

Civic Improvements Keeping Pace With Sanford's Expansion

and Issues Of Past Three Years Made For Improvements To A Total \$1,800,000

Supply Of Soft Water Plentiful Electric And Gas Plants Owned By Values On Property

of all of Sanford's progress much more than just the effects of city officials to their obligations and their salaries. The total bond issues of \$1,800,000 within the past 36 months, sufficient to meet the needs of the city's growth have been available and actual progress is under way with almost all of the improvements for which appropriation made. Sanford will soon be in a position to meet all the requirements demand in final facilities and improvements, some of which are not to be found in cities of equal size.

Street Paving In business streets is wide and pavement in residential streets averages 24 feet in width and which Sanford now has more than 40 miles, most of which high grade asphalt with cement curbs. This accomplishment in paving it is believed will care of the city's needs for the next 10 years.

Electric Motors and oil engines furnish the motive power for pumping and when all are working 24 fire streams can be furnished at one time, extra water for fire protection being secured, when necessary, from a 12-inch well sunk to a depth of 500 feet immediately at the pumping station, and to which the pumps are directly connected.

Electric Lights. While well lighted throughout its entire incorporated limits, Sanford will soon be in position to offer even more and still better lighting, and to have electricity in abundance for all purposes. The making of many improvements thereon has been provided for in the \$310,000 set aside from a recent bond issue. The entire electric lighting system will be put in efficient shape and operated for the good of Sanford and the convenience and profit of her citizens.

City Hall. A beautiful new City Hall is now nearly completed and will soon house all the offices of Sanford. The construction of this building has moved forward without abatement since work began under the appropriation of \$75,000 mentioned in the list for which bonds have been voted and sold.

GAIN IN BUILDING ACTIVITY SHOWS GROWTH OF CITY

Construction Work During 1924 Amounts to Over \$600,000; Permit Show Many New Dwellings Are Constructed

The growth made by Sanford during the past five years is reflected in the sums represented in building permits taken during this period. Building permits during 1924 amounted to \$61,007 while in 1920 they amounted to the total of \$130,095. This gain is not to be accounted for by a few large expensive buildings but by numbers of comfortable residences, modern shop buildings and office structures.

Permits in 1925 are expected to set a still higher total. During January and February, permits amounted to \$125,000 which is an increase of more than \$50,000 over the permits of the same period of the preceding year.

The greatest building activity of 1924 came during October, when permits amounting to \$151,470 were issued. It was during this month that permits were taken for the Masonic Temple, which when completed within 30 days, will be one of the most modern of its kind; the Episcopal church, the site of which is placed at \$52,000 and a city hall, which represents an investment of \$65,000.

Building permits are not regarded as an entirely accurate record of building activities. For obvious reasons, new buildings, improvements and alterations are as complete. The record of permits in Sanford, which follows below, is taken as indicative of more than \$1,000,000 worth of construction during 1924 and the two months of 1925.

Following is a record of building permits by month during 1924 and the first two months of 1925:

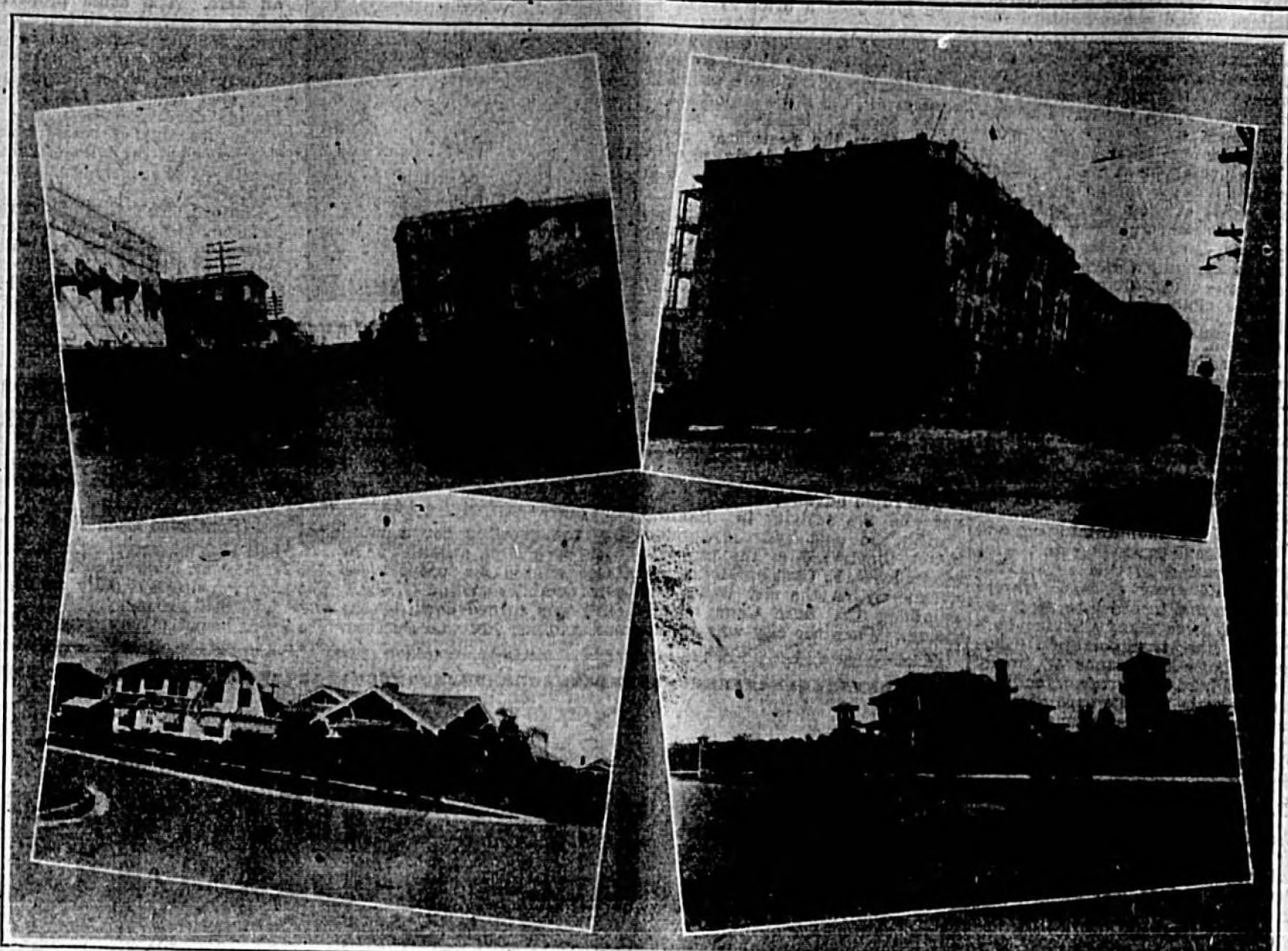
January	\$ 40,777
February	9,765
March	39,345
April	25,811
May	58,575
June	78,205
July	62,329
August	43,225
September	50,345
October	154,270
November	54,365
December	57,995
Total	\$681,007

Along with the paving done in Sanford, adequate sewers are being put in to take care of storm water and to meet the needs of water to come in the matter of sanitation. All this is provided for in the appropriation of \$225,000, and that sum has been counted as sufficient to give the city a sewerage system fully in keeping with its many other improvements.

Gas. To own the gas works at Sanford was determined by the people some time ago and the appropriation of \$160,000 for the purchase of the present plant and for certain improvements was provided for in the last issue of bonds. The improvements are now under way and the property is being operated by the city of Sanford to the entire satisfaction of all concerned.

