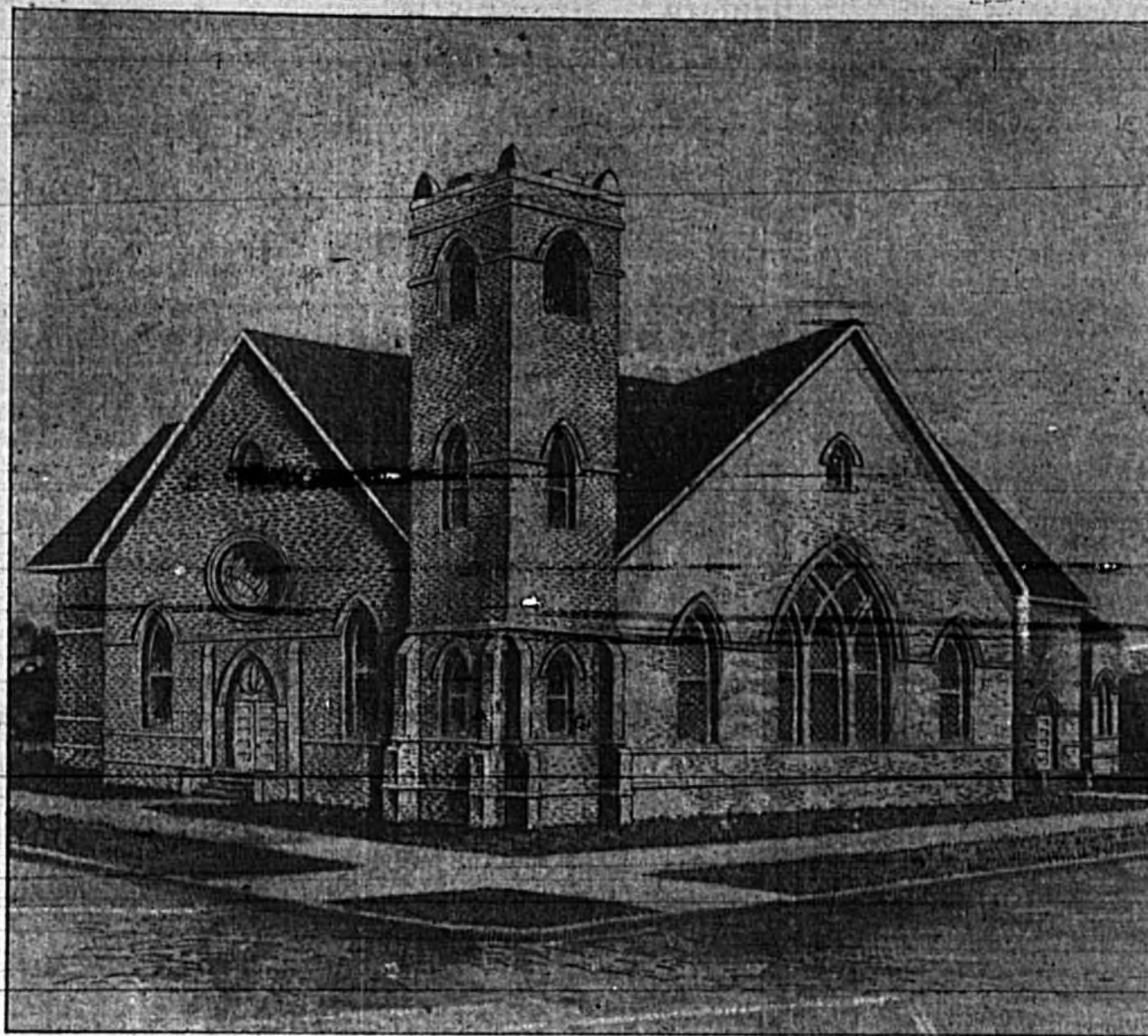
Pursuant to a call from the secretary, E. T. Woodruff the Sanford Commercial Club and a large number of invited guests assembled in the Eagles Hall last night for a jollification over the successful completion of the new line. Soft drinks and cigars were served and after a rendition of several numbers on the piano by Mr. Shaw the evening was devoted to a feast of reason, addresses being made by Mayor Lake, D. L. Thirasher, A. T. Rossetter, J. N. Whitner, T. K. Bates, Rev. Waldron, Rev. McKinnon, F. P. Forster, R. L. Hughes, R. H. Marks, C. R. Walker and many others. Geo. H. Fernald, president of the Commercial Club presided and from time to time interspersed the addresses with short sketches and reminiscences of early days. Messrs. E. T. Woodruff, R. G. Stockton, Rev. Waldron and Dr. Walker rendered several appropriate selections among them being an ode to Lucky Sanford that was well received. After the speeches several matters of importance were discussed among them being the New East Coast extension from Okeechobee and a new steamship line from Sanford to Savannah.

