

Shipments of Celery from Sanford to Date

Year	Crates	Year	Crates
1899	1,100	1905	61,660
1900	8,200	1906	123,958
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

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

Volume 1

SANFORD, FLORIDA, DECEMBER 23, 1910

Number 47

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

Why Sanford Celery Delta Land is in Great Demand at Stable Prices While Colony Promoters are Straining Every Nerve to Sell Arid Sand Dunes at \$25 an Acre and Less.

TITLE BOND & GUARANTEE COMPANY

TITLE BOND & GUARANTEE COMPANY

- FIRST—To make a success of growing fruits or vegetables in Florida, the land MUST be irrigated. The largest orange grove in Florida is irrigated with a pumping plant that cost \$30,000. All truck gardens are irrigated.
- SECOND—Two kinds of irrigation are used in Florida. One is secured by pumping the water, which is distributed through iron pipes. The other is secured from flowing artesian wells. The latter is in use in our Celery Delta. These wells do not cost over \$75 each, one being enough to irrigate five acres. Many of these wells have been flowing for the past 35 years. Pumping plants are unnecessary if you have flowing wells.
- THIRD—The quantity of land upon which flowing artesian wells can be secured in Florida is limited. The Celery Delta of Sanford occupies the largest area in Florida, furnishing these wells.
- FOURTH—The Colony Promoter sells arid lands, formerly used as pastures. These lands cannot be irrigated. There is either too much water or not enough water on them. These lands are non-productive insofar as growing vegetables is concerned and the acre that is offered you at \$15 is not worth that many cents. Good land is not given away.
- FIFTH—Land that will produce things that can be sold for money and will produce them each season, is cheaper than land that is non-productive, no matter how little you may pay for the non-productive land.
- SIXTH—Our wet season occurs during the summer. We do no vegetable farming then. Our dry season occurs during the winter. Then we grow our crops "out of season" with little or no rain. Then is when our irrigation is useful and beneficial. Our artesian wells have carried us through a drought of 32 months. We made more money in the Sanford Celery Delta then than we ever did, before or since. The wells did it.
- SEVENTH—Outside of the Colony Promoter's plans on paper, he has nothing to show you in the way of developments. He has no broad acres planted to celery, lettuce or other vegetables. His crops are imaginary. His plans flighty. His schemes, fakes. He uses Sanford pictures and Sanford testimonials to embellish his fraudulent literature. With these he proceeds to "Show you what can be done in Florida," and if you are not cautious he "Will do you in Florida." His fairy stories are dreams. It is as far from the western end of Florida to the southern end of Florida, as it is from Jacksonville to New York City. Then it is plain to you at once that Sanford pictures and testimonials have little to do with illustrating "What can be done in Florida."
- EIGHTH—The lands offered you by those schemers are undrained, unproductive and of little value except for grazing purposes. Forty acres of that COLONY land will sustain one cow, no more, possibly less.
- NINTH—Four Natural Conditions have met in the Sanford Celery Delta and formed the base of one of the most progressive communities on this continent. The first condition is our flowing artesian wells which makes us absolutely independent of the rainfall. The second condition is, our Celery Delta is underlaid with a subsoil of clay, thus enabling it to retain applied fertilizers and moistures. The third condition is, we are situated at the head of navigation on the St. Johns river, which gives us the benefit of the water as well as rail transportation. The fourth condition is, the Celery Delta is situated on the south side of the St. Johns river. This gives us water protection during periods of cold amounting to six degrees.
- TENTH—We do not have to tell great yarns about what we propose to do in the Sanford Celery Delta. We can show you what we have already done. We can introduce you to 650 vegetable farmers who are not growing stuff as an exhibit for some land company but as a means of making their living. We can take you over 4200 acres of cultivated farms. We can show you 2700 flowing artesian wells.
- ELEVENTH—You are no longer a pioneer when you move to Sanford. We have completed that job for you. There are no demonstration farms or experimental stations here. You will have no experimenting to do. Our Celery Delta ships one third of all the vegetables that leave Florida in boxes, barrels or crates. We have an ice factory with 100 tons capacity each 24 hours, the entire product being used to refrigerate Sanford vegetables.
- TWELFTH—Sanford has become famous as a vegetable producing center. This attracts to our city purchasers ready to take our products in any quantities offered. There have been 75 vegetable buyers here at one time. During the past season the growers organized an Association to intelligently market their products. Here you secure all the benefits of organization, development and intelligence.
- THIRTEENTH—We have blazed the way for you. We have shown you the trails. We have cleared the paths for you. We do not invite you into a wilderness, but we invite you to join in and become one of a set of scientific farmers who are this very minute making a world record in the matter of production.

THIS IS THE REASON WHY OUR LAND IS VALUABLE AND THE HOLDINGS OF THE SAND DUNE FAKIR GO BEGGING AT NOTHING AN ACRE

We have a few good Farms that we will sell you for \$7.50 each. Write us about them

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

Sanford, Florida, U. S. A.

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 20

SANFORD, FLORIDA, FRIDAY, DECEMBER 30, 1910

Volume III

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS PURELY PERSONAL

New Celery City Vanity Fair While Away the Golden Hours—Social Gossip.

Informal Musicals

Mrs. Henry Wight very informally invited a few of her friends to her home Monday to give them the pleasure of hearing her guest Miss Carrie Ormerod sing. It was a rare treat to the music-lover who heard Miss Ormerod for she possesses a wonderfully sweet, highly cultivated, mezzo soprano voice and with it a charming personality that makes her most attractive. She is a graduate of the Boston Conservatory of music and is at present teacher of vocal music in the Presterial Institute, at Blackshear, Ga. Miss Ormerod beautifully sang the following numbers: Hallelu, A Coguard; Das Kraut Vergessenholt, Hildach; Ah, Love but a Day, Mrs. H. H. A. Beach; The Year's at the Spring, Mrs. H. H. A. Beach; Sunbeams, Ronald; The Rosary, E. Nevin.

Dinner Party

One of the prettiest of the Yuletide festivities was the dinner given Wednesday evening by the Misses Leffler in honor of their guests, Miss Lillie Fair Smith of Montgomery and Miss Belle Smith of Birmingham. The Christmas idea was most beautifully carried out in the table decorations. From the chandelier broad streamers of red ribbon extended to the four corners of the table and were caught with clusters of red roses. The centre piece was a miniature Christmas tree decorated with tinsel and colored candles and loaded with the dinner favors, the distribution of which caused much merriment among the guests. A delicious seven course dinner was served, after which bridge whist was played. These present were Misses Annie Higgins, Ella Stringfellow, Lillie Fair Smith, Belle Smith, Peaches Leffler, Linda Leffler; Messrs. J. D. Roberts, Braxton Perkins, Jack Adams, Richard Deas, Frank Milteer and W. A. Leffer.

Misses Chappel Entertain

At their handsome home on Celery avenue Misses Mary and Lucca Chappel gave a beautiful party on Monday night in honor of their girl friends. The house was prettily decorated and those who were so fortunate as to be included among the guests spent a most delightful evening.

Those present were: Clarissa Starling, Linda Connelly, Nellie Elder, Charlotte Hand, Lillian Higgins, Hoskins Jones, Mercedes Munson, Esale Purdon, Georgianna Trask, Margaret Wight, Miss Ormerod; Ernest Betta, McDonnell Butt, Charlie Clayton, Lonis Hunter, Ernest Housholder, Abie Kanner, Lawrence Lawson, Harold Long, Henry Pardon; Karl Koumillat, Eugene Roumillat, James Williams, Paul Weaver and Ralph Wight. Chaperones Mrs. Peck and Miss Peck.

Monday afternoon the home of Mrs. Charlie Hand was the scene of a beautiful Christmas entertainment, given for the members of the Episcopal Sunday School.

The Christmas tree was indeed a thing of beauty. It was brilliantly lighted with incandescent lights and candles, laden with lovely ornaments and handsome presents which delighted the hearts of the children. Christmas songs were sung and games played. Mr. H. F. Whitner gave the children a talk, after which refreshments were served, the presents distributed and the happy children departed for their homes.

Welaka Club Dance

The brightest light in the firmament of Sanford society is the annual dance given by the ladies of the Welaka Club. Given this year at the Sanford House it eclipsed all former effort and was greatly enjoyed by those fortunate enough to be present. The rooms of the hotel were made especially attractive by the garlands of red roses and green vines and festoons of moss. Dancing started at nine o'clock and continued until twelve. Stauson's celebrated orchestra furnishing the music. At the conclusion

a dainty luncheon was spread in the parlors consisting of delicious sandwiches and coffee. Many out of town guests were present and the affair was voted one of the best of the season.

The following are a few of the many beautiful costumes worn by the ladies.

Mrs. Fort at Lake was elegantly gowned in an exquisite white satin made entraine and with trimmings of silver passementerie.

Mrs. R. S. Keelor wore a very handsome lavender velvet with trimmings of gray.

Miss Charlotte Keelor wore a very becoming dancing frock of red chiffon over messaline trimmed with white fur.

Miss Peaches Leffler was lovely in a very dainty evening dress of light blue marquisette over messaline with trimmings of pink velvet and a touch of gold.

Miss Perkins wore pink silk trimmed with white lace.

Miss Ella Stringfellow wore a blue shadow silk over taffeta with gold trimmings.

Mrs. J. W. Dickens was very becomingly gowned in white mull over pink taffeta.

Mrs. May Dickens wore a handsome lavender silk.

Miss Mary Lenore wore pink silk with trimmings of velvet and lace.

Miss Mell Whitner wore a lovely flowered mull with trimmings of green velvet.

Miss Irene Brady was very attractive in a pretty dress of goblin blue silk.

Mrs. Robert Newman wore an exquisite evening dress of light blue chiffon made over old rose messaline with trimmings of gold and a touch of black.

Mrs. R. J. Holly wore a very becoming dancing frock of gold net over red satin and carried red carnations.

Miss Belle Smith was very dainty in a lovely evening dress of pink silk.

Miss Helen St. Johns wore a beautiful dress of red silk.

Mrs. Harry Driver's costume of blue silk was exceedingly becoming.

Mrs. Dr. Newman wore pink messaline with trimmings of gold.

Miss Carrie Ormerod wore a very dainty French imparted gown of white mull.

Miss Hyer wore pink messaline trimmed with black.

Miss Alice Whitner wore a very pretty costume of old rose silk with a touch of black.

Mrs. Wm. Keelor wore blue messaline.

Mrs. Ralph Hamilton was dressed in gray silk.

Miss Lord wore red silk with trimmings of white lace.

Miss Annie Higgins wore a becoming dancing gown of yellow silk.

Miss Maudie Ward was in yellow messaline which was artistically trimmed in blue.

Miss Veda Ward was dressed in a lovely lavender gown with trimmings of the same shade.

Miss Fish wore a handsome yellow silk.

Mrs. E. E. Brady was elegantly gowned in black silk.

Mrs. R. S. Keelor and Miss Charlotte entertained some of the young people of Sanford in their charming home, "Lake View Lodge," Wednesday evening. Those enjoying Mrs. and Miss Keelor's hospitality were Misses Gelsie Butt, Irene Brady, Flossie Frank and Mabel Bowler, with Messrs. Bryan Higgins, Monda Fox, Mr. Brown, W. J. Thigpen and Will Watson.

Gets Back in the Game

J. W. McBride purchased the Gus Frank place on the West Side and will take up vegetable growing again. Mr. McBride sold his farm on the East Side about one year ago for \$20,000 and since then has kept busy finding something to do but the call of the farm has him again. He wants to smell the fresh earth and the celery and lettuce and the long green that accrues from it. He just couldn't stay out of the game.

I am booking orders for the "New Davis Perfect Cucumber", the most beautiful and valuable of the cucumber 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.

That Display Booth

Unless Sanford is dead and buried, the booth at the depot ought to be opened up again and fresh displays put therein. The present appearance of the booth is a disgrace to Sanford.

Paul Gilmore in The Bachelor



The Bachelor, which is the name of Clyde Fitch's latest and most charming comedy, will be seen here for the first time at the Imperial theatre, Friday night, Dec. 30th. The Bachelor was first produced at the Maxine Elliott theater in New York last spring, and, with the exception of Chicago, has not been outside of the metropolis.

In The Bachelor Mr. Gilmore, who is a well known actor, takes the part of a man who has no use for matrimony. His stenographer, working under an assumed name, falls in love with her employer, but he is not unaware of the fact until the "mock heroics" of her kid brother upset their well laid plans. For the bachelor feeling that perhaps he is to blame for the few attentions he has shown her, offers himself a victim upon the altar of matrimony.

The second act brings the bachelor to the home of the typewriter, where he comes prepared to ask the mother for her hand. Meanwhile, however, the stenographer has learned of the hand her brother has had in forcing the proposal, so that when the bachelor calls she indignantly releases him. One of the characters that evokes much laughter is that of a Swedish housemaid.

Recital at Livingstone

Dr. and Mrs. R. Homrighous spent Thursday and Friday of last week at Enterprise where they were guests of Dr. and Mrs. Haynes and Miss Emma Tucker at the Epworth Inn.

Mrs. Homrighous who is at the head of the vocal department of the College assisted in the recital given by the College faculty and some of the students from both the vocal and expression departments.

The recital was given in the large parlors of the hotel which were beautifully decorated in Christmas decorations of holly, palms and cut flowers. The citizens of Enterprise turned out en masse to enjoy the program presented and expressions of surprise and delight were heard on every hand at the delightful entertainment given by listening to such a high class program consisting of vocal and instrumental music and readings, with a short talk by Dr. Haynes president of the College.

A reception was held after the recital which added much to the pleasure of the evening.

It is expected that recitals will be held each month which will add greatly to the artistic and social life of Enterprise and arouse a stronger college spirit in the students.

In "The Bachelor" in which Mr. Paul Gilmore appears here tonight it is said that Mr. Fitch, author of the piece, has done one of the most amusing, clever and witty plays of his interesting career. It is the first piece that this famous playwright has written in which he does not sound the note of tragedy. Of course, he has given the stage "Girls" and "The Blue Mouse", but both of these were adaptations and in their original form forces of the first water.

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 5 o'clock, p. m.

Geo. H. FERNALD, Secretary.

