

Shipments of Celery from Sanford to date

Year	Crates	Year	Crates
1899	1,100	1905	61,660
1900	5,800	1906	123,658
1901	11,000	1907	181,768
1902	21,200	1908	320,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

Sanford Money-Makers

Our Policy: Conservation, Reliability, Progressiveness and Courteous Treatment

Sanford Residents
You have missed a good thing if you have not bought a share in the Sanford Money-Makers. We now offer you a chance to secure a 5 acre Sanford Farm on payments of \$25 down and \$10 per month. If you do not hurry another good chance will fade away before you. The farms are selling fast.

Volume 1

SANFORD, FLORIDA, AUGUST 19, 1910

Number 29

Making Seed Beds for the Growth of Celery Plants
Begin by taking all top growth off of a plot of ground 40 by 40 feet which will furnish plants sufficient for five acres, and will require about one and one half pounds of seed. Then apply a few loads of leaves to hold the ground porous and keep it from pecking, then apply a special mixture of fertilizer composed of one third ground bone, one third tobacco dust and one third coarber bean meal, and then add to the bed one and one half barrels of lime. The bed is then ready to be cut up, which should be done with a cutaway harrow which will mix the above constituents thoroughly into the soil to a depth of five inches. A board should then be drawn over the ground until it is perfectly level. The beds are then laid out east and west the rows being four inches apart and four feet long. The seed then are drilled in by the hand but no soil is placed over them. Then the beds are covered with old fertilizer sacks. Frames four feet square, made of a half inch lumber for the purpose of furnishing a half shade for the force of the sun is too severe for the health of the plants. These frames at first are elevated eight inches at the lower side and two feet at the upper side and are covered with a grade of domestic costing five cents per yard. The beds should be kept pretty well soaked. After the plants have sprouted, the bags are taken off and the cloth on the slat shades is left over for about two weeks. The cloth forms a protection against beating rains as well as the sun. By this time the plants will be in need of sunshine. The cloth is loosened at the lower side and rolled up to the upper edge of the frame and left in readiness in case a heavy rain comes up. This precaution is taken for a week or ten days, then the plants are strong enough to take care of themselves, under the half shade. The half shade remains over them until they have covered the ground between the rows.

In order to make a good heavy, stately plant some growers transplant them to another bed, in rows five inches apart and one half inch apart in the row.

When the plants are in this bed the same cloth and frames are used to protect them until they have again rooted. In about two weeks after the transplanting, the plants are ready to set in the field. Two months are required to propagate the plants and they sell for \$1.25 per 1000. After they have been set in the field, 100 days is required to place the product in the cars.

The plants for later crops do not require so much attention on account of the cessation of the rains and the reduction in the temperature. We will give the methods of making the various seed beds as the seasons for each arrives.

THOMAS K. BATES

\$25 down—that's all **SANFORD FARMS** **\$10 monthly—That's Easy**

Weighed in the Balance and Found Shy

A Bond Salesman
Went to Marshall Field with the hopes of selling him some high-grade securities that would draw 4 per cent. for a period of 25 years, during which time they would have earned the purchaser 100 per cent. and the original amount invested would be returned to him.

Marshall Field Was a Sly Old Fox
And could see a marked card many leagues away. He sized the young salesman up and looked square into his face and gave him a knowing wink.

Marshall Field Said
"Young man, I have little doubt but what your bonds are all you state them to be and would prove a good investment for a man who is unable to handle his own money and develop new properties with it."

Marshall Field Said
"I would no more think of purchasing your bonds than I would of purchasing a commercial business or a piece of real estate that had reached its maximum of valuation and its maximum of production and its maximum of earning power."

Marshall Field Said
"I want to make my money work in my own way. Persons afflicted with inertia and loss of ambition may be satisfied to place their money in property that has reached the maximum of its earning power and will be forced to pay the maximum price for possession because it has reached its maximum of earning power. But none of that sort of investment for me."

Truth Crushed to Earth Will Rise Again
A piece of property that has been developed and worked to death and then offered for sale at less than the cost of improvements is, evidently a worthless piece of property or it would not be sacrificed.

A Good Thing Has Value
And it is a fact of common knowledge that improved property in some parts of Celery Delta is as valuable today as it ever has been.

Five Acres Sold at Monroe for \$4,000
Ten days ago. This is \$800 per acre. The piece had been in cultivation only one season, was tiled, fenced on 3 sides but had no buildings upon it.

Out on the West Side Eight Acres Sold Last Week for \$10,000
This was \$1,333.33 per acre. A fancy price, but then the land is fancy. It was sold to a resident of Sanford, Mr. Hand, the livery man. This gentleman has a large number of teams which he uses to plow and prepare lands for cultivation for others. He is acquainted with every foot of land in the Celery Delta and went on the West Side to pay \$1,333.33 per acre for land. He knows. If there was any good land on the market on the West Side for less than cost of improvements Mr. Hand would have purchased it.

Surface Irrigation
Mr. Imboden, a resident of Monroe purchased five acres of untiled land for \$1700. He took charge of it on the 20th day of last January. Placed 2 acres in cultivation, using surface irrigation and by the 20th of June he had made a net profit of \$400 from these 2 acres.

Four Hundred and Twenty-five Dollars per Acre
Is the price asked for new land at Monroe by Mr. Wynne. This gentleman has 8 acres, tiled and under cultivation which he holds at \$2000 per acre. Mr. Wynne is one of the pioneers in the trucking business at Monroe and knows the value and productiveness of the land there.

Monroe land is good land. The owners of Monroe land make money out of their When it sells in open market around the thousand dollar notch without force or exertion.

Cheap John Methods Are
Unnecessary in the disposal of Monroe property or any other property that has value to it.

Send for our book. It tells you about the Gall and Gristle of the Land Crook, the self assumed Apostle of Caustic Denunciation and the putrid condition of his perturbation.

Title Bond & Guarantee Company

(INCORPORATED)

\$25 down—that's all **SANFORD FARMS** **\$10 monthly—That's Easy**

This List May Interest You

- FOR SALE Five acres, 2 1/2 cleared, 1 well 2 room cottage, price \$1,050.
- FOR SALE Five acres, 2 1/2 acres cleared 1 1/2 acres tiled, 1 well, house, price \$5,000 on terms.
- FOR RENT We have applications for houses to rent. List your property with us.
- FOR SALE 55 acres of good land for poultry, oranges and general farming. Price, \$30 per acre on terms. Act quick for you want it.
- FOR SALE 30 building lots just outside the city limits. Price ranges from \$125 to \$175 each.

- Terms cash.
- FOR SALE We have applications for residences and business property. List your property for sale with us.
- FOR SALE Ten acres, 8 cleared, half tiled, 1 well, price \$3,500 one third cash, balance in one and two years. Will rent for \$100 per acre.
- FOR SALE Forty acres, 8 cleared, 5 tiled old land, one well, price \$10,500, will divide into five acre lots and sell for \$250 per acre.
- WANTED Timber tracts of all sizes, cut

- over lands, grazing lands, orange lands, residence property, Florida real estate of kinds.
- FOR SALE Residence, Markham Heights, 3 acres, nice fruit trees and groves, \$35,000. One third cash, balance to suit purchaser.
- FOR SALE Five acres in Beck Hammock, 3 tiled, flowing well, within half mile of station. Price \$3,800, terms \$1,000 cash, balance in five years or less.
- FOR SALE Ten acres, five acres cleared, 3 1/4 acres tiled, one well, six

- room house, out-buildings, near the school, enough tillage for another acre, price, \$7,000.
- FOR SALE 10 acres in Eureka Hammock four miles south of town. Nine cleared, flowing well. Loading station, 1/4 mile away. Price, \$1750. Terms, \$600 down, balance on time.
- FOR SALE 15 acres all cleared, 10 acres tiled, 5 flowing wells, facing hard road, good barn, four room residence, near shipping point, price \$15,000.00, \$5,000.00 cash, balance in two years.

- FOR SALE 11 acres, five cleared, 6 fenced, 4 tiled, 5 in cultivation. All ditched and drained. One well. Four room house on all main road, quarter mile from leading highway. Price, \$5,500. Half cash, balance on terms.
- FOR SALE Ten acres, tiled and in high state of cultivation, four wells too high, all tools and wagon, fronting on Lake Monroe. Price, \$11,000.00, half cash, balance in two and three years. This place will rent for \$1,000 per year.

TITLE BOND & GUARANTEE CO.

THE SANFORD HERALD

Number 2
SANFORD, FLORIDA, FRIDAY, AUGUST 26, 1910
Volume III

ALL AROUND FLORIDA

The General News of "The Land of Flowers."

CULLED FROM THE STATE PRESS

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

The cotton market opened up very lively in Alachua last week. The brokers offered ten cents a pound for the heavy staple in the seed. This is the highest market price offered for cotton in the seed in many years, and the farmers all seem very happy over their prospects.

A valuable addition to Tampa's manufactures and a great boon to the citrus growers of the surrounding country will soon be installed in Tampa. This will be a branch of the American Citrus Products company, incorporated under the laws of the States of Florida and California, who make a specialty of the manufacture of lemon, orange and grapefruit juices and their essential oils by what is known as the Lemong Process, for commercial use. This firm has opened its initial factory at San Diego, California, and their next plant will be placed at Tampa. The California house has been an immense success and for this reason they have decided to open up in Florida at the earliest possible moment.

St. Augustine will be well advertised at the Ohio Valley Exposition at Cincinnati through the efforts of the St. Augustine Board of Trade. A large collection of fine views of the principal points of interest and the varied resources of St. Johns county has been prepared and sent to the exposition.

The City Council of Miami last week fixed the annual tax levy at 30 mills. Many improvements will be included in the expenditures of the year.

The South Florida Publicity Club, which was launched in Lakeland two years ago, is growing like a young bay tree, and already its results are being felt throughout the orange belt.

