

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,680
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

# Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

**Our Terms of Sale on 5 Acres**

Possession given on payment of \$10. Balance, \$5 monthly. Flowing artesian well guaranteed. Ten per cent discount for cash. No interest on deferred payments. We pay taxes until development begins. We give 30, 60 or 90 days grace on deferred payments in case of sickness. We give free deed in case of death, as per contract.

TITLE BOND & GUARANTEE CO.

Volume 1

SANFORD, FLORIDA, DECEMBER 9, 1910

Number 45

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

# FIVE HUNDRED ACRES MUCK LAND

**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 Celery 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, melons, 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 the price 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 lots or not.

**The Building of a Number of Homes 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 of expense.

**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.

**TITLE - BOND - & - GUARANTEE - COMPANY, - Inc.**  
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.

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy



**CURBSTONE GLEANINGS**

**A Budget of Opinion "Just Between You and Me"**

**EVEN THE GATE POST NOT IN IT**

**A Chief is Among Ye Taking Notes, and Faith, He'll Prent 'Em'—So Says Saunterer.**

*Special Correspondence to The Herald.*

Editor Frank Harris of the Ocala 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 depth-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",  
Let  
Who sets 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, Hennessy, in which upper berths were discussed, "Mr Dooley" once said: "Hennessy, when you feel like takin' an upper berth, don't do it. Stay home. Go out and climb up to the upper pantry-shelf, put a cinder in your eye and throw a dollar and a half out of the window, and you'll have all av the blinfts of travel—with little av the discomfite."

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 12½ 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.

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 to the old year while we stretch forth the

other to greet the new. To some it has been a year of prosperity, to others, one of adversity and sorrow. As we look back over past events we cannot fail to note the absence of many that were with us a year ago. But now they are gone, been called home to return no more. This time last year they were planning a surprise for some one near and dear to them in the way of a Christmas present that would cause them to be remembered as the years roll on bringing the joyous 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 sensible.

**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 last.

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 north of here.

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 & Woolfolk 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 planters are largely used on the Eastern shore of Virginia, at Hastings and in other leading sections.

Several well known commission 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 grouchy.
- 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 began.
- Don't spend the day so it will bring regret.
- For goodness' sake pay up your subscription.
- Forget your grudges and give a friendly grasp.
- Appear different, if it's nothing more than to smile.
- Be grateful for what you have, and hopeful for what you might reasonably expect.
- If you enjoy a good fat dinner don't

forget the many that will surround a scanty table.

Don't down so much plum pudding and stuffing that you'll terrorize your stomach and have the gout for a month.

In your home gatherings let some one read the "Events of the Year," as reflected in this paper, then subscribe for it, recommend it to your neighbors and send it to your friends.

But our dish is full of Christmas plums, so now partake 'til New Year comes, and 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 the South" is now ready for sale. This work is by a practical truck grower of over 25 years' experience. Postpaid copies can be had of the author at \$1.00. Address J. R. Davis, Bartow, Fla. 16-3p

**RETAIL CASH GROCERY**

J. B. WILLIAMS, Prop.

**Staple and Fancy Groceries, Hay, Grain and Seed**

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

214, Cor., 3rd Street and Sanford Ave.

P. O. Box 112

SANFORD, FLORIDA

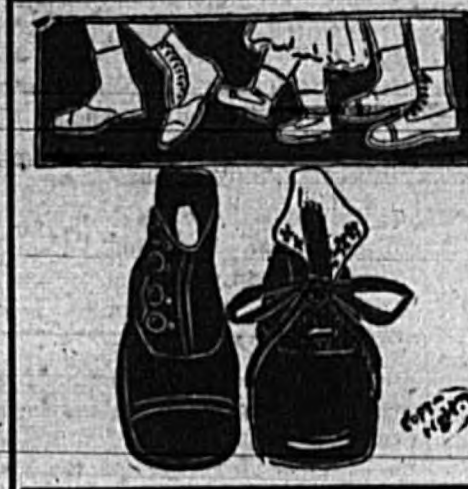
Phone 62

**City Fish Market**

Salt and Fresh Water Fish

**A. FOSTER**

SANFORD AVE.  
PHONE 68



**Christmas Shoes**

WHEN 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**

107 West First Street

**NOW IS THE TIME**

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

Consult us.

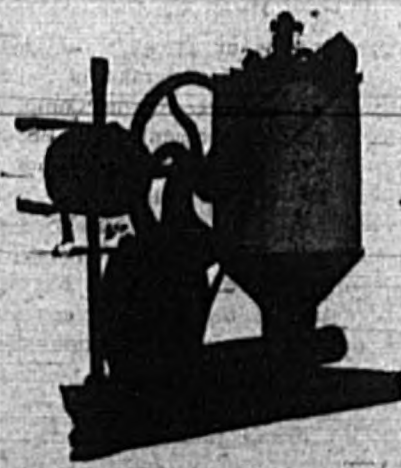
Any thing in the repair line.

Motor boat work a specialty.

**Sanford Machine & Garage Company**

WE HAVE ON HANDS AT ALL TIMES

**Leggetts Bordeaux Mixture and Sal Bordeaux**



**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 by the most successful farmers here. The price is but \$12.50.

We Are Sole Agents

**A. E. HILL**

# 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.

**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 Congregational 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 chorus, 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 organization 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. Rosetter, H. R. Stevens, H. P. Driver and B. A. Howard. Absent: G. R. Calhoun.

Minutes of last meeting read and approved.

Treasurer's report for November approved and ordered filed.

Marshal's report for November approved and ordered filed.

The following resolutions were duly passed:

Moved 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. DeCottes \$50 for services rendered in connection with the bond issue of January 1, 1910.

Moved and seconded that the certified check of J. W. Dickens be returned and that the street cleaning, garbage and scavenger work be readvertised and new bids be received on the 2nd day of January, 1911.

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 adjourn. 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 sealed bids for the performance of certain public work as follows:

Scavenger service, garbage service and street sweeping for all.

All bids must be left with the city clerk not later than 4 o'clock p. m., on Monday January 2nd, 1911.

All bids must be accompanied with certified check for One Hundred (\$100.00) Dollars, as an evidence of good faith on the part of the bidder, the check to be forfeited to the city if the successful bidder should fail to qualify by giving proper bond for the faithful performance of the duties after receiving award. Checks accompanying all rejected bids to be returned to the bidder and the successful bidder's check to be returned to him upon his filing proper bond with the city clerk.

Work to begin January 15th, 1911. Contract for one year.

Contractor must buy at an agreed valuation all stock and equipment of city used in each department.

The council reserves the right to reject any or all bids. Specifications can be obtained at the city clerk's office. Done by order of the council this December 14th, 1910.

D. L. THRASHER, President

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, has sometimes been reddened by blood 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 flames.

Yuletide in 1066 was a melancholy time in England, which nevertheless always celebrated it with the utmost eagerness, for Harold, the last of the Saxons, 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 slaughter

of a huge crowd of Anglo-Saxons 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 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 cleric 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 he 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 cathedral.

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 holly. "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

(Ilex 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 hillides, as a rule, are heavily laden with thick, knoblike 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 fighting the shadows evenly all over the tree.