BILLY BURKE SHOT DOWN

Popular Engineer of Coast Line Killed in His Cab

Engineer W. H. Burke was killed last Saturday night as the train was nearing Trilby. The assassin was secreted near the railroad tracks and filled the engineer with buckshot killing him instantly. As soon as the shot rang out the fireman brought the train to a stop. Conductor Christy acted as engineer, taking the train to Trilby. A posse immediately started for the scene of the murder, but up to a late hour Sunday no clue as to the assassin could be found, and Supt. J. C. Higgins of the Atlantic Coast Line wired the following offer of reward to all the Coast Line agents:

A reward of \$200 is offered for the arrest and conviction of the party or parties who shot and killed Engineer W. H. Burke on train No. 24, about 5.40 p. m., December 24, 1910, near Winter Garden, Florida, on Trilby branch. Agents post this conspicuously.

J. C. Higgins, Supt. A. C. L. Ry.

W. H. Burke, the murdered engineer, was about forty years old, had been one of the most trusted employes of the Coast Line for a number of years and was not known to possess any enemies. His sudden death coming in so tragic a manner on the eve of a holiday, while he was performing his duty, completely prostrated his wife and two children and was a great shock to his many friends and acquaintances.

Superintendent Higgins, of the railroad, is at a loss to account for the motive of the murder and is under the impression that it was the act of a drunken man or fool who was just "shooting up the train for fun."

Sheriff James Kirkwood and Special Agent N. W. Greene left for Trilby as soon as word of the catastrophe reached them and are conducting a thorough investigation at the locality where the shooting took place. They were joined at Trilby by Chief Agent L. B. Bryan of the Coast Line, who arrived from Jacksonville.

Billy Burke was one of the most popular engineers on the road and had a legion of friends in Sanford where he and his family resided for a number of years.

The remains were carried to Gainesville, where interment will be made. Mrs. Burke was the daughter of Mrs. E. M. Tompkins of Gainesville.

Deceased leaves a wife and two sons to mourn his loss.

Pastors Appreciate Mr. Housholder

Two years ago Rev. A. E. Housholder came to Sanford to be the pastor of the Methodist church. During this time he has endeared himself to his church and to the entire community by his humble walk, godly labors and genial spirit. He has proved himself a good man, a public spirited citizen, a true friend and an able and earnest minister of the gospel. In our relations with him as co-pastors we have found him wise in counsel, fervent in spirit, devoted to his own church, but broad in his sympathies, being ever ready to cooperate in all good things. And whereas he has been moved by his Conference to another field of labor the Ministerial Association of Sanford, regretting the severance of the pleasant relations we have sustained to him as a co-pastor, hereby adopt the above as an expression of our confidence and esteem.

Done in conference Dec. 26th, 1910.

J. F. MCKINNON,
Geo. B. WALDRON,
J. W. WILDMAN.

Mr. Paul Gilmore appears here tonight in Clyde Fitch's latest comedy, "The Bachelor" the play is under the direction of the Stuberts. Mr. Fitch has done many unique things, but his latest contribution to the stage is declared to be one of the neatest, daintiest works he has yet accomplished. "The Bachelor" had considerable vogue in New York during its run last Spring at the Maxine Elliott and later in the summer enjoyed much prosperity at the Whitney in Chicago.

After That Fruit Cake

Spencer has the reputation of baking the finest fruit cakes that ever delighted the palate of an epicure, but no one ever supposed that the cakes were fine enough to cause a man to commit crime. On Wednesday night some hungry man broke the glass out of one of his show windows, stole a fruit cake and started up the street. In his haste he dropped part of the cake on the street.

Notice of Meeting

A business meeting of the Welaka Club will be held in the club rooms next Tuesday afternoon.

STRANGER IS CAPTURED

Miss Lucile Richards Wins the Special Prize

CAPTURED TUESDAY AFTERNOON

Popular School Teacher Proves Successful in the Search

Just as Ellis W. West, the Mysterious Stranger, for whose capture by a contestant in the Herald's Popularity Contest a prize is offered, was beginning to feel as if it was an easy matter to elude the ladies of Sanford, yesterday afternoon he was captured by Miss Lucille Richards, the well known school teacher of this city.

Mr. West, who will manage the Great Popularity Contest for the Herald was just preparing to quit a strenuous day's work when Miss Richards hailed him with the fatal question "Are you the Mysterious Stranger brought here by the Sanford Herald?"

Quite a great deal of interest has been aroused over the coming of Mr. West, who is an experienced contest manager employed by the New Method Contest Co.; who have charge of the contest for The Herald.

Mr. West will call on the young ladies who have been nominated.

Every young lady in Sanford should enter the race and try and win the piano or diamond ring which is to be given away in this contest.

Of Special Interest to Business Men

On next Sunday, January first, the Sunday school of the First Methodist church will inaugurate a new Bible class for men. Pending formal organization and selection of appropriate name, the class will be known as the Business Men's Bible class, and some of the prominent and leading men of Sanford and vicinity are interested in the movement and are pledging their support.

The school is particularly fortunate in securing as teacher for this very important new class Rev. Joseph D. Langley, who is eminently qualified both by culture and a wide experience in service of this kind, having for several years specialized in this line of work; and a delightful hour is assured to those who can meet with the class at 9:45 each Sunday morning. A cordial welcome will be extended to those who desire to join or visit the class.

Mr. Langley has been doing very effective work in leading the teachers' meeting, which has recently become a regular and interesting feature of the Sunday school, meeting every Friday evening at the homes of the officers and teachers.

The Wednesday Club

The club met in the charming home of Mrs. L. R. Phillips, Wednesday afternoon. The club were pleased to have two visitors with them. By request of the president Miss Mabel Bowler favored them with a song, singing "The Message of the Rose", accompanied by Miss Flossie Frank. This pleasing innovation was enjoyed by those present. The first paper on the program for the afternoon, was "The Beginnings of Education" by Mrs. Cruse Barnes, telling in a most interesting way, of the far away planting of those first seed in the colonies, from which has sprung the grand system of education of the present day.

Mrs. A. E. Phillips could not be present and her paper on "William and Mary College" was postponed until next Wednesday as was also, "College Rules", by Miss Mabel Bowler and a sketch of "Parson Cann", a professor in the college by Miss Flossie Frank.

"The Economic Side of Washington", was the presentation by Mrs. A. D. Key, of one of the characteristics of the great man which has hitherto been very little considered by his historians and the public. "The Passing of James Towne and the Rise of Williamsburg", by Mrs. Geo. L. Maria, were the interesting details of why and how, James Towne did not become the permanent and flourishing city its designers anticipated when its glory departed and its prosperity was transferred to its rival, Williamsburg where it was deemed more practicable to build a town.

Following is the program for January 4th.

"Rosewell" Mrs. Samuel Puleston.
"Little York", Mrs. John Dickens.
Witticisms and Sayings of Thomas Nelson Page, Miss Lillie Farnsworth.

CURBSTONE GLEANINGS

A Budget of Opinion "Just Between You and Me"

EVEN THE GATE POST NOT IN IT

A Child Is Among Ye Taking Notes, and Faith, He'll Prent 'Em"—So Says Saunterer.

Special Correspondence in The Herald.
Happy New Year To Sanford
 "A Happy New Year" dear old town,
 Rejoice in all thy ways
 For happy years have come and gone
 With brief and fleeting days.

Years we've watched thy growth
 In numbers and in wealth;
 In lovely homes, and lovelier trees;
 In cleanliness and health.

In pretty streets and shady parks
 Where birds their carols sing—
 And sunbeams play the liveliest day.
 And joys supernal bring.

The sulphur water that we drink,
 Springs from the heart of Earth;
 As ceaseless as a woman's love,
 Wherever it has birth.

Our men are those of enterprise,
 Of gumption, grit and grace,
 Who believe that good improvements
 Should have no second place.

Our boys will average well with boys,
 Steady, staid and true,
 With tact and purpose well in hand
 The right they will pursue.

Our girls! Ah, heaven bless them—
 No better anywhere—
 They're the kindest and sweetest
 And fairest of the fair.

Our babies and our little girls,
 Our mothers and our wives,
 Are beautiful to look upon;
 Are lovely in their lives.

Our schools all stand without a peer,
 With promise great in store,
 Where "Chesterfield" is taught as well
 As Greek, or Latin lore.

This leads to the higher schools;
 Our churches, where the soul
 Is fed from God's own granaries;
 And broken lives made whole.

The guardian angels of our homes;
 Where faith and charity
 Are taught to bless and fit us for
 A bright eternity.

After a steady diet of fruit cake and mince pie the other night I decided to get up and sit in a chair where my great, great grandmother and all the rest of the actors in the nightmare could be seen with greater accuracy and while reviewing the past and present the thought occurred to me that this is a topsy turvey world.

No one seems to be satisfied. One man is saving up to buy a house and another is trying hard to sell his dwelling for less than cost to get rid of it. One man is spending all the money he can earn in taking a girl to a theater or show and sending her valuable presents in hopes that he may eventually make her his wife, and his neighbor is spending all the gold he has saved trying to get a divorce. One man keeps a pistol to protect himself against burglars, while his neighbor doesn't keep one for fear of shooting himself or some member of the family. One man pays for his paper in advance because he can read it with a greater relish, while another takes it four or five years without paying one cent for it, and enjoys it hugely all the while. Surely a queer old world this is—and then I went to bed again and the world seemed good in the sunlight next morning.

Dead men are only fit to inhabit cemeteries. If they are recently dead, dead all over, we tenderly lay them away in the sleep of the tomb; but if they are dead to the enterprise out of the narrow plane of their own interests and persist in walking around, moving their dry bones, calloused hearts and consciences where real business is wont to throb and pulse with vigor, they are only like the drone bees, in the way until they are stung to death and dragged outside the hive of legitimate industry. Twenty real live men are worth more to the public generally than a round thousand of useless material that lies around like rubbish in a rising stream that is aching and foaming to turn mills and factories. Yes, live men bless—and dead men curse a town—Sanford needs one of two first class funerals with the Commercial Club as chief mourner.

A happy new year to you, child of today! May you know more of Sunshine than of cloud, and more of glee than of sorrow; may your tumbles and bumps be few, your laughter be frequent and long, your play be unrestrained, your sleep refreshing, your dreams pleasant.

A happy new year to you, bright youth and rosy checked maiden of our city and the country—all happiness in the ambition, the joy, the friendship, the competition and the rewards of school life. Success to you in the endeavor whereby the firm; enduring basis of true manhood and of noble womanhood are laid; with what success comes two-fold happiness—happiness to others and happiness to yourselves. Go forth gaily and confidently into the new year, O, you who are beautiful in the fresh vigor of your youth!

To you, whose lives are hallowed with the grace of maternity, not one but many, many years of happiness! Live long, wives and mothers of this land, to see the lives you have cherished expand into beauty and usefulness; live long to know and feel the sweet rewards of

gratitude, of veneration and of love. Survive those hours of pain, of cruelty, of watching and of sacrifice—live through it all, dear, patient martyrs, to share the peace the repose, the contentment, the compensations of the future, that surely wait for such as you.

A happy new year, too, to you, grandmothers and grandfathers everywhere! Look out upon all around you and see how passing fair the evening is; and all that is to be heard invites contentment and repose. You hear voices, too, that we do not hear—they have never been quite forgotten, and they speak to you in the sweetly solemn twilight of the morning that followeth the evening, and of the waking that cometh after the folding of the hands to sleep.

Yes, to all—the young, the old, the high, the low—a happy new year, a happiness arising from and tempered with wisdom, faith, hope and charity.

I am not a professional eaves-dropper, but, being blessed with a reasonably good hearing apparatus, as I go my daily rounds I unavoidably hear many things which are not addressed directly to me. If people are so careless as to discuss private or semi-personal matters in public places, they must not expect others who happen to be present to run away to avoid hearing the conversation, nor need they be shocked if their remarks are commented upon afterward.

Last Tuesday I had occasion to wait for a short time in a public place and overheard a conversation to this effect:—"Have you noticed that the celebration of Christmas is rapidly dying out?" said the talkative lady. The young man to whom the query was addressed replied that he had not noticed this fact, but would not be surprised if it were true, as everything has its day. This was startling news to me, as I had noticed considerable activity among the people on several days previous and had not heard that the festivities had in any way been "called off".

The lady went on to explain, and said:—"We used to have a Christmas tree at our church every year. We would open the exercises with a song, generally that beautiful hymn, 'Joy to the World, the Lord is Come,' followed by a brief prayer and that by an anthem, after which the minister would deliver a short address appropriate to the occasion, presents would be distributed throughout the audience, and with a benediction, it would be dismissed. But how was it last evening? Oh, yes, the audience was there all right, early and en masse, but the exercises, how different. The opening hymn was a new one, the very invocation did not contain a single reference to the Saviour, in fact, His name was not once heard during the entire evening, there was a generally undignified and boisterous scramble for the presents, and when the last one was handed out the mob took to its heels and the benediction was entirely omitted."

Such a state of affairs as described by the lady would certainly indicate that a great change has come over method and even purpose of celebrating the anniversary of the birth of the Saviour. It would seem to indicate that the joke about the boy who goes to Sunday school regularly for a month just before Christmas is founded upon fact, and is not a joke at all. It indicates that Christ is being supplanted by Santa Claus, that He who gave up his life for the sake of man's eternal welfare is being superseded by the fictitious giver of temporal gifts, at least with some people. It is but the natural result of the attempt to combine the worship of God and Mammon.

It is only fair to add that the lady referred to does not reside in Sanford and that no Sanford church was under discussion.

—THE SAUNTERER

Field Day for Sunday School Work

The Florida Sunday School Association has arranged a series of one day conferences through the state, to be held in thirty cities and towns, beginning Jan. 2, in Sanford the meetings will be on Wednesday, Jan. 4, at 2:30 in the afternoon and at 7 in the evening. By request of the Association the Congregational church is to be the meeting place. All churches of the city are invited to cooperate. At the ministers' meeting Monday those present accepted this invitation and agreed to carry the invitations to their congregations.

Among the speakers will be Mr. John B. Swartz of Pennsylvania, Rev. Claud C. Jones, well known in New Orleans, Baltimore and North Carolina, and Mr. R. R. Ray, General Secretary of the Sunday School Association in Florida. These men will bring new methods, ideas and inspirations for Sunday school work and should be heard by every Bible student in Sanford. A general invitation is extended.

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.

