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Section, Its Richest Garden Land

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SECTION 3.

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Seminole County Offers Homeseeker Great Opportunities

SEMINOLE COUNTY FORMED IN 1913
AS PROGRESSED UNTIL IT IS ONE
OF RICHEST IN POTENTIALITIES

Was Created By Legislature In 1913 From
Part Of Orange County. Was Part of Old
Mosquito County, One of Earliest Divisions
of Florida.

A story of the early history of Seminole county, or the
section now composing the county, is so closely interwov-
with the early history of Sanford that it would be redun-
dancy to tell it again.

The section from which Seminole was carved, after a
political fight in the legislature, was originally one of
the most important inland parts of old Mosquito County,
political sub-division of Florida in its early days which was
cut into other counties and the old name discarded
because of its peculiarly unattractive name. The name ori-
ginally was given to the great unknown, and therefore mis-
named, region back from the East Coast, by those whose
experience along the coast led them to think that the whole
territory, as well as the ocean bordering lands, was the abode
of countless hordes of mosquitoes. The section of country
bordering the waters of the upper St. Johns river, and its greatly
enlarged lake, Monroe, came into prominence in Florida
during the Seminole Indian war when Fort Monroe, later
named Fort Mellon, was established and garrisoned as a de-
fense against the ravages of the Indians in the central part
of the territory.

Old Mosquito county was named by the Legislative
Council of the Territory of Florida, back in 1824. It com-
prised the vast unorganized political division lying south of
Stanzas inlet, and from it were taken, after the admission
of Florida as a state in 1845, practically all the counties be-
tween Hillsborough and St. Lucie and back as far into the
interior as the present counties of Orange, Lake and parts
of Sumter. The first thing the new state of Florida did in
1845 was to change the name of the much reduced in size
Mosquito county, into the more tempting and pleasing one
of Orange. Orange underwent, during the time between
1845 and 1913, many operations of a Caesarean nature each
resulting in the birth of a new infant county. One of these
was Seminole.

Formed in 1913:
Seminole county was created in 1913. A glance at the
map of the Seminole county and section shows that
its shape is almost a parallelogram, its longest distance be-
ing from east to west. The St. Johns river, with lakes Mon-
roe and Harney—both but wide places in the river—bound
the county on the north and the east. The Wekiva river, a
tributary of the St. Johns, is the boundary for most of the
western side, while Lake Jessup, a large and deep body
of water, connected directly with the St. Johns river pen-
etrates to the very center of the county. As a result of these
features, there is not a point in Seminole county which is
more than 15 miles from navigable water and on a potential
water transportation route to Sanford, Jacksonville, and
elsewhere to the rest of the world. In addition to this water
transportation, actual and to come, the county is covered by
roads, three systems having lines through its area. The
Atlantic Coast Line, the Seaboard Air Line, and the Florida
East Coast Railroad, all having important shipping points
in the county, and all profiting substantially by the great ton-
nage of freight which is raised in larger quantities each
year.

Ninety Miles of Paved Roads.
In addition to its railroads and navigable waterways,
Seminole county has built from its own pockets, 90 miles of
hard paved roads, as smooth and as substantial as any in
the state. Beside this mileage it is building some 35 more,
and intends when that is done to develop some other parts
of the county which have shown evidences of latent worth
and wealth. These roads are kept in good condition at a
minimum of upkeep cost, chiefly because the county commis-
sioners and the road superintendent keep an eye on the road
and mend little holes before they grow into big bad places of
inconvenience to repair.

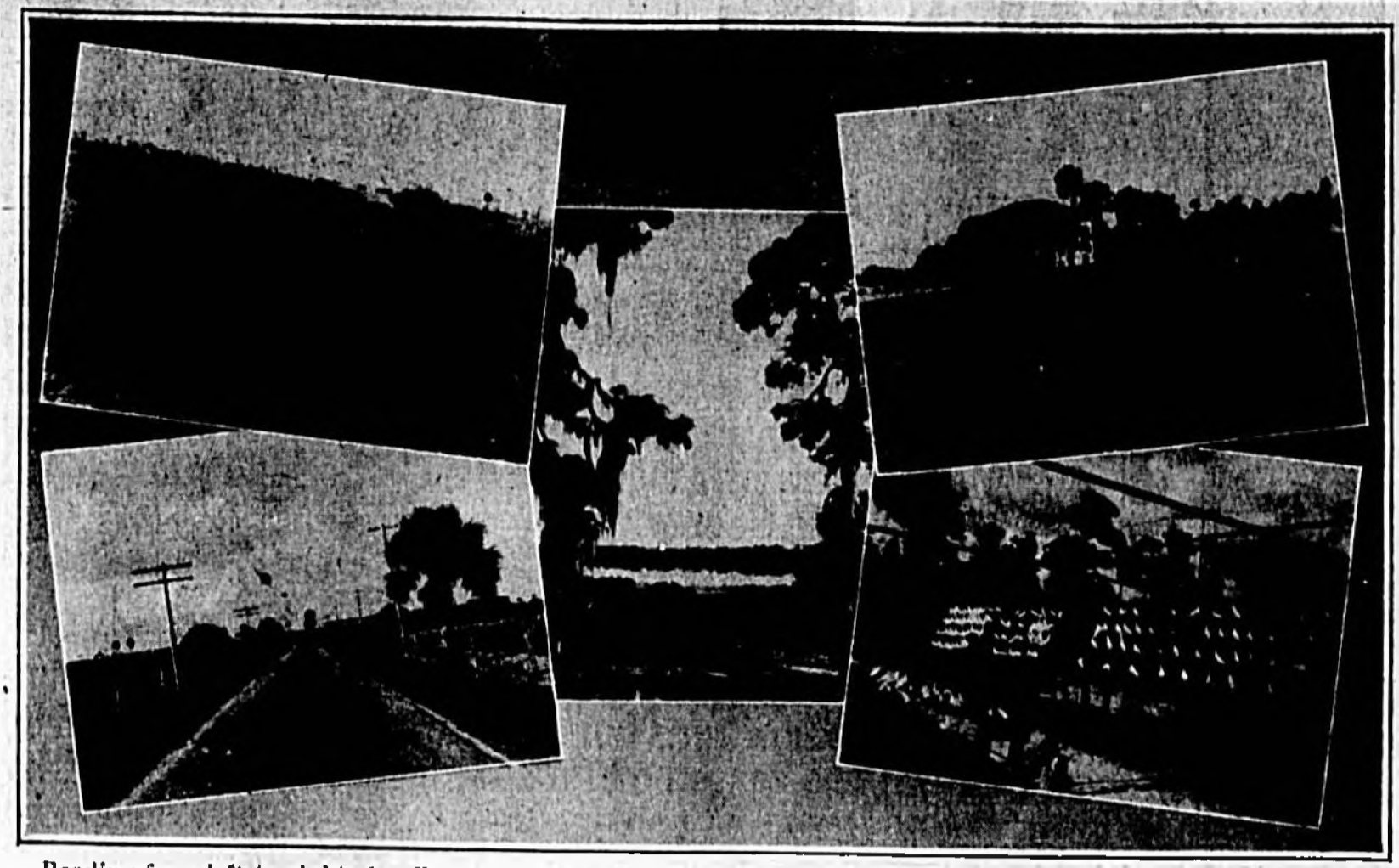
The County's Opportunities.
There are four main things upon which Seminole county
has place dependence: Its vegetable and citrus advantages,
its stock raising; and winter homes for people from the
inhospitable climes of other states.

Vegetable Production Leads.
At present vegetable production seems to be the leading
industry of most in, and who come to, the county. For this grow-
ing of winter and early spring "truck" as it is called, the
county is most admirably adapted. It has the right kind of
soil, artesian water—mostly from flowing wells under hun-
dreds of square miles of land—and it lies so that it is easily
irrigated. The famous Sanford Celery, Delta, as the region
is known, is a vast area comprising some 30,000
acres or more. It lies, a rough triangle, between lakes Mon-
roe and Jessup, and the connecting St. Johns river. The soil
is a sandy loam, underlaid with clay at a depth of from 18
inches to two and a half feet in much of the area, while the
top is muck, black as a barnyard stable floor and as rich
in plant nourishing matter. Much of this soil extends in
depth from a foot and a half in some places to 15 or more
feet in others. All of it is easily drained having a gentle
down almost imperceptible slope making sub-irrigation by tile
drains very easy of accomplishment.

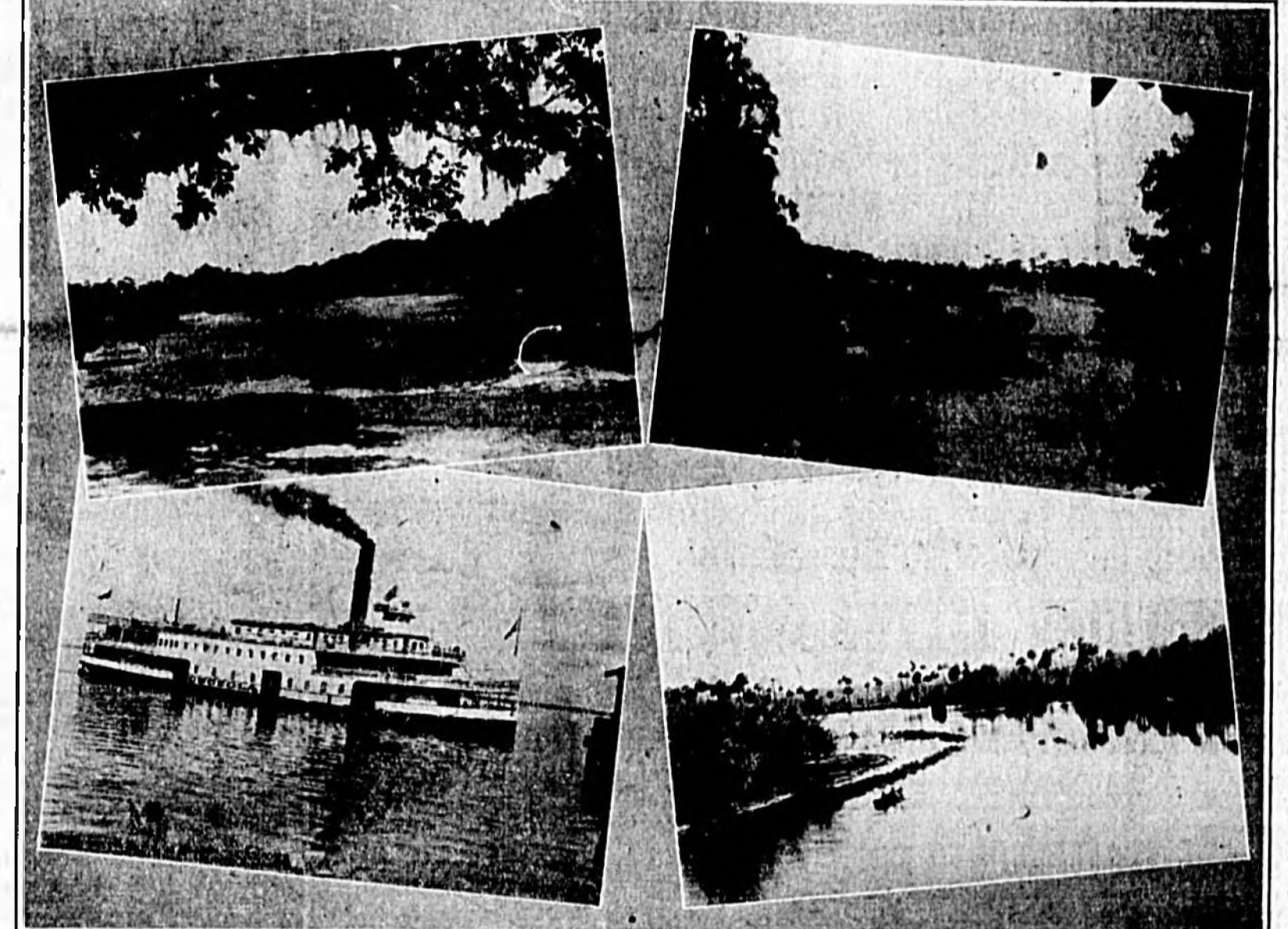
Citrus Growing Well Established.
This part of Florida has long been noted for the excel-
lence of its oranges. Ever since Aaron Cloud tasted the
sweet oranges on the straggling trees he found here in 1866
and sowed broadcast his land with orange seed, there has
been a steady increase in the interest taken in citrus fruits
in what is now Seminole county. Today, Sanford alone ships
in excess of 250,000 boxes, and other places where there are
one and two packing houses are shipping as much more; and
annually greater acreages are being planted.

