Volume 1

SANFORD, FLORIDA, DECEMBER 9, 1910

Number 45

\$10 down-that's all

\$5 monthly-That's Easy

FIVE HUNDRED ACRES MUCK LA

Rich as the Delta of the Nile

Alluvial deposits gathered for untold ages have made this tract of land a veritable BED OF FERTILIZER.

It is Rich Enough to Use as Fertilizer

On much of the land now being cultivated in the Sanford Celera Delta, and will grow crops for years without the aid of commercial stimulants, in the way of plant food.

This Tract of Muck Land is Located

On the property of this company at Monroe and lies just north of the land we have been selling there for the past eight months. It is close to transportation and easy of access and the price is the most reasonable yet offered for irrigable land in the Celery Delta of Sanford.

Flowing Wells Can be Secured on Each Five Acre Tract

At a cost not exceeding \$65. One such well will irrigate five acres. Surface irrigation can be used on this land as there is a splendid sub-soil to hold the moisture and the soil proper is as black as jet.

Samples of this Soil will be Sent you on Request

This Land will Grow all Crops Grown in the Celery Delta of Sanford

And will grow them at less expense than is now occasioned by the cultivation of pine land and hammock land.

The Greater Portion of this Land is now Ready for the Plow

And can be put in cultivation at a very little cost. There is little or no surface growth on it except rank growths of grass and coffee weed; both of which are indications of excellent lands

The Purchasers will Have no Trouble in Putting in a Spring

Crop of Tomatoes or Irish Potatoes on this land and either of these crops can be followed by a crop of corn, m elons, cucumbers or other of the innumerable crops that grow here.

Land of this Same Kind is Selling at Higher Prices than we Offer it for Hundreds of miles further south of here and hence further from the markets of the North which take our products.

These 100 Five Acre Vegetable Farms Lie Just West of

Monroe and run right up to the St. Johns River. Those sending in their applications at once will be able to secure RIVER FRONT farms if so desired.

We will Sell These Farms at Fifty Dollars an Acre

Payable \$2 an acre down and \$1 an acre per month without interest on deferred payments and we will pay all taxes until the purchaser begins improving the property. Ten per cent taken off for full cash payment.

This is the Chance of Your Life to Get in on the Sanford Celery Delta

This land is the very best quality of land that could be had here and these 100 five acre tracts will not last but a short time that theprice we will sell them.

Fronting on a Nice Street

A building lot 44x135 fronting a nice street will be sold to purchasers of these Muck Farms at \$30 each, payable \$5 down and \$2 per month without interest or taxes. It is optional with the purchaser of the Muck Farm as to whether they buy one of these

The Building of a Number of Homse on

These lots will make a nice rural community which in time will have its churches and schools and all the conveniences usual to a progressive place.

Muck Land Has Always Been Known to Floridians

As the most productive lands in the state. Now is your chance to have such a farm, in the irrigable belt, upon which crops will grow that will bring returns from the great marts of the nation that will make you rich and independent.

Remember We Have Only 100

Of these farms and up to this time we have sold but two of them, the purchaser requesting that he be allowed to have this much. So by sending in your first payment at once we will be able to make a selection or you that will please you.

Muck Land in the Sanford Celery Delta at \$50 an Acre is the Best

Chance you have ever had to go into the vegetable growing business, in the irrigable belt. This land will produce maximum crops with a minimum

Send in Your Application at Once and we will Set Aside One or more of these five acre tracts of land for you.

"How Money Grows in Sanford" to You for the Asking

This book is replete with information pertinent to the land question in Florida and we pay the freight on it to any part of the world.

Dealers in Dependable Earth P. S. Lettuce sold at auction on the streets of Sanford November 26th at \$2.05 per crate. Lettuce runs from 400 to 800 crates to the acre.

down-that's all

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\$5 monthly-That's Easy

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SANFORD HERALD

IN SANFORD-Life is Worth Living

SANFORD, FLORIDA, FRIDAY, DECEMBER 16, 1910

Volume III

STRANGER TO ARRIVE

Mysterious Personage To Be in Sanford Soon

WILL ARRIVE ON DECEMBER 26

Send in Names of Contestants Before the Mysterious Stranger Arrives In Sanford

Great interest is being shown in the Herald's great Popularity contest, and nominations are begining to pour in from all over Orange county. The Mysterious Stranger for whose

capture by a contestant in the Herald's Popularity Contest a special prize consisting of a beautiful opera cape which to to be given by D. A. Caldwell fra Das. the well known merchants of this city. arrive in Sanford on Monday Dec. Mit and will remain here until-captured. In order to become eligible for the search for the Mysterious Stranger, which is open to all young ladies of Orange county. A nomination as a contestant in the Heralds great popularity contest

In the next issue of the Herald a complete list of all nominations to date will be published, and only young ladles who are regularly registered as contestants will be permitted to participate in the chase of the Mysterous Stranger.

must be either mailed or brought to this

Send in your nomination now, in order that your favorite may be elegible to secure the opera cape offered by D. A. Caldwell & Co.

SANFORD LETTUCE A GOLD MINE

Bood Prices Causing Many People to **Buy Land**

structing settlers to our midst this sea- in the most common everyday affairs. son. Today Sanford lettuce is netting \$2.50 and in Chicago lettuce is quoted delivery of mail. from \$4.50 to \$5.00 per basket.

and the celery coming along in good bus. Write the name in full. shape promises a good return. The Flor-Ma Vegetable Growers' Association is working in a systematic manner and will pay special attention to the pack, and protect both the grower and the buyer in you \$100. everá way possible. More than ever is the Sanford section coming into promineat notice over the United States and the price of land in this section does not deter the man who wants to buy land that will give him a rich harvest.

"A ten acre tract on the West side this week sold for \$12,000 which would indicate that Sanford lands are going higher every minute. Solid Sanford has always led the procession and Sanford products quickly as an ordinary letter. bring the highest price. .

Mrs. A. L. Moore and little grandson, Marion Gordon, of Rock Hill, S. C., arrived in the city last Saturday to spend the winter with her sons, Mesers. J. C. and Phil L. Moore. They have rooms for the present at the home of Mrs. Ludlum on Fifth street.

You want a home like place to enjoy your meals. Go to Wise's City Res-17-3p

Dr. Hudson will give a special low rate on flesses till Xmas. That means half what you pay outside of Sanford. See him if your eyes or glasses trouble you. - 18-1t c

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

Christmas Closing

The civic celebration of Christmas this year comes on Monday, December 26th. Our offices, stores and warehouses will be coord all day, Our store will be open at a bargain counter. Saturday night, Dec. 24. THE GEO. H. PERNALD HARDWARE CO.

Don't Leave Senford To have your dresses made. Madame of New York has opened a first class establishment over Yowell's store and is prepared to create the finest and latest designs for the ladies. Styles are the latest New York and Paris designs but the prices are very reasonable Me receive prompt attention.

OPPORTUNITY OF YOUR LIFE

Chance to Buy the Finest Home Place in Fiorida.

There is no, more beautiful spot in Florida than the lake region near Sanford. High and dry and healthy, cooled by the balsamic breezes from the pines and HAPPENINGS DURING THE WEEK the perfume laden zephyrs from the orange groves, where you can raise the finest garden truck, the finest chickens, the finest pigs and cows and enjoy country life to the fullest. Where you are in touch with the city by telephone and trolley,line and yet far enough away from the crowd to have peace and quiet. Twelve acres under cultivation, fine bungalow of eight rooms, all modern convenlences, good barn and servants quarters, boathouse, situated between two fresh water lakes full of fish. Irrigat ed by wind mill and gasonne engine. Lighted by neet/hora guarantee Const. trees, grapes, peaches, pineapples under shed, asparagus beds, overything that heart could wish for and you can get the outfit for a song because the owner has regained health and strength and desires to move back to the city. Get particulars at the Hernld office and get them today. The place will be sold this week.

How to Help With the Mall

As the time advances and business in creases, the postoffices of the land have more to do. This government institution which means so much to the people, is rapidly becoming one of the biggest departments that the national authorities have to contend with.

The people who use the mails can help the employers of the postoffice, by a little care and thus greatly facilitate the work of handling the mails. The holiday season always brings disappointments, packages are received in a broken or damaged condition. Articles are lost out, articles received without any address. All because the sender does not use the same Sanford lettuce is the lodestone that is care or prudence that he or she would do

If a few simple rules are observed there the growers from \$1.00 per basket to will be little, if any, difficulty in the safe

When you address your letters, cards or

address on the article.

Don't Write a message and put it in an article, other than first class, it may cost

Don't tie a heavy package with small thread.

Don't place a small article in a large box, expecting the box not to crush.

Don't send money in letters, unless it is egistered.

Don't wait until the day before Xmas to send parcels, expecting them to reach Boston Xmas Eve.

Don't expect a registered letter to go as

For the holidays allow twenty-four hours additional time more than usual schedules Mail matter that is properly addressed. properly tied or sealed, and in compact form, does not receive damage or go astray once in ten million times.

Don'ts For Christmas Shoppers

Don't be cross. Don't be impolite.

Don't push; Just shove.

Don't buy your wife a cook book. Don't shop when you are hungry.

Don't forget your faithful domestics. Den't apend the landlord's money for

Don't put off your shopping until Christmas eve. Don't forget to remove the price tag

from presents. Don't buy a toy drum, except for your

enemy's child. Don't buy your children presents that

are easily broken. Don't expect to be treated with the most eleborated courtesy.

Don't hold a reception with your friends Don't buy a hand-painted plaque for

girl who needs a warm wrap. Don't buy a leather cushioned deakchair and tell your wife it is for her. Don't go Christmas shopping with entertaing and loquacious companions. Don't regard Christmas merely as a season for the exchange of costly gifts.

Bryan in Sanford

Hon. N. P. Bryan, candidate for U. S. and the ladies are invited to call and Senate will address the people of Sanford talk over the subjects which are dear to and vicinity on Friday night, December very feminine heart. Repair work will 23rd. Piace of meeting will be sunounced 15-t ater.

NEWS OF THE WORLD

Items of Interest Gleaned From Various Sources

liere the Readers Will Find a Brief Historical Spring Flowing For Hurried Readers

Fred D. Warren, managing editor of the Appeal to Reason, a Socialist paper published in Girard, Kan., announced he would appeal to the United States supreme court from the decision of the United States circult court of appeals just handed down in St. Paul sentencing him to pay a \$1,000 fine and go to Fort Leaven- or There is nothing that gives tone to o worth prison for six months.

Since the hobble skirts came into fashon the women of Trenton, N. J., are up in arms against the street railway company because that corporation will not lower the steps of the cars.

In the space of twelve months a reduction has been made in the deficit of the Postoffice Department of \$11,500,000, the largest in the history of the country, the excess of expenditures over receipts for the year ended June 30th, last, amounted to only \$5,848,566.

The time has arrived in the opinion of Secretary MacVeach, when all concerns engaged in public business should take the public into their confidence to the extent of dealing frankly and fairly with their stockholders by revealing their true financial and physicial conditions.

Up in the mountains in the southwestern portion of Virginia, the backwoods counties. Wire, Lee and Scott have just authorized the issuance of bonds aggregating a million and a half dollars. the proceeds to be devoted to constructing hard roads on a comprehensive scale.

The Carolina, Clinchfield and Ohio railroad has inaugurated a campaign to introduce southerners who have left the lands of their nativity, to come back home. They are needed in this section-The growers are happy over the pros- packages, don't use a lead pencil. Don't to assist in developing the wonderful pects, for the lettuce crop is a good filler write Cin. for Cincinnuti, Col. for Colum- resources of the southland. This railroad believes that the south is the place for Don't forget to write your name and southerners and it believes in the capacity of southerners for doing things.

Governor W. R. Stubbs, of Kansas, made a sonsational attack upon railroads and trusts at a banquet of the Illinois Manufacturers' Association at Chicago. He declared that "the advanced freight rates demanded by the railroads were were agreed to by the combined railroads and are therefore clearly in violation of theSherman anti-trust law", and were

An effeort will be made in the Criminal Interest of health in Florida. Court at Nashville, it is said, to have the verdict of acquittal in the case of Robin Cooper charged with ex-Senator E. W. Carmack in 1908, set aside. When petltion is based upon an affidavit made by S. C. Carmack, brother of the deceased. Attorneys for Carmack, however, refuse to divulge the nature of the affidavit. The proceedings will be unusal in Ten-

The Pension Appropriation Bill, carrying \$153,688,600, was ordered reported to the House by the appropriations committee Tuesday. The amount is identical with the estimates submitted by the Interior Department and about \$2,000,000 less than the appropriations for the current flacal year.

Another year of prosperity and solid growth for American banks is recorded in the annual report of the Comptroller of the Currency, presented to Congress this week. Not only the national banks and supervision of the Currency Bureau are included in the comprehensive review of banking conditions, but State banks, savings banks, trust companies 16,950 others are represented.

Many New Houses

The Sanford Building & Loan Association has granted loans for six more new residences in Sanford and work will start upon them immediately. W. A. Ginn, G. Br Pope, W. R. Gardner, Rex Packard, H. G. Marsh and N. J. Stenstrom are the owners and these new homes will add materially to Sanford's growth and prosperity. In the past few weeks the Asso. enabled to lear more measy to build more houses in Solid Sanford.

BEAUTIFUL STORE DISPLAYS Sanford Merchants Belleve in Being

Up-To-Date

The holiday season is the time for decorations of all kinds and no season in the year is so prolific of ideas in the decoration and display line. Sanford merchants ever alert to the possibilities always have beautiful store and window decorations and this year is no exception to the rule. All of the stores large and small have window displays and stores filled with holiday decorations and goods.

Many of the store rooms of Sanford are decidedly old fushioned in regard to large windows wherein goods can be shown to advantage and the merchants find a difficulty in dressing the windows to good advantage.

Rore or draws more attention from the shoppers that a good windows display and The Herald is glad to note that the merchants are making greater efforts this year than ever to attract attention by keeping the windows and stores up to the usual high standard.

The Wednesday Club

A large number of the club with two visitors, were present Wednesday afternoon, in Mrs. Chase's parlors; to enjoy the very entertaining program prepared for that date.

Mrs. Geo. L. Maris read a most interesting and able paper on "Peace and Arbitration", supplemented by several readings on the same great subject by Mrs. A. E. Philips; who then read the story of "The Christ of the Andes." The great Peace Monument in South America, which is a gigantic statue of the Christ with His cross and placed on the highest accessible pinacle of the Andes, by the people of Chile and Argentina, in 1903, when the white winged peace, like a dove, settle over their countries; after arbitration had put an end to their disputes over their territory. Mrs. C. E. Walker, read her paper on "The Coming of the Cavaliers"-It was a very interesting account of many gallant knights and noblemen seeking adventures, who came to the new world and settled in

The fine papers on "Woman Suffrage," Mrs. C. C. Worthington, affirmative and Mrs. E. W. D. Dunn negative, was most thoroughly enjoyed by every one present as was also, the discussion of the subject by the club.

The club will have a large number of Chrismas Seals for sale next week and until Christmas which the public are urged to buy for their holiday letters and packages; and also assist the Federation to augment the sum of money they are trying to obtain in order to carry on the war against tuberculosis and in the

The club will not meet again until the twenty eighth.

'As vacation days are with us With all their joy and cheer, May you have a joyous Christmas And a happy, bright New Year."

At Imperial Theatre

Monday, Dec. 19th, will be presented the popular and highly successful play 'Human Hearts," with a company of der. superior excellence and strength. The author of the play is an actor of wide experience and fully understands the art of playmaking from the standpoint of both the spectator and actor. His effects are produced quickly, but none the less does he hold patent sway over the passions of his auditors.

The play is too well known to require more than a passing word on the plot. The main thread of the story centers around Tom Logan, who is unjustly accused of murder, and sentenced to life which come directly under the control Imprisonment. His wife Jeannette, who is a proud ambitious woman, runs away with an old lover, and goes to New York. Even in a woman degraded as she is the instinct of motherhood prompts her and other financial institutions some to return to the old home to try to gain possession of her child Grace but she is frustrated in her design and the clouds of adversity are dispelled by the sweet sunshine of a true woman's love.

Have Patience With the Lights

For the next few weeks the electric lights will prove erratic on account of the improvements being made at the plant. The lights may flicker out, especially on Saturday nights, but whent the \$10,000 worth of new improved machinery has cintion has sold more stock and will be been installed the plant will give good the field and spread. The work of putcorvice all the time. Have patience with ting out fertilizer will become more gouthe lights for a few weeks.

ALL AROUND

The General News of "The Land of Flowers.

CULLED FROM THE STATE PRESS

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

To represent at the least an investment of \$450,000, Manager J. L. Tallevast and his business associates, R. S. Hall, of Ocala, and L. B. Skinner, of Dunedin, are modern furnished and arranged hotels in the country. Practically all plans have been completed for the construction of the large building which will be thoroughly fire-proof and one of the mostnotable structures in South Florida.

The annual meeting of the Florida East Coast Growers' Association was held in the court house at Miami on Wednesbay and was well attended by members from all parts which are included in the membership of the association-St. Lucie, Palm Beach and Dade.

Officers were elected and considerable business was transacted at the annual meeting of the East Coast Fruit and Vegetable Growers' Association, held in Miama recently. William A. Filer of Lemon City was made president of the organization and other officers and directors represented the severel sections included in the association. 'A committee was appointed to secure additional members. The meeting was attended by about sixty members and it appears that all were satisfied with the results obtained in the past by cooperation.