Seed Potatoes

Knowing that the success of their crop depends in a great measure upon the seed used, it cannot fail to be of much interest to all potato growers to know of the fine seed potatoes that are being sent out by the Wilson & Toomer Fertilizer Co. of Jacksonville. This seed is clean and smooth—some of the prettiest potatoes ever sent into the state and are moving rapidly because of their superior quality and the low prices this company is enabled to make through having placed contracts for such large quantities.

The above named firm also send free on request a booklet dealing fully with the production of this crop and give their customers the benefit of their long experience with Florida conditions. It pays to deal with such people—best quality and fair prices are the characteristics of all their dealings.

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. PACE, Sanford, Fla. Agent
 Jacksonville, Fla.

City Fish Market

Salt and Fresh Water Fish

A. FOSTER
 SANFORD AVE. PHONE 68

Rubberoid Flooring

Is a permanent, durable and sanitary covering for floors adapted for use in residences or for any interior where oil cloth or linoleum would ordinarily be used. It will last for years and is absolutely water proof, will not absorb grease or the dripping in the kitchen. From a sanitary point of view a decided step in advance of oil cloths and other flooring, for it dispenses with the canvas backing which is absorbent and forms a lodging place for germs.

Just 40c Yard. Come in and Examine

A. E. HILL

FIRST AND OAK

AUTOMOBILE OWNER

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

BIG SAVING IN GAS

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

Sanford Machine & Garage Company

State Agents

OUR OFFERING OF SHOES

FOR MEN, WOMEN AND CHILDREN



For Holiday Wear are unusually attractive in character and decidedly reasonable in price. In slippers we are showing one of the handsomest assortments in the city.

WHY NOT BUY HIM A PAIR FOR NEW YEAR

Frank L. Woodruff's Boot Shop

107 W. First Street, Sanford, Florida

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
CLEAN and SMOOTH

Owing to our large contracts, we can make

Lowest Prices

Improved Rose No. 4, Red Bliss Triumph Irish Cobblers

WRITE FOR PRICES

Wilson & Toomer Fertilizer Co.
 JACKSONVILLE, FLORIDA

A. P. CONNELLY
GENERAL FIRE INSURANCE AGENT

Office Above First National Bank SANFORD, FLORIDA

NORTH EAST

Atlantic Coast Line

SOUTH WEST

ELECTRIC LIGHTED PULLMAN DINING AND SLEEPING CARS

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

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

MYSTERIOUS STRANGER
 Slipped Into Our Lively Little Town Last Night

NOW READY FOR THE CHASE

Visited Carnival Grounds Last Night And Joined In The Confetti Battle

The Mysterious Stranger who was advertised to arrive in Sanford on December 28th and for whose capture a special prize is offered by D. A. Caldwell & Sons, arrived in the city last night.

The following is from the pen of the stranger, and is an account of where he has been since his arrival in Sanford. In each day's issue of the special edition will appear an account of the daily experiences as told by himself.

Well, girls, I slipped in last night and wasn't caught either. I arrived in Sanford on the south bound train at 6:15 and immediately fell in love with Sanford and its pretty girls.

After registering at my hotel I took a stroll over the city before supper and found that Sanford was as beautiful as I have always heard it described. After supper I strolled out to the carnival grounds and joined in the confetti battle with the girls.

This morning I have been in some pretty tight places. I was standing talking to two gentlemen near the Sanford House. One of the gentlemen, Mr. Tidd, clerk at the Sanford House, turned to the other man and said, "Are you the Mysterious Stranger brought here by The Sanford Herald?" Of course he was wrong; but I thought sure he would ask me next. I wonder now if Mr. Tidd knows who the Mysterious Stranger is?

It is said that no man can become entirely lost upon the face of the earth but I have become lost in Sanford; I am here to be found by some young lady who will receive a handsome prize for doing so. It is now up to the girls of Sanford.

Now, girls, just a word about the contest. Have you read fully the explanatory articles concerning the Great Popularity Contest, which The Herald is now running, by which \$1250 worth of prizes are to be awarded to the young ladies of Orange county? If not, be sure and do so at once, and enter your name in the race, as a late start may handicap you.

This morning I had quite an interesting conversation with Rev. J. F. McKinnon, pastor of the Presbyterian church, and he invited me to attend on Sunday next. I shall certainly be there.

I next visited the store of D. A. Caldwell & Sons where I made a small purchase. This company is the one who is offering a reward for my capture, but they did not recognize me when I visited them.

I next visited D. L. Thrasher's shoe store and looked over their stock. The gentleman who waited on me was very courteous.

I dropped into John Mettinger's store and asked to see Miss Ewing. This happened to be the first name which came to mind. Miss Harris informed me that there was no one of that name working there.

I next visited the drug store of T. A. Newlan on First street and applied for a position, but they evidently did not like my looks as they turned me down.

The next time I visit Mrs. J. M. Gillon on Oak avenue and inquire for board she will know that I am the Mysterious Stranger. She was very nice to me. Do you think you would know me again Mrs. Gillon?

I certainly did do some hunting for board this morning. I called on Mrs. B. E. Beatty with reference to board, but she did not know me.

I next made a tour of the shopping district and visited the store of N. P. Powell & Co. Mr. Speer waited on me and showed me a sweater and hat. Would you know me again, Mr. Speer?

I afterwards visited the stores of J. B. Lawson & Co., M. Rotundo, M. Frank, A. Simon's bargain store and Williams & Milteer.

I now began to feel that I would have a picnic in Sanford and wouldn't be caught and thought I would be brave and go down to the Herald office. Near the very door of the Herald office, I was stopped by Miss Lucille Richards who asked me "are you the Mysterious Stranger brought here by the Sanford Herald?" I tried by every possible means to escape before she asked me the fatal question, but she had me dead to rights. Miss Richards wins the cape, which she may secure by calling at D. A. Caldwell & Sons.

David & Wood are the proprietors of the Cosmopolitan Restaurant. They are first class restaurant men and will give the patrons the best that can be purchased.

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

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

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

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.

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

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.

"A Newspaper Within a Newspaper."

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 prices of fortune are in store for the man who makes a business of his farming.

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

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

PAOLA POINTS

Special Correspondence to The Herald: Both Christmas Days passed away very quietly in Paola. Family reunions and quiet dinner parties being the general form of celebration.

Miss Sara Smith came home from Chulota to spend the holidays.

Mr. and Mrs. C. A. Potter and little daughter came up from Coonawau to spend Xmas with Mr. A. A. Hicks' family.

Fred Furen and family paid a Christmas visit to Mr. Furen's parents at Yankee Lake. Louis Furen of St. Petersburg also spent Xmas at home.

Frank Balsey, formerly of this place now of St. Petersburg, made his Paola friends a flying visit last week.

Oscar Pearson returned from Orlando for Xmas week.

Will Hartley is home for the holidays. Mrs. O. R. Morey and children left Friday evening for Osteen to spend the holidays with relatives.

J. E. Bona spent Xmas with Mr. A. A. Hicks' family.

W. H. Taylor is now stationed at U-sala.

Paola and Sylvan Lake school closed Dec. 18th for a three weeks vacation. Miss McAlain going to her home in Geneva.

LAKE MARY MELANGE

Special Cor. to The Herald:

Mrs. J. Morrison and two sons from Philadelphia, Pa., are spending several weeks here with Mrs. Morrison's mother, Mrs. A. W. Keely. Mr. Melvin Morrison came up from Tampa to join them for the holidays.

W. Shaw, one of the foremen at the Overstreet Crate Co., came up from Lockhart to spend the holidays with Mr. and Mrs. Ben Overstreet.

Ira Jones arrived Monday to spend a few weeks with his family and look after his property here.

Win. Monroe wears a broad smile on his face after the arrival of a son in his home. Mother and child are both doing well.

After spending Xmas with his family, Samuel McBride has returned to Lockhart where he is employed by the Overstreet Crate Co.

Mr. and Mrs. J. G. Martin have had as guests for the holiday season Miss Vivian Brown, Frank Kellum and C. F. Lee. Miss Brown is a niece of Mr. Martin, and is a very pretty and accomplished young lady from Tampa, who we are always glad to welcome here.

Miss Lenora Arnette, after a tussle with the measles, has returned from her home in Longwood and expects to reopen her school here this week.

Two very sad deaths occurred here on Dec. 14 and 15. Mrs. J. B. Fortler, an old and respected citizen of Lake Mary passed away on the morning of the 14th and her eldest daughter, Mrs. Robt. Lynch, died on the evening of the next day.

The immediate cause of both deaths was measles. The community extend their heartfelt sympathies to both of the bereaved families.

Both Mrs. Fortler and Mrs. Lynch were laid to rest in the Sanford cemetery. May God who heals the broken hearted comfort the dear ones they left behind.

OVIEDO AND LAKE CHARM

Special Correspondence to The Herald:

Christmas is a time when all the world comes a little nearer together with the

interchange of Xmas gifts and messages of goodwill flitting north and south and east and west, over mountains and across seas. How appropriate that Christmas Day sometimes falls on Sunday, when doubtless there is hardly a service the wide world over that does not point to the Christ born in Bethlehem of Judea. What a simple little custom ever growing, is that of giving a beautiful Xmas card, the least expensive is often a work of art well worth one's study and admiration and very generally voicing the choicest Christmas sentiment.

Monday, the legal Xmas holiday, was unusually quiet in Oviedo, the stores were closed and many of the men went hunting in the woods. The ladies did not so generally accompany them as on Thanksgiving Day.

Later, as train time approached, the crowds began to gather for Monday evening's mail which is always large, bringing to us two days' mail instead of one, and the added Xmas packages made it very considerably larger this particular Monday evening.

Conductor Brannon presented himself and Mrs. Brannon with a fine new horse for a Christmas present. The speed of the steed will doubtless vie with the speed of the Santa Fe.

CHULUOTA SNAPSHOTS

Special Correspondence to The Herald: Ideal weather for Christmas.

The Christmas tree entertainment given by the school was a success and was largely attended. The teacher and pupils deserve much credit for the work they did to make it a success.

Messrs. G. M. and Noah C. Jacobs, and families including children, grandchildren and several friends took their Christmas vitamins and took to the woods where they ate their dinner in picnic style.

Mr. Austin, of Jacksonville spent several days here looking over the new Railroad survey and left Monday over said route for Whittier, was accompanied by G. M. Jacobs.

for Paola to spend the holidays with her parents.

Mr. and Mrs. J. A. Prevatt and little daughter Verile having spent Christmas with Mrs. Prevatt's parents, Mr. and Mrs. G. M. Jacobs left for their home at City Point.

Mrs. Dave Hart and little son, of Conway are visiting her parents, Mr. and Mrs. F. M. Story for a few days.

Frank Hudson and Miss Grace Jacobs of Orlando spent Christmas with Miss Jacobs mother, Mrs. M. E. Jacobs.

N. O. Jacobs, left Monday for Lake Winder where he joins a hunting party, he will be gone about two weeks.

CAMERON CITY CLIPPINGS.

To the Editor of The Herald: The people of Cameron City and vicinity enjoyed their Christmas exercises Sunday morning. The children of the Sunday School gave a very interesting and well rendered program.

Monday being a holiday, twenty-five of our people took a trip down the river to Lemon Bluff in Captain Pagenhart's launch. The day was ideal for picnicing and all were well pleased with the trip.

Mr. Myers made a hurried trip to his old home in Michigan with his cousin who was suffering with an attack of appendicitis. The journey was safely made and the latest reports say the boy is recovering from the attack.

Mr. and Mrs. C. R. Stuart and their three daughters arrived from Kansas City Mo., last Friday and are visiting the Rich's and Minnie's.

Mrs. Burrows, Mrs. Benton's mother is here with us again. She is a lover of Florida and seems happy to be back.

Harry Stevenson has gone to Augusta Georgia to take a Government position for a few months. He will be greatly missed here.

Guy Ellsworth has rented the Kennedy farm north of town and will plant it with potatoes.

ENTERPRISE ETCHINGS

Special Correspondence to The Herald: The "Recital" given by the teachers of Livingston College, on last Thursday evening was largely attended by the public. The various numbers were well received and all present enjoyed an extremely pleasant evening.

Miss Sarah Hughes of Richmond, Ky., is the guest of her cousin, Miss Emma L. Tucker of Livingston College.

Norman Riles of Leesburg, Fla., spent Christmas in town, registering at the Davis House.

Mrs. Cason of Tampa is visiting her daughter, Miss Geneva at the Training School, conducted by Mrs. Hattie Brooks. She was accompanied by her sister, Miss Simmons of Jacksonville.

Miss Mildred Van Dyke of Pittsburg, Pa., a winter guest here last season, remembered her protegee, little Miss Elve of the Brooks-Training School with a Christmas box.

Prof. Frank Haynes, a former instructor at the College, left today for Jacksonville, where he will reside during the winter season.

Bayless Haynes of Jacksonville, was the guest of his parents over the holiday.

The Orphanage and the Training School were both well remembered by their many friends with large numbers of Christmas presents, which the little ones enjoyed greatly.

Mr and Mrs. Fred A. Gordon, and their children, with Mrs. Reed dined at the Davis House Christmas.

Miss Ruth Saula, who has been visiting her parents, Mr and Mrs. John Saula, returned to her home in New York Wednesday.

Rev. Dr. Henderson of Hestwell, Ohio, has been dangerously ill for the past six weeks at Dr. C. M. Woolley sanitarium in Atlanta, Ga. He is now convalescent,

but will not leave there for at least three weeks.

Miss Fay Hodges of the college faculty, left Tuesday for Jacksonville where she will be the guest of her brother.

The secretary of Livingston College has received many letters from prospective students desirous of coming here at the beginning of the January term.

A hunting party for deer was one of the pastimes engaged in here Monday. The deer were shy and only allowed long distance shots, and the hunters returned without the game.

Eighteen visitors from Sanford were here on Monday and enjoyed a basket picnic.

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

Commodore Towne Here A prominent arrival in Sanford this week is Commodore W. C. Towne of New York city. Commodore Towne is a retired Captain of the U. S. Navy and is at present Commodore of the Brooklyn Yacht Club, being commander and owner of the Schooner Yacht "Tammany," winner of many prizes.



MR. PAUL GILMORE at the IMPERIAL Friday Night, December 30th

W. J. THIGPEN & COMPANY AGENTS General Fire Insurance Sanford, Florida

John Stockton's Space Categorically Considering a Candidate Conducting a Close, Clean and Careful Campaign, with Answers Affixed. Who was among the first to advocate the election of United States senators by the people? STOCKTON

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, 1908, at the Postoffice at Sanford, Florida, under Act of March 3rd, 1879.

