##  <br> MARKETING SANFORD CELERY

RARLY IN 1901 The Sanford Celery Grower＇s Association was formed and the growers of Sanford signed an agreement to sell their celery at Sanford，or failing to do so to turn it ove to a committee of five of their number to market．At the end of two seasons it was found that the crop of celery was being sold at San－ ford and there was no further use for the Celery Growers＇Associa－ tion to hold meetings．The sales were effected through buying brokers representing celery dealers and local brokers acting as selling agents for growers；all uniting in a home market at F．O．B．prices By this method


Sanford Celery Has Found Ready Buyers Through a Wide and Annually Increasing Territory at Satisfactory Prices
This business has béen done principally by local men，such as Chase \＆Co．，J．E．Pace， Cameron \＆Whitner，C．G．Woodruff，G．R．Calhoun，and W．C．Post，who live at Sanford， and whose books are always subject to inspection and easy of access．These gentlemens
is easy to say，have handled and do handle eidhty to ninety per cent of the whole outpul is easy to say，have handled and do handle eighty to ninety per cent of the whole outpul

These conditions are highly satisfactory，and the undersigned see no reason to change them：because，under this plan any grower could sell his crop to or through any buyer or
broker，and any individual or firm could become buyers or brokers of Sanford celery at Sanford．Last season an effort was made by Crutchfield \＆Woolfolk of Pittsburg to destroy This Highly Satisfactory Home Market by organizing the so－called Sanford Celery Union with them as sole selling agents．They at once advertised to the world，in effect：If you want Sanford Celery write or telegraph Pittsburg，Pa．Their next move was to try to change the Standard Celery Crate；the purpose of which seems to be to deceive the buyer into thinking he was getting more celery，while the otherwise innocent grower－ was well aware that the crates held the same．When this specious claim was exploded this firm，Critchfield \＆Woolfolk，by a page advertisement in The Sanford Herald，and circular letter，claim their ability to sell our celery at twenty－five to fifty cents a crate their agent admitted that their only asle et that price was to themselves．The trade，as well．as the frowers know that no markel Orders in EITHER THE EICHT－INCH OR TEN－INCH CRATE，and left Crutchffeld \＆Woolfolk a handsome profit．This firm had the business of the next to the largest and one of the best drowers last season and lost it．Why？
We have no wish for a coitroversy with either the Sanford Union or crutchield $\&$ w
what we have－a home market at Sanford－open alike to buyers and sellers，and as far as we know，free from even the suspicion
of graft or trickery． of graft or trickery．We regret the introduction of questionable methods．

| W．C．Post | ．－G．Aldridg | R．H．Whitnor |  |  |
| :---: | :---: | :---: | :---: | :---: |
| L．A．Brumley | C．H．Campbell | c．F．Williams | A．T．Rossotte | R．Muse |
| W．W．mil | Benjamin Fish | J． W | T．1．Hawkins | c．B．MIII |
| Castlo | D．R．Brissan | H．H．Chappoll | A．McDonald |  |

## THE SANFORD HERALD

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lension could be done mivech Zetter than
In a fow monthy whien the raliny senoon
 is a vital question that concerns the rowith of the evity, and belore any mored on streets where only a few people realde, the question extending the mains should be taken up
EVEN THE GATE POST NOT IN II
Chiel is Amonz Ye Taking Notes and Falth, He'll Prent 'Em"so says sauntere

So culel Corrwandeneos Tho Horold.
Le day of escape the longed for Enand Sunday la scheduled to arrive In twentyone days from to-morrow. Sackcloth and
ashes will bo put upon the top shelf and ashes will be put upon the top shelf and
out from under the penitential cloud the out from under the penitential cloud the
fair ones will emerge, arrayed in fine fair ones will emerge. arrayed in fine
linen and ailken gowns and one of those pleturosque nondescrlpts-an Easter hat Sabbath April 1 th, and may the foys o the glorious day gladden the hearts of all the peoplel
Sestre mactetion give way 10 mirth, and unwilling feet of society people for forty dayi past bo burst asunder!
Let the bb fidde
mark the time for the quadrille, and when the prompter says: "Honors to your partnera," do as he blda you.

4 Ihave sald before in these colurnna, can turn out the eweeteat, glirls and the handsomeat women of any clty in the
whiola counsry, nad they-were-elt--ln-all Whiola country, nad they-ware-out-In-all
thelr glory last Saturday. I claim to be a judge and know whereof I spenk.

4 What a beauliful appearnnce the arrcets of Sanford present the srass
and trees all pulting on their spining sutio of vivid green. I hope that more of our public-ppirtied cillizens will plant grass and shade trees oround tholr prembees,
and thus makn "Lucky Sanford" a more nnd thus makn "Lucky Sanford" a more
uprelly Sanford." Nnturs lina been as "Pretty Sanford." Nature has been so
kind to our ctry that we should nasist the boold old dame in every way and Sanford clty in the South.
a When a woman ts in great grief she produces a flood of tears-n man drown hise sorrow in rumil if it doesn't swin-out O'Grady ond perch itself on an daland
desolation In his occan of sorrow.

- Oft the varied pronunciation In the English langunge creates a wordic rous atato of aftairs. Thave In mind an Incident which occurred nta church Easter
service. The choir was sipging a nes artangernent of the beautiful nathem "Conulder the Litlies:" The pure, sweet
volce of the eoprano rose" clearly and dis. volce of the soprano rosecclearly and dis
tinctly on the soh: They tolool-oll not,
They
The tey thot
She Ny. $\cdot \cdot \cdot y$-ther do they apin fun) and the (enor took riap the sitimin:


The tenor closed and shoved a amile at the nudience that would have curned a
corpse inside out, and thlinking he had uade a hitt, Rave way to the basso, a eotemin red-hended yound lrigliman with a some what worldly looking eye, who lmagned.the church's only success due to his Iropeninliy. This so-called basso willan
voice liko a share drum troke the monot-


 ynco like a dose distributed to the audienco like a dose from a bird-tuna, in a
semf-chorus of debility:

they yalololiol-oll no
They
coll
not
not.
 At this mago of aliony a bootblack fell their seats with the expression written on their faces that $1 t$ wan time to quit when "blesingss from above are ahowered upon them." and whillo their repusation
was up. Thanks to the the froings from above, er, "that wo are able to besla the servicea fhe maralag by - digliag the wid femilice hymn. "Prales God from, whom all blessingo flow.'
4 Many there are who want to see the and the city council abould tatho up tho matter before the summer li upon us. Now that the lake lo low the wark of ex.

