

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1898	1,100	1905	81,680
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

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

Volume 2

SANFORD, FLORIDA, FEBRUARY 3, 1911

Number 1

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

THE LETTUCE CROP

Sanford Vegetable Growers Are Making Large Profits on Their Lettuce Crop This Season.

It is nothing unusual to hear of single acres that net from \$500 to \$1200 per acre. The other crops are bringing prices in proportion. The general outlook for Celery Delta Farmers are brighter this very minute than they have been for many seasons.

Now is the Time for You to Buy

One of our **Vegetable Farms** at \$150 an acre on our very easy system of payments. The increased profits as shown this season by the growers will have a great effect in increasing the price of land, and if you want to do business in the vegetable line in Florida,

You Had Better Purchase One of Our Farms

Before the price is increased by the natural development of this section and the attendant success of our growers.

Title Bond and Guarantee Company's

Farms are situated on original transportation, are well drained, the soil is excellent and the community is in a flourishing condition.

Fourteen Families Have Moved to Monroe

Since we put this division of Celery Farms on the market. We are building new houses every day, breaking new land and planting crops of various kinds. This will have the effect of making all the land in that section more valuable.

If You Are Interested

Write to us about Florida Real Estate. We have all kinds of land suitable for groves, chicken farms, winter homes and vegetable farms.

Our Terms Are the Best Offered by Any Firm in Sanford

For land of the same quality, and the quality is such that it will produce anything that will grow anywhere else in the Celery Delta.

We Give You Six Years in Which to Pay for Your Farm and

Charge you no interest on the deferred payments.

Write for Our Book Showing Our System of Irrigation and Vegetable Culture. It is Free.

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

P. S.--We have two small improved places that we will sell very reasonable.

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

REAL CLOTHES SATISFACTION!

It's the Getting of Quality and Style in Garments That
Are Perfect Fitting--Getting Just the Shade or Pattern
You Most Admire, and Saving Money on the Purchase



ALL THESE Things we promise---and fulfill. The choice of the buyer here is confined to **good clothes**---the only kind we sell. As for styles, we have only the new spring models. Everything new and right up-to-date in cut and fabric. Our stocks, by all odds the most complete in the city, permit an exercise of individual taste in selection that is absolutely out of the question elsewhere in Sanford. The designs of the present season's models have nothing in common with the ordinary suits that are found in many places. Exclusiveness and individuality reflect strongly in their every line, and a most careful comparison fails to show in any detail where the different lines of clothing we carry do not equal the double-the-price made-to-measure kind. We have all the new **Grays, Fancy Tans, Thrush Brown, Blue Serges, Etc.** Every Suit Guaranteed.

\$10, \$12.50, \$15, \$18, \$20, \$22, \$25, \$28 \$30, \$35

SO DON'T WAIT OR GO ELSEWHERE

MEN'S STRAW HATS No Matter What Style or Shape You Require we can Give it to You at
\$2.00 - \$2.50 - \$3.00 - \$3.50 - \$4.00 - \$5.00
ALL THE NEWEST SPRING SHAPES

We Are Down **PROGRESS LAUNDRY** All Laundry Left in our care
Town Agents For will receive prompt attention

No. 117
First Street

PALMER & SEIGH
Clothes That Satisfy Furnishings For Men Who Know

No. 117
First Street

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS PURELY PERSONAL

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

The meeting of the Sanford Music Club held at Mrs. Fannie Munson's studio Saturday afternoon, was one of the most enjoyable held this season. Miss Linda Leffler was leader for the afternoon, and had prepared an excellent program. Papers on some of the world's most famous opera writers were given by Mrs. Geo. Fox Jr., and Mrs. Deane Turner. Mrs. Turner's paper was read by Miss Flossie Frank. Mrs. William Keeler prepared an excellent paper, contrasting German and Italian opera, which was read by Miss Linda Leffler. Instrumental selections from the old operas, were rendered by Mrs. Fannie Munson and Miss Flossie Frank. Mrs. Geo. L. Hoy gave several beautiful vocal numbers from the famous opera writers.

Mrs. Samuel L. Puleston was the hostess of the book circle on Monday afternoon. The congenial party of ladies spent a most delightful afternoon, at the close of which the charming hostess served dainty refreshments.

The Welaka Club held their monthly business meeting in the club rooms Monday afternoon. Plans are being formulated for splendid changes in the club, which will be announced later. It means much toward the development of club work among the ladies of Sanford. Among the items of interesting business discussed, was that of assisting in caring for the sick prisoners. The president called attention to the fact, that prisoners were sometimes ill and could not be cared for with the present arrangements in jail. A motion was made and adopted, that the Welaka club furnish a bed and linen also, such garments as might be needed and could be laundered. Mrs. O. W. King was appointed chairman of a committee to attend to this matter. At the close of the business session, the ladies enjoyed a social half hour. The house committees was Mrs. Puleston, Miss Springfellow and Miss Gelsie Butt.

The Woman's Foreign Missionary Society of the Methodist Church held their annual

election of officers Monday afternoon with the following result: President, Mrs. L. R. Phillips; Vice President, Mrs. A. E. Phillips; Secretary, Mrs. E. N. Morrow; Corresponding Secretary, Mrs. W. H. Williams; Treasurer, Mrs. W. W. Abernathy; Agent for Missionary Advocate, Mrs. M. H. Bowler.

The monthly business meeting of the Woman's Christian Temperance Union will be held in the Baptist Church next Tuesday afternoon at 3 o'clock. All the members are urged to attend.

One of the most delightful events that the Sanford ladies have enjoyed this winter, was a recital Friday morning at the residence of Mrs. Henry Wight given by Mrs. Mary L. Flanner of Indianapolis, Ind. Mrs. Wight and Mrs. Homrighous invited as many of their friends as could be seated in the parlors and the recital was a rare treat to those who had the pleasure of attending. Mrs. Flanner is a gifted elocutionist, and possesses a charming, gracious manner, that would make her attractive to any audience. Her readings were selected with excellent taste, each one a gem, within itself. The selections from "Mrs. Wiggs of The Cabbage Patch", was a very realistic sketch and was greatly enjoyed. The lullabies were original and particularly fine, some of which have been set to music. Mrs. Flanner is a writer of some prominence, and many of the leading magazines have published some of the verse. She is the recently author of a little play, entitled "The Bargain Counter", which has been pronounced a success in New York. Sanford ladies are appreciative of high class entertainments of this kind, and Mrs. Flanner has been cordially received during her stay among them.

On Friday evening of last week, Mr. and Mrs. W. L. Milteer entertained a number of their friends at a lovely dinner party at their home on Park Avenue. The appointments of the table were very handsome, the exquisite linen, being the handwork of the hostess. The place de-resistance was a thirty pound turkey gobbler, accompanied by various other tempting dishes that made up an elegant menu. Seated at the table were, Mr. and Mrs. W. L. Milteer, Mr. and Mrs. W. H. Williams, Mr. and Mrs. Arthur Yowck, Miss Lillie Fair Smith, Miss Beth Mae Hamilton and Messrs Frank Milteer, Morgan and Pierce of Lawtey. After dinner a delightful game was enjoyed by the guests so fortunate as to be entertained in this hospitable home.

AUTOMOBILE OWNER

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

BIG SAVING IN GAS

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

Sanford Machine & Garage Company

State Agents

A number of Sanford people motored to Daytona on Saturday, and spent Sunday, returning on Monday. Among those who went were, Mr. and Mrs. William Keeler accompanied by Mrs. R. S. Keeler and Miss Charlotte Keeler, Mr. and Mrs. E. E. Brady and E. L. Brady, at DeLand, they were joined by Miss Irene Brady who is attending Stetson University. Mrs. H. L. DeForrest, Miss Mable Bowler and Norman DeForest made the trip in Mrs. DeForrest's handsome new Owen Car.

Misses Alice and Mell Whitner entertained the young ladies sewing circle last Thursday evening. Miss Mell Whitner was appointed reader for the evening, which was a pleasant innovation for the circle. Quite a number of the young ladies enjoyed the Misses Whitner's hospitality on this occasion.

Florida Farm Paper

Fruit growers and truckers should read the Florida Fruit and Produce News. Weekly information of value. Questions answered on cultural subjects. Market quotations, etc. \$1 per year. Sample copy on request. Address No. 819 Florida Ave., Tampa, Fla. 24-4p

Place the titles to your real estate in the Realty Trust Company and avoid complications. For particulars address B. F. Whitner, Jr., Secretary. 7-4

JUST THE TIME

To Think of New Furnishings
For Your Home

WE HAVE THEM

EVERYTHING IN FURNITURE, QUEENSWARE AND STOVES

Our new line of **RANGES** and **KITCHEN STOVES** are the kind you have wanted and couldn't get.

SEE OUR BARGAIN COUNTER

WILLIAMS & MILTEER

Rand Building

Just across the street

Celery Delta Belt Line



Take Street Cars for

PALM HAMMOCK

TEN ROUND TRIPS DAILY

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

Lots in PALM VILLA sold on easy terms

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

Farms in PALM HAMMOCK sold on easy terms

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

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

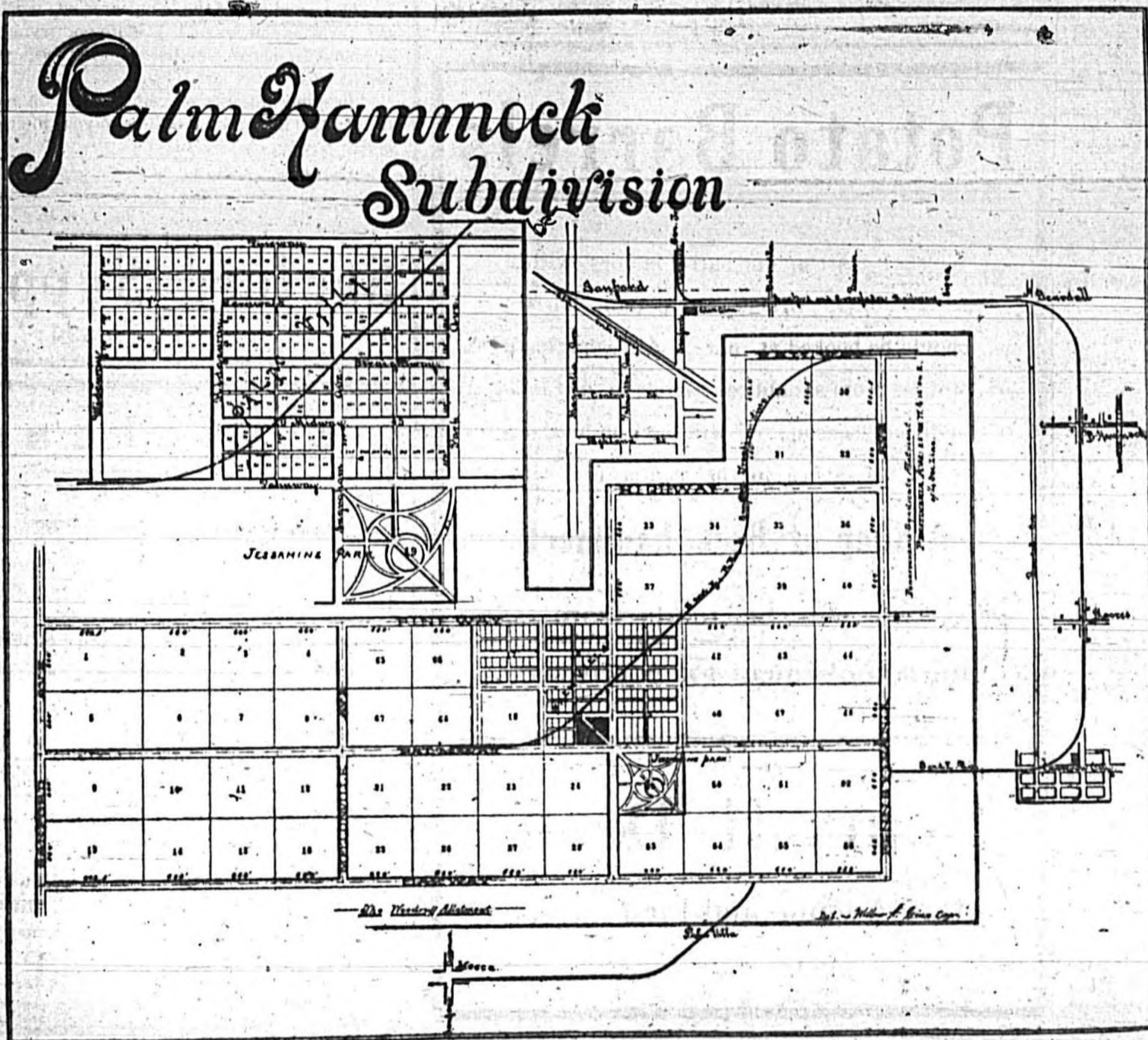
See JESSAMINE PARK 10 acres of stately Palms, Majestic Oaks and fragrant Yellow Jessamine an exquisite spot of untrammelled nature

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

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

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

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



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

J. N. WHITNER

First National Bank Building

SANFORD FLORIDA

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

Improved transportation is the forerunner of increased values.