Governor Gilchrist has added to his regular official duties the job of press ent. for the State of Florida. He says he makes it his duty to write at least two magazine articles per month descriptive of Florida and its resources and possibilities.

Chineling a hole through the brick wall with the aid of a piece of iron, three negro prisioners made a good getway from the Suwanee county jail in Live Oak Monday morning.

Charles Barnett of Bartow has been arrested by Deputy United States Marshal C. B. Bristol and taken to Tampa, where he will later be atraigned for trial upon the charge of counterfeiting. Barrett was recently indicted by the federal grand jury in Jacksonville.

Although officers are making every effort to apprehend the man who shot at Aquilino Diaz, of Andres Diaz & Co., in Tampa on his way home Tuesday night. they are handicapped because they have been furnished with no information which would point to the assassin's identity, nor have they any good description of him. Mr. Diaz did not have a chance to get a good look at the unknown man, and probably would not know him if he should see the man again. No motive is known for the attempted mur-

The next meeting of the Conference for Education in the South is to be held in Jacksonville. It will meet some time in May. There will probably be between 3,000 and 4,000 delegates at this convention, coming from every state in the South and several of the Northern states.

The Tampa Tribune is still consistently and steadily hammering away for that new union station which was ordered by the state railroad communication several weeks ago.

The school building at Hawks Park was burned to the ground a few days ago. The fire occurred at noon, which was fortunate, as no one was in the house. The organ was saved at a great risk.

From six to ten cars of fertilizer and seed potatoes are now being received daily and the town has taken on its usual hustling appearance. Wednesday there were nine cars dropped here and these with the unfinished ones in the yards made seventeen that were being unloaded at one time. The fortilles. movement is heavy and a little in advance of the usual time. But the planters are well up with their work and have ordered out. Quite a good deal has been taken directly from the car to eral next week.—Hastings Advocate.

tween You and Me"

EVEN THE GATE POST NOT IN IT

A Chiel is Among Ye Taking Notes, and Faith, He'll Prent 'Em"_ So Says Saunterer.

Special Correspondence to The Herald.

■ Editor Frank Harris of the Ocalà Banner celebrated his 150th birthday anniversary last week having been in Ocala for the past 100 years. Upon so auspicious an occasion one of his lady friends wrote the following very fetching article about "our editor" which is reproduced here:

"Our editor should rank with our minister and our physician. He should hold a sacred place in our esteem. He stands ready to explain to our friends (and enemies) all of our moves, changes, opinions and business, from the smallest to the greatest. He is as ready to tell of a new coat of paint on the front door as he is to announce our candidacy for president of the United States. He stands at the death-bed of our loved ones, and with pencil and paper writes the words of consolation and comfort to the bereaved and sorrowing hearts. He is ready to throw the rice and send the real message of good will to our brides, and give a column and a half to the description of the costumes and presents.

Who wields the pen with brain and skill.

And with it moulds the public will?

The Editor

Who is it that we sing his praise
When he helps us to prosperous days?

The Editor.

And when he says "The other things", Who gets our full consent to go
To hotter regions down below?
The Editor.
We bless, we curse, we praise, we blame,
We call him most any old name—
He keeps on writing just the same—
Our Editor.

The Pullman car company has voluntarily offered to reduce rates on sleeping car berths. The cut will be but 20 per cent and will only be on upper berths where the price is now more than \$1.50. This will interest the poor people of the country more than the recent slump in the price of radium, which has declined about \$2,000,000 per ounce. In a letter to his old friend, Hennissy, in which upper berths were discussed. "Mr Dooley" once said: "Hennissy, when you feel like takin' an upper berth, don't do it. Stay home. Go out and climb up to the upper panthry-shilf, put a cinder in your eye and throw a dollar and a half out of the window, and you'll have all ave the binifits of travel-with little av the discomfits.

Arrangements for the sale of Red Cross Christmas seals for 1910 have been announced by the National Association for the study and Prevention of Tuberculosis and the American Red Cross. "A Million, for Tuberculosis" will be the slogan of the 1910 campaign. Two features of the sale this year are unique and will bring considerable capital to the tuberculosis fighters. The American National Red Cross is to issue the stamps as in former years, but this organization will work in close cooperation with the National Association for the Study and Prevention of Tuberculosis, which body will share in the proceeds of the sales. The charges of local associations for the use of the national stamps has been reduced also from 20 per cent to 1214 per cent, which will mean at least \$50,000 more for tuberculosis work in all parts of the United States. The stamps are to be designated as "Red Cross Seals", this year and are to be placed on the back of letters instead of on the front in order that none may mistake them for postage stamps. The Welaka Club of this city will take up the work of disposing of a number of these stamps and every one should help out this great work.

4 Far behind we are leaving the bare unbrightened Christmas of Puritanism. are making this holiday our greatest one. Of comparatively recent date is this change, of decidedly recent date, the general custom in America of the lavish use of special decorations in honor of Christmas.

The South has long followed the customs of Merrie England in the matter of bringing in from wood and field the beautiful Christmas greens with which to give home' and church festival air; but from the pine lands of Maine to the mistletoe haunts of California, from the creeping groundpines. of northern Wisconsin to the high parasite greens down in Hawaii, we all have learned how to keep Christmas. Poor indeed is the house that does not show Christmas wreath in the window, hang holly over the picture of some beloved absent one.

Yes, Christmas is drawing very near. Then let us with one hand tenderly cling expect. to the old year while we stretch forth the

CURBSTONE GLEANINGS other to greet the new. To some it has forget the many that will surround a of adversity and sorrow. As we look A Budget of Opinion "Just Be- back over past events we cannot fall to note the absence of many that were with and have the gout for a month. us a year ago. But now they are gone, been called home to return no more, read the "Events of the Year," as re-This time last year they were planning a flected in this paper, then subscribe for surprise for some one near and dear to it, recommend it to your neighbors and them in the way of a Christmas present send it to your friends. that would cause them to be remembered as the years roll on bringing the joyous so now partake 'til New Year comes, and Christmas time.

> The Christmas spirit is in the air and it is doubtful if there is a city in the state that has made more elaborate preparations for the holidays than our own. The merchants have responded to the feeling of buoyancy that the season create and they have loaded the shelves and tables and even the floor space of their stores, with everything that the season demands. They have bought heavily of holiday goods and everyone of the establishments is a veritable exposition of things that are beautiful and sen-

> > Notes on Sanford Growers.

The recent cold wave did very little damage to lettuce or celery here. Most growers had cut all headed lettuce close before the heaviest freeze. Lettuce is now moving regularly in carlots from Sanford.

The Florida Vegetable Growers' Assn. is actively shipping. It has bought several independent cars and did well with them.

Prices for all green products are expected to remain good. Florida has not had so little produce to offer at this season before in years. The acreage through out Florida, is less than 50 per cent of last year's in celery and lettuce. Beans and eggplants were mostly ruined by the storm and the recent frost cleaned them up at several north central points.

The Packer man, after a careful compilation of the acreage and the damage estimates in all sections, does not believe there will be over half the number of cars of lettuce and celery shipped from Florida this year, compared with

Cabbage and potatoes will show enormous increases. The quantity of cabbage already planted in Florida this season will probably equal four to one of any former year.

Strawberries were badly damaged; but the big acreage will more than offset the losses sustained up to the storm period, particularly in the Lakeland district.

Sanford growers are putting out a variety of crops. Potatoes are receiving much attention and this vicinity looks like a rival of some big potato points

Cauliflower, peppers, eggplants, onions, beans and other products are receiving attention by several progressive growers.

The H: Woods Co., of Chicago, K. R. Murrell local manager, will have 200 acres of potatoes. This is the largest acreage reported by one firm, but from the quantities of seed potatoes sold there will be a record acreage for the coming season.

J. E. Pace is a leading independent grower and shipper again this season. Mr. Pace is optimistic over the outlook for this season.

Chase & Co. and Crutchfield & Wool-'olk operate extensively in this section.

The Virginia-Carolina Chemical Co. is building a large fertilizer plant here and this is one of a number of signs as to Sanford's bright future.

Harry Ward, a well known grower and enterprising business man, has the local agency for the Champion Potato Machinery Co. of Hammond, Ind. The Champion potato diggers and plantors are largely used on the Eastern shore of Virginia, at Hastings and in other leading sections.

Several well known commission men men are here but it has been several years since there were so few solicitors in this territory or, in fact, at any leading point in Florida-The Packer.

Christmas Plums

Be merry.

Be friendly. Chide mildly. Give good gifts. Don't be grouty. Love all, hate none Forget your troubles. Remember dear ones. Make everybody happy. Wish all a merry Christmas. Tone up and be at your best. Wind up the year as well as you be-

Don't spend the day so it will bring re-

For goodness' sake pay up your subscription. Forget your grudges and give a friendly

Appear different, if it's nothing more

than to smile. Be grateful for what you have, and hopeful for what you might reasonably

If you enjoy a good fat dinner don't

Don't down so much plum pudding and stuffing that you'll terrorize your stomach

In your home gatherings let some one

But our dish is full of Christmas plums, we wish our readers a merry time, in fact, of all others, the most sublime; be good, be true, and be ye cheery, and may your Christmas be right merry.

Truck Growers

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

CASH

J. B. WILLIAMS, Prop.

Staple and Fancy Groceries, Hay, Grain and Seed

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

21s, Cor, 3rd Street and Sanford Ave.

SANFORD, FLORIDA

Phone 62

City Fish Market

Salt and Fresh Water Fish

FOSTER

P. O. Box 112.

SANFORD AVE.



Christmas Shoes

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

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

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

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

Frank L. Woodruff's Boot Shop

OWIS THE TIM

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

Consult us.

Any thing in the repair line. . Motor boat work a specialty.

Sanford Machine & Garage Company

WE HAVE ON HANDS AT ALL TIMES

Leggetts Bordeaux Mixture and Sal Bordeaux

What Is The Use

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

About three-fourths of the work is done away and a machine will last ten times as long as a liquid sprayer

used buy the most successful farmers here. The price is but \$12.50.

We Are Sole Agents

CHRISTMAS BOXES OF FRUIT

I am now packing HOLIDAY GIFT BOXES of fruit, containing about 75 oranges, 15 grapefruit, 50 tangerines, 15 mandarines, 2 quarts kumquats on the spray. As attractive a box of fruit as is possible to put up.

Price \$3.00 Per Box

NORMAN DEFOREST

Sanford, Florida

MEETING OF BROTHERHOOD

Plans may Lead to Establishment of Y. M. C. A. In Sanford

On Tuesday evening the Congregational Brotherhood held a meeting in the-Congrégational church, in response to a call issued by the pastor, Rev. George B. Waldron, and a very enjoyable evening was spent. The Sanford Cornet Band kindly attended and rendered several fine selections, which were greatly enjoyed, as were the musical numbers given by the men's charus, under the leadership of Mr. E. T. Woodruff. After the musical program Rev. Waldron, in a brief way stated that the object of the meeting was to formulate some plan towards the organizh. tion of a young men's club or Y. M. C. A. The matter was then open to general discussion and a number of short talks were given by the gentlemen present. Different ways and plans were suggested, some favoring one thing and some another, but all were unanimous in expressing a desire to provide a suitable place in which the young men of Sanford, irrespective of church affiliation, can meet to improve their minds and bodies. Every citizen, whether the father of a son or not, should take an active interest in this good work and lend the movement such aid as they can. After a general discussion of plans and methods of organizations a committee composed of Mack Lash, Dr. C. E. Walker, Mr. Brock, Osborne Herndon and Edward Randall was appointed to formulate plans and report at a meeting to be called soon.

Council Meeting

Council convened, December 14th in session postponed from regular meeting night, December 5th. Members present: D. L. Thrasher, W. D. Holden, A. T. Rossetter, H. R. Stevens, H. P. Driver and B. A. Howard. Absent: G. R. Calhoun. Minutes of last meeting read and ap-

Treasurer's report for November ap-

proved and ordered filed. Marshal's report for November approved and ordered filed.

The following resolutions were duly passed:

loved and seconded that the question of assigning contract of the Sanford Light & Fuel Co. to the Guarantee Trust & Savings Bank. Matter be referred to the city attorney and upon his approval that the mayor and clerk are hereby instructed to properly execute the assignment.

Moved and seconded that the mayor and clerk are hereby instructed to draw up a contract with the Sanford Band relative to the rental, for \$15 per month, of the third floor of the city building.

Moved and seconded that the matter of adjusting street lights be referred to the street committee with power to act.

Moved and seconded that the bond trustees be instructed to pay Geo. A. De-Cottes \$50 for services rendered in connection with the bond issue of January 1, 1910.

Moved and seconded that the certified check of J. W. Dickins be returned and that the street cleaning, garbage and scavenger work be readvertised and new bids be received on the 2nd day of Janu-

Moved and seconded that vouchers, as per bills attached and signed by the president of the city council and approved by

the finance committee, be paid. Moved and seconded to adjoun. Carried.

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

Notice

The city council of Sanford, Fla., will receive saled bids for the performance of certain public

R. C. Maxwell, City Clerk.

TRAGIC CHRISTMAS DAYS.

World's Greatest Holiday Has Often Been Reddened by Blood.

Christmas, which should be and usually is the merriest day of all the year. shed and blackened by tragedy.

One of the most barbarous of the persecutions against the Christians was begun by Diocletian on Christmas day. A. D. 303, when a church in Nicodemia, filled with Christians, was ordered by him to be set on fire Every way of egress was barred, and not a single worshiper escaped the

Yuletide in 1000 was a melanchely time in England, which nevertheless. always celebrated it with the utmost eagerness, for Harold, the last of the Baxons, had fallen before the Norman conqueror, and on Dec. 25 of that year William the Conqueror was crowned in Westminster abbey. The occasion was signalized by the slaugh-

ter of a huge crowd of Anglo-Saxous outside of the church through a mistaken idea that they had risen in revolt.

Exactly two years later there was an uprising of the malcontents in the has sometimes been reddened by blood | northern counties, who hoped to throw off the Norman yoke. William marched in person against the rebels and directed a universal slaughter. His men surprised several garrisons and put them to the sword. Neither age nor sex was spared, and every house in the disaffected regions was razed to the ground. It is said that over 100,-000 men, women and children perished. on Dec. 25, 1068.

It was on Christmas day in the year 1170 that Thomas a Becket, the greatest English cieric of his day, ascended the cathedral pulpit at Canterbury and preached what may be called his own funeral sermon. The words he made use of so angered Henry II. that be let fall those fatal words: "If anybody loved me he would rid me of this turbulent priest."

Four knights took him at his word, and on Dec. 29 they slew the prelate

before the altar of St. Benedict In the northern transept of Canterbury cathe

On Dec. 25, 1384, John Wycliffe died as he was about to preach his Christmas sermon

One of the saddest Christmases known in London was that of the year 1663. The great plague had stricken the city, and the people were dying at the rate of 1,000 a day

CHRISTMAS BERRIES.

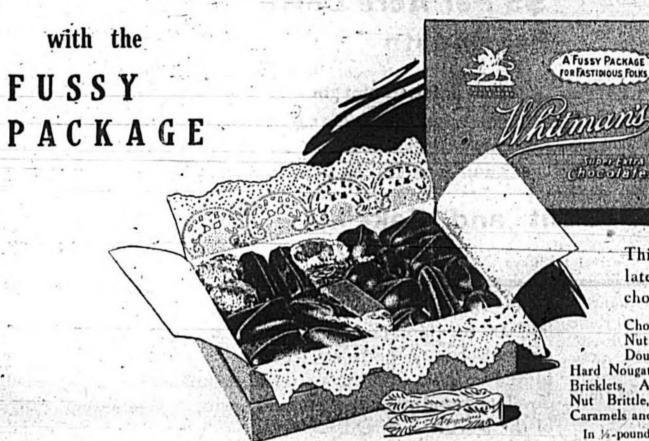
Where the Holly Grows and How to Find the Best.

The old fashioned Christmas greens were rosemary, Ivy and bay, but in the 2,000 tons of wreathing and decorating material which it is estimated that we now use every year there is a much greater variety: Best loved of all is the glossy, red berried bolly. "Holm" was the old English name for it, and, it is thought to be identical with the "greenwood tree" of British ballads and of Robin Hood fame. On our side of the Atlantic the American holly

(flex opaca) is found from Maine, where it grows as a shrub; to North and South Carolina, where it lifts a symmetrical cone of dark, shining leaves set with scarlet berry clusters along a beautiful trunk of gray and silver to the height of seventy or eighty feet.

Delaware and Maryland are usually credited with furnishing the best grades of holly to Christmas markets. but their "Three X" brand, as seen after shipment to northern cities, is not so finely berried as the Carolina holly, plentiful in the region around Asheville. In America there are three distinct grades of holly. Trees that stand on dry, barren hillsides, as a rule, are heavily laden with thick, knobilke clusters of berries, but their leaves are likely to be small, yellowish and imperfect Follow some little stream to a sheltered, sunny glade where a holly trunk gleams white, and there you will find leaves large, dark and perfect, with a thick scarlet fruitage lighting the shadows evenly all over the tree.

Make Your Christmas List Complete



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

Chocolate Covered White Nougat, Nut Molasses Chips, Almonds, Double Walnuts Marshmallows, Hard Nougat, Molasses Blocks, Fussy Nut Bricklets, Amaracenes, Pecans, Filberts, Nut Brittle, Brazil Nuts, Almond Rock, Caramels and Blossoms of Solid Chocolate. In 1/4-pound, 1, 2, 3 and 5-pound packages.