Other Improvements. Provision for a municipal athletic field and ball park, was also made by the city of Sanford during the past year. The athletic field and improvements including a large grandstand cost \$35,000. The baseball diamond is one of the finest in the country and is the training grounds for the Milwaukee team of the American Association. The Milwaukee base-

Ever Growing Business and Residential Section of City



Reading from left to right: 1—View of First Street; 2—Valdez Hotel, Brumley-Puleston Building and First National Bank; 3—Residences of George D. Dishop and D. T. Drummond; 4—Residence of Dr. C. J. Marshall, on Union Avenue.

TOTAL SHOWN VARIETY FOUND IN LOCAL BANKS IN SEMINOLE BY NEAR 4 MILLION SPORT SEEKERS

Resources Of City Indicated In Fact That More Than 4 Millions In Deposits Are Contained In Three Banks

First National Is 38 Years Of Age Banking Institution Officials Are Among Most Industrious Workers For Progress

With a combined total of resources of nearly \$5,000,000 and with deposits totaling almost \$4,000,000, the three banks of Sanford indicate clearly the resources of the city.

Three Powerful Banks. The First National Bank of Sanford, which was organized 38 years ago, leads in deposits. The deposits of the three banks according to a review taken recently shows:

First National Bank, deposits \$1,800,000 and total resources of \$2,250,000. Seminole County Bank, deposits \$1,500,000 and total resources \$1,950,000. Sanford Bank and Trust Co., deposits approximately \$500,000 and total resources \$650,000.

New Institution. The Sanford Bank and Trust Company is the latest financial institution to enter the field. The same progressive spirit of cooperation is followed by the officers and directors of the new bank as that which governs the policy of the First National Bank and the Seminole County Bank. The officers of the bank are W. H. Tunnicliffe, president; Dr. S. Puleston, vice president; E. H. Brown, cashier; and R. L. Mitchell, assistant cashier.

Two Older Banks. The First National Bank opened its doors in 1887 and is not only the oldest bank of Sanford but the oldest in Seminole county. The bank moved into their new five-story home which was recently completed and is the largest business building in Sanford. The officers of the bank are F. P. Forster, president; L. A. Brumley, vice president; T. J. Miller, cashier; and A. L. Betts, assistant cashier.

The Seminole County Bank is one of the strongest banking institutions of Seminole county. It was organized in 1914 and its growth has followed closely that of Sanford's phenomenal progress during this period. The institution occupies its own building and does a general commercial business. The officers of the bank are: Forster, president; A. R. Key, vice-president; and cashier; G. W. Spencer, second vice-president; and R. W. Deane, assistant cashier.

Active Workers. All three banks and their officers and directors are separately and collectively hard workers and devote much thought and effort to the betterment of Sanford

transhooting and rod and gun club that welcomes visitors in the time honored fashion of the old South. Unique events, such as alligator hunts, are frequently arranged.

Already Sanford has many amusements and means of recreation for any who may come. When the Forrest Lake Hotel is completed, which date is set as Jan. 1, 1926, there will be added still further facilities. Plans for the edifice include a swimming pool, in which aquatic meets bringing here nationally known swimmers,

Lakes Filled With Ravenous Fish Await Sportsman While Fastnesses of the County Contain Deer

New Hotel Will Add Much To Amusements Opportunities For Boating Unsurpassed On Lake Monroe and Other Lakes Here

The hunter or the fisherman who desires something different will find Sanford the mecca. Though not a tourist city in the strict sense of the word, Sanford has more to offer those seeking amusement than many cities which are rapidly seeking the patronage of winter visitors.

Sanford is at the head of navigation on the St. Johns River, the Nile of America. The trip from Jacksonville to Sanford, over a distance of 108 miles is one of the most unique in the entire country. The river route covers 19 hours and reveals to the person making it more tropical scenery of unsurpassed beauty than any other trip in Florida.

Upon arriving at Sanford excellent hotel accommodations will be found as a base for operations in and around the city. The tourist has but to let his inclinations be his guide.

Those who fancy the great outdoors, whether it be fishing or hunting, will come as near to attaining his ideal here as he will in any other place in Florida. Fishing in the lakes that lie near Sanford in Seminole county is never the monotonous procedure that is in many other localities. The fish are always hungry and are as plentiful as they are anxious to bite.

If the inclinations of the visitors run towards a dog and a gun, he will find that even nature makes special dispensations in his favor between Nov. 20 and Feb. 15, the open season. Numbers of hunters of Seminole county and from other sections of the country secure fine bags of migratory and native birds during this period. Quail and snipe are found in abundance while no great amount of effort places the hunter near the haunts of the wild turkey.

If more noble game is desired there are many deer still left in the fastnesses of Seminole county. There are wild cats, too, and recently a huge eagle, measuring over six feet from wing tip to tip, was killed near Sanford. The cool weather that makes outdoor exercise a pleasure, comes as added zest to the other attractions of the county.

Those who dislike to take life but who like shooting will find ample opportunity to follow their inclination for in Sanford there is a large ball room for social activities, and boating on Lake Monroe. The northern golfer who, with his clubs, rucks throughout the winter, will find at Sanford his idea of heaven on earth. An eighteen hole course, designed by W. D. Clark, widely known golf architect, which is maintained as the peak of perfection by the city, is here for his use. The course is not one of the most difficult in the world but it is one of the most satisfactory to play on.

Development Tide Brings Steady Climb In Real Estate Values

POPULATION HAS ALMOST DOUBLED IN PAST 4 YEARS

From Population of 5,558 in 1920 Sanford Grows to City of 10,432 in 1924; Growth Has Been Steady Each Year

Sanford's population increased from 5,558 in 1920 to 10,432 in 1924, according to the compilation of population figures made by R. L. Polk & Co., in making up the city directory. The 1920 population figure is that announced by the United States Census Bureau. The figures of the directory places the percentage of gain at 86 percent in four years.

In a survey made recently by Joseph E. Craig, consulting engineer, to determine the number of homes using water from the city's new municipal plant, it was found that this number is 1,780. Taking the city government's allowance of five persons per house the estimated population of the city becomes 8,500. The disparity between these figures and those of the city directory is explained by the fact that Mr. Craig's survey did not lead him to the homes of but few of those in the negro sections.

In writing of Sanford W. P. Reeve, agent in compiling information for the new city directory, advises the Chamber of Commerce as follows: "Not being a town of inflated values with extensive advertising it may seem surprising that Sanford should exhibit such growth; nevertheless as the center of such a productive region together with intrinsic resources it has undoubtedly reached the above population and definitely entered the class of progressive communities."

Realty Transactions During Past Weeks Have Established A Large Sales Record

Many Subdivisions Have Been Opened

Sanford Fortunate In Having No Inflated Values Of Property

(By C. J. MOTES) While volume of sales and peak prices of Sanford real estate are not such as to break any state-wide records, the fact remains that much attention has been attracted to this section and much more is in store, due in the main to the wonderful progress being made here and to the fact that realty prices have not attempted to keep up with the progress. And many are becoming aware of this fact and are taking advantage of it.

Today Sanford is bigger, better, cleaner, more attractive and more truly progressive than ever before and is just getting under way in so many matters that spell big things for the future, that it undertakes to describe all of them would be to fill an entire edition with lists of subdivisions and annexes; lists of purchasers of building lots and business property; propositions and plans for the future. And there is no boom on here, nothing approaching it in the commonly accepted sense of the term.

Within the past six months things have come to pass here which loom large in the planes of the future, things which are of prime importance and which lead to wonderful possibilities. The Sanford of a few years hence will startle many; even as the present (Continued on Page Two)

We Have for Sale

1. Beautiful Country Residence, large, modern, commodious, well ventilated rooms—surrounded by large shade trees, shrubbery, flower gardens. 140-acre tract, fronting on beautiful clear fresh-water lake and lying on both sides of hard surface road, near small town and railroad. 50 acres producing Orange Grove, remainder partly under cultivation, partly wooded. No more ideal all-year country residence in Florida. Attractive price. Cash and terms.
2. Two new 6-room Bungalows. Attractive Spanish type, hardwood floors. Stucco. Excellent material throughout. Most attractive location in the City.
3. Close-in corner lot, 117x117, fronting on city park. Ideal location for apartment house. One of the best offerings of its kind in the City.
4. 8000 acres average land, suitable for all classes of development. Adjoining railroad and hard road. A good buy if taken at once.