COUNTY HAPPENINGS

A Budget of Interesting Items From Correspondents

THE EVENTS OF ORANGE COUNTY

Efficient Staff of Reporters Weekly Covers the Territory for The Herald

GENEVA JOTTINGS

Special Correspondence to The Herald: Gordon Flynt leaves this week to join his brother in Sylvester, Ga., where together they have purchased a farm.

Miss Nevada Grant of Lockwood, accompanied by Miss Tanner and brother, visited relatives in Geneva last Sunday.

Rev. E. Lee Smith after filling his regular appointment at the Baptist church Sunday, is spending a few days in the neighborhood.

Many of our people are enjoying the fair in Orlando. The school will have holiday Friday that the children may have an opportunity to go.

Already land is advancing in price on the strength of our new railroad; considering our water route and this railroad it is high time some of our citizens were utilizing the good celery land here. We are glad to know that several of our men are planting truck for shipping.

Quite a jolly party enjoyed a delightful auto ride in the fine machine of Capt. Moore, just prior to his going to Palm Beach for the winter. Besides the genial host was Mrs. Moore and children, Mrs. Pierce and Mrs. Geo. Peters. The party left Geneva early going to Orlando, spent a full two hours, then to Sanford, there making a pleasant visit and thence home again, much pleased with their day's outing. Capt. Moore is an expert with machinery and is full master of his handsome car which lately arrived from New York.

OVIEDO AND LAKE CHARM

Special Cor. to The Herald. Mrs. H. B. McCall was the hostess entertaining The Ladies Club Friday afternoon, February third. The music program arranged by Mrs. T. W. Lawton was as follows:

SUBJECT:--SCHUBERT

Reading:--Extracts from "The Life of Schubert," Mrs. B. F. Wheeler.

Vocal trio, two sacred responses by Mrs. McCall, Mrs. Lawton and Mrs. Wheeler.

Duett:--Mrs. T. W. Lawton and Henry Bunn McCall.

Reading:--"The Erl King" and the "Serenade," Mrs. T. W. Lawton.

Piano Solo:--"Schubert's Serenade," Miss Allison.

Duett:--"March Heroique," Mrs. T. W. Lawton and Mrs. Wheeler.

Mr. J. Leinhart of Lake Charm has recently sold twenty odd acres of his valuable hammock land on the shores of Lake Jessup for garden purposes; the work of clearing the same will soon be commenced by the new owners who contemplate making Oviedo or Lake Charm a permanent home in the near future.

Mr. and Mrs. W. H. Luther are entertaining Mrs. Finch of North Carolina, a sister of Mr. Luther's.

Mr. and Mrs. C. L. West of Lake Charm attended the Elks' ball in Orlando Thursday evening last.

Many Oviedo and Lake Charm people are attending the Orlando fair this week.

Fishing parties are the order of the day; many fine catches are reported.

Mr. J. H. Lee shipped a car load of grapefruit this last week from Lake Charm groves.

Our first services in the Lake Charm chapel were conducted Sunday last at three o'clock p. m. by Rev. S. H. Adams, D. D., and Dr. C. C. Thayer. Mr. T. W. Lawton presided at the organ; Mr. and Mrs. H. B. McCall sang a duett; many Oviedo and Lake Charm friends attended. Dr. Henry Foster built the pretty chapel and parsonage adjoining, some twenty-five years ago, and during the months of their winter sojourn at Lake Charm Dr. and Mrs. Foster have maintained a Sunday service at this quiet vesper hour which has been appreciated by all. Many eminent clergymen from the various denominations have addressed us. Mr. T. L. Mead contributes not a little to the attractiveness of the service in the choice orchids and plants (beautifully arranged) from his greenhouse.

Mr. and Mrs. Lilly who have been two years in Kissimmee are guests for a few weeks at the Cushing house.

Mr. C. D. Starke of Commerce, Ga., a property owner here for many years left Monday morning last after a two weeks stay in Oviedo.

Miss Daisy McLanhan is displaying in her millinery shop many "ready-to-wear" spring hats. Later in February she leaves for Atlanta, Ga., to select for the larger

trade and the approaching Easter time.

CELERY AVENUE NEWS

Special Correspondence to The Herald: Mr. T. I. Hawkins's father, mother and brother of Commerce, Ga., are spending the winter with him at his home on Celery avenue. Mr. Hawkins is one of Celery avenue pioneers and most successful celery growers.

The writer accompanied by his wife visited Cameron City Sunday afternoon and was struck by the many improvements since our last visit nearly a year ago. The writer is also mortally afraid of some careless aviation dropping a monkey wrench on his head from some of the numerous bi-planes flying over the celery delta.

Mr. and Mrs. T. P. Conpropt paid a flying visit to their old home Monday and Tuesday of last week.

We see a note that Mr. Joe Cameron one of the daddys of the Celery industry has purchased a fine new auto. We learn that he is also the daddy of a fine new baby girl of which we have seen no mention.

Its about time our clever Mr. D. R. Brisson purchased an auto in celebration of his new baby girl.

Mr. Otto H. Voss of Miami spent a few days recently with Mr. and Mr. G. C. McDougal on the avenue.

We learn that our neighbor Hon. J. N. Whitner has sold his Shell Mound property. I wonder if they will let the truck farmers hold their annual picnic there this year. Its time a new committee took hold of this picnic as the old picnic committee are tired and want to enjoy a picnic without the responsibilities of committeemen on their shoulders, so if you want a picnic this year its up to some one to get busy and get the machinery on motion.

A FARMER

ASHE'S ROACHPEPPER
KILLS ROACHES, ANTS, MOTHS, FLIES, BEDBUGS, FLIES, MOSQUITOES. KEEPS TICKS AND FLIES AWAY FROM STOCK. KEEPS MITES AND SCAB OFF POULTRY, ALL INSECTS OFF VEGETABLES. KEEPS WILDS AWAY FROM CORN AND PREVENTS HOG CHOLERA. 25 CENTS A BOX.

Your dealer will order for you from any Wholesale Druggist, or we will pay postage on two ounces of Roach Pepper, or one ounce of Roach for 25 Cents, or one pound of Roach Pepper, or eight ounces of Roach for \$1.00.

ASHE'S DISINFECTANT CO.
TAMPA, FLORIDA
ASHE'S RATSALT
Kills Rats, Mice and Commensal Insects without any odor. Price 25 Cents.

Potato Barrels

We shall start up our barrel factory within a few days. Orders for potato barrels should be booked at once. All who have storage room should get barrels in advance of digging season. We will have, in addition to our two shops in the center of town,

A Shop at Beck hammock

Deliveries will be made from shop most convenient for purchasers.

Henry H. Deane

Oak Avenue and First Street

PHONE 255



THE HOUSEKEEPER'S "STAND-BY"

is First Quality flour. This is what every good cook knows—or ought to know. For light, tasty, nourishing bread, biscuits and muffins, insist that the bag or barrel has the "Quaker City" label—in red and blue—somewhere upon it. It's the miller's direct guarantee that the flour is First Quality.

QUAKER CITY FLOUR MILLS CO. PHILADELPHIA

W. E. HOLMES & CO.

PRACTICAL WELL DRILLERS

Artesian and Deep Wells

See Us Before Placing Your Orders

W. E. HOLMES & CO.

The Original Package STORE

Our Feed line is complete; when you are in want of same, give us a call. We will save you money, and also give you the very best of quality. We carry a full line of chicken feeds. When your hens are not giving you the eggs they should. Try our feeds for them, and see if the change wont pay you. We have the feed for your cow also. If you are not trying it now come to see or phone us, and we will tell you what feeds you will get the best results from.

In staple groceries we can save you money; now if you like to save this little coin, it will be to your interest to get our prices before buying.

Courteous attention and a square deal is our motto.

Respectfully,

Sanford Supply Co.

Phone 330

G. W. SPENCER

BAKER

Most Complete Line of Baked Goods in Florida

NO. III PARK AVENUE. Phone 106

SANFORD, FLORIDA

RETAIL CASH GROCERY

J. B. WILLIAMS, Prop.

Staple and Fancy Groceries, Hay, Grain and Seed

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

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

P. O. Box 112 SANFORD, FLORIDA Phone 62

A. P. CONNELLY

GENERAL FIRE INSURANCE AGENT

Office Above First National Bank SANFORD, FLORIDA

Atlantic Coast Line

ELECTRIC LIGHTED PULLMAN DINING AND SLEEPING CARS

For Information, Rates and Reservations see nearest Atlantic Coast Line Agent or write

A. W. FRITOT, D. P. Agent
138 West Bay St. JACKSONVILLE, FLORIDA

AUCTION SALE

Sanford Heights

Town Lots

Sanford, Fla., Tuesday Feb. 21, at 10 a. m.

GALA DAY OF NOVELTY AND CHANCE

An entertainment artistically arranged to please the curious, instruct the thoughtful and enrich the lucky. Band concerts, free autos and carriage to the grounds. Free drawings, public wedding proposition, a human windmill and an all-day carnival of melody, romance and fortune.

Come and Hear the Famous Irish Auctioneer

Sanford Heights

**Grand Novelty Sale of Lots
Beautiful Orange Grove
Addition**

Fronting on Park avenue an elevation overlooking the city from the South, divided into large and elegant residence sites, wide streets and alleys. Lots 60x127.

This choice property will be sold absolutely without reserve to the **HIGHEST BIDDERS.**

TERMS OF SALE

One-fifth cash, payable at time of purchase, balance in 18 equal monthly payments or in 4 payments of 3-6-9 and 12 months, with 6 per cent interest on deferred payments. If all cash is paid 3 per cent will be deducted on deferred payments. Warranty deed and abstract furnished; title perfect.



COLONEL BISHOP, OF ILLINOIS

Will open the sale promptly at 10 a. m. the Chesterfield of auctioneering; has a record of 60 lots in 60 minutes; a 200 pound bundle of wit, wind and wisdom, worth miles of travel to hear.