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

hitmans CHOCOLATES

& CONFECTIONS

Per Pound Whitman's Special Chocolates... Confections . Fussy Package Chocolates ... Super-Exra Chocolates or Confections (In 1/4, 1, 2, 3 and 5-pound packages) Fine Chocolates or Confections (In 14, 1, 2, and 5-pound packages) Chocolate Covered Maraschino Cherries Super-Extra Chocolate Covered Mint MarshmalWhitman's Super-Extra Honey White Nougat ... Chocolate Covered Caramels (1/2 pound packages)
Continental Chocolates (bitter sweet) per pound
La Duchesse Caramels (Nut Caramels), per half pound
Harlequin Stick Candy ... per box

We have also a variety of odd and pretty boxes, bags and bas-kets designed by Whitman's for holiday gifts, all filled with their Super-Extra Checolates or Confections.

Sanford, Florida

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

UB-IRRIGATOIN ORIDA TRUCKER

"A Newspaper Within a Newspaper."

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

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

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

VOLUSIA FARMS

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

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

The purchasing season has set in with a vigor surpassing all other seasons. More is being learned about

Diversifed

Farming Is

The Hope Of

South

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

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

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

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

Volusia county has approximately 350,000 orange trees in bearing and another 100,000 to come into bearing. Last year the crop amounted to nearly \$450,000 boxes with a value of nearly \$450,00. Grapefruit—27,885 trees yielding about 27,000 boxes with a value of about \$40,000.

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

FARMS VOLUSIA

\$30 Per Acre

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

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

Per Cent and Take the Land Off Your Hands

Ask for a Copy of this Unique Contract for Deed

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

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

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

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

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

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

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

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

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

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

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

\$...... Address Your Postal Card or Letter of Enquiry:

Howard-Packard Land Company Peoples Bank Building SANFORD, FLORIDA

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

Mr. Ralph Bingham the well known humorist, delighted a large and representative audience at the Sanford High School Auditorium Monday evening. This entertainment being the third of the lyceum series. Mr. Bingham is a rare entertainer and with his many talents is capable of captivating any audience. His dislect stories are unsurpassed and the musical numbers were gems within them-

Mr. Bingham's portrayal of the negro character in his dialect stories was very real, especially in the Georgia 'possum bunt. All of his selections were humorous, with the exception of one, which was a touching bit of pathos taken from a police court trial. Mrs. Bingham contributed largely to the success of the entertainment by her piano accompaniments and with the violin and vocal selections which were very fine.

The Sanford High School should be congratulated on having secured such high class entertainers.

Mrs. Beene Turnes most delightfully entertained the sewing circle last Thursday evening. A large number were present and a pleasant and profitable evening was passed, at the conclusion of which dainty refreshments were served. Those who enjoyed Mrs. Turner's hoapitality were Misses Mell and Alice Whitner, Gail Moore, Margaret Roberts, Bessie Long, Powell and Brain. Mesdames West. Roberts, Anderson, Bracewell, Claude Herndon, and Geo. Fox, Jr.

The bazaar given by the ladies aid of the Baptist church Friday and Saturday of last week was a decided success. Dolls and fancy articles were sold in large numbers. Oysters were served in all styles and a meat sum was realized for the church.

The Hero of the Gridiron will be the attraction at the Imperial Theatre next Friday night, It will be given by the Orlando High School under the direction of Mrs. C. E. F. Hoskins for the benefit of their Athletic Association.

The Woman's Christian Temperence Union met Tuesday afternoon at the Baptist church, Mrs. Wildman, the president in the chair. Christmas in the Christian home was the subject of the afternoon: Mrs. Wildman read a splendilly prepared paper on the subject, and Mm. Henry Wight and Mrs. A. E. Philips followed with talks that were replete with beautiful" ideas concerning the Christmas spirit. A pleasing feature of the program was a duet sweetly sung by Mrs. Claude Herndon and Miss Baird. The next meeting of the W. C. T. U. will be held at the residence of Mrs. Henry Wight, the second Tuesday in January and every lady in Sanford and vicinity. who is interested in this movement is expected and will be given a cordial welcome on this occasion.

Welaka Club Christmas Dance

The Welaka Club is making arrangements for a very pretty dance that will be given at the Sanford House Tuesday, December 27th. The following committees have been appointed to complete ar-

Reception-Mrs. Lake, Mrs. Puleston, Mrs. DeForest, Mrs. Keelor and Mrs. Dick-

Invitation-Miss Caldwell, Mrs. Chase, Mrs. Smith and Mrs. Wallace.

Decoration-Mrs. Driver, Mrs. Holly, Mrs. Brown, Mrs. Marks and Mrs. Brady. Refreshment-Mrs. Newman, Mrs. Fitts, Miss Whitner and Miss Schumpert.

Program and Floor-Miss Keelor, Mrs. Hurt and Miss Bowler. Music-Mrs. R. S. Keelor, Mrs. McDanlei and Miss Butt.

School Improvement Society

A meeting of the School Improvement Society was announced for last Monday in the High School Auditorium. A few met at the appointed time, but not a sufficient number to transact the business that was expected to come before the society, so the meeting was postponed until Monday January 9th.

Our new High School building has just been completed and was open for inspection. The teachers had looked forward with pleasure to showing, the many interested parents, who attended this meeting the commodious and well equiped building that the city has erected for the benefit of their children. . We are sure that those who did not attend did not do so from lack of interest, for Sanford people have always taken a great interest in all matters pertaining to education. Parents, please remember this is a society for the benefit of your children and attend the meeting in Jan-

50c

Mrs. Chas. Bell and sister Miss Schumpert visited Mrs. A. W. Brown at Enterprise on Wednesday of this week.

Gifts for Little Ladies'

See our full line of Dolls for the little ladies', unkreakable. Also sleeping beauties and China Dolls. Prices from 5c up.

Sets of Furniture Santa Claus has again

remembered the little ladies' with sets of Doll Furniture of all kinds. Prices the low-

Cooking Stoves

See our line of cooking stoves and ranges for the little ladies'. at24c

Tea Sets

Of all kinds just come and see them. They are from 5c up.

Doll Carriages

See our full line of Doll Carriages. They are beauties. At prices below competition

Alligator Bags

A full line of genuine Alligator Bags make splendid gifts for the Ladies. They are great values Prices from \$1.98 up.

Special Monday Only

Colgates, Cashmere Boquet, Dachtylis, Violet and unscented Talcum Powder. Special Monday only a

Christmas Gifts for Everyone

D. A. Caldwell & Sons

Cor. Ist. Street and Magnolia Ave. (two entrances on Ist. Street and entrance on Magnolia Ave.)

SANFORD : FLORIDA

See Our Unheard of Low Prices-

MONDAY DECEMBER 19

Gifts for the Little Men

Hay Rack Carts'

Have just received a full line of Hay Rack Carts. Just the thing for boys and only 10c

Musical Tops

See our complete line of musical tops...l0c

Flying Machines

Here is something that will interest the boys-a flying machine. Only ... 29c

Horses

A full line of Horsesand Dogs, from 5e up to......98c

See Our Complete Line

Of all kinds of Toys and useful articles for boys, too numerous to

Dress Goods and Silks Make Very Useful **Christmas Gifts**

See our complete line of Dress Goods in Serges, Panamas, Voiles, Broadcloth and Chashmeres. These are great bargains. Prices per yd. from 35c up to\$1.75

Silks! Silks!

See our complete line of Messaline and Taffeta Silks. They are good values at \$1.25 a yd. Our price per yd. 986 Outing

We have just received a full line of Outing in light and dark patterns, good 121/2 c values. See them Monday, Per yd10c

Amoskeag Apron Ginghams We have just received a full line of Amoskeag Apron. Ginghams

Linens Make Splendid Christmas Gifts

Full 72 inch Snow Bleached Linen Damask. Cannot get a better Christmas gift. \$1.25 value per yd98c

Scarfing

Hemstitched Linen Scarfing, looks like real hand work. Well

Linen Napkins

All-Linen Napkins, dinner size and well worth \$3.00 a dozen. See these beautiful Christmas presents. A doz. only \$2.69

Linene Scarfs

See our full line of Linene Scarfs and Centerpieces. Exceptional

Handkerchiefs Very Acceptible as Xmas Gifts

Imported Handkerchlefs A full tine of Imported all-Linen Handkerchiefs with neat lace and Handkerchiefs A complete assortment of Ladies' embroidered handkerchiefs well

Children's Handkerchlefs

Children's handkerchiefs in boxes. See these exceptional values

Men's Handkerchiefs

See our complete assortment of Men's handkerchiefs, plain; also with initial. See these values for Xmas presents. Each : ... 8 1/2 C Men's Handkerchlefs. A full assortment of Men's all-linen handkerchiefs, regular 35c

5c Handkerchiefs -See our complete assortment of handkerchiefs for Men, Women and Children. Only

Ladies Suits

See our line of Ladies' Suits Just received another shipment. this week for Christmas and they are wonderful values.

Opera Capes

Nothing will make a more welcome Christmas gift for the mother or sister than an Opera Cape. See ouo complete line \$7.50 val-

Opera Capes

See.our full line of \$5.00 Opera Capes at :

We are daily getting in new shipments of Ladies' Skirts in Voiles, Panamas, Serges, etc. See these wonderful values.

Underskirts \$1.50

98c

A full line of Taffetine and Satteen Underskirts. See these \$1.50

AGENTS FOR ROYAL

図の間部 Floss Embroidery Packages

Gents' Furnishing Department

Swaters

Nothing will make a better Christmas gift for the men folks than a nice Sweater. See our special Christmas line at\$2.69

Men's Sweaters We have a full line of Men's Sweaters well worth \$1.25. Our

Christmas Ties

See our full line of Christmas Ties in all-silk, in light and dark

Men's Shirts See our full' tiue of Men's Dress Shirts, regular \$1.25 values

See our complete assortment of Elastic Seam Drawers in all sizes.

Elastic Seam Drawers

Shirts 75c See our complete assortment of Shirts, regular 75c sellers

Men's Suits Now is the time to get a new Suit for Christmas. We have them in all sizes. Prices the lowest.

Very Special

Do not fail to come down Saturday afternoon December 17th to hear the Victrola for the first time beginning at 2:30 p. m.

Shoes! Shoes!

We have such exceptional values in Men's, Women and Children's shoes that we cannot help saying something about them. See our high quality shoes at bargain prices for Christmas.

Oil Heaters \$5.00 \$3.98

We have just received another shipment of \$5.00 Oil Heaters. While they last only \$3.98

We are Agents for the Celebrated Butterick Patterns

\$1,250

Total

IN SANFORD CHURCHES

Where Devout of the Cefery

City Worship Sunday.

RESUME OF ALL CHURCH EVENTS

Of Interest to Those Religiously in:

clined_Subjects of Discourses

for the Sabbath.

The Pastors of the Churches in the City are Earnesly tequested to bring or send their Announcements and ther Church News to this office not later than Wednes-

First Methodist

Rev.A.E. Housholder, pastor; church, corner Park avenue and Fifth street; parsonage, corner Magnelia avenue and Seventh street; phone 254. Sunday morning service at 11; evening service, 7:00, Sunday school, 9:45 a. m.; Jno. K. Mettinger, Supt. Epworth League, 6:45 Sunday evening.

The People's Congregational Rev. George B. Waldron, pastor; Sunday morning service, 11; evening service, 7:00; prayer meeting Wednesday, 7:00 p. m.; Sabbath school, 8:45 s. m. J. C. Ensminger, Superintendent.

Rev. George B. Waldron preaches both

to do with it? Good music will be pro-

first Baptist

Presbyterian

Rev. J. P. McKinnon, pastor; morning a rvice, 11 evening service, 7:00; Sabbath school, 9:45 a, m; Henry McLaulin, Supt.; prayer meeting Wed-nesday, 7:30 p, m

Holy Cross Episcopal Rev. B. F. Brown, rector; A. D. Key, senior war-den; Sunday morning service, 11; evening service, 5:00; Sabbath school, 9:45 a. m.; B. F. Whitner, Supt.; prayer meeting, 7:30 Wednesday evening.

Holland-Jamison

were united in marriage on Wednesday

afternoon. Judge Stringfellow tied the

knot in his usual impressive manner, only

the relatives being present as witnesses.

Mrs. M. A. Holland who moved to San-

ford from Kansas some time ago. The

groom is a valued employee of the San-

ford Water & Ice Co. and has been a res-

ident of Sanford for several years. His

unfailing good humor and friendly traits

have made him many friends who wish

him well in sliding down the cellar door

of life. The happy couple will make San-

H. C. DuBose wishes to announce that

he has withdrawn from the race for city

clerk for good and sufficient reasons and

thanks his many friends for their kind

expressions of good will and support.

Mr. DuBose is a busy man at present and

feels that he will not have time or money

to make the aggressive compaign that

would be necessary against three good

men like Messrs. Maxwell, Leffler and

A Ten Pound Potato

Mrs. S. L. Peabody brought a ten

pound sweet potato to The Herald office

this week that was raised in her garden

on Oak avenue with no fertilizer. The

potato is now on exhibition in the window

of the Title Bond & Guarantee company.

Notice

The annual meeting of the Sanford

Building & Loan Association will be held

at office of the Co., over First National

Best line of alligator bags and holiday

goods of all kinds at L. R. Philips & Co

A. P. CONNELLY, Secy.

Bank, 7:30 p. m., Saturday Jan., 14.

and is exciting considerable comment.

DuBose Withdraws

ford their future home.

Loveil.

The bride is the daughter of. Mr. and

Miss M. E. Holland and W. E. Jamison

morning and evening, 11 a m and 7 p m.

Great Popularity Contest

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

UNUSUAL OFFER

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

SEND IN YOUR NOMINATION NOW

FIRST SECOND	DISSIPORT STREET NAMED AS A STREET STREET	- 66	Diamor	Jpright Gr nd Ring		, Value		100 100
THIRD FOURTH	C C	· · · · ·	Rebate	Certificate		Anti-	A THE REAL PROPERTY AND ADDRESS OF THE PARTY	200 175
FIFTH		**		"				150
SEVENT	и" Н."	"	"		No. of the			125 100
			100			-	1.	199

tion of the state.

In this contest seven prizes aggregating \$1250 will be given away absolutely free to the contestant securing the most contest to double our circulation and our securing subscriptions to The Herald.

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

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

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

THE CONTEST FREE FOR ALL TO ENTER The contest is free for each and every

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

HOW TO ENTER

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

HOW VOTES ARE OBTAINED

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

Terms 1 year	Renewals 500	New Subscriptions		
2 years	1,250	2,500		
3 years	2,000	4,000		
5 years	. 3,750	7,500		
10 years	12,500	25,000		
Market Later Till	AND PARTY OF THE PARTY OF			

WHO CANNOT ENTER OR VOTE

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

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

THE JUDGES

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

MANAGEMENT

For the purpose of making the contest a complete success, The Herald has signed a contract with the New Method Contest Co., of Jacksonville, who make a L. H. Temple, the well known florist has kind. This company will furnish a com- Mr. Temple is now prepared to supply petent and experienced contest manager them in three varieties for 75 cents or who will have complete control of the cuttings at one half cent each. Contest Department.

TO THE PUBLIC

This contest is to be the greatest ever inaugurated by any paper in this section. the banks of Sanford will take Monday We have spared no expense to make Dec. 26th, for a holiday and will be closed It a "live wire proposition" that will keep on that date.

Demonstrating the fact that The Herald the community much interested in the will always be found working for the best outcome. We are endeavoring by every interests of the citizens of Grange county (means to give Sanford and vicinity the the management of this paper has de- newest and most up-to-date county pacided to inaugurate the greatest popular- per in the state, and we solicit the hearty ity voting contest ever held in this sec- co-operation of the citizens in this con-

To merchants who advertise with us we wish to say that we expect by this votes. Votes may be secured by clipping advertisers will realize that it is to their the vote coupons from this paper or by advantage to help in this work by supporting the contestants.

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

> RULES FOR THE CONTEST Rule 1. All money for subscriptions shall be paid the contest manager.

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

Rule 3. Ballots cannot be bought. The contest will be run on a fair basis, fair for all. Votes can only be obtained by securing subscriptions, either new, re- At night comes the first of two sermons newals, or old or by cutting the nomi- on "A Silver Dollar." First where did nation or free vote certificate out of each you get it? Second what are you going

Rule 4. No employee or member of vided. All are cordially welcome to of this city and is now on exhibition at his family will be allowed to participate both services. either as a nominator or a voter in this 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 7:50.

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

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

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

Rule 8. Votes issued can not be trans-

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

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

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

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

> Respectfully yours, Contest Manager.

Held Up On The Street

One of our well known citizens was held up last Saturday night on the street so the story goes and a Sanford Herald taken out of his pocket. The highway men after cutting out the coupon for the plano contest returned the paper to the owner. This only shows what an exciteamong all classes.

More Grape Vines

The grape vines recently given away by The Herald through the courtesy of inity of conducting contests of this created a large demand for more and

Banks will Close

Christmas falling on Sunday this season

JOHN STOCKTONS'S PACE



Stockton Sentiment is Growing.

Stockton Strength Is Increasing.

Stockton Seems Destined to Win.

STOCKTON

Says That the

ARIFF is the issue upon which Democracy will win in 1912, and that the Democraticparty in its

NWARD march will carry to victory the cause of the

OMMON people, and sound the death

NELL of special legislation, which has created and nurtured

RUSTS, monopolies and other evils of the

N ALL occasions; at all times, John Stockton has held aloft the standard of right.

O INFLUENCE or power can swerve him from this course if he is chosen United States

Stockton's Candidacy for United States senator is the people's opportunity.