THE SANFORD HERALD BUILDING \& LOAN ASSOCIATION Should Recelve More Encourasement In looking over the booke of the Sanford
Building \& Loan Asociaclon thls week a teady increase in cosh is noted each month. The monthly fncome is now rapdly approaching $\$ 1000$ and should soon reach $\$ 1200$. The Association now has loans for about $\$ 7000$ for new bulldings
ond no funds to meet them at present. and no funds to meet them at present.
As every houss erected in Sanford means moro trade to each busineas man in the city. It ecomarrather atrange that more of
the merchants do not take atock in the Association and subscribe at once for the same so that the recelpts of the Association could b
rected.
Not only does the erection of buildings It menas more new dwellings ant: a Greater Sanford. It is to be hoped that the merchants will see the salient polnts In the investment-an investment that will net them 8 per cent upon their money at once and will yield far_more Indirect
Iy. The Smford Loan \& Building Asso cintion le a bome institution, composed of Sanford people and should certainly recelve more consideration than the willd
cot mining schemes and inflated stocks of some foretisn invostments that will never give the subscribers any returns money Into foreign channels.
Arrival and Departure of Malls







Do You
Want Good, Wholesome
BREAD
The kind that Mother used to make?

The Kind That Looks Like Bread, Tastes Like Bread, and is Bread?

The Finest Line of Pas tries in the City

Our Wagon Will Stop At Your Door Every Day Complete Line of Groceries

## D. J. Monroe <br> (Caterer to the Public)

$\qquad$

> Sanford
> Machine à Foundry

Works
Repairing All Kinds of Machinery

Automobiles and Gas
Engines
orfice and wotks 214 Oak Avenue
Phone 130

GAR NER \& ROBERTS StapleandFancy Groceries

High Grade Preserves, Jellies, Jams A Complete Line of Fresh Western Meats A Complete Line of Cigars and Tobacco AGENCY FOR PLOW'S HIGH GRADE CANDIES AND ROYAL SCARLET BRAND OF CANNED GOODS
WHITE FRONT GROCERY
Come and SeefUs, or 'Phone 39

## WHY NOT UBE

Painter Fertilizer NOW, AND SAVE MONEY?
It has thown wer reaultd fof the Money investel than nhy It will pay you to examine the Celery Fields where
Painter's Sanford Celery Special Is used. Our representative, C. M. BRADWATER, is in Sanfurd

THE E. O. PAINTER FERTILIZER CO. JACKBONVILLE, FLORIDA

## Kissimmee Celery Lands

Flowing Wells Rich Land Cheap

Celery now being marketed. Selling for good prices

COME AND SEE:
J. M.WILLSON, Jr., Kissimmee, Fla.

The Crippen Music Store
High-grade Pianos, Organs, and Graphophones.

Low Prices.
Easy Payments.
Pico Block

## Theo. J. Miller \& Son

## House Furnishing Goods

Stoves, Crockery and Glassware
Wall Paper, Palnts and Olls, White and New Home Sewing Machlnes, Edison, Phonosraphs and Records, Wholesale Dealers In Gasolene and Kerosenc

The Popular Price and
UP-TO-DATE RESTAURANT
 J. M. STUMON, Proprietor
(Corner Palmentio and Fins sus)
Artesian and Deep Well Drilling

Telephone No. $60^{\circ}$<br>M. P. LIPE

C. R. CAIHOUN Bet Fethlian

On Earth
FIRST CLASS CRATE MATERIALS, Sanford, Fla.