Although the committee of the Tampa Board of Trade appointed to effect, if possible, an early and amicable adjustment of the labor difficulties which now exist among the tobacco working trades of Tampa, has been working in closed sessions with the different factions, it is understood that prospects were never before brighter, since the beginning of the trouble, for a satisfactory settlement and one that will be permanent.

Lakeland is preparing for extensive water and light improvements, having issued bonds to the amount of \$40,000 for that purpose. When this sum is expended Lakeland will have used \$440,000 in making public improvements.

Marianna, the capital of Jackson county, is preparing to spend a large sum advertising the advantages and resources of the county. Throughout the northwestern section of the state, counties and towns generally are awakening to the importance of attracting homeseekers from other states.

St. Petersburg are already making active preparations to "walk away" with the aquatic events which will be a feature of Tampa's annual midwinter fair, which will be held on placid and expansive Hillsborough Bay.

Pensacola's new city directory, compiled by R. L. Palk & Company, has just been issued, and the volume shows a marked increase in population and business advancement.

Tarpon Springs is growing and making good at a rate that will make all other towns of its class hustle to keep even with. New business houses and residences, with the surrounding country thickening with settlers, there is a bright future ahead of it.

P. I. Hathcock of Newberry informs the editor of the Gainesville Sun that he considerably increases the yield of his corn by leaving the "stalks" that shoot from the main stalk. This he does only in the richer spots in the field, and he maintains that it is a good policy.

The lid was put on good and tight Sunday at Kissimmee, when the city authorities decided to enforce an old ordinance in regard to Sunday-closing of business houses, nothing being allowed to keep open except the drug stores, only for the sale of drugs. Cigars, tobacco, ice cream and soda water have been ordered cut out on the Sabbath.

Crawford Locates in Jacksonville

W. B. Crawford, son of H. Clay Crawford, secretary of state, at Tallahassee, and who for the past three years has been editor and general manager of the Evening News, a bright and widely read paper published at Pensacola, has disposed of all his stock and interest to prominent Pensacola business men, and has moved to Jacksonville, where he will make his future home, entering in the law business.

Mr. Crawford has been succeeded by H. A. Felkel, who for some time has been connected with the News as managing editor. In leaving Pensacola, Mr. Crawford stated to a newspaper representative that he regretted to leave the deep water city, but thought it in his interests to move to Jacksonville.

Mr. Crawford is a brother of John Crawford, who has resided in Jacksonville for a number of years in the law practice, and it is understood that the brothers will form a partnership here.—Times-Union.

Opportunities of Sanford in a Nut Shell

To sum up the opportunities of Sanford: irrigated land, with flowing artesian wells, and the best of celery and lettuce soil, and under cultivation, more celery land than any other section in the state, better than any other section in the state, and it is now recognized as a land of opportunity. The amount of capital invested here is ample that this is the greatest celery and lettuce section in the state. It has exceptional advantages. It can no longer be denied that the far seeing ones see a great future for our celery city, and he who gets in on the ground floor will never have anything to regret. The days of bargains are fast passing away and he or she who is slow will some day see their say mistake.

Items of Interest Concerning Society People.

Entertained at Dinner.
Last Sunday the beautiful home of Frank Evans and wife, No. 97 Parker St., Chelsea, Mass., was the most enjoyable scene of pleasure and happiness as they gave a dinner in honor of Frank's brother and sister visiting him. Mrs. Evans being a delightful hostess, served the dinner in her own sweet way, and all did justice to the repast. Those present were O. H. Fuller, wife and children, of New Smyrna, Fla.; Mrs. M. K. Heister of Sanford, Fla.; W. H. Evans, Manchester, N. H.; and Miss Cora Evans, Lowell, Mass. It was quite a pleasant surprise when Mrs. Heister and little Alice joined them as they were not expected until September.

Lines Shower

The friends of Miss Ebertha Hill gave her a linen shower at the home of Mrs. B. A. Howard last Thursday afternoon. The many beautiful pieces attested the great popularity of Miss Hill, who will become the wife of Walter H. Howard of Michigan next Thursday.

Snaps in Celery Land

Just now when you want to plant your fall crops is the time to buy improved celery land. I have some real nice bargains in this kind of land and the price will make them sell in a few weeks. You should see me at once for these lands are most desirable, and will be sold at once. There are more people coming to Sanford this season than ever before and they know that there is only one Sanford and other so-called celery lands cannot prove true to name. I will stand back of every piece of land I sell and inquire at the banks of from any business house in Sanford will convince you. Only a few acres of good improved land left but they are just what you want. Office in Herald building at Sanford.

To Buy Lettuce Crop.

Messrs Armstrong of the E. F. Armstrong & Co., commission firm of Philadelphia were in the city on Tuesday of this week and met a number of the growers in the office of J. E. Pace. They exhibited a crate of fine head lettuce raised in New York state and showed the growers just what how the lettuce was packed in the northern markets and what kind of pack they would expect in Sanford for the best results. Messrs Armstrong were very anxious to close a deal with the growers for all the lettuce or a majority of it in the Celery Delta, but a price could not be decided upon that was satisfactory to all parties. They made many friends while in the city and expect to return in November and buy as much of the Sanford crop as possible. They will give a price for the growers, and they will give a great bonus to the growers. It is about certain that the growers will not let the stuff go on consignment unless returns are assured.

Vacation Is Over

Yesterday was the last half holiday for the grocery clerks for the fall business is opening up with a rush and the stores will now remain open all day Thursday.

Why Does Sanford Grow So Rapidly?

Because the soil from the backbone of the place and it has the best artesian wells in the state.

TROLLEY RIDE GREAT

Over Three Hundred Tickets Were Sold to Cameron

IMPROVEMENT SOCIETY'S HIT
Ladies of Sanford Know How to Raise Funds for Needed Civic Improvements

That Sanford has the most handsome, large hearted and best ladies in the world has always been admitted by every one. That Sanford has the most progressive business women in the south has just been demonstrated by the ladies of the Sanford Improvement Association.

Several weeks ago these ladies had a few meetings relative to raising money for civic reforms and beautifying Sanford in every way and they decided to have a trolley ride to Cameron City. It was scheduled to take place last Friday night and proved to be one of the greatest affairs in the history of Sanford. The ladies succeeded far beyond their grandest expectations in selling tickets and disposed of some 300 before the cars ever started. The children and younger folks enjoyed the trip and refreshments as only the younger folks can. The evening being clear and pleasant and lighted by the southern moon drew one of the largest crowds to the street cars where they bundled and jostled and scrambled for seats.

The rush started at 7:30 and from that time on the cars were kept busy taking the "joy riders" to Cameron City. Arrived there the large packing house of Howard-Packard Co. was used as a dancing pavilion and the grounds surrounding were filled with benches and tables where coffee, sandwiches, lemonade, ice cream and soft drinks were served by the ladies.

To the music furnished by the famous Sanford band those who enjoyed dancing gratified their desire to the fullest as all good music is in good shape. Others strolled around the grounds and enjoyed the occasion in various ways until they decided to catch the first car home. Here another good natured rush occurred and some reports were that it was daylight before every one was transported to Sanford.

It was a success of course. The ladies never undertake any project without carrying it through and the joy ride will long be remembered as one of the occasions to remember. "What other city of six thousand inhabitants can give a trolley party or number among its inhabitants a band of workers like the Sanford Improvement Association?"

The committee of ladies appointed to attend to the details of the evening's entertainment deserve much credit for its success. The committee was as follows: Mrs. Dr. King, Miss Alice Whitner, Miss Mell Whitner, Mrs. Bates, Mrs. Homigous, Mrs. Driver, Mrs. Harold, Mrs. Frank, Mrs. Sitingfellow, Mrs. Peck, Mrs. J. N. Whitner, Mrs. Geo. Fox, Jr., Misses Higgins and Miss Bessie Long.

Married in Ocala

At the home of the bride's parents, Mr. and Mrs. C. A. Liddon of Ocala, Wednesday afternoon, Miss Caro Liddon was married to Clifford Maynor, Rev. H. E. Gabby officiated. Only immediate relatives and a few close friends were present. The young couple left on the afternoon train for Sanford, where Mr. Maynor has a position with the Southern Express Company. Both bride and groom were brought up in Ocala and have many friends to wish them all happiness.

Cord of Thanks

The ladies of the S. I. A. wish to express their thanks and appreciation to the Street Railway Co., the Sanford Band, The Howard-Packard Co., Editor Holly, Mr. Maxwell and the many others who helped make the trolley ride a success.

Methodist Church

Sunday school at 9:45 a. m. Preaching at 11 a. m. by the pastor. Subject: "Our Duty." Union services at 7:30 p. m., sermon by Rev. Geo. B. Waldron, pastor of the Congregational church. All are invited to the services. Everybody come.

Congregational.

An object sermon for "grown-ups" will be given at the Congregational church next Sunday morning by the pastor, Rev. G. B. Waldron. Subject, "The Spiritual Birth." Services opens at 11 o'clock. All are invited.

Union Services.

Union services will be held next Sunday evening in the Methodist church at 7:30. Rev. G. B. Waldron will conduct the services. All are welcome.

Catholic Church

Sunday school 9 a. m. Mass and sermon 10 a. m. Rosary, instruction and benediction, 7:30 p. m.

While the hot wave has been spreading over the rest of the country the people of Florida continue to enjoy the delightful breezes from Ocean and Gulf, and there has not been a single case here of prostration by the heat. If you wish to keep comfortable in the summer, as well as the winter, come to Florida and build a home.

The development that has been going on throughout Nassau county for some time is most gratifying to our citizens, and the prospects ahead for the future of Fernandina were never so bright as right now. We are starting to the front with a rush and there is nothing in evidence that could check our progress until wonderful development shall have been made.—Fernandina Record.

Regarding the Everglades.

