

MILL END AND BANKRUPT SALE

Sale Begins Saturday
March 18th, 1916

Doors Open Saturday
Morning at 9 O'clock

The Greatest Merchandise Event in the Local History of Sanford
In the Store Formerly Occupied by D. A. Caldwell & Sons. Note the Time and the Place.

TEN THOUSAND DOLLAR STOCK

Dry Goods, Notions, Shoes, Men's Furnishings, Ladies' Ready-to-Wear and Children's Clothing will be Closed out in this Sale Below Factory Cost

In connection with the Bankrupt Stock which we are devoting the next few days at this store to a special marking down of prices, we are going to put on sale the largest stock of High-grade Seasonable Merchandise ever before offered in this section of the state. This tremendous stock consists of factory and mill ends purchased through our New York Representative, and will be sold at prices that will be startling for we have forgotten all the usual price standards in order to make the following week March 20th a memorable week in the retail history of our town to every man woman and child. Grasp this opportunity and rally to this Carnival Feast of Bargains. Owing to lack of space we quote only a few of the many bargains found here.

98c - Ladies' Shoes, Values up to \$2.50, this Sale Only - 98c

THE DOMESTIC DEPARTMENT

- 36-in. Heavy Bleached Domestic, during this sale going the yard **8 1/2c**
- 36-in. Good Quality Sea Island, to be sold at this sale, only **5 1/2c**
- 9-4 Unbleached Sheeting, best quality sells for 32 1/2c, per yd. **23c**
- 72x90 Sheets, priced for this sale to be sold out for only **39c**
- 45x36 Pillow Cases, extra good quality, sale price only **10c**
- 500 yds Roller Toweling, as long as they last, 10 yds to a customer, per yd. **3 1/2c**
- 36-in. Heavy Huck Towels, also Turkish Bath Towels, only **8 1/2c**
- 60-in. Satin Finish Table Linen, priced for this sale only **27c**
- 3-4 Highly Mercerized Table Napkins, Mill End price today, per doz. **44c**

Commencing on Monday Morning and Every day during the week we will have some very Special Bargains to offer which will be Advertised in our Windows. Hence, it will pay you to watch our Windows.

There will be something startling Every Day.

MEN'S AND BOY'S DEPARTMENT

- Men's Trousers, in Navy Blue, Light and Dark Greys, values up to \$6.50, this sale **\$2.98**
- Men's Overalls, Union made, regular \$1.25 value, this sale only **89c**
- Mens Work Shirts in blue and tan, 50 and 65c value, sale price only **35c**
- Mens' Sport Shirts, large assortment to select from, in the new stripes **47c**
- Mens' Dress Shirts sold everywhere for 75c, priced this sale for **44c**
- Men's Half Hose, blue and tan, 12 1/2c value, special price this sale only **8c**
- Men's and Boys' Belts, 75c and \$1.00 values now going for only **21c**
- All Men's Collars will be sold during this sale for only each **5c**
- Balbriggan and Nainsook Underwear, the garment, going for only **21c**

- Mill End French Poplins, beautiful assortment to select from, 50c value, per yard **23c**
- 36 in Silk Mull in the new Spring colors, sold everywhere at 35c, sale price per yard **21c**
- 1 Lot Mill Ends, 5 and 10 yd. lengths, consisting of Batiste, Ratine, French Lawns and Poplins in glowing Spring colors and are worth up to 55c yd, sale price, per yd. **10c**

- Direct from factory, large assortment of Curtain Swiss and Serims in the new Spring colors and whites, these are worth up to 25 and 40c **10c**
- 1 Lot Colored Linens, all colors, 25c value to be closed out at, per yd. **15c**
- Ladies' White Skirts, made of Indian Head, as long as they last, each **25c**
- 1 Lot Ladies' White Shirt Waists, values up to \$2 While they last **25c**

HATS

ALL
\$2.50 and \$3.00
Men's Hats
To go in this Sale at ONE PRICE
\$1.48

Beautiful Assortment] Neck Wear Valves 50 Cents Sale Price **21c**

For The School Boy All Boys Hats and Caps Values up to \$1.00 Choice **19c**

Special Sale In Children's Rompers Saturday

Boy's Heavy Ribbed Stockings Priced For This Sale **5c** Pair

SHOES - - SHOES

500 Pairs Men's Shoes in Black Patent Leather, Tan, Gun Metal and Vici Kid, in either high tops or Oxfords and ranging in price from \$4.00 to \$5.00. Your choice of any Shoe in the house for **\$2.35**
See our window of Men's Shoes.

SHOES - - SHOES

400 Pairs of Ladies' Shoes, ranging in price from \$3.00 to \$4.50. These are broken lots and among these can be found anything from a 16-Button Boot to a Dancing Pump **\$1.98**
Come early before the size you want is gone.

