

JNO. D. JINKINS

Tax Collector of Seminole County

John D. Jinkins, Tax Collector is a native of Alabama, having moved to Florida with his father's family when a young boy; he has been a resident of Sanford for the past twelve years and Orange county twenty-two years. In February 1901 he accepted a position as stenographer and clerk in the office of the superintendent of the A. C. L. Ry. Co. at Sanford, was soon promoted to the office of Chief Clerk, which he held until appointed Tax Collector of the new county of Seminole.



**JNO. D. JINKINS,
COUNTY TAX COLLECTOR**

For which his long training in the railroad service has eminently fitted him. He is of southern parentage, his father having been a Confederate veteran and his grandfather a veteran of the Indian war. Mr Jinkins is a quiet, unassuming gentleman, always accommodating and is making a most efficient public servant. He will be a candidate for reelection to the office of tax collector, and as he has many friends all over the new county, he no doubt will be re-elected.

THE NEW CITY RESTAURANT

Under New Management It Becomes a Desirable Place to Eat.

For years Sanford has mourned the lack of a first class home-like lunch room and restaurant on First street in the business heart of the city. Restaurants there have been, mostly bad, some worse, but none that could by any stretch of the imagination be called good. The best clustered around the passenger depot, and catered exclusively to travelers, leaving the citizens to the tender mercies of the others.

When the depot was moved out to Ninth street, the restaurants found their occupation gone. Then it became necessary to cater to the city trade or lose business altogether.

With her accustomed shrewd business acumen Mrs. B. E. Takach sized up the situation and became owner and proprietor of the City restaurant.

The policy of the management to accommodate is evident, for at any time in the day, one can procure at the lunch counter, a cup of coffee and a quick lunch or a regular meal cooked to order from a regular bill of fare containing oysters and fish, game, meats of all kinds, pastries and vegetables in season.

With a fine farm out on Celery Avenue, Mrs. Takach is in a position to serve her patrons with the very best of all kinds of vegetables, and nothing captures the tourists heart quicker than to find such things on the table in mid-winter, fresh from the fields.

The new City restaurant was opened for business in January 1913 under the personal management of Julius Takach and his sister Miss Aranka Takach. From the first day there has been an evident desire to maintain a high class and thoroughly satisfactory service, for cleanliness, prompt service first quality foods and good cooking are the commendable features of the establishment.

D. L. THRASHER

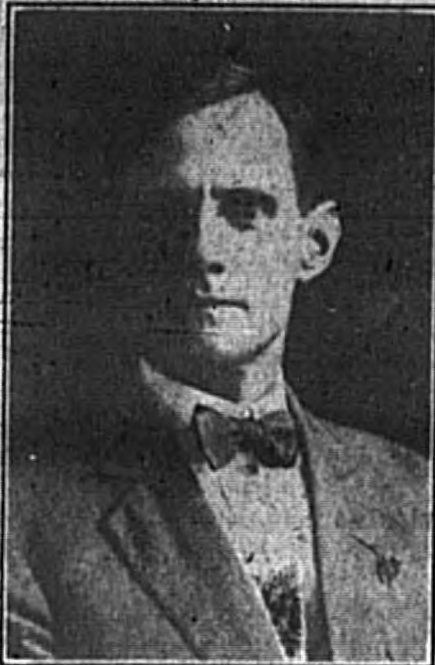
Superintendent of Public Instruction of Seminole County

At the head of the educational department of Seminole county is Mr. D. L. Thrasher, Superintendent of Public Instruction, having held this office since the formation of the new county in August of the present year.

His connection with educational affairs dates back to 1908, when he was elected to membership on the Board of Public Instruction of Orange county on which he served until appointed to his present office.

A Georgian by birth, Mr. Thrasher came to Florida in 1883 and took up his residence in Sanford in 1898, engaging in the mercantile business which he followed for several years, finally entering the real estate and insurance field.

For four years he served the city in the capacity of councilman and received the nomination



D. L. THRASHER, COUNTY SUPT., OF PUBLIC INSTRUCTION

for mayor at the primary on November 25, 1913, being duly elected on December 2nd just passed.

Mr. Thrasher is prominently identified with the business life of Sanford, serving as vice president of the Seminole County Bank and during the years of his residence here has won the esteem of his fellow citizens not only in this city but throughout the county. The office which he now holds and his recent election to the mayoralty is ample evidence of this statement.

Modern, up to date management of school affairs is the aim of the chief executive of the Board of Public Instruction of Seminole county and Mr. Thrasher may be depended upon to devote the utmost of his endeavors toward the further improvement of conditions during the period of his tenure in office.

A FEW CHOICE LOTS OF HAMMOCK LAND FOR SALE

Having purchased a number of tracts in the hammock for my own use, and finding that I have more acres than I care to farm, I have decided to sell some of my holdings to desirable parties who



M. S. NELSON

may wish to locate in the Sanford district. My land is among the best. I can make terms to suit the purchasers. If interested write me, or better come and see the land.

**M. S. NELSON,
Sanford, Florida,
P. O. Box 1163.**



W. B. COLLINS

The above cut is that of W. B. Collins who deserves special mention in this edition of the Herald, since he has compiled and arranged the subject matter, ably assisted by his staff; Messrs. Worthington and Bradley and these gentlemen have given Seminole one of the best, most truthful and greatest expositions of her resources that has ever been published. Mr. Collins has achieved success in many fields with special papers but the Sanford edition will probably be one of his best, even though he issued the edition at a season of the year when farmers and merchants were too busy to talk advertising, but his phenomenal success in this edition is the best criterion of his genius and ability, and the management of The Herald takes this opportunity of thanking him and his assistants for their good work and hope that the Special Sanford Herald will become an annual event and that Collins will always be able to supervise and direct the good work, for no more indefatigable worker in the special newspaper field exists than W. B. Collins.

WHAT'S WHAT ABOUT THE HERALD

The publication of a newspaper in the average medium sized town is a sure enough man's sized job. If you don't believe it just ask any editor who holds forth in any old town in any old section of the country.

The Sanford Herald during its five years of existence has proven the truth of the axiom that even moderate success is only achieved by conscientious, continued effort. Started as a weekly paper in 1908, the Herald broke into the newspaper field of this section and endeavored to do its share toward developing the country roundabout.

Today the Herald takes rank as one of the best semi weekly publications in the state and in equipment is the peer of any plant of its size in Florida.

In addition to the publication of the Herald twice a week, commercial printing of every description, job and small book work handled expeditiously and artistically. The mechanical equipment, which includes a Lanston Monotype of the latest model, and an up to date Whit-



EDITOR ROBERT J. HOLLY OF THE SANFORD HERALD

lock press and various other minor apparatus which is thoroughly modern in every respect, makes it possible for the Herald Printing Company to enter the field as a competitor against the printing establishments in the larger cities of the state.

The incorporators of the Herald Printing Company are R. J. Holly, president; G. W. Kinahan, vice president and W. M. Haynes, secretary-treasurer. The direct management of the Herald is in the hands of Mr. Holly as editor and Mr. Haynes as business manager of the establishment. Both are newspaper men of experience and ability in their respective departments and are eternally on the lookout for some new plan to build up the Herald and advance the development of Sanford and Seminole county.

Both are members of the Florida Press Association and are well known not only to the newspaper fraternity of the state but generally throughout central Florida.



**W. M. HAYNES,
BUSINESS MANAGER SANFORD HERALD**

H. C. PHILLIPS, PHOTOGRAPHER

Modern photography identifies one of the greatest series of marvelous discoveries and improvements that is to be found in the world today.

The studio of H. C. Phillips, located in the Entz minger building on Park avenue embodies the latest and most approved appliances known to the art of the photographer and the quality of work turned out is second to none in this part of the state.

Both commercial and portrait work is handled by Mr. Phillips,

who has secured a large share of patronage both local and suburban. Special attention is given to the developing of films for amateurs and in addition to this line a considerable trade is carried on in art post card bearing photographs of local views and portraits.

Incidentally it may be stated that illustrations in the Seminole County Edition are the product of Mr. Phillips' studio and represent a considerable amount of time and careful work on his part.

C. H. LEFFLER

GROCERY

CORNER 4TH ST. AND SANFORD AVE.

R. H. MARKS

SELLS EVERY KIND OF REAL ESTATE

**ESTABLISHED IN 1869
Letters Answered Promptly**

NEW MILLER BLOCK - SANFORD

Progress Sanitary Launderers
The Biggest, Busiest and Best Steam Laundry in Central Florida
Metropolitan Service - One Hour Work & Specialty Cleaning and Dyeing Scientifically Done
305-307 Cypress Ave. Sanford, Florida

DRUGS SEEDS
A. E. PHILLIPS
HIGH QUALITY GOODS AT POPULAR PRICES
PRESCRIPTIONS ACCURATELY COMPOUNDED
CORNER SANFORD AVE., AND THIRD ST., SANFORD FLA.

THE FAIRVIEW
Cor. French Ave., & 1st St.
SANFORD, FLORIDA
Rooming and Apartment House
Mrs. J. H. Ferguson PROPRIETRESS

CROWN COLUMBIA PAPER Co.
MANUFACTURERS AND PRINTERS
ORANGE, GRAPE FRUIT AND VEGETABLE WRAPPERS
QUALITY THE BEST PRICES RIGHT **SANFORD, FLORIDA** COUNT CORRECT DELIVERY PROMPT

A LAND OF PROMISE

Seminole, The Youngest County In The State Of Florida, Gives Place To None In Resources And Opportunities For Development

No part of the American Union probably has been more subject to war's alarms than that now comprised within the boundaries of the state of Florida. The earliest discovered of all the western continents, it has been the most wrangled over and the latest in development. The breezes that sweep over its surface have kissed alternately the yellow flag of Spain, the cross of St. George, the Lillies of France, the Stars and Stripes, and the Stars and Bars of the Confederacy. Four great nations have claimed it as their own, all equally regardless of the rights of the original owners. The Spaniards enslaved

which is perpetuated in that of Florida's youngest county. Other names bring back to the old settlers the memories of those bloody days when white and red man fought to the death for the possession of the Land of Flowers. Mellonville avenue ran from Fort Mellon on the shores of Lake Monroe to Fort Reed, a few miles to the south, and was first cut out as a military highway. Fort Mellon was attacked about 1837 by an overwhelming force of Indians and renegades, the garrison overpowered, and Lieutenant Mellon, for whom the Fort took its name, was slaughtered. Lake Jessup was named from that American general, who, after chasing the elusive red man through the wilderness for a time, declared that Florida was "unfit for white men." Lake Harney, after General Harney, and so on down the long list, where the names are not Indian and unpronounceable, they are American and prosaic.

The New County

Happy is that people whose history is short. Such is the dis-

governor signed the bill which forever divorced them from old Orange. The differences which led up to the separation were

of more than \$31,000, and drew out about \$29,000. This was one of the cause of dissatisfaction. Beginning at the junction of

flourating influences to soften its climate. The land is good and has been thoroughly tried out for both vegetables and citrus fruits; the climate is beyond comparison with any on the continent; pure and wholesome water is easily obtained from artesian or deep wells; every part of the county is now within easy reach of some of the three great railroad systems which traverse the state, while the fact that Sanford stands at the head of navigation on the St. Johns will forever tend to hold freight rates to a minimum. These are all considerations of vital importance to the homeseeker, and will have a great influence in directing the incoming tide of immigration to the new county, if they are properly set forth in the right places. With a wise and persistent campaign of judicious advertising there is no reason why Seminole county should not show up with a goodly population when the next federal census taker comes along. Sanford alone should and will have by that time 12,000 or 15,000 people. She has safely passed the spasmodic stage, and her growth

Lain at Geneva. Mr. Clark is a pleasant gentleman to meet, thoroughly conversant with the needs and requirements of his bailiwick, which includes Oviedo, Lake Howell, Gabriella and Wagner. A native of Mississippi, he is also a pioneer Floridian, having been here since 1870, except one or two short trips back to his native state. But once having gotten the famed Florida sand in his shoes, he could not stay away and always gravitated back to the peninsula state.

He has given the good roads question a careful and conscientious study and does not hesitate to express his favorable opinion on the subject in a general way



COMMISSIONER F. L. WOODRUFF

many and long continued, and it would not be wise nor profitable to recount them here. The soon-

the Wekiva river with the St. Johns, the new county line follows the former stream to its in-



COMMISSIONER J. T. MCLAIN

them, the English and Americans exterminated them with the exception of a feeble and miserable remnant that fled to the swamps of the Everglades. By all the conquering nations they were regarded as no better than vermin, to be exterminated like any other pest. That chapter of American history which tells of our treatment of the Seminoles is not one to be proud of. It tells of oppression and cruelty of worse than savage treachery, of rapine, murder and extermination of a race.

For two hundred and fifty years before the Declaration of Independence the Spanish Dons and the English Bullies fought over Florida. Now one prevailed, now the other, but always there was bloodshed and suffering. Once a band of French Huguenots made a peaceful settlement below the mouth of the St. Johns river. They were peace loving, but they were French and they were heretics, and the haughty Spaniard fell upon them with fire and sword and left none to tell the tale. A few years later he met the same fate at the hands of the English Admiral Drake. Fifty years before the Pilgrim Fathers put foot on Plymouth Rock, St. Augustine was a fortified city, having its city gate, the remains of which are now carefully preserved for the edification of tourists; its Fort San Marcos defying all assaults, even when the city capitulated. Those were strenuous times. The Spaniard hunted gold and slaves; the English hunted the Spaniard; and both hunted the hapless and homeless Seminole. It was a war of extermination on both sides and in the contest the weaker perished as was to have been expected, and as has always happened. Doubtless, it was all for the best, but one cannot help admiring the indomitable courage with which the brave Seminoles fought for their ancestral homes, and resisted the encroachments of the outnumbering and all-conquering whites. Today there is little left them but the name,

tum of the historian, and if it be true the people of Seminole county should be supremely blessed.



COMMISSIONER C. W. ENTZINGER

for their history as a separate county only runs back to April 25, 1813, the date when the

er such disagreements are allowed to pass into oblivion, the better for all concerned. The best of feeling now seems to prevail in both counties, and this is as it should be. It was a merry war while it lasted and was waged with many barbecues, excursions and gabfests. Toward the wind-up, some of the compliments exchanged became a little lurid, and there was even a little mud noticed in the atmosphere. But it has all passed by. Mother Orange has accepted the inevitable with grace and dignity, and the Seminoles are rejoicing with all the fervor and enthusiasm of youth. Everybody is happy and why not?

The new county of Seminole has approximately 450 square miles of territory, 8,500 inhabitants, and an assessed valuation of \$2,747,815. In the matter of population it surpasses seventeen other Florida counties, and exceeds eighteen in assessed valuation. Before division the area comprised within the boundaries of the present county of Seminole paid into the school fund the sum

intersection with the line between Ranges 28 and 29 east; thence due south six and one-half miles; east eight miles; south two miles; and thence directly east till it meets the St. Johns river about 20 miles.

To the south and west it takes in the prosperous and thriving towns of Longwood and Altamonte Springs, noted for its beauty of location and flourishing orange groves, while in the eastern end of the new county are found the rapidly growing towns of Oviedo, Geneva and Chuluota, with beautiful Lake Charm surrounded with its handsome winter homes. It includes a great variety of soil from the far famed Celery Delta, with its great winter vegetable growing business, which has made Sanford noted as the Celery City, to the rolling hills of the Geneva plateau, with its hundreds of acres of bearing orange and grapefruit groves. Lake Jessup, one of the largest of the St. Johns chain of lakes wholly within its borders, while Lakes Harney and Monroe, both great lakes, contribute their ame-

from now on will be steady, healthful and permanent.