# Make Your Christmas List Complete

with the  
**FUSSY PACKAGE**



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, Amarances, Pecans, Filberts,
  - Nut Brittle, Brazil Nuts, Almond Rock,
  - Caramels and Blossoms of Solid Chocolate.
- In 1/2-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. For everybody on your list you can select some good gift from among these

# Whitman's CHOCOLATES & CONFECTIONS

Whitman's Special Chocolates	Per Pound \$1.25	Whitman's Super-Extra Honey White Nougat	Per Box \$0.50
" Confections	1.25	Chocolate Covered Caramels (1/4	
" Fussy Package Chocolates	1.00	pound packages)	.40
" Super-Extra Chocolates or Confections (In 1/2, 1, 2,		Continental Chocolates (bitter sweet) per pound	.60
3 and 5-pound packages)	.80	La Duchesse Caramels (Nut Caramels), per half	
" Fine Chocolates or Confections (In 1/2, 1, 2,		pound	.40
3 and 5-pound packages)	.60	Harlequin Stick Candy	per box .25
	Per Box		
" Chocolate Covered Maraschino Cherries	\$0.50		
" Super-Extra Chocolate Covered Mint Marshmal-			
lows	.50		

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

**JAS. B. LAWSON**  
Sanford, Florida

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

# THE SUB-IRRIGATOR AND FLORIDA TRUCKER

"A Newspaper Within a Newspaper."

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

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 Florida and about the possibilities of

## Diversified

## Farming Is

## The Hope Of

## The 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 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 grove.

The cultivation of citrus fruits must be treated as an investment for the first five years at least. 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 500,000 boxes with a value of nearly \$450,000. 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.

## FLORIDA'S - VOLUSIA - FARMS

**\$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

## 6 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 fringes 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 prizes 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 well-cared 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.

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 Inc.**  
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 dialect stories are unsurpassed and the musical numbers were gems within themselves.

Mr. Bingham's portrayal of the negro character in his dialect stories was very real, especially in the Georgia 'possum hunt. 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. Deane Turner 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 delectable refreshments were served. Those who enjoyed Mrs. Turner's hospitality were Misses Mell and Alice Whitner, Gail Moore, Margaret Roberts, Beattie 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 neat 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 Temperance 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 splendidly prepared paper on the subject, and Mrs. Henry Wight and Mrs. A. E. Phillips 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 arrangements:

Reception—Mrs. Lake, Mrs. Puleston, Mrs. DeForest, Mrs. Keelor and Mrs. Dickina.

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. McDaniel 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 equipped 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 January.

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, unbreakable. 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 lowest.

**Cooking Stoves**  
See our line of cooking stoves and ranges for the little ladies, at 24c

**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, Daclitylis, Violet and unscented Talcum Powder. Special Monday only a box 15c

**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. 10c

**Flying Machines**  
Here is something that will interest the boys—a flying machine. Only 29c

**Horses**  
A full line of Horses and Dogs, from 5c up to 98c

See Our Complete Line  
Of all kinds of Toys and useful articles for boys, too numerous to mention.

**Christmas Gifts for Everyone**

AT

**D. A. Caldwell & Sons**

Cor. 1st. Street and Magnolia Ave. (two entrances on 1st. Street and entrance on Magnolia Ave.)

**SANFORD FLORIDA**

See Our Unheard of Low Prices

**MONDAY DECEMBER 19**

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

See our complete line of Dress Goods in Serges, Panamas, Voiles, Broadcloth and Chasmeres. 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. 98c

**12 1/2c Outing 10c**

We have just received a full line of Outing in light and dark patterns, good 12 1/2c values. See them Monday. Per yd. 10c

**Amoskeag Apron Gingham**

We have just received a full line of Amoskeag Apron Gingham in all size checks. Our price per yd. 7 1/2c

**Linens Make Splendid Christmas Gifts**

Full 72 inch Snow Bleached Linen Damask. Cannot get a better Christmas gift. \$1.25 value per yd. 98c

**Scarving**

Hemstitched Linen Scarving, looks like real hand work. Well worth 40c a yd. See it Monday at 27c

**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 values at 24, 39 and 48c

**Handkerchiefs Very Acceptable as Xmas Gifts**

**75c Imported Handkerchiefs 48c**  
A full line of Imported all-Linen Handkerchiefs with neat lace and embroidered trimmed. Splendid 75c value. Only 48c

**15c Handkerchiefs 10c**  
A complete assortment of Ladies' embroidered handkerchiefs well worth 15c. Very special only 10c

**Children's Handkerchiefs**

Children's handkerchiefs in boxes. See these exceptional values only 12c

**Men's Handkerchiefs**

See our complete assortment of Men's handkerchiefs, plain; also with initial. See these values for Xmas presents. Each 8 1/2c

**35c Men's Handkerchiefs 24c**  
A full assortment of Men's all-linen handkerchiefs, regular 35c values. While they last each 24c

**5c Handkerchiefs**

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

**AGENTS FOR ROYAL SOCIETY 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

**\$1.25 Men's Sweaters 98c**  
We have a full line of Men's Sweaters well worth \$1.25. Our price only 98c

**Christmas Ties**

See our full line of Christmas Ties in all-silk, in light and dark colors in Christmas boxes at 25 and 47c

**\$1.25 Men's Shirts 97c**  
See our full line of Men's Dress Shirts, regular \$1.25 values only 97c

**50c Elastic Seam Drawers 39c**  
See our complete assortment of Elastic Seam Drawers in all sizes. 50c sellers only each 39c

**75c Shirts 45c**  
See our complete assortment of Shirts, regular 75c sellers only 45c

**Men's Suits**

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

**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 our complete line \$7.50 values only \$5.19

**\$5.00 Opera Capes \$3.98**  
See our full line of \$5.00 Opera Capes at \$3.98

**Skirts**

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

**\$1.50 Underskirts 98c**

A full line of Taffetine and Satteen Underskirts. See these \$1.50 values. Only 98c

**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.

**\$5.00 Oil Heaters \$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**

# Great Popularity Contest

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

### AN UNUSUAL OFFER

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

SEND IN YOUR NOMINATION NOW

FIRST PRIZE.	One	Wesol Upright Grand Piano, Value	\$400
SECOND	"	Diamond Ring	100
THIRD	"	Rebate Certificate	200
FOURTH	"	"	175
FIFTH	"	"	150
SIXTH	"	"	125
SEVENTH	"	"	100
Total			\$1,250

Demonstrating the fact that The Herald will always be found working for the best interests of the citizens of Orange County, the management of this paper has decided to inaugurate the greatest popularity voting contest ever held in this section of the state.

In this contest seven prizes aggregating \$1,250 will be given away absolutely free to the contestant securing the most votes. Votes may be secured by clipping the vote coupons from this paper or by 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 Wesol Upright Grand Piano, which was purchased from A. H. Crippen & Son, the well known piano 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 of this city and is now on exhibition at 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 co-operation 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 divulged.

#### HOW VOTES ARE OBTAINED

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

Terms	Renewals	New Subscriptions
1 year	500	1,000
2 years	1,250	2,500
3 years	2,000	4,000
5 years	3,750	7,500
10 years	12,500	25,000

#### 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 coupon 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 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 specialty of conducting contests of this kind. This company will furnish a competent and experienced contest manager who will have complete control of the Contest Department.

#### TO THE PUBLIC

This contest is to be the greatest ever inaugurated by any paper in this section. We have spared no expense to make it a "live wire proposition" that will keep

the community much interested in the outcome. We are endeavoring by every means to give Sanford and vicinity the newest and most up-to-date county paper in the state, and we solicit the hearty co-operation of the citizens in this contest.

To merchants who advertise with us we wish to say that we expect by this contest to double our circulation and our advertisers will realize that it is to their 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, renewals, or old or by cutting the nomination or free vote certificate out of each issue.

Rule 4. No employee or member of his family will be allowed to participate either as a nominator or a voter in this contest.

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

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 week.

Rule 8. Votes issued can not be transferred to another contestant.

Rule 9. No votes will be allowed on subscriptions held over 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 contest 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 piano contest returned the paper to the owner. This only shows what an excitement The Herald contest is rousing among all classes.

#### More Grape Vines

The grape vines recently given away by The Herald through the courtesy of L. H. Temple, the well known florist has created a large demand for more and Mr. Temple is now prepared to supply them in three varieties for 75 cents or cuttings at one half cent each.

#### Banks will Close

Christmas falling on Sunday this season the banks of Sanford will take Monday, Dec. 26th, for a holiday and will be closed on that date.