LET'S PUT STOCKTON IN THIS

WOODS COMPANY

COMSSMIION MERCHANTS CAR-LOT DISTRIBUTORS

We want your crop and will offer special inducements

K. R. MURRELL, Resident Manager SANFORD, FLORIDA

Statement of the Condition of the Sanford Building & Loan Association September 26th, 1910

ASSETS

Loans on Real Estate Secured by Mortgage \$21,050.00 Cash on Deposit First National Bank . 290.28

LIABILITIES Common Stock Paid in \$13,562.07

Accumulated Interest on Preferred Stock Bills Payable 4,000,00 Common Stock Paid 58.00

\$21,340,28

Advance Net Surplus Credit to Stockholders

\$21,340.28

The Finance and Loan Committee on examination of the books of the Secretary and Treasurer, declared a dividend for the six month's period, endir

September 26th, 1910, of a little more than 4% per cent. The Association is in a very flourishing condition. We have applications for twenty-five thousand dollars more than we can furnish, but with the assistance of the people of Sanford, we could easily furnish this money within a few months.

A. P. CONNELLY

Secretary and Treasurer



ALL SECTIONS OF FLORIDA FOR UNITED STATES SENATOR.

ARTHUR P. GREELEY WM. CRANCH MCINTIRE

ASSISTANT_COMMISSIONER OF PATENTS FORTY YEARS IN PRACTICE.

618 F STREET N. W. WASHINGTON, D.C.

U.S. AND FOREIGN PATENTS CAVEATS AND REISSUES.

TRADE-MARKS DESIGNS.

ATTORNEYS AND COUNSELLORS, - MECHANICAL EXPERTS. PRACTICE IN ALL U. S. COURTS.

FEES REASONABLE AND BEST ADVICE ALWAYS GIVEN, REGARDLESS OF ALL INTERESTS EXCEPT THAT OF CLIENTS.

BUSINESS CONDUCTED UPON HIGHEST PROFESSIONAL PLANE AND UNDER PERSONAL SUPERVISION OF MR. GREELEY AND MR. MCINTIRE. ALL LETTERS OF INQUIRY ANSWERED PROMPTLY ON DAY OF RECEIPT.

INFORMATION AND ADVICE FREELY GIVEN. OUR BOOK, ENTITLED "GREELEY & MCINTIRE ON PATENTS," SENT FREE TO ANY ADDRESS.



GREELEY & MCINTIRE PATENT ATTORNEYS. WASHINGTON, D. C.



Free Voting Coupon

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

This coupon entitles.....

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

Nomination Coupon

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

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

as a candidate in The Herald's contest.

Nominated by

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

Scott's Rhyme of Merry Christmas

Heap on more wood! The wind is

But, let it whistle as it will, We'll keep our Christmas merry still. Each age has deemed the newborn

The fittest time for restal cheer, And well our Christian sires of old Loved when the year its course had

And brought blithe Christmas back

- again With all his hospitable train.

Domestic and religious rite Gave honor to the holy night.

On Christmas eve the bells were rung; On Christmas eve the mass was sung Chaconis night in all the year

Saw the stoled priest the challce rear. The damsel donned ber kirtle sheen; The hall was dressed with holly green; Forth to the wood did merry men go To gather in the mistletoe.

Then opened wide the baron's hall To vassal, tenant, serf and all;



lower laid his rod of rule aside. And Ceremony doffed his pride. The heir, with roses in his shoes, That night might village partner choose;

All hailed with uncontrolled delight And general voice the happy night That to the cottage as the crown Brought tidings of salvation down.

The fire, with well dried logs supplied, Went roaring up the chimney wide; The huge hall table's oaken face," Scrubbed till it shone, the day to grace, Bore then upon 4ts massive board

Then was brought in the lusty brawn By old blue coated serving man; Then the grim boar's head frowned on

high, Crested with bays and rosemary. Well can the green barbed ranger tell How, when and where the monster fell, What dogs before his death he tore And all the baiting of the boar.

The wassail round, in good brown bowls.

Garnished with ribbons, hitticly trowls. There the huge sirloin reeked; hard by Plum porridge stood and Christmas ple, Nor failed old Scotland to produce At such high tide her savory goose.

Then came the merry maskers in, And carols roared with blithesome din; If unmelodious was the song, It was a hearty note and strong. England was merry England when Old Christmas brought his sports

again. Twas Christmas broached the mighti-

est ale: Twas Christmas told the merriest tale; A Christmas gambol oft could cheer The poor man's heart through half the year.

-Sir Walter Scott.

Appropriate Christmas Presents. For your wife-A cookbook. For your servant girl-A sealskin

For your rich relatives-Diamonds. For your poor relatives-Nothing. For your wife's relatives-Less than nothing, if you can obtain it. For the guest within your gates-A

gentle hint to go. For your maiden aunt-A husband. For your unmarried enemy-The

maiden aunt aforesaid. For your minister-A Bible. For your son-A position downtown with some one who will make him

earn his salt. For your daughter-Some clothes to help her capture some unsuspecting

For some unsuspecting but otherwise worthy young man-The afore-said daughter.-Yellow Book.

The Day That Comes but Once. "Though Christmas comes but once a year I wish it might be twice," Said Willy Jones, the little dear, "Because I think it's nice." But papa, reading Santa's bill. Said. "Once is once too often, Will.

W. J. THIGPEN & COMPANY

General

Sanford,

Florida

Shoe Repairing By Machinery

Quicker, Neater and Better than the Old Way

Just Try Me and See Same Man but New Location No. 113 W. First Street, Next Door to Woodruff's Store

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. CHAPPELL'S

Real Estate Agency

Spencer's Bakery

BETTER AND LARGER THAN EVER

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

Ladies We Will Bake Your Cakes

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

Fine Line Candy, Cigars and Tobacco Free Delivery

SPENCER'S BAKERY

111 Park Ave.

Phone 106 Sanford, Florida

THE GROCER

Phone

THE SANFORD HERALD

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

Subscription Price, \$2.00 a Year in Advance

Entered as second-class mall matter August 22nd, 1308, at the Postoffice at Sanford, Florida, under Act of March 3rd, 1879.

Office in Herald Building Telephone No. 148.

Mayor Jewell of Orlando says that any one who makes a statement that Orlando is not healthy will be prosecuted accordto law. Keep off with dog and gun.

The Lake City Index has shrunk from a 6 column to a 5 column paper. The 5. column papers look smaller and not metropolitan but it certainly makes a nice, neat home paper. Bro. Sparkman has made a wonderful improvement in the Index.

> The Inverness Chronicle thinks the Sanford Herald's booster edition was not home print print but that "the work was probably done by the Sopchoppy Argus or some other Metropolitian sheet". Maybe the Crawfordsville Breeze had a-hand in it.—Ft. Meade Leader.

The Chronicle or the Breeze or even the Bingville Bugle could have printed but the Ft. Meade Leader, never.

Editor Hetherington of the Lakeland News is a lucky fellow. Not only has he the finest weekly paper in the state but he has a wife and sons who can assist in the office at any time. Last week he had the good fortune to get W. W. Poland into the News family. Mr. Poland is one of the finest linotype men in the south and with his charming family will make Lakeland their home.

DO YOUR SHOPPING EARLY

This sage advise was handed out to you by The Herald last year and is given again this year. All of our stores are ready for your Christmas orders right now. You have made up your mind about your gifts by this time, if not the clerks can assist you. Do your shopping now and give the tired employees a chance to get home before midnight on Christmas eve.

LOOPING THE LOOP

The Sanford Traction Co., will start their new schedule on Sunday and make a trip around the belt line every hour giving the passengers a sixteen mile ride through the prettiest spot on this terrestial footstool. The traction line is just about the niftiest innovation ever attempted in Florida and is attracting attention from all parts of the

Keep your eye on Solid Sanford.

"We have met the enemy and we are thern", or words to that effect. We congratulate our friends on their victory in defeating the bond issue if they really thought the question fraught with as many dangers as some of the opposition claimed. If they can stand sand roads we can and we will all go on rejoicing that if our roads are not as good as they might be they are better than those of some counties and that what we lack in roads we moré than make up in climate.-Reporter Star.

Orange county voted down the proposition to bound itself for \$1,000,000 for good roads. The Sanford Herald, the Orlando Reporter-Star, the Taft Messenger and the Orlando Citizen were all for bonds. In fact every paper in the county but one-the Orlando Sentinel-favored bonds. We bring this to the attention of the Tampa Times. It may or may not show the power of the press in Orange county. It either shows that the people down there pay no attention to their newspapers or pay more attention to the Sentinel than all the rest of them .-Pensacola News.

It shows neither. The four were in favor of bonds as the only means for building better roads without direct taxation. We were just a few years in advance of the times.

ORANGE MAKES A MISTAKE-

million-dollar bond issue for the building Claus, Kris Kringle and good old St. Nichof good roads failed of adoption in olas. Christmas day typifies the spirit of Orange county. It would have given that county an advertisment that would have more than paid the interest on the of the children and to them it is a verbonds; it would have invited an im- itable reality that Santa Claus comes in mense immigration; the bonds would the night in his sleigh with his reindeers have been gradually retired without any- and tinkling bells, and sackful of gifts, body ever knowing the difference, and from some unknown fairyland. To older then it would have made life worth folks the day has become the embodied living in that county. People, however who are insured to living in huts have piles its gifts of affection about and no ambition to live in palace and the around those we love and honor. The fellows in search of political positions season casts a spell of enchantment over have an idea that to oppyse measures of our prosaic lives and for a time we dwell progress makes them popular, and they in a land where strife is not-where hate stand with their ear to the grand stand, and envy and jealousy have no place. The and are always fixing themselves to hop spirit of the season has great value to us all on to the best positions in the band in halting for a time our scramble for purely

wagon. It will not always be so, and the change takes place they will be as ready to favor these movements as they are now ready to oppose them-Ocala Banner.

SHOP IN SANFORD

Christmas is less than two week away. How the time files. Do your shopping early, and do it among Sanford merchants. The stocks of goods this season are unusually fine, full and complete, and prices are much less than big city prices for same goods and make. Anyone that imagines that these large city merchants, doing business-in New York or Chicago, paying terrific rents, sell on the same margin of profit that Sanford merchants do, are badly mistaken. A few things that you may be well acquainted with are sometimes sold for less than cost by them as baits, but, where you are not acquainted with the goods and new ideas and conceits, new styles, and all that sort of thing, these swell city stores make you pay well for the privilege of dealing with them. And then you cannot return things to them as with your home merchant if anything should prove defective, or lacking in something that was claimed for the article. Patronize your honte dealer and he will thus be enabled to carry better and larger assortments of all classes of goods. Keep the money at home where it is made.

DIVIRSITY OF CROPS

At the meeting of the Commercial Club last week Hon. D. L. Thrasher in an able address called attention to the fact that our growers are confining their attention almost exclusively to lettuce and celery, when 'every kind of crop can be raised. He also pointed out that very few people were raising hogs in this section and all of the meat sold here comes from a distance. This is a good point for discussion, for such a course would solve the question of failure and success.

"Don't put all your eggs in one basket" is an old axiom that can be applied to the Sanford section today. Raise a diversified crop and raise cattle, 'hogs, sheep, chickens, fruit and pecans. No other place under the sun offers à better opportunity for such a diversity and yet it has never occurred to any of you farmers, even those of you outside of the flowing well district, to raise hogs for the market.

Many of the farms that stand idle for several months during the summer could be utilized for these purposes and the hogs could be turned upon velvet beans, cow peas, chufas or pinders and what a crop of fat porkers would be the result. Mr. Thrasher certainly struck the keynote in his address upon this subject.

Sanford people can be independent of of freezes and market conditions if they will pay more attention to making a living and less attention to making a fortune in one crop in a few months.

Every farmer should make his own supplies at home and be independent. His city brother who lives out of tin cans is not so fortunate and when calamity strikes the city man his grocery and meat man pass him up.

The country resident can live just the same providing he pays a little attention to raising his own foodstuff.

THE HAPPY HOLIDAYS

The happy Christmas season is upon us once again-the children's, joyous festival-the principal day and time of year when all with generous, natures sigh for the wealth that is not theirs, that they might adequately and fully give to the impulse of remembrance of those we love in gifts and tokens in honor of the day and the season. It matters not at this present whether the origin of the celebration of this happy Christmas time be heathenish, or not, for good is good, and evil is evil, whether they be practiced by Christians or barbarians. And the spirit of Christmas is good, accentuated and increased in value and importance by being associated with the life and work of the Prince of Peace. Through the changing year people have idealized the season, and Christmas day, into a beautiful sentiment altogether apart from the secturian or religious side. And to the day and time have been added the beautiful old custom inherited from our Teutonic ancestors, that of the giving of gifts, and for the children the Christmas This paper is particularly sorry that the tree and the beautiful fiction of Santa peace on earth, goodwill to man. The day has become enshrined in the hearts spirit of love and generous giving, that

METTINGER'S

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

Christmas Novelties Toys Men's and Women's Neckwear **Pictures Fancy Crockery Sweaters** Soft Hats

Dolls, Etc. Men's and Boys' Clothing Men's Caps Derbys Umbrellas

METTINGER'S

First St.

SANFORD, FLORIDA

material things, and makes us think of our brother man and the mines of our life. The beauty of the sentiment of love and affectionate rememberance of the children in paricular, and all others whom we love, together with the poor and unfortunate of the earth, has taken from Christmas its narrow, sectarian reason for being observed, and it is today, the Day of Days, of all religions, races and kindreds of the earth here in American, upon which all can join in the spirit at least, of generosity, good cheer, love and remembrance of kith and kin and an overflowing heart of kindly feeling and helpfulness to all the poor and needy, the downcast and downtrodden within our getes.

STAND BY THE ORGANIZATION

This slogan was sounded by The Herald last year and we wish to impress it upon the minds of the growers more forcibly this year. The Herald asked for an association two years ago and urged the formation of one. You have one now and a good one, and every grower in the celery delta who wishes to realize something from his crops should give his aid and support to the Florida Vegetable Growers' Association.

It makes no difference about the rumors floating around-rumors started for ulterior purposes about the failure of an association in Sanford. Your organization is made up of home people and is for the home people. It has already demonstrated that better prices can be htained through a united effort of the growers. The prices are better, the pack is better, the reputation of the brand is better and next season the success of the association will be assured from the start. The first season of any association of growers is the most difficult one.

It is up to you Mr. Grower! Do you want the success of the association to be continued? Then stand by it through thick and thin. It is your salvation and your hope.

Local Overflow

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

The M & R store for fine Christmas candles, stationery, books, Christmas cards and cigars.

The Geo. H. Fernald Hardware Co. invite inspection of their useful holiday gifts, carving sets, razors, pocket cutlery, scissors. Also an elegant line of citafing and pudding dishes, tea and coffee pots, sporting goods, shot guns and rifles.

Fe

Do You Want Health and Wealth?

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

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

Do you want two beautiful lakes full of fish?

- Do you want something for nothing?

INQUIRE AT

HERALD OFFICE

Make Ideal Xmas Gifts

The world is growing wiser in the giving of gifts at Christmas; more practical and useful things are now the rule. Many Women have learned the splendid possibilities of Men's Wear of practical gifts for Men and Young Men, and isn't a Man's Store the most logical place to find things that please Men?

Easy enough to give him a Suit or Over Coat, a Hat or pair of Shoes. Perhaps you are wondering how we can fit him without his Knowing what his present is to be-easy enough. No doubt we Know Just his size and what he likes. Or we can write out an order for a Suit or Coat to be presented to us after Xmas. If he needs any of the articles mentioned, buy it for him. We'll guarantee the fit, the quality and satisfaction.

Here is a list of Minor articles suitable for practical Xmas gifts for Men. Look it over it will help you with your Christmas buying.

Neckties Plain and Initial Linen Handkerchiefs - Shirts - Underwear Pajamas - Night Shirts - Cotton and Silk Hosery - Cuff Links - Scarf Pins Silk Mufflers - Fancy Vests - Suspenders Supporters Gloves Slippers Coat Sweaters - Umbrellas

THE MEN'S STORE

The Crippen Music Store

High-grade Pianos, Organs, and Graphophones.

Low Prices.

Easy Payments.

Pico Block

NEW SERVICE OF SANFORD TRACTION COMPANY Schedule in Effect December 17, 1910

Around Belt Line Through Colory

LEAVE	SANFORD
YIA BRISSONS AND	VIA FORT REED AND PALM HAMMOCK -
5:30 n. m.	6:35 a. m.
7:50 n. m.	8:55 A. m.
10:04 a. m.	11:15 a. m. -1:55 p. m.
1:10, p. m. 3:00 p. m.	3:50 p. m.
And one Round Trip v	la Brissons and Camero og Sanford 5:00 p. m. re 5:45 p. m.
City to Crippens, leave	5:45 p. m.

SUNDAY SCHEDULE

VIA FORT REED AND
PALM JIAMOCK
8:40 a. m.
1:18 p. m.
2:38 p. m.
3:58 p. m.

Right reserved to change schedule without advance notice.

IN AND ABOUT THE CITY

Little Happenings-Mention of Matters In Brief.

PERSONAL ITEMS OF INTEREST ture.

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

During the past week Mrs. Geo. Langley of Washington, D. C., and Mrs. Watson Tracey of Baltimore, Ind., visited at the home of Dr. and Mrs. W. E. Housholder.