FREE PRIZES

Distribution of free prizes will take place on the grounds during hour of sale. Every man, woman and child will be given a chance free of all cost. **GET TICKETS FREE** for the drawings.

\$35 BRASS BEDSTEAD to be given away during sale. A very fine bed—on exhibition at **Jones-McLaughlin Co.'s**

\$45 WHITE SEWING MACHINE to be given away during sale—an elegant drop Head Machine—on exhibition at **T. J. Miller & Son**

\$50 IN GOLD, \$25 to first, \$15 to second and \$10 to third. (This is not on exhibition)

Sanford Concert Band

Will furnish music. Business center 8:30 to 9:30, later on grounds. Parade of free carriages will leave for the grounds promptly at 9:30.

Public Wedding Proposition

Open to the first reputable white couple, residing in Orange County; making application to the undersigned prior to day of sale. We buy the license, pay the minister; furnish carriage for the bridal party and deed the bride an average lot on **SANFORD HEIGHTS FREE.** Ceremony to take place on the grounds during the sale. Young people get busy.

Sanford, Florida, is located near the central portion of the State, on the famous St. Johns River and "Great Lake Monroe, has splendid railroad and boat facilities, is a great agricultural section, is one of the most progressive and best business towns in Florida and a golden promise doth the future hold for this great section.

Sanford, with all of her multiplying industries, good climate and healthy location, surrounded by broad acres of Florida's richest farm soil, an abundance of pure artesian sulphur water. This particular section is specially favored by nature's real values to mankind which cannot be estimated. Sanford has an enterprising citizenship of 5 to 6,000 and steadily growing, up-to-date merchants and business men, with the highest culture expressed in churches and schools.

Will real estate values ever grow cheaper in a community like this? **DESIRABLE TOWN LOTS** in SANFORD are scarce and creeping upward, you will have an opportunity never before offered to buy high-class lots at your own price in a growing community. This sale is wide open to **WHITE PEOPLE** and is the first strictly white addition to Sanford. **NO BY BIDDING—NO BOOSTING**—lots go to the **HIGHEST BIDDERS**, and a fair, square deal is guaranteed or your lot is free. You have nothing to lose and all to gain by buying one or a block of these lots. Buy a home for the wife and family on the Heights and you will never regret it. Young man, young lady, save your spare \$ \$ and invest where values will increase.

REMEMBER THE PLACE, THE DATE, THE HOUR, BE ON TIME, BID IN TIME, DON'T WAIT AND PAY PROFITS AFTER THE SALE

BEST LOTS EVER OFFERED FOR SALE IN SANFORD. YOU WILL NEVER HAVE ANOTHER CHANCE LIKE THIS.

Sanford Heights Improvement Co.

TAKE A DAY OFF, BRING THE FAMILY; COME AND MEET EACH OTHER IN HAPPY RE-UNION,

OFFICE ON FIRST STREET.

If Stormy Tuesday, Sale Day Following

J. H. RAGSDALE, Manager

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

Subscription Price, \$2.00 a Year in Advance

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

Office in Herald Building Telephone No. 148.

Miss Hand Entertains

Miss Charlotte Hand gave a very pretty party at her attractive home on Park avenue last Friday evening. The spacious rooms were artistically decorated with white star jessamine and cut flowers. The guests were first asked to take part in an interesting guessing contest, entitled "My Lady's Household." In which Miss Reba Stringfellow and Mr. Charles Clayton were the lucky ones to capture the prizes. The balance of the evening was spent in dancing, which is a favorite pastime with a large portion of Sanford's young people. Punch was served during the dance, and at eleven o'clock, dainty refreshments were served. Parties at the hospitable Hand home are always delightful occasions, and this one was no exception to the rule.

Those present were, Misses Mabel Hand, Helen Rowland, Georgiana Trask, Clarissa Starling, Essie Purdon, Margaret Davis, Mary Chappell, Lucca Chappell, Lillian Higgins, Hoskins Jones, Linda Connelly, Hazel Hand, Carrie Abernathy, Renie Murrell, Reba Stringfellow and Veda Ward. The boys present were, Charles Clayton, Eugene Roulmillat, Karl Roulmillat, Henry Purdon, McDowell Butt, Clarence Mahoney, Archie Beta, Osborne Herndon, Ernest Beta, Lawrence Lawton, James Williams, Marian Giles, Jerome Paulhamus, Forrest Gatchell and Dr. and Mrs. T. A. Neal.

Mr. and Mrs. Prather, of Atlanta, have arrived in the city and will spend several weeks here. Mr. Prather is a travelling salesman and will make Sanford his headquarters.

On Tuesday last Mr. W. J. Wildman, Cashier of Farmers National Bank, Springfield, Ohio, was the guest of Rev. J. W. Wildman, he was on his way to St. Petersburg where his father is spending the winter.

Notice For Publication

DEPARTMENT OF THE INTERIOR U. S. LAND OFFICE Gainesville, Fla., February 4, 1911 Notice is hereby given that Edwin A. Gilbert whose post-office address is Sanford, Florida, did on the 6th day of October, 1910, file in this office a Sworn Statement and Application, No. 07840, to purchase the n-w 1/4 of s-w 1/4 and n-e 1/4 of s-w 1/4, Section 12, Township 21 south, Range 37 east, T-labassess meridian, and the timber thereon, under the provisions of the act of June 3, 1878, and acts amendatory thereto, known as the "Timber and Stone Law," at such value as might be fixed by appraisal, and that, pursuant to such application, the land and timber thereon have been appraised at Five Hundred Twenty Dollars, the timber estimated at 40,000 board feet at \$3 per M, and 40,000 board feet at \$2.50 per M, and the land, \$220.00; that said applicant will offer final proof in support of application and sworn statement on the 19th day of April, 1911, before the Clerk of the Circuit Court, at Orlando, Florida. Any person is at liberty to protest this purchase before entry, or initiate a contest, at any time before patent issues, by filing a corroborated affidavit in this office, alleging facts which would defeat the entry. HENRY B. CHUBB, Register.

Notice of Incorporation

Notice is hereby given that we, the undersigned, intend to incorporate in the State of Florida, the Sanford Land Development Company, at Tallahassee, Florida, on the Tenth day of March, A. D. 1911 for Letters Patent incorporating THE SANFORD LAND DEVELOPMENT COMPANY, under the following proposed charter, the original of which is now on file in the Office of the Secretary of State of the State of Florida.

ARTICLES OF INCORPORATION OF THE SANFORD LAND DEVELOPMENT COMPANY

We, the undersigned, have agreed to associate ourselves together and do hereby associate ourselves together for the purpose of forming a body politic and corporate under and by virtue of the laws of the State of Florida, and do hereby adopt the following Articles of Incorporation:

ARTICLE I. The name of this corporation shall be THE SANFORD LAND DEVELOPMENT COMPANY, and its principal place of business shall be at Sanford, Orange County, Florida, but it shall have such other offices, agencies and places of business in Florida and in other States and in foreign countries as its Board of Directors may determine.

ARTICLE II. The general nature of the business to be transacted by said corporation is to do any and all of the things herein set forth and in any part of the world, principals, agents, trustees or otherwise, and in furtherance, not in limitation of the general powers conferred by the laws of the State of Florida, to-wit:

To purchase, own, hold, control, lease, rent, sell, mortgage, exchange, and otherwise deal in real estate and any right, title, interest or estate therein in the State of Florida and in other States and in foreign countries and in foreign countries; To acquire, own, lease, occupy farms, farm lands, orchards, groves, ranches, town sites and territories; to lay out, plat, improve, irrigate, drain, cultivate, use, or operate the property or the corporation, or of others, and to do and perform all things appropriate or needful for the development and improvement of the same for any purposes for which the same may be adapted, to undertake and direct the management and sale of the property of the corporation, or the property of others, and to transact on commission the general business of real estate broker; To buy, sell, lease, rent, erect and construct houses, buildings, works and fixtures of any kind on the property of the corporation, or on the property of others; To manufacture, produce, purchase or otherwise acquire; to hold, own, mortgage, pledge, sell, assign, transfer or otherwise dispose of, trade and deal in and with timber, lumber, naval stores, fertilizers, materials, fruits, farm products, live stock and all other goods, personal property, wares, and merchandise of every class and description which may be calculated directly or indirectly to effectuate its business; To issue bonds and secure the same by pledges or deeds of trust or mortgages of or upon the whole or any part of the property held by the corporation, and to sell and pledge such bonds for proper corporate uses as and when the Board of Directors may determine; to loan and borrow money on notes, bonds, mortgages or other securities;

To guarantee, subscribe for, hold, purchase, or otherwise acquire, sell, transfer, assign, mortgage, pledge, or otherwise dispose of the shares and capital stock of, or any bonds, securities and evidences of indebtedness issued or created by any other corporation or corporations of this State, or any other State, country or nation; and while the owner of such stock, bonds or other obligations, to exercise all the rights, powers and privileges of ownership of such stock, bonds or other obligations, to the same extent that a natural person might or could do; To make contracts of any kind whatsoever for the furtherance of its business and purposes, and generally to exercise such powers as may be incident to the purposes and business of said corporation, and to have, exercise and enjoy all the rights,

powers and privileges incident to corporations organized and existing under the laws of the State of Florida. The foregoing clauses shall be construed as independent objects, businesses and powers, and the enumeration of any specific business or power shall not be held to limit or restrict in any manner any other business or power of this corporation.

ARTICLE III

The amount of the capital stock of this corporation shall be EIGHT HUNDRED THOUSAND DOLLARS (\$800,000.00), to be divided into eight thousand shares of the par value of One Hundred Dollars (\$100.00) each. Of said capital stock Four Hundred Fifty Thousand Dollars (\$450,000.00) divided into four thousand five hundred shares of the par value of One Hundred Dollars (\$100.00) each, shall be common stock, and Three Hundred Fifty Thousand Dollars (\$350,000.00) divided into three thousand five hundred shares of the par value of One Hundred Dollars (\$100.00) each, shall be preferred stock.

Said preferred stock shall entitle the holders to receive in each year, out of the net earnings of the corporation, a fixed yearly dividend of seven (7) per centum before any dividend shall be paid upon or set apart for the common stock; such dividend on the preferred stock shall be payable semi-annually upon the First day of January and of July of each year, the dividend on the preferred stock shall be cumulative, so that, if in any year dividends amounting to seven (7) per centum shall not be paid on such preferred stock, the deficiency shall be a charge upon the net earnings of the corporation, and be paid subsequently before any dividends shall be paid upon or set apart for the common stock.

The balance of the net profits of the corporation after the payment of said cumulative dividend of seven (7) per centum per annum, to the holders of preferred stock, may be distributed as dividends among the holders of the common stock as and when the Board of Directors shall determine.

The Board of Directors may issue such preferred stock and certificates therefor as and when the said Board shall determine, and the consent of the stockholders shall not be necessary for such issue.

The holders of preferred stock shall, in case of liquidation or dissolution of the corporation, be entitled to be paid in full, both the principal of their shares and the accrued dividends, before any amount shall be paid to the holders of the common stock. The holders of preferred stock shall not be entitled to vote said preferred stock in any election of directors or for the management of the corporation.

The preferred stock shall be redeemable at the option of the Board of Directors, at any dividend paying time, together with any interest or dividend of said stock, at par value of said stock and a premium of five (5) per centum, together with all accrued interest or dividends.