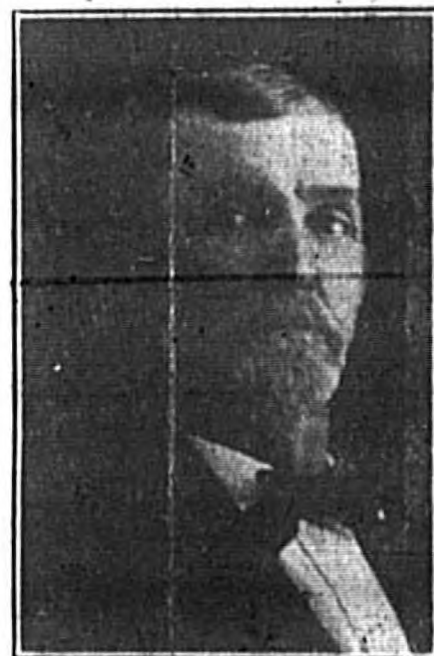
The Eastern Section

Two of the county commission-



COMMISSIONER L. P. HAGON

ers reside in the eastern part of the county, Mr. J. A. Clark at Lake Howell and Mr. J. T. Mc-



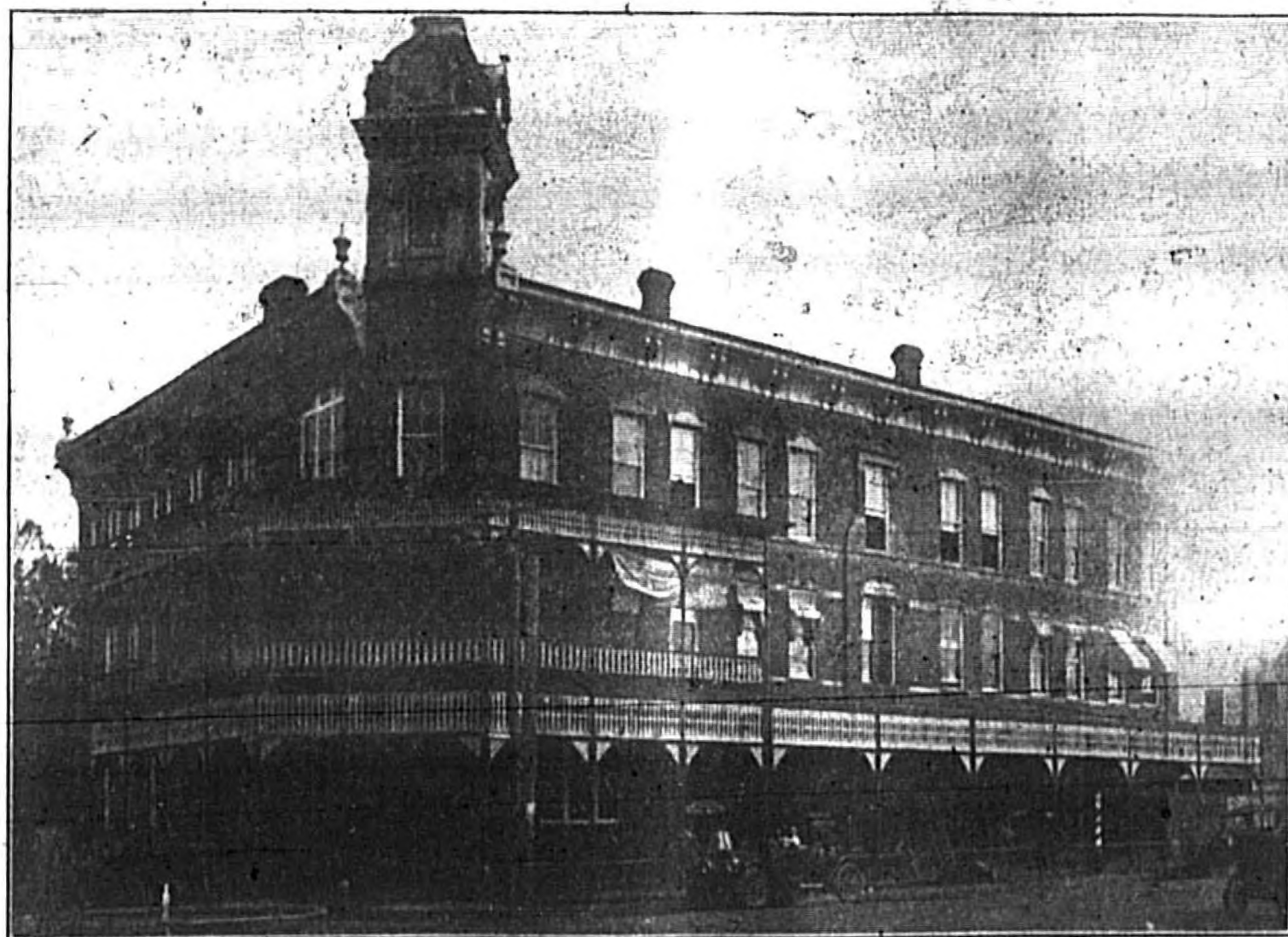
COMMISSIONER J. A. CLARK

In other words he believes heartily in good roads, but is not quite ready to bond the county in a large sum to secure them, preferring to seek some substitute that will answer the purpose until the county gets in better shape financially. Of one point the county may be assured, Mr. Clark will not give his consent to any visionary or extravagant schemes. He will rigidly insist on getting value received for every dollar of expenditure. He is a safe man and a careful one.

He has a charming home situated on the shores of Lake Howell, or as he chooses to call it Lake Micou. Back of the house lies an orange grove of twelve acres, whose dark green foliage and abundant fruitage speaks well for the fertility of the land and the attention bestowed upon it by its careful owner.

What is known as the Lake Howell Settlement is situated on the south side of Lake Howell, a body of water some three miles in length by one-half mile or more in width in the southwestern part of Seminole county. The Lake Howell country is noted for its many fine orange groves, its good farming lands and truck gardens, and stock raising. In short it is an all around good farming country, has good schools and churches, a free daily mail service, and is the home of a happy, prosperous and contented people. Lake Howell is known to our local sportsmen as good fishing territory and the woods about abound in quail, squirrels and the small game.

Gabriella lies directly on the Oviedo branch of the Seaboard Air Line, in the midst of numerous clear water lakes filled with all varieties of fresh water fish. The surrounding woods abound with game, and it is an ideal resort for the lover of sport, either with the rod or with the dog and gun. It has a good school, and is the home of a healthy, hospitable and home-loving people. It has daily mail and train service; is the home of a



THE COUNTY COURT HOUSE AT SANFORD

THE NEW COUNTY OF SEMINOLE HAS APPROXIMATELY FOUR HUNDRED AND FIFTY SQUARE MILES OF TERRITORY

large turpentine industry and contains two orange packing houses. There are many fine groves in the immediate vicinity and the whole territory is evidently the kind of land from which good groves are made. It is 22 miles from the county seat. As a resident puts it: It is a good location for good people.

Of Oviedo we have spoken elsewhere at length, and can say nothing more here.

The pictures here given of Mr.

Markham and after the city of Sanford, contains more voters than any other district in the county.

Some of the finest citrus land to be found anywhere in Seminole county is included within the boundaries of this district and although only a comparatively small portion of the available acreage has been utilized for this purpose up to the present time, the development of the citrus industry is progressing with rapid

The destinies of District No. 2 are presided over by Commissioner L. P. Hagon who has his residence at Markham, where he has been located for the past seven years. Previous to the time of his location in Seminole county, he was a resident of Mascot, Lake county, for a period of six years, being engaged in the manufacture of turpentine and naval stores at that place.

A member of the firm of Dutton & Hagan, well known naval stores operators, controlling over 5,000 acres of turpentine lands in Seminole county and about 10,000 acres in Lake county, Mr. Hagon is thoroughly identified with the business life of this section and is amply qualified to serve his fellow citizens in the office he now holds. His firm operates a still at Markham, with a capacity of 20 barrels of turpentine a day, while another establishment of a similar character is in operation at Cassia, Lake county.

Commissioner Hagon is committed to modern business methods of conducting the affairs of the county and his views on the subject of civic improvements are pronounced; he is a firm believer in the efficiency of good roads as a means of development of the resources of the section and with the increasing betterment of the financial condition of Seminole county, may be depended upon to work for those improvements which tend to upbuild his district and in fact, the entire commonwealth.

Wonderful Citrus Country
District No. 3 comprises the

portion of the available land in the district that is perfectly adapted for this class of farming. Heavy black hammock acreage abounds and there is being manifested an increasing tendency toward the development of this land for trucking purposes.

Forest City is the scene of active citrus operations just at this time, a large 80-acre orange grove being in the process of formation there, while in the very near future a modern packing house will be erected at Longwood by the Central Fruit Company of Lake Weir. With the completion of this last mentioned packing house, there will be three such establishments within the boundaries of the district, as there is already one such at Longwood, another being located at Altamonte Springs.

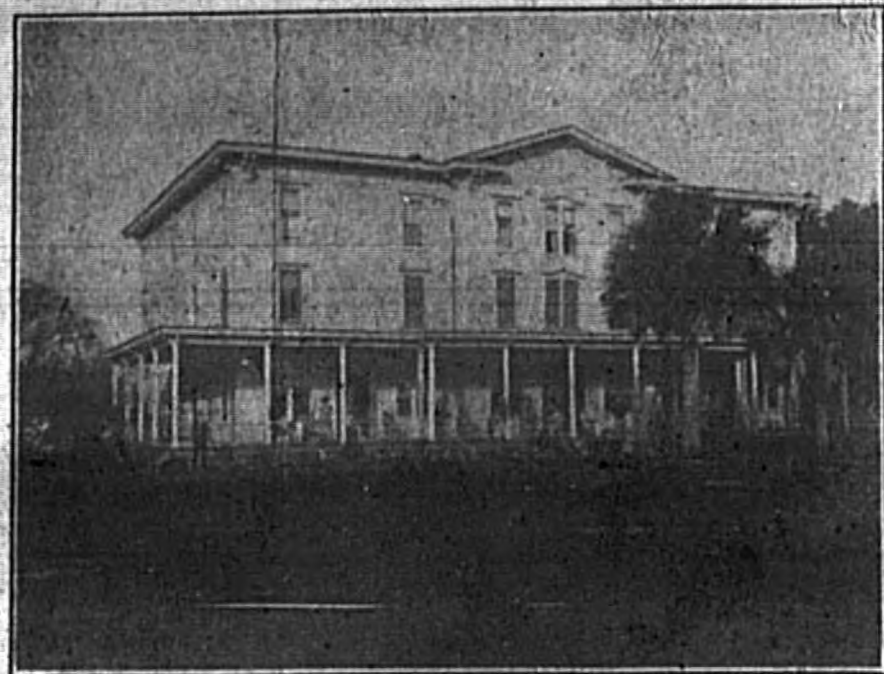
County improvements soon to be begun will benefit this section to a large extent, the new brick road extending as far as the eastern edge of the district, while a straw road will be constructed from Longwood to intersect the main highway from Sanford to Oviedo at Gee Hammock. This latter roadway will be ready for use at an early date. There are at present over seven miles of hard clay road in this district.

One of the attractive points in this territory is Palm Springs, located between Sanford and the town of Trilby, about 2 miles from Longwood. Here are to be found warm sulphur springs, the water from which may be used for medicinal purposes if desired and the spot is becoming well known among tourists and winter visit-

of all the county districts, as well as the major part of modern improvements. All this is as might naturally be expected, for the city of Sanford in itself embodies improvements which one would not dream of finding in the more rural sections of the county.

Within the boundaries of this district are some of the most marvelously productive celery and truck lands to be found anywhere in the Union and it is this

of District No. 1 is a native of Sanford and for twenty years has been engaged in the mercantile business in his home city. For several years he operated a wholesale grain establishment, relinquishing it to engage in the exclusive shoe trade, finally entering the firm of Woodruff & Watson, of which he is now a member, in the men's furnishing line. In addition to his activities in the mercantile field, Mr. Woodruff has for the past 17 years rep-



LONGWOOD HOTEL, OWNED BY COMMISSIONER C. W. ENTZMINGER

Clark's home and grove do the place but partial justice. It must be seen to be appreciated in all its beauty.

Mr. J. T. McLain represents the county of Seminole in the Geneva district, and does it well. Probably no more representative man could have been selected, a long time resident, thoroughly acquainted with the requirements of every part of the district, an orange grower of knowledge and experience, identified in every way with the interests of his district, he is pre-eminently the man for the place. He is what is known in common parlance as a "live wire." He is president of the Geneva Board of Trade, an aggregation of active boosters, who will do much to place Geneva before the public in its proper light. He is superintendent of the Chase & Company's packing house at Geneva, an institution which in ordinary seasons puts out from 40,000 to 60,000 boxes of the golden fruit for which the Genevan peninsula is so famous. He is one of the largest growers about Geneva, having under a single fence some fifty acres of as fine trees as one could see in a long drive. Other groves bring his entire holdings in this line up to about 74 acres. He lives in a pleasant home on the road to Sanford about a mile from Geneva, and it would seem that Dame Fortune had left him little to desire.

The Western Districts
District No. 2, which consti-

ity throughout the territory.

Over 200 acres of bearing groves are to be found here, with many young groves recently set out and fast coming to the age of maturity. The lands within the district are divided between rolling pine acreage and heavy hammock, the latter being found more especially along the St. Johns river, which forms the northern boundary of the county in this district for a distance of over 10 miles. Some really excellent trucking and garden land is located on the shores of the river and surprising results have been obtained by a number of home-seekers who have taken up their holdings in this tract. The available truck lands are not confined to this immediate territory along the river front, however, for there is plenty of remarkably fertile garden and truck acreage located in various portions of the district.

The lands bordering the St. Johns river are covered in many places with fine cypress timber, which is being made the foundation of extensive lumbering operations, while the pine timber to be found in large quantities in various parts of the district further inland is also being worked up into lumber by modern saw mills scattered over the territory. Turpentine operations are also conducted on a large scale throughout the district, over 5,000 acres being devoted to this industry.

With the completion of the proposed improvements which have



COMMISSIONER F. L. WOODRUFF AND FAMILY

southwestern and southern portions of the county, extending southward from Lake Mary to the Orange county line and from Robinson's Springs west and south to the county boundary. This particular portion of Seminole county has long been known as one of the premier orange producing sections in this part of Florida and contains some of the finest citrus groves to be found anywhere in the state.

Over 1,000 acres of groves are located in this territory and during the season of 1912 over 100,000 boxes of excellent fruit were shipped to outside points. From these figures alone it may be easily seen that from the point of view of the grower property in this district is a veritable prize. Within the boundaries of the district are five shipping points, while four towns are included within its limits as well, namely Longwood, Altamonte Springs, Lake Mary and Forest City.

Of Altamonte Springs, the well known winter resort and tourist locality, a more detailed account is given on another page of this edition, while Longwood is also coming into prominence as a stopping place for winter visitors and prospective investors who desire to investigate conditions in this remarkably productive citrus belt.

It must not be construed from any of the foregoing statements that the citrus industry is the only form of agriculture pursued in this section of Seminole county. This is by no means the case, for there are to be found many fine truck farms and gardens scattered throughout the territory and in fact there is a large

portion of this section as one of the future resorts of east central Florida. It is already a favorite camping site for motoring parties and it is proposed to erect a pavilion and possibly a small hotel for the accommodation of visitors. Palm Springs is an ideal location for a winter resort hotel and it is understood that substantial improvements are to be made there in the near future with a view toward bringing the place more into the public eye. A petition for a straw road from Altamonte Springs to Palm Springs is now being considered by the county commissioners.