Editor R. J. Holly, of the Sanford Herald, and Mr. F. E. Milteer, also of that city, were here today and paid this office a call. They were summoned for jury service but were excused for reason and a very hapthey could go their way without playing money. the role of jurors. It was the first time the junior editor had met Mr. Holly, and he was very much impressed with him. We hope he will have longer to stay the next time he visits the best town in Florida.—Reporter Star.

Mr. Jim Hammond, one of Orlando's old boys, but who is now-living in San- usually pay. Williams & Milteer. 18-tf ford, is in the city for a few days week attending court:-Reporter

Sanford is "it" on enterprise, and gave Orlando the blush on the out-come of the bond election. Orlando could well afford to offer inducements for the up-todate sort of citizens Sanford possesses. We used to think we were some pumpkins but we've gone to seed .- Orlando Citizen.

The Sanford Musical Club will meet at the Studio of Mrs. Munson on Saturday afternoon at 3:00 o'clock. A very interesting program has been prepared. All members are requested to be present.

Will Birch, of Sanford, visited friends in the city Sunday .- DeLand Supplement. A. D. Cheney of Rome Ga., representing the State Mutual Life Insurance Company, was a guest of the Sanford House last week.

Messrs. Nelson and Trout of Lanark, Ill., are in the city looking over the farming proposition. Mr. Nelson owns a ten acre track in Eureka Hammock and is thinking seriously of locating in Sanford for all

I. M. Scofield, of Stamford, Conn., is visiting Mr. and Mrs. W. A. Keeler this week. Mr. Scofield has a farm on the West side.

N. P. Yowell & Co., have a special window dresser from Chicago to put their windows in good shape and construct show cards. This new store building has large windows for display and propose to keep their window displays up to the standard at all times.

W. J. Thigpen made a short business trip to Jacksonville this week,

The many friends of Dr. and Mrs. Jerome Bruce are delighted to have them back home again. Dr. Bruce's health has improved some although he is not him self again.

Mrs. M. A. Miet and children left last week for Atlanta to spend the holidays with relatives in that city.

Hon. D. O. Thrasher has returned from Sanford where he enjoyed a delightful visit with his son D. L., and his daughter, Mrs. N. H. Garner. Judge Thrasher says that Sanford is growing in wealth, popuis anything too good for Sanford.-Dade The Geo. H. Fernald Hardware Co.

Get your grape vines from L. H. Temple. Frank Powers has returned from a trip to Philadelphia.

P. J. Parramore of Jacksonville, was greeting old friends in Sanford last

Mrs. E. L. Ray and family of Waycross, are the guests of Mrs. J. Smith of this

Rev. A. E. Housholder left Monday for Jacksonville, to attend the meeting of the Methodist Episcopal Conference which is in session in the Springfield Church this week.

J. W. Knight of this city has been in Orlando this week serving on the grand

A. D. Baylsy, Jr., of Columbus, Mo. ies been a recent visitor to Sanford, a guest of Comfort Cottage.

Mrs. Daiger of Dade City has been the guest of her sister, Mrs. N. H. Garner for the past week, returning home Tuesday. A. S. Nidor writes from Sanford that young celery was uninjured by the cold.—DeLand Supplement.

Miss Kinney, of Oveido, will have stamped goods at the Woman's Exchange on Saturday from 10:30 to 2:30.

Red Cross stamps are now on sale at the Woman's Exchange. Help along a good cause and buy plenty of them.

Mrs. E. G. Tyner left for Tampa on Tuesday after visiting her daughter, Mrs. R. J. Holly for several weeks.

Linen and silk initial handkerchiefs for sale at M. Frank's. For your Christmas presents go to Miller & Son and buy a nice piece of furni-

Your initials in brass letters free on every alligator bag bought of L. R. Philips & Co. 17-2t

Cracker meal and full line National crackers for sale by W. W. Long. 18-tf You can get Fleischmann's compressed yeast at Robert's. 18-tf

Go to M. L. Allen's for your Christmas hats at reduced prices. 18-3t c

Mexican burnt potter something new.

Nice for Xmas presents. Williams & Milteer. 18-tf Ask for "Rexall Stationary" at L. R.

Philips & Co. A nice rocker makes an acceptable py pair they were when informed that present Miller & Son will save you 18-tf

Full line of sweet or sour pickles in bulk or in bottles at Long's. 18-tf How about a fruit cake? Ask Roberts

to show you. 18,tf Hair goods, neckwear and stamped goods at M. L. Allen's. 18-3t c Cut glass at about one half what you

Oyster in every style at Wise's City Fine furniture in oak, mahogay and Want.

maple at Miller & Son. Don't forget to have your chipped beef, breakfast bacon and boiled ham sliced at Long's store, on his American slicing ma-

Roberts.

Hair goods, neckwear and stamped goods at M. L. Allen's. 18-3t c Art squares and rugs all sizes and prices. Williams & Milteer. 18-tf

The M & R store for fine oyster stews and hot drinks. 18-tf Autoes and carriage painting at Un-

derwood's. First class work. 17-tf All kinds of repair work. Sanford Ma-48-tf chine & Garage Co. Nunnallys fine candies in all shapes

for Xmas at L. R. Philips & Co. 17-2t
Those dressing cases and shaving sets are the finest yet at L. R. Philips & Co. 17-2t

H. Martin, Sanford, Fla. 11-tf 17-2t

Underwoods for harness, saddles, horse and mule jewelry.

For a nice quiet place to eat well cooked, well served food, go to Wises City Restaurant. - 17-3p

For lap robes and horse blankets see Underwood. 17-tf

Miller & Son sell The Stearns & Foster mattress the best mattress made they days. Our price will suit your pocket. cost no more than the cheap ones. 18-tf Your money's worth or your money back. Varnoil! Best furniture polish on the Bradford & Keith, 405 Third St. Phone 7-tf-c market. For sale by Sanford Furniture

Company. No better Xmas present than Water-

mans Ideal Fountain Pen at L. R. Philips One and two horse wagons with celery

Wise can give you just what you want to eat and the way you want it. 17-3p Don't forget to have your initials put on your hand bags free at L. R. Philips

flared side bodies at Underwood's. 17-tf

Buggies and surreys at cost for thirty days at Underwoods. Barnesville top

buggies at \$70,00. D. A. Caldwell & Sons have moved their store to the corner Magnolia Ave, and First St.

Elegant, library and parlor electric the most progressive and prosperous cities something new. For a presentation Fred R. Shuman, Phone 60 Residence in the state. It's rapid growth is largely gift by a church, society or organidue to the civic pride and public spirit zation. Prices \$10, to \$30. On exof its citizens, who do not believe there hibition in our electrical department.

Fancy china at Miller & Son. If you want a turkey Roberts has it. If a roast, he has that too. 18-tf Go to M. L. Allen's for your Christmas

hats at reduced prices. 18-3t c See the pretty things on our 5, 10 and 25cent counters. Williams & Milteer. 18-tf The M & R store for oyster stews

and hot drinks. Fine leather upholestered rookers and Morris chairs at Miller & Son. Olive oil in bulk at J, D. Roberts

Something new in toilet sets. See them in our windows. Williams & Milteer.

One dozen records for one who owns an Edison makes a very pleasing gift. Miller & Son sell Edison goods. China closets, book cases, writing desks

fancy parlor tables sewing baskets at Miller & Son. All we ask is to give us a call please you Miller & Son.

Olives in bulk at J. D. Roberts grocery. We are prepared to supply your wants or everything you want for your house, from parlor to kitchen. Williams & Mil-

The M & R store for fine Christmas candise, stationary, books and Christ mas cards and cigors.

Heading, One Cent a Word Each Issue

Lost On 9th street between Oak Ave and Sanford Avenue, a small open face gold watch with owner's initials on the back. Finder please return to Herald office and receive reward. For Sale-Household furniture at a bargain, Mrs. F. T. Williams, Third st.

Wanted-Commencing January 1st by experienced bookkeeper, one or two sets of books to post and keep up. References. Bookkeeper, care this office. 18-2p For Sale—A launch 16 feet long, 31/4 feet beam, in perfect order 3 H. P. engine. Cecil Gabett, French avenue.

For Rent-5 acres tiled land, cropped one season, 21/2 miles west of Sanford. Make me an offer. Acceptance will be made by wire. C. F. Beardsley, Hillsdale

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

Money to loan on improved Real Estate, any amount wanted. Apply P. O. Box 773? Furnished rooms for rent No. 301 5th

Wanted-Railroad man, good talker and salesman for side line proposition. Good money. Address to Sanford Herald

For Sale—A No. 1 good work horse, harness and wagon. Cheap, inquire of Clint Smith, R. F. D. 3, Choppells place. 17-2tp

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

18-tf

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

18-tf

Hair goods, neckwear and stamped

For Sale—A gentle family horse, any woman or child can drive. Worth \$125.00. Need the money so \$75,00 cash gets him. Address or call, S. M. Pickens, Beardall, avenue, R. F. D. No. 3, 17-5tc,

For Rent-Large store room in De Mont building Inquire of Joe De Mont. 17-2p For Sale-300,000 ten weeks old seed bed celery plants, 75c per thousand. Also Jersey cow coming fresh February. E. M. Bevier, West Side. 16-3t-p

Place your order now for one day old chicks, Reds and White Leghorns, E. R. Potter, Route No. 2. For Sale-Five acres land on railroad near Kalamazoo, Fla. Particulars free. Herman Klatt, Wootton, Colorado. 15-4tp

horse months old. From prize winning stock.
17-tf Price \$10.00. Box 171, Mailand Florida, Wm. B. Willett.

For Rent-Nice offices. Also ware-house, 32x36. Rat proof. N. H. Garner.

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

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

Wanted—Cottage of five rooms or flat of five rooms. Address Box 1066. 5-tf For Rent-Ten acres tiled land on street car line. Station on place. Two acres of tiled land, cottage and barn on place. On street car line. Address, J. N. Whitner, Sanford Florida.

For sale.—I have five or six pieces of land more than I need for trucking. These lands were bought cheap, cleared under my own supervision and will be sold at a great bargain. One five acres perfectly tiled, third year in cultivation, 30 rods from Beck Hammock station. 40 acres half cleared and plowed, balance fine hammock, two strong wells, tool house, 4 miles from Cameron City. Best bargain on the market. Phone 7-3. Levi Binford.

TE 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.

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Clothier and Men's Furnisher

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N.P.Yowell & Co

For Your XMAS Presents

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

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

Silk Scarfs Handkerchiefs Hand Bags Silk Hose Barettes Belt Pins Waists Skirts Coat Suits Capes Kimonas

Kid Gloves

Neckwear Belts Parasols Sweaters Collars Mufflers Linen Sets Towels Silk Waist Patterns Silk and Wool Dress

MEN

Ties Handkerchiefs Belts Suspenders Silk Socks Umbrellas Sweaters

Cuff Buttons Shirts Pants Mufflers Hats Bath Robes

. P. YOWELL & CO.

Sanford, Florida

COUNTY HAPPENINGS

A Budget of Interesting Items of which is to meet once a month and From Correspondents

THE EVENTS OF ORANGE COUNTY

Efficient Staff of Reporters Weekly Covers the Territory for The Herald

ENTERPRISE ETCHINGS

Special Correspondence to The Herald:

auspices of Livingston College, began axes, rakes and hoes, and worked with a here last week. Wednesday and will con- will until twelve o'clock, when they were tinue for two weeks. Meetings are held summoned to the pleasant grounds surin the morning at 8 o'clock at the College rounding the Presbyterian church, where chapel, and at nigth at 7 o'clock at the the ladies of the neighborhood had shopping in Orlando. Orphange chapel. The public irrespective assembled and spread out a bountiful of denomination were cordially invited repast. After partaking of a hearty the message each evening with the ex- see what had been accomplished. All ception of Saturday, when Miss Emma L. Tucker gave a "Bible Reading". Pray- ing several kodak pictures of the crowd. er service, preliminary to the meetings were conducted by Rev. Dr. Haynes, the 13th, and if the good work continues the president of the College. Much interest neighboring little' towns had better deeper spiritual life has found its way want to be eclipsed. way into the hearts of many. Nearly all the students of the College are now followers of the Master.

A. W. Spradling and wife, their son and daughter, of Harris County, Kentucky, have arrived here and taken up their residence for the winter at the East Cottage on Main street. The son, Mr. N. B. Spradling was a former pupil of Dr. Haynes when he was president of a college in Kentucky. The daughter has entered the college here.

Rev. Hibbert H. P. Roche of Deland conducted the services at the Episcopal church on last Sunday and celebrated the Holy Communion Monday morning at 7 o'clock.

Julius Dick and W. S. Holly of Huntington, Indiana, arrived here by steamer on Monday and are registered at the Davis House. They have been coming here for several seasons, to enjoy the fishing and were warmly greeted by their many and the Atlantic Coast Line thereby friends.

Mr and Mrs. W. J. Deal, Mr. and Mrs. Fred A. Gordon, Mr and Mrs. W. H. Adams, Mrs. Emma Count, Miss Nellie Pattillo, Harry La Rousselier and Cedric Carlisle enjoyed a motor boat trip over the Lake to Sanford to meet Miss Irene Wall of Palatka, a sister of Mrs. Deal. held at the Deal home which was greatly and Fort Chr enjoyed.

New pupils from South Carolina, Florida and neighboring states are to enter Livingston College shortly after the Christmas holidays. A minister, with expected soon. He was a student at out. Stetson University, Deland.

S, L. Gray and wife. formerly residents of Titusville are registered at the Davis House for a short stay.

Henry Murray and his two sons, Fred and Paul enjoyed their first hunting trip of the season on Saturday, returning with a number of birds. They started several deers, but not close enough for a successful shot.

Miss Emma Tucker has returned from a series of meeting at Frostproof, and with the exception of a two days attendance at the M. E. Conference at Jacksonville, will remain here until after the holi-

Miss Stanton of Griffin, Ga., who has passed a week's visit with her parents, Rev. and Mrs. E. M. Stanton, returned home on Friday.

Deland on Saturday, remaining until talked informally to Oviedo and Lake

Mrs. Emma White, Mrs. Julia White Deland on Monday.

Mr and Mrs. Maddock and son of Georgia were guests at the Davis House, Tuesday, coming here from Miami. They are to move into the Brook's cottage and will reside in this vicinity.

The plans of the Enterprise Library Association are all concluded for their Bazzar and Fair which will take place on Thursday of this week.

The Woman's Foreign Missionary Society will hold its meeting on Sunday afternoon at the Orphanage Chapel. Miss Crim, the president, expects that new names will be added to the membership roll.

Mr. and Mrs. E. R. Roegur of Englewood, N. J., reached here on steamer. Tuesday for a short stay. They registered at the Davis House.

Rev. Mr. Moon of Fort Meade was a isitor here on Monday and Tuesday.

Rev. Dr. Haynes has gone to Jacksonville to attend the State Conference of the Methodist Episcopal Church South.

LAKE MARY MELANGE

The Lake Maryites have organized an Industrial and Social League. The object improve the beautiful little town of Lake Mary. The officers elected for this League are as follows: Dr. W. H. Evans, president, A. E. Sjoblom, vice president, Samuel McBride, secretary, Mrs, B. Ingersol, treasurer. Executive committee, Rev. J. F. Sundell, J. G. Martin, W. V. Dunn, Mrs. I. Jones and Mrs. A. W. Keely.

As all are hustlers in Lake Mary no time was lost in getting to work, and last Friday morning. Dec. 9th, about a Religious services, conducted under the dozen men and boys turned out with and many accepted the invitation. Rev. dinner the men returned to their work. Friday last. The program was as follows: E. M. Stanton of Griffin, Ga., delivered the ladies and children soon following to had a delightful time. Miss Arnette tak-

The next working day is set for Jan., is manifested in the service, and a "wake up and take notice" if they don't

OVIEDO AND LAKE CHARM

Special Correspondence to The Herald: Oviedo and Lake Charm are more and more suburbs of Sanford. One of these days when Sanford becomes a second Jacksonville in the center of Florida Sanford millionaire merchants and bankers will want a suburban home in our midst away from the tumult of a noisy

The Atlantic Coast Line and B. G Smith, conductor of the Sanford Lake Charm branch, give us most excellent railway service. B. F. Wheeler, station agent at Oviedo, has been in the company's employ many years. The schedule is most convenient for shopping expeditions. One leaves Oviedo or Lake Charm about 9 a m and returning leaves Sanford at 3 p m. Very many shoppers to Orlando via the Seaboard Air Line leaving here about 7:30 a m return via Sanford saving 2 or 3 hours in the evening at their own homes.

Oviedo has a millinery store for the first time in several years. Miss Daisy McClenahan opened a store in the postoffice building the first of October with an attractive line of millinery goods and has a good trade not only in Oviedo and On their return to Enterprise a social was Lake Charm but in Geneva, Chuluota

Rev. S. H. Adams, D. D., and wife of Clifton Springs, N. Y., who have spent several winters in the Lake Charm parsonage are debating in their minds whether it will be California or Florida his sister from Coronado, this state are this year. We think Florida will win It seems as if could it be remembered,

Rev. J. S. Brooke is attending the annual session of the Methodist conference in Jacksonville. When the secretary of the conference calls the roll Mr. Brooke will respond "Benevolent collections appointed Oveido and Geneva by the conference all taken and collected, pastors salary paid in full." A splendid record, a record such as every pastor of every church in the conference should

Mrs. Dr. Foster, of Clifton Springs, N. Y., expects to arrive at her Lake Charm home the middle of January. Miss Louise Mannering Hodgkins, many years Professor of English in Wellesley college, Mass, will be her guest. Two years ago Miss Hodgkins was in Florida, and made a study of birdlife in Florids. That same winter she lectured in Rollins college and Stetson University, and at an Miss Nellie Pattillo was a visitor to afternoon reception given by Mrs. Foster, Charm guests upon travels in the Orient.