## IN SANFORD CHURCHES

Where Devout of the Cetera City Worship Sunday.

### RESUME OF ALL CHURCH EVENTS

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

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

#### First Methodist

Rev. A. E. Housholder, pastor; church, corner Park avenue and Fifth street; parsonage, corner Magnolia avenue and Seventh street; phone 254. Sunday morning service at 11; evening service, 7:00; Sunday school, 9:45 a. m.; Jno. K. Mettlinger, 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, 9:45 a. m. J. C. Ensminger, Superintendent.

Rev. George B. Waldron preaches both morning and evening, 11 a. m. and 7 p. m. At night comes the first of two sermons on "A Silver Dollar." First where did you get it? Second what are you going to do with it? Good music will be provided. All are cordially welcome to both services.

#### First Baptist

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

#### Presbyterian

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

#### Holy Cross Episcopal

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

#### Holland-Jamison

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

The bride is the daughter of Mr. and Mrs. M. A. Holland who moved to Sanford from Kansas some time ago. The groom is a valued employee of the Sanford Water & Ice Co. and has been a resident of Sanford for several years. His unflinching 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 Sanford their future home.

#### DuBose Withdraws

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 campaign that would be necessary against three good men like Messrs. Maxwell, Leffler and Lovell.

#### 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, and is exciting considerable comment.

#### Notice

The annual meeting of the Sanford Building & Loan Association will be held at office of the Co., over First National Bank, 7:30 p. m., Saturday Jan. 14, 1911.

A. P. CONNELLY, Secy.

Best line of alligator bags and holiday goods of all kinds at L. R. Phillips & Co

## JOHN STOCKTON'S PACE



Stockton Sentiment is Growing.

Stockton Strength Is Increasing.

Stockton Seems Destined to Win.

# STOCKTON

Says That the

TARIFF is the issue upon which Democracy will win in 1912, and that the Democratic party in its

ONWARD march will carry to victory the cause of the

COMMON people, and sound the death

KNELL of special legislation, which has created and nurtured

TURSTS, monopolies and other evils of the times.

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

NO INFLUENCE or power can swerve him from this course if he is chosen United States senator.

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

LET'S PUT STOCKTON IN THIS TIME

## H. WOODS COMPANY

COMMISSION MERCHANTS  
CARLOT DISTRIBUTORS

We want your crop and will offer special inducements

K. R. MURRELL, Resident Manager

SANFORD, FLORIDA

## Statement of the Condition of the Sanford Building & Loan Association

September 26th, 1910

ASSETS	LIABILITIES
Loans on Real Estate Secured by Mortgage \$21,050.00	Common Stock Paid in \$13,562.07
Cash on Deposit First National Bank 290.28	Preferred Stock Paid up 3,000.00
	Accumulated Interest on Preferred Stock 110.82
	Bills Payable 4,000.00
	Common Stock Paid in Advance 58.00
	Net Surplus Credit to Stockholders 609.39
	\$21,340.28
\$21,340.28	\$21,340.28

The Finance and Loan Committee on examination of the books of the Secretary and Treasurer, declared a dividend for the six month's period, ending September 26th, 1910, of a little more than 4% per cent.

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

A. P. CONNELLY

Secretary and Treasurer



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

### Scott's Rhyme of Merry Christmas

Heap on more wood! The wind is chill,  
But, let it whistle as it will,  
We'll keep our Christmas merry still.  
Each age has deemed the newborn year  
The fittest time for restal cheer,  
And well our Christian sires of old  
Loved when the year its course had rolled  
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;  
~~The only night in all the year~~  
Saw the stoled priest the chalice rear.  
The damsel donned her 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;



THEN CAME THE MERRY MASKERS IN.  
Power 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 its massive board  
No mark to part the squire and lord.

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, blithely trowls.  
There the huge sirloin reeked; hard by  
Plum porridge stood and Christmas pie,  
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 mightiest 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 cloak.  
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 man.  
For some unsuspecting but otherwise worthy young man—The aforesaid 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**  
AGENTS  
**General Fire Insurance**  
Office with HOLDEN REAL ESTATE CO.  
Sanford, Florida

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

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

**H. H. CHAPPELL'S**  
Real Estate Agency

**PATENTS**  
ARTHUR P. GREELEY | WM. CRANCH MCINTIRE.  
FORMERLY ASSISTANT COMMISSIONER OF PATENTS | FORTY YEARS IN PRACTICE.  
618 F STREET N. W. WASHINGTON, D. C.  
U. S. AND FOREIGN PATENTS | TRADE-MARKS  
CAVEATS AND REISSUES. | 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 \_\_\_\_\_ to 25 votes in \_\_\_\_\_  
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 \_\_\_\_\_ of \_\_\_\_\_ State \_\_\_\_\_ as a candidate in The Herald's contest.  
Nominated by \_\_\_\_\_ of \_\_\_\_\_ State \_\_\_\_\_  
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.

**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

**L. P. McCULLER**  
THE GROCER  
Phone 277



**THE SANFORD HERALD**

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

Subscription Price, \$2.00 a Year in Advance

Entered as second-class mail matter August 22nd, 1906, 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 according to 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 quite so 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 but that "the work was probably done by the Soppohpy Argus or some other Metropolitan sheet". Maybe the Crawfordville Breeze had a hand in it.—Ft. Meade Leader.

The Chronicle or the Breeze or even the Bingleville 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 advice 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 terrestrial footstool. The traction line is just about the niftiest innovation ever attempted in Florida and is attracting attention from all parts of the country.

Keep your eye on Solid Sanford.

"We have met the enemy and we are them", 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 more than make up in climate.—Reporter Star.

Orange county voted down the proposition to bond 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**

This paper is particularly sorry that the million-dollar bond issue for the building of good roads failed of adoption in Orange county. It would have given that county an advertisement that would have more than paid the interest on the bonds; it would have invited an immense immigration; the bonds would have been gradually retired without anybody ever knowing the difference, and then it would have made life worth living in that county. People, however who are insured to living in huts have no ambition to live in palace and the fellows in search of political positions have an idea that to oppyse measures of progress makes them popular, and they stand with their ear to the grand stand, and are always fixing themselves to hop on to the best positions in the band

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 flies. 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 home 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.

**DIVERSITY 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 a 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 sectarian 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 tree and the beautiful fiction of Santa Claus, Kris Kringle and good old St. Nicholas. Christmas day typifies the spirit of peace on earth, goodwill to man. The day has become enshrined in the hearts of the children and to them it is a veritable reality that Santa Claus comes in the night in his sleigh with his reindeers and tinkling bells, and sackful of gifts from some unknown fairyland. To older folks the day has become the embodied spirit of love and generous giving, that piles its gifts of affection about and around those we love and honor. The season casts a spell of enchantment over our prosaic lives and for a time we dwell in a land where strife is not—where hate and envy and jealousy have no place. The spirit of the season has great value to us all in halting for a time our scramble for purely

**M E T T I N G E R ' 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 - Games - Dolls, Etc.
- Men's and Women's Neckwear - Men's and Boys' Clothing
- Fancy Crockery - Pictures - Men's Caps - Derbys
- Soft Hats - Sweaters - Umbrellas

**M E T T I N G E R ' S**

First St. SANFORD, FLORIDA

material things, and makes us think of our brother man and the hardships of our life. The beauty of the sentiment of love and affectionate remembrance of the children in particular, 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 gates.

**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 obtained 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. 18-1f

The M & R store for fine Christmas candles, stationery, books, Christmas cards and cigars. 18-1f

The Geo. H. Fernald Hardware Co. invite inspection of their useful holiday gifts, carving sets, razors, pocket cutlery, scissors. Also an elegant line of canteen and pudding dishes, tea and coffee pots, sporting goods, shot guns and rifles. 18-2t

**Seed Potatoes**

Our fine stock of Early Rose No. 4 Potatoes grown by ourselves in Maine is now arriving. We know they are good. To make them good we planted and cultivated them ourselves. Let us name you prices.