THE SANFORD HERALD LINGERIND IN FLORIDA's lap
This winter has been a muld one evors section of the country alfiough
zeveral blizzards throushouh the. North have made the thousande seek the balmy climate of Floride. March and April are
the months to be dreaded by the inhabthe months to be dreaded by the inhab-
leants of northern climes for during these months the, dyagreeable effecjo of thaws and freezes are more apparent in the
numerous casee of lagrippe and ineumonis.
Knowing thla, 'tia strange that the win
ter visilors to Florlda fulled to the ter vibitors to Florlda lulled to the dan of the North, by the exceptionally fine
weather of Forlda, are apt to rush back home only to find themselves in the jey tentacles of old Boreas. Several who left
Sanford last May oufrered from the Sanford last May ouflered from the sudgen tranalition of plunsing from balmy
cllmate to suddon freezes. They have cllmate to sudden freezes. They have
learned a lesson by experience and have Icarned a lesson by exjerience and hav
aifniffed thelr intention of remainling In
Sanford this year untll the frast of June At thls scason of the year Florida is at her best and her ellizens are putting
forth renewed efforts to amuse the visorth renewed efforts to amuse the vis
tora. It is mado a gala occalion by many chtier and In our own county Or hold tha races. Chautnuqua, automobile parade and water carnival. Here in Sanford the vialtore are enjoylno themselves Whe fultest extent and taking advan-
tage of the numerons fine drives, the fage of the numerons fine drives, the
boatung and fishing and other amuseboating and fishing and other amuse-
ments. Next year our city will have a fine driving park, ball diamond, goll llika, fine driving park, ball diamond. goll linka,
tennis courta and other forms of entertainment at the park or on the new
atreet rallway. A nice club house bullt atreet rallway. A nice club house bullt
by the Sanford Commercial Club'will enby the Sanford Commercial Club will en-
tertain the visitore and prove a blessing tertain the vistors and prove a blessing
to the atranger within our gates. A new to the stranger within our gates. A new
neet of launchea will be upon the lake fleet of launchea will be upon the lake
and in avery way the viltors wlll be made to feel that Sanford is their home and they will not be in thined toleave un-
th the Frost Kimg liasceased fo hold the til the Frost King lasceased to hold the
North in his icy fettera. Linger In the lap of Floridal Where upor tifis terrees Lal footstool can you f
make life worth living
Not only is Florlda a
Not only is. Flarlda \& Paradise-in the people ure more comfortable than they nre In other states where they are unable to get the breezes that sweep this peninsula from the Gulf to the Atlantic Ocean. Along this trend of thous
Union has the following:
 could see for themselves the advan-
tnges that Hifo in Fliorida adives
Scliool nnd church faclities are the
 inge are as pleasant here as any-
whiere. This much is known. If any where. This much s known. con any
one would tnke the trouble to consult
the consus reports-on mortality. he
 Mississippl river with ns low a denth
rate os that of Floritn. I he will
rint rate as that of Florith. If he will
vioit the gardens and orchnrus of
Flortcha hie will see that the land in this state yields a larger return than the dand of ony other tate- If he
will look nt the energy and progress
and the up-to-datednesa of the cities and the up-to-dotednese of the citien
nond townshe will reallize that they
offer aluandant employment for labor offer abuindant employment for labor
and capital. If he will stay through ane sumper he we whow that for hor-
ond is na exempe from the extrentes Ida ls as exempl from the extrenties
of heat as well us the extremes of cold, and that it la the ideal state
for homes. OOVERMMENT ENVELOPLS an aggresaive campaisn to builld up lit stamped envelope business, and the thousands of printers of the country, secing
disaster to their business in this enierdisaster to their business in this enter-
prise of the government, are being aroused." The eutering of the sovernment into the printing feld does not mean compet love printing business, for no printer caĩ meet the prices which the governiment is quoting. It huya in suct entornows toarth. ties, and handles lis business without the
addition of a single dollar of expense, the addition of a single dollar of expense, the the business agent of the foyerameane, on that it la able to well the envelopes at a
price which is litte more than the printer price which is litcte more than the printer
has to pay for them. The advertising of or the governiment is beling nent broadcas
over the country where it ta going to land the printera if the postomice continues to puath the enterprise.
Wald
whe
urgen printers to get after their congreas men as the surest method of dealing with Une matter, but it adde that in thio plan
is efective it muat "be backed up at is eq ective it muat "be backed up at thit
timf by the trade at large." That is, print ump everywhere must act unitedly. "Get
ery after your congressman and get after him an though you meant buasineszes the Ste lloner goes on to urgi. "Tell him the
governmentis loterfering with your bred governmentis laterfering with your bread
and butter by giving away that and butter by giving away that which
you have alwaye been ready to do at a fair margin of proge. Tell him tite not square deal. The various aseociation in the country will prosent resolutions, and
with concerted action of Individual) it in oertila thase the deaired réeult will be apcompllithod."

## METTINGER'S

METTINGER'S

## We Cater to Wanters of Good Goods Only

MEN'S STRAW HATS
From Philadelphia's most Stylish manufacturer
Nowort and Lateat Btylos
75c to $\$ 2.00$
MEN'S FLORENZA SILK
Half-Hose
35 cents a pair
Three pairs for $\$ 1.00$

TABLE LINEN
58 -inch Bleached, 25 cents
72-inch Bleached Linen, 75 conts
Exceptional values in $\mathbf{\$ 1 . 0 0}$ nud $\$ 1.25$ Quality. Napkins to Match
MOSQUITO CANOPIES
Sand Fly Mesh, Wooden or Iron wranes $\$ 1.25$ to $\$ 2.00$
Canopies to attach to Bed Spring, Steel Wire; Listed Price, $\$ 4.50$
Our Price, $\$ 3.50$

CARDD or TIANKS
The following from the Lo
The following from the Lakeland Ne regarding carids of thants is so much
he point that li deecreas the thantr the point that ll
No Whave orten thousht we hirve
tho mose thantful poople on earith Lhe mose thankful people on outh giving Day to some of them. Wa
are forced to this are 10 red to thic conclusion by the
facllity with which, on the slighest provocation, they con erupt into a
cant of thantes- the newppaper of Course, paying the frelghe
If man goos run over by milk If an man gots run over by mille
wagon, or geta luche by his mother-

 sene can-a carri of thanks io at once orthoming directed to all and pun-
dry who might have been il tive radry who might havn been la the re event. Thil practice sometimes cre-
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them any pitasure; but mometimes
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feel fuite fow in his spirita
 are sellom in igood tante. If you are
sick or or death Invales your home. Your neithbors would be worso than
Itotentots if they dilnnt do what you. To publicty thank them for the performance of such onimple
oficices of humanliy would indicate


pathetic character
We
will be thankult someone will
 ${ }^{\text {cardd of thanks proposilion." }}$
The Sonford Loan and Bullding Absoct ntion-I dulna a \&reart work in making e
Greater Sanford and should receive the subacription of every mercliant and cith en of this city who has money to invea There are many who could well aflord
invest thousands of dollara in the Duil ing Association and instead of doing they fall over themselves investing every wild cat seleme that is present o them.
The Building Association is a home in titution and every cent Invested besid earning a tood divident will ramify ery house built in Sonford means money to be spent In thite city. Just a question of patronizing home industry and aiding
your city to become an abding place for the home seeker instead of a clity of tra sient guests and a floating population.
The goot umes In Orlando have not censed and on April Firss she Qulando the Driving Park that promise to bo very excititng. Orlando has certalnly had
a serles of good entertalnments chis seaon and the loursia ought to appreclate hese elforts. Sanford and Orlando have sent more money on advertising chis the south aidd the results next sead Sanfory is filled to overfowing with new people and they are coming in every
day by truin and boat. There is no clty lay by truin and boat. There lo no clty on the United States today thac is making so many improvernents or that hat a bet-
ter future than Sanford. The advertising bringing the peoplo and after they as chey wore set forth in the pamphlects
It paya to advertise when you have the
It paye to advertise when you have the
Tallahassee and SL Augusulue want atrenuous efforts to become burying
drounds for came. Sanford has no lounda for came. Sanford has no uso lor "doed o
Down in Oriando they have cut out the "Dear beer.". Probably want the real
articlo and no lamitalome.