Some of the young people of this and Mrs. Carrie Lynch enjoyed a trip to vicinity are already talking and planning

to attend the Music Festival week in Stetson University in the month of Febu-

Max Leinhart, a nephew of Joe Leinhart, was surprised one early morning last week to find a large wildcat caught in the trap which he had set in the garden bordering on the shores of Lake Jessup, and this was not the first surprise of the kind within the last few weeks.

Mrs. C. B. Jones of the Seaboard Air Line is in Oviedo with family friends until after the holiday season.

Miss Daisy Brooke, a teacher in the public schools of Crescent City, arrives in Oviedo December 17th to spend the two weeks holiday vacation with her parents.

Mrs. G. L. Cushing and Miss Myrtis Rigby spent Tuesday shopping in Sanford. Mr. and Mrs. C. L. West spent Tuesday

Mrs. Joe Leinhart entertained the Ladies' Club at her home in Lake Charm Biographical sketch of Edgar Allen Poe, by Miss Helen Lawton; Lenore, a poem by Edgar Allen Poe, Mrs. C. L. West; Annabel Lee, a poem by Edgar Allen Poe, Miss Louise Brooke; The Raven, Edgar Allen Poe, Mrs. J. S. Brocke.

GENEVA JOTTINGS

Recently Mr. Huddleston had the misfortune of getting his leg broken just above the ankle. Drs. Nixon of Chuluota and Puleston of Sanford rendered surgical aid and the patient is doing as well as could be expected.

Mrs. Moran Sr., and grandchild, Jack Frohark, returned to Miami last week after a visit of several weeks in Geneva,

Mr. and Mrs. Ed Sutton are rejoicing daily over the advent of a baby daughter into their home.

Rev. E. Lee Smith visited in our neighborhood for several days recently and all enjoyed having him.

Mr. and Mrs. Will Ballard have returned to Geneva from Sanford where they were called by the illness of their son, who is now improving.

Mrs. A. A. Moran spent a portion of last week in Sanford shopping.

Dr. S. Puleston was in our vicinity Saturday night, called here to visit Mrs. Fultz who is still quite ill.

C. N. Hays left Monday on a business trip to Palatka and Jacksonville.

Mr. and Mrs McKenzie of Chuluota, visited Geneva last Sunday.

Soon the girls and boys will be coming home for the holidays and the social pleasures will take on new life.

PAOLA POINTS

The cool weather still continues, the frosty nights are not quite so much in evidence. The "old settler" claims this is the longest spell of cold weather for so early in the season can be recalled, yet. hearing that in the early days considered, the cold weather would all be over with Christmas, but that was before so many Yankees came in and spoiled the

The Bishop packing-house opened last week and is busy shipping out tangerines and grape-fruit.

Mrs. E. A. Curtiss has been out watching the weather and attending to her fruit for the past week.

Mrs. T. C, Wilson returned from her visit North, about the first of the

Mrs. W. H. Taylor spent Sunday in

Miss Francis Peerman returned from Jacksonville. Monday.

I have house and several choice lots in Sanford Heights and Markham Heights for sale. Prices low. Easy terms. Fred

For a real Haircut and Shave go to Albert Gramling, Sanford's Leading

HOLMES PRACTICAL WELL DRILLERS

Artesian and Deep Wells

See Us Before Placing Your Orders

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The Original Package STORE

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

Hay, Grain and Groceries

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

The Big Store at the Clyde Dock

Sanford Supply Co.

Phone 330

Ideal Seed Potatoes

Improved Rose No. 4

Fine Hand-Screened

Selected Stock In 150 lb. Sacks

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

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

Send for our booklet entitled "Irish Potatoes."

Call at our San-ford Warehouse R. H. WHITNER, Mgr. or Address

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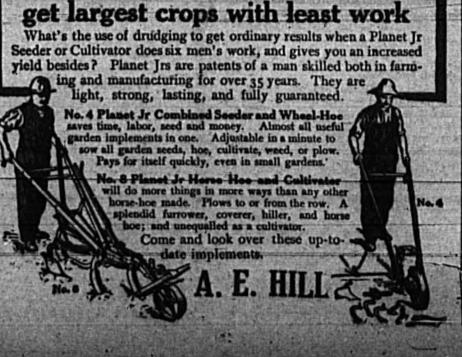
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anet Jr. Tools

Sanford and the Celery Delta

Facts about the Hustling Community That has made Sanford Famous

(By the Stroller in Fla., Fruit & Produce News)

week and met many very fine people. "Lucky Sanford" is the slogan of that growing city of celery and other produce. Water is the key to Sanford's treasure chest and "Buy Sand in Sanford" are the mottoes that hang on the walls of all the numerous real estate offices.

Ten years ago Sanford was very nearly a waste. Oranges had been tried here and had been found to be not adapted. In 1898 the first plantings of celery were made here, and in 1900 three cars were shipped. Last year upward of 1,000 car lots of celery rolled out this unitydly designed of crates of lettuce, peas, beans, potatoes and other products.

Sub-irrigation and the underground water supply have made it possible for Sanford to become the leading celery section of the country. More celery is raised in California as a whole, but no one little community in the country raises as much colory as does Sanford.

Little farms of 5 to ten scree line the roads on both sides. Intensive farming is practiced and every available foot of the ground is utilized. Uncleared land can be had for about \$100 an acre, but cleared land with the tile drainage installed represents a cost of upwards of \$500 on acre. I asked about the value of improved lands and was told that they ran from \$800 to \$1,000 an acre. I than asked if such a price was justified, if there was revenue enough from such lauds to pay a good rate of interests on the investment. I was told that much mey could, be made by a skillful farmer on land costing this price and was told of one case where a man received \$16,000 in one year from the products from ten acres of land, that this same man had made \$40,000 in five years and had retired, that he had no former experience, but had passed the most of his life as a railroad engineer.

Last year the celery growers did not do as well as formerly, largely owing to climate conditions in the North at the time the bulk of the crop was being marketed. The crop begins to move in January, is in full swing late in February and winds up by the end of March. It was said that last March was very warm in the Northern States, and as celery is a weather, the demand ceased and the price declined. Still everyone got enough talive on, simply they did not receive what they had in former years nor they were expecting for that season. When a man feels that he is going to get a certain net price for his product it seems pretty nearly like robbery to him if conditions are such that he cannot get it.

The soil of Sanford is a very light loam and that now in use is largely cleared pine lands. It is very easy to work but heavy enough so that it possesses the elements needed by the vegetables, particularly the celery, that product coming to perfection here.

The Florida Growers Vegetables Assoclation handles 75 per cent of the truck grown around Sanford, and is in a high prosperous condition. This is a farmers' cooperative association and means much for Sanford growers. Wm. G. Smith, manager of the Florida Vegetable Growers' Association, comes to Florida from Cape Charles, Va., with the finest kind of a reputation as a man and a manager. He has had years of experience in vegetables and is a big buyer of potatoes for Miller & Company of Chicago in the summer season. This is Mr. Smith's first year with the local association, and he has certainly made good. Recently an article appeared in a trade paper calling Mr. Smlth a "bad eggs." Miller & Company immediately wrote to the editor of the paper calling the article in question a dirty and contemptible one and said further: 21 know that Mr. Smith's reputation at Cape Charles is not anything like your estimate of it and consider your criticism of Mr. Smith as being insincers and unwarranted entirely,"

Mr. Sidney Chase was kindness itself to the gossip man, and took me in his automobile for a drive out to the little celery and truck farms that surround Sanford. These little patches of from 5 to 10 acres closely adjoin each other promicing. C. C. Ratliff has one acre in somewhat the way citrus orchards do in California and they have mutual brigation systems. We got out and inspected the farm of a former Long Island truck grower and certainly every available leot of ground was utilized. This was Quite an accrage has been put out in intensive farmine.

it was combed and brushed every day, News.

I visited the live city of Sanford this The lettuce was nearly ready to cut and had come through a cold of 30 degrees finely. I learned that this grower had lost considerable of his lettuce through the late blow, and he was not in the most cheerful frame of mind. He has been here for five years and in that time has made enough to build himself a very fine residence at Sanford, so he ought to be very well satisfied. The celery on this place looked fairly well, though it had only recently been transplanted.

> Mr. Chase also showed me through his orange packinghouse. This is a very well equipped house and a very good pack was being put up, one that would be a credit to any house. The fruit was rather coarse looking and tended a little to the green. All fruit for this house is either hauled a very long way in teams or else shipped loose in box cars, the latter method bringing in the greater part of the fruit. This cost ic a box in addition to the regular rate, providing the same road gets both houls.

MK Chase explained that this perticular fruit was of a rather poor-quality from an orchard this year. When speaking of the shipping of green fruit, Mr. Chase justified this by saying that the growers insisted upon the fruit going early because they did not feel inclined to take the chances of frost damage Inter. Such growers should go out of business for there is nothing that so demoralizes trade conditions in the Northern market as an avalanche of poor, immature fruit dumped there just before the Thanksgiving holiday. Unless Mr. Chase and other shippers urge these growers to ship. I do not think they are as much to blame as the growers themselves, for the growers get their packing and selling charges whethar fruit sells at any profit or not. If they do urge the grower to ship green and sour fruit in quantities, just to make packing and selling charges. I think they are not friends of the Florida citrus

to met Editor Holly of the Sanford Herald. Mr. Holly is justly proud of the very fine edition just gotten out by the Herald. It is certainly a credit to Sanford and to Mr. Holly. Mr Holly is of the hustling type of newspaper man and has made good in Sanford.

Crop Conditions in Florida

The freezing weather that struck this state last week did not do as much damage as at first feared. The coldest temperature was confined to the upper part of the state, and, while frost extended below Sanford, only the tendorest vegetation was nipped. Oranges and grapefruit were uninjured. Tangerines, being thinner skinned, were hurt, but not to any great extent. Reports from Gainesville are that all tender vegetables were killed, but lettuce and cabbage escaped unhurt. At Leesburg beans and peas were slightly hurt. Evinston reports beans killed, peas injured and some damage to lettuce and cabbage. The prospects are for good crops of the latter vegetables. At Williston everything except cabbage is reported killed. Preparations are being made there for a large spring crop of cukes, cants and watermolons. At Citra beans were killed and tangerines slightly nipped. Large crops of lettuce and cabbage are being set out, which were practically unhurt.

There appears to have been no damage from cold to the lettuce now being shipped from Sanford. Some of the growers let the warm artesian water run all night in the irrigating trenches, which raised the temperature and kept off frost. At Plant City cukes and eggplants were killed, beans were somewhat injured, but it is too early to get a full report. The weather has been moderating since Sunday, and the danger is now over. Shipments of vegetables from Southern Florida will hardly be interfered with by this cold spell but will necessitate replanting in the sections visited by the cold, and will throw the crops back.-Produce News.

Celery growers lost out last year, and not so much will be grown here this season. C. L. Salter has begun boarding his one third acre, and expects to have it ready by the 15th. So far, the celery crop, though reduced in acreage, looks celery that looks good. C. E. Chambers is setting out seven acres of cabbage for the St. Petersburg Celery & Grapefruit Co. Strawberries are in bloom and first pickings may be expected about Jan. 1. tomatoes, cabbage, cadiflower, potatoes Everything was as neat as mother's and other crops, and the prospects are kitchen, and the ground looked as though good for an abundant yield,-Produce

BACHELOR'S CHRISTMAS EVE



ANTA CLAUS peeped from the hearthstone,
And 1-1 peeped
from the bed.

This call is quite queer! Pray. why are byou here?" summoned my ourage and said: If you've come

here a-seeking wee stockings very much fear that your labor you'll loss. take in the mat ter of flues. Know, this is a bachelor's chim-

Banta Claus stared from the hearth-And I-I stared from my bed. His cheeks, they

were flnk, and "THIS IS A BACKE LOR'S CHIMNET." he Upped me

As-he quoth, with a war of his head. Good friend, don't ask me the reason came: Just say if there's

something you'd like - I'm the same. Come, up with your stocking. I vow it's a shame That this is a

Banta Ciaus - stood on the hearthstone, And I half rose from the bed,

But I uttered no word for my heart was stir-And I thought of

'Is there nothing spoke with gles. "I'm your fairy godfather, you know," said he. wonderful things -come see-

Yes, e'en for a "YES, E'EN YOU A bachelor's chimney." REY."

BACHELOR'S CHIM-



love that I loved and lost!" And the night wind moaned in the chimney

lanta Claus shrank at the bearthstone. And I sank back on my bed. And the embers fell like a ghostly

knell. To unbes gray and "God pity the wish or your stricken your stricken soul!"

ie signed, and i

saw a teardrop "THE HOON THAT roll. The boon that you YOU CHAVE IS BEcrave is beyond TOND MY DOLE. my dole." wind in the chim-

-Bamuel Minturn Peck.

Christmas North and South. Washington celebrates Christmas in

the northern style, a la New Englandthat is to say, by simply closing the stores and keeping quiet-but Alexan dria. Va., celebrates in good old south ern style, with rockets, roman can dies, firecrackers, torpedoes, noise and general rejoicing bilarity.

Northern people often wonder why it is that the southerners celebrate Christmas like the Fourth of July and the latter holiday like Christmas, but the reason is not far to seek. The southern Christmas is the Christmas of old Merrie England, Germany and France before the reformation. Accord ing to the view of all good and orthodox Christians of that period, the birth of Christ was an event such as to cause delight and general rejoicing among men,"and consequently they celebrated the Lord's birthday with the proper demonstrations of rejoicing The Puritans were inclined to frown down religion of this sort, so that when America was settled by Cavaller and Puritan each celebrated the day in his own way.-Washington Post.

His Christmas Gift. The following story is told of a little boy, three years old, who lives in Atlanta:

His mother had been telling him the story of the birth of Christ. The next morning he went to the

trunk which contained his clothing. took out a cloak and then put his cap "Where are you going?" he was

And the little fellow replied: "I'm going to God, and you have all got to go with ms. I've got to take that poor little baby some Eanty Claus!"

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

Be A Booster

You Grower Who Has Used Armour Fertilizer

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

Tell Your Neighbor

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

Armour Fertilizers Grow Biggest Crops

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

Howard-Packard Land Co. SALES AGENT

ARMOUR FERTILIZER WORKS,

Jackson ville.

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The Mapes Fertilizers

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

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

Not An Idle Boast

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

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J. R. Tysen,

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Bouquets for the Herald

Brethren of the Press on the Special Industrial Edition

Talk about a booster but the Sanford and the printing is as near perfection as Herald is it. The Industrial section of this could be desired. well edited paper contains 70 pages of well written and beautifully lilustrated matter, for his untiring labor in compiling this The celery city has a live newspaper man in Bro. Holly and judging from the late him upon his success, also publisher splendid advertisements the business liolly for securing so valuable a supplemen are wide awake.—Bartow Record.

R. J. Holly, the enterprising editor of The Sanford Herald, has gotten out his Those interested in Florida and especially her great celery belt would do well to get this valuable paper. Editor Holly is recalving the commendation of his fellow deal way of giving the people of his section a paper that stands for something worth while.—The Packer.

-Our sincerest congratulations go to The Sunfeed Herald on its annual = Celery Edition" which was as inviting and succulent as a stalk of the delicious vegetable it chronicles. The edition was well written, well printed and well lilus-Sanfordite to swell with pride in having such an excellent newspaper exponent. Holly is especially appropriate at Christmas time, but the Sanford Holly is all right the year round and never withered by time or staled by circumstance.—Tampa Tribune.

The industrial section of the Sanford Herald, entitled "The Colery City," which last week is the handsomest thing of the went with the issue of the Herald of kind we have seen. The cover, is a Nov. 25, was a genuine treat to a newspeper man, and must surely be appreci- where, and the 68 pages of Sanford views ated by the layman. From cover to and descriptive articles of that favored cover of this large seventy-two page territory cover the ground completely, magazine, the editorial and mechanical leaving nothing to be shown or said. work is excellent. It is full of most Editor Holly is certainly to be congratuinteresting reading matter regarding lated.-Lake City Index. "Peerless Sanford" and our beautiful state, and the wide circulation which it has been given must be a big help to the

The Illustrations, which are profusely tion, are of an exceptionally fine quality, Hardware Co.

Editor Woodruff deserves great credit complete pictorial review, we congratument for his progressive paper.-St. Cloud

The finest industrial edition of a weekly annual industrial edition of the Herald, newspaper that has ever reached the This mammoth magazine would reflect exchange table in this office was received from the Sanford (Fla.) Herald this week. It is a boom edition for the town and its charter and its continue arranged agricultural opportunities, and if the town for the past season. Itself is half as enterprising as the editor. of the Herald its prosperous future is editors of Florida on his fearless, square assured. The regular weekly editions of the snappy little weekly stands out in bold contrast with the average country weekly. You're a "long way from any that a more enterprising and industrious where" Brother Holly but you have manager than Mr. Bowler could not be aronsed our intetest. Long life to you and your interesting publication.-Guilford (Conn.) Times.

the Sanford Herald, like the first one, is a trated and it must have caused every magnificent epitome of the business, social and soucational interests of Sanford. Editor Holly is evidently celebrating his getting into a newspaper home way to do it. He is to be highly compil- Hartsell and Stafford; monograms to

> The Celery City Industrial Edition of the Sanford Herald which was received beauty and would attract attention any-

Heating Stoves

Have your heater put up now. The already great progress both are making, cold is coming. Be prepared. We have n large stock of wood heating stoves also scattered throughout the entire publica- gas and oil heater. The Geo. H. Fernald

G. R. CALHOUN Best Fertilizers

FIRST CLASS CRATE MATERIALS, Sanford, Fla

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

No. 2. M. G. T. Block

SANFORD, FLORIDA

A Sanford Boy Henored

The following from the Wilmington Star, may be of interest to the Sanford friends, of the young gentleman thus honored.