Our Potato Fertilizer has been recognized as the best for years.

**Independent Fertilizer Co.**

J. E. PACER, Sanford, Fla. Agent  
Jacksonville, Fla.

**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 Hosiery - Cuff Links - Scarf Pins
- Silk Mufflers - Fancy Vests - Suspenders
- Slippers - Supporters - Gloves
- Coat Sweaters - Umbrellas

**D. L. THASHER**  
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 Cery Delta of "Lucky Sanford"

Table with columns for VIA BRISSONS AND CAMERON CITY and VIA FORT REED AND PALM HAMMOCK, listing departure times.

SATURDAY—One Extra Trip between Sanford and Cameron City. Leaving Sanford 8:10 p. m.

SUNDAY SCHEDULE LEAVE SANFORD

Table with columns for VIA BRISSONS AND CAMERON CITY and VIA FORT REED AND PALM HAMMOCK, listing departure times.

Right reserved to change schedule without advance notice.

IN AND ABOUT THE CITY

Little Happenings—Mention of Matters in Brief.

PERSONAL ITEMS OF INTEREST

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

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.

Mr. Jim Hammond, one of Orlando's old boys, but who is now living in Sanford, is in the city for a few days this week attending court.—Reporter Star.

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-to-date sort of citizens Sanford possesses.

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 time.

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. Miot 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, population and importance and is now among the most progressive and prosperous cities in the state.

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 Saturday.

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

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 jury.

A. D. Baysly, Jr., of Columbus, Mo., has 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. 18-2t

For your Christmas presents go to Miller & Son and buy a nice piece of furniture. 18-1f

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

Cracker meal and full line National crackers for sale by W. W. Long. 18-1f

You can get Fleischmann's compressed yeast at Robert's. 18-1f

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

Mexican burnt potatoes something new. Nice for Xmas presents. Williams & Milteer. 18-1f

Ask for "Rexall Stationary" at L. R. Phillips & Co. 17-2t

A nice rocker makes an acceptable present Miller & Son will save you money. 18-1f

Full line of sweet or sour pickles in bulk or in bottles at Long's. 18-1f

How about a fruit cake? Ask Roberts to show you. 18-1f

Hair goods, neckwear and stamped goods at M. L. Allen's. 18-3t c

Art squares and rugs all sizes and prices. Williams & Milteer. 18-1f

The M & R store for fine oyster stews and hot drinks. 18-1f

Autos and carriage painting at Underwood's. First class work. 17-1f

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

Nunnally's fine candies in all shapes for Xmas at L. R. Phillips & Co. 17-2t

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

Fancy china at Miller & Son. 18-1f

If you want a turkey Roberts has it. 18-1f

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. 18-1f

The M & R store for oyster stews and hot drinks. 18-1f

Fine leather upholstered rockers and Morris chairs at Miller & Son. 18-1f

Olive oil in bulk at J. D. Roberts grocery. 18

Something new in toilet sets. See them in our windows. Williams & Milteer. 18-1f

One dozen records for one who owns an Edison makes a very pleasing gift. Miller & Son sell Edison goods. 18-1f

China closets, book cases, writing desks fancy parlor tables sewing baskets at Miller & Son. 18-1f

All we ask is to give us a call we will please you Miller & Son. 18-1f

Olives in bulk at J. D. Roberts grocery. 18

We are prepared to supply your wants for everything you want for your house, from parlor to kitchen. Williams & Milteer. 18-1f

The M & R store for fine Christmas candle, stationery, books and Christmas cards and cigars. 18-1f

WANTS

All Local Advertisements Under This 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. 18-1t c

For Sale—Household furniture at a bargain, Mrs. F. T. Williams, Third st. 18-1f

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, 3 1/2 feet beam, in perfect order 3 H. P. engine. Cecil Gabett, French avenue. 17-1f c

For Rent—5 acres tiled land, cropped one season, 2 1/2 miles west of Sanford. Make me an offer. Acceptance will be made by wire. C. F. Beardsley, Hillsdale Mich. 18-2t c

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, Fla. 18-2t c

Money to loan on improved Real Estate, any amount wanted. Apply P. O. Box 773? 18-2t

Furnished rooms for rent No. 301 5th street. 17-4t p

Wanted—Railroad man, good talker and salesman for side line proposition. Good money. Address to Sanford Herald Want. 17-3t p

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

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. 17-5t c

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. 16-4t p

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

WE could not enjoy the patronage at Sanford for the past thirteen years did we not have the reputation, which is usually shared by all reputable establishments, in giving careful attention to detail, and leaving nothing undone to please. The merchandise we sell will convince you it is to your advantage to make us your haberdasher.

M. FRANK

Clothier and Men's Furnisher SANFORD FLORIDA

N. P. Yowell & Co

For Your XMAS Presents

GO 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 our large stock.

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

- LADIES' Kid Gloves, Neckwear, Silk Scarfs, Belts, Handkerchiefs, Parasols, Hand Bags, Sweaters, Silk Hose, Collars, Barettes, Mufflers, Belt Pins, Linen Sets, Waists, Towels, Skirts, Silk Waist Patterns, Coat Suits, Silk and Wool Dress Patterns, Capes, Kimonos
- MEN Ties, Cuff Buttons, Handkerchiefs, Shirts, Belts, Pants, Suspenders, Mufflers, Silk Socks, Hats, Umbrellas, Bath Robes, Sweaters

N. P. YOWELL & CO.

Cross the Street From Old Stand Sanford, Florida

COUNTY HAPPENINGS

A Budget of Interesting Items From Correspondents

THE EVENTS OF ORANGE COUNTY

Efficient Staff of Reporters Weekly Covers the Territory for The Herald

ENTERPRISE ETCHINGS

Special Correspondence to The Herald:

Religious services, conducted under the auspices of Livingston College, began here last week, Wednesday and will continue for two weeks. Meetings are held in the morning at 8 o'clock at the College chapel, and at night at 7 o'clock at the Orphanage chapel. The public irrespective of denomination were cordially invited and many accepted the invitation. Rev. E. M. Stanton of Griffin, Ga., delivered the message each evening with the exception of Saturday, when Miss Emma L. Tucker gave a "Bible Reading". Prayer service, preliminary to the meetings were conducted by Rev. Dr. Haynes, the president of the College. Much interest is manifested in the service, and a deeper spiritual life has found its 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 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 Rousseller 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. On their return to Enterprise a social was held at the Deal home which was greatly enjoyed.

New pupils from South Carolina, Florida and neighboring states are to enter Livingston College shortly after the Christmas holidays. A minister, with his sister from Coronado, this state are expected soon. He was a student at 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 deer, but not close enough for a successful shot.

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

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.

Miss Nellie Pattillo was a visitor to Deland on Saturday, remaining until Sunday.

Mrs. Emma White, Mrs. Julia White and Mrs. Carrie Lynch enjoyed a trip to 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 Bazaar 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. Roeger 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 visitor 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

Special Cor. to The Herald.

The Lake Maryites have organized an Industrial and Social League. The object of which is to meet once a month and 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. L. 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 dozen men and boys turned out with axes, rakes and hoes, and worked with a will until twelve o'clock, when they were summoned to the pleasant grounds surrounding the Presbyterian church, where the ladies of the neighborhood had assembled and spread out a bountiful repast. After partaking of a hearty dinner the men returned to their work, the ladies and children soon following to see what had been accomplished. All had a delightful time. Miss Arnette taking several kodak pictures of the crowd. The next working day is set for Jan. 13th, and if the good work continues the neighboring little towns had better "wake up and take notice" if they don't want to be eclipsed.

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 city.

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 and the Atlantic Coast Line thereby 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 post-office building the first of October with an attractive line of millinery goods and has a good trade not only in Oviedo and Lake Charm but in Geneva, Chuluota and Fort Christmas.