## MILLINERY OPENING!

Grand Display of the latest
Creations in Millinery MONDAY, MARCH 22nd

The Famous GEORGIETTA SAILORS in all Shapes arnt sizes Children's Hats and Baby Caps

MRS. J. H. BRUTON

## Gas and Gasolene STOVES

The Famous Jewel Brand
(Guaranted to give satiafaction)

"If You Love Your Wife Don't Roast Her"
Buy a Hot Weather Gas Range
The Geo. H. Fernald Hardware Co
sanforo, foritas $=$

## Spring Millinery Sale

All the Latest Styles in Ladies' and Children's Hats MRS. CHAS. T. CLARK

NEXT DOOR TO PEOPLES BANK.
J. A. THOMPSON

DEALER IM
CHOICE FLORIDA AND WESTERN MEATS

Little Happenings－Mention o Matters in Brief．

PERSONAI IIEMS OF INTEREST

## summary of the Floating Smal

 Succlnctly arransed for llu
## Do you think．

of Sanford streets
Eelne paved with brick meale at Stumon＇s for $\$ 4$ Drury Lowe of Orlando was in th E．II．Drury Lo
Handsome productions in the milliner art．by Mlas Murray，on exhibition Metlingera．
Eggs for setidng．Blue Ribbon winnern
Barred Plymoult Rocks．Brokaw Pouluy Rarred Plymouth Rocks．Brokaw Poultr
Farm，DeLand．Fla．
Harry Alexander has
Cas and gazolene stoves，wheelbarrows sewer pipe，clay and ce
pots．Try our pritices．
$30-4$ The Geo．H．Farnald Co， J：F．Heñafacto of Kansas City was

## ar Soures for sis，size

Sit Art Squares for \＄15，slize 9x12． Heffleld Co．
＂Mrs．Overnan has the prettiest and
The finest and most complete line andies and cigara are kept on sale Only 54.50 rór The city Restaurant．The meals are worth more．
B．R Pound．representing the Ludden \＆ cily on Tuesday．
Go to H．H．Hill for everythink in the percry line
Garner \＆Roberts offer high－grade choco－ lates today．
per pound．
per pound
ale ut W，W．Lond＇s Grocery．
W．R．Gardner has purchased property
on Magnulin nvenue，and will build an on Magnolin nvenue，and will build an
eitht－room residence，moderis to all re spects．
Sunbeam corn can be bou
can at Garner \＆Roweris＇．
Wantro－To buy or－rent－good
horse nud surrey．H．O．Criper．
Mr．and Mrs．J．M．Walker left Tueatay
for their Huthe In．Dryath Olft）after spend his several weeks with Mrs．Sievent on The Royal Tailors brand of clothin Catans berlection．See samples at D．A E．grphant plemts for sale．W．J．Hill，
Sanfurd．Fita． Hount J．A．Lee of Oviedo was in thecity of County Commissioners，and is greati niterested in the development of Orang Long＇s Preserves in glasses．Finest on
market．
Cus．Evans． Hidiculous low prices for the mont beâu－ Miful milllinery creatons，by Mlas Murray

Now is the time to buy your four－inch
sewer pibe for mainal Big stock on hand
Get ready for the nies and Mos multoes．Larsest stock and Towes arices on screen doors and window
Marry J．Wilson＇s．
Reporter－Star In Orlando，spent luast Sun day in the cify．Thoy were greaitly lin－ pressed with the wonderful advancemen
of Sanford，and will be here on Juī to help celebrate．
Woney can buy．
ment lime arid cement tha
－A．E．Hul If you want a fret－clase niloc－made sult fur $\$ 12.98$ ，call at D．A．Caldwell \＆ Ruge，from 76 cents up．E．A．Heffield Furniture Store．
land，all lin cultivation，bocated leas than three miles from Sanford，at the atation of chulce cract of land will be cold during the next ten daya for $\mathbf{3 9} 500$ ．Call as Tho Herald office for particulara．
Egege for cellling．Rhode Laland Reds． tetañor，そja．
Now to the Ulone to buy you
W．D．Kaufman，representing the Mill
Wautoe Dursiess Bruath Co．i If In the city detnunstricing the reauls of aweepln Loeping down the duse and making oweep－ log more canliary and sathefactory． Cly Restauront for 15 cents．

## Like The Herald

Ab a Fiday morning sheet
Wade，the tuner．Orlando．
The council has spoken，and the foun－
Laitis must go．
Dill Pickles，sweet mixed，cucumben
mangoes and sour plekles in bulk mangoes and sour plekles in bulk． Marvels of beauty in milliniery creations Sanford celery is still brif Sanford celery is
prices in the markes：
Women＇s exchange，at the Art Sore
The Geo．H．Fernald Cors \＆etchen．
line Geo．H．Fernald co．lias the fines see us．
E．E．Rotand of Indlanapolis called upon
the local trado this week．
Fresh oysters on Tuesdays and Frid
Garmer \＆Roberts：Full mensure．
Dried Sall Shoulders
at H．H．Hill＇s grocery．
Jahn $V$ ．Denton，the well－known con misaion man．is in the－city，Interviewin
he sowers
Not the cheapest，but the best－ar the meais served at The Clty Rés
M．M．Sm
land．Sold on easy terins．
The new office of the Southern Express will soon be ready for occupancy． Our Own collee，the best 25 cent coffe on the market，for sale nt Garner \＆Roberts

