







# Sunshine soil and water

*Florida possesses all three in an abundance and with a diversity  
and a combination of natural advantages that is  
unmatched on any other spot on earth*



FLORIDA'S extraordinary natural advantages to a considerable extent are generally known. Yet their real tangible value to the economic welfare of the State is too seldom realized and are only just beginning to be utilized.

Florida's unfailing, life giving sunshine, aside from its health advantages, provides a year-round growing season. The State's fertile soil grows an unequalled variety of plant life and covers a wealth of rare minerals. Its plentiful waters add life to its soil and abound with an endless variety of fish and sea food.

Florida deposits of phosphate, one of the most essential minerals for plant and animal life, are the most extensive in the world. Florida is second among the States in the production of naval stores and is one of the nation's greatest lumber producers.

No other state equals Florida in the production of grapefruit and celery. Sixty-one per cent of the country's peppers, 57% of its eggplant, 24% of its tomatoes, 21% of its watermelons, and a large percentage of many other fruits and vegetables come from Florida. During its 10-month shipping season each year Florida sends out nearly one hundred thousand carloads of fruits and vegetables, or

an average of eight solid train loads per day. The Sunshine State ships one-tenth of all the fresh fruits and vegetables marketed in the United States.

Yet, the land now under cultivation in Florida amounts to only one-half of one per cent of the crop land of the entire country. The growth of the State's agricultural importance is evidenced by the fact that since 1922 the average value of Florida farm land has increased from \$64.00 to \$100.00. No other state shows an increase that is even half as great.

Today the progress in farm development in Florida is greater than ever before. A rapidly growing highway system is opening up new territory and making it more accessible to markets. More land is coming under cultivation and more and more people are realizing the unequalled advantages Florida offers from an agricultural standpoint. More intensive and more efficient marketing methods are increasing the value of Florida crops.

Year in and year out--when the Northern demand is greatest--when prices are highest--each new harvest from its sunshine and soil and water brings increasing wealth and prosperity to the Sunshine State--wealth and pros-

perity that will grow with increasing momentum as the years go by.

One of a series of advertisements  
on THE FUTURE OF FLORIDA now  
being published by THIS NEWSPAPER  
in cooperation with 25 other Florida dailies  
and the Believers in Jacksonville, Inc.

# CLASSIFIED ADS SOLVE ALL WANTS

HERALD  
Herald Classified  
Get  
RESULTS

METAL ROOFING: The Roof Everlasting. Metal shingles standing seam tin and galvanized roofs. See James H. Cowan, Oak Ave. and Third St., Phone 111.

PHONOGRAPH—repairing, piano tuning by experts with 17 years experience. Sanford music store and Gift Shoppe. Melander Ar-

HAVE OPENINGS for two or three more young men or young ladies who want to learn to operate the Linotype machine. Plenty of jobs open for you when you are competent to hold them. Call for C. A. Haines at Herald and he will be glad to explain it to you.

## 10-A Poultry and Eggs

Several hundred white Leghorn hens for sale, \$1.00 and \$1.25 each. Cackleberry Farm, Lake Mary.

## 12—Wanted

YOUNG LADY WANTED—To read proof. Must have good education and be steady. Apply Foreman Herald Office.

## 14—Rooms without Board

THREE ROOMS and bath. Close in. Reference required. Box 47.

ROOMS for rent in Ball Building facing first street. Recently redecorated. Apply Hill Hardware.

## 15—Apartment For Rent

FOR RENT—Three room garage apartment. 1513 Palmetto Ave.

THREE room furnished apartment. Private entrance. 218 French Ave.

FOR RENT: Two room duplex apartment, furnished. With hot and cold water. Garage. 1105 Myrtle St. Telephone 795 J.

TRY THIS—if you have an apartment to rent give complete details in a Herald Classified ad. Tell everything there is to be told about it and you will find it much easier to secure a tenant. Call 148.

Small garage apartment. Call 251.

## 16—Houses For Rent

FIVE ROOM HOUSE with Bath 224—West 19th St. Near High School. Rent reasonable. Phone 286-W.

FOR RENT—Four room furnished house. Nice location. Enquire next door at 1119 Myrtle Ave.