SHOES - - SHOES

Never before have you had such an opportunity to lay in a supply of Children's Shoes. Some of them sold as high as \$2.50. The entire lot to be sold out during this sale at prices from 49c to **98c**
Don't Forget the Little One's

The above is only a Suggestion of what we have to offer in Real Bargains. To appreciate this Sale and the Great Bargains here offered, you will have to come to this store and visit every Department which will offer some very Special Values not quoted here.

Out of Town Visitors Coming to the Carnival will make this Store Headquarters as we have made Special Arrangements to take Care of them and their Baggage

Store Open Saturday Morning at Nine O'clock, March 18th

CURBSTONE GLEANINGS

BUDGET OF OPINION "JUST BETWEEN YOU AND ME."

EVEN THE GATE POST NOT IN IT

A CHIEF IS AMONG YE TAKING NOTES AND FAITH, 'HE'LL PRENT 'EM'---SO SAYS SAUNTERER.

After the shows are over it will be a good time to think about cleaning up the city. Not that there will be any more need after the show than formerly...

This is the week we celebrate and whether it is a good thing to have attractions here for a week or not is the question...

CARRIE JACOBS BOND

A Letter Sent to the Woman's Club With Request for Publication

(From a newspaper of Lincoln, Neb., sent to me by the secretary, Miss Browning)

Carrie Jacob Bond has come and gone. It was her first visit to Lincoln and may possibly be her last. This will be sad news for the newly made friends who heard her for the first time last Tuesday night...

make her own clothes look so artistic out of meager materials. her mother thought she ought to embark in the dressmaking business. This was not at all appealing...

"People often asked me, where I received my education," said Mrs. Bond and I tell them that I am a graduate from the School of Experience, 42 E. 34th St., Chicago.

for being a cobbler. I wish I could do something to help the boys and the girls of the rich, who suddenly grow poor," said Mrs. Bond. "I wish I could persuade every one to teach their girls and boys to do something practical. A girl should know how to sew and cook. Higher education is wonderful and those who can should take advantage of it, but there should be an every day course of some kind to help these helpless rich grown poor sort of children."

While telling of life's struggles which have marked her pathway to success, when her business house, "The Bond Shop" of Chicago is known all over the world, and her handsome Chicago home a place of interest to sightseers and her beautiful bungalow at Grossmont, Cal., picturesquely situated in all the leading magazines...

ing engraved with epidness, it is refreshing to find there are some who are individual enough to be "real folks" while they jostle elbows with us in humanity's conventionalized whirlpool.

As Mrs. Bond left the hotel for the station she seemed to leave a path of sunshine behind her. Everyone was ready to wait upon her, in fact, all whom she passed seemed to catch a gleam of her radiant personality.

Mrs. Bond will spend the remainder of the winter in California in her bungalow. In the spring she will return to her Chicago home, which is a duplex house, occupied by her son and family and herself.

Mrs. Bond may retire from public life, but her songs with their soulful messages will ever be with us.

—By Effie Leese Scott, Lincoln, Nebraska. Compliments Lucille Aspinwall Takach.

Prepare for Silage Crops Plant silage crops this spring. It is not necessary to have a silo first. Plant the crop now and then during the slack season while it is growing, erect the silo.

C. L. Willoughby, professor of animal husbandry in the University of Florida College of Agriculture, says the best silage crops are corn, sorghum and Japanese cane.

Corn is a good silage crop on good land, but sorghum will probably give better yields on light soils. For silage corn should be planted in rows 3 1/2 feet apart, and the plants should stand about one foot apart in the row.

It will take about 20 acres of silage crops under ordinary conditions to fill a 100-ton silo. Good lands will yield more than 5 tons to the acre. But enough should be planted to insure a full silo under adverse conditions.

Japanese cane is the heaviest yielding silage plant, but the silage is poorer in quality than sorghum or corn because it has no grain. On average soil it yields from 20 to 30 tons to the acre and often goes as high as 40 to 60. The crop should be planted in winter, not later than the middle of March. Velvet beans planted in spring, to be grazed down and plowed under in the fall would place the land in good condition for a planting of Japanese cane during the following winter.

All unsalable sweet potatoes may be saved as silage with little trouble if run through the cutter and alternated with layers of corn or sorghum.

For those who are not sure they will be able to erect a silo it might be a good plan to plant these staple crops in the usual way. There would then be no loss if it should be found impossible to build a silo later.

Be Merry. An ounce of mirth is worth a pound of sorrow. Baxter

HENRY McLAULIN JEWELER MY SPECIALTIES: PICKARD'S HAND-PAINTED CHINA GORHAM'S STERLING SILVER ROGERS' PLATED WARE ELGIN AND WALTHAM WATCHES

Table with columns: ATLANTIC COAST LINE TRAINS, NORTHBOUND, SOUTHBOUND, OVIEDO, LEESBURG, TRILBY, CLYDE LINE BOATS. Lists arrival and departure times for various routes.

FREE ROGERS SILVERWARE 10 TICKETS Given With Every \$1 Purchase. Any of the Following Articles can be Secured FREE with the Required Number of Cards. Includes a portrait of a man and a list of silverware items.