The holders of preferred stock shall have the option, at any time after three years from the date of issue of said stock of converting the same into any of the lands or property of the corporation which they may select, at its market price at the time of such conversion; and upon the surrender of said stock at any time after three years from date of issue, the Board of Directors shall issue to the holder of said preferred stock, to redeem said stock at par, together with any interest or dividend which may have accrued on said stock.

All or any portion of the common stock of this corporation may be payable in real or personal property, or in labor or services or may be issued or used for the purpose of real or personal property, or for the payment of labor or services, at a just valuation to be determined by the Board of Directors.

ARTICLE IV

This corporation shall continue and have full power to exercise its corporate rights and franchises for a period of ninety-nine (99) years from and after the commencement of its corporate existence.

ARTICLE V

The business of this corporation shall be conducted by the following officers: a president, a general manager, a secretary and treasurer, elected by the Board of Directors from among their number, and a Board of five Directors who must be holders of one or more shares of common stock of the corporation, to be elected annually by said stockholders. Until the first annual meeting of the stockholders hereinafter provided for, and until their successors are elected and qualified, the officers of this corporation shall be:

- B. A. HOWARD, President,
B. A. HOWARD, General Manager;
J. O. PACKARD, Secretary, and
J. O. PACKARD, Treasurer.
The Board of Directors shall be:
F. E. HOUGHTON,
J. O. PACKARD,
H. A. HOWARD,
C. C. HOWARD.

The first organization meeting of the holders of common stock of this corporation shall be held in the city of Sanford, Orange County, Florida, the principal place of business of the corporation, at the offices of the corporation, on the fifteenth day of March, A. D., 1911, for the purpose of adopting by-laws and completing the organization of the corporation, and also for the purpose of electing such officers of the corporation as are hereinbefore provided for, and thereafter the annual meeting of the stockholders of this corporation shall be held on the second Tuesday of January of each and every year.

ARTICLE VI

The highest amount of indebtedness or liability to which this corporation shall subject itself, shall be an amount equal to the entire capital stock of this corporation.

ARTICLE VII

The names and residences of the subscribing incorporators of this corporation, and the amount of

The Crippen Music Store High-grade Pianos, Organs, and Graphophones. Low Prices Easy Payments. Pico Block

Now Is The Time To Buy Improved "Ready to Plant" Sanford Celery Farms These farms can be bought for the next thirty days for less money than ever again. We have Sanford farms to sell. Not Largo, Taft, Burbank nor Celery City but Sanford. Always Sanford. There is only one Sanford. All irrigated ready to plant. Will pay for themselves this winter.

H. H. CHAPPELL'S Real Estate Agency

METTINGER'S DRY GOODS BOYS' and MEN'S CLOTHING Hats and Caps Bed Linen Towels Sheetings and Sheets J. K. METTINGER, First Street, SANFORD, FLORIDA

the capital stock subscribed by each, are as follows: F. E. HOUGHTON, Boston, Mass., 712 1/2 shares; J. F. WILCOX, Scranton, Pa., 712 1/2 shares; H. A. HOWARD, Sanford, Fla., 712 1/2 shares; J. O. PACKARD, Sanford, Fla., 100 shares; H. C. TRASK, Sanford, Fla., 50 shares. In Witness Whereof, The subscribing incorporators have hereunto set their names: F. E. HOUGHTON, J. F. WILCOX, H. A. HOWARD, J. O. PACKARD, H. C. TRASK. STATE OF FLORIDA, County of Orange, I, MABEL C. ANDERSON, Notary Public, State of Florida, at Large My Commission expires Feb. 4th, 1913

STATE OF MASSACHUSETTS, I hereby certify that before me, a Notary Public, personally appeared B. Adna Howard, Jesse O. Packard, Claude G. Howard, and Homer C. Trask, to me well known to be four of the persons named in and who subscribed their names to the foregoing Articles of Incorporation, and severally acknowledged before me that they subscribed and executed the same for the purposes therein expressed. In Witness Whereof, I have hereunto set my hand and official seal, at Boston, in the County of Suffolk, and State of Massachusetts, on this 2nd day of February, A. D., 1911. GEORGE L. BARNES, Notary Public for Massachusetts

STATE OF PENNSYLVANIA, COUNTY OF LACKAWANNA, I hereby certify that before me, a Notary Public, in and for said County and State, personally appeared J. F. Wilcox, to me well known to be one of the persons named in, and who executed the foregoing and attached Articles of Incorporation, and acknowledged that he executed the same for the purposes therein mentioned. In Witness Whereof, I have hereunto set my hand and official seal at Scranton, in the County of Lackawanna, and State of Pennsylvania, on this 2nd day of February, A. D., 1911. NELLIE V. DUFFY, Notary Public My commission will expire at the end of next session of the Senate.

DR. CHARLES E. LEWIS AND MRS. LEWIS Of Charleston, S. C., are opening Art Studio, Bishop's Building. Adults and Junior classes forming for tuition in oil and water-color painting; also tinting and coloring Photographic views. Three months' course. Prospective pupils please apply. RESIDENCE, 209 EAST FIFTH ST.

IDEAL FERTILIZERS BEST AND CHEAPEST Celery, Lettuce, Cauliflower, Beans Tomatoes, Cantaloupes, Potatoes Send for our booklet, FLORIDA VEGETABLES. It contains directions for raising all the principal products of the State, carefully revised and brought up to date by our most successful growers. No publication on this subject contains such practical advice. All gardeners should have it; from the owner of the small home garden to the largest shippers. In it will be found the special IDEAL formulas that have been constructed by careful study of actual field results. They are invaluable, being perfectly balanced and from the RIGHT SOURCE. Get the BEST and make MONEY. Call on our Local Representative R. C. Maxwell or address Wilson & Toomer Fertilizer Co., JACKSONVILLE, FLORIDA R. H. WHITNER, Agent, Sanford, Florida

Mr. Logan Says: "On my place I have abandoned the use of the wet spray," said he. "I consider it too expensive and too cumbersome to bother with. I now use nothing but dry sprays using a powdered Bordeaux mixture, which is in general a copper sulphate compound and with it I can do the work of four men with a wet spray. Formerly it was necessary to suspend spraying operations in an orchard after a rain, but now owing to the lightness of a dry spraying outfit work can be pushed any time. "Another advantage of the dry spray is that trees may be sprayed at any time of the year whether the orchard is in bloom or not. With a wet spray it is necessary to keep the mixture off the trees at this season otherwise the trees will die." The Machines and Sal. Bordeaux now In Stock Machines, \$12.50 and the Mixtures 25c and 30c a Pound A. E. HILL

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

WOMAN'S EXCHANGE, Phone 324, Herald Building Fancy Works of All Kinds. Stamping, Embroidery Supplies, Hand-Painted China Home-Made Cooking a Specialty. Consignments and Orders Solicited

J. H. LEE & CO. J. A. THOMPSON, Mgr. DEALERS IN Florida and Western Meats Sanford Avenue PHONE 68 Old City Market Sanford, Florida

IN AND ABOUT THE CITY

LITTLE HAPPENINGS—Mention of Matters in Brief.

PERSONAL ITEMS OF INTEREST

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

Arthur Doyle spent several days of this week with home folks.

T. J. Miller is able to be out again after a siege of the rheumatism.

Miss Stumon will spring a surprise next week when the votes are counted.

Miss Gladys Gatchel repeat to you all, "Sit up and take notice" from now on.

Miss Mary McClung, of Jacksonville, visited her sister, Mrs. H. C. Dinglee last Sunday.

Miss Maude Harris is practicing the Missouri slogan of "show you" in hustling subscriptions.

Mr. and Mrs. F. H. Yapple, of Jacksonville, are spending a few days in the city. Their many friends are glad to see them again.

By Charles S. Lewis, artist open to receive a few commissions for painting portraits in oil or water colors. 209 E. 5th Street.

The contest is drawing to a close and it behooves every one to turn in their subscriptions this coming week and secure the votes and prizes.

The ladies of the Congregation Church will serve a Washington Birthday supper February 21. Place to be announced later. Mrs. Sherida Jewett, Secretary.

D. A. Caldwell has returned from a trip to New York where he has spent the past two weeks purchasing goods for the department store of D. A. Caldwell & Sons.

R. J. Cutler, recent manager for the Western Union at Albany, Georgia, has accepted a similar position with the Postal Telegraph and Cable Company in this city.

William Howe of Florence, S. C., is in the city for several weeks. Mr. Howe is an old friend of Hon. J. N. Whitner and is being shown the sights of the Celery Delta.

Rev. J. F. McKinnon, pastor of the Sanford Presbyterian Church, will exchange pulpits next Sunday with Rev. C. H. Ferran, pastor of the Presbyterian Church, of Deland. Mr. Ferran is a young minister of talent and all who attend the services may expect excellent sermons. He is a brother of Mrs. D. L. Thrasher of our town and has occupied the Presbyterian pulpit here on other occasions.

Japan Plums (Loquats) now ready for setting; sizes ten to eighteen inches each 20 cents, per dozen \$1.75; eighteen to twenty-four inches each 25c, per dozen \$2.00. Makes a beautiful tree and produces delicious fruit. Jno. D. Jenkins, 308 French Avenue, Sanford, Fla. 26-21-p

A dollar or two a week furnishes your home. Come in and see how we remove all obstacles for those who have little to start on. Sanford Furniture Co. 22-1f

For Sale—240 acres high hammock land, two thirds bordered by high lake front. Two acres in fine young grove, fifteen acres cleared, entire tract fenced, two story dwelling good shape, barn, etc. In one and half miles of Post office, within 5 miles of three towns. Located in Lake County, near Lake Eustis. For terms address, room 2, Welborn Block Sanford Fla. 25-2tc

Watch N. O. Garner's window displays each week for new and big bargains in groceries. 24-1f

50,000 Choice Tomato Plants—At \$1.00 per thousand, ready for the field now. O. W. Brady, Sanford, Fla. 26-2tc

For Rent—House of five rooms, corner 12th and Oak Avenue. August Schneider. 25-2p

Autos and carriage painting at Underwood's. First class work. 7-1f

All kinds of repair work. Sanford Machine & Garage Co. 48-1f

Photos. Stamp Photos are just what you want to paste in your valentines. Over Longs grocery. 26-1f

You can get yellow corn meal at Long's Grocery. 26-1f

Underwoods for harness, saddles, horse and mule jewelry. 17-1f

For Sale—Mitchell touring car 40 H. P. 5 passengers, in first class condition. Apply, Sanford Herald. 25-1f

Dr. Howard has returned and can be found at his residence in the forenoon and his office in the afternoon. 22-1f

Best grade preserves and pickles just in, call and try them. W. W. Long. 26-1f

Cut your seed potatoes with a Yankee Seed Potato Cutter. Geo. H. Fernald Hardware Co. 22-1f

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

Don't forget you can get your chipped beef and ham cut on an American slicing machine at W. W. Long's market. 26-1f

If you are from Missouri—we can show you the best, high class residence property in Sanford—Sanford Heights Orange Grove Addition. 26-1f

Best grade Butterine at Long's grocery. Try it while butter is high. 26-1f

WANTS

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

Wanted—Experienced, accurate rapid stenographer to begin at once. Florida Homeland Company, Sanford, Fla.

For Sale—One heavy express horse sound and kind, also one high bred saddle and driving mare. May be seen at Hand's stable. Apply to Geo. H. Fernald Hdw. Co. 23-2f

Wanted—To rent a piano for two or three months. H. H. Witherington. 24-1f

Tomato plants now ready, leading varieties. O. W. Barrett, Lakeland, Fla.