Stock Raising.
While there are several small good herds of dairy cattle
in the county, mostly in the vicinity of Sanford, little atten-

PROSPEROUS FARMS AND GROVES IN EVERY SECTION OF SEMINOLE COUNTY



Reading from left to right: 1.—Preparing celery for the market. 2.—View of orange grove. 3.—Strawberry cul- ture. 4.—Example of county hard-surfaced roads. 5.—Pi geon farm of F. J. Nermyers.



Reading from left to right: 1 and 2.—Late views show- ing Sanford's municipal golf course, considered by experts as one of the sportiest courses in all Florida. 3.—Clyde Line S. S. Osceola arriving from Jacksonville with tourists and visitors. 4.—View on the beautiful St. John's river.

tion has been paid to cattle development, outside the carry-
ing of large range herds. The cattle tick, and various other
things, have for years militated against the cattle industry,
except on the free ranges of the state. Seminole has been
one of the largest free range areas in the section, and adjoining
as the county does the largest cattle ranges of other coun-
ties, noticeably Volusia and Okeechobee, vast herds from
those ranges have free access to this county.

However, the present legislature has declared most of
Seminole county to be a no-range section after a few months
when the bill goes into effect, and while it had possibly been
better to have made the no-range areas adhere strictly to
county lines, still it is a step forward and will lead ultimately
to the full development of the county and the introduction of
better grades of cattle.

The Winter Visitor.
Few sections of the county have turned seriously as yet
to the winter tourist, that element which has contributed so
largely to the development and upbuilding of the sections
where they have come. Sanford could have as many visitors
every winter as Orlando, if it would provide for them as Or-
lando has done, and, by the same methods of sensible and
continuous publicity and advertising, put the county, the city
and their attractions and advantages before the people of
the North and West.

What is most needed is a county or a city publicity fund
raised by general tax methods. This sum should be gener-
ously large and borne by every tax payer in the county and
city, for every one benefits by the results of the advertising
that is done. Miami, St. Petersburg, Tampa and Orlando,
are annually spending from seventy to one hundred and
twenty thousand dollars a year for wide spread newspaper
and booklet publicity, and for the entertainment of winter
visitors when they arrive in their respective cities. Every
year the results so overwhelmingly justify the expense, that
additional sums are raised and spent. Sanford already has
what few other places have, three fine bands and several
good orchestras. The winter visitor, as has been proven else-
where, is attracted by good music. Good hotel accommoda-
tions at a fair rate charge for entertainment, accessibility to
the golf club at a reasonable charge, boating and fishing ac-

commodations, and a large hall, where the strangers can
gather themselves when they want to, and have their own
state and other divisional entertainments and clubs—all these
are needed, and can be easily provided in this county when
the people realize that they are essential.

One of the baby counties, both in size and in point of
years—it is yet several months before Seminole attains its
tenth year as a political unit of this state—it has to grow, it
has to crawl before it can walk. The crawling period is over.
Seminole is now beginning to stand erect and bear itself like
a man who knows and feels his manhood, and in a few years
it will take its place as a leader of counties.

Experts from the Department of Agriculture at Wash-
ington who have investigated the Sanford system of sub-ir-
rigation, have pronounced it to be the best method which has
ever been devised or brought to the attention of the Depart-
ment in applying moisture to plant growth. Seminole County
is practically the only area of considerable extent where this
system of irrigation can be applied. Practically every acre
under cultivation at Sanford is tiled. Water is secured at an
average depth of one hundred and sixty feet. An explanation
of this system can be had on application to the Chamber
of Commerce. Not less than two and often four crops per year
are grown on each acre of sub-irrigated, tile-drained land,
for by being immune to both drought and flood, crops are
turned out on positively scheduled time, maturing almost to
the day as planned by the grower. Due to this system of ir-
rigation, Sanford possesses the unique distinction of never hav-
ing had a crop failure since its inception.

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

But Why Go On?
But why continue this sketch when the longer it grows
the more it is realized that still only the barest outline of
Seminole's possibilities, its attractions, and its potentialities
have been touched upon?

CHAMBER OF COMMERCE IMPORTANT FACTOR IN SANFORD'S DEVELOPMENT PLANNING FOR GROWTH OF THE CITY

Business Men of Sanford and Seminole County
Work Together for Good of the Com-
munity—Sanford's Chamber of Com-
merce Recognized as One of State's Lead-
ing Commercial Bodies.

Sanford has every reason to be proud of its Chamber of
Commerce for since its formation, it has been one of the domi-
nant factors in the upbuilding of the "City Substantial." Its
members composed of practically every business and profes-
sional man in this city, are keenly alive to the needs of San-
ford and striving always to make Sanford one of the best
cities in the state from every viewpoint.

The success with which this body has met in its various
undertakings, and they have been many and great, is attrib-
uted to just one thing—cooperation. Cooperation between
the members in forming the constructive programs of work
laid out for the body, is to be commended. This spirit may be
seen demonstrated in the weekly luncheons held at the Valdez
Hotel where the members get together and discuss their
problems and make plans for meeting those problems.

The Sanford Chamber of Commerce is only four years
old having been formed in October, 1920, with J. G. Ball as
its first president. George W. Knight served as the next
president and A. P. Connelley succeeded him while at the
present time Edward Higgins is the head of the organization.

The organization is governed by a board of governors
composed of its officers together with others selected at large
from the organization. It has been so arranged that three
new members of the board are selected each year. The num-
ber of members is nine. Together with President Higgins,
the following are serving at this time: George D. Bishop, first
vice-president; A. P. Connelley, second vice-president; B. F.
Whitner, J. G. Ball, S. O. Chase, A. E. Yowell, R. J. Holly and
Forrest Lake.

The annual election of officers is held on May 1 of each
year and its officials serve for a period of one year. At that
time a definite program of work together with a budget cover-
ing the year's expenses is also worked out and submitted for
approval.

R. W. Pearman, Jr., has served as the secretary of the
Sanford Chamber of Commerce since it was first organized
four years ago and served the body well. Mr. Pearman has
received commendation for his work many times and by his
help the organization has been able to carry on a large cor-
respondence with prospective residents.

The Chamber of Commerce receives its support from
two sources, one from its membership dues of \$25 per mem-
ber per year and the other from an appropriation from the
City Commissioners. The budget for the fiscal year for Oc-
tober 1, 1923 to October 1, 1924, covers an expenditure of
\$17,000. Of this amount the City Commissioners are furnishing
\$14,000 and \$3,000 is obtained from memberships. There
are now approximately 175 members enrolled.

Although only four years old, the Chamber of Commerce
has been responsible for many accomplishments, the chief of
which will be enumerated below:

The Agriculture Committee has secured county, state
and federal appropriations for the study of methods to elimi-
nate plant diseases peculiar to celery, and by far its largest
accomplishment is that of handling of the county exhibit at
Madison Square Garden this year.

The City Planning Committee which has since given
impetus to the City Planning Commission, has been responsible
for the beautification of the grounds around the railroad sta-
tion, aided materially in having the \$625,000 bond issue for
street paving passed by the voters, worked in behalf of the
municipal athletic field, secured the formation of the City
Planning Commission, worked in behalf of the fine bulkhead
system that is being built on the lake front and has had ex-
tended the fire limits and secured increased parking facilities
at the railroad station.

The Education Committee has given prizes of money to
the school children for the most complete histories of Sanford
and Seminole county and for the best maps drawn of this
county. It has aided materially in helping finance and sup-
port the high school athletic teams.

The Golf Course Committee has handled all of the ar-
rangements pertaining to the transfer of the links and prop-
erty of the Sanford Country Club to the city of Sanford.
This work was only recently finished.

The Good Roads Committee has worked a great deal in
behalf of various county roads. At the present time it is
aiding in repairing of the Sanford-Titusville road, which has
been in need of these repairs for some time. Its members
have attended good roads meetings and otherwise has been
of a great help to the Chamber of Commerce.

The Entertainment Committee has secured a number of
speakers to address the organization at its meetings. Not
only that but it has aided the Tourists and Conventions Com-
mittee in the entertainment of visitors to Sanford such as
members of the National Association of Commission Mer-
chants, State Bankers Association and other bodies which have
visited here for a short time. The latter committee is now
preparing to entertain this year the state dental associa-
tion, colored Knights of Pythias and State Commercial Secretaries
Association.

The new Industries Committee has secured a number of
new firms to locate in this city, chief of which were: National
Biscuit Company branch, Royal Ice Cream Company, Florida
McCracken Concrete Pipe Company, Seminole Feed Company
and Tampa Wholesale Plumbing Company.

The Publicity Committee has handled the publishing of
several booklets together with other booklets. Through its
efforts the local band has been supported by the City Com-
missioners and now its one of the best organizations of its
kind in the state.

The Traffic and Transportation Committee has secured
the organization of an active traffic association. It aided the
recent fight of the growers and shippers in their efforts to
prevent an increase in the shipping prices on perishable prod-
ucts from Florida such as was asked by the railroads.

The Legislative Committee has secured the passage of
the law which has given Sanford the right to lay out the city
in zones, which was the first bill of its kind to be passed by
the legislature. It also secured the passage of the no-seizing
law.

EXTENSIVE STREET PAVING PLAN BEING CARRIED ON WITHOUT COST BEING BURDEN TO PROPERTY OWNER

Dead Issue Is Carried Which Provides for Many More Streets To Be Paved As Addition Number Already Paved—City Pays One-Third Cost and Property Owners the Remainder.

Sanford has recently bonded for \$455,000 for street paving, sewers and other permanent improvements, including the building of a fire dock and one unit of its yacht basin in Lake Monroe. Of this sum \$350,000 is a straight bond issue running for 30 years, paid for by tax on the city property generally. The other \$105,000 of the same issue is secured by liens on the abutting properties of streets to be paved, the property owners paying two-thirds of the cost of paving in 10 years, and the city paying the other third of the cost.

How It Is Done

Here is how Sanford paves its city streets: Certificates of indebtedness will be issued against each piece of land abutting the streets to be improved and paved. These certificates of indebtedness will be made payable in not less than one year nor more than 10. The city will hold and claim a lien against the abutting property upon the streets improved. These certificates of indebtedness will be deposited and held in the Improvement Fund and the yearly installments paid thereon on account of principal and interest will provide the necessary fund for the retirement of \$300,000.00 of this proposed issue of bonds at the rate of \$30,000.00 per year. The yearly collection on these certificates of indebtedness will automatically provide a sufficient fund to take care of the interest on \$300,000.00 of this issue of bonds and to retire the sum of \$300,000.00 of this issue of bonds at the rate of \$30,000.00 per year.

A Real Paving Program.

Few cities in the state are now paving so many streets and so generally over the city's area as this city is doing this summer. There is hardly a section of Sanford where the busy workmen are not employed; and to the great credit of the City Management he it said there is no dragging the work out with small and inadequate bodies of laborers, but great crowds of men are busy on the streets.

Nothing makes you see things in a different light like the harvest moon.

The nice thing about a farmer is you never have to leave home to go to the country.

The great handicap about being a grand opera singer is getting born in some foreign country.

PER CAPITA COST CITY OF SANFORD EQUAL TO \$14.68

In Return For This Cost Government Offers Many Advantages That Other Cities Do Not—Cost Is Lower Than That of Tampa and St. Petersburg.

The per capita cost of running the city government of Sanford for the fiscal year beginning Oct. 1, 1923 and ending Oct. 1, 1924, will be \$14.68 according to figures made available recently.

The cost is based on an estimated population of 8,000. The total expense of running the city for the fiscal year amounts to \$117,441.96.