Plenty of Ladies' White Shoes, Gents' White Shoes and Palm Beach Shoes, Socks to Match. Straw Hats \$2.00 - Silk Hats 75c. E. H. PETERS Good Shoes for the whole Family and your Silver Free. 301 East First Street Sanford, Florida "Shoes--That's My Business"

HAND BROTHERS LIVERY, SALES AND FEED STABLE Corner Park Avenue and Second Street CONTRACTORS FOR ALL KINDS OF HEAVY HAULING Large supply of Horses, Mules, Wagons and Harness always on hand For Sale or Exchange. Blacksmithing and Wagon Repairing in connection

The Longwood Hotel Now Open Under New Management Rates \$2.00 Per Day and Up Special Rates by the Week D. A. Midgley, Mgr. Longwood, Fla.

ATLANTIC COAST LINE STANDARD RAILROAD OF THE SOUTH Through Trains Daily To WASHINGTON and NEW YORK. Includes a detailed train schedule table.

POLITICAL ANNOUNCEMENTS

Very Respectfully, J. ROWLAND WILDMAN. I hereby announce myself a candidate for the office of Superintendent of Public Instruction in Seminole County, Florida, subject to the decision of the voters in the coming Primary.

Very Respectfully, G. M. HAINES. I will be a candidate for the position of County Judge of Seminole County at the Democratic primary election in June, and I respectfully request your vote and support.

Star Brand No Pain or Ache. THE WEBSTER STAR BRAND TRADE MARK. Positively Guaranteed Made for all Machines. and MultiKopy THE WEBSTER TRADE MARK MULTI KOPY CARBON PAPERS. Finest Carbon Paper Made Every Sheet Perfect. Recognized Standards. For Sale by Herald Printing Company Sanford Florida.

Sanford Lodges. Sanford Lodge No 62, P. and A. M. Communication every first and third Thursdays at 7:30. Visiting brethren welcome.

Monroe Chapter No. 16, R. A. M. Meets every second and fourth Thursday in Masonic Hall over the Imperia Theatre. Visiting companions welcome.

Gale City Camp No. 6, W. O. W. Meets second and fourth Wednesday nights in each month. J. F. Hoolehan, Council Commander.

United Brotherhood of Carpenters and Joiners of America. Sanford Local Union No. 1761 meets first and third Thursday night at 7 o'clock in the Eagles' Hall.

Heralds of Liberty. Meets at Eagles' Hall first Monday night in each month at 7:30. Wm. E. Housholder, Commander.

J. T. ALLEN. Dealer in Staple and Fancy Groceries. Produce, Cigars, Tobacco and Cold Drinks. Phone 204. 414 7th St. Sanford, Florida.

Maxwell's. Magazines, Periodicals, Soda Water, Confectionery, Cigars and Tobaccos. 104 1st St. Phone 182.

DR. C. G. BUTT. DENTIST. Office: Yowell Building. SANFORD, FLORIDA. THOMAS EMMETT WILSON. E. FERGUSON HOUSEHOLDER. Wilson & Housholder. LAWYERS. Sanford, Florida.

Elton J. Moughton. ARCHITECT. Office in Yowell Bldg. Sanford, Fla. ..GEO. A. DECOTTES.. ATTORNEY AND COUNSELLOR AT LAW. Practice in State and Federal Courts. Gardner-Walsh Bldg. Sanford Fla.

SCHELLE MAINES. LAWYER. SUITE 9, COURT HOUSE. PHONE 143. SANFORD, FLORIDA. Dr. J. A. TROVILLON. SPECIALIST. In CANCER, GOITRE and TUMORS. Cure Them Without Cutting Them Out. ORLANDO, FLORIDA.

Woodward-Thiot Audit Co. Auditing Accounting Systems That Fit. Tampa: Florida. LEGAL ADVERTISING. Notice of Application for Tax Deed Under Section 8 of Chapter 4888, Laws of Florida.

Notice of Application for Tax Deed Under Section 8 of Chapter 4888, Laws of Florida. Notice is hereby given that the following described property situated in Seminole County, Florida, to-wit: 32 1/2 acres of land, more or less, situated in the State of Florida, in the name of Robert McQuinn.

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ADVERTISING THE STATE

GOOD WORK OF FLORIDA FIRST COMMISSION BRINGS RESULTS

A tourist bureau at Orlando kept an accurate record of answers to the question, "What led you to come to Florida," asked of all persons who registered between January 27th and March 4th. The registrations in this period were 713, and of this number 262 persons specifically stated that they were directly influenced to visit the state by the advertising of the "Florida First" Commission. Sales of Florida property were made to 27 of the 262.

The Miami Chamber of Commerce and the Fort Myers Board of Trade each has reported a total of more than five hundred inquiries received directly as a result of the "Florida First" advertising. The other boards of trade and chambers of commerce which participated in the campaign received from 150 to 500 inquiries each, according to reports made to the Commission at its meeting in Orlando a few days ago.