Do away with dust whe aweeping cn pets by buying Wizzard Carpet Cleaner
W．W．Long．
Geo．R．Ellis，representing the Flarid Fertilizer Co．of Bninesville，was in th
city Tuestay caltung uphon the local tsade． If it＇s priting yon wint ene lo trade Herand office．Pirst－class work buaran－
Rumeo Coffee， 3 ，pounds，for one dolla
Prepare now for the Chas．Evans． celebration nt Sanfort．Our netghtitors ire specially invited to ceme and enjoy them－
Matting of fill kinds nad patterns，from 20 cents per yard to 50
Heffleld＇s Furniture Store．
Have you seen the latest things in refrisera
wison＇s．
H．Gilenberg and family teave for mi－ nois next week．They will sigh for Flori－
da and Lucky Sanfurd ere they are gone many months．
High srade Cigars and Tobacer．Smok－ ing and chewing．Most complete line in
he city． Handsome productions in the Millinery Mettingers．Murrny．an extibition －You need．
You need a goxd typewriter nod do no want to pay an exherbitant price for it
see the Blickenderfer．at The Herald oflice James Moughton took possession of hi Gardner．We are glad to have thls worth entleman a resident of Sanford．
See H．H．Hill Tor．Celery Ciy Blend Coffee，finest on earth for 24 centa．
Mr．and Mra．Joe Randall of Paducah．
Ky．，are guests at Comfort Cottage at pres－ mit，enfoying themselves sight－seeing cing pleased with Sanford and he sur pective sectlera．
Home Investers put your cetery mone In Celery Della Land Co＇s land．See
31 － Jf
J．N．Whiner． Next Week，next week，next week，nex eek．Wade，the tuner．
Mrs．M．Martln．having returned home trom ber winter＇s absence，has resurned all charge of Comfort Cottage．and will make is as attractive ar possibld lor her nes who may desire a comfortable a pieasant place to stop while in the city． For an ep－to－date tallor－made suit，se A．Caldwell \＆Sons

The Herald can bo found at the store
heo．J．Miller $\&$ Son and the City Cita There．While they office，we would prefer that ey cre llerald office，we would profer that ev
eryone wanting extra copies would pur－ See C．A．Reed for furniture and pian moving．
－Bear line of ytoves ever brought to the The mañagement of The Heraldir iend tag out bilis to those who are in arreara to Tho Herald．Sinily．the anount is very nore subscribers in arrears，it amounts a large zum．II you haven not paid your o remil．
The CII
or $\$ 4.50$ ，and they are worth 11 ．

Help Sanford
In elebrate the Fourth
Freah Macheral at ityle？ If you have rooms for rent．，put your name in the roa
Get Fernald＇s prices
They are interesting．
H．Cunningtion of Miami was in thecia
．Electa Brand Ten nod Spices．
Marvels of beauty inmillinery
Miss Murray，at Mettingers．
J．H．Fields is
H．N．Oppenheim of
uesday in the city．
If you want to sell or buy city lots，city property，celery farms，see N．H．Garner Garner \＆Roberts are now agents for the famous Royal Scarlet can goods． Harry Wray，the jeweler，is at Daytona
tis week taaking in thie great nutomobil ces．
Wade mates frequent tripe to Sanford
Fite him at Ortando．
Patronize the merchants who ondvertise in The Herald．You canalwaysfind them
up to date．
cent
the meals served at The clity Restau．
rant．
$A$ htte money now and a litle now an

＂Bakeries may come
And bakeriep may yo，
Hut Spencer kecps on forever．

Duy－Henty Clay thour of W．W．Lonl
de te
Zeb Ralifl of the Heralid forci－Ioft Las iight for Laheland－called－

For Sale．－White Mloorca ars：yur chose 51 hens：fing
Haschall tooxle at Fernalda－Come ew Hise．
c．H．Whitner lefl last Monday for hi年解 in Atlanta，after spending several Whither．
Ridiculous low prices for the most trenu－ Irul millinery creations．by Miss Murray Mettingers．
Fresh Geartiar bulter． 35 cente a pound
Pinle by Garner \＆Roberts．
Planting lime is here．M．M．Smitti wil
sell you land on＇easy terms．
The Sand on casy terms．
The Sanford Mnchine and Foundry
Works will build an addition to their shou Worts will hulta an addation to their sho
und ingeall a first class garage und ato riom for automotiles．
Florida peopic better Bee Sanford Celer Ibela Land Co ：s property before buying
J．A．Vanielly，representions lie Blound
Carringe and Busky Co．．and the White Hickory Wagon Co．of Athant
the lecal trade on Tuesday．
Fresh fish every day
reah－nizo oysters．
A．P．Jordon，the piscatorial he Punta Gorda Hesnld and sfate－Foon on a sumelling invesigation．
－S．C．Richarbs，Leffler Black．
Canned apples，only 10 centa at Garne
Roberts：
For wait of storage room， 1 will close ays．Now harte at cost，for thirty money．－Sampurn Carkiace Wakke J．P．Wilson of Etowoh，Tenn．，hau ar
Ived thy the city and tutena position a conductor oll the A．C．L．Mr．Wilson was formerly with the Le \＆N．Ry．
Buy your hints at Mrs．S．M．B．Overman There is no
the price．
Mra Vaughan of the City Restaurant of for Plant Clisy yesterday．called there 118 Ar Squares for $\$ 15$ ，size $0 \times 12$ A．Heffield Co．
If you are not living at the city
Freak in $\mathbf{C}$
Reul Preak in Cabbage age to The Herald office thea of cab reak in the vegetable llne．The cobbate rent to seed before heading，and twenty－ our distinct heads were formed upon the tenf－U－any－other zeetion can grow weaty－four heads of cabbage upon one em ler them come forward and talie the