DuBose & Holler

REAL ESTATE, FIRE, INSURANCE AND BONDING

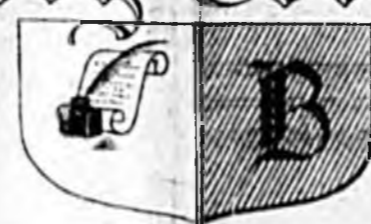
Mr. R. L. Dean and Mr. R. H. Berg wish to announce the opening on April First of their new office at 202 First Street for the purpose of buying and selling real estate and other properties.

Listings are sought from all those who have anything to sell and it is our earnest endeavor to satisfy the wants of those wishing to make investments. We can assure conscientious and efficient service on all matters brought before us.

Mr. S. A. Sossamon, our sales manager, is a man long known by us to be of the highest caliber of business judgment and unquestionable integrity. He will be assisted by a tested force of comparable excellence.



Dean-Berg Corporation



Junior Chamber Has Played Large Part In Civic Affairs Of City

Organization Composed of the Younger Business Men Of Sanford Has Made Accomplishments To Its Credit

Chamber Formed Less Than One Year Ago

Organization Secured A Baseball Team To Train Here; Is Now Seeking Y. M. C. A.

(By L. C. DEBOUT)
The Junior Chamber of Commerce was organized June 18, 1924, by a representative body of young business men of Sanford, who saw the need of creating in the younger men civic pride and an increased interest in the welfare of their city and county.

The objects of the Junior body are:
First, to promote the civic, commercial and industrial interests of Sanford.
Second, educate its members in problems and processes of the city and county government and institutions.
Third, afford its members opportunities to study the said problems and processes and to stimulate good citizenship, and to assist in carrying on the projects and policies of the Sanford Chamber of Commerce.

Under the direction of the officers elected for the first year, the Junior Chamber of Commerce has engaged in many activities toward the improvement of the city of Sanford and county of Seminole. The officers are: G. W. Spencer Jr., president; R. S. Holly, first vice-president; R. L. Dean, second vice-president; L. C. Debout, secretary-treasurer; W. E. White, assistant secretary-treasurer.

The first activity was the registration of two Sanford girls in two beauty contests at Daytona Beach. Both of the junior chamber entrants won high places, one winning the title of "Miss Florida".
Under the direction of the organization a "clean-up week" campaign was instituted Aug. 11 to 18. All vacant lots were cleared, weeds mowed, houses painted and many other activities leading toward a prettier and cleaner city.

Chamber Secures Ball Club
Under the direct supervision of the sports committee chairman of the Junior Chamber, arrangements were effected to have the Milwaukee baseball club train in Sanford using the new municipal ball park.

The sports committee, one of the most active committees, also arranged several golf tournaments among the civic clubs of the city with the object of creating more interest in the new 18-hole course. The Junior Chamber team won the loving cup trophy in the first tournament.

Through the beautification committee, the Junior body succeeded in removing all unsightly signs and cans from the city streets as well as the removal of all second-hand automobiles from lots in the business district. This committee thru public "bad" direct touch has stirred favorable sentiment and action regarding beautification of streets and highways, playgrounds, and the painting of properties needing such repairs. This committee attended several meetings held by the women of the state along beautification lines. It submitted a resolution to the City Commission requesting that the lake shore boulevard be named "Memorial Drive".

Y. M. C. A. Movement Started
The civic affairs committee started a Y. M. C. A. or community center movement and arranged several fine programs at the weekly luncheons, having the State Y. M. C. A. secretary and the National Y. M. C. A. secretary speak at two meetings in the possibilities of an organization in Sanford. This committee also created comment on dangerous crossings and obtained definite action on elimination of this menace.

The Junior chamber endorsed Sanford's improvement bond issue and its members assisted in handling the election returns and other detail in connection therewith.

The Sanford Junior organization became a member of the United States Junior Chamber of Commerce on Aug. 28, 1924.

The organization grew from a membership of 24 to over 100 members within a few months and at the end of the first year there is a will be held the last meeting in March and their installation will take place the first meeting in April. Every member looks forward to a banner year in 1925 and roster of 95. Election of officers the junior body is one of the best organizations for the young men of the city and county to accomplish a great work for their community. Through publicity items compiled by this body and advertisement gained through its activities, it has well rewarded each member for the time, energy and expense incurred in carrying on its program.

Welfare Work Indorsed
The Seminole County Welfare work was heartily endorsed by the Junior chamber and during the Christmas season contribution was made toward carrying out the welfare program.

During the year the organization entertained many prominent citizens of Sanford as well as men from points outside of the state, at its luncheons. Among these men and women were L. M. Huck, secretary Jacksonville Junior Chamber of Commerce; Miss Jeanette Simmons, secretary Tampa Junior Board of Trade; R. W. Puarman, Jr., secretary Sanford Chamber of Commerce; R. J. Holly of Sanford; Mrs. Susan B. Wright, President, Woman's Club; C. H. Harwood, Florida Automobile Association; L. M. Nahm, business manager of the Milwaukee Baseball club; Otto Borchert, president of the Milwaukee club; Harry Clark, manager Milwaukee baseball club; Kenneth B. Hait, high school athletic director; Mayor Forrest Lake, secretary Reynolds, Y. M. C. A. Work, Jacksonville; National Secretary Roberts, Y. M. C. A., New York City; J. P. Hall, postmaster, Sanford; Rev. F. D. King, of Sanford; Rev. E. D. Brownlee, Sanford; T. L. Dunn, superintendent, A. C. L. R. Sanford; Milto-Haddock, Boy Scout leader of Sanford.

No Inflation
That famous Trinity—the time, the place and the value—are happily well met here in Sanford as inflation of prices for even the best real estate has not yet set in here and men's ideas of values remain unspooled.

In addition to subdivision property and acreage which will be developed into highly restricted residential sections there has been a flurry in downtown business property which has set new values in the Sanford business section. Property which has not had an offer for years is now being eagerly sought after and even at the new figures is lower than similar property sites in cities of the West and East Coast.

Once Was, Will Be Again
In the past Sanford has ranked high as a tourist resort and many men here and elsewhere in Florida predict that this city will again take high place among the resorts to which those residing in less favored sections of the United States come to escape cold weather. Nature favored the entire state of Florida in the matter of climate, and certain sections are especially favored in many other ways and chief among the especially favored sections and cities are Seminole county and Sanford.

Will Sanford attain its former position as a tourist center? If the achievements of the past can be accepted as a basis for a prediction as to its future growth and the attainment of its goal as a tourist resort Sanford will rank high among the big resorts of Florida before the close of the present decade.

At no period in the history of Sanford has the city shown greater development activity than during the past six months. Sweeping onward with that same dynamic force which has placed the city in the foreground of celery producers in the world, Sanford has now set its eyes on becoming a tourist center and popular playground for thousands of winter tourists.

Leading from \$1.50 to \$2.75 a bushel. During the past week in Sanford the shipments of celery have been averaging 100 cars a day. The shipments last year amounted to over 7,000 carloads. Some idea of the magnitude of such a yearly shipment may be gained by stating this number of cars is only long train. The train would be 100 miles long with its entire cargo confined to celery.

Reason for Everything
To give even a brief resume of all recent realty transactions would be to formulate quite a list, but the reason for these changes in ownership of valuable property is, after all, the more important.

The Swope building located across from the postoffice could have been purchased six months ago for \$65,000. Last week this property sold for \$125,000.