Mr. C. W. Entzinger, commissioner for district No. 3 has been a resident of that state since 1895 and of Orange county before the formation of Seminole, for a period of nine years. Located at Longwood, he is the owner of the Longwood Hotel, a winter resort hostelry catering more especially to a select family patronage. Although not a particularly extensive establishment, it can accommodate about fifty guests and during the season is well filled with winter visitors from other parts of the country.

Mr. Entzinger is thoroughly conversant with the conditions and needs of his section of the county and his endeavors toward the improvement of things in District No. 3 will be actuated by a concise knowledge as to the best course to pursue and the nature of the improvement to be brought about.

The Celery Center
District No. 1 which is made up of the city of Sanford and a portion of the outlying districts thereabouts, contains of course

fact that has gained for Sanford the title of the "Celery City." Well may it be known as such, for probably nowhere in the country is there a community from which a greater quantity or better quality of this luscious product is sent out to the markets of the world. The wonderfully fertile garden lands surrounding Sanford have become known wherever the study of specialized agricultural operations is pursued and the peculiar formation of the soil has been made the occasion for many an analysis and chemical examination.

It is not the intention to expatiate concerning the attributes and qualifications of Sanford at this point, for a more detailed account of conditions as they exist at present and as they may be expected to exist in the near future, will be found in other columns of this edition. Therefore, it is necessary that this article treat more particularly of the territory lying outside the city proper and still within the confines of District No. 1. Many hundreds of acres of available truck and celery lands lie awaiting development and that too within easy hauling distance of the shipping point at Sanford and the results obtained yearly by truck farmers generally throughout this section of the county is sufficient evidence of the fact that there are fortunes to be made in this particular phase of agriculture.

There are at present over 25 miles of hard roads within the

resented some of the oldest and best established fire insurance companies and is well known in this section of the state as a progressive, hustling insurance man. He holds the agency for this section for the following widely known companies: North British & Mercantile, London & Lancashire, Hamburg-Bremen, Glasgow Falls and Westchester.

Mr. Woodruff was first elected to the board of county commissioners to represent the Sanford District in Orange county in 1900, was re-elected in 1912 and with the formation of Seminole county was appointed to his present office on the new board. His past experience in directing county affairs was recognized by the members of the new organization in his election to the chairmanship which he now holds.

Prominently identified with municipal affairs in Sanford, Mr. Woodruff has served in various capacities as city councilman, having been first elected to that office in 1899, serving until 1903, when he was chosen mayor of the city. Following his term of office in that capacity, he was again elected councilman and is now in his second term as such.

Possessing a long and varied business experience, together with a record of valuable service in the direction of county and municipal affairs, he may be expected to supervise the operation of the official machinery of Seminole county in a manner calculated to secure the most profit-



BEAUTIFUL HOME OF COMMISSIONER J. A. CLARK ON LAKE HOWELL



RESIDENCE OF COMMISSIONER J. T. McLain AT GENEVA

tutes the western portion of Seminole county, comprises the territory between the city of Sanford and the Wekiva river on the west and north, being bounded by the confines of District No. 3 on the south. The western part of the city of Sanford is included in this district as a whole, over 72 square miles of territory go to make it up. Exclusive of west Sanford, the district also contains the town of Paola, Monroes and

been voted and undertaken by the board of county commissioners, District No. 2 will benefit materially.

The new brick road which will connect Sanford with Lake county's main highway will pass within 2 miles of the village of Markham, this thoroughfare traversing the district westward toward the Wekiva river and forming a most important outlet for traffic in this section of the country.



TURPENTINE STILL OWNED BY DUTTON & HAGAN AT PAOLA

boundaries of District No. 1 and contracts have been awarded for 25 miles of additional brick roads which will materially add to the transportation facilities in this section. It is expected that these new roads will be ready for use in time for next season's crop movement.

Commissioner Frank L. Woodruff, who represents the citizens

able results for its citizens. **Educational Facilities.** Recognizing the principle that education is the foundation of all development, whether civic or individual, Seminole county has made due provision for this phase of the question and at present the educational advantages presented in the various districts of the county are above the aver-

In The Matter of Population Seminole County Surpasses Seventeen Other Counties In Florida

age to be found in a careful outlook over the entire state.

Eleven white schools with a total attendance of 892 pupils are in operation in Seminole county, three of these, including a high school, being located in the city of Sanford. Three buildings constitute the high school, namely the primary department, for children through the third grade, the grammar school, for those through the eighth grade and finally the high school proper, for pupils



OVIDEO'S PUBLIC SCHOOL

through the twelfth grade.

The primary building is of wood construction, conveniently arranged and located, with a valuation of about \$4,000. The grammar school building is of brick, fairly well equipped and ample in size to accommodate about 500 pupils. This building is valued at from \$25,000 to \$30,000. The high school building itself is a thoroughly modern buff brick structure, equipped with all of the most up to date conveniences of the 20th century school house and is valued at about \$35,000 or \$40,000.

Thirty-five teachers are employed in the various white schools of the county at salaries ranging from \$40 to \$225 per month, a very excellent showing in this respect.

Eight colored schools are maintained in Seminole county, with an attendance of 586 pupils and giving employment to 17 negro teachers at a salary of from \$30 to \$90 per month.

The city of Sanford and the towns of Oviedo, Chuluota, Longwood and Geneva are all special school districts, with a 3 mill tax which is used locally for school purposes, thus enabling these communities to maintain better school buildings than would otherwise be possible, but on the whole the standard of excellence throughout the county is highly satisfactory.

The personnel of the Board of Public Instruction, is as follows: F. P. Forster, chairman; S. C.



GENEVA'S PUBLIC SCHOOL

Dickson and J. T. Jacobs, while the supervision of the entire educational department of the county is in charge of D. L. Thrasher, Superintendent of Public Instruction.

Some Plain Talk

In describing the resources, both agricultural and otherwise, of this section of the state and in depicting the opportunities awaiting the homeseeker and investor, there is a very great tendency to neglect to give voice to a common sense view of the entire situation, without which the best endeavors on the part of the settler may go for naught.

ment that some of the richest trucking and garden lands to be found anywhere in the United States lie within the borders of Florida. It is equally true that the citrus industry as carried on in this state reaches a very high state of perfection. Facts and figures bear out these contentions beyond the shadow of a doubt.

Nevertheless hundreds of homeseekers and investors from every part of the Union have lost their little all right here in this same state of Florida and there is likewise no disputing the latter statement. At the same time let it be said that the reason for these failures rests largely with the individuals themselves, as we will presently demonstrate.

Causes of Failure

In Seminole county there exist climatic and soil conditions difficult to duplicate anywhere in the state, but right here in this same county people have come from other states, purchased a few acres, tilled them faithfully and finally gone "broke." Minus the capital with which they expected to make their fortune in this land of plenty, they returned

reason agricultural methods in various parts of the country vary accordingly. It is the height of folly for a farmer from Vermont, Ohio, Indiana, or any of the more northerly states to come to Florida and expect to grow the same kinds of crops or use the same methods that he used in those sections. It is out of the question to expect results from the practise of such notions.

Agricultural methods best suited to Florida soil have been discovered through years of experience, both by settlers in this state and by government experts whose ability is unquestioned. It has been repeatedly demonstrated that by the use of these methods the best results may be obtained and that failure to comply with the fundamental principles of Florida agriculture is just as sure to result in failure as the night is to follow the day.

One mistake that is repeatedly made by homeseekers and new settlers is in trying to handle a proposition that is too big for them in a homelier saying "biting off more than they can chew." They attempt to prepare and cultivate a 20 acre tract on capital sufficient to properly finance the same operations on a 10 acre

hold in the new country.

According to these gentlemen everything is rosy and all that it is necessary for the farmer to do is to barely scratch the surface of the earth, scatter a few seeds and then sit around under some shady tree and wait for the crop to make him independently wealthy. And the odd part of it all is that

a modicum of common sense and a reasonable amount of available cash, into an agricultural proposition in Florida, is bound to get returns of a satisfactory nature on his investment. The man who neglects any one of these prime requisites for success is just as certain to wake up some fine morning and find himself flat



PAOLA PUBLIC SCHOOL

hundreds of apparently sane and sensible people are ready to believe all that sort of fiction, for it

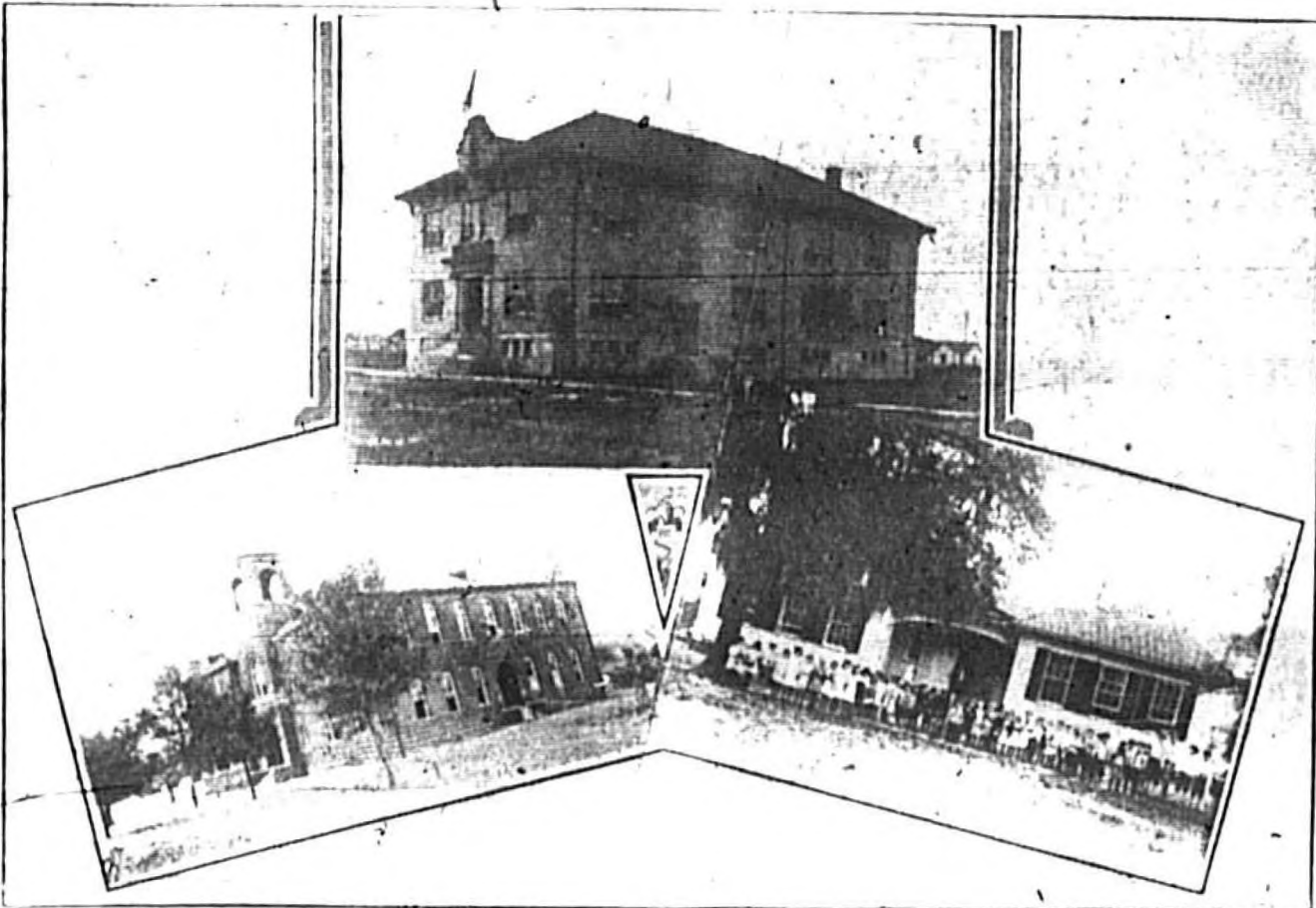
Resources Abundant

Florida's resources, and those of Seminole county in particular, are rich and plentiful enough by nature to need no coloring and extravagant exploitation at the hands of unscrupulous and money grabbing confidence men. For fertile lowlands and rolling prairies existed long before the aforesaid individuals came upon the scene and in all probability will be here when they have been gathered to their last resting place.

There are fortunes being made and more to be made in the future of this veritable land of plenty, if but the right means are used in the making.

It is not difficult to make a living here; it is not much harder to become independent and when this stage is reached, the acquiring of a respectable fortune is not such an unsurmountable task. The opportunity lies here waiting for those who know how and when to grasp it and turn it to their own advantage.

Seminole county offers possibilities of a sterling character to the prospective homeseeker, investor and tourist and the number of those who are taking advantage of this condition is growing by leaps and bounds as the years pass over our heads. Take



GRAMMAR, HIGH AND PRIMARY SCHOOLS AT SANFORD

many hundreds of thousands of dollars have been practically thrown to the winds by newcomers in Florida, who have settled upon

to their native heath, breathing curses against this part of the country and Seminole county in particular, spreading broadcast among their friends and neighbors the idea that the tales of prosperity emanating from Florida were purely and solely fiction of the most flimsy character.

The fact of the matter is that the successful operation of a truck farm or citrus grove depends to a large extent upon the use of scientific methods, together with a certain amount of available working capital upon which to draw in case of emergency. No matter how fertile the land, or how promising the outlook, if the right thing is not done at the right time in the care of whatever product is in process of growth, the results will be far from satisfactory; not only that, they may be disastrous. In fact they are rather more liable to be the latter.

Methods Different

As every sensible person who has studied the matter knows, the character of the soil in different parts of the country differs widely and for that very

tract. The result is a foregone conclusion. The farmer who makes this blunder finds himself pinched for money when his need therefor is most pressing and very frequently he is obliged to discontinue his operations entirely, giving up his land and thus losing what little capital was his originally.

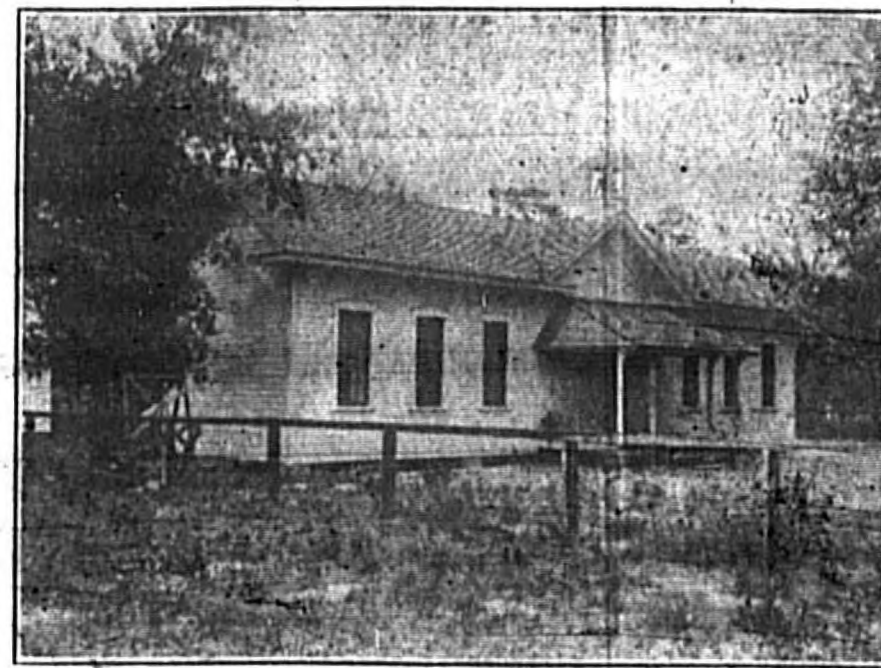
There are harrowing tales to be told of sacrifice, privation, unceasing toil, failure and finally the sheriff's sale to end the whole episode.