Office in Herald Building Telephone No. 148.

There is only one real Celery City, and Sanford is The Spot.

"Has anyone here seen an appropriation for the upper St. Johns?"

The daily Herald created much favorable comment on the street. We are sorry the daily could not be made permanent.

The Omnibus Bill recently passed by the House is now up to the Senate and the result is anxiously awaited by thousands in Florida who lost their property during the war.

The candidates for office who expect support from Sanford voters will have to get us that appropriation for the upper St. Johns. Sanford will then be the shipping center of the state.

THAT RAILROAD CROSSING

The coroner's jury on the killing of Erickson at the railroad crossing last week brought in a verdict that lays the blame on the railroad and also on the city. The railroad is guilty of negligence in switching cars carelessly and the city is guilty because such carelessness is permitted.

The Herald was assured several months ago that the coal shute would be taken away and the crossing made safer. Neither has been done with the exception of posting a watchman at First street crossing.

Maybe the railroad intends to take out the coal shute and attend to the crossings and maybe the city of Sanford intends to force the issue but the rest of us are from Missouri.

RESOLUTIONS:

A gentle zephyr wafted the following resolutions into our sanctum:

I resolve the following year that I will not drink any unless I am dry—very dry.

That I will let people mind their own business and assist them all I can.

That I will agree to obey my superiors, if I have any.

That I will always forgive my enemies, especially those I can't whip.

That I will strive to be in love and charity with my neighbor, if I see I shall need him to back me in some pursuit of life the coming year.

That I will subscribe for this paper and promptly pay for the same.

That I will trade at home and try and get back some of the money I squandered abroad the past year.

GOOD BYE, OLD YEAR

We are about to step from the Old Year to the New, and we are reminded that after all our fears and apprehensions, to many of us it has been a very kind year. To some, we know the dark side has been turned, but after all, there is a gleam of sunshine for all if we but look for it. We would not forget that to look upon the homes of some of our readers since last New Year's Day a shadow has fallen and a mantle of sorrow has wrapped its inmates in its sombre folds.

Other homes are like the empty nest that hangs on the withered bough desolate because the life and song went out with the birds. New homes have also been made and old ones have been severed, but in our onward march it is not always well to stop and weigh the load each one carries. No life is all sunshine or all storm. If New Year brings prosperity, let us rejoice; if adversity let us be brave. The sunset gate of life will swing shut upon some of us ere the close of another year. Let us see to the record left on this side.

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

"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. 15-4c

Don't Leave Sanford

To have your dresses made. Madame Josephine of New York has opened a first class establishment over Yowell's store and is prepared to create the finest and latest designs for the ladies. Styles are the latest New York and Paris designs but the prices are very reasonable and the ladies are invited to call and talk over the subjects which are dear to every feminine heart. Repair work will also receive prompt attention. 5-t



NEWSPAPER PRINTERS



MISTAKE IN TYPE

Just a Mistake of Two Thousand Dollars in Article

The assertion that L. A. Brumley had sold his lettuce crop for \$5,000 was a mistake. The entire crop was sold for a total of \$3,000, which was original copy, but to the typesetter the figure three looked like five, hence the mistake.

Even at the reduced figures, however, the profits are large enough to suit the most perverted taste of the pessimist. Mr. Brumley leased the five acres for \$50 and sold \$3,000 worth of lettuce from it. Now if he does equally as well on the celery the gross proceeds will represent a total of \$6,000 from five acres, which is certainly going some.

Appropriating The patronage given us the past year and thanking all for the same. We wish past, present and future patrons a prosperous and Happy Year, 1911.

J. K. METTINGER First Street. Sanford, Florida

In the Circuit Court, Orange County, State of Florida

In the matter of the adoption of Fred W. Willmott, Jr., a minor, by J. W. Willmott and Sophia E. Willmott. Notice is hereby given that we, J. W. Willmott and Sophia E. Willmott, my wife, shall on the 6th day of February, A. D. 1911, or as soon after as the same can be heard, apply to the Honorable Minor S. Jones, Judge of the Circuit Court, 7th Judicial Circuit of Florida, for the adoption by us of Fred W. Willmott, a minor, as our child and heir-at-law.

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

Notice is hereby given that W. B. French and S. M. French of Knoxville, Tenn., purchasers of tax certificates named below has filed said certificates in my office and has made application for tax deed to issue in accordance with law. Said certificates embrace the following described property situated in Orange county, Florida, to-wit: Cert. 446, dated June 3, 1907; Lot 8, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of E. H. Palmer; Cert. 452, dated June 3, 1907; Lots 21 and 22, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Unknown Owner; Cert. 373, dated July 3, 1905; Lots 23 and 24, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Mrs. M. E. Hicks; Cert. 375, dated July 3, 1905; Lots 39 and 40, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Mrs. M. E. Hicks; Cert. 374, dated July 3, 1905; Lots 31 and 32, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Mrs. M. E. Hicks; Cert. 377, dated July 3, 1905; Lots 65 and 66, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Mrs. M. E. Hicks; Cert. 378, dated July 3, 1906; Lots 76 and 77, Blk. D, Mitchell's Survey of Levy Grant, assessed in the name of Mrs. M. E. Hicks. Unless said certificates shall be redeemed according to law, tax deeds will issue thereon on the 31st day of January, A. D. 1911. Witness my official signature and seal this 30th day of December, A. D. 1910. B. M. ROBINSON, Clerk Circuit Court, Orange County, Florida. 20-41. By M. A. Howard, D. C.

Local Overflow

Men's Union Suits at Yowell's. 20-1 Irish Potatoes \$1 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts. 20-1f

Good sound Irish potatoes 25c peck at L. P. McCuller's. 20-ltc Stetson hats' new spring styles, something nobby. The best assortment of styles out. N. P. Yowell & Co. 20-1f

Irish Potatoes \$1 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts. 20-1f

Mango Dill sweet and sour pickles in bulk. L. P. McCuller's. 20-ltc N. P. Yowell & Co.'s new spring suits just in—the prettiest and most reasonable. Let us show you. N. P. Yowell & Co. 20-1f

Irish Potatoes \$1 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts. 20-1f

For the home, for the place for early cucumbers, Irish potatoes, tomatoes. Apply to C. H. Leffler. 20-3t Irish Potatoes \$1 per bushel, \$2.25 per bag of 150 pounds at J. D. Roberts. 20-1f

New Silks—Persian waist patterns, 10 to 15 yds. dress patterns. Only one pattern of a kind. N. P. Yowell & Co. 20-1f

Miss Christine Hastings of Petosky, Mich, arrived on the boat Friday and will spend the winter with her sisters, Mrs. F. T. Williams and Mrs. H. C. Trask. Miss Hastings spent last winter in Sanford and gained many friends.

Mrs. H. H. Hill very pleasantly entertained a few little girls on Tuesday at a spend the day party in honor of her little grand daughter, Erminia Houser. The morning was spent in playing games, and in the afternoon the little guests were taken to the Imperial to see the motion pictures. Those invited were Erminia Houser, Lillie Ruth Spencer, Gladys Wilson, Virgie Packard, Saron Wight, Anna Mason and Elizabeth Puleston.

W. D. Wildman and family of Chase City, Va., and J. R. Wildman of the University of North Carolina, were the guests of their parents, Rev. and Mrs. J. W. Wildman this week. W. D. Wildman is cashier of the First National Bank of Chase City and is also interested in the Chase City Progress published at that point. These good folks were greatly impressed with the Sanford district and the development noted in the city.

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

Advertisement for Endwell shoes, featuring the brand name 'ENDWELL' in large letters, a list of shoe styles, and a photograph of a woman's foot wearing a shoe. Text includes 'INDEPENDENT OF ALL TRUSTS', 'You can solve a big item in the high cost of living by buying Endwell shoes.', and 'D. L. THRASHER SANFORD, FLORIDA Phone, 104'.

Advertisement for Retail Cash Grocery, featuring the text 'RETAIL CASH GROCERY J. B. WILLIAMS, Prop. Staple and Fancy Groceries, Hay, Grain and Seed' and a list of products including 'Fruits, Vegetables, Candles, Cigars and Tobaccos'. Address: '215, Cor. 3rd Street and Sanford Ave. SANFORD, FLORIDA Phone 62'.

Christmas at Monroe

In response to a notice posted at the two grocery stores at Monroe station a meeting was held at the home of Mrs. Koehler on Friday evening, Dec. 16th to consider the observance of Christmas, at which a resolution was offered and unanimously passed that we have a Christmas tree, and that we accept the kind offer of Mrs. M. L. Koehler to hold the entertainment at her home on Christmas Eve. After the appointment of committees the meeting adjourned.

When the time fixed for the entertainment came the house was crowded and the beautiful evergreen boughs with gifts of beauty and sweetness, so fitly representing Heaven's "Unspendable Gift."

With Mrs. Koehler at the piano, supported by Mrs. and Miss Imboden, Mrs. Emma Wynne, Miss D. Mason, Mr. Evans, Mr. Maurice Cushing, Capt. R. B. Smith and others, several pieces of music appropriate to the occasion were well and pleasingly rendered. The following young persons gave recitations to the pleasure and profit of all present: May Priester, Neola Webb, D. Mason, Charlie Priester, Palmer Webb, Amy Mann and Maybelle Oglesby. The undersigned spoke briefly interpreting the language of the Christmas tree.

A motion was made and unanimously passed giving thanks to Mesdames Koehler and Schwicker for donation of candies and ornaments, to Mr. and Mrs. Christopher Webb for the excellent oranges, and to all who aided in procuring and decorating the tree, including Mr. Cushing, and who aided in the distribution of gifts. Also to Everett Webb and Jesse Oglesby, who procured the tree.

The occasion was not only a pleasure, but an enrichment. P. G. BELL.

Sanford House Arrivals Tuesday

Mr. and Mrs. J. Read Abrahams, Savannah, Ga.; J. E. Peterson and wife, West Salem, N. C.; C. E. Durham, wife and daughter, Gainesville; Neill O'Donnell and wife, Sumter, N. D.; J. R. Phillips and wife, Gadsden, Ala.; Jas. L. Herring and wife, Asheville, Ala.; Mr. and Mrs. S. M. Leaverns, Boston, Mass.; E. A. Carley, Miss M. E. Carley, N. Y.; Joseph Leedom, E. E. Leedom, Philadelphia, Pa.; E. G. Fessenden, Mrs. Mary Fessenden, Chicago; E. B. Brown, city; C. O. McLaughlin, Jacksonville; J. H. Shreve, Montgomery, Ala.; C. R. McCandlers, Savannah, Ga.; T. J. Purden, city; W. T. Lines, Mrs. C. G. Bartow, Orlando; Mr. and Mrs. Carter, Wheeler, Newark, N. J.; Frank C. Keller, Jacksonville; L. M. Gasney, Atlanta, Ga.; Chas. M. Snyder, Anna E. Snyder, Baltimore, Md.; M. B. Edmonds and wife, Batesburg, Ill.; H. W. McClure, Albany, N. Y.; J. P. Howes, Orlando; T. H. Harrison, Clyde Line; Thos. Jaeger, L. Aberpeller, A. W. Bloomberg, N. Y.; Chas. D. Nicholson, New Albany, Ind.; B. B. Pratt, Washington, D. C.; J. A. Aldman, Ft. Pierce; T. J. Perkins, city; G. E. Shaffer, Tampa; A. P. Guest and wife, Pittsburg, Pa.; W. F. Stewart, Atlanta, Ga.

Shot Through Leg

One of the white emblems of the Woolcott Carnival was shot through the thigh on Wednesday at the carnival grounds. A negro was fooling with a pistol and accidentally discharged the weapon, the ball entering the leg and lodging near the bone. Whether an accident or not, the negro ought to be given a stiff sentence for having a pistol in his possession.

Noel --- A Ballad For Christmas

The bells chime happily across the night— The night that crowns the almost dying year— And soon the morning, with its dawning light, Proclaims that Christmas day at last is here. The children high aloft the boar's head bring, And as they march their merry carols sing, While Christendom joins in their tuneful lay, For at this season all are glad and gay. And men and women, with their hearts aglow, Shout out with one accord on Christmas day, "Hail to the Yule log and the mistletoe!"

Emblems of many an old time honored rite, Of boisterous mirth and homely, honest cheer; The Yule log, flaming high and blazing bright; The mistletoe, to youths and maidens dear. See for snapdragon how they form a ring Or in a contradance their partners swing? Lord of misrule makes good his sobriquet, And all his mandates eagerly obey. He wields the scepter and with loud hallo Cries lustily, with none to say him nay, "Hail to the Yule log and the mistletoe!"



All climes and classes own the season's might. It rules alike the peasant and the peer; The humblest home presents a happy sight; The sternest judge forgets to look severe. The very birds fly by on lighter wing; The blustering north wind seems to lose its sting; The old and young, the golden haired and gray, Devote the hours to merriment and play. Awa' far across the crispy, crackling snow We hear a chorus from a flying sleigh, "Hail to the Yule log and the mistletoe!"

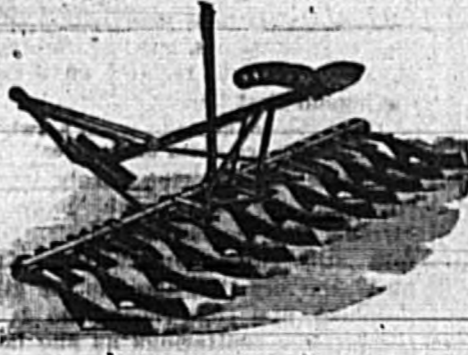
The chosen theme of many a fancy's night, A ballad monger or a sonneteer Yearly his Christmas poem will indite Of a coy maiden and her cavalier. Shakespeare full often had his merry ring, And Milton tuned his harp to noble string; Irving the scenes of Christmas could betray, And Dickens its true spirit could convey. To song and story a rich debt we owe, And with triumphant cheer this tribute pay, "Hail to the Yule log and the mistletoe!"

And as the sacred season circles near All evil thoughts and passions are banished quite; Our lives become more gentle and sincere; Our hearts can find no room for doubt or spite. Peace and praise from thankful hearts is ringing To celebrate the birthday of the King. All humbly for our brother's weal we pray And ask a blessing on our future way; Our generous gifts on others we bestow, "Peace upon earth, good will to men!" we say, "Hail to the Yule log and the mistletoe!"