Tropical Tropics, published monthly at Modello, Dade county, for August contains a warning to those thinking of buying land in the Everglades from which we clip the following:

"The drainage of the Everglades may be practical. The editor does not believe that it will ever result in anything except to the promoters rich, very rich. Already men who were too poor to pay taxes are riding in automobiles and stopping at the best hotels, and they alone have benefited by the scheme. The editor has seen a great many parties who have invested money in the scheme, who will, some time in the future, draw on their savings perhaps forty, perhaps one hundred and sixty acres of the said land. But, after the past three years of expenditure, there are but a very few acres of land reclaimed, and a portion of this is at the head of the Miami river, which land does not come properly under the head of the vast Everglades, as this land is a great deal higher and is undoubtedly valuable for vegetables. Fruit trees will never grow on the land that is under water. Fruit trees require a different soil. Pictures shown by the land companies are not to be relied on. The writer has seen pictures of orange groves labeled as the reclaimed Everglades lands that were and are a great many miles from any portion of the 'big swamp'."

Meeting of Growers

The directors of the Florida Vegetable Growers' Association met in Howard-Packard Land Co's office last Tuesday night and decided to call a meeting on next Tuesday at the Engles' Hall. Every grower in the Celery Delta is urged to attend the meeting as there will be business of great importance to be transacted. The time for action is getting short and the Association has several good plans to propose. Remember the date, Tuesday, August 30th, in the Engles' Hall.

During the excitement incident to the trying of the score in the tenth inning of the base ball game between Philadelphia and Cleveland, aged sixty, a retired wholesaler, formerly of New York City, fell from his seat and died in a few moments.

For the first time since he was shot by James J. Gallagher near two weeks ago, the night watch upon Mayor Gaynor was abandoned by his physicians Monday night. The bullet had previously been given up and the full measure of the Mayor's recovery was indicated by the doctors' statement that they would retire from the case in a few days.

Seventy-four persons and no more are known to have perished in forest fires in Idaho, Montana and Washington. The government crew, who have been working on the big fork of the Couer d'Alene, have been lost, it is feared, and the home government rangers in Montana are still in the woods. There is no warrant for the reports of the loss of hundreds of lives.

Former Senator Wilkinson Call of Florida died Wednesday morning at Washington. He was seventy-six years of age. Senator Call's life has been dispersed of ever since Saturday, when his condition became such that he was conveyed to the Emergency hospital in this city. He was stricken last Saturday morning with cerebral hemorrhage and has been unconscious ever since.

Governor Brown's campaign manager has conceded the nomination of Hoke Smith for the governorship of Georgia. The conceding of the nomination of Hoke Smith was made Wednesday when the lead of the latter over Governor Brown became so pronounced as to not leave any doubt as to the final outcome.

The coasting schooner Catherine M. Monahan, Captain J. Sifford, bounded from New York to Knight's Key, Florida, with a cargo of cement, was abandoned off Cape Hatter's Wednesday in a sinking condition. Captain Sifford, his crew of seven men, left the schooner in a yawl and landed safely at Dyrants Life Saving Station, just south of Hatteras, where they are being cared for.

The grand aerie of the Fraternal Order of Eagles session at St. Louis refused to permit of a delay of the report of the trial committee which last night investigated the charges that four former officers diverted \$12,000 from the order's funds. A resolution was adopted providing that no business should be transacted until after the charges had been sustained or overruled.

W. R. Spier, known through Florida as "Whispering Bill" blew into Sanford this week selling fruit trees and flowering shrubs. Bill's voice has improved somewhat and you can hear him now as far south as Miami when he whispers in Sanford. He has received a fine offer from the photograph company to cut his voice up into small records and sell them.

Read the letter from a man in Sanford to his wife in N. Y.—"Looking Backward" in this issue.

NEWS OF THE WORLD

Items of Interest Gleaned From Various Sources

HAPPENINGS DURING THE WEEK

Confirmation of the reported fall of Managua without resistance, following the entry of the insurgent forces Monday was contained in a cablegram received by the acting consul of Madrid at New Orleans. The town was surrendered without any conflict, it was said.

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CURBSTONE GLEANINGS

A Budget of Opinion "Just Between You and Me"

EVEN THE GATE POST NOT IN IT

A Chief is Among Ye, Talking Notes, and Faith, He'll Prent "Em" - So Says Saunterer.

Special Correspondence to The Herald. Dr. Wiley, chemist at the head of the pure food department of the government, is a little harder on the whiskey question than any one of whom we have recently heard...

Some time ago I urged the erection of a standpipe for the better protection of the city and heard several favorable comments on the same, but so far nothing has been done.

Well, that ninety days granted to the railroad company to demolish the coal chute and erect gates at the crossing must be nearly up and as yet I have not heard a noise like the chute falling or the gates being erected.

Right glad I am to note the good work being done by the ladies of Sanford in the S. I. A. It takes the ladies, God bless them, to do the manifold stunts so necessary to the improvement of a city.

Lawyers stand up in court houses before jurors, in the presence of large audiences, and denounce men as liars, scoundrels, thieves and perjured villains, and when court adjourns the men appear in barbers no ill will against them.

When the tongue of trade is quoted, when the eyes and limbs of the clerk are dull and languid, when the raging fever tangles the empty vitals of the till, when the epidemic of the empty cash box...

St. Peter sits by the heavenly gate, his hands on the strings of a lyre, and he sings a low song as he patiently waits for the souls of those who expire.

Why all this effort at getting an education? Why all this spending of money, erection of buildings, employment of teachers?

Is it to produce men and women who can go forth into the field of Art, and be able to chisel from marble or draw on canvas pictures as grand as those of Michael Angelo, or a Raphael?

Is it to produce men and women who can go forth into the field of Art, and be able to chisel from marble, or draw on canvas, pictures as grand as those of Michael Angelo or a Raphael?

Is it to send forth men and women equipped with everything that goes to make them intelligent, who are able to answer every question as to the construction of our universe, and its age?

The object of the education of our country, the object of the common schools of our land is to produce men and women endowed with every element that will assist to make themselves and the world better.

Remember the saying of Ralph Waldo Emerson, that the prime object of education is to produce men and women that does not mean walking machines; that does not mean intellectual machines;

There is a sewing time and a time to reap. The wise man said: "Bring a child up in the way he should go, and when he is old he will not depart from it."

Flowers - Plants - Bulbs. L. H. Temple. Agent Jacksonville Floral Company. Phone 166. 11th and Oak Ave.

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

DR. N. B. WALLACE. Physician and Surgeon. Office in M. G. T. Building over Kanner's Store. Sanford, Florida.

C. M. HAMILTON. DENTIST. Room 13 Pico Building. Phone 355. Sanford, Florida.

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

DR. R. M. MASON. DENTIST. Welborn Block. Phone 19. Sanford, Florida.

DR. W. E. HOUSHOLDER. DENTIST. Room 22, 24 and 26. SANFORD, FLORIDA.

DICKINSON & DICKINSON. Attorneys at Law. Peoples Bank Bldg. Sanford, Florida.

ANDEW JOHNSON. ATTORNEY-AT-LAW. Practices in State and Federal Courts. M. G. T. Building. Phone 248.

GEO. A. DECOTTES. ATTORNEY AND COUNSELLOR AT LAW. Practice in State and Federal Courts. Welborn Block. Sanford, Fla.

THOMAS EMMET WILSON. ATTORNEY AND COUNSELLOR AT-LAW. Late State Attorney. Seventh Judicial Circuit of Florida. Residences, Sanford and Sylvan Lake.

L. G. STRINGFELLOW. JUSTICE OF THE PEACE. NOTARY PUBLIC. Office in City Hall.

H. F. CRIST. CIVIL ENGINEER AND SURVEYOR. Drainage and Irrigation Work. Lots Staked out and Leveled. Wells Located. Office at Tide Bond & Guarantee Company. Post Office Box 789.

F. O. E. CELERY CITY AERIE 1853. Meets Tuesday nights, at 8 o'clock, at the hall in the Stone-Gove building, on First street.

IMPROVED ORDER OF RED MEN. Wekiva Tribe No. 41. Hunting grounds of Sanford. Meetings on the 1st and 2nd Wednesday of each month in Masonic Hall. Visiting brothers welcome.

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

WE DO NOT Attempt to Compete With China, Because We Pay White Man's Wages. BUT WE DO Better Work and Cleaner Work, and do it in a Sanitary Way, Which Should Meet With Your Approval and Support.

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HOLMES & HUNT. PRACTICAL WELL DRILLERS. Artesian and Deep Wells. See Us Before Placing Your Orders.

HOLMES & HUNT. THE MARKS REAL ESTATE AGENCY. ESTABLISHED 1869. Are Offering Any and All Kinds of Florida Real Estate at as Low Prices and on as Reasonable Terms as Can be Had Anywhere.

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

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RETAIL CASH GROCERY. J. B. WILLIAMS, Prop. Staple and Fancy Groceries, Hay, Grain and Feed. Fruits, Vegetables, Candies, Cigars and Tobaccos. All Kinds Country Produce Bought and Sold. 218, Cor. 3rd Street and Sanford Ave. SANFORD, FLORIDA. Phone 62.

Furniture. WILLIAMS & MILTEER. "ALWAYS AHEAD". We will furnish your Home complete at lowest prices. Seeing is believing. Come and let us convince you. Cash and Installment. If you don't know us, come and get acquainted.

WILLIAMS & MILTEER. Corner 1st Street and Magnolia Ave.

Surface Irrigation vs Sanford Subirrigation

By THOMAS K. BATES.

The thinking person who goes nosing around for information relating to the possibilities of the various localities throughout the United States which hold out to him the most flattering promises of success will be surprised to read the following facts and figures taken from the year book of the United States Department of Agriculture.