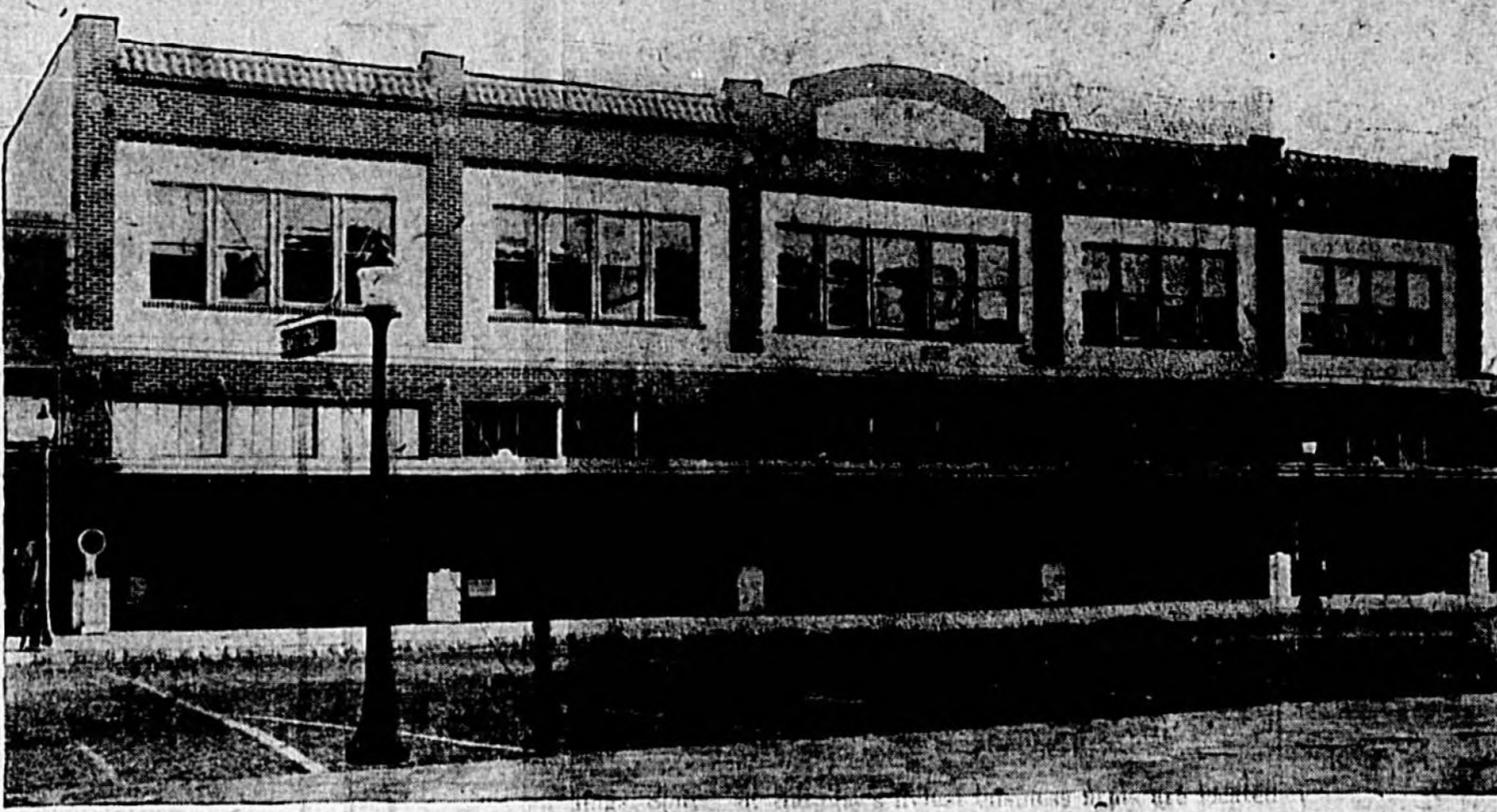
It is interesting to compare the per capita cost of Sanford with that of other cities in this state. St. Petersburg has a per capita of \$18.26 and Orlando \$18.30. Other cities have recently given out the following figures: Tarpon Springs, \$11.46; Sebring, \$8.59; Sarasota, \$12.27; Tampa, \$14.45; Lakeland, \$15.25; Plant City, \$9.19; Fort Myers, \$14.43; Bradenton, \$8.56, and Bartow, \$7.10.

Thus it may be seen that Sanford has a lower per capita cost than Lakeland, St. Petersburg and Tarpon Springs and pays only 25 cents more than does Orlando. Other cities mentioned above are much smaller or do not include in the expense of the city that Sanford does.

The budget per capita means the amount spent each year per person. This does not necessarily mean that a large amount is being spent. It is based upon what each person is receiving in return. The per capita cost of Sanford is somewhat larger than other cities because it gives garbage collection free, as well as maintains parks free, repairs pavements for property owners free of charge, makes donations to the hospital, and has a large publicity fund. All of this is in addition to the regular expenses of the several departments which are included in the budget and figured in the per capita cost.

For the reasons given above, for the additional things that this city government provides free of charge, is why the per capita cost is seemingly high. It has been pointed out that Sanford has a right to feel proud of the business-like methods by which the city government is maintained.

MEISCH BUSINESS BLOCK ON FIRST STREET



One of Sanford's most substantial business buildings. Some of the city's liveliest business firms are located in this building.

FORREST LAKE IS SANFORD MAYOR FOR TENTH TIME

Was Chosen As Mayor First Time When He Was But 21 Years Old—Has Made An Excellent Executive As Well As Progressive Citizen.

For the tenth time Forrest Lake has been elected mayor of the city of Sanford at a meeting of the City Commission held Jan. 4. The swearing in took place for the purpose of the legislature from the original Orange county which then embraced the present Seminole county and two times as representative of Seminole county. It was while a member of the legislature from Orange county that Mr. Lake secured the passage of a bill which formed Seminole county. That was in 1913. He was a prominent member of the last session of legislature.

Serving with Mayor Lake will be Commissioner Chase, who is beginning his third term and his fourth year as a commissioner. Mr. Chase was first elected for a short term of one year and in 1922 was the following year for a second term of three years. During December just passed Mr. Chase was elected without opposition to serve another three year term.

Dr. C. J. Marshall, the youngest member of the commission in years of service, is entering upon his second year of his first term. He was elected in 1922 for a three year term and began his duties January 1, 1923.

ninth time and Thursday he began his duties in the same capacity for a tenth time.

Mayor Lake not only has served Sanford as mayor but has served this county in the legislature. Four times he has represented this county in the lower house of the state legislature, two times as a representative from the original Orange county which then embraced the present Seminole county and two times as representative of Seminole county. It was while a member of the legislature from Orange county that Mr. Lake secured the passage of a bill which formed Seminole county. That was in 1913. He was a prominent member of the last session of legislature.

RELIGIOUS TREND SEEN BY RECORD OF CHURCH ROLLS

Six Denominations Have Large Congregations and Occupy Large Edifices—Churches Work in Harmony.

If the number of members on the roll of the six white denominational churches of Sanford is any indication then the moral and religious tendency of these people is decidedly upward and onward. A fine personnel in the pastorate of the churches, a working Ministerial Association comprising in its members all the pastors, and the heartiest co-operation preachers and people, have made the church atmosphere of this city one of extreme delightfulness and healthfulness of spirit.

Good music, and large and efficiently officered Sunday schools characterize all the denominations here; and the various young people's organizations of the respective churches have taken a firm and willingly permitted hold on the youth of Sanford. All recognized church and Christian appeals for financial assistance

are promptly and generously responded to here, and the various works of the churches locally and otherwise are well attended to.

The denominations represented and having their own fine buildings for their respective congregations are: (Southern) Presbyterian, Rev. E. D. Brownlee, Pastor; Protatant Episcopal, Rev. A. S. Peck, Rector; Congregational, Rev. Dr. Burhans, Minister; Methodist (Southern) Dr. W. J. Carpenter, Pastor; Baptist, Rev. F. D. King, Pastor; Catholic, Rev. John A. Hennessy, Priest.

Someone hoping to show how systematic, faithful saving can provide a competence for the days when it is not easy to earn money, has compiled table showing what a person sixty-five years old will have in the way of accumulated cash, piled up by four per cent compounded semi-annually.

- "When I am 65", this man writes, "I will have \$15,000 if I am NOW
- 20 and save \$10.00 a month
- 22 and save \$11.00 a month
- 24 and save \$12.15 a month
- 26 and save \$13.40 a month
- 28 and save \$14.84 a month
- 30 and save \$16.47 a month
- 32 and save \$18.33 a month
- 34 and save \$20.47 a month
- 36 and save \$22.94 a month
- 38 and save \$25.82 a month
- 40 and save \$29.21 a month
- 42 and save \$33.11 a month
- 44 and save \$37.54 a month
- 46 and save \$42.64 a month
- 48 and save \$48.56 a month
- 50 and save \$55.44 a month
- 52 and save \$63.44 a month
- 54 and save \$72.74 a month
- 56 and save \$83.52 a month
- 58 and save \$95.96 a month
- 60 and save \$110.24 a month
- 62 and save \$127.64 a month
- 64 and save \$148.36 a month
- 66 and save \$173.72 a month
- 68 and save \$205.12 a month
- 70 and save \$244.00 a month
- 72 and save \$292.00 a month
- 74 and save \$351.00 a month
- 76 and save \$423.00 a month
- 78 and save \$510.00 a month
- 80 and save \$615.00 a month

will have \$20,000 if I am NOW

Instead of frittering away your money for this and that, instead of gratifying your desires for unnecessary things, why not try the fascinating game of piling up money in the savings bank?

War for 30 years is predicted in Europe. It can't happen. Cigaretts would not last 30 years.

Divorce is increasing in Germany, showing they still have money.

Perhaps a man smiles when a girl pats him on the head because that is his funny bone.

BIG INCREASE IN BANK DEPOSITS HAS BEEN NOTED

Steady Gain in Deposits of Three City Financial Institutions Is Indicative of Continued Growth Of "Celebrity City."

An increase of \$313,119.11 in bank deposits in Sanford during the past 12 months is shown in statements issued by three local financial institutions, reflecting the prosperous condition of the city as well as financial institutions.

On every hand is evidence of Sanford's prosperity but the bank statements show cold hard facts that prove the growth and development of the city. Statements of the First National Bank, the Seminole County Bank and the Peoples Bank show total deposits of \$2,862,832.40 at the close of business December 31 as compared with \$2,549,718.26 twelve months ago.

The combined capital stock of these institutions totals \$230,000. Resources of the First National Bank at the close of the year were \$1,728,356.18 an increase of \$305,637.9. This institution showed a gain in deposits of more than \$700,000.

The Seminole County Bank made the greatest gain in deposits increasing from 900,000 to \$1,100,000, a gain of \$200,000, according to figures given out by the bank. This institution has increased its semi-annual dividend paid on stock from 8 to 10 per cent.

Figures given out by the First National Bank, Seminole County Bank and the Peoples Bank are as follows:

Bank	Deposits	Increase
First Nat.	\$1,728,356.18	\$305,637.9
Seminole County	\$1,100,000.00	\$200,000.00
Peoples	\$40,476.22	\$7,076.22
Total	\$2,868,832.40	\$313,119.11

Bank officials of Sanford in discussing the agricultural, industrial and other prospects, expressed confidence that the banks will continue to grow during the year 1924, reflecting continued increase in prosperity in this city and Seminole county.

The officials of the three banking institutions of this city are indeed gratified at the continued growth of prosperity, according to statements recently given out. This county will enjoy an unprecedented growth during the year 1924, is their firm belief.

They point out that everything is indicative of their prediction. There is the big gain in postal receipts, the successful floating of several bond issues for both city and county, the excellent quality of farm products grown here and the attractive prices that are being offered for those products. All of these things, these official point out, is assurance that the county is to have another year of continued prosperity.

Peoples Bank of Sanford

SANFORD, FLORIDA

W. H. TUNNICLIFFE, President
DR. S. PULESTON, Vice-Pres.

F. H. BROWN, Cashier
H. S. POND, Assistant Cashier

Our Depositors' Guarantee Fund insures the payment of 100 cents on the Dollar of every deposit made with us

SANFORD

THE CITY SUBSTANTIAL

At the head of navigation on the St. Johns river has daily steamers of the Clyde Line to Jacksonville connecting directly with the company's steamships for New York, and the Merchants and Miners sailings to principal seaboard points. On the main line of the Atlantic Coast Line Railroad half way between Jacksonville and Tampa. On the main Cross-State paved road of the Dixie Highway connecting Tampa and Daytona. The hub of ninety miles of radiating county hard surfaced roads reaching into every section of the highly developed truck and citrus regions of Seminole County.

SANFORD THE CITY SUBSTANTIAL

In the center of the greatest celery growing and shipping region of any county in the United States. Four thousand nine hundred cars of celery shipped by refrigerator cars from Sanford the season of 1922-23; two hundred and fifty thousand boxes of oranges and grapefruit shipped the same season and two thousand cars of winter grown vegetables went out from this city.

SANFORD THE CITY SUBSTANTIAL

The largest initial-icing station in the United States used a hundred and twenty-eight million pounds of ice for refrigerating the cars sent out with its fruits and vegetables, and made every pound of the ice in its own big three hundred and fifty tons daily capacity ice plant.