For Sale—Strawberry cups. See me at Brissons siding. R. H. Muirhead. 24-3c

Wanted—A good gentle horse suitable for riding and driving. Mrs. H. A. Hill, R. D. No. 2. 24-1f

For Sale—8 lots 50 feet wide, next to N. H. Garners Addition on Sanford avenue. Terms reasonable. Inquire at Sanford Herald. 23-4c

For Sale—Good general merchandise business with cash trade well established.

Lost—Black umbrella, with straight silver handle, in front of 218 Elm Ave. Finder please return to the above address. 26-2p

At a liberal discount. Good reason for selling. Inquire at Herald office. 23-c

For Sale—Bargain. Owner forced to sell. 10 acres, fenced, 5 acres tilled and crop on it. Call on or address Room 11, Welborn Block, Sanford, Fla.

Tomato plants, sweet potato slips and velvet beans for sale. 5,000,000 Livingston's New Globe tomato plants at 1.25 per thousand. Delivery after February 15th. Headquarters for potato slips and velvet bean seed. J. R. Davis, Bartow, Fla. 23-8p

Wanted—Someone to care for a rooming house apply to E. J. Herndon, Corner 4th street and Magnolia Ave. 23-1f

Piano for Sale—Cheap. W. E. Squires, Cameron City. 26-4c

If you have any poultry or eggs for sale, or if you want to buy chickens or eggs, or if you are in any way interested in poultry raising, send your name on a postal card to us. We have something of interest for you. Address the Tampa Weekly Times, Tampa, Fla. 25-4p

For Sale—One span of mules, wagon and harness; mules six and seven years old, weigh about 1200 pounds each. Inquire of W. A. Minnick, Cameron City. 26-1f-p

For Sale—60 1/2 acres, 23 cleared, 7 room house, large barn, orange and other fruit trees, a nice home. 9 1/2 acres, 3 cleared on Clay road. 40 acres timber land, good farm land. 29 1/2 acres hammock land, 4 1/2 cleared, fine well. 3 acres tilled, small house on railroad. All the above at a bargain. Address Box No. 36, R. F. D., No. 1. 22-5tc

For Sale—Cabbage plants. Geo. Fox, city. 21-1f

For Rent—Two rooms, furnished or unfurnished, with board or without, in new house, with modern improvements. Address Box 494. 20-1f-c

Wanted—To buy, a second hand roll top office desk. Address Box 1401. 26-2tc

Wanted—Young man, single, wants steady work on a Sanford truck farm. E. E. Palmer, 352 Riverside Ave., Jacksonville, Fla.

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

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

For Sale—11 months old thoroughbred R. L. red cockerels for sale. Mrs. M. L. Koehler, Montee, Fla. 26-2-p

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

For Sale—Rhode Island Reds and Indian Runner Ducks, bred from laying stock. \$1 per setting of 15 eggs, well packed and delivered at the express office at Monroe, Fla. Address U. S. Mike-sell, Sanford, Fla. 25-3p

Wanted—Hauling and teaming to do; plowing and harrowing. Address Frank Garrod, general delivery. 26-1f-p

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

Lost—Pair of Spectacles with tortoise shell frame; were probably left in some office. Reward if returned to J. N. Whitner. 25-1f

Wanted—Cottage of five rooms or flat of five rooms. Address Box 1066. 9-1f

For Sale—House and household furniture, office, parlor and dining-room; all in first-class order, sacrificed for ten days. Mrs. Bruce, corner Third Street and Magnolia Avenue. 26-1t-p

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

For Sale—Six acres land, four cleared. Store and house, well located. Good reason for selling. J. F. McClelland, Moore's Station. 25-4t p

Wanted—Apprentice boy to learn cigar trade. Apply to J. J. Mauser. 26-1f

For sale—I have five or six pieces of land more than I need for trucking. These lands were bought cheap, cleared under my own supervision and will be sold at a great bargain. One five acres perfectly tilled, third year in cultivation, 30 rods from Beck Hammock station, 40 acres half cleared and plowed, balance fine hammock, two strong wells, tool house, 3 1/2 miles from Cameron City. Best bargain on the market. Phone 4-3. Levi Blakeslee. 2-1f

Wanted—A second hand Barneet Foot-Power Saw, Box 1443, J. W. H. Sanford, Fla. 26-2p

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

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

M. FRANK

Clothier and Men's Furnisher
SANFORD FLORIDA

Stop Paying Rent!	THE Sanford Building & Loan Association MAKES IT EASY GEO. H. FERNALD President A. P. CONNELLY Sec'y & Treas. Let Us Tell You About It
Own Your Home	

THE CITY RESTAURANT

(First Street, one block from Depot opposite Postoffice)

H. E. WISE, Proprietor
Formerly Manager of Central Cafe

Steaks, Chops, Oysters and Fish a Specialty

A PLACE FOR LADIES AND GENTLEMEN

Short Orders At All Hours Everything First Class

Prompt, Clean Service Meal Tickets are Sold at Reduced Rates

DAINTY NEW OXFORD STYLES

We have a complete stock just in of all the newest PATRICIAN Styles for Spring and Summer

Patrician stands for all that is excellent in WOMEN'S FOOT-WEAR

It is the world's standard of excellence and durability, and has won for itself an enviable reputation by its perfect fit, its style and its serviceability. It is a PERFECT SHOE at the Right Price, and the most SERVICEABLE SHOE at any PRICE. Its superior merits have been accorded instant recognition the world over.

New York, London, Paris, and Berlin, the great fashion centers of the world, pay tribute to "PATRICIAN" as the acknowledged leader in dictating foot fashions.

BUY PATRICIAN AND GET SATISFACTION

Low Cut, \$3.50 and \$4.00

The Maximum of Style at the Minimum of Price to the Wearer

D. L. THRASHER

Sanford, Florida
PHONE 104

IN SANFORD CHURCHES

Where Devout of the Celery City Worship Sunday.

RESUME OF ALL CHURCH EVENTS

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

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

First Methodist
Rev. J. A. Hendry, pastor; church, corner Park avenue and Fifth street; parsonage, corner Magnolia avenue and Seventh street; phone 254. Sunday morning service at 11; evening service, 7:30. Sunday school, 9:45 a. m.; Jno. K. Metzinger, Supt. Teachers' meeting every Friday, 7:30 p. m.

Sunday School 9:45 a. m. J. K. Metzinger, Supt.; R. Chappell assisting. Next Sunday is special missionary day in the Sunday School let every member bring a special offering.

Preaching 11 a. m., by the pastor followed by church conference. Reports from the various departments of church work will be called for reports to be made in writing. Proper officers please be ready with reports.

Sunday night 7 o'clock Miss Dasie Davis Sect. of "Young Peoples Missionary Department" and a member of the "Missionary Council" will speak to the congregation. Young people especial invited to hear this distinguished lady and speaker. Tuesday 7:30 p. m. Bishop H. C. Morrison will preach in the church on the great "Theme of Christian Education". The public cordially invited to hear this noted Bishop and preacher. Bishop Morrison is Florida's resident Methodist Bishop we feel justly proud of having this distinguished man of God to speak to us on this vital subject, Tuesday night 7:30 Feb., 14th.

Wednesday 7:30 Bible Study and Prayer meeting.

Friday night 7:30 Sunday School lesson study at the Parsonage followed by Sunday School Council, business meeting a full attendance is earnestly desired.

Thursday 3:30 Junior League meeting Mrs. L. R. Phillips in charge.

The pastor will preach at Moores Station Sunday afternoon following the Sunday School hour. Preaching 3:30 p. m.

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

Mr. Waldron preaches both morning and night, the subject for the morning will be "The Day is At Hand". At night the subject will be "Questions".

Mr. Waldron is preparing a series of talks to young women which will be announced later. This church has open doors of welcome to all comers.

Help along the New Church
Thursday, February 23, is Congregational day at Stockton's Grocery.

Through the kindness of Mr. R. G. Stockton, the grocer, arrangements have been completed to let apart Thursday, February 23, as a special day at the store in aid of the new Congregational church. On all cash sales made that day the church is to get ten per cent. This applies to everything in the store except the heavy groceries, namely, feed, flour and salt meats. Fresh meats are included in the sale.

There will be no increase in the prices. So stock up that day and at the same time help along the new church. You can do it this way without extra cost to yourself.

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

At 9:45 a. m. Bible Study; Elijah's Victory. At 11 o'clock the pastor will preach on Spiritual Agitation; or Our Duty to Stir up the Gift of God. At 7 p. m. the discourse on the Life of Christ will be the Baptism of Jesus.

Cordial invitation to strangers.

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

The pastor will exchange pulpits with Rev. C. H. Ferran of DeLand who will preach morning and evening next Sunday. All are cordially invited to attend the services.

Catholic
Catholic Church, Oak avenue between 8th and 9th streets. Rev. Father Brennan in charge. Mass every Sunday at 10 a. m. Rosary, sermon and benediction every Sunday at 7:30 p. m. Sunday school at 9 a. m. Confessions heard Saturday before first Sunday of the month, between 4 and 5 p. m. and 7 and 8 p. m. First Sunday of month mass at 7:30 a. m. and 10 a. m.

Holy Cross Episcopal
Rev. B. F. Brown, rector; A. D. Key, senior warden; Sunday morning service, 11; evening service, 8:00; Sabbath school, 9:45 a. m.; B. F. Whitner, Supt.; prayer meeting, 7:30 Wednesday evening.

Piano Tuning
Harry Crippen will tune or repair and keep in order your piano in a satisfactory manner for about half others charge. Pin this to your memory.

MONDAY, FEBRUARY 13th

NEW GOODS

Are Still Arriving Daily and Every Department is Being Rapidly filled With all the Latest Merchandise, and Our Values are Wonderfully Low

25c Table Oilcloth . . . 19c

A full Standard width Oilcloths, in white, marble and colors. Regular 25c seller. Our price yard only **19c**

New Shipment Umbrellas

10 dozen special lot of Umbrellas in both Ladies' and Gentlemen's size, with genuine Boxwood handles, good \$1.50 values. Special **98c**

Art Drapery

A complete new line of Art Drapery, just received in neat patterns which are splendid 10c sellers. Our price only a yard **8c**

15c Percales 12 1-2c

We have just received a large shipment of Manchester Percales, good values, to sell for 15c yard. Choice a yard **12 1-2c**

17c Drapery Burlap 13 1-2c

A 36-inch Burlap in dark green; something nice for covering Shirwaist Boxes and good for Drapery purposes. Monday a yard **13 1-2c**

17c Flaxon 14c

A nice Sheer Flaxon in plain white, a good value for 17c yard. See this value Monday for **14c**

12 1-2c Linen Finish Chambrey 9 1-2c

Just received, a new line of Linen Finish Chambrays in all colors, and a good value for 12 1-2c yard Monday **9 1-2c**

Mattress Ticking

A full line of 36-inch Mattress Ticking, in plain and fancy stripes, well worth 12 1-3c yard. Choice Monday **10c**

Japonika Silks

Just received, another shipment of the well known Japonika Silks in all popular colors. Special a yard **25c**

35c Shanton Silk 25c

Special for Monday, a lot of Shanton Silk especially good values for 35 cents. Our price Monday **25c**

Hand Bags! Hand Bags!

Just received, a large shipment of Hand Bags, in all the latest styles and shapes. For Monday we have a full line good \$1.35 sellers as a leader **98c**

The Latest in Velvet Bags

Have just arrived, the latest in Velvet Hand Bags. Special Monday **89c**

Clearance Sale Comforts

To make more room we will have a Special Clearance sale of Comforts Monday. See our special lot at **98c**

Blankets! Blankets!