Table with 5 columns: Crop, Colorado, Idaho, Utah, N. Mexico, Wyoming, Nevada. Rows include Wheat, Oats, Hay, Corn, Potatoes.

Table with 5 columns: Crop, Missouri, Kansas, Oklahoma, Iowa, Nebraska. Rows include Wheat, Oats, Hay, Corn, Potatoes.

WHEAT THE CHIEF CROP OF NORTH AND SOUTH DAKOTA. North Dakota \$8.63 per acre. South Dakota 8.18 do.

The irrigated states have the rainfall states beat all the way from 40 per cent to 100 per cent on the various items mentioned. But the two items could be added together or any four states' products could be added together and they then would not be in sight of a Sanford sand bed.

LOOKING BACKWARD 1912. Sanford, Fla., Nov. 12, 1912. Dear Wife: You wanted me to write and tell you of Sanford and whether it had improved any since we were here two years ago...

Through a committee appointed for the purpose the city council became interested and appointed a park commissioner and also appropriated a fund to assist in the good work. Old time traditions and prejudices came down with yard fences, while waste and idle places were made to blossom as the rose.

The Florida Trust Company, which has been in process of organization for some time, has taken formal steps towards perfecting its plans for the commencement of business.

Delicious Sanford Sorghum. Sanford soil qualifies again and now it is sorghum. Last season M. G. Carraway, one of our growers, planted a small patch of sorghum because several people had stated that sorghum would not do well in Florida, and Mr. Carraway wished to demonstrate that it would.

American Ladies' Corsets. The Boston And The Clean Sweep Sale. The Big Ten Day Clean Sweep Sale Comes Off Just as Advertised.

It Was "A Go" From the Very First Day. Thursday The opening day was a grand success. The crowds came in droves and at times we were completely swept off our feet. Friday Although not so many people as Thursday, still it was a satisfactory day, more than we had anticipated.

Only Three More Days. FRIDAY, SATURDAY and MONDAY. And The Ten Days Is Over. We would advise that you take advantage of the closing days. Great in-roads have been made in the stock, still there is a great deal left.

The Boston THE GOOD QUALITY STORE. MURRELL & WILLIS PROPRIETORS. 304 First Street. Sanford, Florida.

Merchant Tailoring Department Added. More About It Later. Onyx Hosiery For Ladies And Children.

CURBSTONE GLEANINGS

A 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.

Special Correspondence to The Herald.
 Dr. Wiley, chemist, at the head of the pure food department of the government, is a little harder on the whiskey question than any one of whom we have recently heard—not on the traffic, but on the stuff itself. If he is correct, the whiskey makers who know the secrets of the trade, are murderers wholesale. He admits that there is some pure whiskey sold, but the amount is insignificant compared to the millions of gallons that are poison. Dr. Wiley is reported as saying: "Although I never drink whiskey, I know for a fact that very little real whiskey is sold. Lots of men line up in front of a bar and spend valuable drinking time in arguing about the different brands of poison that the man in white puts upon the bar. It is generally a waste of time, I would say, officially that about 98 per cent of the stuff is not whiskey. This is why I am glad to have whipped the whiskey out of Cincinnati. Lots of liquid that has no claim to the name whiskey has been sold." The majority of persons know little or nothing about chemistry, and if they did, have not at hand facilities for analysis. As for those who drink, it may be said they care nothing about the quality—the better the stuff, the better it pleases. The fact that it kills does not bother them. This leads us to say again: If the lives of the people are worth saving, while the board of health is punishing poor milkmen who add water to their milk, they would do well to look after lordly saloon keepers who daily pour down their customers' throats stuff 98 per cent of which is adulterated. That would ruin the pet business, for if confined strictly to pure liquor 50 per cent of the sellers would be compelled to quit. They would not be able to buy pure whiskey.

Some time ago I urged the erection of a standpipe for the better protection of the city and heard several favorable comments on the same, but so far nothing has been done. Our city fathers would do well to take up this matter in connection with the fire department, for the department would be no good without a standpipe where a pressure could be assured at all times. I should think the Water Co. would also be in favor of this, for it would lessen the labor somewhat of keeping a direct pressure all the time by means of the engine and pump. In fact I understand that Mr. Lake favored a standpipe and was willing to erect one.

Well, that ninety days granted to the railroad company to demolish the coal chute and erect gates at the crossing must be nearly up and as yet I have not heard a noise like the chute falling or the gates being erected. I understand that the council intends to force the railroad to comply, even if harsher methods are employed, and if would seem wise on the part of the railroad to comply and avoid trouble. There are certain rights granted to the railroad and certain rights belonging to the city, and when these rights conflict the city comes first with the people. The railroad should not hesitate to remove an obstruction that blocks the city streets and is in itself a constant source of annoyance to the residents. The matter of gates will mean money saved to the railroad, for at the present status of affairs a suit for damages for injury would mean more than the amount expended on this improvement. I do not wish to appear overbearing or arrogant in my demands, but there are some parts of the earth still reserved for the people and when we say "seat" and mean it, the railroad will have to play checkers.

It is their move!
 Right glad I am to note the good work being done by the ladies of Sanford in the S. L. A. It takes the ladies, God bless them, to do the manifold stunts so necessary in the improvement of a city. The men are all right to do the heavy hand writing and swell up about the large affairs of state, but in the small and more difficult duties of civic reform the ladies get there with both dainty Trilby's. I have labored long to enlist the ladies in this great work and they have been waiting for the paving and sidewalks to be put in before getting in the fray. Now they will have full swing and we can watch for things to happen. Already the first park is putting on airs with a new flower bed, and I hear that the entire plat will be plowed up and Augustine grass planted. Of all the cities in Florida Sanford can be made most beautiful for we have five city parks, flowing wells and all that goes to make the landscape beautiful. The present plan of street paving gives a chance to make

nice parkways on every street and the property owners are aiding in this work. I notice though, that the people who rent property are prone to leave the grass dead weeds take the place. Perhaps the owners of the property should assist by planting the grass and then have the tenants keep it watered and cut. At any rate the owners and tenants ought to get together and keep the grass plat in good shape.

St. Peter sits by the heavenly gate, his hands on the strings of a lyre, and he sings a low song as he patiently waits for the souls of those who expire. He hears in the distance the chorus of song, that swells from the foot of the throne, and he smiles as the music is wafted along, and warbles a lay of his own: "There is room in this region for millions of souls, who by sorrow and woe are bereft, 'tis for those who have suffered the melody rolls, but the kicker must turn to the left. There is room here for people who when they were young, persisted in sowing wild oats, yet who boomed up their cities with sinew and tongue, but the kickers must go with the goats. There is room for the people who pointed with pride to the beauty and growth of their town, who kept singing its praises aloud till they died by the kicker will please amble down. They'd say that the music was all out of tune, and the angelic robes 'hand-me-downs,' and they'd send for a jeweler off to the moon, to sample the gold of their crowns. Now, while there is room for millions of souls who by sorrow and woe are bereft, we want no complaint of the music that rolls, so the kicker must turn to the left." Thus sang a true poet in words that should burn, like a hot iron deep in the soul of the kicker who kicks, and who kicks, and who kicks, from the equator clear up to the pole. They intrude their foul presence upon every live town, and chill every boom—what a pity! We've a live lot of pushers with hardly a clown, and mighty few kickers in our city!

Why all this effort at getting an education? Why all this spending of money, erection of buildings, employment of teachers? What is to be gained? Is it to make a scientist who can go forth into the world and by his knowledge be able to control the elements and bring them subservient to man? No, not this.

Is it to produce men and women who can go forth into the field of Art, and be able to chisel from marble or draw on canvas, pictures as grand as those of Michael Angelo, or a Raphael? No, not this.

Is it to produce men and women who can go forth into the field of Art, and be able to chisel from marble or draw on canvas, pictures as grand as those of Michael Angelo or a Raphael? No, not this.

Is it to send forth men and women equipped with everything that goes to make them intelligent, who are able to answer every question as to the construction of our universe, and its age? No, not this is the end of true education.

The object of the education of our country, the object of the common schools of our land is to produce men and women endowed with every element that will assist to make themselves and the world better. Endowed with every thought that will assist mankind in more thoroughly and systematically working out the end for which they were elected. You remember the saying of Ralph Waldo Emerson, that the prime object of education is to produce men and women. That does not mean walking machines; that does not mean intellectual machines; but that means men and women who have hearts, as well as minds; who look beyond the material things of this world, and look to humanity and to God for the elevation and betterment of mankind.

There is a sewing time and a time to reap. The wise man said: "Bring a child up in the way he should go, and when he is old he will not depart from it." So it is with the boys of today who are allowed to run the streets till nine or ten o'clock at night. This does not mean Sanford alone, as most all cities are similarly afflicted—for an affliction it surely proves to be to many families in the after life of the boys. Parents, see after your boys, and the company they keep. It will be worth more than gold to you and them in the years to come.

Lawyers stand up in court houses, before jurors, in the presence of large audiences, and denounce men as liars, scoundrels, thieves and perjured villains, and when court adjourns the men appear to harbor no ill will against them. But let a newspaper faintly intimate that a man's character is blemished, and he has to confront a horse pistol, stand a libel suit or suffer what the people think to be the greatest of all mortifications—lose a subscriber.

When the tongue of trade is quoted, when the eyes and limbs of the clerk are dull and languid, when the raging fever tackles the empty vitals of the till, when the spider webs in the empty cash box and bouquets of decay are on the chandeliers, it is conclusive that the advertising doctor has not been consulted.

—THE SAUNTERER.