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 this year. We think Florida will win out.

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 Oviedo 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 report.

Mrs. Dr. Foster, of Clifton Springs, N. Y., expects to arrive at her Lake Charm home the middle of January. Miss Louise Mannerling 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 Florida. That same winter she lectured in Rollins college and Stetson University, and at an afternoon reception given by Mrs. Foster, talked informally to Oviedo and Lake Charm guests upon travels in the Orient.

Some of the young people of this vicinity are already talking and planning

to attend the Music Festival week in Stetson University in the month of February.

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 shopping in Orlando.

Mrs. Joe Leinhart entertained the Ladies' Club at her home in Lake Charm Friday last. The program was as follows: 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. Brooke.

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

Special Correspondence to The Herald:

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 it seems as if could it be remembered, 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 climate.

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

Mrs. E. A. Gurtiss 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 month.

Mrs. W. H. Taylor spent Sunday in Paola.

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 H. Yarle. 6-11-c

For a real haircut and shave go to Albert Gramling, Sanford's Leading Barber.

W. E. HOLMES & CO. PRACTICAL WELL DRILLERS

Artesian and Deep Wells

See Us Before Placing Your Orders

W. E. HOLMES & CO.

The Original Package STORE

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 interest 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-Potato Special are the right Fertilizers

Send for our booklet entitled "Irish Potatoes."

Call at our Sanford Warehouse R. H. WHITNER, Mgr. or Address

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get largest crops with least work

What's the use of drudging to get ordinary results when a Planet Jr Seeder or Cultivator does six men's work, and gives you an increased yield besides? Planet Jrs are patents of a man skilled both in farming and manufacturing for over 35 years. They are light, strong, lasting, and fully guaranteed.



No. 4 Planet Jr Combined Seeder and Wheel-Hoe saves time, labor, seed and money. Almost all useful garden implements in one. Adjustable in a minute to sow all garden seeds, hoe, cultivate, weed, or plow. Pays for itself quickly, even in small gardens.

No. 6 Planet Jr Horse-Hoe and Cultivator will do more things in more ways than any other horse-hoe made. Plows to or from the row. A splendid furrower, coverer, hiller, and horse hoe; and unequalled as a cultivator.

Come and look over these up-to-date implements.

A. E. HILL

# Sanford and the Celery Delta

## Facts about the Hustling Community That has made Sanford Famous

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

I visited the live city of Sanford this 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 city. Car lots 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 little community in the country raises as much celery as does Sanford.

Little farms of 5 to ten acres 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 an acre. I asked about the value of improved lands and was told that they ran from \$800 to \$1,000 an acre. I then asked if such a price was justified. If there was revenue enough from such lands to pay a good rate of interests on the investment. I was told that much money could be made by a skillful farmer on land costing this price and was told of one case where a man received \$10,000 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 product that is water largely in the cold weather, the demand ceased and the price declined. Still everyone got enough to live 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 Association 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. Smith a "bad egg." Miller & Company immediately wrote to the editor of the paper calling the article in question a dirty and contemptible one and said further: "I 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 insincere 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 somewhat the way citrus orchards do in California and they have mutual irrigation systems. We got out and inspected the farm of a former Long Island truck grower and certainly every available foot of ground was utilized. This was intensive farming.

Everything was as neat as mother's kitchen, and the ground looked as though it was combed and brushed every day.

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 is a box in addition to the regular rate, providing the same road gets both hauls.

Mr. Chase explained that this particular 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 later. 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 whether 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 industry.

I 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 tenderest 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 watermelons. 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 promising. C. C. Ratliff has one acre in 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. Quite an acreage has been put out in tomatoes, cabbage, cauliflower, potatoes and other crops, and the prospects are good for an abundant yield.—Produce News.

## BACHELOR'S CHRISTMAS EVE



"THIS IS A BACHELOR'S CHIMNEY."

As he quoth, with a wag of his head, "Good friend, don't ask me the reason I came: Just say if there's something you'd like—I'm the same. Come up with your stockings. I vow it's a shame that this is a bachelor's chimney!"

Santa Claus stood on the hearthstone.

And I half rose from the bed, but I uttered no word for my heart was stirred. And I thought of the years long sped. "Is there nothing you lack?" He spoke with glee. "I'm your fairy godfather, you know," said he. "In my pack are wonderful things—come see— Yes, e'en for a bachelor's chimney."

Santa Claus laughed on the hearthstone.

But I smiled not from my bed, A great longing filled my soul and killed The joy that his kind face shed. "The gift I desire—I fear 'twill cost— Is the light of two eyes 'neath the marble mosed. Go bring me the love that I loved and lost!" And the night wind moaned in the chimney.

"THE BOON THAT YOU CRAVE IS BEYOND MY DOLE."

And he fled with the wind in the chimney.

—Samuel Minturn Peck.

Christmas North and South. Washington celebrates Christmas in the northern style, a la New England—that is to say, by simply closing the stores and keeping quiet—but Alexandria, Va., celebrates in good old southern style, with rockets, roman candles, firecrackers, torpedoes, noise and general rejoicing hilarity.

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. According 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 Cavalier 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 on. "Where are you going?" he was asked. And the little fellow replied: "I'm going to God, and you have all got to go with me. I've got to take that poor little baby some Santy Claus!"

## THE GEO. H. FERNALD HARDWARE COMPANY Sanford, Florida

### Headquarters for Everything For The Farm And Garden

The Celebrated Garfield Knapsack Spray

Acme Harrows Clark Cutaway Harrows



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

## ARMOUR FERTILIZERS

### Be A Booster

You Grower-Who Has Used Armour Fertilizer

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

### Tell Your Neighbor

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

### 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

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## ARMOUR FERTILIZERS

## The Mapes Fertilizers

AGAIN THIS SEASON, 1910

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

### We Give You Perfect Safety and Quick Maturity

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

### Not An Idle Boast

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

### Why?

Hear What We Have to Say At

J. R. Tysen, JACKSONVILLE

## Bouquets for the Herald

Brethren of the Press on the Special Industrial Edition

Talk about a booster but the Sanford Herald is it. The Industrial section of this well edited paper contains 70 pages of well written and beautifully illustrated matter. The celery city has a live newspaper man in Bro. Holly and judging from the splendid advertisements the business men are wide awake.—Bartow Record.

R. J. Holly, the enterprising editor of The Sanford Herald, has gotten out his annual industrial edition of the Herald. This mammoth magazine would reflect credit on any paper of Jacksonville. Those interested in Florida and especially her great celery belt would do well to get this valuable paper. Editor Holly is receiving the commendation of his fellow editors of Florida on his fearless, square 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 Sanford Herald on its annual "Celery Edition" which was as inviting and appetizing as a stalk of the delicious vegetable it chronicles. The edition was well written, well printed and well illustrated and it must have caused every 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 Celery City," which went with the issue of the Herald of Nov. 25, was a genuine treat to a newspaper man, and must surely be appreciated by the layman. From cover to cover of this large seventy-two page magazine, the editorial and mechanical work is excellent. It is full of most interesting reading matter regarding "Peerless Sanford" and our beautiful state, and the wide circulation which it has been given must be a big help to the already great progress both are making. The illustrations, which are profusely scattered throughout the entire publication, are of an exceptionally fine quality.

and the printing is as near perfection as could be desired.

Editor Woodruff deserves great credit for his untiring labor in compiling this complete pictorial review, we congratulate him upon his success, also publisher Holly for securing so valuable a supplement for his progressive paper.—St. Cloud Tribune.

The finest industrial edition of a weekly newspaper that has ever reached the exchange table in this office was received from the Sanford (Fla.) Herald this week. It is a boom edition for the town and its agricultural opportunities, and if the town itself is half as enterprising as the editor of the Herald its prosperous future is 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 where" Brother Holly but you have aroused our interest. Long life to you and your interesting publication.—Gulfport (Conn.) Times.