The Brunley-Puleston building at Park avenue and First street was purchased at the same time as the Swope building and brought \$150,000. This property a year ago was valued at less than half this figure.

Waterfront Property
Acreage along the waterfront several years ago could have been purchased at \$50 an acre and the same property today is held by the owners for better than \$2,000 an acre.

The rapid advance of realty values and the activity in Sanford during the past year is perhaps better illustrated in the property owned by E. F. Lane on Mellonville avenue within the city limits and adjoining the Rose Court subdivision. When the city was agitated these days, that good old word "opportunity" really means much in Sanford at this time and if headed in time, will mean much to those who take the trouble to become informed and then act.

The high tide has not been reached but the development at Sanford is sweeping along steadily and gaining momentum as outside capital is poured into the community for property which is below that of many communities of Florida.

Large acreage tracts can still be obtained in and about Sanford for development and subdivision purposes and the people welcome big operators to Sanford provided they conform to the high standard of civic ethics which the city has imposed upon the people who wish to call Sanford their home.

With transportation facilities equalled by few inland cities and with plenty of room for needed expansion without entailing staggering costs, Sanford holds out to the manufacturer as well as the home seeker the most attractive proposition possible in any progressive section of the state and possibly the nation.

Over railroads which radiate in every direction; by water transportation on the magnificent St. Johns River; by highway and by lesser routes freight and passenger from Sanford, can go to all parts of Florida quickly and to foreign points without loss of time.

To list the manufacturing and other revenue producing industries now operating in this substantial city would show a most varied collection and in order to meet the needs of these many thriving businesses, the transportation companies have huge sums of money invested here, but present facilities are adequate to take care of more business and Sanford stands ready to welcome investigation and to aid the investor on any way possible.

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Leads the World
Trucking in general and celery growing in particular brings much cash returns to the Sanford section, almost all of which is cleared through the banks here. The total in dollars is a vast fortune even in this day of millions multiplied.

From a recent report of the Atlantic Coast Line offices which handled the celery shipments from this section there has been 2523 cars of vegetables handled up to Feb. 1. Of this crop 1,434 was celery, 538 cars of lettuce and 304 cars of escarole, a species of lettuce.

The celery crop this year is much better than in former years and is also bringing a higher price in the northern markets. It is now

Prominent Attorney



George A. DeCottes, former states attorney for the Seventh Judicial District and now attorney for the City and County Commissions, has been a resident for many years and has been prominently identified with the city's rapid growth.

ing the question for a municipal ball park and athletic field, Mr. Lane offered his property to the city commission for \$7,500. The offer was turned down by the city and another site was selected. The

offer was considered a fair appraisal of the property at that time. A sale of the property a month ago Mr. Lane refused an offer of \$25,000 for the property.

Rise in Values
The Woodruff and Garner building six years ago could have been purchased for \$16,000 and the owners recently refused an offer of \$40,000.

Acreage along the Sanford-Ocala road could have been purchased 10 years ago for \$4 to \$30 an acre. The same property is today bringing a price ranging from \$500 to \$1,000 and is being eagerly picked up as a bargain by veteran investors in Florida property and who are familiar with Florida development.

The accounts of realty transactions outrival the tales of fabulous wealth of the early gold rush to California.

Sanford, The City Substantial, however, is backing up her realty values by the finest agricultural section of Florida which takes out the element of chance and is not dependent upon the whim of the tourist.

A beautiful causeway and dock

extending out into the waters of Lake Monroe is also under construction. It will be approximately 400 feet long and 83 feet wide and will be so constructed as to provide a yacht basin and serve as a pleasure dock for winter visitors.

Definite plans are also under way for bulkheading seven miles of Sanford's waterfront, extending from the county line on the west to Mellonville Avenue on the east. This will connect up the fill which will be thrown up by the county and for which provision has been made in the county bond issue.

Beautiful Lakefront Drive
The completion of this project will bring state road No. 8 through the most attractive part of Sanford—its waterfront. It will be one of the most beautiful lakefront drives in the entire state when completed. The lakefront drive will be 82 feet wide and will be brilliantly illuminated for its entire length. Actual work will be started on the eastern part of the boulevard sometime this month. The dredge began pumping this week. As soon as the engineers have completed specifications for the western portion of the bulkheading the work will be pushed rapidly forward.

The people of Sanford are convinced that their city has a substantial future. This is indicated by the large majorities given bond issues for public improvements. During the 11 month period \$1,405,000 in bonds were voted to purchase all public utilities, finance the construction of a city hall, add 27 miles to the city's sewerage system, purchase a golf course, provide a municipal athle-

tic field and a ball park, and to improve the city's streets and sidewalks.

Terms cash. For deed. 3-7-11-21-25.

Civic Improvements Keeping Pace With Sanford Expansion

(Continued from Page One)

ball club has already reported for spring training and its members are working out daily on the Sanford ball grounds.

A beautiful causeway and dock

Strout Selected Bargains

We can show you in this great home and money making farm and fruit section, just about any sort of property you may be looking for. Whether it's a winter or year around home, a big or little Celery and Truck Farm, and Orange Grove, Poultry plant or Lakeside property, we have it. These few property descriptions will give you a little idea of what we have to offer.

No. 242 10 acres \$2500.00

10 acres on improved road short drive to Sanford, handy to village which has school, stores, P. O., packing houses, church, and other advantages. Loamy tillage, no fruited to 52 fine orange trees, 7 grapefruit, 11 tangerine, 10 grapes, lemons, pears, limes and kumquats; Good 6 room bungalow, large piazza, fine water supply, oak and maple shade, beautiful lake in sight. Barn 16x30, garage, tool house, poultry house. For quick sale owner will accept \$2500 part cash, balance easy.

No. 298 5 acres \$5500.00

5 acres on paved highway, close to loading station and stores, only short drive to Sanford. One of the finest truck farms to be had in this section, highly improved being both underdrained and sub-irrigated, water for irrigation furnished by flowing wells at no cost whatever. Good 2 story house, nice lawn, fruited with bananas, guavas and other small fruit. Barn with tool shed attached. Sickness in family compels owner to sell at this remarkable low price which includes: 1 mule, 1 Jersey heifer. All farming tools including: cultivators, plows, subsoiler, seed drill, fertilizer distributor. To investigate this property is to purchase. Terms if desired.

No. 260 21 acres \$7500.00

For quick sale owner has reduced price from \$8500 to \$7500.00 and will give liberal terms if desired. 21 acres in the center of hustling village close to Sanford, on main street close to P. O. stores, school and other advantages. An improved and has productive Orange grove of 400 trees, also grapefruit, tangerines, lemons, persimmons, peaches, grapes, quavas, roses and other shrubbery. Good 2 story painted house, 4 foot piazza, 2 fire places, electric lights, bath room, running water up stairs and down. Large oak shade, pleasant surroundings, barn, garage, wash room, pump house, best of water supply, poultry and tool house. Owner desires quick sale and will include quantity of household furniture, 75 white leghorn hens, cows, and all tools. A real poultry and fruit farm, write or call on us for appointment to inspect this desirable home.

Now is the time to buy property hereabouts. There never will be a better time, so we urge you to come and investigate what this great section has to offer. Health, happiness and prosperity await you here where,

ALL FOUR SEASONS ARE GLORIOUS

Spring, Summer, Autumn, Winter are all enjoyable. Many Northern people now living in Sanford will assure you that the summers are even more enjoyable than the winters. Come now.