DR. N. B. WALLACE
 Physician and Surgeon
 Office in M. G. T. Building over Kanners Store.
 Sanford, Florida

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

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

DR. R. M. MASON
 DENTIST
 Welborn Block Phone 19
 Sanford, Florida

DR. W. E. HOUSHOLDER
 DENTIST
 Rooms 23, 24 and 25 Pico Bldg. Phone 41
 SANFORD, FLORIDA

DICKINSON & DICKINSON
 Attorneys at Law
 Peoples Bank Bldg. Sanford, Florida

ANDEW JOHNSON
 ATTORNEY-AT-LAW
 Practices in State and Federal Courts
 M. G. T. Building. Phone 248

GEO. A. DECOTTES
 ATTORNEY AND COUNSELLOR AT LAW
 Practice in State and Federal Courts
 Welborn Block Sanford, Fla

THOMAS EMMET WILSON
 ATTORNEY AND COUNSELLOR AT-LAW
 Late State Attorney Seventh Judicial Circuit of Florida
 Residences, Sanford and Sylvan Lake

L. G. STRINGFELLOW
 JUSTICE OF THE PEACE
 NOTARY PUBLIC
 Office in City Hall

H. F. CRIST
 CIVIL ENGINEER AND SURVEYOR
 Drainage and Irrigation Work. Lots Staked out and Leveled. Wells Located
 Office at Title Bond & Guarantee Company
 Post Office Box 789

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Surface Irrigation vs Sanford Subirrigation

By THOMAS K. BATES.

The thinking person who goes nosing around for information relating to the possibilities of the various localities throughout the United States which hold out to him the most flattering promises of success will be surprised to read the following facts and figures taken from the year book of the United States Department of Agriculture.

Average gross returns to the farmer per acre for last seven years in States where government reclamation service had done its work in irrigating lands. Taken from year book U. S. Department of Agriculture pages 608 to 687.

IRRIGATED STATES PER ACRE.

Crop	Colorado	Idaho	Utah	N. Mexico	Wyoming	Nevada
Wheat	\$18.75	\$17.75	\$18.32	\$17.26	\$18.93	\$25.70
Oats	16.00	19.60	18.26	16.20	16.56	24.62
Hay	20.07	18.65	18.26	26.63	14.38	22.07
Corn	Not grown to any extent.					
Average	18.27	18.29	19.28	20.03	16.62	24.13
Potatoes	78.75	74.49	70.32	72.91	98.66	118.54

RAINBELT STATES PER ACRE.

Crop	Missouri	Kansas	Oklahoma	Iowa	Nebraska
Wheat	\$16.10	\$ 9.09	\$ 8.23	\$ 9.14	\$ 11.35
Oats	7.60	7.71	9.95	8.01	7.75
Hay	9.93	7.07	5.11	9.75	7.71
Corn	11.85	10.14	9.16	11.73	9.37
Average	9.82	8.65	8.11	9.73	9.04
Potatoes	44.40	50.23	67.38	38.61	39.31

Average of all crops except potatoes:

Irrigated States \$19.79

Rain Belt States 9.07

WHEAT THE CHIEF CROP OF NORTH AND SOUTH DAKOTA

North Dakota \$8.63 per acre.

South Dakota 8.18 do

100 per cent greater than those of the rainbelt states.

Hundreds of millions of dollars are being invested by our Government at Washington and landowners throughout the west to reclaim land that will not produce on an average of \$20 per acre after it is reclaimed.

The government at Washington through the reclamation bureau is advertising these reclaimed lands which are mostly located in Arizona, California, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North and South Dakota, Oregon, Washington and Wyoming. Thousands of families are still needed to

take up these reclaimed lands which produce little or nothing per acre and the Government in connection with the private corporations who own them are doing all within their power to get said multitude of folks to move on to them.

It seems to the writer that "Lucky Sanford, The Dollar Factory" has the very best opportunity of any locality in the U. S. for establishing a basis of publicity that from sheer fact will overthrow any and all agricultural communities on this continent. Here we have a condition that smacks more of witchery than it does of sound fact. If a Sanford farmer can put out a single acre in cultivation and make it produce more real profit than one hundred ninety four acres of Kansas oats which is done here season in and season out, it is time for the Sanfordite to jump up in the eternal, crack his heels together and let a yell out of him that can be heard from the Frigid North to the Equator and from home of the moose in Maine to the home of the Spinning\$ in Oregon.

mittees and set about making "Lucky Sanford" "Beautiful Sanford." It is needless to say they succeeded. Yes, succeeded beyond their most sanguine expectations, for what band of women with heart and soul bent on such a good work ever knew the word fail.

You may talk of the "spirit of the north," but as a northerner I bless the "loyalty of the south." The women had but to sound the Macedonian cry of "Come over and help us" and the answer echoed as from one great hub blast from forest and glen and countryside and town. The street car line, which had only recently been opened for traffic, tendered the use of every car they had for a trolley ride.

The Sanford Band, which has this summer again helped make Sanford famous by being chosen to play for the Panama Exposition, tendered their services, all of which were most gratefully accepted.

The trolley ride with a dance in the warehouse and all kinds of good things to eat on the lawn, at the end of the line, which then only extended to Cameron, was a grand success. The whole town and country turned out en masse as one happy family.

One big social function after another, in which all the people participated, was held, a large fund was raised and the beautifying began in earnest and has never stopped, nor has the interest waned. Every park in the town is irrigated and planted in trees, foliage and flowers. Public interest and pride have been aroused to the uttermost.

Through the interested efforts of the teachers the school children have become interested in helping care for and beautifying the parks and adjoining school property.

Through a committee appointed for the purpose the city council became interested and appointed a park commissioner and also appropriated a fund to assist in the good work.

Old time traditions and prejudices came down with yard fences, while waste and idle places were made to blossom as the rose.

The women—God bless them—what would the great Sanford Celery Delta do without them? The half has not been told. I know you will enjoy it all as much as I do, so take the next steamer and come and see.

Your loving husband,
A. F. H.

Florida Trust Company Organized.

The Florida Trust Company, which has been in process of organization for some time, has taken formal steps towards perfecting its plans for the commencement of business. This company will have an authorized capital of \$600,000, and will commence business with a paid in capital of \$400,000. The remaining capital to be supplied in the course of business as it may be needed after the business is thoroughly under way and active. The bulk of the capital is subscribed by Northeastern and Western stockholders, and the balance by various stockholders scattered over the state of Florida, thus identifying the new enterprise as more of a state than a local company, in which it has favorable Northern connections, enabling the enterprise to handle business throughout the state and finance meritorious propositions in Florida away from home.

The following officers and board of directors have been selected for the com-

ing year, and will supervise the affairs of the company:

President, Claude H. Barnes, of the Barnes, Jeap Company, Jacksonville.

First Vice President, O. H. L. Wernicke, president, Macey Company, Grand Rapids Mich.

Second Vice President, M. M. Smith, president People's Bank, Sanford.

Third Vice President, E. G. Phinney, president E. G. Phinney Lumber Company, Jacksonville.

Fourth Vice President, J. E. Stillman, president Pensacola Investment Company Pensacola.

Secretary and trust officer, L. B. C. Delaney, Washington, D. C.

General counsel, Gibbons & Maxwell, Jacksonville.

Delicious Sanford Sorghum.

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Smoke Sanford cigars, "Lucky Sanford" and "Tampa John." Best 5 cent Havana cigars in the city. They have stood the test. Sold by all first class dealers. 41-1f

LOOKING BACKWARD

1912

Sanford, Fla., Nov. 12, 1912.

Dear Wife:

You wanted me to write and tell you of Sanford and whether it had improved any since we were here two years ago—well, I should say it has. I hardly knew the place when I arrived a week ago and my surprise is only equalled by my delight in seeing such a wonderful and beautiful improvement. Park avenue is lined with handsome residences, fronted by shady trees, grass parking and borders of blooming flowers, as are also Oak, Magnolia and Palmetto. The river front has been built up and beautified, and many elegant residences extend several miles up and down the river along a fine, hard surfaced boulevard.

When we were here two years ago the river had no "front" and now the beautiful sight is the first greeting of a happy welcome to the tourist coming down the St. Johns river. The river front and the beautiful park in front of the Sanford House causes the weary traveler to love Sanford at a glance.

The Atlantic Coast Line has also put in little parks and beautified its grounds to bid the stranger a happy greeting.

The street cars run to Orlando and return every half hour. To Cameron City and all the small surrounding towns on a fifteen minutes' schedule.

A ferry runs across Lake Monroe every half hour to carry visitors to Enterprise and Stone Island. The chief attractions at Enterprise are the Orphans' Home, College buildings, Green Springs and the chicken farm, and at Stone Island is a wonderful art exhibit at Graystone, the home of the artist—Mrs. Commons.

The residents, as well as the tourists from Orlando avail themselves of the privilege of one of the most enjoyable trips in Florida, over trolley line to beautiful Jessamine Park, three miles out from

Sanford, in Palm Hammock near Palm Villa. It is a natural park, owned and kept beautiful by the Street Railway Co., and while they have spared no expense to beautify and keep it in order, they have allowed nothing to detract from its natural beauty, chief among which are the beautiful bowers of yellow jessamine hanging in garlands from tree to tree.

These with the draperies of silver Spanish moss hanging like a bridal veil, when the thousands of electric lights are turned on at night gives one the feeling that they have indeed been wafted to a veritable Fairyland.

The trees are hung with electric lights which glisten and twinkle like myriads of stars and they do not have to economize in the use of electricity, for they have learned to utilize the water power from their artesian wells, and now use the electricity to run the street cars and light the parks, as well as the homes in all the artesian belt.

Further out on Lake Jessup are the golf links, club house and boat house, recently opened to the public by the Howard Packard Co. Near by is Howard Park, which is the result of the work of the enterprising Cameron City people and is the scene of many happy gatherings.