A second edition of the Celery City by the Sanford Herald, like the first one, is a magnificent epitome of the business, social and educational interests of Sanford. Editor Holly is evidently celebrating his getting into a newspaper home of his own, and takes a public spirited way to do it. He is to be highly complimented for his enterprise.—Miami Herald.

The Celery City Industrial Edition of the Sanford Herald which was received last week is the handsomest thing of the kind we have seen. The cover is a beauty and would attract attention anywhere, and the 68 pages of Sanford views and descriptive articles of that favored territory cover the ground completely, leaving nothing to be shown or said. Editor Holly is certainly to be congratulated.—Lake City Index.

### Heating Stoves

Have your heater put up now. The cold is coming. Be prepared. We have a large stock of wood heating stoves also gas and oil heater. The Geo. H. Fernald Hardware Co. 12-1f

### A Sanford Boy Honored

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 Association 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. Baucum, 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, Messrs. Bowler and Caldwell, for their success and skill as football managers during the past season.

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 that a more enterprising and industrious manager than Mr. Bowler could not be found.

Manager Ross expressed himself as being highly gratified with the success of the team, and complimented his assistants for their valuable aid during the season, and highly recommended Mr. Bowler as his successor. In conclusion Manager Ross announced the following awards by the committee on athletics: Stars to Bray, Gattis, Floyd, Glenn, Selfert, Hartzell and Stafford; monograms to Hurr, 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 hospitality and spent a very pleasant evening were Captain Hartzell, Hurr, Gattis, Bray, Floyd, Glenn, Selfert, 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 Sophomore 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. 13-1f  
Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-1f  
Heckers Graham flour at Long's store. 13-1f

Place the titles to your real estate in the Realty Trust Company and avoid complications. For particulars address B. F. Whitner, Jr., Secretary. 7-1f

Gas engine repairs. Sanford Machine & Garage Co. 48-1f

"A penny saved is a penny earned" a quarter saved is ten dollars lost if you fail to get the best seed potatoes. Our seed are grown in Aroostook County Maine, guaranteed true to name and free from disease. H. H. Deane, Phone 255, Oak avenue and First st. 15-1f

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

Everything new in the millinery line at Mrs. Overman's. 10-1f

Crushed and pulverized Limestone, car load lots. R. H. Whitner. 21f

We are equipped to handle your repair work. Sanford Machine & Garage Co. 48-1f

Have your hair dressed in the latest style at Mrs. Overman's. 10-1f

### 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. 17-4f

### Notice of Meeting

The annual meeting of the stockholders of the First National Bank of Sanford Florida, will be held at the office of the Bank in Sanford Fla., on the second Tuesday in January 1911 at 10 o'clock a. m.

F. P. FORSTER, Cashier. 16-4f

I am booking orders for the "New Davis Perfect Cucumber", the most beautiful and valuable of the cucur family for Florida growers. Wonderfully prolific, of symmetrical shape, dark green color, it rivals the hot house product in appearance and commands the highest price in market. Price \$1.10 per pound. H. H. Deane, Phone 255, Oak avenue and First street. 15-1f

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Paying  
Rent!**

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**MAKES IT EASY**

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**THE CITY RESTAURANT**

(First Street, one block from Depot opposite Postoffice)

**H. E. WISE, Proprietor**

Formerly Manager of Central Cafe

**Steaks, Chops, Oysters and Fish a Specialty**

**A PLACE FOR LADIES AND GENTLEMEN**

Short Orders At All Hours      Everything First Class

Prompt, Clean Service      Meal Tickets are Sold at Reduced Rates

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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.

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**G. R. CALHOUN Best Fertilizers**  
On Earth

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

**The Markham**

**Park Addition**

On the Orlando road just two blocks from street car line

**Thirty Beautiful Lots**

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

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

**This Offer is Good for 30 Days**

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

**See Me at Once**  
**and Save Money**

**N. H. GARNER**

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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**

**WILLIAMS & MILTEER**

Rand Building                      Just across the street

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Take Street Cars for

## PALM HAMMOCK

### TEN ROUND TRIPS DAILY

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

Lots in PALM VILLA sold on easy terms

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

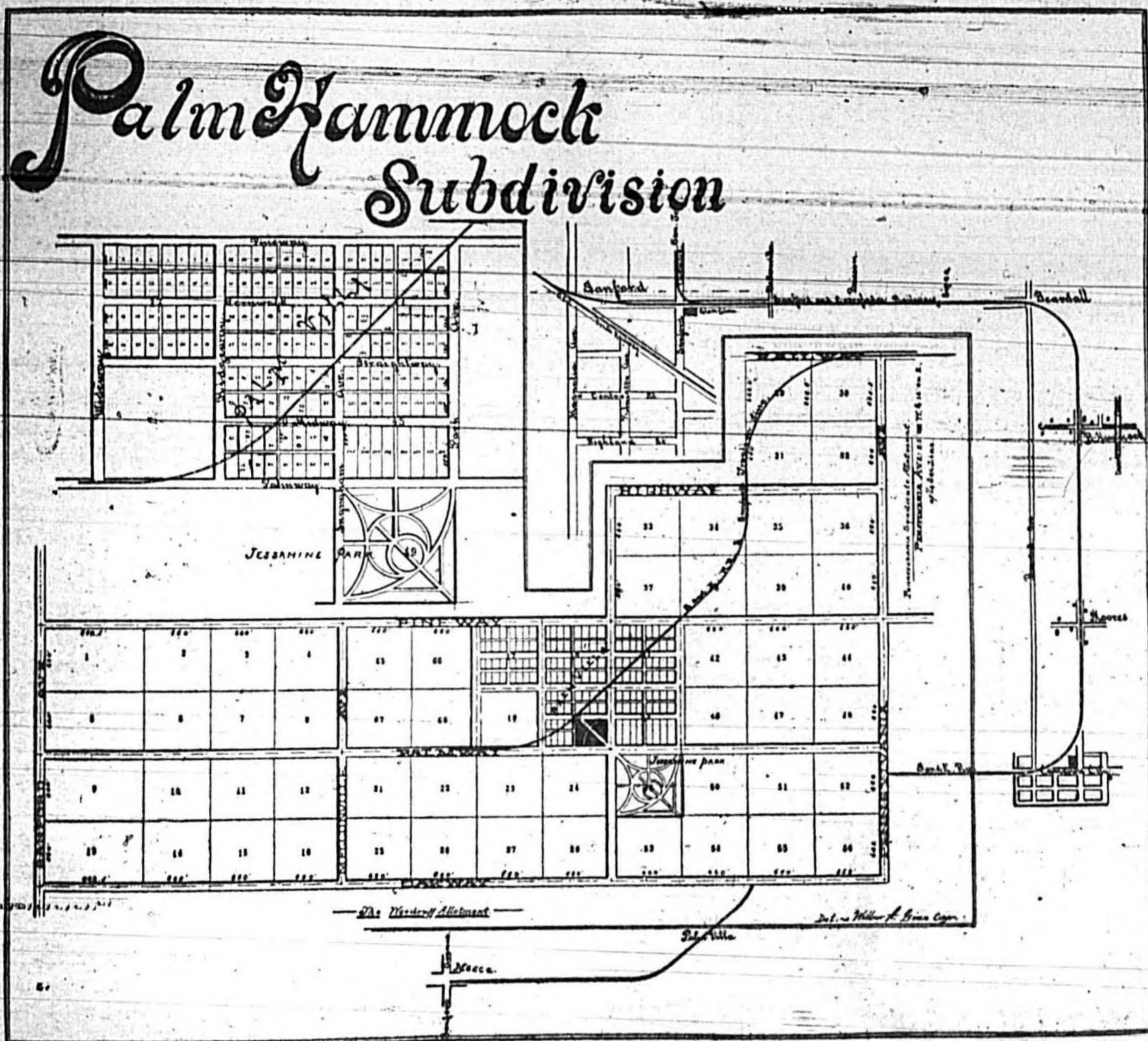
Farms in PALM HAMMOCK sold on easy terms

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

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

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

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



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

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

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

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

# J. N. WHITNER

First National Bank Building

## SANFORD FLORIDA

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

Improved transportation is the forerunner of increased values.