H. Corrington

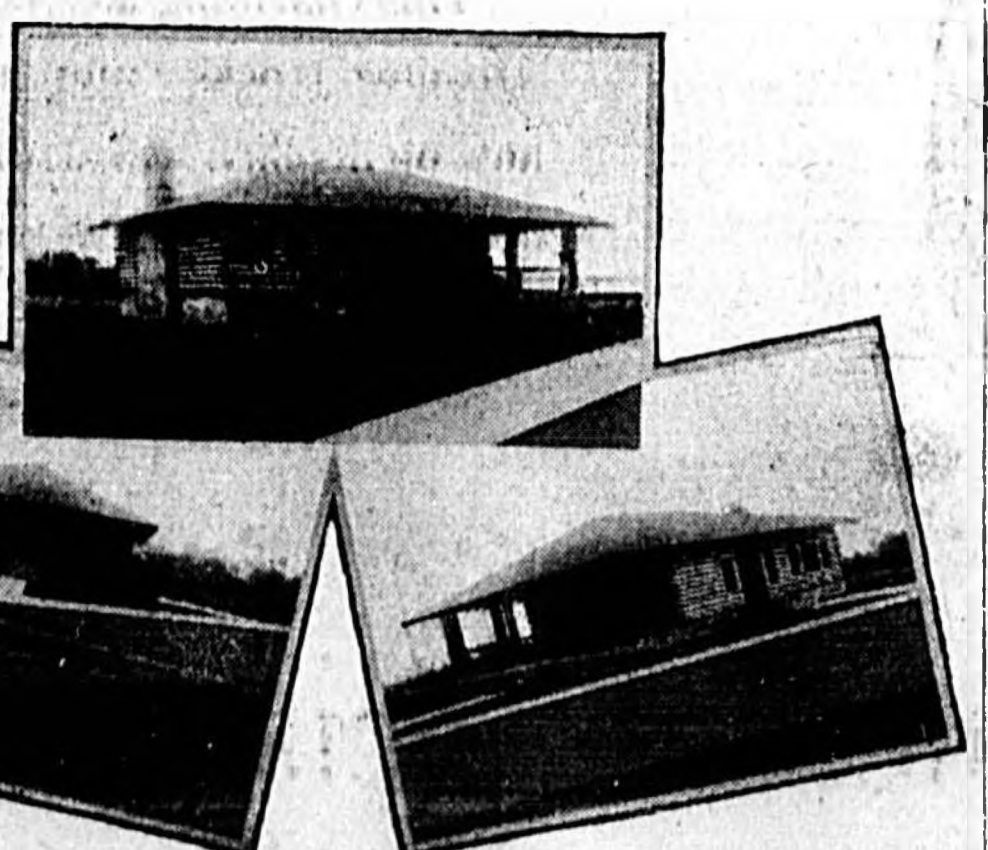
Representing

E. A. Strout Farm Agency, Inc.

Room 404 First National Bank Bldg.

Sanford Florida.

Sanford American Legion Home



Here are three views of the recently completed home of the Campbell-Lossing Post American Legion, located on the lake front. Through subscriptions from the public and from themselves and with aid from the City Commission, members of the post were able to erect this attractive home.

THE SCHOOLS MAINTAINED BY NEW STANDARD

And County Systems Operate Under Same Management; One Teacher Plan Has Been Abolished Here

Sanford Appeal Is In Good Schools

Schools With Equipment Valued At \$400,000 Care For About 4,000 Students

Sanford has what is declared by the educators of the state to be one of the finest school systems in Florida, having educational facilities which many cities of its size can boast. The city has five high schools, one grammar school and three primary schools. The total enrollment at the end of the 1923-24 school year was 4,189 pupils, according to records made by the county superintendent.

School affairs of the city and county are under the supervision of a board composed of members. T. W. Lawton is president of the entire system of city and county schools. In Sanford and Seminole counties, Mr. Lawton.

Among the best in the state, a county can boast of a progressive and up-to-date school system. Its appeal to prospective parents will be in vain. Through the central and southern portions of Florida the growth of the school system in size and quality has been phenomenal for the past few years. And Seminole county takes rank among the very best in the state as to educational opportunities.

The board of public instruction composed of men of high ideals and progressive spirit and nothing is expected that may tend to increase the efficiency of the schools in Sanford and Seminole counties. The maximum millage of taxation for general school purposes is levied for the county, and the trustees of the special tax school districts sought the spirit and influence of the citizens to vote the maximum tax for schools in every district. Great credit is due the county board and the trustees of the districts for the tremendous strides made by the schools during the past five years. Abolish One-Teacher Schools. The first one-teacher school for

Home of One of City's Financial Institutions



This is the First National Bank building, another of Sanford's recently completed office buildings. The entire first floor is occupied by the bank and the other four stories are devoted to office space.

white children in Seminole county has been abolished, and well equipped modern schools of two, three or four teachers have been established throughout the county. Rural education in Seminole county is very different from what is usually expected in villages and rural sections. Modern buildings of brick and concrete have been erected during the past year in Longwood, Lake Mary, Geneva and Chuluota, while at Oviedo and

Lake Monroe brick school houses were built during the five years prior to this. There are among our rural schools for white children only two frame structures, both of which are new and well equipped. "The city of Sanford is proud of its excellent school buildings and faculty second to none in the state. The Sanford High School has won a place on the list of accredited schools of the South, as well as on

the accredited list of the State of Florida. This high school offers, in addition to the regular prescribed classical and scientific courses, also courses in Smith-Hughes Agriculture, Smith-Hughes Home Economics, and physical culture under an especially educated and trained athletic director. Graduates of the Sanford High School are entitled to admission into any standard college in the South without examination, a privilege ac-

ADVANTAGES IN CITY ARE FOUND IN INDUSTRIES

Large Railroad Shop Located In City With Number Of Distributing Warehouses; Biggest Ice Plant Here

New Boat Line Is Coming On River

Rail And Water Facilities For Transportation Give Preferential Rates To Sanford

Though lacking much of being developed to the extent that the farming sections are, the industries of Sanford form no small item in the prosperity of the city. One of the largest division shops of the Atlantic Coast Line, drawing a part of the railroad's annual payroll of \$740,000, the largest industrial building in the world, the home office of the largest independent shipper of Florida fruits and vegetables in the state and a number of distributing of-

ferred to graduates of only those high schools on the accredited lists of the South and of the state.

Gold Primary Schools
"The grammar and primary schools of Sanford are in standard of excellent in the same class as the high school, both as to equipment and faculty. The grammar school building is centrally located, and the three primary buildings are distributed in such manner as to be easily accessible to pupils in every part of the city.

"The twenty-five schools, white and colored, with one hundred qualified teachers, an enrollment of about four thousand pupils, and buildings and equipment worth over four hundred thousand dollars, controlled and directed by a progressive county board and wide-awake boards of trustees, constitute the most valuable asset and magnetic advertisement of Seminole county."

The number of men employed in the railroad shops here ranges around 200. The railroad is a connecting point with Lakeland, Busha, Mosaic, Dora, Leesburg, Trilba and Oviedo. The principal business done by the railroad is the handling of thousands of cars of fruits and vegetables.

During the shipping season millions of tons of ice are used in ice plants at the plant in Sanford. The icing platform accommodates 60 cars at a time and during the rush of the season cars are led continuously to keep trains moving. The plant is privately owned and under private operation.

Shipping Facilities
Water facilities that give Sanford preferential freight rates have played an important part in the development of the town. The city is served by the Clyde Line and another company has announced intentions of entering the river shipping business between Sanford and Jacksonville. A site for terminals, located at the foot of French Avenue, has been acquired by Trushar Brothers of Orlando, and with it 40 lots admirably adapted for the erection of warehouses were bought.

Numbers of wholesale firms already are profitably established in Sanford and indications point to a much larger number opening offices and warehouses here in the near future. Preferential freight rates, the fact that the city is centrally located and that it is in the heart of one of the richest and most intensively developed agricultural sections in the world is proving a potent factor in influencing distributors to come to Sanford.