Every nook and corner of Sanford seems to be beautiful. The secret? Well, I am coming to that. It seems that just after we left here two years ago, disgusted because all interests seemed to be centered in the great celery fields and truck gardening, and that no one seemed to be utilitarian, blinded to the possibilities of beautifying the town and country and thus carrying the artistic along with the commercial, with one accord the ladies of Sanford awoke us from a deep sleep and took for their slogan, "Make Sanford Beautiful." They called mass meetings in the band stand in the park, appointed coun-

American Ladies' Corsets

The Boston

And The

Ziegler Shoes for Ladies' and Children

Clean Sweep Sale

The Big Ten Day Clean Sweep Sale Comes Off Just as Advertised.

It Was "A Go" From the Very First Day

Thursday The opening day was a grand success. The crowds came in droves and at times we were completely swept off our feet.

Friday Although not so many people as Thursday, still it was a satisfactory day, more than we had anticipated.

Saturday All records for sales were broken. Never have we had to cope with such a large crowd. They came, they saw and all that we could serve, bought.

Monday Bright and early the sale continues with a rush and as this goes to the printer the sale "rolls merrily" on.

Only Three More Days

FRIDAY, SATURDAY and MONDAY

And The Ten Days Is Over

We would advise that you take advantage of the closing days. Great in-roads have been made in the stock, still there is a great deal left. We assure you that nothing has been "marked up, some prices prevail. A few new bargains added to take the place of some closed out lots. We appreciate the presence of every one who attended. If you were not satisfactorily served we are sorry, and assure you that we did our best and if you will come again when we are in our "normal state" we can spend a little more time with you.

Merchant Tailoring Department Added More About It Later



MURRELL & WILLIS
PROPRIETORS

304 First Street Sanford, Florida

Onyx Hosiery For Ladies And Children

The SUB-IRRIGATOR & FLORIDA TRUCKER

"A Newspaper Within a Newspaper."

Published in the interests of the intending investor and settler by the Howard-Packard Land Company, Incorporated, Sanford, Florida

SAFEGUARDS IN THE PURCHASE OF LANDS

Under this heading the September, 1910, "Success Magazine" publishes the following severe land test questions for the protection of land buyers. Before you buy land put these questions to the seller.

The Howard-Packard Land Company, Inc., voluntarily publishes its answers to the "Success" questions for the information of the world. Our methods stand every test—our EUREKA HAMMOCK every investigation.

SUCCESS QUESTIONS

1. Has the land offered for sale been surveyed under the printed rules of the United States land office? Do the lines of the subdivision connect with the established corner posts located by said land office? Were "Officially Certified" copies of Field Notes of said land office used in making said survey?
2. Give date of survey, name and address of the surveyor.
3. Has a plot of the survey been recorded in the Recorder's office of the county in which the land is situated?
4. Give the date of recording, also book and page of record, and enclose a blue print or zinc etching copy of said plot.
5. Has the purchaser of each lot the free use of a recorded street abutting his lot and extending to established public roads without any reservations or restrictions in favor of the seller?
6. If the roads are not free of encumbrances, state all reservations and restrictions.
7. What are the levels of the land measured from a bench mark set at high water line of the nearest navigable water?
8. Has the land any spots of marsh, swamp, mire or bog holding standing water after rainfall and being above the high-water bench mark before mentioned?
9. Is the land now ditched so as to run off all rainfall to nearest navigable water?
10. State the area and depth of all spots holding standing water?
11. Is the property now enclosed with a substantial fence?
12. State the number of years the fence has been maintained in its present location.
13. State the kind of trees and vegetation now growing on the land.
14. State if the land has been grubbed and stumps removed, or are stumps and palmetto scrub to be removed by the purchaser?
15. Are there now any artesian wells driven on the land that show flowing water?
16. State how many wells, and location of same. Give diameter of pipe and its depth to flowing water.

HOWARD-PACKARD ANSWERS

1. The lands we are handling, of which EUREKA HAMMOCK is a part, have been surveyed by the Government, under the printed rules of the United States Land Office. The lines of the sub-divisions connect with the established corner posts located by said Land Office, and officially-certified copies of Field Notes of said Land Office were used in making said surveys.
2. The name and address of the surveyor is Fred T. Williams, Sanford, Florida. Mr Williams made the survey of EUREKA HAMMOCK sub-divisions during the summer of 1909.
3. The plat of the survey has been recorded in the Recorder's Office of Orange County, Florida, in which county EUREKA HAMMOCK is situated.
4. We can give date of recording, book and page, and a certified copy of the plat at any time specific request is made, but as this costs from \$10 to \$15 we do not care to go to this expense indiscriminately.
5. The purchaser of each tract has free use of a recorded street on at least two sides of his property, extending to an established public road. Said streets are dedicated absolutely to the public and such dedication is so specified on the recorded plat in the Recorder's Office, and without any reservations whatsoever.
6. There are no restrictions, encumbrances nor reservations on any of the streets.
7. The levels of the land, measured from a bench mark set at highwater line of the nearest navigable water, is from 3 1/2 feet to 24 feet.
8. No.
9. The land is now ditched so as to run off all rainfall to nearest navigable water.

THEN AGAIN

The fact that the widely circulated and responsible CHICAGO EXAMINER

Entirely Unsolicited—selected a 10 acre EUREKA HAMMOCK tract for one of the prizes in its current farm competition is additional assurance that our

Eureka Hammock is Strictly a Reliable Sanford Proposition

We emphasize Sanford. Not Near Sanford, but right in the flowing well or natural irrigation belt of the Celery Delta the fame of whose lands is being used to throw a halo around lands that are miles away.

\$150 PER ACRE

Including free lot Clyde Town Site with every Ten Acres

Term:—One-third Cash, One-third one year, One-third two years. Your money back with 6 per cent interest when you have completed payments if you are not satisfied. We will write this in your contract.

Ask for further details on the coupon

HOWARD-PACKARD LAND CO.
(INCORPORATED)

Peoples Bank Building

Sanford, Florida

10. No spots holding standing water.
11. No fence. It is well to add that it is customary for the purchaser to improve his land. Fences are not found on unimproved lands.
12. This is answered by No. 11.
13. Pine, Oak, Cabbage Palmetto, Cedar, Gum, Hickory and some other woods.
14. The land has not been grubbed nor stumped. All stumps and palmetto scrub are to be removed by the purchaser, unless otherwise agreed.
15. Yes.
16. There are sixteen strong flowing artesian wells in EUREKA HAMMOCK, located in various places, some on the highest point of the land and some on the lowest. The diameter of the pipe is two inches, the depth varies from 100 to 140 feet.

HOWARD-PACKARD LAND CO.
By E. A. HOWARD, President

The publication of these answers must convince the most skeptical that our EUREKA

There could not be, perhaps, a stronger test of farm lands than these sixteen questions Success Magazine propounds to all land companies wishing to advertise in its columns. We are glad to welcome an opportunity of specifically stating where our EUREKA HAMMOCK stands in relation to this Land Test, so that each prospective purchaser knows exactly that what he is reading is the truth; and each actual purchaser knows he hasn't purchased one thing under the delusion that he purchased another.

Fill out the coupon and we will send you further details without putting you under any obligations, we want you to know what we have for sale as a matter of information and guidance.

CUT THIS OUT AND MAIL

HOWARD-PACKARD LAND CO., Inc.
Sanford, Florida

Please write me fully concerning your Eureka Hammock. Also mail me your Sanford booklet without putting me under any obligation.

Name.....

Street or R. F. D.....

Town and State.....

HAMMOCK tract is a good "buy", and that we have taken every legal safeguard to ensure that you get just what you pay for—a farm legally surveyed, legally recorded—a farm with streets on two sides without restrictions or "strings"—a farm with flowing wells guaranteed, one well will irrigate five acres—a farm on land that is now ditched and without standing water—a farm that no one can take away from you or hinder you from developing to its limit through quibblings or technicalities of clouded title.

Address All Communications

Howard-Packard Land Co.
(INCORPORATED)

Peoples Bank Building

Sanford, Florida

VIRGINIA OF THE AIR LANES

By **HERBERT QUICK**

A Romance Of Flying

Copyright, 1909, by the Bobbs-Merrill Company

CHAPTER XI.

THE AERONEF VIRGINIA.

there were along the sparsely traveled highway of the strand and the footprints of one in particular attracted him. Tracks in the sand were to Harrod book, newspaper, telegraph and circulating library. He knew several things that this man might be—a deserter from the fort, perhaps, or it might be some one connected with the revenue service. His cabin was "Harrod's fishing camp"—nothing more. What had revenue officers to do with such humble placatorial headquarters as these? They should not care about Theodore's hidden invention.

And yet one day a slimy metal sea monster stuck a blunt nose out from the water at about the five fathom contour line, opened a rectangular mouth and flicked a square red tongue like an angry snake until Captain Harrod on the highest dune opened a brilliant red handkerchief with a Obau-tanqua salute and wiped his nose elaborately. Whereupon the sea monster sank beneath the brine. What took place that night was concealed by darkness. If Captain Harrod was busy carrying packages ashore until morning he came by them honestly, no doubt.

An examination of the popular novels or periodicals of the past—any of the era of that president whose Christian name our Theodore bears—will be rewarded by a realization of prophecy gone wrong as to the influence on smuggling of aerial navigation. It must bring free trade, they said. Ships navigating the air could land their cargoes anywhere. Yet the airships gave the custom house people little trouble. Airships were so conspicuous; their loads were necessarily so light; the system of reporting them by wireless from Canada, Mexico and the islands was so efficient.

Very unexpectedly it was the submarine that drove the "revenues" wild and filled the law books with Draconian statutes. No trade ever grew faster. The boat fish dived beneath the waves and rose on some lonely coast like this by appointment with some Captain Harrod sitting like a bewhiskered bit of wreckage on the dunes.

Harrod was nervous about the footprints, and he persevered in a search until he found their maker lying asleep in a comfortable sleeping bag in a nearby thicket. He recognized him as Wisner, inventor of the helicopter that was blown out to sea. He waked Wisner, and the latter assailed Harrod in abuse which included the absent Carson.

"You let my helicopter go out to sea," he wailed, "and it was worth a million dollars to me."