Pony Races at Oriando The Orlando Polo Club will hold the po． y racen al tho driving park on April let． nome good prizes aro offerod，and a fine ceeting le ansured．A greal many San－ $f$ our fact stock will be enterod for this
 N．P．Yowell \＆Co

## MEN＇S NEW STRAW HATS

## Men＇s New Ties

## See Our New Line of Ladies＇Waists and

 Fancy Parasols
## N．P．YOWELL \＆Ce－

 ansum nemo or tuass W A NTS

Burnine Sands
Colery Ciry Aerie No．1853，Frnterna
Order of Eagles．bida fair to bic one stonngest orkanizutions in the South in $n$
few months．The remainder of the char night and this swells the roll to 165 temem－ night
bers
Twe
tour were chosen to receive the number and were chosen to receive the initintion and not one of these gentlemen are dis－ aken over the burning sands at a Rooso－ bout one hour．
After the Initiation－the business mees－ epport read by unc secretary．
Celery City tiodge will huid a lue Celery City linge will build a flue home
at an carly date num na mexn as a suin－ be location can be secured work will Tor a strong organizution are very bright
and the roll of members fo expected ti reach the 200 mark in a few weeks：

Greal Boon to Womankind
7．：A．Teate，huventor of the＂Emancinn－
wr．＂an utenchment for a sewink machine，
is in the city then week tremonstrating the
machine it the shues store of F．L．Wood－
rufl．This antuchment sayes Hhe Lidics
he injurious effects of the comstant eflor Emancipator is a handte nrrangement ond by a sentle pressure of one hand the
ewing machlne can the kepse ne a fast rate of speed，and the feet are not used nt all．
Mr．Tente is a well－knuwn Florida invent－ or，and is now ennsqued iar selling the county righes for this sreatinvenation．in states that he will dispose of haif the C
nadian righes for $\$ 2500$ ．$R$ ．A．Mills Xrcadia is assisting Mr．Teate In demon atrating the Emancipator．

Band Concert





## Meswe．Whitlaker and Bur

erecting a building near the Pope Con
A－Colu－und all－kindsof Sofldrinka Pa the trade．These genterwen have latal ford their future th．S．． the work of making a Greater Sanford． It is our purpose to furnish for thin com munliy a cellon．livo newapaper－ono tha will refloct credit on the communlty，an one that shall at once and always nd out this purpose we ats the capry and ercouragement of all Sanford－lovin
$\qquad$ The heralo haghir Boore lór 18 hun freds of roaders come very pleazant sur primes，which will be announced in du

Plano Tualns
Next week Wade will be in Sanforu
MAIL HOXES
The best Box made－The
Marry J．WIIson．
$\square$ प．













 Insind insine fonity wix








 and





Notice of Application for Tax Deed
Under Sectlon B of Chapter 4888， naef sction 8

and

 dees, but sho win plyued. Aus widow Thmid tha vo beep hive a wnrmed and woro taken curv of bs the hired men. Then the etrnager apper red again to nak how the Insocta
were getting along. He neemed emWere getting along. he yeenied em-
barranged and in a Lurry and refused tho Invitation to enter the hinuas. IIo
 but at tho widow. Her hatr way atcels
combed, her apron muow white nud her checks 1160 rosen, but he pmid. mono attention to the pear tree nnd the goap
kettle and the summer enuashea that kettle and the aummer squashea than
to ber. Ho juat wanted to knuw, you know, and wuis glad to find out and of courto a
down a dozon ofrory of that turned down a duzo ofrorw of matrimuny
could not do otherwise than lunk nftur the retreatlae stranger and loss hier had nod Eny that he way a mana zant did uot appreclato n good thlag. Nev. quirica of the hired men nad th that way found out that he was n uew res dent of Ellanton, but no more. Then anuther weok priged auts tho looklog nound to purchango n good
furus, nud ho wistiod to faguiro if the Ion ho onterod the houso, Lut evident with reluctauce. Ho was certaluly linsuful man. In that ho way n bov-
dty. When Deacon Grnata, widlow er, camo to buy tho farria a sear bo ard toldily anoposuced:
"Widder Wlachell, $\mathrm{I}^{\prime} \mathrm{m}$ n-lwoklug to
wis a farm. if you go wilh this, "us a farm. If
pay $\$ \$ 0$ na acre."
That menas 530 un acru fur the farm and $\$ 10$ an acre fort her, nut, though blunt way of putthg it, Hide way nut had at last latroduced hlanelf uy Mr Blagbam, threw out no tint of waut lag anything but the farm. Most nily
wluow would liavo fele the allght. Aul Whow hould have pelt the bllght. Allid
then, too, when ghe had replled that the fartn wina not for mate be at onec
rone un to depart without apeablug of or castlug a second glance at thug lar rel of soft sonap she had mude the das before and left at tho etteden dour to Bhaghim matyht te a bonsliful mun, buat there are thmes when evenl a bushifu! T'wo weekarcemaed awuy, und than afternoon looklng bu nlea that Farmer paut Alr. atngham callod agata. thene to wan to see If tho whldow had down and cowe wera dlacussed. Hu atead of at the woman the gardun ta whow had eo of the diactusalng. on tho caller'a milud ehat imprisithen
 calres to abeep aud lambe in topea detaln hlm, but be got away as soon as poistbla Othera bad cat around untt thirly driven out of the houno
Wht the broomattek. Othera had boldIt thitterea, but he bad nald yothing to praise, The wldow towed her head and sald the didn't care but wo know
the ald. juat tio is mo. At the ond of anothes balbful Mr. Hingbame wan back to alk if the wlow would aell halm
hog or two woth the cow she nltuge on the vernida asalu, suc, an Whon to wad dolted to take a ieat. an to hom him to and nald: face Aro you a wedowert Do you Want to boy rrirmi Do you wirt to buy a com arit mome botel Do you after hambe or ganderi $r$. Mr. Blogham bluabed and cant down Wiow conilnuad: ule youraro a whowor and aftar a wife, why don't jou ery no and give oon eny apunky Lord, man, haven't "Wig jou manry mor' be blunty

Hensex-Say, Mnrla, ts lacre a forn rule any where nlout the horuse
Alrw. Henpex-Yen. You Jus sours on that innt before yon lury el
ler this room. - Harjperts Weekly.

 nirkwnrlaness or shame.-Londion Ta lor and Cutter.