SANFORD THE CITY SUBSTANTIAL

Has the ideal city government, three Commissioners and a City Manager. One hundred cents of every tax dollar collected goes for the purpose for which it is intended by the people. Economy, not miserliness or Penny-Saving is the practice of the City. Every Department ably and efficiently officered and conducted. Sanitation perfect; and police protection efficient. A modernly equipped and competently manned Fire Department.

SANFORD THE CITY SUBSTANTIAL

Has a large and actively functioning Chamber of Commerce, composed of the most successful and alert business men in the city, which believes in Sanford, works for Sanford, and has done great things for Sanford.

SANFORD THE CITY SUBSTANTIAL

Has three banks owned and operated by home people, with more than three million dollars on deposit, which are united in their determination and willingness to assist financially big building and developments in and around the city.

SANFORD THE CITY SUBSTANTIAL

Has a home building and loan association which has helped hundreds of Sanford people to build and own their homes, and which is ready to assist hundreds more.

SANFORD THE CITY SUBSTANTIAL

Has hundreds of fine business houses and office buildings, all of which are tenanted and housing thriving concerns or businesses.

SANFORD THE CITY SUBSTANTIAL

Is growing cleanly and solidly and needs ten thousand more citizens in the next five years to help enjoy its rich resources and its pleasures. Its climate summer and winter is that of bracing spring. Its freedom from noisome insect pests is noted; and its health is the envy of its sister cities.

WRITE THE
CHAMBER OF
COMMERCE



SANFORD THE CITY SUBSTANTIAL INVITES GOOD CITIZENS
OF OTHER SECTIONS TO INVESTIGATE ITS CLAIMS

ORANGES FROM FLORIDA WERE FIRST COMMERCIALIZED BY A GEORGIA MAN

Aaron Cloud of Griffin Came to Sanford in 1866 and Sowed Orange Seed and Started First Citrus Nursery From Which Most of the Old Groves Derived Their Stock.

At the close of the Civil War, Aaron Cloud, who had fought under the banner of Lee and the Southern Confederacy, came to Sanford in search of fortune. Griffin, Georgia, from whence he came, had been in the path of Sherman's March to the Sea, and like the most of Georgia offered little at that time for the young soldier returned without either victory or fortune to help him.

Cloud came to Sanford, and working the wild orange hammocks there, and visiting the few small older groves in the southern part of this section of the state, looked far into the future and saw a great orange industry to make men rich and to make the state famous.

Three small but very old groves were in this section when Aaron Cloud came to Sanford. These were known as the "Old Ginn Grove," the "Old Spear Grove," and the "Old Hughey Grove." The "Old Spear Grove" stood less than a mile from where the present postoffice is and trees, descended from the parent roots, are still living and bearing today, at least 75 years after they were planted.

Indications and reports tend to establish that fact that all these three old groves were wild orange groves grafted or budded to sweet stock after being thinned out and cultivated. The fruit, very small, is said to have been of very sweet and well flavored juicy pulp, and was used for medicinal purposes.

Aaron Cloud visited all the old groves he could learn of. And from them he gathered quantities of orange seed with which he literally sowed, broadcast, the 20 or 30 acres which he had purchased near this city.

Aaron Cloud was Florida's first commercial citrus nurseryman. His Sanford stock became the parent stock of all the present oldest seedling groves in the southern middle Florida. The old trees planted or sold by him being of exceptionally fine and hardy root system, and today it is exceptional to find even foot-rot among the trees which owe their start to the Cloud nursery. They are noted now as then for their ability to resist drought, and for bearing a full crop of fine flavored oranges every year.

Cloud made the orange popular in the southern end of Florida and as the 1885 freeze had broken up the industry along the St. Johns river, where it was chiefly located to that time, turned this part of the state into the home of the or-

ange, in which home it has since flourished and become the largest industry in the state. Even the freeze of 1895 did not entirely wipe it out, for hundreds of groves standing today are second growths from the stumps of that freeze, and are bearing finely and have been supplemented by thousands of acres over the southern part of the state, until today one is hardly out of sight of an orange grove south of Ocala to the mainland. Even in the Everglades can be found some of the most perfect and productive groves in Florida.

Hundreds of citrus nurseries, large and small, are in Florida today as against the one when Aaron Cloud started the industry at Sanford. They have difficulty in supplying the demand for citrus trees for planting the thousands of acres of new groves set every year. Many thousands of acres are now in bearing over the state, and still the demand for Florida oranges has never been filled, because the Florida orange is peculiar in the one thing alone: It has the juice and the flavor—the only two things which a consumer demands and requires in an orange.

Editor's Note: The interesting and most valuable information which is the basis of the above story of the rise of the Florida orange industry in this part of the state, was given the Editor by Mr. C. H. Lefler, of Sanford, a man who is now in his eighty-first year, and who has lived for 47 years in Sanford. Mr. Lefler was the first postmaster to serve in the first building erected for a postoffice in Old Meltonville, the first site of Sanford settlement, having begun his duties as postmaster there in 1876.

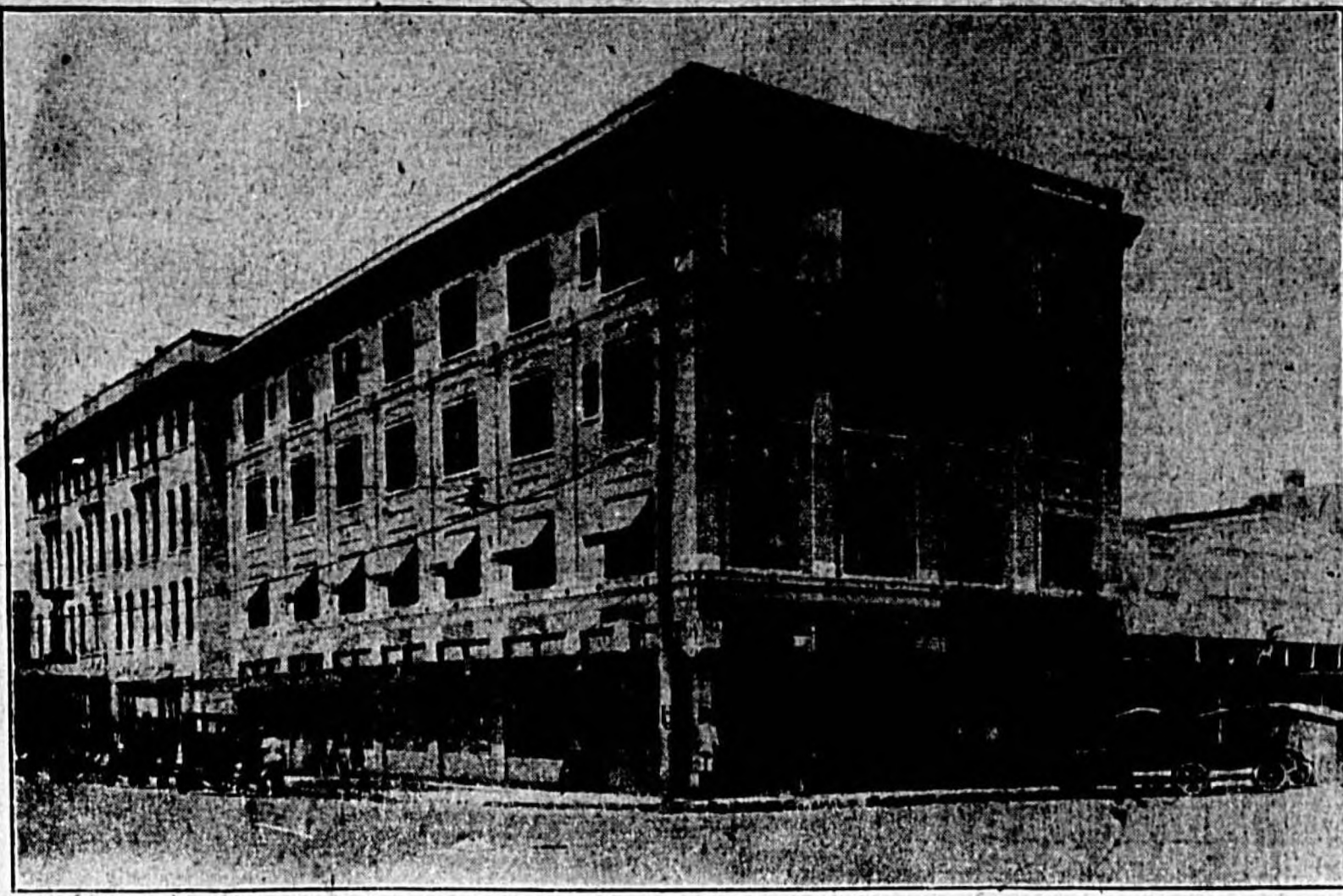
FINE MARKETING SYSTEM HANDLES ANNUAL INCREASE

No production area is any more successful than its ability to distribute profitably its wares. The Sanford district is peculiarly well organized for the distribution of its truck and fruit crops. Among the distributors having powerful connections in many population centers of the country, and maintaining a strong force of experienced introducers and business getters, are Chase and Company, the largest independent concern shipping Florida products, and a Florida organization with its chief offices at Sanford and at Jacksonville; the American Fruit Growers, a Pittsburgh, Pa., organization, powerfully organized and with branches in the most important fruit, vegetable and staple crop centers of the country; Florida Vegetable Corporation, a concern, with live ideas and a growing hold in various sections of the United States; the Sanford Truck Growers' Association, and the Sanford Farmers' Exchange, a branch of the Florida Citrus Exchange, both concerns of co-operative principle and increasing strength in the distant markets of the country.

In addition to these are several individual and smaller brokerage and commission concerns each having its own particular and important connections over the land. Over-Production Not Feared. So, while the production increases perceptibly and steadily every year so also does the distributing system enlarge to take care of the greater offerings made by the growers. "Over production," that peculiarly damning happening to many places has little terror for the Sanford Section, for while it may cause a temporary decrease in the revenue from its crops it works automatically to enlarge the territory to which Sanford truck can be and is, sold because it stimulates to competitive action every one of the great distributing agencies interested in the industry.

The distributing agencies had to find the market for the produce offered them or get out of business; and that they are still in business with millions invested here and millions credited to their net profits, is incontrovertible evidence that they found the place to put what has been offered them.

BRUMLEY-PULESTON BUSINESS BLOCK ON FIRST STREET



The new Brumley-Puleston business block on First Street at the corner of Park Avenue, one of Sanford's modern buildings.

Nine Important Towns and Villages in Seminole County Beside Sanford

Brief Sketches of Some of the Little Places Which in a Few Years Will Add Materially to the Population and Wealth of This County.

There are nine important and growing community centers and villages in Seminole, outside of the city of Sanford.

These are, in order of their size: Oviedo, Altamonte Springs, Chuluota, Geneva, Longwood, Lake Monroe, Lake Mary, Forest City and Paola.

Altamonte Springs, Chuluota, Oviedo and Geneva, are treated specially in this issue so they are merely counted in this brief recital of the interests of the nine.

Longwood is a small town on the main line of the Atlantic Coast Line Railroad, between Tampa and Sanford. It has a population of a few hundred, most of whom are engaged in the citrus growing industry, for which the section is deservedly noted. Few sections in the county are more healthful or more beautiful, and the scenery about them than this place. So attractive are both its health and fine colors that the hotel at this place is every winter filled with visitors, and doubtless if it had a modern hotel with thirty rooms it would have a capacity house every season. Longwood has several stores carrying an excellent and complete line of merchandise, and its school is noted for its soundness of instruction.

Lake Monroe. Another fine healthful and interesting agricultural and grove center in the county is Paola, six miles out on the Atlantic Coast Line's Trilby Branch. This place is surrounded by beautiful lakes full of fine fish, and when it becomes better known will attract many tourists every year. Paola has a store and a postoffice, and several scores of good people who are industriously engaged in bringing their section up to the high-grade development status of the best in the state.

Some Smaller Places. In addition to these places enumerated and described are several still smaller communities sprung up in the past year or so, all of which bid fair to develop into agricultural, grove or lumber centers. Heardsville, near the St. Johns, some miles east of Sanford is one of these. Another is Cameron City, to the southeast of Sanford, and near the shore of Lake Jessup. Still another, is Osceola, a lumber mill settlement on the bank of the St. Johns river, and a flag station on the New Smyrna-Okeechobee City branch of the Florida East Coast Railroad.