Harrod took pity on the inventor, and as a result Wisner stayed for weeks, sleeping in his bag on the porch of the cabin, and, to the captain's intense anger, tried several times to visit the shed where Carson's newly invented airship was in course of completion.

Finally Carson arrived. Theodore ordered the spying man away, and an altercation ensued in which Wisner was roughly handled. At last he took his leave, vowing vengeance on Carson and the airship, which, he said, was worthless. He had made rough drawings of the airship, as he had managed secretly to elude Harrod's watchfulness.

At the lagoon he took a boat and rowed to the north shore. The boat from the submarine that had signaled Harrod had brought her crew ashore. He addressed one of the men as Faville and learned that the Stickleback, the submarine, was offshore for some unknown purpose. Reagan, the Stickleback's captain, came lastly up, and Wisner informed him that he (Wisner) was going on board her. The captain, amazed, asked for what reason.

"I'm going to use her."

"The d—d you are!"

"Well, if not I'll show you up to the authorities as a smuggler, Reagan—you an' Harrod."

Reagan's face paled. He hastily drew a revolver from his pocket, then thrust it back.

"How do we know," said Reagan, "that you won't peach after you get through with us?"

"If I make the play I expect to," replied Wisner, "I'll be in a d—d tight deeper'n you are!"

"That means," said Reagan, "worse than smuggling."

"I mean the only thing the law punishes worse than smuggling with a submarine!"

Reagan answered slowly: "I didn't expect I'd ever go that far, but I guess I'll have to leave under you, Wisner. You're captain of the Stickleback."

VIRGINIA, left alone, was rather glad of it. Her desertion of the Shaynes was a crisis in her life. She had acted impulsively in a matter of great moment and needed time for thought. She had taken flight to Carson's Landing and to shelter in the shade of the sole remaining branch of her family tree, full of confidence that she would find there a silver haired uncle and a delicate old lavender aunt, redolent of the old regime and ready to receive her tenderly loyal to the Carson blood.

Instead of silver hair, Theodore, the audaciously false uncle, had the "little, silky kid's mustache," and there was no aunt. The grandniece of old General Carson, related to Theodore Carson by no chain of descent save the dubious one of the original third Carson brother of hundreds of years ago and the ownership of this plantation, was weakly allowed to assume kinship from the place and name and never thought of sitting down with Theodore and tracing the thing out. She wondered just what the relationship was anyhow. Ohio said that Cabuses were Cabuses, and she never bothered about different kinds. He couldn't be a real uncle, Virginia felt sure of that. He might be a son of General Carson by a second wife. He was the head of the family anyhow. She must be satisfied with that.

Of his invention, save that it was in the mysterious shed, chosen because of its remoteness and its unobstructed beach, she really knew nothing. She began to wonder now whether he was a world's genius or only the crude product of a country college, with nothing to command a second glance except his sliney erectness, the pathetic yearning in his eyes and the wonderful softness in his voice.

"Uncle Theodore," suggested Virginia to Mrs. Stott, "has invited us to visit him. And, do you know, I think we'll go back with the captain if you can overcome your aversion to the water."

"Will the bay be rough?" asked Mrs. Stott as if confident that the captain served out the weather.

"Dead ca'm, ma'am."

"We'll go," said Mrs. Stott.

The ladies hurriedly packed their dunnage and embarked. They were a gay party. Virginia was full of laughter. Her color rose and her eyes dilated as they took the stream early enough to let them through the new canal into the lagoon by daylight.

"Do you see any signs of a storm?" asked Mrs. Stott, noting his upward glances.

"No, ma'am," he returned. "Ah was just tryin' to make out if Ah'd eye seen that craft befo' aloft thah."

The craft alluded to was a great silver Condor, gleaming in the sun.

Virginia studied her absorbedly with her field glasses.

"I think," said Virginia, "that she's the Roc. I'm sure of it."

"Yes, ma'am," replied Harrod.

"She's lyin' to," said the captain.

"Thah goes huh lift down."

"Why," asked Virginia wonderingly, "what can she want over there in the woods?"

"She's jist about ove' yo' home, ma'am," said Harrod.

Virginia grew pale and, asking for the glass, scanned the great aerostat with the lowered lift, like a nexus, to the ground.

"Can't you go a little faster?" said she, laying down the binoculars.

"Aftah we clear Week's bay," said the captain.

Once clear of the channel, they stood for the south shore, the engines firing in continuous explosion. Suddenly with a little scream, Virginia leaned out to look upward past the awning. In the water, instead of bird or sail or cloud, she had seen, coming up from the depths under their rail, the Roc, under full speed, her great engines purring like tiger cats, her screws shimmering, her giant hull a resplendent bubble of steel. Looking up, Virginia saw her overhead and cowered back into the boat, for peering over the rail and calling like an evil bird was Silberberg.

"Shall Ah answer the hail, miss?" asked the captain.

"No!" whispered Virginia. "Take no notice, I beg of you, captain!"

The Roc swept on like a meteor, leaving the launch behind. Virginia asked the captain if he supposed she had been recognized.

"Ah reckon not, miss," said he. "Jist a chance meetin', Ah reckon. She's come to, right ove' the inn," said the

Why Pay Rent



We have 5 of the most desirable lots on Sanford Heights to sell. These lots have a frontage of 65 feet on Park Avenue, and remember they all face the east, the front of the house always shady afternoon. We have a special price on these lots for the next ten days. Cash or on time.

We have a handsome 15-room residence situated in the most desirable resident section of the city. If you would furnish a few of the rooms and rent them the rent would pay for the place in 4 or 5 years and give you your rent free. This elegant house will be sold in the next few days. Are you going to pass this up and let some other lucky fellow pick it up? If you want it don't hurry but be as quick as you can.

We have a lot of bargains in Celery Farms. These prices we now have on them won't hold over 60 days, better pick one of these up before the rush starts. 100 acres of the finest Celery and Lettuce land in the Sanford section, which we can make you a special price, will cut it up for you or sell you the whole piece.



If you have any Real Estate you can not sell bring it to us. If there is any piece of Real Estate you want to buy come and see us.



COLORED PEOPLE

We have a few lots that we are selling to the Colored People at \$40 each, a small cash payment and the balance \$2.50 per month. These lots will be worth \$100 before you get thru paying for them.



For Land See Field & Son
Room 8, Peoples Bank
Sanford U. S. A.

Ocala Fertilizer Company

We Manufacture A Superior Fertilizer for

Corn	Lawns
Cane	Lettuce
Beans	Flowers
Celery	Cantaloupe
Cotton	Strawberries
Potatoes	Grape Vines
Tomatoes	Orange Trees
Watermelons	

MANUFACTURERS OF 'SUPERIOR' FERTILIZERS

L. V. D. BLAIR, Agent P. O. BOX 718

Sanford

Florida

We Sell Fertilizer Material at lowest Prices

A. P. CONNELLY

GENERAL-FIRE INSURANCE AGENT

Office Above First National Bank

SANFORD, FLORIDA

\$ 1.25

Tampa and Return Tuesday, August 30

VS

Atlantic Coast Line

Special Train will Leave Sanford at 6:30 A. M., and Arrive in Tampa at 11:00 A. M. Special Leaving Tampa Returning 6 P. M.

Tickets Good for Date of Sale only

J. F. KIRKLAND, D. P. A.

TAMPA

FLORIDA

Now Is The Time To Buy Improved "Ready to Plant" Sanford Celery Farms

These farms can be bought for the next thirty days for less money than ever again. We have Sanford farms to sell. Not Largo, Taft, Burbank nor Celery City but Sanford.

Always Sanford. There is only one Sanford. All irrigated ready to plant. Will pay for themselves this winter. . . .

H. H. CHAPPELL'S

Real Estate Agency

Spencer's Bakery

MOST COMPLETELY EQUIPED BAKERY IN FLORIDA

All Mixing done by Latest Improved Machinery. Finest Quality of Bread and all kinds of Cake Made Daily. Everything Sanitary, best of Material Used. All, and especially the Ladies, are invited to visit our shop.

We Make any Kind of Cake on Special Order

SPENCER'S BAKERY

111 Park Ave. Phone 106 Sanford, Florida

THE SANFORD HERALD

Published Every Friday Morning at Sanford, Fla. R. J. HOLLY, Editor and Proprietor

Subscription Price, \$2.00 a Year in Advance

Entered as second-class mail matter August 22nd, 1908, at the Postoffice at Sanford, Florida, under Act of March 3rd, 1879.

Office First Floor in the Blahop Block, First Street Telephone No. 148.

The Herald has over 2000 paid subscribers. That is why an advertisement in this "country weekly" pays

Help make Sanford Beautiful!

Remember the growers meeting on next Tuesday night.

Watch Sanford improve. The ladies have taken the helm.

The recent rains are filling Lake Monroe and making the grass grow.

Celery Sanford expects to outdo last year's wonder. Times-Union

Every grower in the Celery Delta should insist on f. o. b. sales this season.

Broward has qualified for the Hall of Fame. He has been written up by the Saturday Evening Post.

The Herald Special Edition will be out about October first. It will place Sanford before the eyes of 25000 people.

The story in The Herald this week of Sanford two years hence is not over-drawn, but the people must get together on improvements.

The Sanford Herald is two years old. And undoubtedly the huskiest two-year-old Florida journalism has ever had.—St. Petersburg Times.

Under F. G. Taylor The Hastings Advocate is putting on a better appearance and bids fair to become one of the best in the state. The Advocate will do much toward building up the great potato center of Hastings.

The Herald requests the many friends and customers to grant us a breathing spell next week in order that the plant can be moved into the new building where more work can be accomplished and The Herald can expand and attain a higher degree of efficiency in Sanford's publicity.