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.

A STORY IN THREE PARTS

PART 2

Bryan Continues Aggressive Campaign

At the Beginning of the Campaign a Pamphlet was issued by Mr. Bryan announcing his views on public questions. Mr. Blount issued a similar pamphlet which has been followed up with innumerable advertisements, letters and circulars. Mr. Stockton, too, issued a "Declaration of Principles" and has likewise advertised himself extensively. It be- comes the voter to consider carefully what the candidates have to say, and in passing upon the qualifications of NATHAN P. BRYAN to note well—

- THAT— HE does not advocate a federal income tax, because Congress has already passed favorably upon that proposition and as Senator HE does not promise to secure federal appropriations for hard roads in Florida, because it would be simon pure political buncombe. HE does not devote 75 per cent of his literature and speeches to an effort to explain that he can represent the people's interests as well as the corporate interests. HE does not apologize for any connection or affiliation, or does he have to overcome any presumption that he will not represent the interests of the people as distinguished from the interests of the corporations. HE does not admit that he is so prejudiced against one section of the State that he cannot represent equally as well all sections, whether it be Pensacola, Apalachicola, Cedar Keys, Tampa, Key West, Miami, New Smyrna, St. Augustine, Fernandina or Jacksonville. HE does not feel it necessary to have letters written and circulated to the effect that he can be fair, that he is honest, and that he is the friend of the "toiling masses." HE does not promise to reduce the high cost of living, unaided and alone, because he will be called upon to fulfill his promises. HE does not promise to make it easy for poor people to borrow money from banks, because that is impossible of accomplishment by legislation. HE does not promise establish farming and industrial schools in the 2876 counties of the United States, but he does promise to work for the establishment of agricultural schools in each congressional district. HE believes that United States Senators should be elected by and directly responsible to, the people. HE believes in liberal appropriations for waterways, because they are nature's competitors of the railroads. HE believes that hereafter no railroad company or private interest should be permitted to acquire wharves and docks to such an extent as to control or exclude general commerce. HE believes with Judson Harmon and Woodrow Wilson that "guilt is personal" and that guilty corporation officials should be individually punished for crimes committed under cloak of corporate names. HE believes in the physical value of railroads as a basis for freight and passenger rates. HE believes that the Inter-State Commerce Commission should be given such judicial power as to enable it to enforce its orders. HE is the candidate best qualified to initiate and secure legislation in the interest of the people of all sections and all classes.

HE IS ABLE IS PROGRESSIVE IS A REAL DEMOCRAT He does not turn to the service of the people from 26 years of devotion to corporate interests. His does not run in a groove worn smooth by the guarding of these interests. the man who will make the "Little Journey" to Washington this space next week for the conclusion)

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 ARMOUR FERTILIZER WORKS, Jacksonville.

ARMOUR FERTILIZERS

The Nopes Fertilizers AGAIN THIS SEASON, 1910

The Vegetable Growers had splendid results all over the state, from the use of our Manures. 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 About That

J. R. Tysen, Agent JACKSONVILLE, FLORIDA

MEMORABLE WATCH MEETING

NEW YEAR'S EVE came right in the middle of a series of "protracted meetings" which had been started in a little church in the northern part of Indiana some twenty-five years ago. The faithful few had been gathering night after night for a month, and not more than a dozen persons had knelt at the mourners' bench, including the chronic backsliders. When the opening hymn was announced all the seats had been taken, and a dense crowd of boys and young men occupied the space between the door and the last row of seats.

As the hours slipped by and the end of the old year approached the service changed into a season of prayer and testimony. The little flock which hung on the wall behind the pulpit finally pointed to 11 o'clock, and the



"GET DOWN ON YOUR KNEES OR I'LL SKIN YOU ALIVE!"

preacher arose to make one last supreme effort to reclaim some soul from eternal torment. At his direction the most zealous members of the congregation left their seats and mingled with the audience, looking for a chance convert.

It was at this critical moment that an unlooked for interruption disturbed the passing of the old year and marred the peacefulness of the meeting. Deacons Wiley and Mills had been so bold as to approach the goddess crowd around the door and suggest that there was too much laughing and talking. They had even dared to tell two or three of the leading spirits that a failure to preserve order meant ejection from the church. The sound of loud

talking suddenly reached the ears of the worshippers, and all heads turned toward the door. Loud curses and angry words, uplifted fists and stamping feet told that a fierce struggle was taking place. Out of the tangled mass presently came Deacons Wiley and Mills, each in triumphant possession of a caping, disheveled, fighting prisoner. The culprits were the sons of their captors, and against all their kicking and squirming they were forced slowly along the aisles on each side of the church to the mourners' bench, fighting every inch of the way.

"Get down on your knees, darn your picture!" commanded Deacon Wiley, seizing his son by the shoulders and allowing his indignation to gain the mastery. "Get down on your knees or I'll skin you alive when I get you home!"

"Keep your seats, brethren and sisters," exclaimed Rev. Ebenezer Harker. "This young man is sorry for what he has done, and we may yet save him from the wrath to come."

There was a suppressed titter from those who took the preacher literally. Sam Wiley, the wildest scamp that ever robbed a watermelon patch, looked at his father's stern, unyielding face and felt the grip tighten on his shoulders. He cast a furtive glance toward the women's "amen" corner and saw his mother's eyes filled with tears. He turned to his right and saw his companion in misery, "Diddy" Mills, crying like a baby. Just for a moment he stiffened with pride, and then he felt his father's strong arms forcing him down on his knees. At the same time "Diddy" Mills went down under the pressure on his shoulders.

"Who will be the next to come forward?" shouted Rev. Ebenezer Harker, dancing back and forth before the pulpit with a joy he could not conceal. "The Lord bless these young men who have seen the error of their ways. Let us all unite in prayer."

Everybody prayed, Deacon Wiley leading the low, murmuring chorus with a fervent entreaty to his son to forego the wickedness of the world and unite with the church. When Deacon Wiley ceased Deacon Mills began to ray aloud for his wayward boy. It was very funny to the crowd around a door, but after awhile something seemed to choke their laughter. Sister Mills' high pitched and quavering voice came in prayer, and there was a pathos in her appeal that started tears into the eyes of the roughest rowdy in the crowd. Sister Wiley, unable to restrain her emotions, joined her cries with those of Sister Mills. Suddenly a wave of increased excitement swept through the congregation. Two of the toughest young men of the town walked slowly down the aisles and knelt at the low railing. They were hardly down

when two more came forward.

Such a revival was never known before in the history of the church as the one which started with the watch meeting that night. Rev. Ebenezer Harker said to himself that it was due to his powers as an exhorter. Two mothers believed in their hearts that the efficacy of prayer had been demonstrated in a wonderful manner. But suppose those muscular fathers had remained inactive. Would the protracted meetings have lasted another week?

THE WREN BUSH.

An Old Custom Still Observed in Ireland at Christmas.

Among the many odd customs still observed in Ireland at Christmas few are more curious than the practice of carrying about "the wren bush" on St. Stephen's day, and antiquaries are puzzled to explain why the poor little "king of all birds" should be put to death on the festival of the first martyr.

The most probable explanation is that the wren was sacred to the Druids and was used by them in divination and other pagan rites at the festival of the winter solstice, which almost coincided with Christmas, and consequently the clergy urged their converts to destroy the birds which were associated with such unholy rites, just as St. Patrick's relentless destruction of the images of serpents, used in the ancient pagan worship of Ireland, gave rise to the legend that he—

Gave the snakes and toads a twist
And banished them all forever!

This seems the more likely because "dron," the old Irish name for "wren," also means "a Druid," and old folk still call "Jenny" the "Druid bird" and say that she has the gift of prophecy and that those who can interpret her twitterings as she hovers about a house or flies from bush to bush can read the future. In the library of Trinity college, Dublin, there is a curious document describing how to interpret the notes of the wren.—Maud E. Sargent in Longman's Magazine.

After Christmas.

Said the Christmas tree by the old back fence

To the one just over the way:
"It seems to me it is hard to be
Out here in the cold today.
Last week I stood in a brilliant room,
With children dancing by,
And beautiful candles warmed me
through."

Said the other tree, "So did I."

Said the Christmas tree by the old back fence

To the one just over the way:
"I wish out there on the mountain side
They only had let me stay,
My roots were strong, I was warm and
green,
While the merry snow flew by,
But now I am trembling, old and weak."
Said the other tree, "So am I."

Said the Christmas tree by the old back fence

To the one just over the way:
"A little boy threw a rock at me
As he passed along today,
And last week, up by a beautiful doll,
A sled was hanging high
For that bad little boy, I'm tired to
death."
Said the other tree, "So am I."

Said the Christmas tree by the old back fence

To the one just over the way:
"A little girl that I gave a ring
Came by, and I heard her say,
'You ugly old tree, who cares for you?'
And she made up a face so wry
I wouldn't believe folks could so forget."
Said the other tree, "Nor would I."

Said the Christmas tree by the old back fence

To the one just over the way:
"It's hard to die so far from home,
But I guess we've had our day,
And the children maybe in years to come
Will think of us with a sigh
And the joy it gave. I am reconciled."
Said the other tree, "So am I."
—May R. McNabb in Pittsburg Dispatch.

Santa Claus in the Zoo.

Said Santa Claus: "The Christmas eve
(The animals looked pleasantly)
And each of you will now receive
His yearly Christmas present.
But I'd be glad if every guest
Would mention what he'd like the best."

The tapir said: "That pleases me,
I'll state succinctly, therefore,
If I may be so bold and free,
The only thing I care for
Would be those matches on the shelf,
With which I'd like to light myself."

His wish was granted. Then up spake
A timid little adder:
"Sir, but a little it will take
To make my Christmas fadder.
A slate and pencil, if you please,
Would let me do my sums with ease."

The reindeer said, "You may believe
I'd be a happy fellow
If I were sure I would receive
A good sized umbrella-fellow,
And also I'd like four galoches,
Yes, and a rubber mackintosh."
—Walton Williams

The New Year.

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

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

Open your heart, be it sad or gay,
Welcome him there and use him kindly.
For you must carry him, yea or nay—
Carry him with shut eyes so blindly.
Whether he bringeth joy or fear,
Take him; God sends him, this good
New Year.

—Dinah Maria Mulock Craik.
A Christmas Suggestion.

A book cover makes a good Christmas present for the girl who is apt to be accompanied by her book. The covers come in natural lines.

Local Overflow

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

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

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

Don't forget to have your chipped beef, breakfast bacon and boiled ham sliced at Long's store, on his American slicing machine. 18-tf

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

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

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

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

Varnoil Best furniture polish on the market. For sale by Sanford Furniture Company. 40-tf

One and two horse wagons with celery flared side bodies at Underwood's. 17-tf

Buggles and surreys at cost for thirty days at Underwoods. Barnesville top buggles at \$70.00. 17-tf

Crushed and pulverized Limestone, car load lots. R. H. Whitner. 2tf

We are equipped to handle your repair work. Sanford Machine & Garage Co. 48tf.

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

New goods arriving daily at Long's grocery store. Give him a call. 13-tf

Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-tf

Heckers Graham flour at Long's store. 13-tf

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

Gas engine repairs. Sanford Machine & Garage Co. 48-tf

"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-tf

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

A Happy New Year

While not an old established firm our short stay has demonstrated that the discerning buyer knows Stockton as the man who sells good groceries cheap.

We thank our new and old patrons for the great volume of business accorded us.

We will show our appreciation by presenting a better appearance, better goods, better price.

Courteous treatment is the year of 1911.

YOURS FOR TRADE
R G Stockton

H. WOODS COMPANY

COMMISSION MERCHANTS
CAR LOT DISTRIBUTORS

We want your crop and will offer special inducements

K. R. MURRELL, Resident Manager
SANFORD, FLORIDA

JAS. B. LAWSON

Periodicals Stationery

CIGARS and TOBACCO

GOLD and HOT DRINKS ICE CREAM

Wholesale and Retail

PHONE 189

SANFORD, FLORIDA

Holiday Greeting

TO OUR CUSTOMERS

We desire to express our appreciation for the liberal patronage accorded us during the year and ask for a continuance of same for 1911.

WILLIAMS & MILTEF

Rand Building

Just across the street

The Opportunity

Of Your Life Young Man

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

The Markham

Park Addition

On the Orlando road just two blocks from street car line

Thirty Beautiful Lots

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

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

This Offer is Good for 30 Days

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

See Me at Once
and Save Money

N. H. GARNER

Room No. 1. Garner-Woodruff Bldg

FIRST STREET

SANFORD

NEW SERVICE OF SANFORD TRACTION COMPANY

Schedule in Effect December 17, 1910

Around Bell Line Through Calvary Delta of "Lucky Sanford"

LEAVE SANFORD VIA MISSISSIPPI AND CAMERON CITY

SUNDAY SCHEDULE LEAVE SANFORD VIA MISSISSIPPI AND CAMERON CITY

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.

Miss Perkins is visiting her parents, Mr. and Mrs. T. J. Perkins during the holidays.

Mrs. H. M. Lipe of Charlotte, N. C., is the guest of her son, M. P. Lipe this week.

Mrs. W. A. Woods of Charlotte, N. C., is the guest of her daughter, Mrs. M. P. Lipe.

Mr. and Mrs. A. W. Brown of Enterprise are in the city today.

Mr. and Mrs. W. A. Keeler and family spent Christmas with Mr. and Mrs. A. W. Brown at Enterprise.

Mr. and Mrs. Geo. Greenwood of Longwood spent Christmas with their relatives Dr. and Mrs. C. E. Walker of this city.

N. O. Weeks of Jacksonville spent Christmas with home folks.

A. W. Smith, of Walton, Ky., is back for the winter.

W. R. Taylor of Birmingham, Ala., is in the city and will be the guest of his sister Mrs. W. H. Underwood for several days.

H. M. Settle has arrived in the city to take charge of The Herald Contest.

Hon. J. H. Lee, our esteemed County Commissioner of Oveido spent Monday in the city with relatives.

J. H. Lee, Jr., of Taylorville was in the city on business.

E. H. Henson of Arlington, N. C., was in the city this week visiting his grandson, M. P. Lipe.

Rev. M. M. Lord and family of Martel were the guests of Mrs. Lord's parents, Mr. and Mrs. J. M. Lord during Christmas.