The firm of Chase and Company holds the distinction of being the largest independent shipper of fruits and vegetables to northern and eastern markets, the firm maintains a number of branch offices and does a large business with growers in crates, fertilizers, insecticides and other supplies needed in the orchards and groves. The great volume of business transacted by the firm continues to grow larger each year.

The American Fruit Growers, with home office in Pittsburg, which is probably the largest organization of its kind in America, maintains an office in Sanford. C. W. Zaring and Company, of Jacksonville, maintains a branch office in Sanford. The Wight Grocery Company, the largest in Sanford,

Among other large and flourishing establishments in Sanford are the following:
The Mountain City Mill Co., wholesale flour firm; Seminole Key Co., wholesale feed concern; Zachary-Tyler Veneer Co., and S. O. Shinholser, manufacturers of concrete pipe; the V. C. Collier craters; the McCracken-Florida Planting Mills; the American Agricultural Chemical Co., the Virginia-Carolina Chemical Co., the Wilson-Tennant Fertilizer Co., who maintain warehouses here for the distribution of commercial fertilizer.

BATTERY PARK
Asheville - North Carolina
Newly built. Features
1200 sq. ft. of space
American and European
WILSON BATTERY, LITHIUM and

MULTIGRAPHING

Addressing—Folding—Mailing
As You Want It—When You Want It

This service gives you an inexpensive way to get at once, perfectly typed letters, which are uniform, neat and identical with the work of a typewriter, in any quantity.

Phone—673—Pll Call

H. E. PORCH

First National Bank Bldg. Sanford, Fla.

HILL LAUNDRY CO.

Our Service—Everything a Laundry Can Do.

OUR SPECIAL

Family Finish 15c lb. minimum \$1.50

(Must Be Half Flat Work)

DRY CLEANING AND DYING

PRESSING AND PLEATING

Office McMullen's Barber Shop. Phone 9113.

W. V. WHEELER

Operating a general Real Estate business and making a specialty of large acreage and ocean and river frontage. I have listings on tracts from 10 to 90,000 acres in all parts of the state from \$6.00 per acre up, also improved celery farms, and unimproved vegetable lands in large or small tracts. Houses and lots, business or building lots and all kinds of city properties. Have connections with live firms in Ft. Pierce, West Palm Beach, Lake Worth, Miami, Orlando and Winter Haven. Regardless of your wants it will pay you to communicate with me. I take pleasure in answering all communications promptly.

W. V. Wheeler

110 E. Second St.

Sanford, Fla.

IT IS SPRING!

SO Surprising in their originality—so amazing in their limitless manifestations, our bewitching selection of alluring Spring Costumes, will win the hearty approval of those who pride themselves in their best observance of every nicety of dress.

What self-assurance, what pleasure it imparts to know that what one wears is approved by Paris—in keeping with the dictates of good taste and authentic style.

This charming assortment of winsome frocks, and millinery now on display, will strongly appeal to the woman who spends with discretion.



Baumel's Specialty Shop

"The Post Office Is Next Door To Us"

SANFORD'S REMARKABLE PROGRESS

IS EVIDENCED BY FACTS AND FIGURES OF PAST THREE YEARS

WHAT DOES THE FUTURE HOLD?

A beautiful yacht basin near the business district at the head of the St. John's River where pleasure boats from New York and Washington are secure from storms on Lake Monroe has been provided for by the city at a cost approximately \$75,000. As the St. Johns River becomes a more traveled water route and with the construction of the St. John's-Indian River Canal in prospect, the immense value of such a yacht basin becomes obviously apparent.

The city also owns a new street motor pick up sweeper, valued at \$7,500. It helps materially in making Sanford one of the cleanest cities in the state. A new municipal cemetery, and new fire station, for which the funds have already been raised, are to be constructed in the near future.

Sanford's 18 hole golf course is one of the most unique in the state in that it has 800 orange trees growing on the tract. The course is laid out over a tract of 173 acres, which, at the current price of subdivided land similarly located is worth at least \$175,000. The history of the golf course dates back to 1921 when the club was organized with 100 members. In six months a 9-hole golf course had been built and was in playing condition. The following nine holes were completed slightly more than a year ago. The course, while not one of the hardest in Florida, is recognized widely as one of the most satisfactory to play on.

In the municipal baseball field Sanford has one that is unquestionably one of the finest in the state. It has the "turtle-back" type of infield that is built according to the specifications of the big league parks. The grand stand accommodates approximately 2,000 people and, beneath it, is located the club house which is complete in every detail. The field is so constructed that it may be irrigated when such is desired by a sub-irrigation system similar to that employed in the celery fields. This system also is of great value in providing drainage of such efficiency that play may be resumed in 15 minutes after the hardest rain. As a whole, the park has a Class A rating and represents an investment of \$55,000.

During the past three years 20 miles of storm and sanitary sewers have been laid within the city limits. All the land lying between the South Side Primary School and Tenth Street and the Oviedo Railroad has been reclaimed as well as the swamp portion of Rose Court, and the area between Geneva Avenue and Franklin Street. When the system is completed all Sanford including Goldsboro will be provided with adequate sewage disposal.

Sanford's Fire Department has also undergone vast improvements. New equipment has been purchased including new motorized ladder truck and an American La France fire engine. Eight six-inch artesian wells have greatly improved the pumping system throughout the business district and make possible a flow of 3,000 gallons of water each minute for fire protection. The Water Works plant and gas plant formerly owned by the Southern Utilities Company have been purchased by the City Commission, and are now municipally owned. The Water Works Plant was bought for \$72,500, and additional \$325,000 was spent on it for improvements. The Gas Plant and improvements made on it necessitated an expenditure of \$160,000.

A public library, which has been called the most artistic in the state, recently has been constructed by the city of Sanford at a cost of \$25,000. It was at first equipped with \$3,000 worth of books and furniture valued at \$4,000. The city commission yearly appropriates \$3,000 for the salary of a librarian and the purchase of new books.

Sanford has an incinerator providing for modern and sanitary disposition of garbage and burns 15 tons of refuse each day at a minimum cost.

With all the progress and developments mentioned above, the tax millage in the city has not been raised during the past three years and all improvements and developments have been made possible without the slightest additional burden on the people. The millage in Sanford is 18, three or four mills lower than the average throughout the state. Many cities which can compare with Sanford in growth have a considerable higher millage, which all bespeaks efficient city administration.

CITY COMMISSIONERS OF SANFORD

Forrest Lake, Mayor

C. Hall

S. O. Chase

REALTY BOARD PROVES ASSET TO THIS CITY

Organization But Little More Than Four Months Old, Has Become Big Factor in Real Estate Circles of Sanford

Fair Dealing Is Main Purpose of The Body

Aims and Ideals Are Based Upon Principles Outlined by Prominent California Man

Organization of the Sanford Real Estate Board in November has had much to do with regulating the sale of Sanford properties, preventing local values from becoming inflated and insuring square deals for the seller and purchaser of real estate. The board is a member of the National Association of Real Estate Boards and is also affiliated with the state association.

The purpose of the organization is to maintain through fair dealing a reputation that will obtain the confidence of strangers who contemplate investment in Sanford real estate. The organization is of exclusive nature, being limited to and open to such real estate men as already have made such a name. None except members of the Real Estate Board may use the title "Realtor."

Among the rules adopted to govern transactions of members is one that property listed with one realtor for sale is his exclusively for 48 hours only. When this period has expired, the secretary mails listing to all members and any member of the board may sell it. This regulation will greatly expedite the sale of property, it is believed.

Commissions are Regulated

Splitting of commissions with others than licensed real estate dealers is prohibited under the penalty of expulsion. The cutting of price through reduction of commission either in part or whole is prohibited likewise. According to the provision for splitting commissions, five per cent goes to the board, 70 per cent to the individual making the sale and 25 per cent to the listing agent. In case the listing agent sells the property, he gets 95 per cent of the commission.