"At a meeting of the Athletic Assocation of the A. & M. College Saturday afternoon the following officers were elected for the spring term: G. W. Ross, president; J. M. Beal, vice-president: C. D. Baucom, secretary and treasurer.

A. T. Bowler, of Sanford, assistant manager of the football team this year, was elected by acclamation as manager of the team next year. As assistants to Mr. Bowler, N. S. Lachicattle and J. L. McCallum were elected.

Too much cannot be said in commendation of Mr. Ross and his assistants, Mesers. Bowler and Caldwell, for their auccess and skill as football managers

Tal. Stafford, captain of the 1911 team, nominated Mr Bowler as manager, in a speech full of praise and appreciation of the management of the team during the past season, and assured the association

Manager Ross expressed himself as being highly gratified with the success of A second edition of the Celery City by the team, and complimented his assistants for their valueable aid during the season, and highly recommended Mr. Bowier as his successor. In conclusion Manager Ross announced the following awards by the committee on athletics: of his own, and takes a public spirited Stars to Bray, Gattis, Floyd, Glenn, Seifert mented for his enterprise.—Mismi Herald. Hurtt, Sherman, Cool, Von Eberstein and Robertson.

West Raleigh, N. C., Dec. 5 .- in honor of the victorious A. & M. football season, Prof. W. C. Riddick, chairman of the Faculty Athletic Committee, and Mrs. Riddick, entertained the team at dinner Saturday evening. Those who enjoyed Prof. and Mrs. Riddick's hespitality and spent a very pleasant evening were Captain Hartsell. Hutt. Gattla, Bray, Floyd, Glenn, Seifert, Stafford. Robertson, 'von Eberstein and Carl, of the 'Varsity team, and Manager G. W. Ross and Assistant Manager A. T. Bowler."

Mr. Bowler is quite a football enthusiast. He was manager of the Sophmore team of 1909 and one of the assistant managers of the college team of 1910, which defeated the team of the V. P. I., in the great game played in Norfolk, on Thanksgiving, and which victory, won for A. & M. the championship of the South Atlantic States.

Local Overflow

New goods arriving daily at Long's grocery store. Give him a call. 13-tf Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-tf Heckers Graham flour at Long's

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

' Gas engine repairs. Sanford Machine & Garage Co. "A penny saved is a penny carned" a

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

I have enstalled an electic sausage mill and can furnish my customers with fresh ground sausage and hamburg stake in short notice, call and see W. W. Long.

Everything new in the millinery line at Mrs. Overman's. Crushed and pulve-ized Limestone, car

load lots. R. H. Whitner. 21f We are equipped to handle your repair work. Sanford Machine & Garage Co.

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

Notice of Meeting

The annual meeting of the stockholders of The Sanford Light & Fuel Company of Sanford, will be held at the office of the President of the Company in Sanford, Florida on Monday, January 9th, 1911 at 3 o'clock, p. m.

GEO. H. FERNALD. Secretary.

Netice of Meeting

The annual meeting of the stockholders

of the First National Bank of Sanford Florida, will be held at the office of the Bank, in Sanford Fla., on the second Tuesday in January 1911 at 10 o'clock F. P. FORSTER, Cashier

Tam booking orders for the "New Davi Perfect Cucumber", the most beautiful and valuable of the cuke family for Florida growers. Wonderfully prolific, of symetrical shap, dark green color, it rivals the hot house product in appearance and commands the highest price in market. Price \$1.10 per pound. H. H. Deans, Phone 255, Oak avenue and First

THE

Stop Paying Rent! Sanford Building & Loan Association

MAKES IT EASY

Own

Your Home GEO. H. FERNALD A. P. CONNELLY Sec'y & Treas.

Let Us Tell You About It

RESTAURANT

(First Street, one block from Depot opposite Postoffice)

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

Steaks, Chops, Oysters and Fish a Specialty

A PLACE FOR LADIES AND GENTLEMEN

Short Orders At All Hours

Everything First Class

Prompt, Clean Service Meal Tickets are Sold at Reduced Rates **************

XMAS SHOPPING BY MAIL

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

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

Send for our Catalogue.

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

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PITTSBURG, PA.

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CIGARS and TOBACCO COLD and HOT DRINKS ICE CREAM

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SANFORD, FLORIDA

We Are Ready

For the Immense Volume of Business in **OUR NEW QUARTERS**



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

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

REMEMBER WE HAVE MOVED

Rand Building

Just across the street

......

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

Lots in PALM VILLA sold on easy terms

Celery Delta Belt Line

88

Take Street Cars for

PALM HAMMOCK EN ROUND TRIPS DAIL The most beautiful, most highly improved, and richest of all uncleared land in the Celory Deita

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

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

Frequent street car service brings churches, theatres and shops to your door The Sanford and Everglades Rr 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

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

SANFORD

...

FLORIDA

Improved transportation is the forerunner of increased values.

A Christmas Doll Wedding

Our mothers planned it all. You are to be my little wife

I love your pretty eyes of brown-My own are dark and blue— But as they're only glass, my dear, They'll see no faults in you,

My china lips, they long to kiss All your dull cares away, But I must wait for three long weeks Until our wedding day.

However, time will pass, sweet maid, And then we'll never part.

I swear to leve you all my life
With my true wooden heart. Your own

Such was the love letter written by Baginald Graham of New York, a beautiful doll twenty inches tall, light bair, blue eyes, with long dark lashes, to his ladylove. Miss Alice Winchester, a brown eyed doll beauty of Boston.

The fact is that a marriage had been arranged between these two dollies by their little mammas and several grownup aunties, to take place at Christmas time at the home of the doll bride.

But making the clothes! Grandmas, cousins and nunties spent days using their nimble fingers to fashion the tiny manly garments, as no little girl could possibly do the difficult sewing.

It was decided that a black broadcloth suit must be made, but as a Tull dress evening cost could be used only for formal occasions a tuxedo or dinner coat was finally agreed upon as being of more service.

All the time we have been telling about the bridegroom dear little Alice has been so busy having a long white satin wedding dress made, a real lace vell and the daintiest kind of lace trimmed underwear.

A traveling gown of cloth, an automobile coat of champagne color, a white hat with feathers and nowers, all have been prepared for the "going away" contume.

A procession of twenty little girls with their dollies follows Reginald and Alice, who march into the drawing room to the music of a wedding march played on the plane; then into the dining room, where the dollies sit at a table that has been arranged for them, with a tiny wedding cake decorating the center.

Then comes the wedding tour around the garden, and then the newly married pair go to housekeeping in a big closet that has been furnished for them with all the latest conveniences.

It was really the most brilliant marriage that was ever made in Toyland and is the true story of a dear little brown eved girl's Christmas present.

A great many dollie guests were in vited from "Mother Goose" Land, and among those most noticed were:

Jack Re Nimble, Jack Be Oulck, He was the first one there; Then came little Goldle Locks, Who ran away from the bear,

Bright Miss Nancy Etticoat, d to standing long, Shone beside Tom Tucker. Who sang the supper song.

Mistress Mary, Quite Contrary. Brought from her garden fair Several maidens all in a row, With pretty curling hair.

Bobby Shafto, from o'er the sea, Was in a happy mood; I saw him gazing bashfully At dear Red Riding Hood.

Little Miss Muffet had left her tuffet And surprised us all, oh, my! By going to a corner with little Jack Horner And sharing his Christmas pla

Shy Bopeep without her sheep Many sweet glances won, And there without his little pig-Was Tom, the Piper's Son.

Marjorie Daw and big Tom Stout Attracted much attention And many more whose names, alas, I haven't room to mention.

It was a wedding so very grand, All in the month of December, With the very Four Hundred of Toyiand there, As many will long remember.

A CHRISTMAS

By MARCIA

Julian Jerome.

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DEVE CORRIN TYCK Pray come to spend The Holly days with your true Friend. in Hopes that Weather will permit. To your good Parents Pa has writ, And you and Ned and Frank can ride Your Penies by the Charlot's side.

I am desired to say that Nan Expects such Sport with Cousin Fan. the has a Doll from London Town. With an Egret and Tabby Gows. in is so proud! But, Jack, we Boys on think of better Things was Taxed

Hal bogs his love. Pray answer quick Athiul loving. COUSIN DICK

-There came gilt Gingerber England in a Box; for Ned on: for Francis, too ack. I'll save King George for you

Christmas on A Canalboat

"Hew are we going to spend Christmasi" exclaimed the good natured Mrs. Captain Boggs, seemingly a bit surprised at the question, for canalboat folk are sensitive of any criticism aimed in their direction.

"Why, we're going to spend the day just like other folk. Bome think be cause we live on canalboats we don't have any comforts and eat like savages. My, but I'd a heap sight rather live down here than in a flat like my niece's. She's got six rooms, and they don't begin to be as big as mine.

"If you think there sin't room just look here," and Mrs. Boggs displayed the secrets of a suit of rooms, the lugenuity of the arrangement rivaling the den-of the New York bachelor girl. Out of the main cabin, which serred as living and dining room combined, two alcoves jutted, besides an infinitesimal corner dubbed the kitchen, but which was even tinier than the modern apartment house kitchenette.

While under ordinary circumstances the kitchen was part of the carrin proper, two doors at right angles to meeting, formed a room by itself. A shiny coal stove or range quite filled the compartment, leaving just room before it in which to work, while above it every inch of wall space was utilized with pots and kettles, and kitchen utensile of every sort.

A low cupboard opening into the hold contained more articles of kitchen use, as well as yezetables and canned goods. Bunks were displayed in the two other alcoves, which were in open view of the cabin. But from the recesses of the boat Mrs. Boggs pulled out a sliding door, which completely divided the space into two rooms, and when curtains were drawn into the cabin the occupants enjoyed all the privacy desired.

A big divan could be opened up at night into a roomy double bed, and another bunk, "just under the caves," was sufficiently, large to tuck two small youngsters away. Chests of drawers built in, wardrobes and cupboards in out of the way places suppiled room for bedding, clothing and the boots and shoes of a family of children.

One of the biggest surprises in the boat, one which conveyed a hint that might be applied in small houses where room is at a premium, was the preserved fruit lockers.

"We all do up our own fruit," went on Mrs. Boggs. "You see, while we go up the caual we are in the country most of the time, and it is much cheaper to put up our own fruit than



"I'D A HEAP SIGHT RATHER LIVE DOWN

buy it in winter, and this is where we store It."

Going to the stairs up the companionway, she pulled out tiny drawers. Small knobs jutted out from the face of each step with which to open the drawers, while within there was quite room enough to allow pint fruit jara

to stand upright. A cold storage room was tucked away-in the hold, into which a small door about two feet in height opened. The dining table was a folding affair which turned up against the wall of

the cabin when not in use. When some surprise was expressed at the presence of a sewing machine in the room Mrs. Boggs said: "Oh, that's nothing! Many of the boats have organs as well, and there is one fitted up with a porcelain bathtub. So, you see, we have some of the luxuries of city houses and plenty of good air and sunshine. A concert is to be given on one of the boats here New Year's eve, and if you should like to come down we'd be glad to have you and show you a bit of canalboat hospitality."

The New Year. Who comes dancing over the snow, His little soft feet all bare and rosy? Open the door, though the wild winds

Take the child in and make him cosy-Take him in and hold him dear. He is the wonderful New Year.

Open your heart, he it sad or gay.
Welcome him there and use him kindly,
For you must carry him, yes or nay— Carry him with shut syes so blindly.
Whether he bringsth juy or fear,
Take him: God sends him, this good

Christmas In A Scotch City

Glasgow, the commercial metropolis of Bootland, with its well nigh million in habitants, can be chosen as an interestone-fourth of the people of the country

But now much cetter indeed 'twould be one-fourth of the people of the country Each living thing in the world so wide spend the holidays. Many days before to be obliging to an the rest the store fronts on Argyll street-a land—are gayly and profusely decu-rated with holly and evergreens. Above nearly overy entrance signs of welthoroughfare as busy as any in the come and the compliments of the season are exhibited in holly leaves. On Christmas are the stores keep open fite. Either side of the thoroughfare is a mass of blazing, cheerful light. and there is a moving mass of humanity between. But when the stores close they close until boxing day. All the working people now get their Christmus bollday. On Christman forenoon the lord pro-

vost or mayor presides at the annual meeting and breakfast given by the directors at the royal infirmary. His lordship makes a speech, after which there is a distribution of good things to all the patients in the large institueach other could be drawn out, which, tion. Then he visits sundry other institutions for the care of the sick and poor, where there are Christman treelug and feasting. By the way, Christmas day is one of the lord provent's busiest days. At 2 o'clock, according to aubual custom for years past, he presides at the annual dinner-given to from 5,000 to 6,000 poor men, whiten and children in the city ball, Albion street. His lordship and the city magistrates occupy the stage and take dinner with the poor. During the repast, which consists of soup, beef, an entree, plum pudding, tea or coffee and The ragman mumed his bells, for fear fruit, stirring Scotch nirs are played. They might awaken some alceper near, on the hig organ by the city organist. And the newsboys called the Times and on the big organ by the city organist. At the close his lordship makes a speech, which is reported verbatim in the newspapers. It is usually a masterly production.

Outwardly the aspect of the city resembles that of Sunday. Nevertheless thousands of people are moving about. The myrlad of riveters in the miles of shipbuilding yards along the Clyde have come to the city with their wives and families and are attending the matinees or evening pantomime performances that have already been running. These pantomimes are a feature of city life in Scotland during the winter. Usually three open at the big theaters in Glasgow Christmas eve. They are rehearsed for weeks before. The playwright usually chooses as his theme a fairy tale. "Jack the Giant Killer," "All Baba and the Forty Thieves" and "Aladdin and the onderful Lamp" have been favorite themes. As a rule, the playwright retains enough of the tale so that the young folks can recognize the characters, but taken altogether the production becomes really a dramatic burlesque of local life and character, lateresting, entertaining and even elevating to old and young. Actors and actresses of renown take the leading parts, while there are dazzling costumes, magnificent scenery and a gorgeous ballet thrown in. No wonder it is that often until the middle of spring the pantomimes enjoy a continuous run. Latterly they become in a sense classics, for their libretti undergo weekly improvement at the suggestion of local wits noted for the pungency of their sayings and the fund of dry Scotch humor they possess. It is no exaggeration to any that these pantomimes are visited by some persons each night all the season through and by others fully accore of times.

Then there is the usual exodys of young men to the country at Christmastide. It is a common saying among Scotchmen that all roads lead to Loudon. This is changed to Glasgow in some cases. There is scarcely a famlly of note in the Highlands that has not a son at the universities of Glasgow or Edinburgh studying for the professions of law, medicine, the pulplt, the army or the home or foreign civil service. With what hope and pride the advent of the young student. is looked for at the little railroad station up in the mountains on Christmas eve or morning! If he lives onan estate the next day he is given a aide by his rustic countrymen in their annual Christmas day football match. The game is usually a stoutly contested one, umpired and referred by the laird and heads of the estate. At the corner of the field is placed a cask of good Scotch ale, from which the players regale themselves at half time. Then the game resumes, and the second half is fast and furious. Around the ropes are the young women of the estate looking on with pleasure and discussing their choices in the dance list of the evening.-Brooklyn Eagle.

A Unique Bell.

A pretty bell may be made by wrapping a large sixed hoop with holly or pine, connecting this with a smaller sized hoop above by four wires or stout cord. Hang strands of popcorn from upper hoop to lower one. Use a arge red apple for a clapper.

A NEW YEAR'S DREAM.

The comp depths of an armchair thrown On New Year's eye, I mused alone. "Welladay!" thought 1.

This world is a fairly good world, i own. But how much better indeed 'twould be

With a little more kindness and deary me,
What a highly
agreeable world
'twould be!"

Then softly faded the firelight's gleam, And I fell asleep-or so it would And dreamed this

very, remarka-ble dream:

I stood, methought, in the same old BOWED AND SMILED. With the same old ocean round it curied. But a singular state of things I found As I rubbed my eyes and looked around.

Each men and woman, each chick and child, Wherever I met them, bowed and emile And answered my questions before they

were asked And with my errands their memories tasked And each, I saw, with an equal zost, Was doing the same for all the rest. Such consideration and thoughtful seal,

Buch delicate tact, I could but feel, From the president, bland on his lofty To the dear little cricket that chirped at -my feet,

There was not a thing in that land so fair But lived to oblige. With the tenderest

In tones like a cooing dove's-aimost. ed the pipes to "Just as a favor,

to please : The lawyer begged that his little Unpaid, as it happened, be unpaid still.

And the worthy parson, considerate man. Finished his ser-The cook made

in the year. And nobody thought It the least bit THE COOK MADETARTS The kind police-

then in all the YEAR. Just stayed to see that the boys-such iarks!-

Kept on the grass, and the teachers bright Gave only-as children know is right-

The shortest lessons and highest marks. The printers sent out in the kindest way A new children's magazine every day, And the editors always took the rhymes That the posts sent at all possible times.

To please the fisherman down by the prook The fish came swimming to catch the book.