Mr. and Mrs. Frank Garrod and family of Oxford, Ohio, arrived in the city this week and expect to locate here.

Rev. Lord is pastor of the Martel church and is doing a good work in his section.

W. J. Conoley, a prominent turpentine operator of the Conway section was in the city on Monday and renewed his subscription to the The Herald while here.

Miss Hattibel Hyer of Orlando is the guest of Mrs. R. J. Holly.

O. G. Walcott a prominent resident of the Oveido section was a visitor to the city on Tuesday.

The Italian band with the Wolcott Carnival Co., gives fine concerts daily that are greatly enjoyed.

Among the prominent visitors to Sanford this week are Mr. and Mrs. A. P. Carpenter of Margaretville, New York.

T. J. Miller has been quite sick for the past ten days.

It is a great deal of regret that the many friends of Rev. A. E. Newsbolder and wife see them leave Sanford for their new home at Plant City.

Father P. J. Bresnahan spent Monday in DeLand.

Ed. ... is out again after a ten round-draw with the measles.

Jos. DeMont is happy in the possession of a fine, forty horse power Mitchell car.

Mrs. Fannie S. Munson left Monday for Orlando to attend the Liza Lehmann concert.

Mr. and Mrs. Ernest Molnar, and little daughter Ernestine, are among the holiday visitors in this city.

Mr and Mrs. M. F. Guinon of Petoskey, Mich., arrived here last week and will spend the winter in this city.

Mrs. Mrs. N. J. Perkins, accompanied by Mrs. J. P. Beard and Miss Estelle Beard, mother and sister of Mrs. Perkins spent Tuesday in DeLand.

The editor of The Herald returns thanks to H. H. Deane for some fine apples sent in on Christmas, and also to Chas. Kanner for a fine necktie.

E. W. West, the Mysterious Stranger has now appeared in his true character and will spend the next three months here in The Herald contest.

Misses Nellie and Lillian Scoble, charming young ladies of Jacksonville, will visit Miss Carrie Lovell several days this week.

Mrs. Dr. Will Keller and little son Billy, of Louisville, Ky., arrived in the city Thursday on a visit to their cousin, Mrs. J. H. Overman.

Mrs. Nevin, of Louisville, Ky., arrived here Thursday to spend a few weeks and is the guest of Mrs. Mattie Johns.

Laurie Gibson, of Charleston, S. C., made a flying visit to his parents, Mr. and Mrs. H. L. Gibson, during the holidays.

Miss Lillian Gibson who is attending Winthrop College, at Rock Hill, S. C., is spending the holiday in the city with her parents.

Robert Thrasher of Dade City is the guest of his brother, D. L. Thrasher this week.

Oscar Rollins is spending the Christmas holidays in Leesburg.

N. O. Garner and wife left last Monday morning to spend the week in Macon, Ga., with relatives.

The Xmas entertainments for the Sunday school children were mostly held on Monday and were unusually good.

Mr. and Mrs. P. H. Mann of Sarasota are the guests of Mr. and Mrs. J. F. McClelland at Moore's Station.

Mrs. A. H. Adams of Miami arrived Wednesday for a visit of several days with her relatives.

F. F. Doyle of Jacksonville spent Xmas in Sanford with his mother, Mrs. M. C. Doyle.

Miss Ione Webb of Indiana is the guest of Mr. and Mrs. Hamil Tolar.

Mrs. Richard Seymour and Miss Seymour of Bristol, Tenn., are visiting Mr. and Mrs. Munson on Markham Heights.

C. H. Evans and family of Bradentown returned home Wednesday.

Mrs. Thos. K. Bates and son have returned from Palatka, where they spent Xmas with relatives.

Miss Irene Brady, a student at Stetson University is at home for the holidays.

Miss Annie Higgins is enjoying her Xmas vacation at home.

Mrs. W. T. Wheelless and children are home again after a visit of several weeks with relatives in Georgia.

Rev. J. W. Wildman, will preach at Moore's Station next Sunday afternoon at 3:30 o'clock.

At the Baptist church next Sunday the pastor, Rev. J. W. Wildman, will preach a New Year's sermon at the morning hour, on "Taking a Fresh Start."

Mrs. W. L. Milteer has arrived in the city and the family are keeping house on Park avenue.

G. W. Smith of Anthony, Fla., is in the city this week.

T. J. Miller has been quite sick for the past ten days.

It is a great deal of regret that the many friends of Rev. A. E. Newsbolder and wife see them leave Sanford for their new home at Plant City.

Miss Ruth Coates of Daytona Beach arrived Wednesday and is the delightful guest of Miss Martha Fox.

Miss Eva Martin returned to her home in Jacksonville Monday night after a delightful holiday visit in this city.

Mr. Mae Ambro and little son, of Palatka, are the guests of Mr. and Mrs. James Borum at their home on Park avenue.

Lake Jones of Jacksonville spent several days in Sanford this week, called here by the critical illness of his brother T. Allan Jones.

Miss Carrie Ormerod, teacher of vocal music at the Presbyterian Institute in Blackshear, Ga., has been the guest of Mrs. Henry Wight during the holiday.

Mr. and Mrs. F. J. Synes have arrived in the city from their northern home at McBain, Michigan.

C. H. Dingee returned home Tuesday after spending the holidays with Mrs. ...

Dr. S. Marion Tucker, who is a member of the faculty of the Polytechnic Institute of Brooklyn, N. Y., spent Christmas in Sanford, the guest of his aunt Mrs. A. E. Phillips.

Jersey Milk Cows—The famous Ball-Sylvester Stock Farm at Quincy, Florida have some extra fine fresh ones for sale.

For Rent—One five room house on west side. A. L. Bevier. 20-1t

For Rent—Two rooms, furnished or unfurnished, bath. 801 Elm Ave. 20-2tp

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

For Sale—1 team of mules, wagon and harness. H. A. Hill. 2 miles west 1/2 south. 20-1fc

Eggs—For table. Absolutely fresh. Eggs for hatching, from White Leghorn prize winner stock. W. A. Herring. 20-4tc

For Rent—A large store room in DeMont building. Inquire of Joe DeMont. 18-1fc

For Sale—Vegetable farm all tilled, flowing wells, out buildings, four rooms, house, 2 acres lettuce set out. Fine place for poultry. On easy terms. P. O. box 514, Sanford, Fla. 19-2t

House for rent or for sale. Corner 3rd and Chapman avenue. Apply 115 Oak avenue. 18-1fc

For Sale—A gentle driver or general purpose horse, 9 years old. J. C. Ellsworth, Jr., Beardall Ave., R. D. 3. 19-2tc

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

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

For Sale—Two acres inside of city limits on the west side of Sanford. Price \$1,000 for a quick sale. Address McCloy H. Martin, Sanford, Fla. 11-1f

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

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

For Rent—Rooms, furnished or unfurnished, suitable for light housekeeping. Apply owner Park and Ninth. 5-1f

Wanted—Cottage of five rooms or flat of five rooms. Address Box 1068. 5-1f

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

For sale—I have five or six pieces of land more than I need for trucking. These lands were bought cheap, cleared under my own supervision and will be sold at a great bargain. One five acres perfectly tilled, third year in cultivation, 30 rods from Beck Hammock station. 40 acres half cleared and plowed, balance fine hammock, two strong wells, tool house, 1/2 miles from Cameron City. Best bargain on the market. Phone 7-3. Levi Blanford. 2-1f

Wanted—An ... work Fred R. Shuman, Phone 60 Residence 200 French ave. 18-4t c

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

Planet Jr. Cotton Hoe and Cultivator. Every cotton grower needs a Planet Jr to get him bigger crops and save him time, labor and money.

CRUTCHFIELD & WOOLFOLK PITTSBURG, PA. Sales Agents and Distributors SANFORD CELERY UNION

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

Statement of the Condition of the Sanford Building & Loan Association September 26th, 1910. ASSETS: Loans on Real Estate, Secured by Mortgage \$24,050.00, Cash on Deposit First National Bank 290.28. LIABILITIES: Common Stock Paid in \$18,562.07, 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.

IN SANFORD CHURCHES

Where Devout of the Celery City Worship Sunday.

RESUME OF ALL CHURCH EVENTS

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

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

First Methodist

Rev. J. A. Hendry, pastor; church, corner Park avenue and Fifth street; parsonage, corner Magnolia avenue and Seventh street; phone 284. Sunday morning service at 11; evening service, 7:00. Sunday school, 9:45 a. m.; Jno. K. Metzinger, Supt. Teachers' meeting every Friday, 7:30 p. m.

The new pastor, Rev. J. A. Hendry, arrived Wednesday and will preach next Sunday at the regular services.

The teachers' meeting tonight will be held at the home of Superintendent Metzinger.

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.

"Eyes Front" is the subject of Mr. Waldron's New Year's sermon next Sunday night. In the morning there will be a sermon by the pastor, followed by communion. The public are cordially invited to attend.

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

Preaching morning and evening by the pastor, Rev. J. F. McKinnon. Topic in the morning, "The Progressive Spirit of the Gospel." At night the sixth commandment, "Thou shalt not kill," will be considered. As this is the first Sabbath of the year every member of the church is urged to be present. Strangers and friends are cordially invited. After the morning service a congregational meeting will be held.

Holy Cross Episcopal

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

CHRISTMAS AT THE CHURCHES

Old Folks and Young Folks Enjoyed The Exercises

Christmas was observed by the Sanford churches on Monday evening and the programs were varied and very interesting.

At the Presbyterian church the youngster demonstrated their oratorical ability several selections even the tiny tots being represented. Superintendent McLaulin was remembered by the members with a gift of two fine chairs and in an appropriate address called attention to the remarkable growth of the Sunday school—fifty per cent increase in the past year.

The Congregational and Baptist churches had large gatherings and children were all remembered with gifts and candy.

At the Methodist church a delightful entertainment was given. The church was comfortably filled with children and their parents and friends all had a merry time in listening to the well rendered recitation and music and watching the distribution of presents.

Brickbats and Boquets

We have before us the second edition of the Sanford Herald "Celery City" and should not be surprised if it were to go to a sixth or eighth edition. It would be a credit to a city of ten times the population of Sanford. It forecasts a future for the Celery City as well as indicates her present prosperity. We landed in Sanford over a quarter of a century ago, but saw not the evidence then of her present beauty and progress. Ft. Lauderdale Herald.

If there is a newspaper man in Florida capable of beating Bob Holly, of the Sanford Herald, in the matter of special editions he hasn't shown his hand yet. The "Celery Edition" of the Herald issued a short time ago by Editor Holly is an achievement seldom equalled in Florida journalism.—Starke Telegraph.

R. J. Holly, publish last week a handsome 70 pages 12x18 Industrial Edition of the Sanford Herald illustrated with local views and personages. We used to know Bob, but since he has fathered the Herald, we expect that his hat is several sizes larger and his eyes cast upworth too much for him to recognize small fry. It's a pretty good stand off though. Bob has made the Herald, the Herald has made Bob and the two are making Sanford. When we recollect however the family cares Bob has on hand we take back what we have said about his hat, as a number of little ones don't often leave a fellow much time to get the swell-head. Here's to you old friend.—Gainesville Elevator.

MONDAY JANUARY 2, 1911

A New Year is here and our stock is more fully equipped than ever to supply our patrons with all the seasons latest merchandise at our same marvelously low prices.

Don't fail to visit us Monday.

<p>Blankets and Comforts We have just received a shipment of 11-4 Gray Blankets, splendid \$1.25 values while they last Monday a pair..... 98c</p> <p>Specials See our special lines of Blankets, tans, grays and white, full sizes, they are exceptional values at 1.19, 2.59 and \$3.98</p> <p>\$1.25 Comforts 98c A splendid assortment of comforts, large size in neat floral patterns, only..... 98c</p> <p>\$1.75 Comforts \$1.39 Another lot of Comforts silkolean covering top and bottom, well worth \$1.75, see these Monday at..... \$1.39</p>	<p>Special Monday Only Algonquin Calicoes 4 1/2c. We have a full line of Algonquin Calicoes in the neatest patterns, Monday only..... 4 1/2c</p> <p>12 1/2c - Gingham - 9 1/2c We have just received a large shipment of new Amoskeag dress gingham, 12 1/2c values, our price a yard..... 9 1/2c</p> <p>22c - Linen - 18c 27-in. all linen well worth 22c a yard, see this special at only..... 18c</p>	<p>15c - Special Monday 10c A full line of Suiting and Madras in white, light and dark colors, worth 15c a yard, Monday only..... 10c</p> <p>60c - Special 47c A full line of Suitings including Cashimeres, Henriettas and Mohairs in black and colors, special, a yard..... 47c</p> <p>25c - Poplins 19c A full line of Poplins in colors, also black and white, regular 25c sellers, our price a yard..... 19c</p> <p>12 1/2c - Embroidery 10c A full line of Embroidery up to 9-in. wide, also insertion to match, 12 1/2c values, Monday..... 10c</p>
<p>50c - Sheets 41c 19 dozen Sheets double bed size well worth 50c only..... 41c</p>	<p>\$1 - Alarm Clocks 73c 1 case American Alarm Clocks regular \$1 sellers only..... 73c</p>	<p>80c - Sheets 71c Full 81x90-in. Seamless Sheets good weight muslin and free from dressing, good 80c seller, only 71c</p>

Ladies Ready-To-Wear Department

See our exceptional Bargains in Ladies' Suits in all the latest Models

<p>\$3.50 - Silk Underskirts - \$2.98 A full assortment of Silk Underskirts in colors, light and dark, special price..... \$2.98</p>	<p>35c : Underwear : 25c 25 dozen long sleeve Undervests and ankle length Drawers, regular 35c sellers Monday..... 25c</p>
<p>\$1.35 : Tailored Shirtwaists : 98c 7 1/2 dozen Man Tailored Ladies' Shirtwaists, good \$1.35 sellers Monday..... 98c</p>	<p>24c : Boys' Heavy Underwear : 24c All sizes boys' heavy Underwear, Shirts and Drawers up to 17 years old, choice garment..... 24c</p>



We have just received a full line of the famous Black Cat Hosiery for men women and children in silk and lisle thread in all prices, see our wonderful values Monday.

Don't fail to see our Leather Stockings for Boys' for hard service.

