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# IN SANFORD CELERY AS IN OTHER THINGS 

Whenever and wherever the BLUE GOOSE trademark meets the eye of produce handler, grocer or consumer it invariably indicates a product which is Uniformly the Best of its kind from its respective section.

Good advertising has thus interpreted the BLUE GOOSE trademark, and fixed upon it a meaning that inspires confidence on the part of interding purchasers. This confidence accounts for their willingness to pay a premium for the product thus distinguished.

In the case of Sanford celery this is equally as true as with other products. The high average prices obtained for Sanford celery under the BLUE GOOSE trademark this season have been a source of gratification to us, and a soarce of substantial revenue to those growers for whom we sell.

One of the largest selling organizations of its kind in the world is keerily awaiting shipments of BLUE GOOSE celery from Sanford. Over 160 resident representativés in as many markets in the United States and Canada, reinforced by many traveling men, are alert to see that BLUE GOOSE celery sells to best advantage and that the interests of the growers are protected. They, likewise, have come to have the fullest confidence in the quality, grade and pack which the BLUE GOOSE invariably indicates on celery shipped from Sanford.

Our unceasing effort tomaintain the very best grade and pack on Sanford celery under the BLUE GOOSE label is finding reward. From a great many markets this season we have received many compliments upon these features. When it is considered that these compliments included the paying of a premium for the celery thus distinguished their sincerity hardly may be questioned.

It is to those growers we serve, however, that a large part of our success in this direction undoubtedly is due. The genuine and hearty support which they have given to us in our work has done much to make our success possible; and we hardly can do less than to attempt to express in some small part our appreciation for their co-operation.

## American Fruit Growers, Inc. Sanford



anfords Social Side


PHONE 148

## FOR SALE CHEAP YOUR TERMS

 East Half, Block 4, Tier 19. North West 1-4, Block 5, Tier 19. South East 1-4, Block 6, Tier 18. divided in 5 acre lots. As whole or in lots. Easy terms. FRANK L. WOODRUFF \& SON
Phone 42-_ orice Woodruff and Watson


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VAUDEVILLE BETWEEN ACTS
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## Finish Your Furniture and Woodwork in Brilliant, Charming Wood Tones

LD or commonplace surfaces refinement of oak, walnut and mahogany by the use of a varnish stain that develops in a single coat the perfect wood tone sought with a brilliant varnish lustre.

Devoe Mirrolac Stains-in-Varnish brush out smoothly and evenly, dry quickly with a brilliant, hard gloss, and duplicate the desired wood tone with great beauty and exactness.

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 good barn, tenant
house, 2 wells, 2 acres peppers, I acre white Entatoes, ail at $\$ 7000$.







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## PRINTING


$\underset{\substack{\text { Sanford } \\ \text { APrmormate } \\ \text { Sign } \\ \text { Shop }}}{\text { St }}$
O. C. Bryant, Wagner, Fla., will sell at Carolina,-riorida filliing Station, gas at 2
cents above cost the yeàr around.



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By GEORGE McỉMANUS



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