J. F. SUNDELL

Contractor and Builder
Will Furnish Estimates for any Bullding
Reparts, Et



## Sanford Library

Free Reading Room
ROOM 20 Upstairs, Pico Block Open Tuestays 4 to $6 \mathrm{p} . \mathrm{m}$. Saturdays 4 to 9 p. m.

Strangers Welcome

## W. W. LONG

## Fresh Meats

 GroceriesAgeni for Virglina-Carolina Fer thizers
ALBERT GRAMLING Tonsorial Parlors

Fashiomable Hair Cutting and General Barbering



## FOR SALE

9-ROOM HOUSE, 14 ACRES
In Enterprise
$\$ 1100.00$
DON PEABODY

| Peoples Bank of Sanford <br> Capltal $830,000.00$ |  |  |
| :---: | :---: | :---: |
| Opened for business in 1906. Now handles Accounts of |  |  |
| SIX HUNDRED |  |  |
| Residents of Sanford and immediate vicinity |  |  |
| motto: |  |  |
| riTote falr with both irlend and poos Oft your own little rishts foreso; It Pays." |  |  |
| DEPOSITS INSURED AGAINST LOSS |  |  |
|  | $\begin{aligned} & \text { ENS, G.S. } \\ & \text { resident } \end{aligned}$ | 1. E. TOLAR Ass't Cablater |

## HAND BROTHERS

LIVERY, FEED and SALESTABLES

## 1. C. HUGHES $\begin{gathered}\text { contractor } \\ \text { and BULDER }\end{gathered}$

Stone and Frame Buildings a Specialty

|  |  |
| :---: | :---: |
| 1 am $7 \pi$ - susiness to ar bugness tor Thosé Whia Need "My services Poqtomoe Box 771 |  |
|  |  |
| H. E. WISE, Proprietor. |  |
| Steaks, Chops, Oysters and Fish a Special |  |
| A PLACE FOR LADIES AND CENTLEMEN |  |
| Short Ordors At All Hours - Everythiné First Clase |  |
| Prompt. Clean Service Meal Thickets are Sold at Reduced Rates $\ddagger$ |  | HILE deprecating the unfortunate misunderstanding on the part of certain factors in the celefy industry of this district, regarding our purposes and methods, we feel it incumbent upon us to correct the regrettably mistaken statements and reports which have been cireulated, and take this occasion to reply to certain of these statements, published in an advertisement in the issue of this paper of March 20th. We reproduce these statements in quotation marks and our replies immediately follow:

[^0] this highly satisfactory home market by organizing the Sanford Celery Union, etc.

A good deal depends on who profits by the maintenance of the so-called "home market"; the brokers and manipulators, or the growers themselves. Ask yourself the question. Our sole purpose in organizing was to place the real control of the industry in the hands of the growers themselves, where it properly belongs, rather than allow it to pe exploited by others for their individual profit. The Sanford Celery Union is an independent body of the growers, governed and controlled by themselves and with full power to contract with whom they please for the marketing of their product. In the selection of its selling agents, it was governed solely by the quality of the service offered, and the desire to market its products under the modern, progressive methods employed in California. There has been no effort made either by us or our selling agents to destroy any feature of the home market which is to the interest of the GROWERS; the feature of F. O. B. selling has been eneouraged and developed and a persistent effort made to increase the revenue of the producer. That we have been successful is attested by our sales, which speak for themselves. We would welcome a comparison of general average results with any who desire to make such a comparison.


#### Abstract

such admission. It was not known at the theime to whom the sale had been made. A discussion did arise at the the agent made mot legitimacy of sales by the selling agent to his own branch houses or departments. Everyone familiar with modern business usage knows that this practice is perfectly legitimate, and is followed by the largest commercial corporations in existence., The whole point is unimportant, as the fact of the sale is what concerns the grower and not the person of the buyer. ."The trade as well as the growers know that no market in America would justify a $\$ 2.25 \mathrm{f}$. o . b. price last week." Note $\$ 2.25 \mathrm{f} . \mathrm{o}$. b., not to the branch of Crutchfield \& Woolfolk, but to one of the most pror reply: The car in question was sold at phia, whose name we will gladly furnish on application, but one of the most prominent celery dealers in Philadel it is stated that "No market in America would justify a $\$ 2.25$ car was accepted and paid for at the full price named. Mind you the Manatee County growers at the same price, $\$ 2.25 \mathrm{f}$. o. b. and all of these sales were perfectly prove. And yet; mind your it is stated that "No market in America would justify a $\$ 2$. prove. And yet; mind your; it stated that "No market in America would justify a $\$ 2.25$ price Tast week." Think of it! Does this not prove clearly and beyond argument that our selling agents did sell at what is claimed by those subscribing to that statement to be an impossible price? What does it profit a man to idly deny an established fact?

We employed Crutchffeld \& Woolfolk to market our produc because we believed their service the best obtainable and that they were in position to know the markets and to take advantage of them. In the light of the above, was not our selection justified?