The meeting adjourned at a late hour and those present can be depended upon to take a deeper interest in the development of Sanford.

Lack of space forbids a better account of the gala occasion of yesterday. A whole page could well be devoted to this great enterprise and the half would not yet be told.

To be present at the driving of the last spike and at the meeting of the Commercial Club impressed one most deeply with the idea that the five men who built this road alone and unaided were not foolish but most patriotic—that the people who have come to Sanford to invest and have invested thousands of dollars in the vegetable industry are not foolish but very fortunate—that the people taken as a whole who have the privilege of living in the celery delta and Sanford are to be congratulated for the future can be judged somewhat from the past and the future of the celery delta in its magnitude cannot be foretold but the indications all point to one of the greatest vegetable sections of the world. To a happy contented people, bound together by one of the greatest feats of modern times—a street railway of 16 miles built and operated by home people.

No other section of the world can show such progress, such optimism, such faith in a proposition that bids fair to eclipse all other efforts in winter gardening. With such people as S. O. Chase, J. N. Whitner, F. P. Forster, A. T. Rossetter and A. P. Connelly, the builders of this new railroad and street car line, with such men as the members of the Commercial Club, with such men as the hustling citizens of Sanford and the celery delta there can be nothing but great things accomplished here in the next few years.



LAY CORNERSTONE OF NEW CHURCH

The corner stone of the People's Church of Sanford was laid with impressive services last Wednesday, Nov. 30. By 3:30, in the afternoon, the appointed hour, a large crowd had gathered in the old church attracted by the woman's meeting of the South Florida Association of Congregational Churches then in session, and in anticipation of the coming event of the corner stone laying.

Following the announcements of the pastor, Rev. George B. Waldron, the audience adjourned to the North West corner of the new church. Services were opened by congregation singing of the Doxology led by choir and cornet.

The pastor then announced the report of the building committee which was given by Dr. C. E. Walker. This report has been since written out substantially as delivered and is printed elsewhere in this issue of The Herald.

Mr. C. R. Walker was then introduced as president of the new Congregational Brotherhood, recently organized in the church. Eighty-six names of men who have joined this Brotherhood were included among the papers placed in the box which Mr. Walden held in his hand. The contents of the box as read by him are as follows:

Church manual containing list of charter members with constitution and creed.
Church roll made in 1905.
Church roll at present 1910.
Names of pastors of church from its organization to date.
Names of officers of church at present.
Views of old church building and lot.
Views of new church from drawings.
Views of other city churches and pastors.

Old programs of meetings of Florida Congregational association in 1902-03.

Program 19th annual conference of South Florida association in Sanford 1910 with program of corner stone laying.

Names of Brotherhood of the Peoples Congregational church organized Nov. 21, 1910.

Copy of Congregational News.
The wall of the church at the corner had been made ready by the masons for the placing of the stone. At a signal day from the pastor two men lifted it into place, and under directions of Mr. Waldron it was carefully located into its final resting place. The great congregation watched the scene with intense interest and all felt the solemnity of the occasion as the pastor uttered these fitting words:

"In the name of the Father, and of the Son—and of the Holy Spirit, we lay this corner stone in the foundations of a house to be erected and dedicated to the worship of the one only living and true God, to the proclamation of His gospel, to the teaching of His Word, and to the ordinances of His church. Amen."