Unscrupulous Land Sharks

Unfortunately there exist in this state, as in every other section of the country undergoing the process of development, unscrupulous corporations and individuals who purposely convey a false impression of conditions as they exist in Florida. Their real estate literature reeks of flowery promises and highly colored prospectuses, but they neglect entirely to present the common sense view of the situation and give the prospective settler the right kind of advice as to the best methods of securing a foot-

is indeed fiction of the deepest dye.

There never was a country or



LONGWOOD PUBLIC SCHOOL

section of a country on the face of God's green earth where anyone ever got something for nothing in an honest, honorable manner and Florida is no exception to that rule. The man who puts his best endeavors, backed up by

a look this way yourself and it's ten chances to one that ere long you will be numbered among the residents of Seminole county, making a comfortable living and doing your share of boosting for this section.

BEAUTIFUL ALTAMONTE SPRINGS

The Spot That Lures Winter Residents--Where Man Has Added To The Natural Attractions Of a Particularly Seductive Region

With each succeeding year that passes over our heads the popularity of Florida as a winter resort increases by leaps and bounds and each recurrence of the cold season in the northern states witnesses an enormous exodus of residents of those sections toward the sunny land of flowers and semi-tropical fruits. Naturally some spots more easily reached by railroad and water navigation have been the first to feel the effects of the tourist and winter resident influx, but as the trend southward becomes more and more general throughout the northern states, the entire state of Florida is bound to experience a beneficial influence from this source.

With so many beautiful and healthful resorts to choose from, it is more than difficult for the

ings here, has always been considerable and is continually on the increase. Indeed, it is extremely difficult for one who has spent a winter at Altamonte Springs to withstand the temptation to make a permanent residence there, so inviting are the surroundings and so great are the opportunities for financial advancement.

Situated in the midst of a rolling country, dotted with stretches of pine woods, with crystal lakes scattered throughout the section, Altamonte Springs possesses an ideal location for the orange grower, as the soil is perfectly adapted for the producer of citrus fruits, a condition which has been taken advantage of to a very large extent. Fine groves extend in every direction and some idea of the amount of citrus fruit grown in this section and some idea of

The Altamonte
The Mecca for a host of winter visitors and tourists is The Altamonte, a beautifully appointed winter resort hotel situated in the heart of the town and surrounded by the fine residences of the members of the winter colony.

This is one of the oldest and best known hotels in this section of the state, having been in operation for a period of almost 30 years, although of course many changes and alterations have been made in the property during that space of time, and the management having experienced a similar shifting as the years passed by. Originally opened as a club hotel by Ex-Governor Ames of Massachusetts, it soon developed into a popular winter resort for tourists and families, finally becoming known as a regular hotel such as it is today.

With accommodations for 150 guests, possessing all modern conveniences and up to date comforts such as are demanded by the tourist of today, The Altamonte vies with the other more pretentious resort hotels in popularity and each succeeding season witnesses an increasing patronage among those who come to Florida seeking a place where they may enjoy a real rest during the winter months. Surrounded by over 500 feet of broad, spacious verandas, from which beautiful vistas open out in every direction, with tennis court, a nine hole golf course, croquet courts and delightful tree bordered walks it forms an ideal spot in which to forget the cares of everyday life and enjoy the beauties of nature.

Over 40 acres of parks lie around the hotel, while on either side is a small crystal lake; on the one side Lake Orienta and on the other side Lake Adelaide. Located near the hotel is the famous Altamonte spring, the water from which is chemically pure, having been analyzed several times by some of the most noted chemists

money nor labor has been spared to make it an ideal spot for human habitation. About 10 acres are included in Mr. Sprague's holdings, over half being devoted to a fine orange grove, from which many hundreds of boxes of fruit are gathered each season.

Mr. Sprague is well known in the business world, being identified with the Sprague & Henwood Diamond Drill Company, of which he is president. This concern with headquarters at Scranton, is one of the largest of its kind in the country and controls a large volume of business annually. Mr. Sprague is also vice president of the People's National Bank in his home city of Scranton.

A Chance for the Investor
The visitor at Altamonte Springs cannot fail to notice the beautiful residence and orange grove owned by Mr. A. W. Mullen, which is located on the main road from Sanford to Tampa and within a stone's throw of the Altamonte. This excellent property faces a wide thoroughfare, bordered by beautiful oaks and commands a fine view in every direction. Containing 3 acres of land, of which two acres are devoted to the grove, while the remainder of the tract is taken up by the bungalow, pump house and the various outhouses.

A complete modern irrigating plant has been installed and a spacious barn has also been erected on the premises. The bungalow is modern in every particular, boasting a private gas plant, outside laundry, hardwood floors throughout and wide, comfortable piazzas. In arrangement, the interior of the residence is all that could be desired.

Mr. Mullen, who came to Altamonte Springs from Muscogee, Oklahoma, also owns another larger piece of property in the vicinity and is desirous of disposing of this present residence and grove above described. It forms an ideal home for the pros-

The Altamonte hotel and since that time has constructed almost every residence that has been put up in that immediate section. His own private residence is a model of comfort and beauty and joins a goodly size orange grove, also the property of Mr. Lewis. Although his real estate holdings are located in various parts of the state, he is the owner of six groves in the Altamonte section and is recognized as the largest shipper of fruit in that territory.

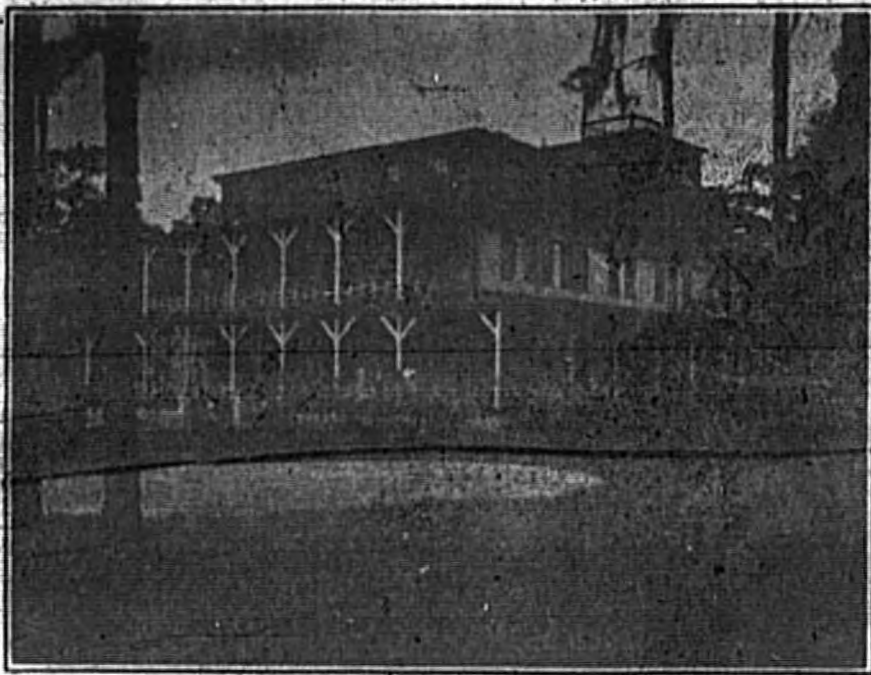
Mr. Lewis is a staunch booster for Seminole county, having been largely instrumental in the formation of the new county not long since and he has labored without ceasing to bring about the best possible results to be obtained from that action.

A Successful Merchant
Another resident of Altamonte

lished business enterprises of Altamonte Springs is that of N. H. Fogg & Co., dealers in citrus and pecan groves and contractors for the care of the same for any specified period of time. Since 1884 Mr. Fogg has been a resident of Altamonte Springs and during that time has been engaged in the line mentioned above except for a period of six years, during which time he entered the mercantile field at Port Tampa City.

The company has been instrumental in the sale of many hundreds of acres of citrus lands and makes a specialty of the scientific care of groves all through the Altamonte section, having built up a solid reputation along this line of activity.

Mr. Fogg's private residence is located in the heart of Altamonte Springs on a tract of about 60 acres, one third of which is devo-



"THE ALTAMONTE"—ALTAMONTE SPRINGS

average visitor to pick out any particular spot in which to spend the winter and perhaps invest a certain portion of his available capital in property of some description.

Seminole county is becoming more and more a favorite stopping place for winter visitors, possessing as it does such a charming array of beautiful and healthful resorts where the sun shines brightly and where all things combine to produce an ideal resting place for the visitor from other parts of the country.

Prominent among the well known resorts is Altamonte Springs, located in the southwestern portion of the county about 14 miles from Sanford, the county seat. Easily reached by railroad, lying directly on the main line of the Atlantic Coast line Railroad between Jacksonville and Tampa, this spot is attracting rapidly increasing numbers of both transient visitors and permanent residents who have discovered its beauties and its opportunities for profitable investment.

It must not be construed from the foregoing paragraphs that Altamonte Springs is purely a winter resort, practically deserted during the summer season, for this is by no means the case. The proportion of permanent residents who make this spot their home the year round and who have taken up real estate hold-

ings here, is stated that during the season of 1912 and 1913 over 40,000 boxes of fruit were shipped from Altamonte Springs.

It will be seen from these figures that this section of the county is one of the best districts from the viewpoint of the fruit grower, while the truck farmer also is much in evidence in certain portions of this territory.

The particularly excellent conditions existing there have attracted a large number of visitors from the northern states, who, perceiving the advantages of Altamonte Springs have acquired property there and erected magnificent homes, where they spend the winter months. Some of them however have made it their permanent residence, forswearing their northern abodes and throwing their fortunes in with that of the state of Florida.

Of course, a considerable portion of the northern colony flits northward in the spring, but nevertheless, the benefit derived from the influx of new capital cannot help but be felt by the section in question. Many are the beautiful residences and orange groves owned by these temporary residents who delight in singing the praises of the Altamonte Springs section and influence their northern friends to allow their example and acquire property there.



RESIDENCE OF N. H. FOGG, OAK KNOLL FARM, ALTAMONTE SPRINGS

ings in the country. It is justly celebrated on this account and from this spring the water for the Altamonte is obtained. About two miles from the hotel is a boiling sulphur spring which is used for medicinal purposes to a large extent.

The Altamonte is under the management of George E. Bates & Son, who also operate "The Grand" hotel located at Mont Vernon, New Hampshire, this latter house being open during the summer months only.

The Winter Colony
As has been stated previously in this article, Altamonte Springs continues to be known as an ideal spot in which to erect a commodious winter home and among those temporary residents who have already accomplished this, are to be found well known figures in the business world in the northern states. Perhaps one of the most prominent in the winter colony is the residence of Thomas Sprague of Scranton, Pa., who spends about one-half the year in Altamonte Springs.

His residence typifies the acme of comfort and beauty, neither

pective settler and as an investment would be hard to improve upon. Detailed information will be gladly furnished upon communication with Mr. Mullen, whose address is Altamonte Springs, Seminole county, Florida.

An Example of Success
One of the oldest residents of Altamonte Springs, who has witnessed the development of that section from a practical wilderness to the present day paradise is Mr. J. M. Lewis, who is and always has been one of the moving spirits in every progressive movement looking toward the improvement of conditions in his section of the country. Coming to Altamonte Springs some 33 years ago, with Mr. George A. Frost, Mr. Lewis was one of the settlers in that region and when the railroad was pushed through to that point he was laboring to carve out for himself a home site and assist in carrying the banners of civilization into what was then practically a wilderness.

Entering the field of builder and contractor, Mr. Lewis was instrumental in the erection of

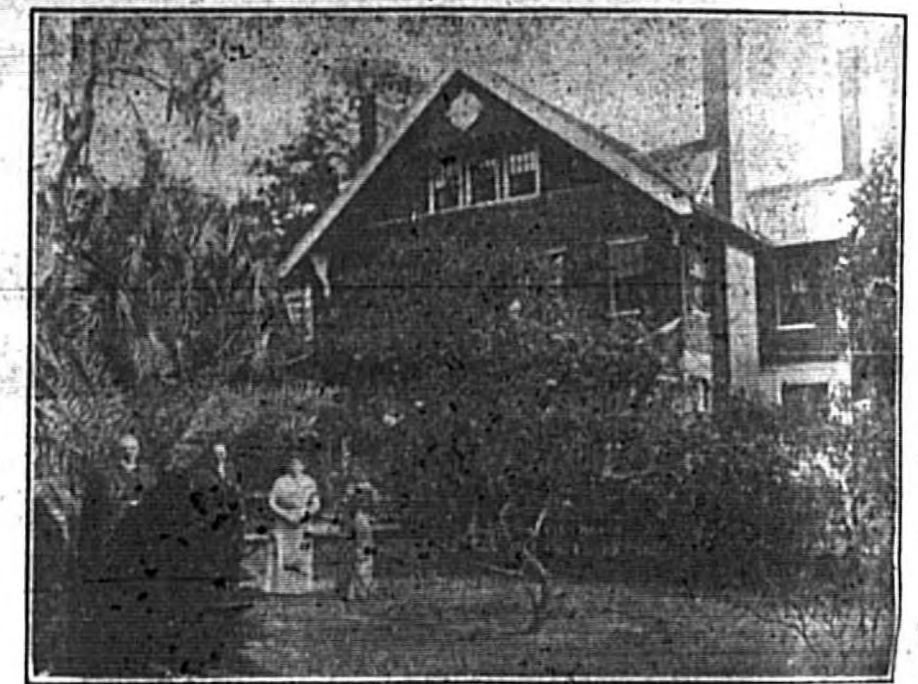
Springs who may be numbered among the "first settlers" is Mr. A. H. Fuller, who for the past 28 years has made his home here and who for the past 5 years has been engaged in the general mercantile business in that town. The store is located near the railroad depot on the main road between Sanford and Tampa and enjoys the patronage of the residents of the entire city, carrying a full stock of general merchandise hardware, dry goods, drugs, etc. The postoffice is also located there and automobile parties are able to obtain supplies of gasoline and oils from Mr. Fuller's establishment.

His residence, located a short distance from the store is a comfortable little cottage situated on a 5-acre tract and on one side of the house lies a one acre grove of grapefruit and oranges, about four years old. Mr. Fuller is prominently identified with the affairs of the town and has been instrumental in bringing about the present prosperous condition existing in that locality, always being ready to assist in any movement which aims toward the betterment of conditions in his section of Seminole county.

Dealers in Groves
Numbered among the estab-

ted to oranges, grapefruit and pecans. Some of the finest trees in this immediate section are to be found in Mr. Fogg's grove, several of them having produced 30 boxes of fruit in various seasons recently. His pecan trees are said to be as fine as any within the borders of the state and were planted by Mr. Fogg himself many years ago when he acquired possession of the property.