Most of the inquiries that the advertising produced were from people interested in Florida as a place of permanent residence. The advertising of the Commission was not designed primarily to attract this class of inquiries, but rather to induce people to come to Florida for the winter. The advertising appeared between December 26th and January 31st, at the time when weather conditions at the north were most suggestive of a visit to warmer climes.

In view of the record of the Orlando tourist bureau and of the crowds that have taxed the accommodations of all sections of Florida which were represented in the advertising, it can be readily seen that there is a good foundation for the estimate of prominent railroad officials of more than three quarters of a million of winter visitors to the state, and in excess of one third of these influenced to come by the activities of the "Florida First" Commission.

As it has been pretty well established that the average period between the writing of a letter for information about Florida and the purchase of property here by the persons who have located in the state in the past, is about one year, the direct requests for information on other subjects than winter resort facilities, sent to the trade bodies participating in the "Florida First" advertising will be worth following up with vigor for a number of months.

Already some very substantial sales have been reported as traceable specifically to the advertising. One prominent citizen of Minneapolis who came to Florida instead of going to California as he had intended because he was attracted by this advertising, purchased \$5,500 worth of Polk county property while he was here. Several communities have found that winter visitors whom they have entertained in consequence of the "Florida First" campaign have been more than ordinarily liberal purchasers of real estate.

It would appear that there is very little room for doubt as to whether or not the Florida First advertising paid. In Orlando, it has been estimated that the 262 persons, who were brought to the city by this advertising, remained for an average of ten days and spent on an average of not less than \$100 in the town. If these figures are correct, the city had left in it over \$26,000 by winter visitors alone, as the result of its contribution of less than \$400 to the expense of "Florida First," aside from the amounts invested by the 27 buyers of real estate. The inquiries may be later turned into purchasers of property or investments of other character.

With the facts and figures before them, there is little wonder that the towns and cities which went into this campaign are more than enthusiastic in favor of its repetition. The chairman of the Commission is quoted as saying that from present indications it is safe to estimate that between two and three times as many places will take part in next season's campaign. This has been planned to devote a great deal more attention to permanent settlers than was done last year in the belief that its efficiency will be accordingly increased. The larger number of places contributing to the fund will increase accordingly the number of mediums that can be used and greatly widen the scope of the advertising.

Were Mammoth Bones

The large bones recently found by J. E. Vincent in the St. Johns river and which were on display in the Herald office and which caused so

much comment were mammoth bones.

This is the decision of the authorities at the Florida State Museum, where they were sent by C. M. Berry, to be placed on display as a part of the collection of that institution.

Mr. Berry's letter to the Curator is as follows:

Sanford, Fla., Feb. 29, 1914
Prof. C. M. McQuarrie, State Agt.
U. S. D. A., Gainesville, Fla.:
My Dear Prof. McQuarrie:

I wish to say that there has lately come into my possession a very interesting specimen of bone taken from the St. Johns river bottom recently by fishermen. One part of this bone is about a yard long by ten inches in diameter and eight inches in diameter the other. It looks like an immense bone of some mammoth creature, four armed. I also have from the same source and same animal an immense ball and socket bone. The specimens will weigh about twenty-five pounds and I would like to contribute them to the museum. Please instruct me as to how I shall ship them and to whom they shall be directed. I wish Mr. J. E. Vincent to have the credit of this contribution.

Yours very truly,
C. M. Berry,
County Agt. U. S. D. A.

Mr. T. Van Hyning, Curator, replied as follows:

Gainesville, Fla., Mar. 15, 1914
Mr. C. M. Berry, Sanford, Fla.:
Dear Mr. Berry:

I am in receipt of the fragments of bone from you and have just sufficiently restored it to determine what it is. It very probably belongs to one of the prehistoric elephants, and I think to mammoth, the latest species. I wish you would write me and give specific date and where it was found; the conditions and date of finding.

We are very glad to get this specimen, but I would advise you for the future, if you have occasion to send anything of the kind that you wrap each specimen well with old newspapers and then pack them in a box to avoid shaking, as this one is very badly broken.

Very respectfully yours,
T. Van Hyning,
Curator.

Supt. J. L. Kelly in Sanford Friday
Dr. J. L. Kelly, Superintendent of the Alachua County Schools has wired the president of the Fair Association that he will be in Sanford Friday. His visit will be a matter of interest to his many friends in Seminole, who are watching his race for the State Superintendency of Education.