A Special February Clearance Sale of Blankets. See our great values in Blankets; all prices. A special lot of 1 1-4 Blankets while they last. Monday a pair **98c**

Sleeveless Undervests

Just received, a case of Sleeveless Undervests taped neck and armholes, to go on sale at 3 FOR **25c**

35c Undervests 24c

1 case sleeveless Lisle Undervests, Silk Tape in neck and armholes, good 35c values. Monday **24c**

Black Suede Cashmerette Gloves

The above gloves look like the genuine Suede Gloves, also can be washed. See these Monday. All sizes, only **47c**

10c 10c 10c

Just think of getting a Dutch Collar nicely made up. Special only, each **10c**

Special Imported Laces

See our large line of specially Imported all-over Laces with wide and narrow bands to match, and our prices are astonishingly low.

Special Monday Only

1 case of yard-wide Bleached First Call Muslin, good weight. For Monday only **10 YARDS FOR 63c**
(Limit 20 Yards to Customer)

SHOES!

New Shoes and still they come ---in all styles, for men, women and children.

See our special line of all Patent Leather Pumps worth \$2.00 a pair, our special price **\$1.48**

Tailored-to-Measure SUITS

Just received from the **ROYAL TAILORS** a full line of large suiting samples for spring. See our great values in this high-grade line of all-wool suitings. We take your measure and these suits are hand-tailored to fit you.

WE ARE AGENTS FOR BUTTERICK PATTERNS

D. A. CALDWELL & SONS

CASH DEPARTMENT STORE

Two Stores, 121 and 123 East First Street

Sanford Florida

LAKE MARY MELANGE

Special Correspondence to The Herald:
An entertainment was given by the school last Friday Feb. 3rd, for the purpose of getting some things heeded in school room. A very nice program was gotten up by the efficient teacher, Miss Lenora Arnette, and the children all did their parts well. A Military Drill, in charge of Mr. R. M. Whyte deserves special mention. Miss Arnette and the children desire to thank Mrs. J. G. Martin for her assistance with the music and at the rehearsals.

Mr. Harris, Mrs. W. Monroe brother is making a short visit here with Mr. and Mrs. Monroe.

Mr. and Mrs. B. Overstreet have enjoyed a few days visit from Mr. Overstreet's niece of Orlando.

Miss Arnette's sister, Miss Hetty came up from Longwood to attend the school entertainment last Friday evening.

Mrs. Wm. Monroe and baby and Mrs. W. N. Webster spent a few days last week on the east coast with Mrs. Monroe's mother.

Rev. J. F. Sundell and Dr. W. H. Evans contemplate a visit to the fair which is being held in Orlando this week.

Moore's Station

Two carloads of celery has been cut and shipped from Joe Cameron's fields the first of this week. Mr. Cameron is shipping independently.

Mrs. Greenland and Mr. and Mrs. Paul G. Miller of Cincinnati, Ohio, have purchased 10 acres of the Howard Whitner place on Cameron Avenue and are camping until they build in the near future. Mrs. Miller is Mrs. Greenland's daughter.

A large congregation listened with interest to Rev. J. W. Wildman here at the School house Sunday p. m. Rev. Wildman is here the first Sunday of each month.

The Moore's Station ladies are planning a Lady Washington Social for Feb. 22nd.

We are pleased to say Mrs. Geo. Spear was not injured as badly in her fall at the bank building as was at first feared. She has been out again several days.

E. M. Bell until recently with the Fernald Hardware Co., has purchased the grocery and provision stock of J. F. Turner of Beck Hammock and will be pleased to receive a portion of the trade in this vicinity.

Bob Hall and Harry Collins one of the fishing crews at Myres camp made a particularly good haul last Saturday morning of a 7 foot allegator and about 400 pounds of catfish.

Mr. and Mrs. Joe Cameron have a new daughter added to their household.

Citrus Culture For Profit

On our desk lies an attractive little cloth bound volume with the above title. It is 6 1/2 x 3 1/4 inches in size and has eighty-four pages filled with sound common sense, tinted illustrations intervening. Citrus culture to make money is taken up from the selection and preparation of land on through description of varieties, setting of trees, cultivation, fertilization, picking, and shipping, with charts for proper packing. Then the troubles that may occur in a grove are treated in alphabetical arrangement. These articles are a happy combination of the latest scientific knowledge and practical experience by those who know what to do and how to do it, written with a view to conquering the trouble in the grove and not a discussion of minut details. In fact, there seems to be no spare word from cover to cover although the ideas are stated clearly and concisely. It is written for citrus growers, but growers of every Florida product should read the excellent articles on general plant life, soil conditions and action of the different fertilizer materials. They will find them most valuable, while the manner of expression throughout the book holds the attention of the reader. It is an interesting and instructive publication issued at the nominal price of fifty cents for cloth bound and twenty-five cents for paper covers by the well known Wilson & Toomer Fertilizer Co., Jacksonville, Fla. 24c

Get Your Potato Barrels

Attention is called to the advertisement elsewhere in this issue of our local barrel factory.

Sanford with one thousand acres in early potatoes, will need a great many potato barrels this season. H. H. Deane is preparing to start up his barrel factory and will have in addition to the two down town shops, a shop at Beck Hammock, this will prove a great advantage to growers in that section, as the price will be the same at either shop.

As it will be an impossibility to make and deliver the great quantity of barrels needed this year all at once in the digging season. Mr. Deane urges everyone with storage room to book orders at once and state how many can be stored, deliveries on these orders will be made in advance of digging thus relieving the grower from any anxiety or doubt concerning the question of having barrels when needed.

The Mapes Complete Manures

Where seems to be great dissatisfaction throughout the State generally as to the results obtained from most of the fertilizers used last season.

Many growers are now beginning to see clearly what we have been suggesting for some time, they might expect to have happen from the continued use of the Acid Phosphate (rock) goods.

A curiously large number of those of our old customers who were gotten away from us by the inducements of the so called "cheap goods" "Just as good as Mapes," are coming back to us this season to have their groves and fields restored.

The Mapes Fertilizers are evidently considered a refuge in extremity when help is needed and hope almost gone. You certainly get the benefits of over thirty years experience in Florida and over fifty years in the manufacture of fertilizers generally. If we cannot help you the case is indeed hopeless.

J. R. Tysen, Agent
JACKSONVILLE, FLORIDA

W. J. THIGPEN & COMPANY
AGENTS

General Fire Insurance
Office with HOLDEN REAL ESTATE CO.
Sanford, Florida

ARMOUR FERTILIZERS
Common Sense---That's All

Before commercial fertilizers were known animal manure was considered by the practical farmer to be the best form of plant food. He didn't know why except that it gave him the results. Liebig explained the reason when he showed that ammonia, phosphoric acid and potash were necessary as food for plants and that the ammonia in the animal manure was what produced the growth, but that it was necessary to also have phosphoric acid and potash to produce the maximum results.

With all the development of the fertilizer business, animal fertilizers have always held first place on account of their crop producing qualities. They have no superior as a source of ammonia. Armour Animal Fertilizers derive their plant food from Blood and Bone and Dried Blood (concentrated animal products) combined with phosphoric acid and potash in the best forms. It is because they contain the best and most natural forms of plant food that they are so popular and the demand for them is increasing so rapidly.

Armour Fertilizers Grow the Biggest Crops

Howard-Packard Land Co.
SALES AGENT
ARMOUR FERTILIZER WORKS, Jacksonville.

G. R. CALHOUN Best Fertilizers
On Earth
FIRST CLASS CRATE MATERIALS, Sanford, Fla

JAS. B. LAWSON

Periodicals Stationery

CIGARS and TOBACCO

COLD and HOT DRINKS ICE CREAM

Wholesale and Retail

PHONE 109

SANFORD, FLORIDA

START RIGHT

We BUY, SELL, EXCHANGE and care for lands, improved with buildings and unimproved lands. Lands for colonization all fenced and under cultivation TODAY.

Remember, especially we offer on easy terms

5 and 10 ACRE TRACTS

Forest City Land Agency
Forest City, Fla.

H. WOODS COMPANY

COMMISSION MERCHANTS
CAR LOT DISTRIBUTORS

We want your crop and will offer special inducements

K. R. MURRELL, Resident Manager
SANFORD, FLORIDA

WINTER GUESTS

Magnolia Farm

All Modern Improvements
Hunting, Fishing and Rest

M. C. VAN BUSKIRK, Prop.

**START THE
NEW YEAR RIGHT**

If you begin it in WOODRUFF'S shoes you have taken the first step toward making the New Year happier and more prosperous—happier because you are more comfortable—more prosperous because your material prosperity depends in a great measure on your physical comfort. Step into the New Year in WOODRUFF'S shoes.

25c to \$7.00

Frank L. Woodruff

The Opportunity

Of Your Life Young Man

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

The Markham

Park Addition

On the Orlando road just two blocks from street car line

Thirty Beautiful Lots

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

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

This Offer is Good for 30 Days

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

See Me at Once
and Save Money

N. H. GARNER

Room No. 1. Garner-Woodruff Bldg.

FIRST STREET SANFORD, FLORIDA

ASK YOUR
RETAILER
FOR
SANFORD
CELERY

THE SUB-IRRIGATOR AND FLORIDA TRUCKER

ASK YOUR
RETAILER
FOR
SANFORD
CELERY

"A Newspaper Within a Newspaper."

Published in the Interests of the Intending Investor and Settler by the Howard-Packard Land Company, Incorporated, Sanford, Florida

"WHEN CELERY IS KING"

Some Ways to Prepare Celery for the Table

WITH the marketing of the Sanford Celery crop now in full swing, we devote considerable space in this week's "Sub-Irrigator" to the celery product from the viewpoint of the housewife who desires to learn the various ways in which celery can be prepared for the Table.

Celery, said to be a fine help in banishing rheumatism and an excellent tonic for tired nerves, deserves much more attention than the average housewife gives it.

It is easy to serve and most delicious in its natural or raw state, but it can be cooked in numerous delectable ways, without much trouble. One modern cookbook author alone gives thirty-two different methods.

Celery Broth

Is a sustaining dish and wonderfully beneficial if taken every day for a time. Clean four heads of celery and cut into small pieces. Simmer in two quarts of water with two thinly sliced onions. Sprinkle into the saucepan a pound of very finely ground rice, stir well together, add half-pound cold cooked chicken or boiled mutton, cut up in dice, and three quarts of light gravy. Season with salt and pepper and stir on the fire until boiling, then simmer gently hour and half, keeping skimmed every now and again. Add half pint cream, pour into hot tureen and serve with crutons or dinner biscuits.

Celery "al Fritto"

Is the popular Italian celery dish. Remove the green leaves and cut fine white celery stalks into bits an inch long. Clean it and put into boiling water for quarter hour, then dry it on a napkin. Beat up a fresh egg, add a little pepper and salt, then the celery roll into breadcrumb and fry in butter, or fine white lard. Serve very hot.

Cream of Celery Soup

Wash one head of celery, cut in small pieces and simmer in one pint of water until perfectly soft. Mash in the same water, add one minced onion, and cook ten minutes longer, then pour in one pint of scalding milk. Strain, return to saucepan, add one tablespoonful of flour stirred smooth in a little cold milk, one tablespoonful of butter, and salt and pepper to season. Serve hot with crackers.

Celery a'la Asparagus

Wash, trim off tough stalks, tie the bundle, cook in boiling water slightly salted for twenty minutes, or until tender. Mitten toast with the water, spread with butter, lay a few stalks on each slice, add butter and salt and serve hot as a course, or the main part of a meal when meat is not desired.