His holdings constitute some of the most valuable citrus property in that locality and have been constantly improved by modern methods and appliances and at present they represent an investment of no inconsiderable amount. Taken as a whole, Altamonte Springs and its environs may be characterized as one of the garden spots of eastern Florida and its attractiveness is being duly appreciated by the visitors who are making it their headquarters for several months each year. Some of them remain permanently and those whose residence is only temporary return annually, convinced that they have found the ideal locality in which to enjoy the benefits of a favored land.



RESIDENCE OF THOS. SPRAGUE AT ALTAMONTE SPRINGS



RESIDENCE OF A. H. FULLER AT ALTAMONTE SPRINGS



RESIDENCE OF J. M. LEWIS AT ALTAMONTE SPRINGS

FARM FOR SALE

Highly Improved, In The
Heart of the Citrus Belts
An Opportunity Not
Often Offered



ANOTHER VIEW OF THE JOHNSON RESIDENCE AT MOORE'S STATION



THE JOHNSON RESIDENCE AT MOORE'S STATION

Any man with an ambition to get back to the soil, who looks over the famous Celery Delta, especially in the winter time, when the fields are green with the prospect of a bountiful harvest must conclude that it is indeed one of Dame Nature's favored spots. It is not often that desirable farms, equipped with all necessary improvements, in fact everything needed to begin operations the moment the transform is made, are placed on sale in the Delta, and no such offer would be made in this case except for sickness in the family, which makes a change of climate desirable.

The farm in question is located in the heart of the Celery Delta, on the line of the Sanford & Everglades Railroad and Sanford Traction line, one quarter of a mile from a shipping station and paved road. It consists of ten acres, all fenced and cleared, five acres being tiled.

The whole ten acres can be cropped if desired. There is now on the ground two acres of lettuce and two and one-half acres of cabbage, both crops promising big returns in the way of profits. All crops can go with the farm if sale is made before maturity. Two flowing wells furnish an abundance of flowing water for irrigation and domestic purposes.

There is a good modern, two story house on the farm, which cost \$1,800, not including the owner's labor, which figured largely in the cost. It would cost much more today.

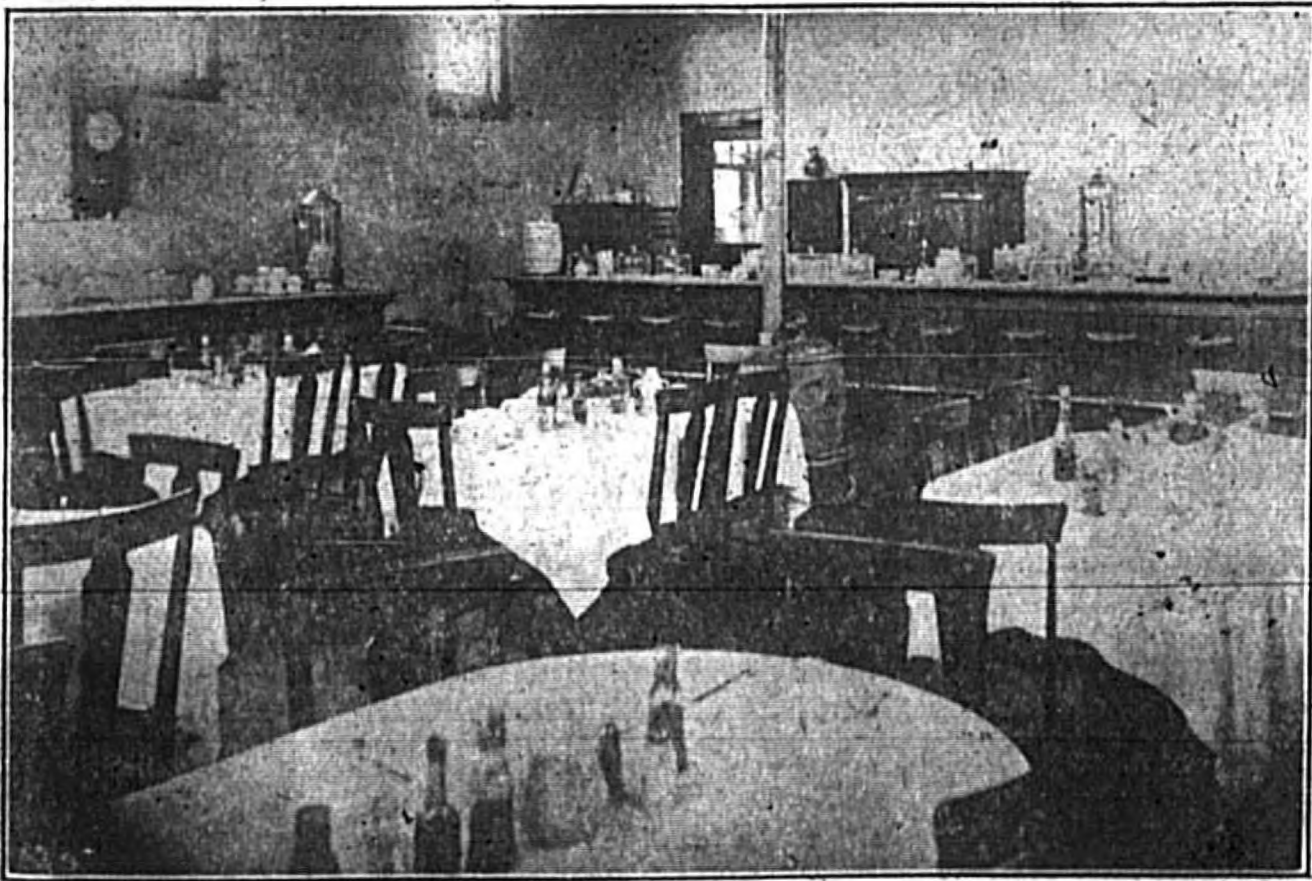
There is a church close by at the station, and regular Sunday services are held. All children are conveyed to school in Sanford daily on the Traction Line at the expense of the county. No better schools are to be found in the south than those of Sanford.

The place has been cropped for three years and is in a high state of cultivation. Last year's crop netted the owner \$700 per acre. Possession can be given immediately, or deferred to the end of the season, as desired. Satisfactory terms will be made. For price and terms address the owner:

T. JOHNSON,
Sanford, Fla.
R. F. D. No. 3.

WHERE SANITARY CONDITIONS PREVAIL

Spencer's Bakery a Model Of Its Class--Systematic Cleanliness The Unvarying Rule--It Enjoys A Large Trade



G. W. SPENCER'S CAFE AT A. C. L. DEPOT

Fortunately for Sanford, her citizens are not compelled to patronize the "average baker," for she has in the person of G. W. Spencer a baker who ranks away above the average, and conducts his business in strict accordance with the latest sanitary, scientific and progressive principles.

Mr. Spencer early saw the need of a modern bake shop in Sanford, and established himself in 1906, at the stand which he has since continuously occupied on Park avenue, between First and Second streets. That he has prospered, and enjoys a thriving and ever increasing trade is, in itself, an evidence of the excellence of the product which he turns out. Everywhere throughout his establishment the strictest attention is paid to sanitary conditions, and the most absolute cleanliness prevails in every department. Being a thoroughly practical man himself, he supervises carefully every step in the process of converting the snowy flour into the nourishing "staff of life," and consequently when

he offers his product to the public he does so in the full consciousness that it is good and wholesome.

He uses only the best of flours, preferring that made from the hard spring wheat grown in Minnesota and the Dakotas for the making of bread, while cakes and pastries require a different grade of flour, made from the softer wheat grown in the lower latitudes. His hard wheat flour is bought in large lots from the well known Russell Manufacturing Company of Minnesota, Minn. In making bread and cakes the latest improved machinery is brought into requisition and no human handling is allowed in the process of kneading, everything being done automatically by machinery. The same scrupulous care is taken in every step of the process, and the consumer may rest easy in the assurance that every possible safeguard has been thrown about his loaf to prevent contamination from start to finish.

When the Coast Line moved

its depot from the center of town out to Ninth street, Mr. Spencer with the foresight characteristic of the man secured the restaurant privileges, and has established there an eating house which ranks among the best on the entire road. The hungry traveler is served with anything his heart may desire or stomach crave from the humble sandwich and coffee to an elaborate meal, and all at moderate prices.

He is a native of the old "Tar Heel State," but came to Florida in 1894, as an employe of the Southern Express Company, and for fourteen years was that company's agent in Sanford. He is a member of the Methodist church; a Mason of both the blue lodge and chapter; a Knight of Pythias; belongs to the Woodmen of the World; and is in all probability the most enthusiastic base ball fan in Seminole county. He has served the municipality well as its present mayor, but is that rare avis among public men, an official who does not want, and will not have a re-election.

ORANGE GROVES

Anyone contemplating the purchase of an ORANGE GROVE should write to M. F. ROBINSON, Sanford, Florida, for his catalog giving description, location and price of the groves he has for sale. As an evidence that he has desirable property of this kind and that his prices are reasonable and his terms liberal, he vouches for the fact that during the last five years he has sold fifty-five groves and if any of the buyers are dissatisfied with their purchase he has no knowledge of it. On the contrary, several of the groves that he sold have already produced sufficient fruit since their purchase to pay the owner back all the money invested, and some of the groves have been resold for double the money invested.

When a man buys an ordinary farm, he is not expecting that it will within any reasonable time earn enough above his time and expenses to pay for itself; but it is quite a common expectation

with an orange grove or a truck farm in Florida, and is so frequently realized that new investors are constantly coming to Florida to see for themselves; and there is no better location in the state than Sanford and vicinity; where the facilities for success in trucking and orange growing are thoroughly established. It is no longer an experiment; but a well established fact which will stand close investigation. Therefore we cordially invite the home-seeker to come and visit us and see for themselves what we are doing and how we do it. We are paving the roads with brick for eight miles in three different directions from Sanford, and an automobile is always ready to show visitors around free of charge. We promise that you will enjoy the visit whether you invest or not. We expect to ship 4,000 cars of fruit and vegetables from this city this winter, and its a sight to see how it is accomplished.

BEAUTIFUL GENEVA, GEM OF EAST SEMINOLE

An Ideal Place To Build A Home---Surrounded By Lakes and Hills, Groves and Gardens---A Section of Rapid Development

Beautiful Geneva! Who has not heard of her sitting like a queen in the heart of her sun-kissed peninsula; with her hundred gently rising hills topped with the orange and grapefruit that has brought her fame and fortune in the past; groves that exhale a delicious fragrance in the spring, to be followed by the glorious fruitage in the fall; with her shores bathed by the waters of Jessup on the one hand, of Harney on the other, and embraced by the apostolic river as it lazily winds its tortuous way to the

ger in Florida is always seeking, but so seldom finds. Just here might come an object lesson to all board of trade throughout the state. The way to a man's heart, it has been said, lies through his stomach, and long experience has proved the truth of the saying. No prospect, however pleasing it may be naturally, can attract a man whose stomach is in a state of rebellious disorganization from the injection of improper food. The northerner who comes to Florida, especially in the winter expects to feed upon oranges,

to be a new house, built about a year ago and recently enlarged to meet the demands of a growing trade. A few minutes' wait brought forth a supper that was everything a hungry man could ask for, clean, well cooked and served, abundant in quantity and superior in quality. The hostess certainly knows how to provide for the wants of the inner man in a pleasing and satisfactory way.

Directly opposite is the Kilby House, which seems to enjoy a liberal patronage and bears the reputation of setting a good table. A well appointed livery stable is run in connection with this house.

In a town like Geneva, where interest centers in the citrus industry, the packing houses are naturally of main concern. The city is well supplied in this respect, there being three. The Chase Company has one under the management of J. T. McLain; the Citrus Exchange one, managed by Mr. C. A. Saunders; and a private concern owned and operated by Mr. W. J. Daniels. The latter was not in operation at the time of our visit.

The Chase Company packing house, operated by Mr. McLain, is in line with other houses of that concern throughout the state, which means that it is up to date in every respect, as that firm is without doubt the largest handlers of citrus fruit in Florida, owning their own packing houses at all important citrus shipping points in the state. The Geneva house is 50x100 feet on the ground, of wood construction and trussed roof, leaving the floor entirely free of posts or other obstructions to interfere with the rapid

anges and a Hench & Drumgold sizer for grapefruit. It has the Covey box compress, chain box conveyors, and roller grading belt. The house was enthusiastically praised by the Florida Grower, organ of the Citrus exchange, which said of it in a recent write-up: "The growers should be proud of it, and no doubt they are. It speaks emphatically for their community."

In a community of the size and intelligence and general prosperity of Geneva one would naturally expect to find good, well sustained churches and he will not be disappointed in this respect. For both the Baptists and Methodists are represented in substantial houses of worship. The Baptist congregation is ministered to by Rev. Wm. Stones who presides over a church of the same denomination at Oviedo, alternating his Sundays between the two places. The Methodists have just completed and dedicated a new house of worship, which would be a credit to a much larger place. Rev. A. L. Hope is the pastor of the new church and also has the Methodist church at Oviedo in charge. By a happy arrangement between himself and Dr. Stones, pastor of the Baptist church at Oviedo, the services are so managed that each town has divine service every Sunday. The people of both towns are to be congratulated upon the happy spirit of harmony and cooperation which distinguishes both pastors, and assists so materially in the good work they are both aiming to accomplish.

A sketch of the Geneva schools,

own responsibility. During that time he has won an enviable reputation for probity a square dealing. He carries a full line of general merchandise, grain and feed, paints and oils, hats, shoes and canned goods.