Dr. Kelley has been a leader in State Educational Service for years, and is known personally to nearly all the Seminole county teachers. His successful administration of the Alachua county schools has won the commendation of school executives throughout the state. In recognition of his services to Education the Florida Educational Association elected him president in 1913. As county superintendent he has been a genuine leader in the upbuilding of the Alachua system. He has won the loyalty and respect of his teaching force, who regard him as a source of inspiration. His teachers feel that they have his hearty support in all movements for school betterment. Dr. Kelley introduced the Rural School survey, whereby the rural teacher took stock of his community conditions, that he might more closely identify himself with the life of his people. School libraries are found in all of his schools and he is an earnest advocate of a rural school library law. His schools have been consolidated, inferior high school work in small schools eliminated, and the schools themselves adapted to country life. Warm-hearted in the advocacy of the child's welfare, always the gentleman, never the autocrat, Dr. Kelley is essentially a superintendent who superintends. He believes that the state superintendent should spend at least one third of his time in actual school inspection. He believes that the state department of education should be the center of inspiration for the public school teachers of Florida. He favors changes in the present teacher's examination laws that will make the rural and small town teachers seek training especially for this field.

For ten years prior to his election as superintendent of Alachua county in 1905 he was a member of the county school board. During the state book adoption of 1911 he served as chairman of the Sub-Textbook Commission. Dr. Kelley stands for the re-organization of the rural school course of study along more practical lines, for the examination of teachers on a basis of professional as well as scholastic knowledge, and for a statewide compulsory attendance law. To make the latter more effective he advocates free textbooks.

Such a program must be secured by legislation and as a former legis-

THREE SOLID STEEL TRAINS

DIXIE LIMITED		THE SOUTHLAND		DIXIE FLYER	
Lv Jacksonville	9:35 A.M.	Lv Jacksonville	8:20 P.M.	Lv Jacksonville	8:30 P.M.
Ar Tifton	2:00 P.M.	Ar Tifton	12:35 A.M.	Ar Tifton	12:50 A.M.
Ar Macon	5:05 P.M.	Ar Macon	3:53 A.M.	Ar Macon	4:25 A.M.
Ar Atlanta	8:03 P.M.	Ar Atlanta	6:53 A.M.	Ar Atlanta	7:40 A.M.
Ar Chattanooga	12:18 A.M.	Ar Knoxville	12:24 P.M.	Ar Chattanooga	12:12 P.M.
Ar Nashville	4:50 A.M.	Ar Louisville	9:00 P.M.	Ar Nashville	4:45 P.M.
Ar Evansville	9:28 A.M.	Ar Indianapolis	2:00 A.M.	Ar Martin	11:55 P.M.
Ar St. Louis	2:59 P.M.	Ar Cincinnati	9:00 P.M.	Ar St. Louis	7:05 A.M.
Ar Terre Haute	12:50 P.M.	Ar Cleveland	7:15 A.M.	Ar Evansville	9:58 P.M.
Ar Chicago	5:55 P.M.	Ar Grand Rapids	2:00 P.M.	Ar Terre Haute	1:33 A.M.
		Ar Chicago	7:45 A.M.	Ar Chicago	7:03 A.M.

ATLANTIC COAST LINE AND CONNECTIONS

Coach, Pullman Drawing Room, Sleeping Cars, Observation Library, Car, Dining Car, Steam Heated - Electric Lighted.

For detailed information, or sleeping car reservations call on or write A. L. FROST, D. A. 10 WEST BAY ST. JACKSONVILLE, FLA.

lator Dr. Kelley's experience would be invaluable to the educational forces of the state in securing a proper presentation of their needs to the legislature.

GENEVA NEWS NOTES
Mr. Payne Daniels has gone to Cuba to accept a position as engineer on a railroad.

Mr. Barber is having a location surveyed for a saw mill and train road this week.

Mr. and Mrs. R. H. Morris left for their home in New York on Wednesday morning. They have been spending their winters in Geneva for several years.

Mr. and Mrs. Coatesworth left this week for Buffalo, N. Y.

Mrs. Burke and Mrs. C. W. Dooley, who have been in Orlando for the past month have been with us again for a few days.

Mr. Arthur Doane has bought a Ford car of Mr. Reed Dooley. Mr. Doane will use the car on his route, delivering fresh meat to his customers.

County Superintendent D. L. Thrasher and Mr. Walter Hand were in Geneva on business on Wednesday of this week.

The county commissioners were here last week to inspect the Indian River Sanford Orlando Highway. They will put the convicts to work here in a short time straightening the west end of the road.

Mr. and Mrs. L. A. Sheldon and the latter's sister, Mrs. Barr of Jamestown, New York drove over to DeLand. Miss Jeannetta Sheldon who is in school at Stetson returned with them.

Mrs. Jacobs, formerly Miss Mabe Doney of Chuluota is visiting in Geneva this week.

Mr. C. E. Patterson has been in poor health for some time past, and

has been but on liquid diet by his physician. Mr. Patterson is still able to attend to his duties in his usual general manner.

Mr. Meas has moved into the Stevens house near Lake Geneva, with his family. He will be with Mr. Barber at the saw mill.

Mrs. S. H. Dewhirst had the misfortune to run a needle into her hand last week.

Otis Mapp has left for his home in Georgia. Mr. Mapp has been in the employ of J. T. McLain the past winter.

The Exchange Packing House closed down this week.

Mr. J. W. Flynt was in Sanford on business on Wednesday of this week.