Commissions are limited to five per cent on city property and five per cent on improved farms outside of the city. An allowance of 10 per cent on unimproved land or acreage outside of town is made.

Following is a list of real estate men who compose the Sanford Real Estate Board: C. L. Britt, A. P. Connelly, Lee A. Conoley, J. D. Chittenden, H. C. DuBose, N. H. Garner, George W. Knight, E. F. Lane, J. B. Lawson, H. B. Lewis, R. C. Maxwell, Frank R. MacNeill, D. L. Thrasher and W. H. Wight.

Red Explains Ideals

The Sanford board has based its ideals along policies outlined by Frank F. Reed, of Oakland, Calif., whose views are partly explained as follows:

"The customer must profit. Make yourself valuable and the commissions care for themselves.

"Give your clients a dollar and a quarter for their dollar and they will stick their foot in your door and throw dollars at you the rest of your life. Each one of them will send others to join in the throwing.

"Send them away, however, with 75 cents on the dollar for their investment and how many come back?"

"They would rather stay away and throw mud.

"Repeat orders are the life blood of the real estate business.

Advise Conservation
"Subdivision business cannot last forever, although it is one of the most important phases of the business.

"Through it, uniform high class home places, property restricted, safeguard the growing city.

"Property sold and fairly sold to meet the needs of a growing city, resales should result.

"But subdivision work must not be overdone.

"Whenever a customer fails to realize on what the real estate agent led him to expect, a client for real estate turns into an enemy.

Fuker is Scored
"Subdivision of swamps may

any way that cannot be lived on and pass on to another city, but the legitimate real estate dealer who is left behind has to pay the bill.

"The wise realtor whose heart is in the building of a bigger, better city in which he lives will frown all over every attempt made by any other dealer to sell land that disappoints.

"In order to attain to any profession it is necessary that the business engaged in be socially valuable.

"This is undoubtedly true of real estate, admitted by everybody.

"But, there are four other essentials before a business changes into a real profession.

"First: The men engaged in it must purge their own ranks of the undesirable as the American Bar Association has done for the lawyers and the medical association for the physicians. Our license laws have made this possible for us in the real estate business to rid ourselves of the crook and the sharks. It remains only for us to see that they are enforced and strengthened.

"Second: A professional man must know his business—work and study must go hand in hand. Knowledge gains through years of painstaking study precedes any profession. The real estate business is not the simple thing of putting a sign on a lot and waiting for a customer to appear. This form of operation is where the parasite comes in. The real realtor is the planner and builder of cities, the creator of the home—the safeguard of fortunes—for he advises fairly and honestly in the business he knows.

"I believe the time is not 10 years off when an investor will not a little think of buying property from anyone, but a realtor as he would of having an operation performed by a man who was not an M. D.

"Third: After the undesirable are removed and the brokers know their business, then it is up to the realtor to educate all real estate men to put the interest of the customer ahead of their own. Deal for the clients advantage, not for your own.

"How far up would an attorney go who worked for his fees instead of for his clients?"

"Make yourself valuable and the fees care for themselves.

"The big real estate dealer becomes big in only one way. His successful customers tell others and others make him big.

"Clean ranks—knowledge—honesty—these three are the beginning of the profession of real estate as they are of any other profession.

"Fourth: I would have a widespread organization. Every honorable dealer should be permitted to join the local board and to become a realtor."

MANY VISITING ENGLAND

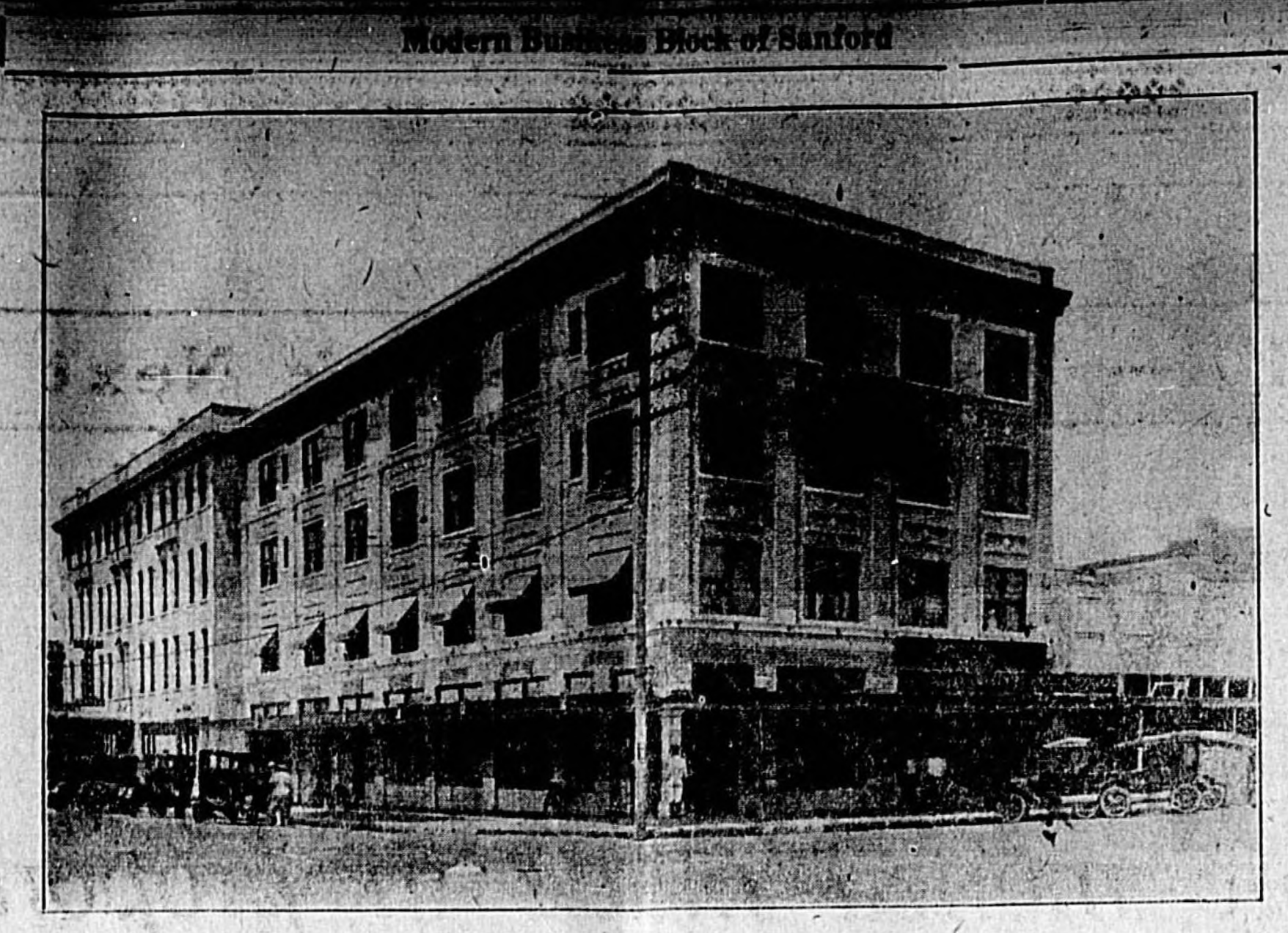
LONDON, Mar. 16.—A considerable number of American college professors are spending their sabbatical year in England. The sabbatical year is the one in seven which the professors are allowed to take in order to visit foreign countries long enough to see and learn more than the flitting tourist.

The English-Speaking Union is encouraging and helping the visiting pedagogues to see something of the social, political and educational life of this country. They are being given access to documents and material kept from the eyes of ordinary visitors.

Legion Commander



A. P. Haggard, who since his residence in Sanford has been actively engaged in American Legion activities. Last year he was honored by members of the Camp-Hill-Jessing Post by being elected as their commander for this year.