The stone is of blue marble upon which are cut raised letters as follows:

"Church of the People—Congregational. Built in 1910."

Behind this marble, backed with concrete a small opening had been left, into which was slipped the tin box containing the corner stone documents.

Because of the coolness of the day the audience then adjourned to the old church building where the services were resumed.

The choir led by Mr. E. T. Woodruff sang an appropriate anthem. By vote of the association, Rev. Messrs. Housholder, Wildman and McKinnon, pastors of other churches of the city were made corresponding members of the association.

Rev. Neil P. McQuarrie, Admiral of the Florida Navy, read the scripture from 1 Cor. 3: 9-23. The prayer was offered by President W. F. Blackman, of Rollins College. The first address of the afternoon was delivered by Rev. Herbert C. Herring, D. D., of New York City, secretary of the Congregational Home Missionary Society. Then followed another anthem by the choir. A short address was given by Rev. R. Lee Kirkland, D. D., pastor of the church at the time the foundations were laid, and now of Tampa.

The closing address was made by Rev. J. F. McKinnon of the Presbyterian church, who brought the good fellowship of the other pastors of the city. The congregation stood and sang two verses of Coronation and were dismissed with benediction by the pastor. So closed a memorable day in the history of the Congregational church of Sanford.

Work is being pushed rapidly on the new church. The building is of wood with a veneer of concrete stone, which with the contrasting red of the roof should give a fine effect. The structure is shaped like a Greek cross and has a four gable ends with intersecting ridges and a square tower set in the South West corner. The audience room measures about 40x50 and has an estimated seating capacity of over 300. Provision is made for the later addition of galleries which will accommodate over 100 more. The pulpit is to be at the east end and back of it the choir loft. There is room provided for a pipe organ which it is hoped may be installed at no distant day. The main entrance is at the center of the west side but other entrances will be provided in the tower. On the North and South ends are to be two great stained glass windows flanked on either side by smaller windows. A sufficient number of other windows will help to make the audience room attractive. These windows have been ordered from Chicago at a cost of over \$500 and should be on hand when the building is ready for their use. The building as a whole is expected to cost between \$6,000 and \$7,000 and should prove a most attractive addition to the city.

C. E. Walker's Address

Ladies and Gentlemen:
Two and a half years ago the members of this church met in council and decided

that they needed and must have a new and better church building. Accordingly, after a free discussion of ways and means they voted to put the matter in the hands of the trustees of the church, making them a building committee, and authorizing them to raise funds, ascertain what the Church Building Society of New York would do for us, and when the proper time arrived build a church.

I thought then that it was a great deal of responsibility to put on a few of us, but we accepted it, and have done our best to carry out the wishes of the church.

We have been ably assisted in raising funds by Dr. and Mrs. Kirkland, while they were with us, and by the ladies of the church and others who have worked in many ways to get money to add to our building fund. We studied plans and secured one, which in the general outline suited us and with a few changes was adopted. Then in July a year ago by the advice of Dr. Jenkins and others we began making cement blocks, and a little later to put down the foundation for our walls in concrete.

This work, as many of you know, was stopped several times by the illness of the man in charge of it and these interruptions of work gave the impression to onlookers that our church would never be built. We however never thought of giving it up, but we believed it would be unwise to push the work above the foundations until we saw a reasonable prospect of being able to complete it without delay. Money on subscriptions came into the treasury very slowly, and adverse conditions made it impossible for us to secure the additional funds we needed last season, so we waited, but last summer at a meeting of church officers including our new pastor Mr. Waldron, after a thorough canvass of the situation, and having learned that the Church Building society were ready to cooperate with us and help us, we decided it was best to go on and build believing that what money we lacked could be best secured when the work was in actual progress. So as you see the work is now well under way and we hope every member of our church and congregation will be ready to help us to the utmost extent of their means, first by paying in their subscriptions promptly and also by additional gifts when possible. Your committee have endeavored to use the money intrusted to them wisely, but we may have made some mistakes. We realize that, but I assure you they have not come from lack of thought or care, but rather from lack of experience. Unfortunately none of your committee had ever built a church, and we find there are many things to be learned.