Mr. and Mrs. W. L. Seig have returned home from Cocoa where Mr. Seig has been in charge of a packing house for J. T. McLain the past season. Messrs. Howard Gilbert and R. F. Evans are also in town again.

There was a moonlight picnic at Lake Harney dock on Monday night given in honor of Mrs. Harry Barr of Jamestown, New York.

Mrs. H. H. Pattishall visited with her son in DeLand last Tuesday, going over with Mrs. Sheldon.

Knew Value of His Work.
Incomparably the best epitaph for Sir James Murray, greatest of dictionary makers, might be taken from one of the conversations between Johnson and Boswell. In old age Boswell said to Johnson, apropos of the dictionary: "You did not know what you were undertaking." "Yes, sir, was the answer, "I knew very well what I was undertaking—and very well how to do it—and have done it very well."

Life's Essentials.
The grand essentials of life are something to do something to love and something to hope for.—Thomas Chalmers

W. J. THIGPEN & COMPANY
AGENTS
General Fire Insurance
Office with HOLDEN REAL ESTATE O.
Sanford, Florida

Ford
THE UNIVERSAL CAR

Every other car on the road is a Ford; more than half the cars bought this year will be Fords. There's a mighty good reason. Ford cars are filling a place in every field of human activity. Cost about two cents a mile to operate and maintain. Better order yours today! Runabout \$390; Touring Car \$440; Coupelet \$590; Town Car \$640; Sedan \$740. All prices f. o. b. Detroit. On sale at Sanford Machine & Garage Company.

EDWARD HIGGINS C. F. WILLIAMS
Salesman Agent

OKEECHOBEE BRANCH OF THE FLORIDA EAST COAST RAILWAY

Lands Suitable for General Farming, Stock Raising, Trucking and Citrus Fruits — Attractive Locations for Winter Homes

Chuluota Inn **Chuluota Florida**

Artesian Wells at both Chuluota and Okeechobee. We also have lands at various points along our main line. If you are interested write this office for information or communicate direct with our local agent in the section attracting your attention.

AGENTS ON THE OKEECHOBEE BRANCH
C. D. BRUMLEY, Chuluota. A. L. HUNT, Kenansville. D. E. AUSTIN, Okeechobee.

AGENTS ON THE EAST COAST
J. A. ROWAND, St. Augustine, Elkton District. C. A. DUPONT, Hastings. BUNNELL DEVELOPMENT CO., Bunnell. F. W. SAMS, New Smyrna. D. E. AUSTIN, Fort Pierce. MOSES & HEISLER, West Palm Beach. FRANKLIN SHEEN, West Palm Beach. A. C. FROST, Dania. F. S. MORSE, Miami. J. B. REILLY, Miami. F. J. POWERS, Cape Sable Lands, Homestead.

L. LARSON, Western Industrial Agent, and R. C. PERKY, Immigration Agent, 155 W. Madison St., Chicago, Ill.
J. E. INGRAHAM, Vice-President, Land and Industrial Department, Florida East Coast Railway Company, St. Augustine, Florida

AUTO PARADE PRONOUNCED A BIG SUCCESS

PARADE WITNESSED BY HUNDREDS OF VISITORS

The Spring Fair and Celery Festival opened very auspiciously on Tuesday morning at 11 o'clock when the cannon of Count Josef DeMont announced the starting of the monster auto parade from Tenth street...

The parade started on Tenth street and went down Park to First street where they circled over the greater part of the business and residential sections of the city.

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The first prize, The Woman's Club car, a beautiful one decorated in white and green and trimmed in large red roses, the club flower.

The second prize was awarded to the car driven by Miss May Thresher. This car was trimmed in white and yellow flowers and was greatly admired by the five lovely girls.

The fifth prize was captured by Mrs. W. J. Hill. The decorations were old rose and white and the ladies wore cute little head gears of the same material, making a very pretty effect.

Puleston and Mrs. H. W. Herndon. The sixth prize went to the float arranged by the B. & O. Garage on an International truck and was a distinctively Sanford float...

Receiving honorable mention was the Brisson car trimmed in orange and purple, in which were Mrs. Brisson, Mrs. J. T. Wallace, Mrs. R. E. Tolar, Mrs. Fred Walseman and Miss Gladys Fields of Tampa.

The Herald car was decorated in newspapers and in order to carry out the black and white effect the trimmings were of the same and the devil was seated astride the radiator.

The auto parade was great and so pronounced by the many people who witnessed it. While those participating had but little time for decorations the cars were excellent and gave the visitors a good idea of the Sanford spirit of enterprise.

Immediately after the parade the judges disappeared in the crowd and have not been seen since but it is thought that they will come out of retirement today.

BIG GROWERS AND SHIPPERS

The William Coulbourne Co. Making a Specialty of Mail Order Business. One of the largest firms in the Sanford district growing and shipping celery are the Wm. Coulbourne Co. who have over sixty acres in celery and lettuce.