Mr. H. H. Pattishall has long been identified with the business

staple and fancy groceries, and canned goods of the best brands, ready to wear clothing, glass ware and crockery. His long experience in serving the community in his line of business, has equipped him with an expert knowledge of its wants and necessities, and he rarely makes a mistake in his



NEW METHODIST CHURCH AT GENEVA

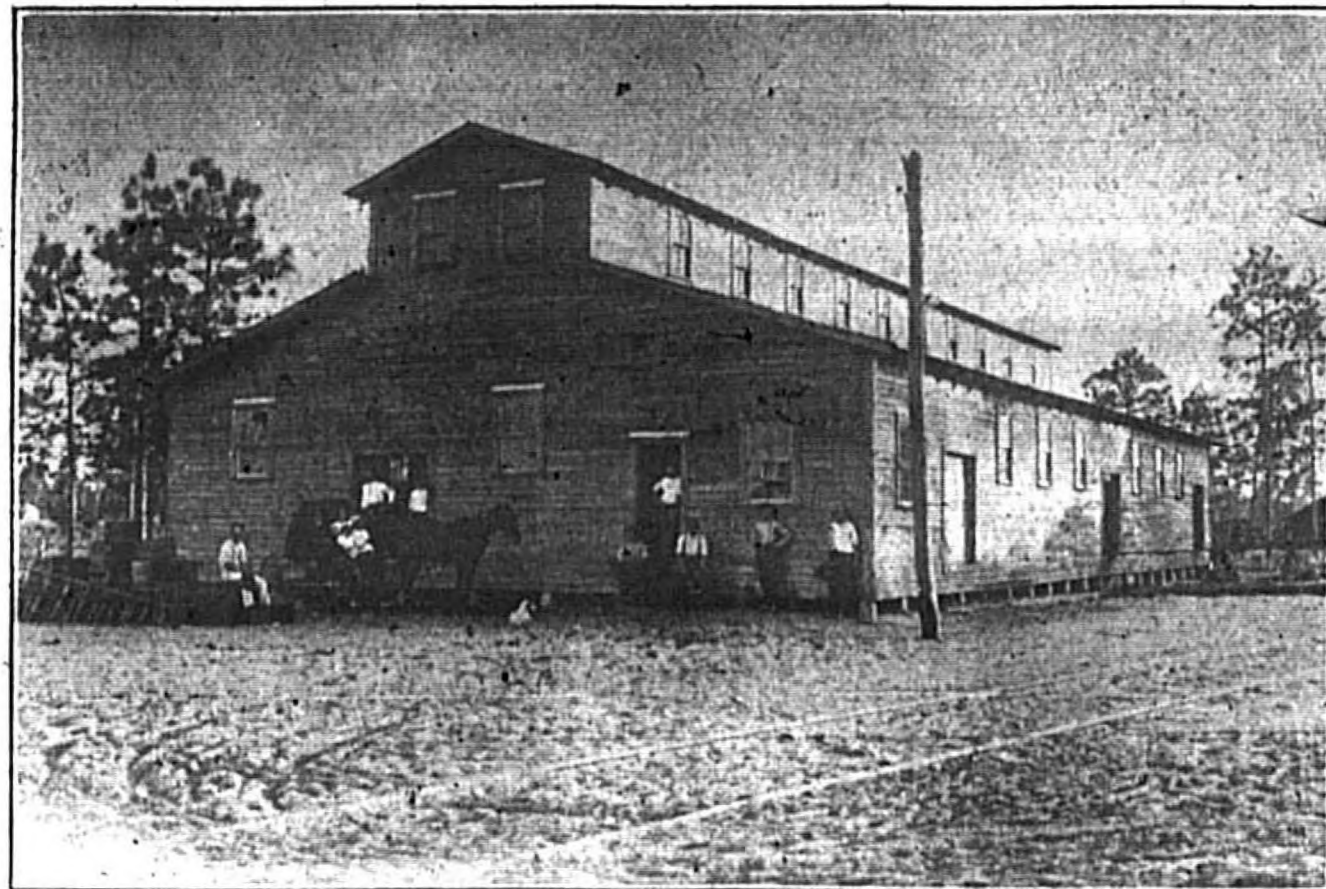
north; of her wonderful climate, her hospitable homes, her friendly people ever ready to welcome and entertain the stranger? Many have heard of these delights, but comparatively few have ever realized them. Why? Because many years ago Geneva was passed unwisely by by the railroads, and the average tourist is one who likes his pleasures to come easily, and a twelve mile trip over the sandy roads and through the piney woods of Florida did not appeal to him as being the ideal of ease and comfort. Hence, in the inrush of tourist travel Geneva was particularly sidetracked. A few who knew of her beauties and merits visited her at any cost, but the great mass passed by on the other side.

Now, however, all that has been changed. The great Flagler system is stretching out a long arm down into the Okeechobee section from its main line at New Smyrna, an arm that will tap and develop a section of country that is still in much the same condition as when the red man gave it up to his white brother, who did not really want it, but wanted the Indian set out on general principles. For years it has been given over to the hunter and the cattleman, but will be so no longer. It is marked for development, is ripe for it, and will speedily begin to blossom with farms and homes. Geneva is on the direct line of this road, the first town encountered after crossing the St. Johns river at the foot of Lake Harney.

The first fact encountered on

grapefruit and fresh vegetables. To put him off with tough beef, white bacon and canned goods put up in the north, is to excite in him a feeling of dislike that is

closely akin to disgust. No amount of expatiation on the beauties and advantages of the country can overcome the fact that he has not dined well, and has probably been overcharged for what he got. Pay attention



THE CHASE PACKING HOUSE AT GENEVA

and economical handling of the fruit. Fifty men are employed during the busy packing season, and the average output is about one and one-half cars per day. So far this season they have packed about 25,000 boxes, and expect to run the number up to 40,000 or more. Located directly on the East Coast tracks, their facilities for shipping are of the best. The Chase Company has always handled a large proportion of the Geneva product, with very general satisfaction to the growers. Prior to the advent of the railroad it was boated down through the lakes and St. Johns river to Sanford, and there put on the railroads or Clyde Line boats for New York. The Skinner Washer and Dryer is used and one Maull sizer, and one Hench and Drumgold sizer.

The Geneva Citrus Growers' Association, a branch of the Florida Citrus Exchange operates the other large packing house, which is one of the best of its class to be found anywhere in the state. This house is 60x80 feet, on a spur of the East Coast tracks, of galvanized iron construction, a to sides and roof, well lighted and with a gasoline light equipment for night work. A 12 horse power gasoline engine furnishes the power to run the machinery. The building is equipped with a Skinner washer, dryer and polisher; a Campbell sizer for or-

with a picture of the building and scholars will be found in the general write up of the county. Suffice it to say here that the school comprises High School, Intermediate and Primary Departments, presided over by Miss E. L. Crawford, Miss Mayme McLain and Miss Marjorie Kilby respectively. Something over sixty scholars are in attendance.

The business interests of Geneva are well looked after by two first class general merchandise stores. Both are well stocked and seem to be in position to serve the public satisfactorily on their various lines.

Mr. L. M. Reh binder, proprietor of the nearest store to the railroad and center of the town, is a young man of experience and ability, and holds a life certificate as a teacher of the first grade. In the mean time he fitted himself for the profession of civil engineering, and followed that profession for nine years, being engaged for three years on the Key West extension of the Florida East Coast Line. For two years he acted as resident engineer, when the attractions of business proved too strong and he gave up the making of railroads to enter business life. He now holds the position of county surveyor for Seminole county. He has been in business in Geneva for the past eighteen months, part of the time with a partner, and later on his

leif of Geneva, and has come to be recognized through length of service as one of the old standbys. For 26 years he has been in the same line of business, and his store is considered one of the in-

order. By birth a Georgian, as so many of our best citizens are, his long residence in Florida entitles him to be ranked among the pioneers, if not among the native Floridians.

The wants of Geneva in the building line are looked after by H. Y. Tarbell, who has a well equipped lumber yard on the East Coast tracks.

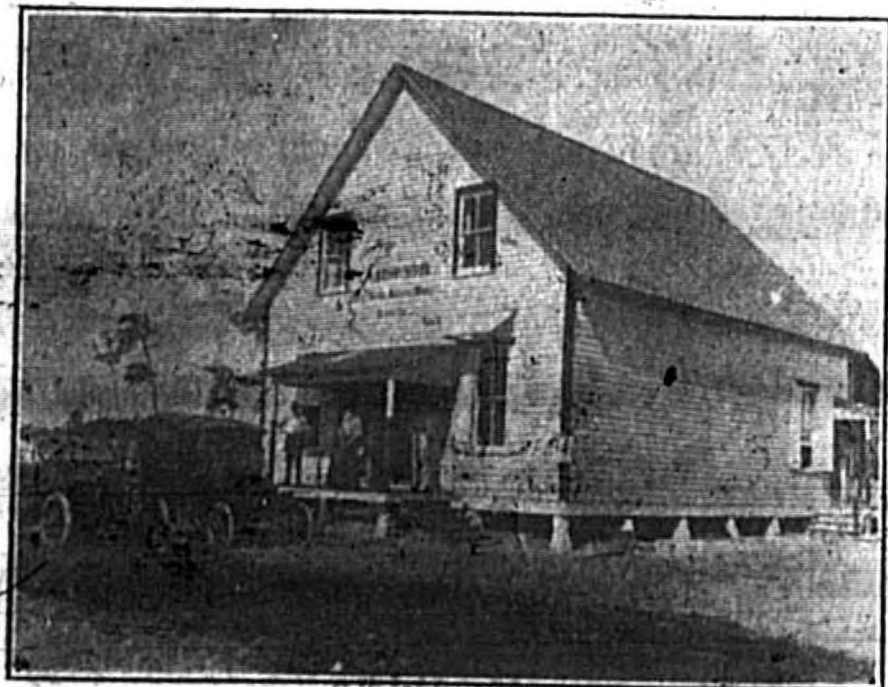
Among the possibilities of the near future are the Geneva Coca-Cola Bottling Works, articles of incorporation for which have been applied for.

That Geneva is fully alive to the advantages of publicity and knows how to obtain it is shown by the organization of a board of trade, with about fifty active and active members, even some of whom is a booster for the town and its interests. Only about fifteen miles from the famous coast of Florida, it has, until recently been about as inaccessible as if it were fifty. Now that the railroad has come to town however the citizens are wide awake to the necessity and importance of attracting capitalists, home-seekers, and surely no more ideal spot can be selected to build a home than among the groves and hills and beautiful groves of the Geneva peninsula. Five hundred acres of bearing groves already dot the hill side, and this number will be trebled and more as soon as the general public learns of the attractions that Geneva has to offer. The section has the goods, and can convince the most incredulous. To get the people there is the province of the

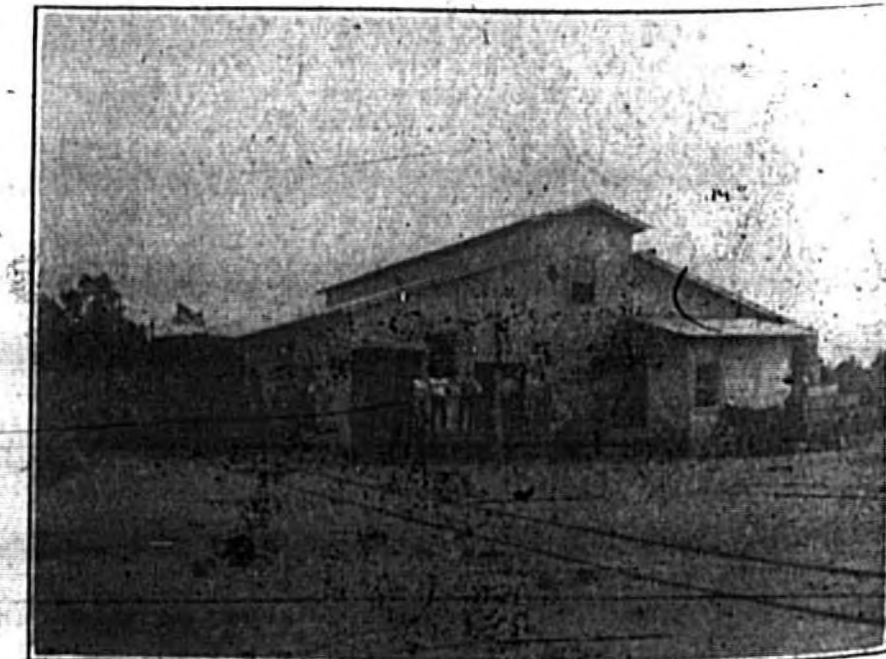
stitutions of the city. On October 1st he moved into his handsome new two story building, about a block from the center of the town. Here he has abundance of room to make an attractive display of his very complete

stock and utilizes it to the utmost. One corner of the large room is partitioned off and used for a postoffice, Mr. Pattishall being postmaster, in connection with his other duties. He carries a full line of general merchandise,

board of trade, and any inquiries addressed to Mr. M. E. Dooley, secretary or Mr. J. T. McLain, president of the board of trade, will be promptly and courteously answered.



L. M. REHBINDER'S GENERAL STORE, GENEVA



CITRUS EXCHANGE PACKING HOUSE, GENEVA

entering the town, and it is one of importance to the traveler, both commercial and tourist, is that it possesses a good hotel, nothing elegant or pretentious, but clean, comfortable and homelike, just such a place in short as the stran-

then to the creature comforts, if you would attract the buyer. Fortunately, Geneva has little to improve upon in this respect. The Flint House, to which a kind fortune directs our steps on the night of our late arrival, proved

with a partner, and later on his

board of trade, and any inquiries

answered.

will be promptly and courteously

A GARDEN OF EDEN IN THE MAKING

Where the Homeseeker May Realize His Dreams of Independence and the Investor Reap the Reward of the Far Sighted Business Man



TOWNSITE VIEW ON PROPERTY OF EAST SANFORD LAND COMPANY GENEVA

In the extreme eastern part of Seminole county, between Lakes Jessup and Harney, lies what has been known for many years as the "Geneva Plateau." Having the outlines of a peninsula, it might justly lay claim to the Latin motto of one of the northern states, which being translated reads: If you seek a beautiful peninsula look about you. The Geneva peninsula may well be called beautiful. To the west and south lies Lake Jessup, with its fifteen miles of shimmering waters; on the east Lake Harney, Queen of Florida lakes, on the north the river of St. Johns winding its sinuous course, now expanding into broad lakes and bayous, home of the water and turtle. Very low sections are well protected from the chilly winds of winter and its occasional frosts as is this plateau.

Realizing the desirability of the Geneva plateau both as an agricultural paradise and also as

a beauty spot suitable for resort purposes, the East Sanford Land Company of Geneva, Seminole county, acquired an enormous tract of about 15,000 acres, embracing two-thirds of the entire peninsula with the idea of developing the region into a populous, fruitful garden spot which should become a veritable land of plenty. Although the Geneva has been on the market for only a short period of time, over 4,000 acres have been disposed of to individual owners who were sufficiently far sighted to see the marvelous possibilities offered by the region.

The soil of the entire tract is perfectly adapted for truck farming and also the production of citrus fruits. Flat woods and hammock lands are recognized as the most desirable for trucking and general farming. Of the 15,000 acres unsold about 2,000 acres are in prairie land, 3,000 acres are in rolling citrus land, 5,000 acres are in flat woods, black sandy loam

2,000 acres heavy hammock and 3,000 acres mixed pine and hammock land. Nearly every tract has sufficient timber for building purposes, many being heavily timbered.

One of the most important features of the tract is the excellent drainage afforded throughout the entire acreage. From the center to the extreme borders, a 20-foot fall makes the drainage problem of no consequence whatever and the drainage of the individual tracts is a matter that requires the expenditure of the minimum of labor and money.

Recently completed and traversing the peninsula diagonally from northeast to southwest is the Oklawaha branch of the Florida East Coast Railway with three stations within the boundaries of the tract in question, while transportation by water is possible on three sides of the peninsula by means of the St. Johns river, and lakes Jessup and Har-

ney. The latter body of water is the head of navigation for the St. Johns river and river boats travel this watery highway to and from the markets in Jacksonville, the shipping point for this section of the state. Recognizing the possibilities of the section, the U. S. Government has dredged an excellent channel as far as Lake Harney and a 60-foot draw-bridge has been constructed at the foot of this body of water by the Florida East Coast Railroad, thus affording ample facilities for transportation by water.

The company is also completing the platting of a townsite, to be known as Whitecomb's First Addition to the city of Geneva, and even now there are several fine residences located here, although the laying out of the townsite has hardly been finished.

Beautiful Lake Harney, bordered with groves of palm, live

oak and magnolia has long been known as a pleasure resort of great popularity and the East Sanford Land Company is further improving this phase of the project by the erection of a pavilion and an ample dock at the beach lying about 2 miles east of the town of Geneva on the southwest shore of the lake.