Forest City, justly named because of the beautiful oaks that are in and around it, is near the famous Wekiva Spring, and also not far distant from Palm Spring, both of which are great assets to the county because of their ability to attract thousands of tourists every year. Forest City is the center of a fine improved stock-

raising section, has thousands of acres of the finest orange groves about and near it, and has many fine farms adjacent. It connects with the brick road leading from Sanford to Orlando at Altamonte Springs, and is on the Trilby Branch of the Atlantic Coast Line Railroad. It, too, has its stores, school and a fine class of people for its citizens. Tourists every year are being attracted in larger numbers to the section about Forest City.

Lake Mary. Lake Mary is one of the "summer resort" places of Sanford. Situated on the shore of a beautiful sandy bottom clear lake, only five miles from the city, it has been chosen as the place for pleasure gatherings. A fine pavilion and bathing place is there, a skating rink, and other amusement provisions with the usual refreshment and luncheon requirements. Good music is provided and several other pleasure parties are common there. The place is also on the Atlantic Coast Line Railroad, and is in the midst of a beautiful and productive citrus region. There is a good store and postoffice at Lake Mary, and the place is rapidly growing both in population and popularity.

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OVIEDO IS SECOND LARGEST TOWN IN SEMINOLE COUNTY

Town Enjoys Distinction of Having No Political Organization And Yet is One of Most Progressive Towns

With a population of over 600, well paved streets and brick business blocks, three railroads either through or near it, and with a bank showing most prosperous condition Oviedo, 18 miles southeast of Sanford has no political organization. Local politics does not make unpleasant campaigns every year or so in this town. Even its chamber of commerce is quiescent. There doesn't seem to be any one "principal citizen" when it comes to getting something of importance attended to by the town; but nevertheless you go in with a good proposition, meet a few democratic-looking and talking men, talk it over and the first thing you know it is done. Oviedo is a standing and unanswerable rebuke to those

who say that "without organization nothing can be accomplished." It will probably be a long time, before Oviedo is incorporated for the simple reason that it lies immediately and closely surrounded by 8,000 acres of the deepest and richest muck hammock in this country, and to incorporate a town of any respectable size would mean taking into the city hundreds of acres of this land which at the value of such when cleared, fire-trained and in cultivation, with a sale value of a thousand dollars per acre, the tax on such part of the city would mean too much out of the pockets of the growers. In fact a bill was up in the recent session of the legislature to incorporate Oviedo and most everybody was in favor of it until it became evident that of the 3,000 acres intended to be included within the corporate limits of Oviedo, most of the acres was these rich trucking lands, many acres of which are now in a high state of cultivation. By unanimous consent of both sides to the proposition the bill was withdrawn, and some time later Oviedo will draw a line about itself and incorporate modestly for the simple reason that it will want to be a real benefit to goodness town with a mayor or a mayor-commissioner, and such like things.

Oviedo was first settled in 1865 so far as statements can be made to agree. Some years before that Andrew Aulin, a Swede, had homesteaded all that part of the region where the town lies. He put up a store and did general merchandise business for the convenience of the many settlers who were scattered over the region south of Lake Jessup. He also planted some small orange groves later on. Aulin became one of the most prosperous men in the section, and left a good comfortable estate to his family, of which, two sons, Theodore and Andrew are living in Oviedo and enjoying the fruits of their father's and their own thrift and foresight.

The town today is one of the most attractive in rural regions of Florida, to the passer through or the new comer. The townsite is on a group of very noticeable hills with red clay cropping out everywhere giving the appearance of a place in higher latitudes than Florida. A well kept business street with modern brick business houses on both sides, with a good looking brick bank building, and impressive churches, with a good looking and cozy hotel, well kept, a brace of good size packing houses and the usual quota of garages and filling stations, the town really impresses one with its appearance of thrift and wealth.

Trucking Region Par Excellence. The reason for this appearance of opulence is easily found by any one who will look about. You enter the town from the Sanford side, through acres of intensively cultivated rich muck land, covered with almost tropical growths of tomatoes, peppers, celery, beans and other vegetables of that variety. There are some six hundred acres of this land now in cultivation and a thousand more are being cleared or will be cleared within the present year for trucking operations. For, be it understood, Oviedo has discovered that not even Sanford's Celery Delta can surpass, if indeed it can equal, in the production of celery of the highest quality and excellence. When the writer visited Oviedo on May 25, he saw being shipped great stacks of fine firm crisp and well bleached celery taken from the Oviedo fields, long after the celery season in the rest of the state had supposedly been closed. This Oviedo celery, during the entire present season, brought in "top price," and a little more in many instances because of its superior appearance and quality.

What has been said of its celery is true also of the tomatoes shipped from Oviedo this season. No finer shaped, firmer or more excellent quality tomatoes went out of Florida so experts say, than those that were shipped this spring from Oviedo.

So valuable has Oviedo trucking proven itself to be in the past year or two, that many old Sanford growers of vegetables have bought largely of the acreage and are now preparing their lands for readiness this coming fall and winter.

Night Thousand Acres. The trucking area about Oviedo is so small a part of land, that a fair survey shows there are many acres of rich hammock muck, with the rich soil from three to ten feet deep, and every foot of it over an artesian water which gives flowing wells from 47 to 800 feet deep. The lands are covered with the densest and most luxuriant growth of various hardwoods. They present the appearance of tropical jungle with their heavy woven and overlapped branches tied together by innumerable vines and creepers. It costs about \$500 per acre to prepare this land for clearing and getting ready for the plow. The land itself may be bought, now for around a \$100 \$300 (owing to proximity to hard surfaced roads, and the water and tiling will cost you anywhere from \$150 to \$200; but then have land worth on the market \$1,000 per acre, and from it you will harvest crops that will allow you to pay for the whole cost, including that of growing the crop, in the first year. Those who know every other vegetable trucking land values are the ones who are buying and developing this acreage and counting themselves lucky to get it so cheap.

Some Oviedo Men of Success. Oviedo farmers do not dress when they go to town. They don't have to for they are already in town, and they wear their everyday clothing on the streets the same as they do at home—except on Sundays and holidays of which they take few. The president of the bank was smoking and swapping yarns with one of the truckers in the packing house of another of the big rich men there. The bank president was dressed outwardly in a blue shirt open at the neck, "galloways" supporting his ordinary "pants" and the shine boy had not gotten his weekly dime for the task of shining his shoes; and yet the bank, which he is president and a large owner, has deposits exceeding \$1,675,000; a surplus of over \$100,800; cash and due from other banks amounting to more than \$105,700; and a capital stock only \$18,000. This bank president is B. G. Smith, a railroad contractor, who is enjoying what he calls a "leave of absence" while he runs a bank, grows celery and truck, raises citrus fruits, and helps finance the operations of the community. He retains both the "union card" and his "senior rights," and by his democratic spirit, and popularity generally, is able to number his friends by the extent of the number of people who know him.

To name all the live and successful men of Oviedo would necessitate cataloging the male population of the town but among the outstanding ones whom the town possesses are J. Lawton, citrus and truck grower and merchant, H. B. McCall, merchant and grower, and A. J. McCully and his son, who have one of the most up-to-date garages in the county.

Visit The City Substantial

TAKE A BOAT TO

SANFORD

THEN BUY YOUR "FORD"

And see Seminole County, Florida as a whole in the most comfortable and economical cars on the market

LINCOLN - FORD - FORDSON

EDWARD HIGGINS AUTHORIZED AGENT

HOME OF THE SANFORD HIGH SCHOOL



The Sanford high school building, one of the best equipped modern school buildings in the state.

General Henry S. Sanford

Founder of the city that now bears his name, said:

"SANFORD LIES AT THE MOUTH OF NEW YORK HARBOR, AND WILL ONE DAY BE THE GREATEST CITY OF INTERIOR FLORIDA, AS ITS SOIL, ITS HEALTH AND ITS CLIMATE JUSTIFY ME IN BELIEVING ITS RESOURCES FOR PLEASURE RESORTS AND FOR BUSINESS ARE UNLIMITED."

The Sanford of today is but a portion of its founder's vision materialized.

The fertile acreage from which is derived its principal source of income has been developed to an extent that the production of winter vegetables in the Sanford section has become a highly scientific industry.

Its location and accessibility by both rail and water permits it to enjoy freight rates 86 per cent cheaper than any other community the same distance from Jacksonville not possessing this advantage. As the freight rate problem becomes more acute, wholesalers and jobbers will of a certainty recognize the differentials favoring Sanford, establish local branches and cause Sanford to become the distributing and jobbing center of South and Central Florida.

Its superb climate and healthfulness have an appeal to the winter visitor as strong as those of the recognized tourist resorts of Florida.

With this unique trinity—intensively developed back country, rail and water transportation, and tourist possibilities, Sanford today offers unusual possibilities to those prospecting for a permanent or winter home, in a strictly modern community, where values are not inflated.

The city has about completed a \$400,000 street paving program, expenditure of \$140,000 on sewerage extension, \$67,000 on a municipal pier and yacht basin, \$20,000 for a public library, and also the sum of \$40,000, which amount includes purchase of the present nine-hole golf course and construction of an additional nine-holes. The city has also been bonded for the following improvements: \$30,000 for an athletic field, \$75,000 for new city administration building, \$345,000 for new water works and fire protection system, \$500,000 for municipally owned electric light and gas plants.

Many investors from other states are taking advantage of the opportunity of securing maximum quality and quantity investments at minimum prices, and as a result are securing prompt and lucrative returns

The reasons for the vision and faith of Sanford's pioneer and founder are obvious to those possessing the same characteristics.

A Handsomely illustrated booklet will be furnished gratis by writing the Sanford Chamber of Commerce, Sanford, Florida.

THE CITY SUBSTANTIAL



TAMONTE SPRINGS IS SEMINOLE'S MOST BEAUTIFUL WINTER RESORT

Town of Majestic Oak Avenues, Fine Private Residences, Beautiful Lakes and the Home of the Royal Fern—Haines is Great Developer.

The traveller as he hurries along the Cross-State main road the Dixie Highway, between Tampa and Daytona, makes a sharp turn about 10 miles from Tampa and suddenly finds himself speeding along a magnificent highway of giant overhanging oaks. A glance to right and left gives him a fleeting glimpse of a comfortable house and spacious grounds here and there, a hotel on a corner amidst a mass of shrubbery and flowers and a glimpse of shimmering waters here and there seemingly in some basin. He is passing through Altamonte Springs; if he but knew the hidden beauties back from the highway, the monumental development of the esthetic industry just beyond the park residence lawns and gardens with their varicolored gleaming crystal and other things, he would stop and spend a day, or a week in enjoying the place, and more than all else, people who live there.

Altamonte Springs has been for the winter home of big men who have come winter after winter to enjoy the seclusion and the beauty hidden away in Seminole county, just over the line from Orange county. It is a winter resort, little known to the general public. When the big national politicians come to Florida to the East West Coast and disappear in view for a few days, ten to twenty have slipped over to Altamonte Springs wherein the beautiful quiet of the place they can talk over and decide policies, principles and platforms. They do it more than once! It is a favorite quiet spot for William Bryan; Warner, the Sugar King, has been there many a time; governors of other states, United States senators, party leaders, and business men know where to go and visit it. That is one side of Altamonte Springs, a side that in Seminole county hardly has a peer except by "they say," a side that Florida has hardly a whisper of.

Another Side. Altamonte Springs is not all rural life and under a bushel, it is the center of one of the most productive sections in all the citrus region around Orlando, and between there and Sanford, hundreds of thousands of the finest oranges grown and the most delicious grapefruit raised in Florida grow and are shipped from there. An immense packing house, the main line of the Florida Citrus Line between Tampa and Jacksonville—buyers and shipping season hauling off of fruit. The express office crowded with individual boxes going to all parts of the country, and even the post office has to handle hundreds of boxes monthly via parcel post. The citrus and truck gardens of the region are filled intelligently with the best of any day one can see farmers at the depot with crates and packages of fine seedling vegetables either for shipment or for sale. The fine milk butter produced there is an attraction of what dairying can do in Seminole county, while the beaten path of travel are aspirations to the one who sees him, almost impelling him to embark in the chicken business.