This is a view of the Brunley-Puleston building, located on First Street, which was erected two years ago by L. A. Brunley and Dr. S. Puleston. It was recently acquired by a syndicate composed of local business men, who contemplate improvements on the structure.

BEAUTY OF RIVER VIEWED ON BOAT TRIP TO SANFORD

Scenic Splendor of St. Johns River Has Drawn Thousands of Tourists to Take Trip On Luxurious Clyde-Line Boats

Though Florida is admittedly the surprise state of the entire U. S., there is no spot nor section of the state that contains more surprises than a boat trip from Jacksonville, near the mouth of the St. Johns River to Sanford, which, located on Lake Monroe, is the head of navigation.

Just as the Hudson River is called the Rhine of America thus the St. Johns is referred to as the Nile. To pursue the analogy between the Hudson and St. Johns Rivers further, Sanford is to Florida what Albany is to New York.

The St. Johns is one of the two rivers in the United States that flows north and one of the few in the world. In the 108 miles between Sanford and Jacksonville there is crowded more luxurious subtropical scenery than can be found in any trip of similar length in the United States.

Trip Takes Twenty Hours
The trip takes approximately 20 hours. Beginning at Jacksonville, the Clyde Line steamers thread through the numerous windings of the river. At each turn a new variation of the name (the) of tropical lavishness greets the eye of the passenger. The grand climate is reserved until the steamer swings out on the broad expanse of Lake Monroe which it crosses in seeking its way to the dock in Sanford.

On leaving Jacksonville the boats stop at Breen Cove Springs, Palmetto, Deland, and Enterprise which is located just a cross the lake and vegetable sensors the boat stops at a larger number of landings, giving passengers the opportunity to make short tours of exploration.

Trip Has Become Famous
The two river boats, the Osceola and the City of Jacksonville, make connections with the ocean steamers plying between Charlotte, New York, Boston, Philadelphia, Baltimore and Providence. The same standards of service are maintained on the river boats that the company maintains on the coast-wise vessels.

So widely known has this trip over the St. Johns become that it is included now in the itinerary of almost every tourist and visitor who comes to Florida.

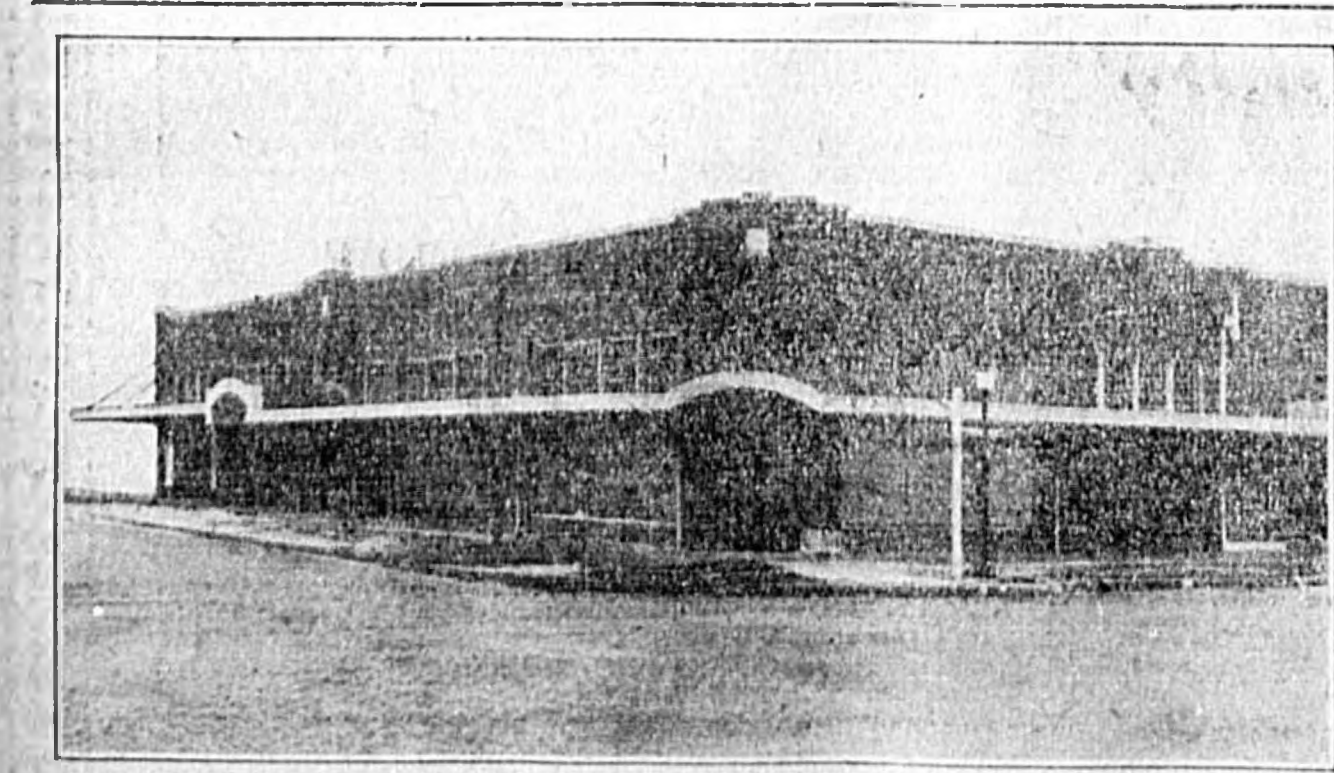
Tampa—Comprehensive program to be launched in Seminole Heights, Gay and other sections of territory recently annexed to city.

A Word of Nine Letters---

Meaning Florida's Fastest Growing City and Resort Directly on the Atlantic Ocean and Dixie Highway Fifteen Miles above Miami and Fifty Miles below Palm Beach

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50	51	52	53	54
55	56	57	58	59	60

One of Sanford's Newest Business Blocks



This is the Meriwether building located at Magnolia Avenue and Second Street, which was completed last summer by its owner C. J. Meriwether at a cost of approximately \$30,000.

You'll Enjoy the FREE INSPECTION TOUR -- No Obligation

Take the enjoyable Free Tour of Inspection to Hollywood By-the-Sea. Our Specially Designed 24-Passenger Touring Coaches DeLuxe Make Weekly Trips from Sanford

Complete information about the tour, together with printed matter, illustrated will be sent to you on the Coupon in this advertisement.

Clip, Fill Out and Mail This Coupon Today!

CURTIS & GRAHAM, Local Representatives,
VALDEZ HOTEL, SANFORD, FLORIDA.

DEAR SIR:—Kindly send me without obligation on my part, full information about the FREE TOUR OF INSPECTION to Hollywood By-the-Sea, and Descriptive Printed Matter, Illustrated.

NAME _____

ADDRESS _____

CITY _____ STATE _____

HOME SEEKERS REALTY COMPANY
AGENTS FOR
HOLLYWOOD LAND & WATER COMPANY
J. W. YOUNG, President.

Sanford Office: Valdez Hotel Lobby, Curtis & Graham, Local

FLORIDA STATE OFFICES:
Jacksonville St. Petersburg Tampa Orlando
West Palm Beach St. Augustine Tallahassee
Fort Lauderdale Avon Park

REMEMBER--- Sanford is Florida's Next Great City

YOU WILL SEE

*more money made in proportion
to the investment in lots in*

OAK HILL

than in any subdivision in Sanford

WHY HESITATE?

Not only is Oak Hill a good place to buy,

It is good to build, live and be happy in.

Obey that impulse--- go see--- act now.

OAK HILL

"The Suburb of Opportunity"

N. H. GARNER, Developer

110 PARK AVENUE

REMEMBER--- Sanford is Florida's Next Great City