**WILLIAM A. BLOUNT**  
OF PENSAOLA  
CANDIDATE FOR  
**United States  
Senator**



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

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

**SANFORD LODGES**

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

**Seminole Chapter No. 2, Order Eastern Star**  
Meets every second and fourth Tuesday in month. Every one who has seen his Star in the East are cordially invited to visit the Chapter.  
ALICE E. RUMKINS, Sec'y.

**F. O. E. Celery City Aeris 1153**  
Meetings first and third Tuesdays in every month. Hall in Welborn Block, third floor.

**Phoenix Lodge No. 5, K. of P.**  
Meets second and fourth Tuesdays. Visiting brothers always welcome. P. E. Hutchinson, C. C. Felix 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 Florida**

In re Estate of Lyman Phelps } Orange County  
Notice is hereby given, to all whom it may concern, that on the 8th day of February, A. D. 1911, I shall apply to the Honorable William Martin, County Judge of said Court, as Judge of Probate, for my final discharge as executrix of the estate of Lyman Phelps, deceased; and that at the same time I will present my final accounts as executrix.  
Dated Aug. 5th, A. D. 1910.  
MARY BLAINE PHELPS, Executrix.  
51-4 mo

**In Court of County Judge State of Florida**

In re Estate of Wm. Hale Bates, Dec'd } Orange County.  
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, deceased; 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. WHITNER, JR., Executor  
Dec. 10.

**GATE CITY HOUSE**

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



**C. W. ROSE**  
PROPRIETOR  
**The Bye-Lo Hotel**  
SANFORD :-- FLORIDA

**ANNOUNCEMENTS**

**For Mayor.**  
At the earnest solicitation of my friends I have consented to announce my candidacy for the position of Mayor of Sanford at the primary to be held in November.  
Respectfully,  
W. H. UNDERWOOD.

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

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

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

**For Clerk, Treasurer and Assessor**  
I hereby announce my candidacy for the position of Clerk, Treasurer and Assessor of the city of Sanford subject to the city primary to be held in February. I promise if elected to serve the city to the best of my ability.  
Respectfully,  
H. C. DU BOSE.

**For Marshal.**  
I announce my candidacy for re-election as Marshal. I propose to make the race solely on my record. I am not the candidate of any clique. I solicit the support of the voters on my merits.  
Respectfully,  
GREEN W. SMITH.

**Marshal and Collector.**  
I hereby announce my candidacy for the office of Marshal and Collector for Sanford at the coming city election.  
Respectfully,  
W. A. TILLIS.



**Beecher's Name-on Umbrella**  
Hand Painted China  
Alligator Skin Goods  
Electric Lamps  
Silver Novelties  
Shaving Sets  
Howard Watches  
Thermos Bottles  
Gorham and Rogers Silver  
Hawks' Cut Glass  
Ebony Goods  
Smoker Sets  
Onoto Fountain Pens

**GOLD**

Cuff Links  
Scarf Pins  
Rings  
Brooches  
Pendants  
Bracelets  
Locketts  
Chains  
Fobs

**DIAMONDS**

All Goods Warranted



R-21012  
**HENRY McLAULIN**  
JEWELER  
SANFORD :-- FLORIDA

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Room 13 Pico Building  
Phone 355

**DR. C. G. BUTT**

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

**DR. R. M. MASON**

DENTIST  
Welborn Block Phone 19  
Sanford, Florida

**DR. W. E. HOUSHOLDER**

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

**DICKINSON & DICKINSON**

Attorneys at Law  
Peoples Bank Bldg. Sanford, Florida

**DR. E. C. KEMP**

OSTEOPATHIC  
PHYSICIAN  
Office Garner-Woodruff Building  
Residence 519 Magnolia Avenue.  
Office Hours: 9 to 12:30 to 6  
Other hours by appointment  
Sanford Florida

**ANDEW JOHNSON**

ATTORNEY-AT-LAW  
Practices in State and Federal Courts.  
M. G. T. Building. Phone 248

**GEO. A. DECOTTES**

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

**THOMAS EMMET WILSON**

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

**L. G. STRINGFELLOW**

JUSTICE OF THE PEACE  
NOTARY PUBLIC  
Office in City Hall

I am organizing a class in Music in Sanford.

Terms \$6 Per Month  
2 Lesson Per Week  
**Horace Mendenhall**  
Reference: The Conservatory of Music Cincinnati, Ohio

**MISS RUTH ABBOT**

CLASS IN PIANO LESSONS  
Given at Home of Pupils. Address  
123 Ninth St. Sanford, Fla

**FLOWERS — PLANTS — BULBS**

**L. H. TEMPLE**  
AGENT JACKSONVILLE FLORAL COMPANY  
Phone 166. 11th and Oak Ave.  
Special Offering in Ferns. Sanford, Florida  
Floral Designs to Order. Florida  
1-28-10-11

**C. H. DINGEE**

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

**Sanford Library**

AND  
**Free Reading Room**  
ROOM 20  
Upstairs, Sico Block  
Open Tuesdays 4 to 6 p. m.  
AND  
Saturdays 4 to 9 p. m.  
Strangers Welcome

**Chase & Co.**

SHIPPERS OF

**Florida Fruits and Vegetables**

General Insurance Agents

SANFORD, FLORIDA

**Peoples Bank of Sanford, Florida**

CAPITAL \$30,000.00

The ONLY bank in Sanford that INSURES EVERY DOLLAR DEPOSITED AGAINST LOSS from any and all causes.

**THE PEOPLES BANK OF SANFORD**

OFFERS

Prompt Service Polite Service Accurate Service

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

M. M. SMITH H. R. STEVENS H. E. TOLAR  
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**HAND BROTHERS**

LIVERY, FEED and SALES STABLE

Harness and Wagons Blacksmithing and Horseshoeing  
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HEAVY HAULING AND CONTRACTING

TOP PRICES FOR YOUR

ORANGES, GRAPEFRUIT, TANGERINES AND EARLY VEGETABLES

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

**HEWITT & CO.**

FRUIT AND PRODUCE COMMISSION MERCHANTS

10 E. Camden St., Baltimore, Md.

References: This Paper and Thousands of Pleased Shippers in Florida

Drink a Bottle of



GINGER ALE OR SODAWATER

Manufactured with pure distilled water—they will prevent illness, aid digestion and give you health

The Sanford Coca Cola Bottling Co., Sanford, Fla

**FIRST NATIONAL BANK**

OF SANFORD, FLA.

F. H. RAND, President GEO. FERNALD, Vice-Pres.  
F. P. FORSTER, Cashier S. F. WHITNER, Asst. Cashier

Only National Bank in Orange County  
Funds Protected by Burglary Insurance

Safety Deposit Boxes for Rent  
ORGANIZED 1887

**THE M. & R. STORE**

And ICE CREAM PARLOR

Ice Cream Furnished in Pints, Quarts and Gallons

Stationery, Confectionery and Periodicals of all Kinds

104 First Street Phone 281 Old Postoffice Bldg



Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,680
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

# Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Our Terms of Sale on 5 Acres

Possession given on payment of \$10.  
 Balance, \$5 monthly.  
 Flowing artesian well guaranteed.  
 Ten per cent discount for cash.  
 No interest on deferred payments.  
 We pay taxes until development begins.  
 We give 30, 60 or 90 days grace on deferred payments in case of sickness.  
 We give free deed in case of death as per contract.