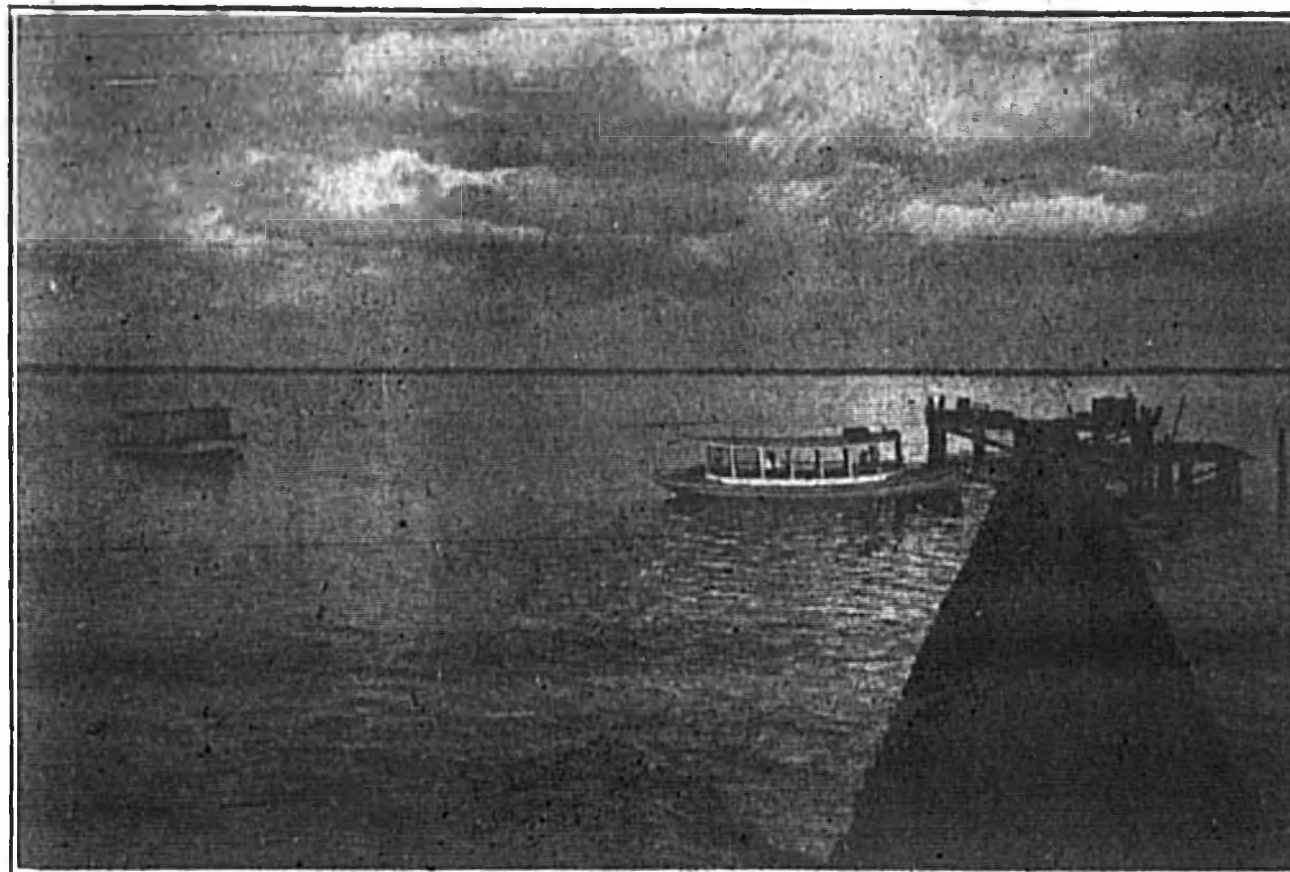
At the present time the company is laying special stress upon the development of a particular 1,000 acre tract adjacent to the town of Geneva and bordering on Lake Harney, this tract being deemed particularly desirable from the standpoint of both the prospective settler and investor.

This acreage is being disposed of in tracts of 40 acres each and a most attractive proposition is being offered with a view toward demonstrating to the public at large the intrinsic worth of land located on the Geneva peninsula.

Detailed information will be gladly furnished to all prospective purchasers on application to Mr. W. A. Whitecomb, manager of the company, who is located in Bloomington, Ill., and under whose direct supervision the development of the proposition has been placed.

The East Sanford Land Co. stands as one of the most attractive propositions in this section of the country—one that the careful man who desires to secure the best returns for his money cannot afford to overlook whether he intends to make a home for himself or to invest a certain amount of his available capital.

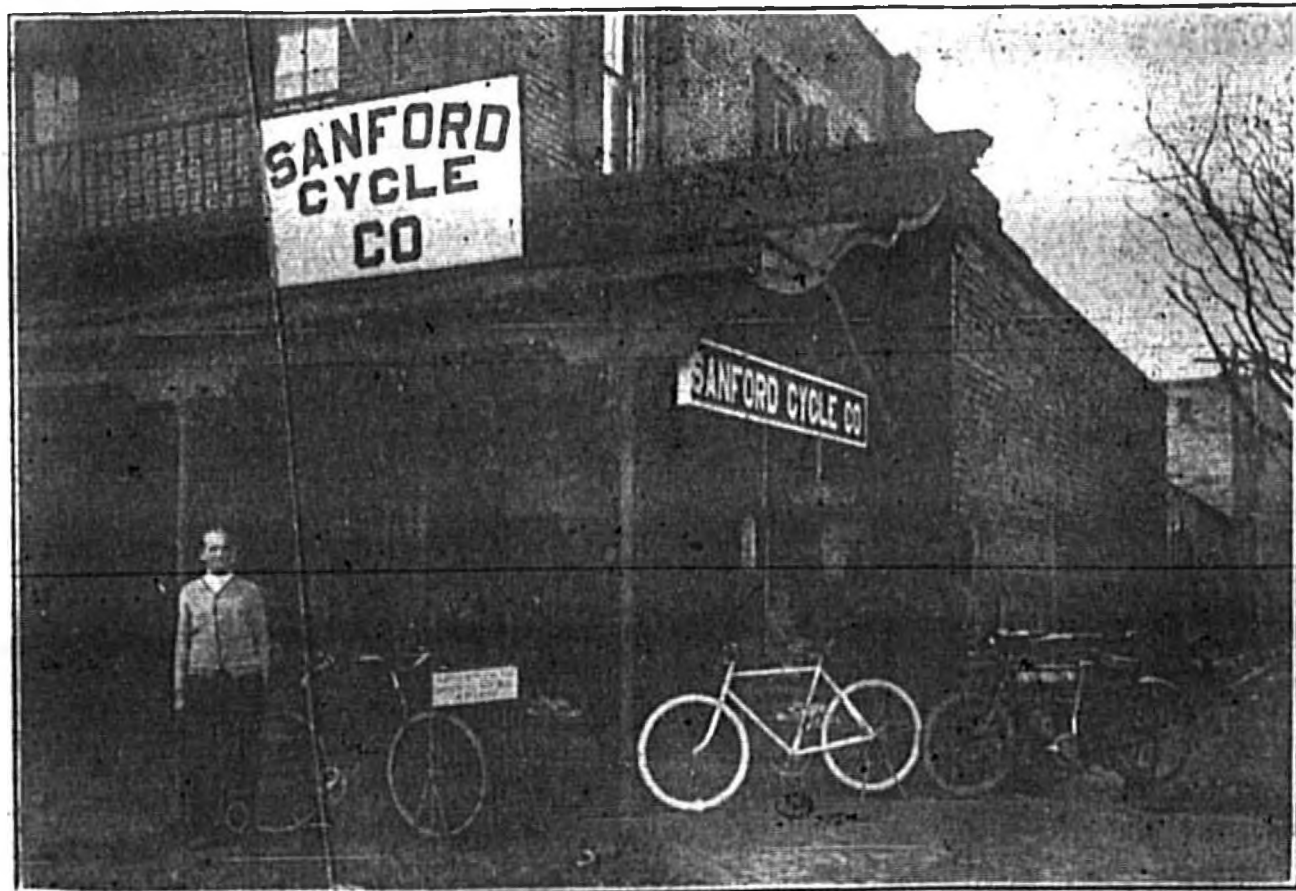
Write for full information concerning the forty acre proposition to W. A. Whitecomb, Bloomington, Ill.



LAKE HARNEY SHIPING DOCK OWNED BY EAST SANFORD LAND COMPANY WHICH HAS ONE AND ONE-HALF MILES FRONTAGE ON LAKE HARNEY

FOR BUSINESS AND PLEASURE

Increasing Use Of The Bicycle As A Means Of Rapid Locomotion. The Sanford Cycle Company Carries The Best Lines



SANFORD CYCLE COMPANY

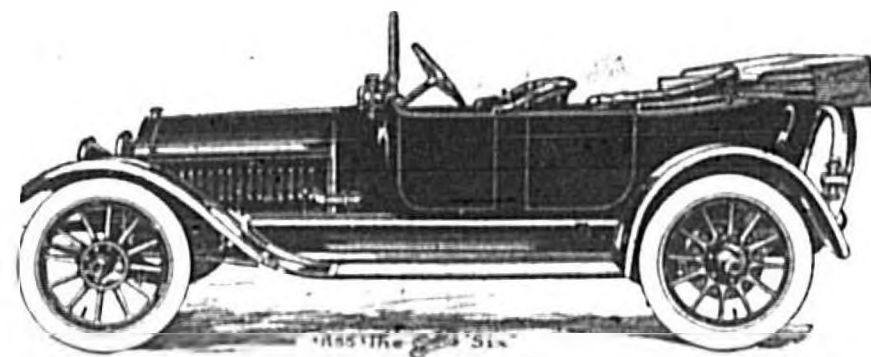
An example of success which by sheer pluck, perseverance and energy, is to be found in the Sanford Cycle Company, owned and managed by Mr. L. Y. Bryan and located at 108 Palmetto avenue. Mr. Bryan is a native of South Carolina, but came to Florida while yet a mere boy, and as been practically a resident of Sanford since 1895. He was engaged in the bicycle business and opened up a shop in his present quarters on Sept. 5th, 1912, that he has been engaged in it for about fifteen months. Startlingly built up in that short space of time a strong and rapidly growing trade, and now carries a complete stock. He has achieved remarkable success by dint of tireless energy and attention to business. Itself is a guarantee of quality; the has been no primrose path but it has led to success, and the hard work has not been grudged. In bicycles, Mr. Bryan handles

the very best makes from manufacturers of established reputation, machines that he can confidently recommend to his customers, without fear of future dissatisfaction. Among them are the Racycle, made by the Miami Cycle and Mfg. Co., of Middletown, Ohio, which is claimed by its makers to be the easiest running bicycle made, owing to the peculiar and scientific construction of its patented crank hanger; the Columbias which were the first bicycles made in the United States away back in 1877, and still maintain the leadership they gained in those early days of the industry; the Rambler, recognized for a generation as being the standard of quality, and bearing the Pope Manufacturing Company's trademark, which in its close attention to business. Itself is a guarantee of quality; the has been no primrose path but it has led to success, and the hard work has not been grudged. In bicycles, Mr. Bryan handles

cent of the difference. These are all standard machines, with years of reputation behind them, and in bicycles, as in other investments, the buyer will find that the best is always the cheapest. From being a lad and a luxury of the idle rich in the early days of its history, the bicycle has come to be a necessity of practical and daily use with all classes of society. It is for men and women who ride daily back and forth to shop, office and factory; the workman goes awheel to his daily toil, saving time which he can well utilize at home; the office and business man rides for the same reason; the invalid in search of health finds that the daily use of his wheel is better than drugs, that it strengthens every fibre and muscle of the body, invigorates the lungs, strengthens the constitution and assists it in throwing off disease, and contributes largely to the joy of living.

The Seminole Garage

Headquarters For The Celebrated Buick Automobile—A Maximum Of Service For A Minimum Price



We frequently hear some new industry spoken of as supplying a "long felt want." As a matter of fact it is the ambition of every new enterprise to locate one of these same long felt wants, and secure the lucrative job of filling it. Many mistakes in recognition have been made in the past and doubtless many more will be made in the future, but there also have been some notable successes. One of these was that of the Buick Manufacturing Company, which began the making of Buick Automobiles in a small way, in the small village of Flint, Michigan, back in 1901. The output of cars in that first year numbered exactly thirty-seven, ten years after, in 1914, the output will be 40,000. In the decade since it began business it has sold many thousand cars, and established a reputation of standing at the head of the automobile industry of the world. The small village has grown to be a big city; the little factory has become a giant institution, with over fifty acres of floor space, and employing, directly or indirectly thousands of men. Evidently its founders made no mistake in their recognition of the "long felt want."

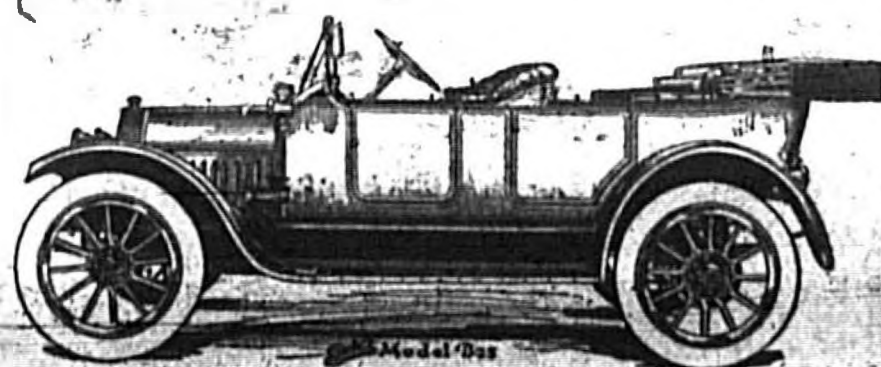
But the Buick popularity and success is founded on the confessed superiority of the Buick car. It is sold today in every state in the Union and has its representatives in all the foreign capitals. And that superiority the manufacturers are bound to

maintain at whatever cost. The model for 1914 will have all the latest tested improvements, including the Delco system of starting, lighting and ignition, which will be built into every Buick car in 1914. Because of the adoption of this system, because of the Buick Overhead Valve Motion with its greater power, speed and economy, and because of the well known Buick dependableness and serviceableness it is certain to be a favorite with buyers during the coming season.

The Seminole Garage on Commercial street, between Park and Railroad street, will be the Sanford headquarters for the Buick car. This garage, although but recently opened by Messrs. Takach and B. W. Rowe, has already achieved an enviable repu-

lation for the superiority of its repair work. Mr. Rowe is an expert machinist of long experience in this class of work, and can confidently refer to a host of individuals whom he has served in the past. Mr. Takach has been identified with the business interests of Sanford for a quarter of a century or more, and will take care of the business end of the concern. The pair make a strong team, and that the public appreciate the fact is apparent by the flood of work that has poured in on them since the first day of their opening for business.