75c : Overshirts : 49c
Jersey overshirts in sizes for men, 75c values, special each..... **49c**

\$2.00 : Pants : \$1.39
See our large line of Men's Pants in all sizes, good \$2 sellers only..... **\$1.39**

Shoes! : Shoes!! : Shoes!!!
We are daily receiving new styles in shoes for men, women and children from Selby, Godman and Snow Shoe Manufacturers.

Suede Pumps
See our handsome line of Selby's Suede Pumps just arrived, our special prices are **\$2.87 and \$3.39**

We are Agents for the Celebrated Butterick Patterns

D. A. CALDWELL & SONS

CASH DEPARTMENT STORE

(Corner Street and Magnolia Avenue. Two Entrances on First Street and Entrance on Magnolia Avenue)

SANFORD

FLORIDA

Celery Delta Belt Line



Take Street Cars for

PALM HAMMOCK

TEN ROUND TRIPS DAILY

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

Lots in PALM VILLA sold on easy terms

The most beautiful, most highly improved, and richest of all uncleared land in the Celery Delta

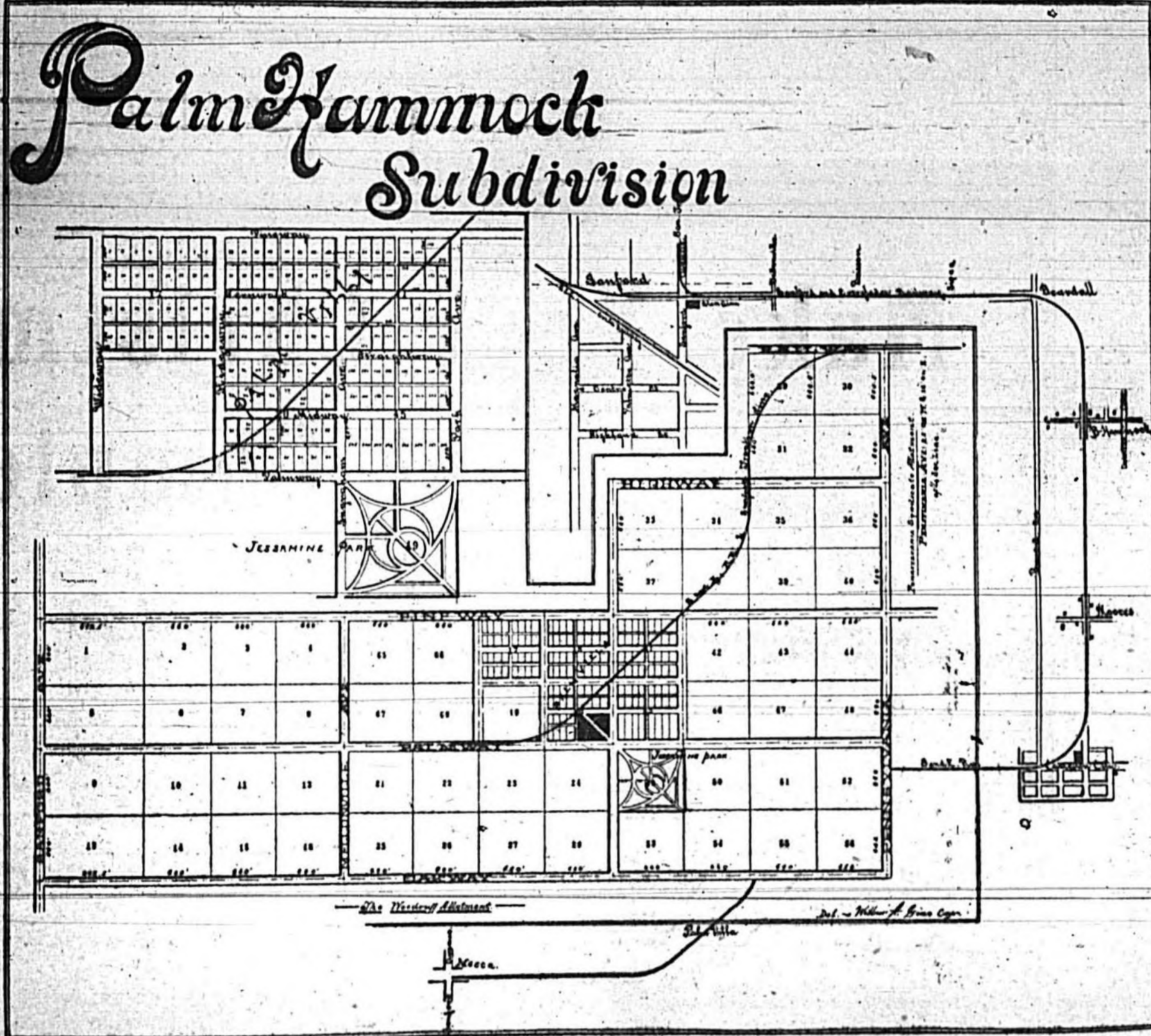
Farms in PALM HAMMOCK sold on easy terms

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.

VOTES NOW POURING IN

Contestants Are Already Beginning to Get Busy

LARGE NUMBER OF CONTESTANTS

Who Will Win The Piano and Diamond Ring Being Offered by The Sanford Herald

The large number of contestants in the Great Popularity Contest now being conducted by the Sanford Herald by which \$1250 worth of prizes are to be awarded to the contestants, are now getting busy and asking their friends to subscribe to the Herald.

An early start will be a great benefit to every contestant, and each and every one should begin immediately by pledging their friends.

To win the \$400 piano or diamond ring is an easy matter and if contestants will only call on their friends and ask their support they can easily win the prize.

During the past week great interest has been manifested in the contest, and votes are beginning to come rapidly.

In the next issues of the Herald a complete return of all votes cast will be published and every contestant in the race should begin now and turn in as many subscriptions as possible in order to secure a good start in the contest.

The following is a list of all nominations to date:

- | | | | |
|----------------------|-----------------------|-----------------|--|
| MISSES | | MISSES | |
| Mildred Potter | Maie Leonardy | | |
| Alice Whitner | Helen Rowland | | |
| Blanche Bothamly | Mabel Johnson | | |
| Nellie Amick | Muriel Harold | | |
| Jessie Stumon | Annie Higgins | | |
| Ruth Mettinger | Claire Walker | | |
| Mabel Anderson | Alice Robbins | | |
| Margaret Davis | Hoakins Jones | | |
| Gelsie Butt | Annie Lee Caldwell | | |
| Ella Stringfellow | Aranka Takach | | |
| Mildred Haskins | Mercedes Munson | | |
| Gladys Gardner | Ruth Abbot | | |
| Bessie Long | Martha Fox | | |
| Alice Anderson | Edna Pagenhart | | |
| Nellie Elder | Clara Millen | | |
| Carrie Ensminger | Annie Hawkins | | |
| Peachea Leffler | Carrie Lovell | | |
| Blanche Biggers | Maud Miot | | |
| Linda Leffler | Florence Stringfellow | | |
| Mabel Bowler | Charlotte Keelor | | |
| Bessie Schumpert | Mabel Hand | | |
| Gladys Gatchel | Mary Chappell | | |
| Mabel Cowan | Flossie Frank | | |
| Miss Lucile Richards | | | |
| MESDAMES | | MESDAMES | |
| J. B. Stryker | Geo. A. DeCottes | | |
| Frank Graham | Arthur E. Yowell | | |
| Verne Hurt | R. A. Newman | | |
| Frank Woodruff | Paul Keely | | |
| J. D. Parker | W. H. Underwood | | |
| Deane Turner | P. N. Holst | | |
| R. C. Maxwell | | | |
| S. Puleston | H. McLaulin | | |
| Cameron City Church | Sanford High School | | |

In this contest seven prizes aggregating \$1250 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 West 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 sound.

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.

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

THE Sanford Building & Loan Association

MAKES IT EASY

Stop Paying Rent!

Own Your Home

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

Let Us Tell You About It

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, Amaracenes, 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 (1/2 pound packages)	.40	
Fussy Package Chocolates	1.00		Continental Chocolates (bitter sweet) per pound	.60	
Super-Extra Chocolates or Confections (In 1/2, 1, 2, 3 and 5-pound packages)	.80		La Duchesse Caramels (Nut Caramels), per half pound	.40	
Fine Chocolates or Confections (In 1/2, 1, 2, 3 and 5-pound packages)	.60		Harlequin Stick Candy	per box .25	
Chocolate Covered Maraschino Cherries	Per Box	\$0.50			
Super-Extra Chocolate Covered Mint Marshmallows	.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

BUSY DAY AFTER CHRISTMAS

Sanford Stores continue Doing A Fine Business

Despite the fact that dull times are supposed to follow Christmas, Sanford never presented a more busy picture than this week. The street were filled with people, the stores were filled with people and the jail was filled with people. The carnival band, street preachers, street fakers and street sprinklers keep the time from hanging heavy on the hands of the idle rich and altogether, Sanford is just about the busiest and the gayest little city in the country.

T. Allen Jones Dead

T. Allen Jones died Tuesday morning after a lingering illness of over twelve months. Mr. Jones was injured about eighteen months ago in a wreck on the Seaboard and never fully recovered from the frightful injuries received. Mr. Jones was well known in this city where his wife, Miss Evans was reared. Deceased leaves a wife and two children to mourn the loss of a loving husband and father. The remains were shipped to Jacksonville where interment will be made.

MR. PAUL GILMORE
IN
SAM S & LEE SHUBERT'S
ORIGINAL NEW YORK
PRODUCTION
OF THE
CLYDE FITCH COMEDY
THE BACHELOR

WILLIAM A. BLOUNT
OF PENSACOLA
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 Friday in month. Every one who has seen his Star in the East are cordially invited to visit the chapter. ALICE E. ROBBINS, Sec'y.
- F. O. E. Celery City Aerie 1853**
Meetings first and third Tuesdays in every month. Hall in Welborn Block, third floor.
- Phoenix Lodge No. 5, K. of P.**
Meets second and fourth Tuesdays. Visiting knights always welcome. P. E. Hutchinson, C. C. Felix S. Frank, K. R. and S.
- Sanford Lodge, No. 62, F. & A. M.**
G. W. Spencer, Master; J. C. Ensminger, Secretary. Communication every first and third Thursdays at 7:30 p. m. Visiting brothers welcome.

Henry McLaulin
JEWELER
MY SPECIALTIES
Pickard's Hand-Painted China
Gorham's Sterling Silver
Rogers' Plated Ware
Elgin and Waltham Watches
ALL GOODS GUARANTEED

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

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, 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.
51-6 mo.

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 or 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.

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

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.

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

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

C. M. HAMILTON
DENTIST
Room 13 Pico Building
Phone 355

DR. C. G. BUTT
DENTIST
Office: Hines Bldg. over Woodruff's Store
SANFORD, FLORIDA

DR. R. M. MASON
DENTIST
Welborn Block Phone 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: 3 to 6
Other hours by appointment
Sanford Florida

ANDEW JOHNSON
ATTORNEY-AT-LAW
Practices in State and Federal Courts.
M. G. T. Building. Phone 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
President Vice-President Cashier

HAND BROTHERS

LIVERY, FEED and SALES STABLE

Harness and Wagons Blacksmithing and Horseshoeing
Horses and Mules Bought and Exchanged
HEAVY HAULING AND CONTRACTING

TOP PRICES FOR YOUR

ORANGES, GRAPEFRUIT, TANGERINES AND EARLY VEGETABLES

when shipped to 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. B. F. WHITNER, Asst. Cashier

Only National Bank in Orange County

Funds Protected by Burglary Insurance

Safety Deposit Boxes for Rent

ORGANIZED 1887

THE M. & R. STORE And ICE CREAM PARLOR

Ice Cream Furnished in Pints, Quarts and Gallons

Stationery, Confectionery and Periodicals of all Kinds

104 First Street Phone 281 Old Postoffice Bldg

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,860
1900	8,200	1906	123,983
1901	11,000	1907	181,768
1902	21,200	1908	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

WE HANDLE LUCKY

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

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

Volume 1

SANFORD, FLORIDA, DECEMBER 30, 1910

Number 48

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

Why Sanford Celery Delta Land is in Great Demand at Stable Prices While Colony Promoters are Straining Every Nerve to Sell Arid Sand Dunes at \$25 an Acre and Less.

TITLE BOND & GUARANTEE COMPANY

TITLE BOND & GUARANTEE COMPANY

- FIRST—To make a success of growing fruits or vegetables in Florida, the land MUST be irrigated. The largest orange grove in Florida is irrigated with a pumping plant that cost \$30,000. All truck gardens are irrigated.
- SECOND—Two kinds of irrigation are used in Florida. One is secured by pumping the water, which is distributed through iron pipes. The other is secured from flowing artesian wells. The latter is in use in our Celery Delta. These wells do not cost over \$75 each, one being enough to irrigate five acres. Many of these wells have been flowing for the past 35 years. Pumping plants are unnecessary if you have flowing wells.
- THIRD—The quantity of land upon which flowing artesian wells can be secured in Florida is limited. The Celery Delta of Sanford occupies the largest area in Florida, furnishing these wells.
- FOURTH—The Colony Promoter sells arid lands, formerly used as pastures. These lands cannot be irrigated. There is either too much water or not enough water on them. These lands are non-productive insofar as growing vegetables is concerned and the acre that is offered you at \$15 is not worth that many cents. Good land is not given away.
- FIFTH—Land that will produce things that can be sold for money and will produce them each season, is cheaper than land that is non-productive, no matter how little you may pay for the non-productive land.
- SIXTH—Our wet season occurs during the summer. We do no vegetable farming then. Our dry season occurs during the winter. Then we grow our crops "out of season" with little or no rain. Then is when our irrigation is useful and beneficial. Our artesian wells have carried us through a drought of 32 months. We made more money in the Sanford Celery Delta then than we ever did, before or since. The wells did it.
- SEVENTH—Outside of the Colony Promoter's plans on paper, he has nothing to show you in the way of developments. He has no broad acres planted to celery, lettuce or other vegetables. His crops are imaginary. His plans flighty. His schemes, fakes. He uses Sanford pictures and Sanford testimonials to embellish his fraudulent literature. With these he proceeds to "Show you what can be done in Florida," and if you are not cautious he "Will do you in Florida." His fairy stories are dreams. It is as far from the western end of Florida to the southern end of Florida, as it is from Jacksonville to New York City. Then it is plain to you at once that Sanford pictures and testimonials have little to do with illustrating "What can be done in Florida."
- EIGHTH—The lands offered you by those schemers are undrained, unproductive and of little value except for grazing purposes. Forty acres of that COLONY land will sustain one cow, no more, possibly less.
- NINTH—Four Natural Conditions have met in the Sanford Celery Delta and formed the base of one of the most progressive communities on this continent. The first condition is our flowing artesian wells which makes us absolutely independent of the rainfall. The second condition is, our Celery Delta is underlaid with a subsoil of clay, thus enabling it to retain applied fertilizers and moistures. The third condition is, we are situated at the head of navigation on the St. Johns river, which gives us the benefit of the water as well as rail transportation. The fourth condition is, the Celery Delta is situated on the south side of the St. Johns river. This gives us water protection during periods of cold amounting to six degrees.
- TENTH—We do not have to tell great yarns about what we propose to do in the Sanford Celery Delta. We can show you what we have already done. We can introduce you to 650 vegetable farmers who are not growing stuff as an exhibit for some land company but as a means of making their living. We can take you over 4200 acres of cultivated farms. We can show you 2700 flowing artesian wells.
- ELEVENTH—You are not a pioneer when you move to Sanford. We have completed that job for you. There are no demonstration farms or experimental stations here. You will have no experimenting to do. Our Celery Delta ships one third of all the vegetables that leave Florida in boxes, barrels or crates. We have an ice factory with 100 tons capacity each 24 hours, the entire product being used to refrigerate Sanford vegetables.
- TWELFTH—Sanford has become famous as a vegetable producing center. This attracts to our city purchasers ready to take our products in any quantities offered. There have been 75 vegetable buyers here at one time. During the past season the growers organized an Association to intelligently market their products. Here you secure all the benefits of organization, development and intelligence.
- THIRTEENTH—We have blazed the way for you. We have shown you the trails. We have cleared the paths for you. We do not invite you into a wilderness, but we invite you to join in and become one of a set of scientific farmers who are this very minute making a world record in the matter of production.