The third side, Altamonte Springs is so great that it almost overshadows the other three. No matter in passing, or even during a long stay in the county is apt to be told that here is the largest dairy in the world to be housed under one single and continuous roof. An industry that has cost half a million dollars to develop in its present stage, and upon which annually other thousands are being spent to make it still larger. While thousands in Florida are turning fruits staple foods and delicacies to satisfy the demands of the inner man, here at Altamonte is one concern devoted exclusively to satisfying the esthetic body, adding a touch of grace and beauty to the already beautiful and useful, and helping to bring the best of the artistic and beautiful every one. It is the Royal Fern Corporation. Here is grown the Royal Fern, the most graceful and beautiful of all the ferns belonging to the genus family. At the Royal Ferns, are 65 acres under one shelter, 40 acres under one shelter, and 25 additional acres being planted. The entire area is covered with this one variety of fern. Millions of graceful sprays of light, under the variegated lattice of the over-head covering, gives a sight that seldom enables a beholder for the first time to say more than an astonished "Oh!" To house and grow this "crop" which reproduces itself for almost every few weeks—requires:

- 65 acres;
- 13,000 9-foot posts;
- 216,000 lineal feet of 2x8 cypress timbers;
- 100 miles of covering 4 feet 8 1/2 inches of wire;
- 3,000,000 feet of wire, which end to end would measure 2,402 miles;
- 20 miles of irrigation pipe;
- A large pre-cooling plant;
- An electric light and water system;
- 44 buildings, including homes, employes, store, church, school and moving picture theater for the employes;
- Cost of enterprise to date \$500,000.

It is a big concern—the largest of any kind in the world under one roof.

advertisers, because the demand for its product forced the amplitude of the industry. The Man Who Did It. The head of this great Florida development is Hon. Charles D. Haines, builder and manager of the Florida Southern Railway, who before and after his term in the 53rd National Congress, as representative from the 13th district, built and managed 18 steam and 16 street railways in 15 states of this country and in Canada. The National Encyclopedia of American Biography says that at the age of 16 he accepted a position as "night telegrapher in the office of the Central-Hudson railroad at Hudson" "at the age of 17 he was despatcher on an eastern road" "on his 18th birthday he became assistant superintendent of the road and a year later was made its general superintendent." The National Encyclopedia continues: "When Mr. Haines was 23 years old he turned his attention to building street railroads and associated with him his four brothers, under the firm name of 'Haines Brothers.' They gained a reputation for progress and enterprise in 15 states, where they have built about 30 street and short line steam roads."

Of the total roads built by the Haines Brothers firm, all but two were built by the Altamonte Springs branch, the last active one of the other four having died some 20 years ago. A conceiver of big ideas, and a man who developed his big ideas into practical paying successes, Mr. Haines, after his many years active construction life in the railroad building world, came to Florida, first for his health, and because of the beauty of the climate the beauty of its diversified topography, and the coming importance of big things, bought an estate at Altamonte Springs, where he has spent most of his time the last 12 years—except when abroad, or on business and pleasure trips to other states in this country, developing on a gigantic scale his idea of entering into the esthetic scene of the nation, and assisting to make more beautiful the surroundings of those who have not access to the incomparable beauties of nature, by growing ferns.

Today Mr. Haines believes that in Florida are the greatest and the most valuable opportunities for the development of big things, to be found anywhere in the United States. He does not minimize the accomplishments already made by growers, farmers, business men, and state governments; but he does believe the people, and the state itself, have never realized how big are the things yet to be undertaken, or how necessary it is for them to begin real construction on a scale that will at once command the attention and assistance of the nation itself. Although he has built and managed many railroads himself, he is a strong believer in and advocate of water transportation, because of its naturally lower freight costs. He points to the Erie Canal as having made both Buffalo and New York City, through the immense traffic it brought to those ports, especially by the part of New York, which grew rapidly and enormously through the cargoes of grain and other farm productions sent there for distribution and export. What the Erie canal did for New York as a whole the proper kind of navigable canals in this state can and will do for Florida, says Mr. Haines.

ADMITTED TO PRACTICE. MIAMI, Feb. 8.—Mrs. H. F. Atkinson has been admitted to practice law in the United States courts. Graduate of the Station Law school, class of 1922. Mrs. Atkinson has practiced in state courts for some time. She is the wife of Judge Atkinson of the circuit court for the eleventh district, and also acts as his secretary.

SUICIDE AT OCOEE OF THOMAS J. ROONEY. OCOEE, Feb. 8.—Thomas J. Rooney of Orlando, late Thursday afternoon committed suicide at the home of his daughter here, by shooting himself twice in the head. Dependancy, caused by illness for a number of years, was given as the cause.

FIRST NATIONAL BANK OFFICE BUILDING



The new First National Bank and office building, at the corner of First and Park Avenue, one of Sanford's finest business blocks.

SEMINOLE COUNTY A HEALTHY PLACE IN WHICH TO LIVE

Records and Statistics Show That Climate Matches That Of Any Place.

The records of the state and county boards of health show that there is no safer or more healthful county in the state than Seminole. The death rate for the past five years has been as low as the lowest elsewhere in the state, while the birthrate shows a little increase per capita over most of the other Florida cities. No erupting or miasmatic fevers are known here. Typhoid is extremely rare, and the most authenticated records show that in recent years 95 per cent of the few cases in the county were contracted elsewhere and brought in. The type is mild, owing to the excellence of the sanitary conditions generally in Seminole, and the prompt and effective attention of the Seminole county medical profession, the members of which rank high in the list of able and successful practitioners and specialists.

During a five year period the temperature and rainfall records taken have been averaged and they show that the lowest winter temperature for the time is mean temperature, 58.5 in February while the highest mean summer temperature is 82.0 in July.

The monthly mean temperatures for the five years are given here:

Month	Degrees	Inches
January	60.0	1.07
February	58.5	3.27
March	64.2	3.89
April	66.8	2.47
May	76.4	6.15
June	79.6	7.81
July	82.0	9.23
August	80.5	3.18
September	79.7	6.01
October	78.6	3.20
November	70.3	2.11
December	58.5	1.32

A TRINITY UNIQUE

By R. W. Pearson, Secretary Sanford Chamber of Commerce

When the remarkable development of Florida is referred to generally by those who have personal knowledge of the state, it invariably occurs that specific mention is made of Sanford and the development that has taken place in the city, particularly noticeable during the past three years. Originally the largest tourist center and one of the important citrus sections of the state, it has since the epochal freeze but up a trucking industry which is admittedly the backbone of the community. Today the fertile acreage around Sanford is not only its principal support, but in addition gives it the prestige of having the most intensively developed agricultural back country in the state. Sanford is known throughout the country as being the largest single celery producing section in the world. There are at the present time approximately 3,000 acres in the Sanford section entirely devoted to the raising of winter vegetables, and the industry is now conducted along highly scientific lines, each acre being sub-irrigated, sub-drained, and sub-fertilized. This remarkable industry is the result of many years of effort and close cooperation of the business men and growers of Sanford.

Natural Water Ways. During this period of agricultural development, however, the possibilities of utilizing the natural advantages according to Sanford's geographical location, rail and water transportation facilities, good road communication, and making it the distributing center for Central and South Florida, were unfortunately neglected. Sanford has always enjoyed a preferential rebound rate due to the competition of rail and water. The rates for an all rail route to other points the same distance from Jacksonville to Sanford are 86 per cent higher than those charged to Sanford. Automobile dealers, wholesalers, and merchants in communities not so favored, take

COUNTY GROWERS SUFFER NO CROP LOSS SINCE 1895

Three or Four Crops Are Grown On Over 3,000 Acres Under Cultivation At Present—Scientific Farming Is A Feature.

As the Mexican cotton boll weevil changed the planter of the other Southern states from one-crop men to growers of many staple crops to the freeze of 1895, Sanford Florida the great trucking center of many sections, instead of their one money crop, oranges, Florida farmers simply had to produce something at once, stars to death, or move up their properties in the state, for it would take 10 or 15 years to grow orange trees again to produce a financially sufficient crop to pay. They began at Sanford to grow vegetables and they succeeded beyond their wildest dreams.

Immediately after the freeze attention turned to some quickly grown marketable crops, vegetables naturally filled the bill. Sanford had discovered artesian water under the Sanford section in the early eighties, and many had since then used this water for surface irrigation of their groves and gardens and kitchen gardens. The next year after the freeze the Rev. Moore of this city laid some wooden pipes under part of his yard and drained the water off when he needed it. He soon discovered that these pipes not only carried off the surplus water that fell on his garden during heavy or prolonged rains but water seeped through in dry weather and his ground was in condition for cultivation much sooner than his neighbor's lands. He had discovered the principle of sub-irrigation through pipes, crude as his were. Others saw, were convinced, and bought wooden pipes for their lands.

First lettuce was tried. It grew amazingly on these "tile" drained, "tile" irrigated plots, and in the winter of 1896 and 1897, Sanford's first lettuce grower for distant markets, J. C. Pave, shipped the first head lettuce. He received an astonishingly high price for it, and the industry was assured. Others followed with other crops on similarly prepared land, and in two years the first celery was shipped by Messrs. B. F. Whitner, E. S. Harold, and J. S. Whitner. A. Robbins was another celery grower who made good. In 1892 J. R. Phillips bought in Kalamazoo, the famous Michigan celery center, plants for the Messrs. Whitner. The imported stock did well in the section, and in 1899 one carload of celery was shipped from Sanford under refrigeration. The impetus given could not be stayed, and today the Sanford county district is shipping more than four thousand cars a season of this healthful relish. Farm after farm has been tilled and prepared for sub-irrigation, sub-drainage, and sub-aeration, artesian wells are as common now as flowers in city gardens and lawns, and three thousand acres of this intensively farmed trucking land is annually being made to produce two, three, and even four, money crops of winter and early spring grown vegetables, while every city and town in the country is now able to have Sanford fresh vegetables on the table at least once in a while during every winter and spring.

But celery is not the only crop now turned into big money in the region where a few years ago the people thought they could not raise anything but oranges. Tomatoes by the thousand boxes, peppers by the thousand crates, beans, cabbage, egg-plants, lettuce, squash, beets and radishes all

tourist travel diverted Sanfordward. With its intensively developed agricultural section, rail and water transportation facilities and tourist possibilities, Sanford presents a truly unique, which, when more generally known, will be recognized an obvious advantage of the farmers, wholesalers, prospective investors, tourists and home seekers.

Mayor of Sanford



Forrest L. Lake, Mayor of Sanford. Mr. Lake is a fine example of Sanford's aggressive business men and citizens. He is now serving his tenth term as mayor of the city. Always interested in every move for the public good, he is one of the city's most useful citizens.

these, and yet others, go out from Sanford every winter, making this section's being bill for cars the largest of any initial using station in the world.

A Few Trucking Facts. In 1899 Sanford shipped its first solid car of celery under refrigeration. Prior to that year, and since the freeze of 1895, small shipments of various vegetables had gone out, but no concerted effort had been made to grow in large quantities or to ship in car lots. Two years after five acres was planted to celery and many predicted that "Sanford is overdoing this thing" and later still when 500 cars of celery was raised in one season, it was believed by not a few that it would never be sold, and that the industry had received a death blow through the over-planting of a few.

However, both the five acre crop and the 500 car crop were sold and the demand was for more, and by the reason of 1916 and 1917 Sanford was sending out 3,064 cars of all kinds of vegetables of which number 1916 cars was celery. Steadily from now on new land is being cleared and tilled and irrigated, and today something like 3,000 acres are under intensive cultivation in the Sanford area alone producing 6,400 cars of truck this season while in various other places in the county, noticeably, Ocala, other large acreages are in cultivation and more land being prepared for intensive farming.

NEW BANK MAKES BOW TO SANFORD ONLY RECENTLY

The Sanford Loan and Savings Company, the city's newest financial institution, recently opened its doors to the public in the Bishop building on Magnolia Avenue.

The Sanford Loan and Savings Company loans money to wage earners and salaried men on terms and conditions to suit their requirements, as the commercial banking house provides facilities for the merchant and manufacturer and the Federal Farm Loan Bank care for the needs of the farmer. This new method of financing the man of small means fills a long felt need and adds much to the general prosperity of Sanford and Seminole county. The Industrial Bank is so constituted that the various kinds of installment papers fit into the system and much of this class of paper which has been handled in other places can now be cared for in Sanford. This institution invites the public to call and get acquainted with its system and plans of financing the man of small means.