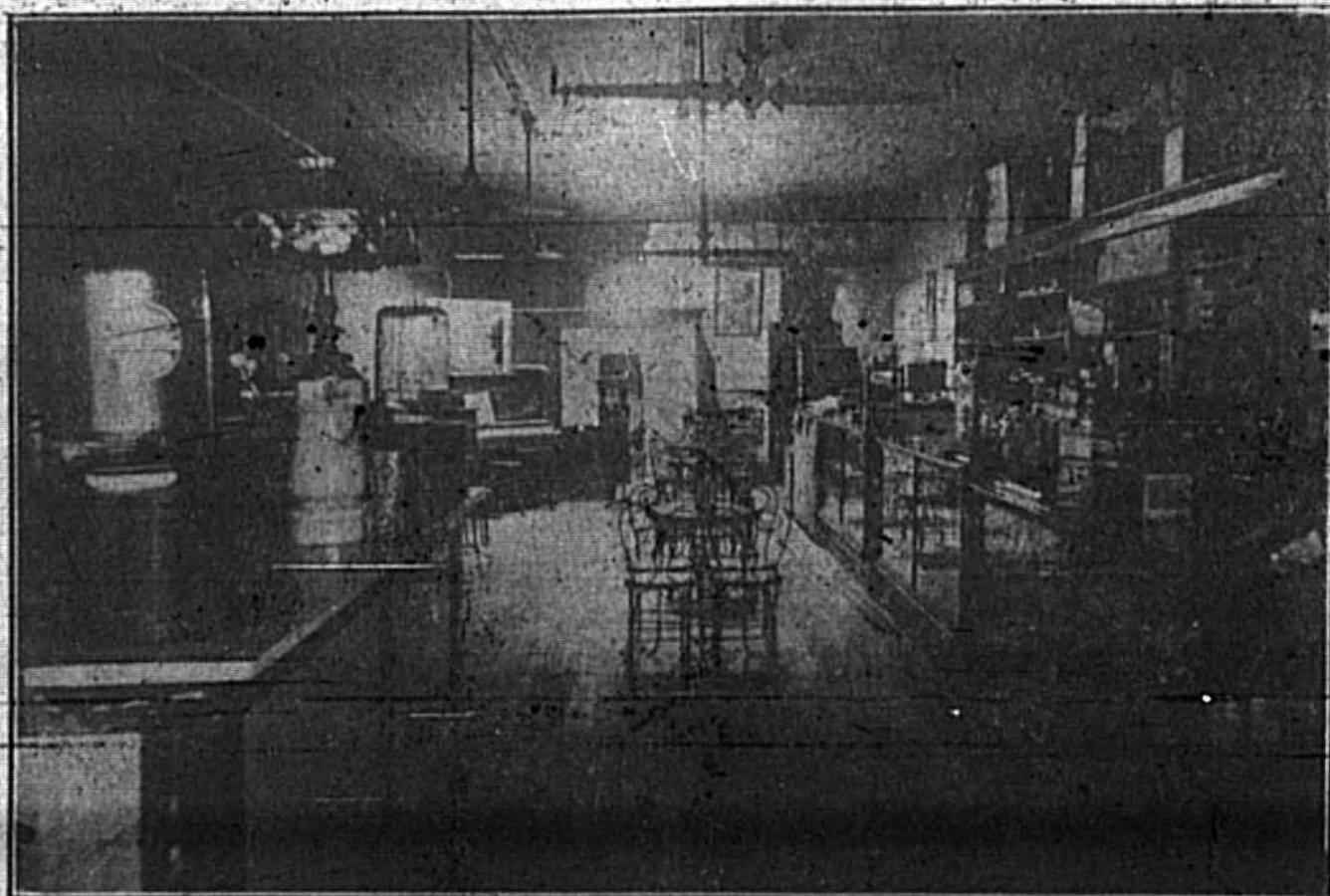
The repair shop is fully equipped for all kinds of business, and under the active superintendence of Mr. Rowe is bound to give satisfaction. Various makes of tire can be supplied, as well as oils and gasoline, and all automobile accessories, usually found in a first class shop. Autos are kept for hire, and a depot bus is run to every train. An initial order of two carloads of Buicks has been given, and will be placed on sale as soon as they arrive. A plan is already in contemplation for the enlargement of their quarters, which will be carried out in the near future.



Maxwell's Ice Cream Parlor and News Room **EVERYTHING FOR THE HOME**

The Most Popular Meeting Place in the Town--Where All The Latest Publications Can Be Obtained.

That's the Motto of the Abernathy Store--Its Magnificent Stock Proves That the Motto Means Just What It Says



INTERIOR OF MAXWELL'S ICE CREAM PARLOR



FURNITURE STORE OF W. W. ABERNATHY

The news room is the natural meeting place of the community. If it combines with the sale of papers and magazines the functions of an ice cream parlor, a soda water fountain, and a cigar stand it quickly becomes the most popular place in town. In small towns it takes the place of the daily paper. Men and women resort to it to meet friends and acquaintances and exchange the news and gossip of the town. Baseball fans find it a favorite place to settle the respective merits of the heroes of the diamond. Politicians go there to wrangle over the tariff of the currency, or the Mexican situation; in short the whole population of the town generally finds its way there some time during the day. Only the postoffice can hope to rival it in the esteem of the public.

Especially if the proprietor is a man of genial and accommodating nature does the news room become such as we have described. Such a man is Mr. S. Maxwell, and such a news room is his place at

104 First street. There can be found, not only the local news but that of the whole world. The great metropolitan dailies and the Bingville Bugle lie side by side on his shelves. The northern tourist can be supplied with his favorite home paper, although it may be two or more days from the press. Of making many books, it was said long ago, there is no end, and that is certainly true today of magazines. The time was when two or three magazines comprized the whole list, and they were sold at a high price and had but a limited circulation. Now there name is legion, almost, and their circulations run up into the millions. There are Red Books and Blue Books and Green Books; Smart Sets and Black Cats; Cosmopolitans and Metropolitans; Everybody's and Nobodys; Short Stories and Womens Stories (presumably not short); Railroad Man's Magazine and the Country Gentleman; The World's Work and The Idler; Life and Judge

and a thousand others. One wonders whoever reads them all.

But whatever they are and wherever they are published, Maxwell has them or can get them at short notice. For thirteen years he has been a resident of Sanford, and has made a host of friends. Quiet and retiring, there is nothing spectacular about him or his business, but when results are wanted Mr. Maxwell is always there with the goods. He has been in his present business for about four years, beginning on Park avenue below First street and moving to his present location some two years ago.

He has a large trade in ice cream and soda waters and other soft drinks and does much catering for receptions and parties. His fountain is from the Liquid Carbonic Company of Chicago, and one of the best of its class. Smokers will find a full line of the best cigars and tobaccos in his cases.

Undoubtedly the most completely stocked and handsomely arranged store devoted to furnishings for the home, which is to be found in central Florida is that of W. W. Abernathy in the Stone Gove building, corner First street and Palmetto avenue. It is a pleasure to visit such a well appointed and splendidly systematized establishment. Artistic handling of interior departments, a matter ordinarily neglected in any but the largest metropolitan stores is the keynote of the fine impression one receives, backed up by an air of general business efficiency, and the snap and go of the most modern methods.

Attractive exhibits are made of both fine and medium grades of parlor and bedroom suites, kitchen and living room equipment, couches, brass, iron, enameled and wooden beds, chiffoniers, sideboards, china closets, wardrobes, hat racks, dining and library tables, chairs, mattresses (the famous Ostermoor), bed

spring, rugs, druggets and matings, stoves, refrigerators, kitchen cabinets and tables, porch furniture and swings, and the thousand and one things that go to make up the equipment of the modern home. Buying as he does in carlots Mr. Abernathy effects a considerable saving in freight rates of which his customers get the full benefit.

Business is done on both the cash and installment plans as the customer may desire, and complete satisfaction guaranteed in every instance. Mr. Abernathy's trade covers a wide extent of territory, and might almost be called wholesale in its character. He has three solicitors constantly employed in the neighboring towns of Leesburg, Eustis, Mt. Dora, Sorrento, Orlando, Winter Park, Kissimmee and DeLand, thus covering the best part of five counties. In each town he maintains a store room, which is supplied from the home stock as may be needed. The best fac-

ories of Winston-Salem, Grand Rapids, Baltimore and Chicago are drawn on liberally to meet the demands of his trade.

Mr. Abernathy is a native of Virginia, but came to Sanford some five years ago from Tampa, where he was engaged in the same line of business. His success here has been remarkable, and speaks well not only for the business ability of the man, but for his tact and discrimination in choosing a locality. Personally, he is a pleasant gentleman to meet, affable, courteous and accommodating. He belongs to the Merchants' Transportation League, the Commercial Club, the Elks, the Knights of Pythias and the Woodmen of the World. He is a member of the First Methodist church, belongs to its board of stewards and is treasurer of the church. He is active in all matters of civic welfare and uplift, and at the last municipal election was elected to membership on the city council.

CHASE & COMPANY

GROWERS'

MARKETING AGENTS

Making a Specialty of Celery and Lettuce

Bonded Representatives in All Carlot Markets in Constant Touch With Largest and Best Purchasing Jobbers

TERMS OF SALE—Cash at shipping point, f. o. b. price enroute or price on arrival destination, whichever means highest results to growers

REMEMBER, CHASE & COMPANY are Growers', Selling Agents, working at all times for Best Prices and in the Growers' interest

CHASE & COMPANY Are Not Purchasing Agents For Buyers

CHASE & COMPANY'S average returns to Sanford Growers, since the beginning of the industry in the Sanford District, season after season, taking the years of high prices and the years of low prices, have always been at the top

CHASE & COMPANY

Sanford, Fla.

Jacksonville, Fla.

Sunlit Sanford --- The Celery City

In The Heart of a Marvelously Fertile Region Where The Husbandman Receives Rich Reward for His Labors

The Future Metropolis of East Central Florida

The phenomenal development that has been in progress throughout the state of Florida for the past few years, and which has been a source of wonderment to the inhabitants of less favored sections of the country, is nowhere more apparent than in the city of Sanford, the county seat of the new county of Seminole. Still, when the reasons for this remarkable advance are more carefully considered, it is not to be wondered at that the community has gone forward by leaps and bounds.

With an ideal location to become a shipping point for some of the richest citrus and vegetable territory in the state, surrounded by truck lands of surpassing richness, and orange groves of unending fruitage, Sanford is particularly blessed in this direction. The fact that she has made the most of the opportunities laid at her door, account for her present state of prosperity and her promising outlook for the future.

It is a recognized fact that east central Florida is possessed of climatic advantages that are unsurpassed anywhere in this wide land and lying as it does in the very heart of this favored section, Sanford has proved a haven for visitors from the more northern states, who, wishing to escape the rigors of a stern winter, come southward seeking some locality that can offer them the conditions they seek.

Founded in 1870 by General H. S. Sanford, of Derby, Connecticut, who purchased 12535 acres of land known as the "Finnegan grant" and proceeded to lay out a townsite, the city of Sanford dates back for a period of 43 years, although the pronounced development of the town did not begin until comparatively a few years ago.

At that time and in fact previous to that date, river boats plied up and down the St. Johns between Sanford and Jacksonville, affording a means of transportation for the products of this region and for the influx of new settlers who were already migrating from other parts of the country to participate in the development of this superlatively rich section of the State.

Incorporated in 1877, the city of Sanford experienced a rapid development both along commercial and social lines, the first mayor of the new city being T. E. Pierson, who is still living in New Jersey, where he controls business interests of considerable importance.

Sanford has always been particularly fortunate in possessing an apparently inexhaustible supply of artesian water and in fact from the very beginnings of the city, plenty of water has been available for every purpose.

The city of Sanford has experienced one far reaching disaster during its existence as a municipality, in the great fire which devastated the town on the night of September 22, 1886. Igniting in a bakery, the flames swept almost the entire town east of the Sanford House, the conflagration only being checked with the arrival of the fire department from Orlando on the following day. As the result of this disaster, the business district of the city moved westward and the present commercial portion of the community was constructed gradually.

Recovering from the effects of the great fire was a matter that required some little time and considerable capital, but the progressive citizens of Sanford refused to be discouraged by this severe blow at their development.

The celery industry, which, together with the lettuce growing industry and the citrus fruit, forms the mainstay of this

J. N. Whitner, who, after various experiments to determine the feasibility of raising celery on a commercial basis, launched out into the business on a large scale.

The success with which the celery industry has met is sufficient evidence of the farsightedness of those who first recognized the possibilities of the soil in this region and when it is realized that to the celery and lettuce industries that Sanford owes a large portion of its present day prosperity, it is easily seen that the originators of the business performed an important service, not only for this section of the state, but for Florida as a whole.

The celery and lettuce fields adjacent to the city are to be easily reached by means of the cars of the Sanford Traction Company, which operates a line between this city and Cameron City, a distance of about seven miles southwest. This line traverses the richest portion of the celery lands around Sanford, Palm Hammock, near the terminus of the line, being famous throughout this section of the state as an ideal truck farming locality. It may be interesting to note that this car line was con-



LOOKING WEST ON FIRST STREET

and are willing to invest their money to develop its resources. The Atlantic Coast Line Railroad during the year of 1912 erected a fine new depot at a cost of \$100,000, about one mile

leaving influence in the community where he elects to locate. The educational side of the development of Sanford has not been overlooked, for there are at present three modern schools

the new Elks home which is to cost about \$20,000 will form a most agreeable addition to the collection of fine buildings in the city.

Contracts for the construction of many miles of brick roads have been let and the city has only recently voted a bond issue for the purpose of bulkheading the and beautifying the lake front. The tourist and winter visitor finds Sanford an ideal spot in which to pass the months that are most severe in the northern states. Lake Monroe with its broad expanse of clear waters furnishes every opportunity for water sport, while excellent fishing is to be had in the St. Johns river which flows from either end of the lake toward lakes Jessup and Harney, only a few miles distant. Ducks and quail abound in this locality both north and south of Sanford, while for scenic beauty this section of the state stands unsurpassed.

It is a fact recognized by the United States government that the soil to be found around Sanford and its environs is preeminently adapted for the production of truck, and celery in particular, although all kinds of vegetables may be raised with a minimum of labor and expense. The seasons are such that the farmer need not confine his crop to one particular period of the year, but may produce whatever crop he desires at the most opportune time to secure the top price for that particular vegetable. With celery bringing \$2000 per acre and lettuce a proportionate price, it requires no mathematical genius to determine the possibilities that open up before the farmer who understands the methods of producing a crop in this climate and an increasing number of homeseekers are demonstrating the marvelous richness of the soil in the Sanford region. Sanford's chief claim to prominence will continue to be its unrivaled celery and lettuce farms; together with its citrus industry and as has been amply proven in the years that have passed, the resources of this locality are almost unlimited. With all the attributes that are needful for the successful and rapid development of any community, and boasting progressive citizens who are always at the forefront to aid in the upbuilding of their home city, Sanford of today stands with her face toward the goal of still greater prosperity, while the Sanford of the future cannot fail of measuring up to the best standards of the modern civic development.



SCENE IN CELERY FIELD NEAR SANFORD

section, was first inaugurated in Sanford about 15 years ago. Among the pioneers in the growing of this remunerative product were A. Robbins, J. E. Pace and

constructed and financed entirely by local capital, demonstrating the fact that Sanford business men are awake to the possibilities of this region

from the post office at the western end of 9th street, the building being modern in every respect and the equal of any station in this section of the state.

Possessing an excellent water supply and several miles of the most modern sewerage system, together with both gas and electricity for lighting purposes, Sanford is able to offer to the prospective resident or visitor all the improvements that one would expect to find in a city of similar size anywhere in the country. Many miles of paved streets with the promise of several more within a short space of time, give a still greater metropolitan appearance to the city and the construction of hard surfaced roads radiating from the main thoroughfares of the town will be commenced in the near future.

The religious phase of life in Sanford is not neglected, six churches being located here, embracing as many different denominations, Baptist, Methodist, Congregational, Presbyterian, Episcopal, and Catholic. All of these religious bodies are active in their respective fields and form a strong point in the attractions of Sanford. Sanford holds out to the tourist or homeseeker who desires a

in this city with accommodations for a large increase in the number of pupils as the population of the city increases.

Among the modern features to be found in Sanford are a paid fire department, free city and rural mail delivery, an efficient police department and in fact almost every metropolitan improvement that could be wished for. The reorganized fire department has demonstrated its efficiency beyond question during the past two years since the introduction of a modern automobile fire truck which is a combination chemical and hose equipped apparatus. With this up to date equipment, many incipient fires of a grave nature have been extinguished with a minimum loss. The police department is also ably conducted and supplies adequate protection along the lines for which it is intended.

Many projects are under way at the present time, with the completion of which Sanford will present a much more attractive appearance and at the same time feel an impetus in her business life. The erection of a new Federal building to cost \$70,000 has been authorized by Congress recently and this together with



UNION STATION AT SANFORD