In order to supply this trade the Coulbourne Co. are washing the celery in their own factory, facilities called the "laundry" and the celery comes from the wash clean and perfect and is tied up in attractive packages that are most pleasing to the eye of the buyers.

The Coulbourne Company has demonstrated that a good quality of celery properly packed under a guaranteed brand will bring a good price all the time and it has brought them good prices all the season without the usual fluctuations that are current at certain times of the shipping season.

The B. Y. P. U. was entertained last Sunday night by the Orange Blossoms and Gladioli. The program was well rendered and enjoyed by all.

The program next Sunday will be in charge of the leader and assisted by the four group captains. Every one is welcomed to our Union. 6:15 Sunday evening.

Mr. and Mrs. C. E. Howard and the Misses Howard and Mrs. Burden of Orlando were in the city yesterday taking in the Celery Festival.

BOAT RACES PULLED OFF ON SCHEDULE

MANY PROMINENT YACHTSMEN HERE TO SEE EVENT

The Herald has contended for years that Lake Monroe was one of the finest race courses in the state for boats of all classes and the regatta yesterday demonstrated this fact.

In the speed boat class the Flying Eagle belonging to Capt. Lansing of Lake George light house station won first.

In the heavy cruiser class the Verona belonging to Mr. Kennison of Orlando won first, Commodore Gabbett of Sanford second, the Cameo of DeLand third.

In the cabin boat race Capt. Pagenhart of the Mammie first, Mollie Bawn of Geo. DeCartes second, the Nettie belonging to Roy Tilly being third.

The Virginia B. the fast boat belonging to T. T. Brady was unable to compete on account of engine trouble and Capt. Brady was so disgusted that he sold the boat to Frank Allen on the spot.

The races attracted many yachtsmen here from a distance and they were delighted with the course here, expressing their opinion that the big races that are pulled off in Miami and other places in the state during the winter months could be staged here much better.

The boat races demonstrated that with the cooperation of the people here and by the assistance of Messrs. Sherman and Kennison of the Sanford Boat Works and Capt. Brady, Commodore Gabbett, Geo. DeCartes, Capt. Pagenhart and Roy Tilly and the other local sports Sanford next season can easily have one of the largest regattas on Lake Monroe that has ever been held in the state.

The prizes hung up yesterday for the different events were of great value, amounting to several hundred dollars and will be awarded by Capt. Brady at the jewelry store of Henry McLaulin.

An Invitation

The First Methodist Church of Sanford extends an invitation to all of those not connected with any other church in the city. You may feel that "no man cares for your soul," but that is not really true.

Those wishing to attend services where the salvation of souls is the one aim join us next Sabbath.

Sunday's program—Sunday school 9:30 o'clock. Preaching, 11 o'clock, subject, "Taking Stock."

Senior League, 6:30 o'clock. Preaching, 7:30 o'clock, subject, "Keeping Brother."

Good music, both vocal and instrumental.

Mr. and Mrs. Seth Woodruff, Mrs. Harry Hoffman and Mrs. McElroy of Orlando were in the city Tuesday viewing the automobile parade.

BIG PRIZES FOR CELERY ARE GIVEN

THE SANFORD GROWERS BROUGHT IN SOME FINE CELERY

Those who thought the Celery Fair was a joke woke up on a large disappointment yesterday morning when the celery started coming in from several sections and the fine prizes were awarded to the growers who realized that for a little trouble a great reward was in store for them.

However the display is one that Sanford can be proud of and while there is not much of it the quality is of the best.

The judges were George Hoy, J. N. Whittier and Charles Tyler, three gentlemen who know celery through and after a careful inspection the following awards were made:

First Prize, Unwashed Celery—Awarded One Half Ton Virginia Carolina Special Peruvian 642 goods donated by Virginia Carolina Co., H. C. Dietrich local agent at Sanford. Won by T. I. Hawkins.

Second Prize, Unwashed Celery—Awarded One Horse South Bend Ploa, donated by Hill Hardware Co., Sanford. Won by L. A. Brumley.

First Prize, Washed Celery—Awarded One Half Ton Virginia Carolina Special Peruvian 642 goods, donated by Y. C. Co., H. C. Dietrich local agent Sanford. Won by J. O. Obermyer.

Second Prize, Washed Celery—Awarded the Spring Tomb Harrow, donated by Fernald Hardware Co., Sanford. Won by H. H. Chappell.

Second Prize, Best Crate Celery—Awarded One Half Ton Wilson & T. Co. celery grown with W & T fertilizers, by R. C. Maxwell, local agent. Won by T. I. Hawkins.

It is the opinion of many who have seen the celery on exhibition that nothing in Florida could touch it for quality and pack and this exhibition here today is attracting wide attention. Sanford celery this year is said to be the finest that has ever been grown and the growers are learning that the good pack and good quality will bring results.