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STUDEBAKER
CHEVROLET

Sales and Service
Large Drive-In Filling Station

SOFT WATER

For your radiator: the only filling station in the county with 100 per cent soft water

"The Best" High Test Gasoline And Motor Oils

Prompt Service Ladies' Rest Room

MOTOR-KLEEN

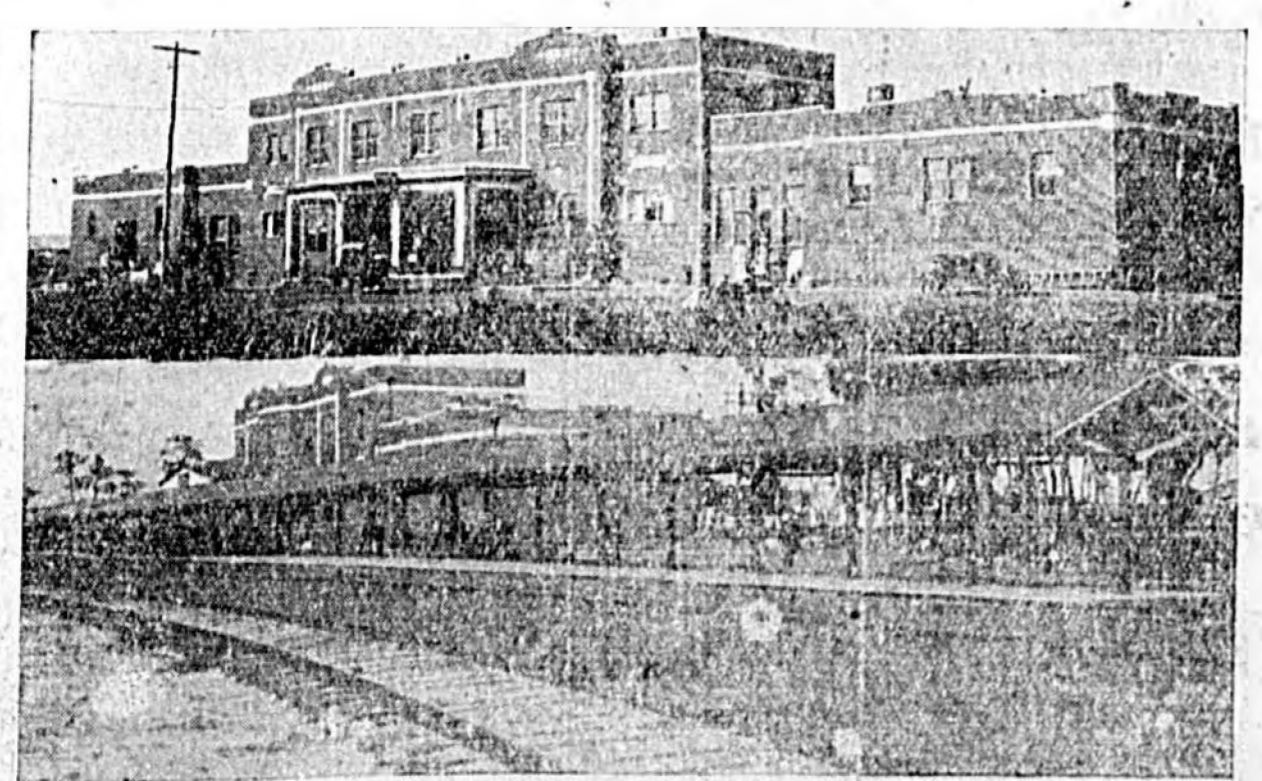
Removes Carbon, Cleans Valves and Valve Stems it is easy to use, efficient and economical; gives new life to your motor. \$1.00 for a can of Motor-Kleen will save you \$30.00 expense. Ask us, it is worth a trial.

Expert Repair Department

SAN JUAN GARAGE CO.

SANFORD, FLA.

ATLANTIC COAST LINE PASSENGER DEPOT



Views of Sanford's passenger station, considered far superior to the average depot. It is equipped with every modern facility for the convenience and comfort of the traveler.

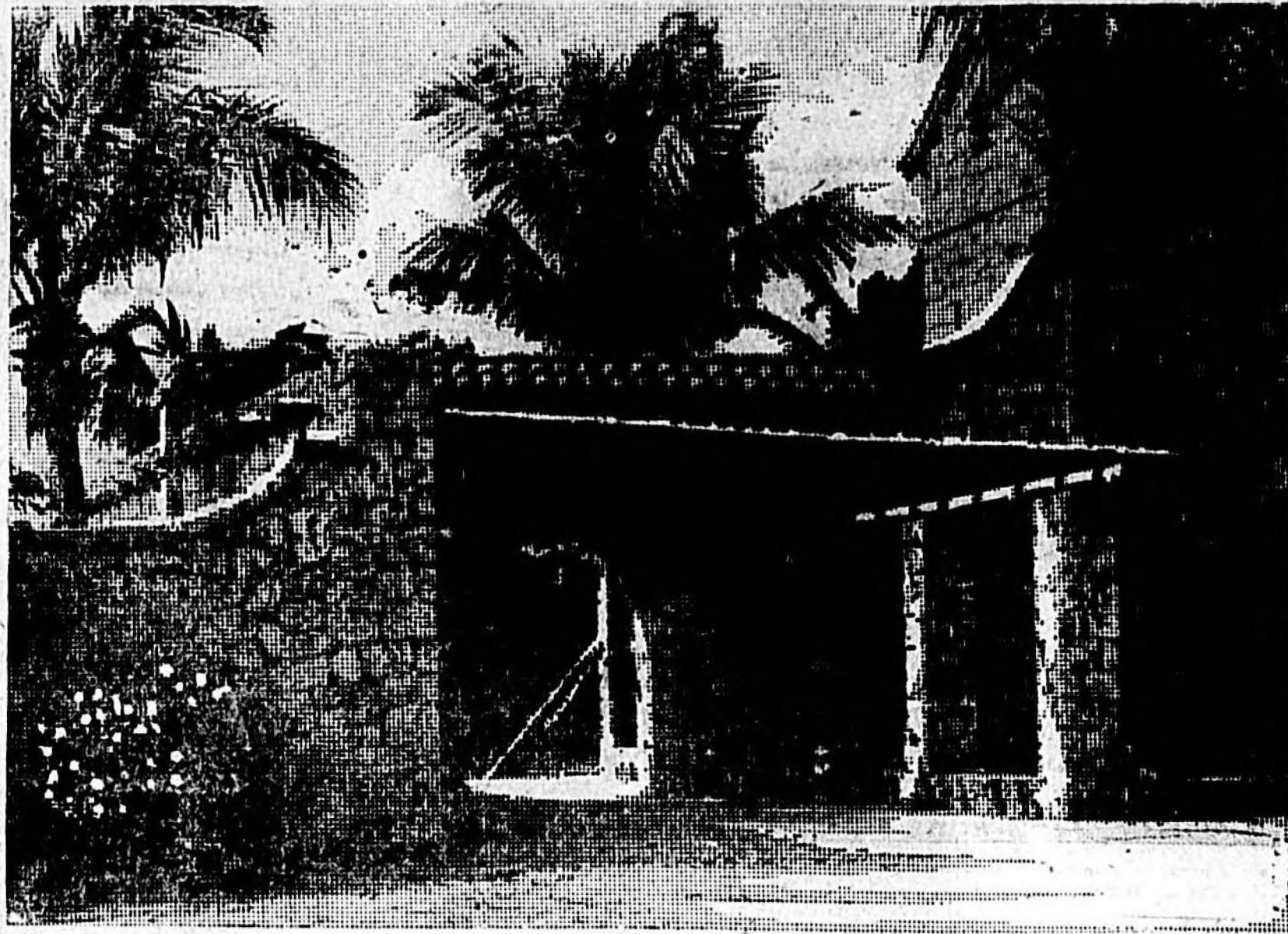
LUMBER

For Every Purpose

SASH DOORS WALL BOARD
BRICK TILE
LIME CEMENT
PLASTER ROOFING

We are putting forth our best efforts to render the builder a Complete Service

Carter Lumber Co.



America's Finest Suburb



little more than two years ago George E. Merrick began at Coral Gables the great work of building a distinctive Spanish suburb which would be a worthy expression of the finer sense of the city—a reflex of the architectural beauty of Old Spain in a setting of tropical luxuriance.

At that time Coral Gables was styled Miami's Master Suburb and its proud position as the first of Miami's beautiful suburbs has never been questioned.

Today Coral Gables stands as America's Finest Suburb. Its claims to this high honor do not rest on vain boast or ambitious boost, but on the solid merit of magnificent accomplishments—on actual beautifying improvements already achieved in the most broadly conceived town planning project attempted in this country.

More than \$7,000,000 has already been expended in development and beautifying work and more than \$20,000,000 will be spent before the entire development program is completed.

Today Coral Gables boasts of two magnificent coral rock entrances, and a third under construction; fifty miles of paved streets; eight imposing plazas and 10 more under construction; 18 miles of white way; golf course and club house; tennis courts; bridle paths and riding academy; Venetian swimming pool; 400 homes of Spanish design.

And today this huge development program goes steadily on. Construction forces are pushing to completion another golf course—18 holes of the sportiest character in southern Florida; two apartment hotels are already in the making; and streets, homes, and business houses are appearing in the tropical setting where bougainvillea and bignonia lend their myriad colors to stretch of coconut palms and pines.

Every visitor to Florida owes it to himself or herself to see Coral Gables. And if you are not among the fortunate who are coming to Miami this winter write for illustrated booklets telling of Coral Gables and the wonders of the tropical zone of the United States.

CORAL GABLES

America's Finest Suburb

GEORGE E. MERRICK, Owner and Developer

DAMMERS & BURNES, General Sales Agents.

Executive Offices: 158 East Flagler St., Miami.

Florida Offices: Jacksonville, West Palm Beach, Daytona, Orlando, Tampa, St. Petersburg, Sanford, Lakeland, DeLand, Eustis.

Northern Offices: New York City, Boston, Baltimore, Atlantic City.

Sanford Office: Milane Theatre Bldg., D. W. Elder, Manager.

CHULUOTA, IN SOUTHEASTERN PART OF COUNTY, HAS SOME OF RICHEST LANDS TO BE FOUND IN THIS STATE

Land Equals That of Famous East Coast Tomato Section—Located on Florida East Coast Railroad Branch Between Okeechobee and New Smyrna.

Large tomato lands equaling in fertility and yield the famous muck of the East Coast: Thousands of acres of richest trucking land with flowing artesian well available. Thirty-year-old orange groves which have had a pound of fertilizer paved roads to Orlando, Sanford, Oviedo, Bithlo and, soon, to East Coast. Most beautiful dotted town site in Eastern Florida.

Lake Catherine is nearly in the center of the town, a 12 acre body of water, averaging 27 feet in depth and surrounded by a hard surfaced boulevard set to trees, shrubs and flowers. Around this lake lie the choicest lots for residence buildings and lawns. Spring Lake, about half the size of Lake Catherine, is just over the railroad, set amidst the most wonderful big pines, and one of the most attractive locations for home building.

Game and Fishing Here. Hundreds of turkeys are all about Chulota; quail in almost countless coveys, and all the smaller game such as rabbits, squirrels, ducks and doves abound. The nearby St. Johns river, and every lake, is filled with big mouth black bass, bream, perch and an occasional pike or pickerel. Immense catfish are in the upper St. Johns river, and taking these 20 pound and upward fish is no mean sport in itself.

The little village of Geneva in Seminole county, on "this side the St. Johns river, although you cross the river going there from Sanford"—the garage man in Sanford said—is noted for two main things, the great increase in its citrus grove acreage and the absolute refusal of its population to increase to a point where it must take on city airs.

Geneva was a settlement long before there was anything but trails through the heavy pine forests of that region, and it got its mail once a week from Oviedo, and its supplies from Sanford, by canoe, through Lake Jesup and the St. Johns river and Lake Monroe, some 18 miles by water. The village is 13 miles from Sanford, 8 miles to Chulota, 9 miles to Oviedo, all of which are reached by fine hard surfaced roads, and but a scant 25 miles from Titusville on the East Coast, over a good sand road in dry weather, but of doubtful negotiation when it rains.

Several fine fortunes have been made from the pine timber, the resin and turpentine taken from the old original forests, which have now practically disappeared to make way for the more modern growth of citrus trees.