For Rent. Furnished 8 room house 1901 Magnolia. Phone 219.

FOR RENT—5 Room House unfurnished. Phone 917-R.

FOR RENT House, West First St. Apply H. F. Kent, Phone 17.

HOUSEHOLD FURNITURE—No doubt there are several pieces of discarded furniture in your home. Let us no longer be of value to you—turn them into cash . . . a Herald Classified Ad will put your message before thousands of readers. Call 148 today.

FOR RENT: Completely Furnished Spanish Bungalow in nice residential district. Double garage. House has two bed rooms, bath, living room, dining room, kitchen equipped with electric range and water heater. Large kitchen cabinet and refrigerator. Beautiful shade trees in front yard. Rent \$40 per month. House is located at 317 High Street. Key is at the Herald office.

19—Farms for Rent

FOR SALE—New, small homes at Sylvan Lake adjoining Paola, payable as rent. Your opportunity to own your home in a beautiful location. "Grow with us." \$15 monthly will pay for your home. Address P. O. Box 714, Wilmington, Delaware.

## 21—Acreage For Sale

ACREAGE FOR SALE: suitable for poultry farm. Located four miles south of Sanford on old Old Lands #1 & 35 acres, part high land and some of it low, ideal for chickens and ducks. Can be bought for \$100 per acre on your terms. Add a R. J. Holly, First National Bank Building, Sanford, Fla.

20—Miscellaneous

GAS RANGE—Leads and as good as new. 207 E. 11th St.

ONE SMALL Bird's Nestpong Congoleum rug splendid condition, real cheap 1422 Park Ave.

POTATOES The per bushel delivered. "cells" too small to ship and more trouble to prepare for cooking but just as good to eat as big ones. Telephone 775.

## You Can Profit

Herald Classified Ads will solve your wants at a very moderate cost.

Regardless of the nature of your particular "want" you'll find a Herald Classified Ad will turn the trick quickly.

Herald Classified Ads are no farther away than your telephone . . . call.

148

## For An Ad Taker

HASTINGS—Contract let for piling and capping new Deep Creek bridge, 450-foot span to be built four miles southeast of here.

CLERMONT—Tax rate reduced 30 percent under 1927 rates of Third Commissioner's District.

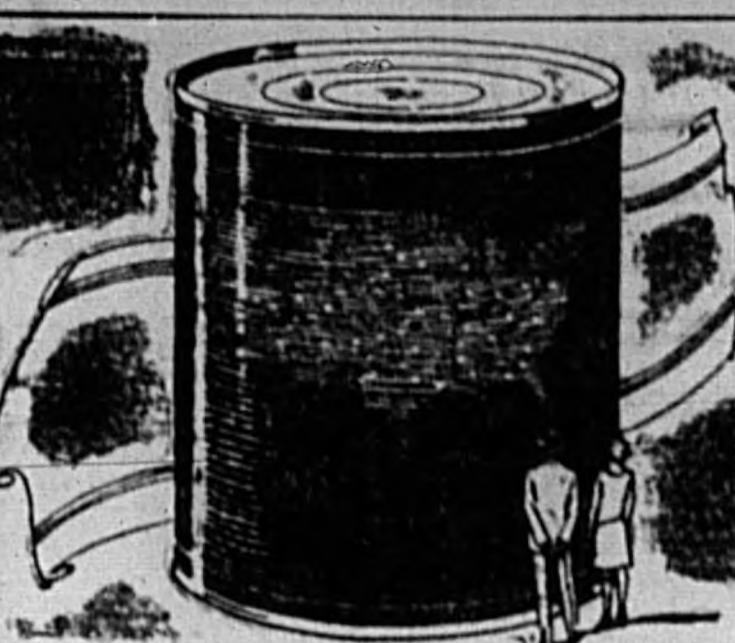
CLERMONT—City street paving contracts completed.

## FOUR REPORTED KILLED

FOUNTAIN, Colo., Aug. 4—(INS)—Four persons were reported killed this afternoon when mail train, running south on the Denver and Rio Grande western Santa Fe tracks, crashed into an automobile at a grade crossing.

None of the victims have been identified.