Celery Soup With Rice

One quar of broth, one quart of milk, one half cup of rice, one teaspoon salt, one head of Sanford Celery, seasoning. Wash the rice well and rinse in cold water, and put in a thick saucepan over the fire, with a pint of milk and a teaspoon of salt. Wash the celery and grate the white stalks, letting the grated celery fall into the milk until entirely covered, then put the rice and gently simmer together until the rice is tender enough to rub through a sieve with a potato masher, adding more milk as rice absorbs what has been put in. After rubbing the rice through the sieve, return it to the saucepan, place it again over the fire, and gradually stir in with it the quart of broth. If this quantity of stock does not dilute the soup to a creamy consistency, add a little milk. Let the soup get very hot, season with salt and pepper and a pinch of grated nutmeg, and serve at once.

A Favorite Canadian Celery Dish is This: Clean and wash three stalks of celery and cut in two-inch pieces. Put in a stewpan with mildly salted cold water and bring to a boil. Then emerse into cold water and dry on a cloth. Return to the stewpan with an ounce of butter, seasoning, an ounce of lean cooked chopped and a pinch of sugar. Cover with white stock and let all simmer a quarter of hour. Then sprinkle it over with an ounce of rice flour. Cover it with white stock and let all boil slowly for one hour and half, till the stock is reduced and creamy. Put in three tablespoonfuls of tomato sauce and let it simmer ten minutes adding finely chopped parsley.

Celery au Gratin

Is liked by those fond of cheese flavor. Chop the celery in half inch lengths and cook until tender in salted water. Drain and re-heat in white sauce. Put in layers in buttered bake-dish, sprinkling each layer with dry breadcrumbs and grated cheese. Dot the top layer with crumbs and cheese, with butter and brown in oven.

Creamed Celery and Carrots

Make a nice dish to serve with chops. Cut celery in small pieces and dice carrots; cook separately in salted water until tender, drain and re-heat together in white sauce.

Fried Celery With Tomato Sauce

Cut celery in three inch pieces, dip in batter, fry in deep fat and drain on brown paper. Serve with tomato sauce. Creamed Celery poured into an Edam cheese shell, covered with buttered cracker-crumbs and brown in hot oven is an attractive and delicious dish. It is served with powdered cheese and minced parsley.

Celery Croquettes

Are fine served with pork chops and shoe string potatoes. Cook together a tablespoon each flour and butter and when well mixed pour into one cup of milk. Add gradually beaten yolk two eggs, then one cup celery cut into bits, ~~with salt and pepper and~~ cool. Mold when cool into small croquettes, roll in cracker dust, then in beaten egg, then in cracker dust again and set aside for an hour. Fry in deep fat.

Celery Sandwiches

Cut Sanford celery into small pieces, mix with mayonnaise dressing, spread on bread and butter.

Plain Stewed Celery

The outer stalks of celery that are unfit for serving raw may be used. Cut into inch pieces, put into boiling water, salted, and boil thirty to forty minutes. make a sauce by adding to one cupful of the water the celery has stewed in, two tablespoonfuls condensed milk or cream and one tablespoonful butter. Thicken with one tablespoonful of flour and pour over the celery.

Celery and Brown Bread

Chop quite fine enough celery to make three cupfuls, and cook it until tender in boiling water. Add to it one quart of hot milk, one onion, season to taste and thicken with a little flour rubbed smooth in a lump of butter. Let it get very hot and serve with brown bread sandwiches.

THE MARKETING OF CELERY IS IN FULL SWING

NOW IS THE TIME TO SEE SANFORD AT ITS BEST. NEXT

~~Home Seekers~~ Excursion from North-
ern Points February 15 and March 1 and 15

Write for information, also for booklets describing the lands and the opportunities awaiting the man with a little money

Buy Sanford Celery from your retailer and serve raw or in any of the above mentioned ways.

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

West End Park

The Index of the West End Improvement Society under the leadership of Mrs. J. D. Parker have in the short time since they took up their work accomplished great results as the look of West End Park on French avenue show.

This park with its natural growth of cypress and palm trees is one of the most beautiful spots of nature in the city. The ladies had it cleaned up, plowed and planted in shrubs and flowers. Large swings and comfortable benches invite you to spend comfortable hours.

For Saturday next Mrs. Parker has arranged a party for the Westside children to organize them in helping in the good work of beautifying the park.

All contributions of plants suitable will be appreciated by the ladies.

THINK THIS OVER.

This Offer Should Gain the Confidence of the Most Skeptical.

We pay for all the medicine used during the trial, if our remedy fails to completely relieve you of constipation. We take all the risk. You are not obligated to us in any way whatever, if you accept our offer. That's a mighty broad statement, but we mean every word of it. Could anything be more fair for you?

A most scientific, common-sense treatment is Rexall Orderlies, which are eaten like candy. Their active principle is a recent scientific discovery that is odorless, colorless and tasteless; very pronounced, gentle and pleasant in action and particularly agreeable in every way. This ingredient does not cause diarrhoea, nausea, flatulence, griping or any inconvenience whatever. Rexall Orderlies are particularly good for children, aged and delicate persons.

If you suffer from chronic or habitual constipation, or the associate or dependent chronic ailments, we urge you to try Rexall Orderlies at our risk. Remember you can get them only at our store. 12 tablets 10 cents; 30 tablets 25 cents—The Rexall Store.

L. R. PHILIPS

SANFORD LODGES

Sanford Lodge No. 27, I. O. O. F.

Meets every Monday at 7:30 p. m., over Imperial Theatre. W. P. Stone, N. G. W. S. Baldwin, Sec'y.

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

F. O. E., Celery City Aeris 1853

Meetings first and third Tuesdays in every month. Hall in Welborn Block, third floor.

Phoenix Lodge No. 5, K. of P.

Meets second and fourth Tuesdays. Visiting knights always welcome. P. E. Hutchinson, C. C. Felix S. Frank, K. R. and S.

Sanford Lodge, No. 62, F. & A. M.

G. W. Stinner, Master; J. C. Ensminger, Secretary. Communication every first and third Thursdays at 7:30 p. m. Visiting brothers welcome.

United Brotherhood of Carpenters and Joiners of America Sanford Local Union No. 1751, U. B. of C. and I. of A. meets every Thursday night at 7 o'clock in the Eagles' Hall. W. A. Ramobr, president; T. L. Lent, R. S. & T.

Legal Notice

Notice is hereby given that the undersigned have been duly appointed and qualified by the United States Circuit Court for the Southern District of Ohio, Western Division, in Equity case No. 8675 thereof, also by the United States Circuit Court for the Southern District of Florida in Equity case No. 154 thereof, as receivers of The Florida Land and Development Company, a corporation organized under the laws of the state of Ohio. All persons, firms or corporations indebted to said company are required to make immediate payment, and all creditors are notified to present their claims duly authenticated to the undersigned for allowance on or before July 1, 1911, as per order of court. JOHN C. ANDREWS, FRANK B. GRAMER, Receivers of The Florida Land & Development Co. Franklin T. Cahill, Atty., 38-39 Bryner Building, Patterson A. Reece and Joseph C. Smith, Attys., 413-414 Johnston Building, Cincinnati, Ohio. 22-6t

In Court of County Judge, State of Florida

In re Estate of } Orange County Lyman Phillips } Notice is hereby given, to all whom it may concern, that on the 8th day of February, A. D. 1911, I shall apply to the Honorable William Martin, Judge of said Court, as Judge of Probate, for my final discharge as executor of the estate of Lyman Phillips, deceased, and that at the same time I will present my final accounts as executor. Dated Aug. 5th, A. D. 1910. MARY BLAINE PHILIPS, Executrix. 51-6 mo

Notice of Application for Tax Deed Under Section 8 of Chapter 4888 Laws of Florida

Notice is hereby given that R. R. Roberts of Charlotte, Florida purchaser of Part-Tax Certificate No. 2652 dated the first day of June, A. D., 1896, has filed said certificate in my office, and has made application for Tax Deed in accordance with law. Said certificate embraces the following described property situated in Orange County, Florida, to-wit: E. 6 acres of S-W 1/4 of N-E 1/4 of S-W 1/4 Sec 27 Tp 21 S.R. 32 E. The said land being assessed at the date of the issuance of such certificate in the name of R. A. Mills. Unless said Certificate shall be redeemed according to law, Tax Deed will issue thereon on the 4th day of March, A. D. 1911. Witness my official signature and seal this 3rd day of February A. D. 1911. B. M. ROBINSON, Clerk Circuit Court, Orange County, Florida. 25-4t

FLOWERS — PLANTS — BULBS

L. H. TEMPLE

AGENT JACKSONVILLE FLORAL COMPANY Phone 166. 11th and Oak Ave. Special Offering in Ferns. Sanford, Florida Designs to Order. Florida 1-25-10-4

Notice of Application or Tax Deed Under Section 8 of Chapter 4888 Laws of Florida

Notice is hereby given that P. K. Haynes, of Knoxville, Tennessee, purchaser of Tax Certificate No. 454 dated June 3, 1907—Lots 34 to 37 and Lot 38 (less 5 m on E side) Blk. D. Mitchell's Survey of Levy Grant. Assessed in the name of Unknown Owner. Cert. No. 466, dated June 3, 1907—Lot 64 Blk. D. Mitchell's Survey of Levy Grant, assessed in the name of Unknown Owner. Cert. No. 467, dated June 3, 1907—Lots 68 to 72, Blk. D. Mitchell's Survey of Levy Grant, assessed in the name of Unknown Owner. Cert. No. 469, dated June 3, 1907—Lots 79 to 85, Blk. D. Mitchell's Survey of Levy Grant, assessed in the name of Unknown Owner. Unless said certificates shall be redeemed according to law, tax deeds will issue thereon on the 15th day of February, A. D. 1911. Witness my official signature and seal this 13th day of January, A. D. 1911. B. M. ROBINSON, Clerk of Circuit Court, Orange County, Florida. 22-4c

Notice of Application or Tax Deed Under Section 8 of Chapter 4888, Laws of Florida

Notice is hereby given that W. B. and S. M. French of Knoxville Tenn., purchasers of Tax Certificate Nos. 453 and 455 dated the 3rd day of June, A. D. 1907, have filed said certificates in my office, and have made application for Tax Deed in accordance with law. Said certificates embrace the following described property situated in Orange County, Florida, to-wit: Cert 453—Lots 34 to 38, Blk. D. Mitchell's Survey of Levy Grant. Cert 455—Lots 42 to 46, Blk. D. Mitchell's Survey of Levy Grant. The said land being assessed at the date of the issuance of such certificates in the name of Unknown Owner. Unless said Certificate shall be redeemed according to law, Tax Deed will issue thereon on the 15th day of February, A. D. 1911. Witness my official signature and seal this 13th day of January, A. D. 1911. B. M. ROBINSON, Clerk Circuit Court, Orange County, Florida. 22-4c

In the Circuit Court, Seventh Judicial Circuit, Orange County, Florida in Chancery