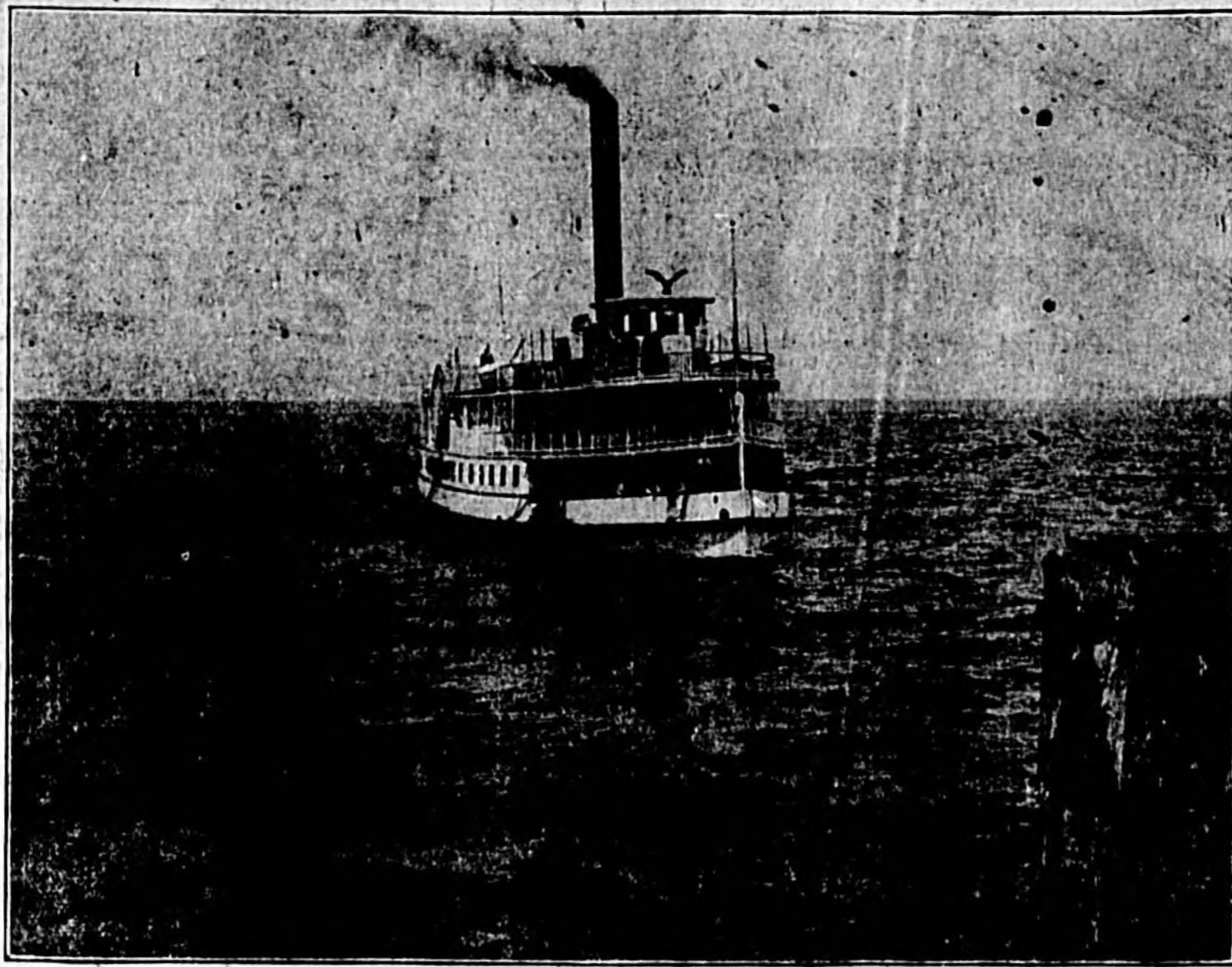
J. V. Wicks, postmaster and general merchant, who has been there since the start of the place 41 years ago, describes the original section as a "real hunter's paradise." Game of all sorts abounding in the forest and the lake and river teeming with the finest of fish. He speaks of the old times when clearing the primeval forest for cultivation was done at a cost of about \$30 an acre average, the pine timbers being cut and rolled and piled to make fences, and the rest of it burned. In his young days, he says, a good beef brought \$6 dressed and divided among the neighbors, and forest clearing was at a cost of \$1.25 per day, of from sunup to sunset, the pay being in potatoes, syrup, or a piece of meat, either bacon or beef. School was taught in a log school house.

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CCLYDE STEAMSHIP-COMPANY BOAT ARRIVING FROM JACKSONVILLE



Thousands of tourists reach the "Heart of Florida" each year on the boats of the Cclyde line plying between Jacksonville and Sanford. It is one of the most picturesque trips in the state.

GENEVA FAMOUS FOR ITS MANY OLD ORANGE GROVES

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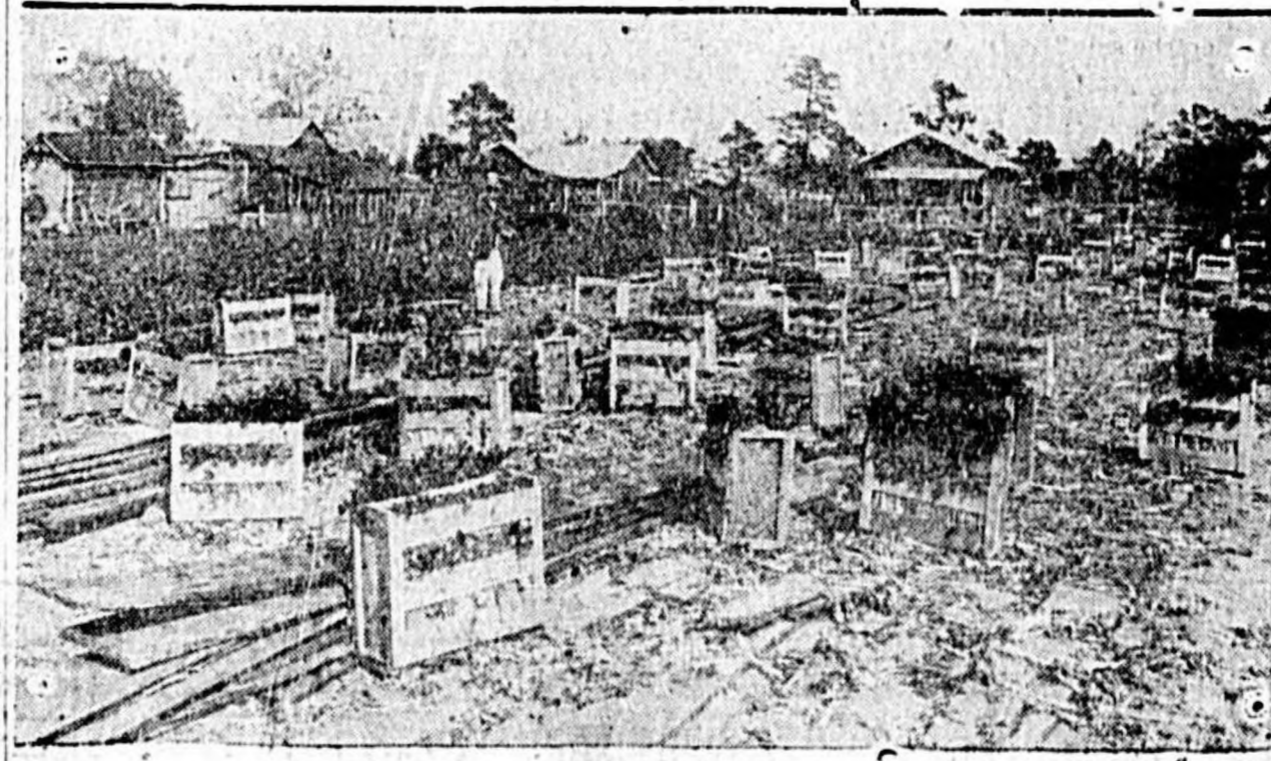
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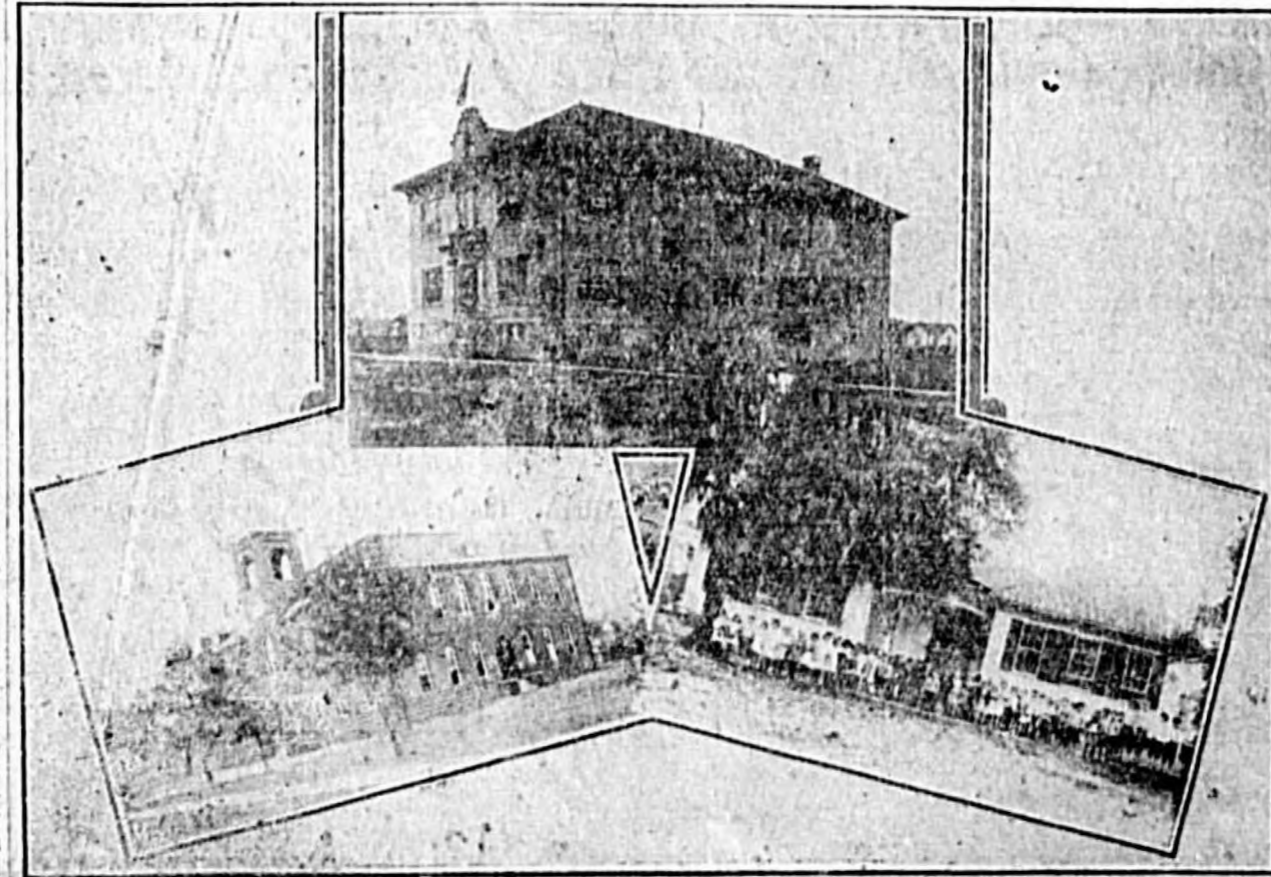
ESTIMATED AVERAGE COST OF DEVELOPING FIVE ACRE FARM IN THE TRUCKING DISTRICT

Table with 2 columns: Item, Cost. Includes items like land, clearing, planting, and irrigation systems.

SANFORD CELERY READY FOR THE MARKET



THREE OF SANFORD'S PUBLIC SCHOOLS



The above pictures show the new Sanford High School, Primary School and Grammar School. Sanford is noted for the high character of its public school system.



Rare beauties and distinctions in lines, finish and upholstery—and the great mechanical luxury of an engine that actually improves with use! The wonderful Willys-Knight sleeve-valve engine is the same type of engine used in the finest cars of Europe. See the Willys-Knight—go for a good ride!

SEMINOLE OVERLAND CO.

WILLYS KNIGHT



4450 New Bell Telephones in Florida in 1923

The telephone construction programme in Florida and throughout the South this year has been the largest ever undertaken by the Bell System.

The investment in Florida alone this year will amount to more than \$900,000 for new equipment, new telephones, new wire, new switchboards, new central office equipment and new buildings.

Practically all this expenditure was new money secured from investors who have faith in the future growth and development of our State.

Such an investment enabled us to break all previous records and make a net gain of approximately 4,450 new telephone stations in Florida this year.

To do this it was necessary to install 9,810 telephones and discontinue 5,360.

There are now more than 38,900 Bell telephones in Florida and we must continue building to keep pace with the growing telephone needs of Florida and of the South.

DAVID LAIRD, Florida Manager "BELL SYSTEM" SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

Don't Advertise Unless--

You are absolutely on the level with your customers— Unless your goods are so excellent that everyone who buys them once will want them again— Unless there is real need for what you make— Unless you appreciate that it takes a long time and costs a lot of money to educate one hundred million people to associate your trade mark with a definite standard of quality— Unless your business is built on the firm foundation of economical production and sound finance.