Zimmer Sisters Concert Party Next Tuesday Night

The Chautauqua Association is pleased to present on Tuesday Night, March 28th at Allen's Theatre the following entertainers:

Miss Nellie Zimmer, Harpist—Miss Nellie Zimmer learned to play the harp under the great Van Veachten Rogers, who is not only the leading harpist in the United States, but has had twenty-eight years lyceum experience.

Miss Zimmer is pronounced by many artists to be one of the foremost lady harpists of her age on the American platform today.

thusiasm in the numerous recitals she has given with her sister.

In a long description of one of her concerts the Musical Enterprise of Camden, N. J., remarks as follows: "The talented young harpist was given an enthusiastic welcome and each number was heartily encouraged.

Miss Ethel Zimmer, Pianist and Contralto Solist

Miss Ethel Zimmer is a young woman of great personal charm, possessing a splendid personality, well adapted for platform work. She is a graduate of the Ithaca Conservatory of Music and has had wide experience as a pianist and contralto soloist.

She does piano monologues with quaint descriptions of what it all means, and she plays from the masters in such a way that the common people understand and are entertained and pleased.

The State Journal of Lincoln, Neb., in commenting upon her work, very aptly said that she is "A charming young lady who knows how to entertain an audience with beautiful songs, beautifully sung, and high class piano solos artistically rendered."

Miss Bertha Wells, Reader and Instrumentalist

Miss Wells is the reader with the Boston Lyrics, who was with the Chautauqua. She will do the reading Monday night by special arrangement.

Help out the Chautauqua Association by attending this attraction. Adults 50 cents, children 25 cents.

SIGNS OF PROGRESS

Geo. H. Fernald Hardware Co. Reorganizes Business

We are at all times pleased to note movements that will tend to improve Sanford and her position as a city of Florida. Progress in business means progressive Sanford.

The Geo. H. Fernald Hardware Company of Sanford is setting the pace for a better Sanford. During the past weeks this company has made great strides towards its slogan "Larger business for a larger made great strides towards its slogan.

Mr. Sharon E. Jones, an expert hardware man from Indianapolis, Ind., has been in Sanford some six weeks reorganizing and putting on a modern basis the business of this company.

Mr. Taylor's hardware experience has been extensive, having devoted some fifteen years to the study of hardware merchandising in various sections of the country, having a reputation as business builder filling positions as manager with such companies as Fairbanks Company, Philadelphia, Pa., Uniontown, Pa., Charlestown, W. Va., The Delaware Electric & Supply Co., Wilmington, Del., Belting and Machinery Co., Rochester, N. Y., Corbett-Taylor Co., Trenton, N. J., Chas. M. Griskey Sons, Philadelphia, Pa., T. B. Stockton & Bros., Morrisville, Pa.

Presbyterian Church

The Brotherhood is planning and is now upon a campaign for enlarged membership. They are out after the largest attendance they have ever had, and if enthusiasm is any sign of coming events they will get them.

Rev. F. M. Baldwin, one of the Field Workers of the Assembly's Sunday School Committee will preach at the morning service.

The evening service begins at 7:30, and the pastor will preach. Visitors in town are invited to these services, corner of Oak avenue and Third street.

BABY PARADE OVERSHADOWS EVERYTHING

SWEET LITTLE TOTS IN BEAUTIFUL DECORATED CABS

The auto parade on Tuesday was fine of course, but was there ever anything lovelier or sweeter than our babies on parade Wednesday morning. More than fifty little ones, from the tiny infant to the five year old girls and boys marching in line.

The mothers wearing nurse's caps and aprons, held their babies in their arms. Those were Jack, Allen, Gillen, William, Albert, Gillen, Billy, Bouchelle, Wight, S.rah Maxwell, Mary Maxwell, Jeanette Hopson and Gerald Geiger. As the car had been decorated for the auto parade it was not eligible for a prize in the Baby parade, although very beautiful.

Mr. Sharon E. Jones, an expert hardware man from Indianapolis, Ind., has been in Sanford some six weeks reorganizing and putting on a modern basis the business of this company. In line with this progressive movement the company has secured the services of Mr. Jas. Taylor of Philadelphia, Pa., as manager and direct head of their business.

The Easter egg idea was also cleverly developed in this entry. Riding in a beautiful carriage covered with white roses was Mary Elizabeth Tolar, sweet and dainty herself, to whom was awarded the fourth prize, a fine potted plant. The honor ribbons fell to Ernestine Betts in a charming blue and white covered carriage, nestling among the flowers of which were white doves; to Lawrence Peabody, a diminutive figure of Uncle Sam wearing a blue cap that was worn by his uncle Clarence over twenty years ago, and to Sonny Man Karnatz, a dear little farmer man upon a pushmobile decorated with vegetables. Every carriage, float and cart in line is worthy of special mention but among them was the unique conception of "Preparedness," a pony cart decorated with the national colors, driven by Alfred Robson in Scout uniform and carrying the rest of the seven little Robsons, the interesting family of Dr. and Mrs. J. N. Robson. The little girls represented Red Cross nurses. It was quite an original idea and created much favorable comment upon the streets.

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