Geo. T. Lippincott, Complainant vs Eddy K. Shera and Flora Taylor Shera, Defendants. Notice of sale under degree of foreclosure and by virtue of a decree of foreclosure and sale, made and entered in the above captioned cause on the fourteenth day of January, A. D., 1911, by Honorable Minor S. Jones, Judge of the Circuit Court for the Seventh Judicial Circuit of the State of Florida, in and for Orange County, in chancery in a cause wherein pending, wherein George T. Lippincott was Complainant and Eddy K. Shera and Flora Taylor Shera were Respondents. I shall sell at public outcry to the highest and best bidder, for cash, at the front door of the Court House in the City of Orlando, Orange County, State of Florida, during the legal hours of sale, on Monday, March 8th, A. D. 1911, the same being the legal sales day, the following described real estate situated, lying and being in the County of Orange and State of Florida, more particularly described as follows, to-wit: The North 5 1/4 acres of the West 1/4 of the Northwest quarter of the Northwest quarter of Section 3 in Township Twenty (20) South Range Thirtynine (39) East, Less a strip fifteen (15) feet wide of the North, East and West sides, which is to be kept open perpetually as one-half of roadway. GEO. A. DECOTTES, Special Master in Chancery. 24-5tc

Notice of Election

To decide whether the sale of intoxicating liquors, wines and beers shall be prohibited in Orange County, Florida. Pursuant to an order issued by the Board of County Commissioners of Orange County, Florida, a special meeting held on the 11th day of January, A. D. 1911. Notice is hereby given that an election will be held in Orange County, Florida, on Wednesday, March 1st, 1911, to decide whether the sale of intoxicating liquors, wines or beers shall be prohibited in the county of Orange, state of Florida. In Witness Whereof I have hereunto set my hand and seal of office this 11th day of January, A. D. 1911. B. M. ROBINSON, Clerk County Commissioners of Orange Co., Fla. 23-5t

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Henry McLaulin

JEWELER

MY SPECIALTIES

Pickard's Hand-Painted China Gorbam's Sterling Silver Rogers' Plated Ware Elgin and Waltham Watches

ALL GOODS GUARANTEED

C. H. DINGEE

Plumbing and Gas Fitting

All Work Receives My Personal Attention and Best Efforts

Opposite City Hall Phone 230

I AM GROWING FOR THE LITTLE REAL ESTATE MAN AND SAVED MONEY A SQUARE DEAL WITH EVERYBODY

C. W. ROSE PROPRIETOR

The By-Lo-Hotel

SANFORD, FLORIDA

C. M. HAMILTON

DENTIST Room 13 Pico Building Phone 355

DR. C. G. BUTT

DENTIST Office: Hines Bldg. over Woodruff's Store SANFORD, FLORIDA

DR. R. M. MASON

DENTIST Welborn Block Phone 10 Sanford, Florida

DR. W. E. HOUSHOLDER

DENTIST Rooms 23, 24 and 25, Pico Bldg. Phone 41 SANFORD, FLORIDA.

DICKINSON & DICKINSON

Attorneys at Law Peoples Bank Bldg. Sanford, Florida

DR. E. C. KEMP

OSTEOPATHIC PHYSICIAN Office Garner-Woodruff Building Residence 519 Magnolia Avenue Office Hours: 9 to 12:3 to 6 Other hours by appointment Sanford Florida

ANDEW JOHNSON

ATTORNEY-AT-LAW Practices in State and Federal Courts. M. G. T. Building Phone 246

GEO. A. DECOTTES

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

THOMAS EMMET WILSON

ATTORNEY AND COUNSELLOR AT-LAW Late State Attorney Seventh Judicial Circuit of Florida Residences, Sanford and Sylvan Lake

L. G. STRINGFELLOW

JUSTICE OF THE PEACE NOTARY PUBLIC Office in City Hall

MADAME JOSEPHINE

Will open a class for teaching the S. T. TAYLOR Tailor System of Dress Cutting February 1st. TELEPHONE 293. Yowell Building

J. V. R. PAGE

Manicuring Hair Dressing Shampooing Yowell Building Phone 923

BICYCLES AND SUNDRIES

25 BICYCLES FROM \$6.50 UP TO \$19. FOR NEW Box 672 Phone 97 SHANIBARGER ORLANDO, FLORIDA

WADE, THE TUNER,

PHONE NO. 40. ORLANDO, FLORIDA Wade Will Pay Phone Toll on All Genuine Orders

Sanford Library

AND Free Reading Room ROOM 20 Upstairs, Pico Block

Open Tuesdays 4 to 6 p. m. AND Saturdays 4 to 9 p. m.

Strangers Welcome

Chase & Co.

SHIPPERS OF Florida Fruits and Vegetables

General Insurance Agents SANFORD, FLORIDA

Peoples Bank of Sanford, Florida

CAPITAL \$30,000.00 The ONLY bank in Sanford that INSURES EVERY DOLLAR DEPOSITED AGAINST LOSS from any and all causes.

THE PEOPLES BANK OF SANFORD

OFFERS Prompt Service Polite Service Accurate Service and will appreciate your patronage FOUR PER CENT allowed on Savings Deposits Safety Deposit Boxes for rent M. M. SMITH, President H. R. STEVENS, Vice-President H. E. TOLAR, Cashier

HAND BROTHERS

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

Shoe Repairing By Machinery

Quicker, Neater and Better than the Old Way Just Try Me and See Same Man but New Location No. 113 W. First Street, Next Door to Woodruff's Store M. HANSON SANFORD, FLORIDA

Drink a Bottle of

Coca-Cola GINGER ALE OR SODAWATER Manufactured with pure distilled water—they will prevent illness, aid digestion and give you health The Sanford Coca Cola Bottling Co., Sanford, Fla

FIRST NATIONAL BANK OF SANFORD, FLA.

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

THE M. & R. STORE And ICE CREAM PARLOR

Ice Cream Furnished in Pints, Quarts and Gallons Stationery, Confectionery and Periodicals of all Kinds 196 First Street Phone 281 Old Postoffice Bldg

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,680
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	63,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Our Terms of Sale on 5 Acres

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

TITLE BOND & GUARANTEE CO.

Volume 2

SANFORD, FLORIDA, FEBRUARY 10, 1911

Number 2

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

IMMEDIATE POSSESSION GIVEN

Upon Payment of \$5 an Acre We Give Immediate Possession

And Allow the Purchaser to Begin to Develop His Property at Once. There are Absolutely no Restrictions in Our Contract.

OUR PLAN OF PAYMENT ALLOWS YOU TO

Place the greater portion of your money in improvements. Let's you get the land in working shape and then you can manage the production so as to meet the monthly payments, which are

Only \$2 Per Acre Per Month

This gives you six years to pay out the land contract which, if it drew interest here at the current rate, would amount to a good round sum, many of the realty dealers giving long time payments solely to get you hooked up on the interest account, but

OUR CONTRACT DOES NOT CALL FOR INTEREST

And you have the use of the land for six years which is the life of the contract. No terms of sale could be made more liberal for good land. You might purchase poor, non-producing land on easier terms but it would be of no value to you after you had purchased it.

Many of Our Growers Have Made Enough off of Their Lettuce Crops

During this season to pay them entirely out of debt and there is little or no reason why you should not be able to do as well.

The Growers Here Who Have Made the Most Money

Are the ones who have gone into the "WILD" and taken new land and brought it up to a high state of cultivation, thus allowing their knowledge of the vegetable growing business to grow as their land improved

New Comers to the Celery Delta

Will do well to only clear a couple of acres of new land and begin the business on this area. As their knowledge extends they can clear up additional acreage and increase their operations. This Company can sell you

Two, two and one-half, three, four or five acres

Of celery and vegetable land, each portion guaranteed to produce a flowing artesian well, and on the terms above mentioned. In other words

We start you in the business in just the way

You feel that you should go into the business.

Write us your wants. Let us send you our book on vegetable growing. It also tells you about land. We have improved land at from \$400 to \$1,200 per acre.

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

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

TITLE BOND & GUARANTEE COMPANY

TITLE BOND & GUARANTEE COMPANY

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 27

SANFORD, FLORIDA, FRIDAY, FEBRUARY 17, 1911

Volume III

TWO HUNDRED AND FIFTY PER CENT INCREASE

Population of Sanford Makes Great Gain In Few Years

The official census of Sanford gives the population of 1911 at 3,570, showing an increase of 250 per cent in ten years. This figure is short about 2,000 inhabitants and knowing that the census enumerator had missed many people Mayor Lake has had the census taken this week and when completed will show Sanford to have over 5,000 people in the city limits.

Taking into consideration that this growth has been made in the past three years such a showing is marvelous and demonstrates that Sanford is destined to become one of the largest inland cities in Florida.

With over 5,000 people in the city limits there are at least 2,000 more within two miles of the city limits and at least 3,000 within the Celery Delta—a population that is a part of Sanford and from which the city derives a revenue.



SCENE OF FIRST STREET LOOKING EAST SHOWING STREET CAR

SANFORD THE GARDEN SPOT OF THE WORLD



LOADING CELERY AND LETTUCE AT THE A. C. L. TERMINAL

The reasons why you should locate in Sanford are many but the most important are outlined below. If you need any further information write to the Secretary of the Sanford Commercial Club or the Sanford Herald.

We have the greatest proposition in the world for the investor and want the whole world to know about it.

Results at Sanford, the fortunes made in winter vegetables and fruits, the investments in real estate in the most rapidly growing city in the South. All this will prove most interesting.

As a place of residence Sanford is the Italy of America. Located upon Lake Monroe, the land slopes gradually to the hills, covered with orange groves and balsamic pines where the man who loves "the open" can at last satisfy his longing. No better, no healthier, no prettier spot can be found.

Meantime read the reasons, for—
THERE IS A REASON

- 1—It is at the head of reliable navigation on St. Johns river, has a competitive water rate that will always make it a better shipping point than any city off the river.
- 2—The population has increased from 1,700 in 1900 to 5,000 in 1911.
- 3—Three years ago had no electric lights, no paved streets, no street cars, now has as much paving as most cities with 20,000 population, has ten miles of cement sidewalks and fine electric light system.
- 4—Its street cars cover a belt territory of sixteen miles and bring to Sanford as a trading and banking point thousands of people not included in the corporation.
- 5—There were nearly 300 houses built last year valued at nearly half a million dollars, including a school building second to none in the county.
- 6—3,000 cars of vegetables and fruits were shipped from Sanford last year and over \$600,000 in cash were received by growers for these.
- 7—The two banks are solid institutions with deposits running \$600,000 to \$750,000.
- 8—There is not a vacant house for white families in the city and scores of houses could be rented if built.
- 9—For the first time in the history of the Celery Delta home-seekers are coming here to locate, not merely to spend the winter months. Hundreds of thousands of dollars are being paid out for the rich trucking land and population in the delta is increasing as by magic. Every family along the street car line and within ten miles of Sanford means a customer for Sanford stores.
- 10—Sanford is not a collection of fossils and stand-patters. It has the most aggressive and successful band of business men back of its enterprises to be found in the State.
- 11—The climate is ideal, the soil wonderfully productive, the water pure and health-giving.
- 12—This class of citizens would make a thriving town on a desert island; what won't they do in one of nature's prolific gardens.
- 13—The place to invest is where things are going up. Ten years ago land one and two miles from the Sanford postoffice could be had at \$5 to \$10 an acre. Today hundreds of acres are quoted (if for sale at all) at from \$250 to \$2,000 an acre. Three years ago lots a few squares from the postoffice could be bought at \$50 to \$100. Today they run from \$500 to \$3,000 and still going up.
- 14—Two million dollars in Northern money will be paid for ground in and around Sanford in the next three years. The town will more than double its present size and lots that can today be had for \$200 to \$400 will sell for \$2,000 to \$3,000.
- 15—Sanford is a terminal point for five divisions of the A. C. L., has railroad repair shops and receives monthly \$30,000 from this source alone.
- 16—A new fertilizer factory is built and machinery has just been installed. It gives employment to about one hundred people.