## A Nation in a Tin Can



A WHOLE nation in a tin can! That sounds concentrated, doesn't it? Yet that is an Englishman's idea of the United States.

An editorial in the Ottawa, Canada, Evening Citizen, quotes Lord Asquith as saying in a speech before the Royal Colonial Institute: "The United States is effectively sealed up in a tin can. Half the land America is taxed. Americans are imprisoned in their tunnels and they never cease to consider what would happen if the tin supply ran out, and they had to fall back on ordinary food."

Lord Asquith declared that at least one-fourth of the households of America would have famine if anything should go wrong with the world's tin supply, one-half of which is made in the United States.

We have long passed the epoch when the can opening wife was looked upon as one who shirked her home responsibilities. Every intelligent housewife makes liberal use of canned foods. The limitations of seasons and of countries have been effectively spanned, thanks to the canning industry.

**Cooled and Colored**

Yellow, green, red—these three are the mainstays of the up-to-date hostess. For yellow, a slice of lemon can do in the surface. Paper-thin rings of green pepper or bits of minced parsley are used if one wants green. Diced or sliced onions or a slice of fresh tomato will supply the red. And if one wants to add an unexpected tang to surprise the palate as much as the color, surprise the eyes, a few drops of onion juice, a clove or two, or a little cooking Sherry

will fill the bill.

Preparing consommé is no longer

the arduous task that confronted our

grandmothers, for all that is nec-

essary is to take a can off the shelf,

open it, heat the contents and add

seasonings to taste. In five min-

utes the consommé is ready—quite

a contrast to the slow cooking

and straining that cover several hours when the consommé is made in the home directly from meat.

In summer the consommé

is served chilled and slightly

thickened with gelatin. To make

it, soak two tablespoons gelatin in

two teaspoons cold water for five

minutes. Bring contents of two cans

consommé to boiling, add the gelatin and cool. Serve very cold in cups

garnished with one of the foods

which will best carry out your color

scheme. This serves four people.

## Picnic Provender



## 'Would Rather Practice Than Eat', Says New Boy



I'D RATHER PRACTICE THAN EAT

GEO. G. HERRING, Special master

Solicitor for complainant.

## DENVER CITIZENS PLAN EXPEDITION TO EXPLORE ASIA

Will Leave in Few Weeks To Visit Tibet, Egypt, India, Many Other Parts of East: Will Take Motion Pictures

DENVER July 30.—(INS)—One of the most hazardous expeditions ever undertaken into the recesses of southwestern Asia will start within a few weeks when a group of Denver citizens will leave here for an exploration trip that is expected to consume more than a year.

The expedition, for research and educational purposes, is sponsored by Dr. Joseph C. Irvine of this city, a lifelong enthusiast and promoter of education and all its sciences. Associated with Dr. Irvine will be Dr. David C. Bayless, D. D., field secretary of the Humphreys Foundation, nationally known religious leader, and

one of the most distinguished

Brooksville—City streets being paved.

Tongue Sandwiches: Shred contents of one can Tongue. Add two tablespoons chopped dill pickles, three tablespoons mayonnaise dressing. Use between either white or whole wheat bread.

Sardine Sandwiches: Remove bones from a can of sardines and mash to a paste. Add two tablespoons chili sauce, a few drops of lemon juice, salt and pepper to taste.

Tasty Picnic Treats: In making sandwiches it is im-

portant to choose a kind that will not be dry tasting and yet will not be too moist. Wrapped carefully in paraffin paper, they should reach the picnic in perfect condition. Well liked foods should be chosen, so as to be sure that no one will go hungry, and then by some new quick in seasoning they can show their versatility.

Some recipes for picnic sand-

## ICE—always full weight



## A GUARANTEE

Scoring machines eliminate the antiquated "guesswork" out of our ice delivery system.

The ice we serve you is mechanically scored in proper sizes, cut in even blocks to fit your needs and insure full weight.

Remember, it can be purchased from the wagon or truck with the Orange Oval Emblem.

SAVE FOOD FLAVOR MONEY WITH ICE

FLORIDA POWER & LIGHT  
DEPARTMENT COMPANY  
ICE

Phone 202

4th and Maple