The oysters smilingly opened their shells The buckets sprang merrily up in the Wells

And the little dogs gathered the downy brood And helped the chickens to scratch for

The currents and blackberries picked themselves And stood all canned on the pantry

ahelves. The sun sat willingly up all night To cheer the earth when it needed light The bables their natural cries suppressed For fear of break-

ing their parents' rest, And the dear fittle, kind little, sweet little boys Refrained from making the slightest noise.

But quietly played with their harmless toys And washed their handa without being told To please their

mothers, las good as gold. The breese came blowing in gentie guies wanted to fill the sails

The prisoners stay- WASHED THEIR HANDS ed in the un-without BEING TOLD.

And the mice sat up on the balcony rails To let the kittens play with their tails, And the old cats stiffed their nightly walls, And the little fish danced to tickle the

And the brown hawk burried to warn the qualit. And the butterfiles loitered to help the anails.

And the hammers were gentle and kind to the nalls. And the mope took care not to swatch the pails, And-

For 1, breathless, works. It was New Year's day The world wagged on in the same old WAY "it was only a dream" raid 1. "Des

But I'll be as obliging as can be, And the world may be better for the -Margaret Johnson in Bt Nicholas

R. G. STOCKTON

Staple and **Fancy Groceries**

If you are not trading at the New Store you are loosing. money,--prices are changing all the time and most every thing is going lower.

Just Received a Car of Flour and Meal from Tennessee

Can Self You Flour

Half Barrel - \$2.75 48 Pounds - - 1.40

Half Barrel Tennessee **Bolted or Old Style Corn** Meal -

.40

Salt Pork per pound 10 to 12 1-2c Lard per pound 12 1-2c

Sugar, 17 pounds \$1.00 Octagon Soap, 6 Cakes

Best Coffee to be found per pound

Come in and ask to see my Cooking Butter I am selling from 20c per pound Up. This is money saver and a fine article.

FOR-

I have a complete line of

Candles, Nuts, Figs. Dates and all the good things that goes in the Childrens stockings.

Always come in the New Store and get prices before you buy, it will pay you to do this, no matter what you want in Groceries, Meats or Feed line. Some items in the Grocery line are getting so cheap it's hardly worth while to quote prices. Irish Potatoes for instance, they are so cheap you would not miss the money you spend for them. See me for prices in sack lots.

Yours for Quality and Prices

Specials for Xmas Oregon Apples, North reathless works it was New Carolina Turkeys, Fancy Celery, Lettuce, Cranberries, Sunbeam Mince Meat, Plum Pudding, National Biscult Co., Fruit Cakes, Dill, Sweet and Sour Pickles.

WILLIAM A. BLOUNT

CANDIDATE FOR United States Senator



The man who is running on his own merits and against Ring and Factional Politics.

The man who is running against the Perpetuation of the United States Senatorship in Jacksonville.

SANFORD LODGES

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

Seminole Chapter No. 2, Order Eastern Star Meets every second and fourth Friday in month.

Every con who has seen his Star in the East are cordially invited to visit the chapter.

ALICK E. ROBBINS, See y.

f. O. E., Celery City Aerie 1853 Meetings first and third Tuesdays in every month. Hall in Weltorne Block, third floor.

Phoenix Lodge No. 5, K. of P. Meets second and fourth Tuesdays. Visiting baights always welcome. P. E. Hutchinson, C. C. Fellx S. Frank, K. R. and S.

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

In Court of County Judge, State of Fiorida

In re Estate of Jorange County
Lyman Phelps J Orange County
Notice is hereby given, to all whom it may concern, that on the 8th day of February, A. D. 1911, I shall apply to the Honorable William Martin, ludge of said Court, as Judge of Probate, for my final discharge as executrix of the estate of Lyman helps, deceased: and that at the same time I will present my final accounts as executrix.

Dated Aug. 6th, A. D. (210).

MARY BLAINE PHELPS,

51-6 mo

Executrix.

In Court of County Judge State of

Wm. Hale Bates, Dec'd | Orange County.

Wm. Hale Bates, Dec'd J
Notice is hereby given to all whom it may concern, that on the 10th day of December, A. D. 1910, I shall apply to the Honorable Wm. Martin, County Judge of said Court, as Judge of Probate, for my final discharge as executor of the estate of Wm Hale Bates, decembed; and at the same time I will present my final accounts as executor of said estate, and ask for their approval.

Dated June 10th, A. D. 1910.

B. F. WMITNER, In.

Executor

GATE CITY HOUSE

J. D. PARKER, Prop.

Room and Board \$1.50 Per Day. Meals, 35c.

Special Rate by the Week



W. ROSE PROPRIETOR

The Bye-Lo Hotel

SANFORD FLORIDA 1-1

ANNOUNCEMENTS

********** For Mayor.

At the carnest solicitation of my friends I have consented to announce my candidacy for the position of Mayor of Sanford at the primary to be held in November.

W. H. UNDERWOOD,

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

Respectfully,

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

Yours truly. Yours truly,

R. C. MAXWELL. The second second

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

C. H. LEFFLER,

For Clerk, Treasurer and Assessor

I hereby announce my candidacy for the position of Clerk, freasurer and Assessor of the city of Sanford subject to the city primary to be held in fremusty. I promise if elected to serve the city to the best of my ability.

For Marshal.

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

Respectfully, GREEN W. SMITH

Marshal and Collector.

I hereby announce my conditincy for the office of Marshal and Collector for Sanford at the coming ATTORNEY AND COUNSELLOR AT LAW

Respectfully,



Beehler's Name-on Umbrella Hand Painted China Aligator Skin Goods Electric_Lamps Silver Novelties **Shaving Sets Howard Watches** Thermos Bottles Gorham and Rogers Silver Hawks' Cut Glass Kbony Goods Smoker Sets Onoto Fountain Pens

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Cuff Links Scarf Pins Rings **Broaches** Pendants Braclets Lockets Chains

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DR. R. M. MASON

DENTIST Welborn Block

Sanford, Florida

DR. W. E. HOUSHOLDER DENTIST

Rooms 23, 24 and 25, Pico Bidg Phone 4 SANFORD, FLORIDA.

DICKINSON & DICKINSON

Attorneys at Law

Peoples Bank Bldg.

Sanford, Florida

Phone 19

E. C. KEMP OSTEOPATHIC

> Office Garner-Woodfuff Building Residence 519 Magnolia Avenue Office Hours: 9 to 12: 5 to 6 Other hours by appointment

ANDEW JOHNSON ATTORNEY-AT-LAW

Practices in State and Fedgral Courts.

GEO. A. DECOTTES

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 Residences, Sanford and Sylvan Lake

L. G. STRINGFELLOW JUSTICE OF THE PEACE

NOTARY PUBLIC

Office in City Hall

I am organizing a class in Music in Sanford. Terms \$6 Per Month 2 Lesson Per Week

Horace Mendenhall Reference: The Conservatory of Music Cincinnati, Ohio

MISS RUTH ABBOT CLASS IN PTANO LESSONS

Given at Home of Pupils. Address 123 Ninth St. Sanford, Fla

FLOWERS — PLANTS — BULBS L. H. TEMPLE

AGENT JACKSONVILLE FLORAL COMPANY Phone 166. Ifth and Oak Ave. Special Offering in Ferns. Floral Designs to Order.

C. H. DINGEE

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All Work Receives My Personal Attention and Best Efforts Phone 230

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Sanford Library

Free Reading Room

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

Strangers Welcome

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Florida Fruits and Vegetables

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SANFORD, FLORIDA

Peoples Bank of Sanford, Florida

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

CAPITAL \$30,000.00

The ONLY bank in Sanford that INSURES EVERY DOLLAR DE-POSITED AGAINST LOSS from any and all causes. :::::

THE PEOPLES BANK OF SANFORD

OFFERS

Polite Service __ Accurate Service Prompt Service

> and will appreciate your patronage FOUR PER CENT allowed on Savings Deposits Safety Deposit Boxes for rent

MITH. H. R. STEVENS, President Vice-President H. E. TOLAR M.M. SMITH

HAND BROTHERS

LIVERY, FEED and SALES STABLE

Harness and Wagons

Blacksmithing and Horseshoeing

Horses and Mules Bought and Exchanged HEAVY HAULING AND CONTRACTING

TOP PRICES FOR YOUR

ORANGES, GRAPEFRUIT, TANGERINES AND EARLY VEGETABLES

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

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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, Fresident

GEO. FERNALD, Vice-Pres.

B. F. WHITNER, Asst. Cashler Only National Bank in Orange County Funds Protected by Burglary Insurance Safety Deposit Boxes for Rent ORGANIZED 1887

And ICE CREAM PARLOR

Joe Cream Furnished in Pints, Quarts and Gallons

Stationery, Confectionery and Periodicals of all Kinds

104 First Street

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Old Postoffice B'ld's

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Volume 1

SANFORD, FLORIDA, DECEMBER 16, 1910

Number 46

\$10 down-that's all

\$5 monthly-That's Easy

17 REASONS

Why You Should Purchase One of These FIVE ACRE FARMS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- & - GUARANTEE - COMPANY, - Inc.

Sanford, Florida, U.S.A.

\$10 down-that's all

FARMS

\$5 monthly-That's Easy

IN SANFORD-Life is Worth Living

Number 19

SANFORD, FLORIDA, FRIDAY, DECEMBER 23, 1910



At Christmas Play and Make Good Cheer. histmas Comes but Once a Year."

SANFORD, A SANTA CLAUS FOR THE NATION

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

MALE of Florida:

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

" If you don't believe it, read the guarvouches for the unquestioned standing in that community of these men. Write the men themselves if you wish to.

The most wonderful feature of it all is that most of these men came to Sanford with no previous experience in agricul- costs \$60 to \$75. ture. For example: H. H. Chappell, a tel-

Where is Sanford? It is east of the may turn on or shut off the water. central part of Florida, 25 miles from the Atlantic and 125 south of Jacksonville. It is a town of about 2500 inhabitants. vegetables can be shipped by water to Jacksonville and New York.

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

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

last fall and made a pilgrimage over the order to restore fertility or it is allowed on land as sandy as that of Florida. to grow up to grass.

wants to.

The cheapest form of business insur- three years' living expenses and for ance that I know is Sanford's combination of subirrigation and drainage. The tiling cost \$100 an acre, and a well which with little or nothing, and some of them furnishes water enough for five acres

egraph operator, came here in 1899 with highest point of your five acres and you estimates are about as follows, per acre: nothing, yet be lately bought 35 acres for drive the well there. A two inch pipe is \$35,000 and 10 acres for \$15,000. Mr. sunk to a depth of 150 feet. The artesian Hicks came with \$500 and at the end of belt comprises about 10,000 acres, only one season, had \$2,800. Rossetter and 600 of which are in celery. These 600 Hawkins came with \$1,100 and recently acres are honeycombed with wells, but Rossetter bought out his partner for \$12,- there is no sign of diminishing flow Each well has a valve so that the owner

The tiling system is easy to understand. The main tile (generally 4 or 6 inches in diameter) is laid along the highest side It has railroads in four directions and lies of the field at a distance of 14 to 20 at the head of navigation in the St. inches. This main tile is water tight and Johns river (Lake Monroe) so that the has pockets about 20 feet apart. From these pockets ordinary three-inch tile are laid across the field and into pockets on the opposite side.

When you open the pockets in the main the waters will flow into any or all the cross tiles. When the water gets to the \$5,860 an acre from two crops which are impossible for the crop to fail. For if other side of the field you can close planted and harvested in six months. It pockets on that side and the water will probably coat \$670 an acre to produce water pours into the tiles. And if there enter the soil through the spaces between these crops, but even if you take my figthe tile. If necessary, the land can be ures (which are the highest I have seen), flooded so as to destroy nematodes, which viz, \$870 for producing the two crops, are serious enemies in unirrigated soil in there is a net profit of over \$2,000 an the south.

Yet there is no danger of getting sour soil or bringing harmful salts to the sur- prices see the Tenth Biennial Report of face because the tiling acts also as a the Commissioners of Agriculture of Flordrainage system. There is an open ditch ida, page 107, for year ending April 1, 1908. along the lower side of the field, or better, Or see the Florida Quarterly Bulletin for a large waste pipe with a cut-off valve or April. 1908. page 129. pocket, so that the land can be dried sufficiently for cultivation simply by open- county to make 422 per cent every year. but the pay for his lettuce comes in beof tomatoes, eggplants or cauliflower, ing a valve. The rainfall is about 54 Undoubtedly that season was a favorable force he has to pay the heaviest, part of in the northern markets.

You cannot buy drained, sweetened June to the middle of August. During an acre, but in three years you can dethe dry season there is not enough rain velop a form from wild land within four to depend on for crops. The growing sea- miles of the steamer wharf costing \$150 son is from August to June. Lettuce is an acre. Cleaning, grubbing, plowing and planted about the middle of October and harrowing costs \$125 to \$150 an acre. buy five acres, build a house, live com- sold during the Christmas holidays. Cel- Blenching boards of pecky cypress cost ery is planted about the middle of De- \$14 a 1,000 and 25,000 to 30,000 feet are cember and marketed in March. The necessary to bleach an acre. The boards third crop is cleared away by June and last about ten years, and therefore ten anteed stories of eight men who have then the farm is laid away to rest for per cent or more of their cost should be made \$1,000 an acre. The Peoples Bank three or four months, during which a man | charged against every celery crop for deof Sanford has read these statements and may enjoy himself in Europe, if he preciation. Therefore a man needs capital enough for building a house, for

Irrigation and drainage system complete (Well \$120. Tiling \$100 an acre).....

It is difficult to separate the expenses You get a surveyor to determine the of the lettuce and celery crops, but the LETTUCE

Fertilizer Labor Harvesting		\$ 80 80	to \$ 100
	Total		
Fertilizer	CRIARY	\$ 100 t	o \$ 120
Labor	of boards	100 t	to 150
Depreciation of		*	
	Total	\$490	to \$5

Harvesting costs about 25 cents including the crates, of which 400 are required for the lettuce crop and 1,000 for celery. Here is the record of Orange county (including Sanford) for a single year

(memany samo)	u) 11	or or striffic	Jean.
		a service service	CASTICALA
Number of acres		139	209
Number of crates		. 97.180	209.185
Number of acres Number of crates Value	\$	132.587	\$402,300
Crates per acre		690	1.000
Value per crate		1.30	1.44
Value per crate Value per acre		935.60	1924.88

Just think of a whole county averaging

If you wish to verify these yields and

The following descriptive article of San- which enjoy no infinunity from compett- inches, and most of this comes within one one for lettuce. Some years the lettuce the expenses for the colory ford appears in The Garden Magazine by tion, but often net \$200 to \$400 an acre, hundred days. In humid regions, it is is frozen, but even if the lettuce crop is a gross receipts should be \$3,000 and net the pen of Wilhelm Miller, who was here Fourth, the land is sowed to cowpeas in necessary to guard against flooding, even failure the celery crop alone pays 100 per profits for the year should be about \$2,cent on the whole investment.

The rainy season is from the middle of and cultivated land for less than \$1,000 farm at Sanford is about the most inde- 000 must expect privations. pendent creature on earth. His yearlybalance sheet is something like this:

EXPENSES	
Lettuce crop	\$1,300 2,250
e e e	\$3,550
RECEIPTS	
2,000 crates lettuce at \$1.25 5,000 crates celery at \$1.50	\$2,500 7,500
Cost of production	\$10,000 3,550
Net profits	\$8,450

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

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

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

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

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

He is not afraid of the business being overdune. Few localities can produce means. You can always make the crops celery in March and sell it in every city here. The markets being right you can cust-of the Mississippi. Even if the net make the profits. L. A. Brumley one of profits are cut down from \$1,000 to \$200 the best farmers on Celery avenue rented an acre he can make a good living by five acres of land this fall from a man buying more land.

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

The man who has a thousand dollars and a knowledge of farming would best rent two acres of land worth \$1,000 for Of course, you cannot expect the whole \$200. His expenses will be about \$1,000

000, but out of this must-come his living. The man who owns a five acre celery expenses. Anyone having less than \$5,-

> 3. The man who has plenty of money and experience can buy land at \$1,060 an acre which will yield \$1,000 an acre the first year.

> The best way is to go and see for yourself.

> The next best plan is to form a club

and send a representative. If you can do neither - just now, read

"Where Celery is King" in Country Life In America for January, 1911. Mr. J. A. Dimock spent a week in Sanford getting with growers.

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

READS LIKE FAIRY TALE

Five Thousand Dollars from Five - Acres Lettuce

The days of large profits from Sanford farms are not things of the past by any who was discouraged. Mr. Bramley planted the five in lettuce and last week sold \$500 worth of lettuce.

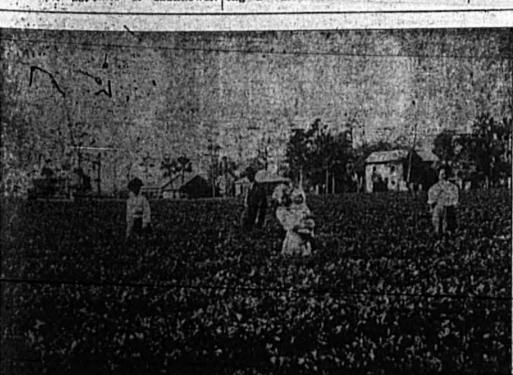
This week the demand growing stronger Mr Brumley was offered \$4500 for the remainder of the lettuce and accepted. \$5000 from 5 acres of lettuce!

Just What You Want.

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

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

Sanford can have a most merry Christmas with lettuce bringing \$5.00 a basket





CUTTING CELERY AT SANFORD