THIS IS THE REASON WHY OUR LAND IS VALUABLE AND THE HOLDINGS OF THE SAND DUNE FAKIR GO BEGGING AT NOTHING AN ACRE

We have a few good Farms that we will sell you for \$750 each. Write us about them

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

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 21

SANFORD, FLORIDA, FRIDAY, JANUARY 6, 1911

Volume III

ALL AROUND FLORIDA

The General News of "The Land of Flowers."

CULLED FROM THE STATE PRESS

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

Manager Brown of the Florida Live Stock and Fair Association is arranging for a grand ladies' tournament at Monticue Park, Jacksonville, on St. Valentine's Day.

Fakirs, beggars and peddlers that have been in the city in large numbers during the past week or two, are now leaving the city as rapidly as the police can find them.

An entire block was destroyed in Fort Meade a few days ago by fire. The loss will amount to \$15,000, with only about \$7,000 insurance.

An interesting game of polo was played on the county fair grounds in Orlando recently. Orlando has the only regularly organized polo team and grounds south of Camden, S. C.

A movement is on foot in St. Petersburg to organize an athletic club, and it is believed that the club will be on a sound footing before many weeks.

T. Allan Jones

The death of T. Allan Jones of Jacksonville, which occurred at the home of his wife's mother, Mrs. V. A. Evans, last week was one of peculiar sadness.

The remains were taken to Jacksonville Tuesday night, accompanied by the family. The funeral services held at St. John's Episcopal Church Thursday afternoon, and the interment was in the family lot at Woodlawn.

Sanford Musical Club

The Sanford Musical Club will meet in Mrs. F. S. Munson's Studio Saturday, Jan. 7th, 3 p. m. Miss Jessie Stamon, leader. The following program will be given:

Unitarian Services. Rev. Albert J. Coleman, minister of the First Congregational Unitarian Church of Jacksonville will preach on Sunday afternoon at 3 o'clock in the Congregational church on 3rd street.

Mrs. R. L. Hemmighous has kindly consented to sing. The public are cordially invited to attend this service.

CAUGHT THE BURGLAR

Had The Goods On When Stopped By Yardmaster Young

Haywood Young wears no badges for being a detective but his natural distrust for a negro carrying a croker sack at night led him to believe that something was doing in the burglary line.

Mr. Young is night yardmaster at the freight yards and while preparing his duties in the early morning hours Tuesday met a negro named John Williams carrying a sack.

Mr. Young let the negro go and promptly phoned Officer Tillis and the two then overtook the negro and marched him up to Yowell's store when it was discovered that the back window had been broken.

The negro was placed in jail and stated that two other negroes named McGuinn and Tillman had handed him the sack. A search of these negroes' houses revealed several articles stolen last year and the police have no doubt but that the organized gang has been unearthed.

Tillman could not be found but will doubtless be rounded up later and all of them will make roads for the county.

George P. Lovell

George P. Lovell died at his home at Orange Bend, Lake county, December 29, after a few weeks' illness and a general collapse natural to extreme old age; his death removing the last one of the pioneer settlers of his section.

The funeral services at the residence made a touching scene as conducted by Rev. Charles Kingsley, assisted by Rev. Mr. Spicer; Mrs. Mote of Leesburg, and Mrs. Hocker of Ocala, feelingly singing several of the hymns loved so dearly by Mr. Lovell.

Mr. Lovell had been a continuous resident of Orange Bend for forty-two years and was one of the most highly respected citizens of the county; he was a successful fruit grower, overcoming many disasters and discouragements incident to the life.

Mr. Lovell is survived by his devoted wife of fifty-six years' companionship; his three sons, Myron W. Lovell of Sanford, Capt. George F. Lovell of the U. S. army; Gen. Charles P. Lovell of Jacksonville, and one daughter, Mrs. V. V. Haynes of Orange Bend.

Whiskey Petition Presented

A petition asking that an election be held on the question of opening saloons in Orange County was presented to the Commissioners on Tuesday, but they took no definite action, as the members first want to satisfy themselves that the petition contains the requisite number of legal voters and is gotten up according to law.

Small Blaze on Tuesday

The fire department was called out early Tuesday morning to extinguish a blaze in the rear of the Rowland home on Park avenue. The prompt work of the department saved the property, only a small loss being entailed.

WORLD'S GARDEN SPOT

Sanford Excites Favorable Comment Everywhere

CROPS BRING BEST OF PRICES

One Acre Of Land Produces More And Results From It Are Truly Marvelous

Sanford has often been called the "Garden Spot of the World" and prices this season seem to bear out the truth of this statement. Despite the fact that at times the markets are against the grower making large profits such conditions are not lasting and the prices on lettuce alone this season will make many a grower rich even if he does not make good on celery.

The Florida Growers Association under the able management of Harry Ward is doing a good work in endeavoring to get the growers to pack only the best of vegetables under the association brand and this method is assisting materially in making Sanford lettuce and celery famous.

Over one dozen new families have located in the Sanford section this week, paid a high price for land and are well satisfied with their selection. They decided on Sanford after a careful inspection of the entire state and were then willing to pay more for Sanford land.

Sanford can show results!

The Wednesday Club

Quite a large number of the club were present at Mrs. Phillips Wednesday afternoon. The postponed paper on "William and Mary College by Mrs. A. E. Phillips was listened to with much interest by the members, giving many of the incidents as they occurred in the establishment of the first university in the new world.

Compared with what we know of college rules of today, the rules which the faculty of William and Mary College, made for the guidance of the matron and students, were not only interesting but amusing, as given by Miss Mabel Bowler. Miss Flossie Frank gave a short sketch of "Parson and Cann", a professor in the college and its last president with the charming little romance of his life.

"Rosewell" the colonial home and estate of the their prominent and interesting family, of Pages, was a very entertaining paper by Mrs. Phillips, "Little York", in all its historic interest the important part it played in those stirring times, was fully given in an interesting paper by Mrs. Stringfellow. Witticisms and sayings of Thomas Nelson Page by Miss Lillie Farnsworth, was postponed until later.

Following is the program for January 11th. The Wireless Age, (a) Telegraph, (b) Telephone—Mrs. C. R. Walker. Navigation of the Air—Mrs. C. C. Woodruff. Science and Invention—Members of club.

Death of Mrs. J. F. McClelland

One of the saddest deaths that has occurred in this section was that of Mrs. J. F. McClelland who died at Moore's Station last Tuesday of measles and complications.

Mrs. McClelland leaves a husband and five children to mourn her loss. The funeral services occurred from the residence on Wednesday, conducted by Rev. J. W. Wildman. Interment was made in Lakeview Cemetery. The sympathy of the entire community goes out to the grief-stricken husband and family.

AN INTERESTING PROGRAM

Sanford W. C. T. U. Arranges One For The Ensuing Season

On the question of prohibitory legislation as a means for doing away with intemperance and its attendant train of evils, there is conscientious difference of opinion, but on one point all agree, viz: that a complete revolution of thought upon this vital subject will never come to a safe and sane conclusion until public sentiment is educated to understand the individual and national menace that lies in any habit which weakens self control.

I append the little outline of our study for the year. It will be filled in from month to month with timely topics, and simple as it is, if thoughtfully carried out it will mean something in the way of character building that will make Sanford luckier than ever did its flowing wells and its fertile gardens.

On Tuesday next the first meeting of the year will be held at the residence 301 Park avenue. Every lady who is interested is most cordially invited, and just as hearty a welcome is extended to those who are not, but who think maybe they might be after looking further into the plan of study.

Yours very cordially,

SUZIE BOUCHELLE WEAVER,

Chm. Program Comm. Sanford W. C. T. U.

The following is the outline of study for 1911, Sanford W. C. T. U.:

President, Mrs. J. W. Wildman. First Vice President, Methodist church, Mrs. Henry Wight. Second Vice Pres't, Baptist church, Mrs. Richard Maxwell.

Third Vice Pres't, Presbyterian church, Mrs. J. N. Whitner.

Fourth Vice Pres't, Congregational church, Mrs. Geo. B. Waldron.

Fifth Vice Pres't, Episcopal church, Mrs. A. D. Key.

Time and place of meeting—First Tuesday in each month. Place will be announced later. Jan. 10. Social Day. Mrs. Henry Wight, hostess. Echoes from the state convention in Tallahassee. Notes from other unions. Special music.

February. Short talks from each member in answer to roll call, "The strongest influence over my own formative years." Paper, My neighbor's child and mine.

March. Paper, Self control and Prof. James' theory of habit formation. Discussion, Practical psychology for mothers to use.

April. Later ideals of teaching. Five minute sketches of great educators, by four public school teachers. Open discussion.

May. Paper, The public playground movement. Discussion, Recreations in Sanford and their influences on our boys and girls.

June. Paper, The literature in our homes. Discussion, The books our children enjoy. Using the public library. Comic supplements—"The rag time of art."

July. Paper, Vacation dangers and opportunities. Discussion.

August. Midsummer social. September. Paper, A brief review of Florida laws for the protection of women and children and the story of their making. Discussion, What further legislation is needed?

October. Paper, Our own city government and our charter. Discussion, Law enforcement in Sanford; the moral effect of dead letter laws; the attitude of our children towards their home town and its officials; the obligation of civic loyalty.

November. Paper, The delinquent child and his best friend, Judge Ben. B. Lindsay. Discussion, The Florida Reform School.

December. Review and recapitulation of the year's work.

NEWS OF THE WORLD

Items of Interest Gleaned From Various Sources

HAPPENINGS DURING THE WEEK

Here the Readers Will Find a Brief Historical Spring Flowing For Hurred Readers

If the present plans do not miscarry, the American Sugar Refining company, otherwise known as the "Sugar Trust," will pay \$700,000 into the sub-treasury this afternoon in settlement of "drawback" cases against the company.

At a conference between representative of the Brotherhood of Railway Trainmen and the Order of Railway Conductors, and a committee of railroad managers of western railroads, it is hoped to settle the remaining controversy on their line. It is believed that the amicable settlement reached Saturday with the Brotherhood of Locomotive Engineers will pave the way for a similar adjustment with the 75,000 trainmen, conductors and brakemen employed on the same roads.

Sixteen striking miners from Lafayette, a coal camp twenty miles from Denver, were each sentenced to one year in the county jail in the district court for violating an injunction. Bail pending an appeal was denied.

Papers in a suit for separation or divorce are being drawn up against Nat C. Goodwin, the actor, by his fourth wife, Edna Goodwin, according to Mrs. Goodwin's attorney. Mr. and Mrs. Goodwin refuse to discuss the case. It is reported effects are being made to bring about a reconciliation.

Warnings to arrest four Armenians, alleged to be swindling churchgoers throughout the country, were sent out by Atlanta police this week. The Armenians appeared at St. Phillip's cathedral last Sunday, presenting alleged bogus credentials, took up a collection of several hundred dollars to aid, they said in building an "orphanage at Nineveh. The Armenians are charged with forging the credentials. They have disappeared from Atlanta.

Southern Pacific passenger train No. 1 known as The Overland Limited, west-bound, was held by two masked bandits early this morning at Reese, nine miles west of Ogden. William Davis, a negro porter, was shot and instantly killed. A. W. Taylor, another negro porter, was mortally wounded, and one passenger was slightly wounded when resistance was offered. One hundred passengers were relieved of their valuables.

Lucius G. Jenkins, the oldest engineer in the southern division of the Atlanta Coast Line Railroad, died at his home here after a short illness. Jenkins has had a passenger run out of this city for more than thirty years.

The San Francisco aviator committee yesterday received a communication from Secretary of the Navy Meyer acquiescing in their request for assignment of a warship to assist in the study of the uses of the aeroplane in naval warfare during the meet. Seven professional aviators, all of national fame, having been signed for the meet, and entries have been received from ten amateurs.

Two of the world famous American aviators were killed last Saturday. Maissant was killed at New Orleans and Arch Hovey was killed at Los Angeles. The double catastrophe has put a dampness on the aviation meets.

Dissolution Notice

The partnership heretofore existing between K. R. Murrell and J. B. Willis under the name of "The Boston" store has this day been dissolved by mutual consent.

All bills due The Boston will be payable to K. R. Murrell and the said J. B. Willis is hereby released from all obligation of said partnership. The business to be conducted in the future under the name of the Boston and by the said K. R. Murrell. K. R. MURRELL, J. B. WILLIS.

Jan. 4, 1911.

Sanford is filled with new people and most of them expect to stay.