Now I wish to take this opportunity to thank the many friends outside our own congregation who have already helped us by generous contributions, and also those who are going to help us, and we hope these will not be few.

This building will be a public benefit, an added attraction to Sanford and we hope and believe it may be a means of spiritual as well as material growth and upbuilding for our little city.

MYSTERIOUS STRANGER

Will Arrive In Sanford Within a Few Days

CAN SANFORD GIRLS FIND HIM

Special Prize to be Given to First Young Lady who Succeeds in Finding Him

The Man of Mystery who has eluded the snares of thousands of the gentler sex and who has been searched for throughout the length and breadth of the land will arrive in Sanford in a few days.

The man who knows no other name than the Mysterious Stranger is indeed a peculiar and original creature.

Every man has his own peculiar fad, and some men make their living by their original ideas. The Mysterious Stranger belongs to this latter class. The Herald, in order to widely advertise its great popularity contest which it announced in this issue by which \$1,250 worth of prizes are to be awarded to contestants has closed a contract with the Mysterious Stranger to try and elude the peachy cheeked maidens of Satisfied Sanford.

To the contestant in The Herald's Great Popularity Contest first locating the Mysterious Stranger a special prize consisting of a beautiful opera cape will be awarded. This prize will be given by D. A. Caldwell & Sons, the well known merchants of this city.

To enter the race is a simple thing. Simply clip out the nomination coupon in this issue and either send or bring to this office, where you will be officially entered as a contestant. Any person may nominate as many contestants as they please, and any one may nominate themselves if they desire to enter the contest.

The chase for the Mysterious Stranger will only be open to contestants and no person who is not a contestant will be eligible in the hunt for the Mysterious Stranger.

To find the Mysterious Stranger and secure the special prize to be given by D. A. Caldwell & Sons, either bring or send your nominations in to this office at once. This will make your contestant eligible in the chase for the Mysterious Stranger.

The announcement of the exact date on which the Mysterious Stranger shall reach Sanford will appear in the next issue of the Herald, together with full instructions as how to catch him. Watch the next issue of the Herald for particulars.

BRICK BONDS GOLD BRICKED

The Election Demonstrates That Majority is Against Bonding

The reason the bonding proposition did not carry on Wednesday was because there were not enough votes cast for it. The majority were not in favor of bonds and sundry and various reasons were advanced against the idea of bonds.

The election in Sanford passed off very quietly after the storm of Monday night when the joint debate between the windjammers from Orlando and Winter Garden took place on the bank corner.

For the past few weeks there has been some excitement over the bond issue although most of the voters had made up their minds.

Sanford as usual stood out prominently for improvements and brought in a majority of 36 for bonds. It was a foregone conclusion that the project would not carry in the county, but Orlando and Sanford were supposed to roll up a handsome majority. Sanford rolled a few but Orlando, where art thou? The beautiful city of lakes where the court house stands and where the people were supposed to be the most progressive in the state—

What did Orlando do? 198 votes for bonds, 512 against bonds. Wasn't it awful, Mabel! Incomplete returns from other sections indicate a landslide for the sandspur league.

Winter Garden, 44 against.

Oakland, 20 against.

Ocoee, 64 against, 4 for.

Later returns all indicate that bonds have been defeated by over 500 votes and then some. Our only comfort is that Sanford voted for bonds.

But—Of Orlando!

A. D. Cheney, representing the State Mutual Life Insurance Co., of Rome, Ga., is a guest of the Sanford House.