TITLE BOND & GUARANTEE CO.

Volume 1

SANFORD, FLORIDA, DECEMBER 16, 1910

Number 46

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

# 17 REASONS 17

## Why You Should Purchase One of These FIVE ACRE FARMS

TITLE BOND & GUARANTEE COMPANY

TITLE BOND & GUARANTEE COMPANY

- 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 overlaid 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 First 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.

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

\$10 down-that's all

SANFORD FARMS

\$5 monthly-That's Easy

# THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 19

SANFORD, FLORIDA, FRIDAY, DECEMBER 23, 1910

Volume III



## At Christmas Play and Make Good Cheer, For Christmas Comes but Once a Year.

### SANFORD, A SANTA CLAUS FOR THE NATION

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

The following descriptive article of Sanford appears in The Garden Magazine by the pen of Wilhelm Miller, who was here last fall and made a pilgrimage over the state of Florida:

"I have investigated a good many get-rich-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, buy five acres, build a house, live comfortably and in three years have an income of \$5,000 a year for life.

"If you don't believe it, read the guaranteed stories of eight men who have made \$1,000 an acre. The Peoples Bank of Sanford has read these statements and vouches 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 little or nothing, and some of them with no previous experience in agriculture. For example: H. H. Chappell, a telegraph operator, came here in 1899 with nothing, yet he lately bought 35 acres for \$35,000 and 10 acres for \$15,000. Mr. Hicks came with \$500 and at the end of one season, had \$2,800. Rossetter and Hawkins came with \$1,100 and recently Rossetter bought out his partner for \$12,500.

Where is Sanford? It is east of the central part of Florida, 25 miles from the Atlantic and 125 south of Jacksonville. It is a town of about 2500 inhabitants. It has railroads in four directions and lies at the head of navigation in the St. Johns river (Lake Monroe) so that the 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 impossible for the crop to fail. For if there is a drought a valve is turned and water pours into the tiles. And if there 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, of tomatoes, eggplants or cauliflower,

which enjoy no inroads from competition, but often net \$200 to \$400 an acre. Fourth, the land is sowed to cowpeas in order to restore fertility or it is allowed to grow up to grass.

The rainy season is from the middle of June to the middle of August. During the dry season there is not enough rain to depend on for crops. The growing season is from August to June. Lettuce is planted about the middle of October and sold during the Christmas holidays. Celery is planted about the middle of December and marketed in March. The third crop is cleared away by June and then the farm is laid away to rest for three or four months, during which a man may enjoy himself in Europe, if he wants to.

The cheapest form of business insurance that I know is Sanford's combination of subirrigation and drainage. The tiling cost \$100 an acre, and a well which furnishes water enough for five acres costs \$60 to \$75.

You get a surveyor to determine the highest point of your five acres and you drive the well there. A two inch pipe is sunk to a depth of 150 feet. The artesian belt comprises about 10,000 acres, only 600 of which are in celery. These 600 acres are honeycombed with wells, but there is no sign of diminishing flow. Each well has a valve so that the owner may turn on or shut off the water.

The tiling system is easy to understand. The main tile (generally 4 or 6 inches in diameter) is laid along the highest side of the field at a distance of 14 to 20 inches. This main tile is water tight and 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 other side of the field you can close pockets on that side and the water will enter the soil through the spaces between the tile. If necessary, the land can be flooded so as to destroy nematodes, which are serious enemies in unirrigated soil in the south.

Yet there is no danger of getting sour soil or bringing harmful salts to the surface because the tiling acts also as a drainage system. There is an open ditch along the lower side of the field, or better, a large waste pipe with a cut-off valve or pocket, so that the land can be dried sufficiently for cultivation simply by opening a valve. The rainfall is about 54

inches, and most of this comes within one hundred days. In humid regions, it is necessary to guard against flooding, even on land as sandy as that of Florida.

You cannot buy drained, sweetened and cultivated land for less than \$1,000 an acre, but in three years you can develop a farm from wild land within four miles of the steamer wharf costing \$150 an acre. Cleaning, grubbing, plowing and harrowing costs \$125 to \$150 an acre. Bleaching boards of pecky cypress cost \$14 a 1,000 and 25,000 to 30,000 feet are necessary to bleach an acre. The boards last about ten years, and therefore ten per cent or more of their cost should be charged against every celery crop for depreciation. Therefore a man needs capital enough for building a house, for three years' living expenses and for

Five acres wild land in artesian belt..... \$ 750  
Cleaning, grubbing, plowing, harrowing..... 750  
Fencing about 120 rods at 60c..... 72  
Irrigation and drainage system complete (Well \$120 Tiling \$100 an acre)..... 620  
Total..... \$2,192

It is difficult to separate the expenses of the lettuce and celery crops, but the estimates are about as follows, per acre:

LETTUCE	
Fertilizer.....	\$ 80 to \$100
Labor.....	80 to 100
Harvesting.....	100
Total.....	\$260 to \$300

CELERY	
Fertilizer.....	\$ 100 to \$120
Labor.....	100 to 150
Harvesting.....	250
Depreciation of boards.....	40 to 50
Total.....	\$490 to \$570

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:

	LETTUCE	CELERY
Number of acres.....	139	209
Number of crates.....	97,180	209,185
Value.....	\$132,587	\$402,300
Crates per acre.....	699	1,000
Value per crate.....	1.36	1.44
Value per acre.....	958.80	1924.88

Just think of a whole county averaging \$3,886 an acre from two crops which are planted and harvested in six months. It probably cost \$670 an acre to produce these crops, but even if you take my figures (which are the highest I have seen), viz, \$870 for producing the two crops, there is a net profit of over \$2,000 an acre.

If you wish to verify these yields and prices see the Tenth Biennial Report of the Commissioners of Agriculture of Florida, page 107, for year ending April 1, 1908. Or see the Florida Quarterly Bulletin for April, 1908, page 129.

Of course, you cannot expect the whole county to make 422 per cent every year. Undoubtedly that season was a favorable

one for lettuce. Some years the lettuce is frozen, but even if the lettuce crop is a failure the celery crop alone pays 100 per cent on the whole investment.

The man who owns a five acre celery farm at Sanford is about the most independent creature on earth. His yearly balance sheet is something like this:

EXPENSES	
Lettuce crop.....	\$ 1,300
Celery crop.....	2,250
Total.....	\$3,550

RECEIPTS	
2,000 crates lettuce at \$1.25.....	\$2,500
5,000 crates celery at \$1.50.....	7,500
Total.....	\$10,000
Cost of production.....	3,550
Net profits.....	\$6,450

Even if his lettuce is a total loss he can make \$4,000 a year, and have six months 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, floods nor frost. Frost rarely injures celery there and generally improves it.

He fears no insects or diseases. All the pests 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 overdone. Few localities can produce celery in March and sell it in every city east of the Mississippi. Even if the net profits are cut down from \$1,000 to \$200 an acre he can make a good living by 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 \$200. His expenses will be about \$1,000 but the pay for his lettuce comes in before he has to pay the heaviest part of

the expenses for the celery crop. His gross receipts should be \$3,000 and net profits for the year should be about \$2,000; but out of this must come his living expenses. Anyone having less than \$5,000 must expect privations.

3. The man who has plenty of money and experience can buy land at \$1,000 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 the pictures you see here and talking with growers.

In order to verify figures here given write to Mr. B. E. McLin, Commissioner of Agriculture, Tallahassee, Fla. Local real estate 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 Luggage

The days of large profits from Sanford farms are not things of the past by any means. You can always make the crops here. The markets being right you can make the profits. L. A. Brumley one of the best farmers on Celery avenue rented five acres of land this fall from a man who was discouraged. Mr. Brumley 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 cottage and other buildings on the place. Fruit trees, pineapples, 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 in the northern markets.



CELERY FIELD AT SANFORD



CUTTING CELERY AT SANFORD