## Isn't This Final And Conclusive?

## Are You Growing Celery for YOUR PROFIT?

As stated in the first paragraph of this open letter, we deplore this controversy-it was not of our seeking-it was
forced on us, who ask only to be unmolested in our effort to stand toder for forced on us, who ask only to be unmolested in our effort to stand together for self-protection and market our crops to the best advantage. We invite all who may be interested to call at our offlce if they as we stand ready to prove our sales and our statements. Ae invite all- who may be interested to call at our offfce if they desire further proof.

All reforms have small beginnings and are always bitterly opposed by those whose interest it is to preserve the old
things. We represent a very fair proportion of the whole, in volume of our acreage. order of things. We represent a very fair proportion of the whole, in volume of our acreage; the actual amount is much larger than stated by our critics, as any who care to take the trouble can easily learn for themselves. This fact, however, is unimpor(tant; the important point is that we are growing because we are right; our own ranks are solid; our membership well pleased (they have tried both methods of marketing-they ought to know!) and we will always be ready to welcome to membership with us any grower who seeks to improve his condition-who believes in the principle of association, and who wants to see the growers
themselves in control of the industry

There are no membership or
There are no membership or initiation fees or dues of any kind; this is purely a protective and co-operative body; the officers are unpaid, serving voluntarily; each member has an equal voiee in the government of the UNION.

# THE SANFORD HERALD 

number 32
SANFORD, FLORIDA. PRIDAY, MARCM 26, 1909
IN SANFORD CHURCHES

Where Devout of the Celery
City Worshilp Tomorrow.
resume of all church events
or intarest to Those \%elislousily in Ined-Sublects or Discourses ror the Sabbath.
$\qquad$


 Subject ait ii à m. - Our Religlon.

 "The Lighti and the Witucss."
Revimilsecrites will-tegin the -frot Sondercne Evangelist. will have charge at lle meeting. Rev. Myers will prench IWice p dny for 15 daya. We deadre all
Christinn to
take part in these tiectings. We hope all the preple of Santurt wilf be interessel. and nrranbe to ntemal the
senjices.

## The Peonies: Conitresational


 Threne attendance at ev
 mink this one of the best Incectngs ever
coune-to our city. Next Sumlay morning Dr. Dilly will preach. Subject. "A Mei
sage to tluse Out of
 roun the subiect. "Rethless Drivers, 0 Theme meetings will continue next weel. Song service bepiming in $7: 30$, in
with full cluor, Dr. Dilly lcading. Sunday with fult cluit. Dr. Dilly leading. Sundry
will be is trat day
width ue. Lurse


## 




Holy crose I placopal

5


A poritnis charming touriats, has necepted
the position of helk lady in the telephone
excluange. Our young metr will now likely
exchange. Our young meat will now likely
have consideratile entaphone businests.

by B. F. Willeoll and fanilly.
I'ostmaster W. R. O'Neal of Orlando, an
Audhor Brown of the United States post
ofice departanent, were here recenti
oflce departument. were here
C. W. Morse of New Haven, Cunn., wa property known on the linnlley cotnage. D. H. Tnuma. Whos has been 111 for same of Orlando.
Miss Willic Connell, daughter of Mra
Frank Connell, uf Oakland, was the guen
of frienda here last week.
Col. S. W. Eldridgo is negotlating for
an automobile. His several lines of bus an automobile. ins several hnes of bua inem located in difterent parts of thy
county, logether with his increasing av erdupole. Which has already sone way beyond the three hundred pound mar makes an auto an absoluta necenality. Mies Minuie L. Frauklin and her Sunday schoul class, Kave an fee cream moclal rocently at the residence of Mra. Cunniad church Qulte a nice sum was realized. Rev. L. D. Gelger, corresponding secre-
ary of tho Blorid Baptlat Convontion,

## Announcement!

Having purchased the Oro Barber Shop and put it in first-class condition and greatly improved the same in every way. I wish to announce to the public that they can now be assured of a

## First-Class Tonsorial Faifor

In every respect. The very best of barbers will be employed, and in the hands of skilled artists your wants in the consorial line will be atended to nond satisfaction guaranteed

I am not a knocker, and believing in the great future of Sanford, I have jnvested my money in this enterprise, relying upon an appreciative public to assist in making this tonsorial parlor the best in the State

Three Chairs under the Careful SupervisIon of Threc Tonsorial Artists

Will at all tilles assure my patrons of a quick service and no loong waits

## Yours for business

## M. P. LIPE

Proprietor Oro Barber Shop
park aytenug:
op Postre welimorn block


## GO CARTS

The latest out is the
ENGLISHCAB
We have a new line just
in and the low priceswill make them go. come in and see them.

SANFORD FURNITURECO.

| han named the L. \& N. as the oflelal muse for Fitorida delernetes to the Eouth ern Haplibe-Convention early la May | ten mi |
| :---: | :---: |
|  | and possengers |
| Those geligg from the sutht ond east willuse the L \& $\mathrm{N}^{\prime}$ s, new line out of Jack- |  |
|  | in Oriando eidht hours to catch a |
| use the ville via. Allanta. Those golng from |  |
| West Florida will use the Pensacola-Montgomery soute. The two delegatlons will meet at the Junctanal polat and from thence will travel together. Secretary Gelger thanks the attendance from Florlda this year will be much larger than usual. |  |
|  |  |
|  |  |
|  |  |
| Thero will be a roluced round-trip rato and this will be open to everybedy. |  |
| The Railruad Commlesion has ordered |  |
|  |  |
| the Florida East Coast road to restore vopaneotions with the Atlantic Coast Line at both Sanford and Orange Cley Junc- |  |
| tion. What le the matter with having |  |
|  |  |
| the north-bound morning Seaboard mak-Int-up In Orlando held there for conneo- |  |
|  |  |


[^0]:    "Last season, an effort was made by Crutchfield \& Woolfolk of Pittsburg to destroy