The articles on Sanford's climate in summer and winter written by T. K. Bates and given space in The Herald have created most favorable comment. Few of our people are aware of the fact that Sanford possesses so much in the way of an equable climate both summer and winter. Mr. Bates has written four articles regarding the climate and draws comparisons that are most favorable to Sanford. These papers sent to friends in the north would do much toward turning people Sanford way.

GOING SOME.

The Sanford Herald celebrated its second birthday last week. Editor Holly has been getting out a good paper and has met success. He charges two dollars for subscriptions and gets it. His subscription list is now above the two thousand mark and is growing. On the first of September the Herald will move into a fine office building of its own. We are glad to see Bob Holly succeed and hope to see him enter the daily field with his Herald some day.—Pensacola News.

ON THE PROHIBITION QUESTION.

If the state of Florida goes dry the wholesale whiskey houses of Jacksonville can credit it to the literature which they are sending every week through the mails to people who do not want it. The Herald has favored local option in this question and has refused to publish whiskey advertisements because Sanford was dry and the people did not want whiskey flaunted in their faces. But the wholesale houses in other cities will not let the dry territory alone and if it comes to a show-down the people will resent this and vote the state dry. We cannot have local option with the wet towns stopping over in our dry territory and if there is no other way to stop it the people will vote liquor from the state.

Some unreasonable persons seem to think that it is a newspapers business to dig up every instance of moral and physical filth in the community and herald it to the outside world. The Lakeland News does not take this view of its duty. It can find too many good and beautiful things in its surroundings, without the necessity of filling up its columns with semitons on the city dump. It can find

too many items of progress, of commercial advancement, of social and religious happenings, to give space to every disgusting incident that drags its way through the police courts. This newspaper declines to perform the duties of a scavenger.—Lakeland News.

The same ideas advanced by The Herald. It is not what a newspaper publishes but what it leaves out of the columns that makes it clean enough to enter the homes of the readers.

THE ETHICS OF IT.

The Pensacola News says in regard to some of the Florida land schemes, "Nothing should be said against a legitimate real estate proposition, of course, but the man who buys any land without first looking it over deserves to get 'stung.'" We can hardly agree with this broadly stated proposition. But even admitting for the sake of argument that such a man "deserves to get stung," it is not for the best future interests of the State to have a lot of honest would-be settlers "stung." If everybody did business on that principle there would soon be no such thing as business confidence, which is the foundation of nine-tenths of all commercial transactions. Franklin said, "Honesty is the best policy." He took the matter out of the realm of morals or principle and advises honesty as for the sake of policy. Florida can not afford to be anything but honest with prospective settlers and any land firm that is misrepresenting the facts, should be exposed. Editor Holly is right on this point as he is on most points and we hope he will continue to "Hew to the line," etc.—Reporter-Star.

GREETING TO SILAS HONK

An announcement in the Pensacola News that Editor Crawford had disposed of his interest in that paper came as a surprise to his many friends of the "press gang." "Bill" Crawford as he is affectionately termed is one of the best in the profession and his crisp editorials and wonderful knowledge of Florida men and affairs has kept the News in the front rank of journalism. Herbert Felkel, formerly managing editor, will assume charge of the News, and Bro. Crawford's mantle falls on worthy shoulders. The editor of The Herald takes special pride in Herbert for he matriculated in journalism on the college paper at Gainesville together with Sam Sanborn who is also on the News staff. Mr. Felkel is probably the youngest man in the State, if not in the United States to hold the position of editor-in-chief of a daily paper.

We hate to lose Bill Crawford from the ranks and hope he will bob up serenely ere long on another paper. His light is too bright to keep under a bushel. Meantime we wish all manner of success to Editor Felkel and his worthy assistant, Sam Sanborn.

May they live long and prosper and have gopher soup every day which is as near Heaven as a Pensacolian could wish.

Municipal Government By Commission.

Montgomery, Aug. 26.—By a vote of ten to one the city of Gadsden has declared for municipal government by commission. Birmingham, Bessemer and Cadsden have each declared by formal vote for a change in the form of municipal government. Montgomery will vote on the question September 19, and it is reasonably certain that commission government will receive a large majority. Mobile and Huntsville have already inaugurated movements to secure it, and it is more than probable that when the legislature meets in January most of the larger towns of the city will be asking for municipal government.

The popularity of commission government in Alabama is attributed by shrewd politicians to the unsatisfactory conditions existing in the Alabama cities, because of the wholesale disregard of the prohibition laws. In many of these towns and cities earnest efforts have been made to enforce the laws, but it is frankly admitted that these laws are flagrantly violated and as a result of these violations unwholesome conditions have arisen. The people of the various towns and cities are willing to take any remedy which promises relief.

A traveling man in Montgomery uttered a truism about the conditions in Alabama cities and towns, which is endorsed by all who are in a position to know.

"There is a difference between the big cities and the towns in the prohibition violations. In the cities the blind tigers are on the ground floor, the same as the old time saloons and their doors are wide open all the time. In the towns the doors are also wide open, but the blind tigers are located in the second floor and a man has to go up a hall way."

City newspapers are resenting the charge that only in the cities are the prohibition laws defied and disregarded. They declare that the violations are largely a matter of population and that in proportion the sale of liquor is quite as extensive in the towns as in the larger cities. For instance it is not denied that saloons are open on the ground floor, opening in the streets in Decatur, Hunts-

ville it has been charged in the press, and not denied has more blind tigers than it had saloons. So, to curb the evil in some way the people are willing to try commission government or anything. 2-1c

WANTS

All Local Advertisements Under This Heading, One Cent a Word Each Issue

Lost—On Celery Avenue a salt water fishing rod, reel and line. Reward if returned to T. P. Compropt. 2-1f

For Sale—1100 dollars cash will take my 2 1/2 acres garden on west side. Cultivated one year. For information see Ira Secord, Sanford. 2-1p

Wanted To Loan—Why pay rent when you can own your home with payments less than rent. We charge only five per cent simple interest and give you ten and one-half years to payback loan. For particulars write or call on The Standard Home Co., Stiles & Stephens Agts, Room 9, Pico Bldg.

For Sale—9 year old mare and buggy. Cheap for cash. A. J. Kelley, R. F. D. No. 3. 2-2f p

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

For Sale—Two good mules, two wagons and all farming implements—two miles west—one half south of Sanford. Herman Hill. 2-1f

For Rent—4 room cottage on Oak ave., inquire of, B. Peters, Oak and Tenth. 2-2f

For Rent—Furnished room, new house with all modern conveniences, 115 French ave. 2-1f p

For Sale—I have five or six pieces of land more than I need for trucking. These lands were bought cheap, cleared under my own supervision and will be sold at a great bargain. One five acres perfectly tiled, third year in cultivation, 30 rods from Beck Hammock station. 40 acres half cleared and plowed, balance fine hammock, two strong wells, tool house, 3/4 miles from Cameron City. Best bargain on the market. Phone 7-3. Levi Binford. 2-1f.

For Rent—Three unfurnished rooms for light housekeeping. Apply 206 Third st. 2-1f-c

Wanted—Any one who have land to clear, apply to Sherman Steevens, Sanford Fla. 616 Cypress ave who will guarantee satisfaction. 2-4t p

Lost—One gold band ring. Very large and heavy. The outside was covered with Masonic emblems. On top was a maltese cross with diamond in centre. Also a Latin inscription, "In Hoc Signo Vinces," on edge of cross. On one side was square and compass, on the other side a cross and crown. On the bottom was a keystone, an emblem of a Royal Arch Mason. Finder please leave it at post-office and get suitable reward. Chas. F. Haskins, P. M.

House to Rent—Eight rooms and bath. Newly painted inside. On Celery avenue, known as Williams' house. Inquire L. A. Brumley. 1-1f

For Sale—House, six rooms, three fireplaces, artesian well, cistern, two lots, corner ninth street, French ave, bargain for quick sale. Apply at this office. 1-5-t p

For Rent—Five room furnished cottage, with good chicken yard and flowing well. Apply to C. C. Morris, R. F. D. No. 3.

House on Palmetto avenue between 5th and 6th street with all modern improvements, for rent. Apply at 115 Oak ave. 51-1f-c

Splendid opportunity! Celery farm for sale. Ten acres ditched and fenced; 5 1/4 acres tiled, balance cleared and ready for tiling. Three wells. Two small houses. With \$600.00 worth of celery boards, tools, etc. For sale cheap. For particulars address Wm. Nussbaum, 122 Hogan St., Jacksonville, Fla. 50-10c

5,000 feet celery boards at a sacrifice. 48-1f Davies, next door to P. O.

For Rent or Sale—5 room two story cottage, cor. 3rd and Chapman ave. Apply 115 Oak ave. 46-1f

N. O. GARNER

Sanford's Largest Cash Grocery Store

17 lbs. Best Granulated Sugar \$1.00
96 " " Flour 3.25
24 " " " .85

Schnapps Tobacco, by the caddy \$3.40
Brown's Mule " " " 3.10

N. O. GARNER

Sanford's Largest Cash Grocery Store

Phone 267

UNIVERSITY OF FLORIDA Gainesville Florida State College For Women Tallahassee
A Superior But Inexpensive Institution For Florida Young Men
College of Arts and Sciences, Normal School, School of Music, School of Art, School of Expression, School of Home Economics. First class equipment throughout. Tuition free. Other expenses very low. For information address EDWARD CONRADI, President

CRUTCHFIELD & WOOLFOLK

PITTSBURG, PA.

Sales Agents and Distributors

SANFORD CELERY UNION

Room 16, Pico Block. Phone 269

SANFORD, FLA.

BRANCHES Chicago Cincinnati Jacksonville

BRANCHES New York Washington Sanford

IDEAL FERTILIZER CHEAPEST

With our long experience on the markets for fertilizer materials in all parts of the world and ample capital to buy in great quantities at the most favorable times and to obtain all concessions given for strictly cash sales, we buy our materials at the lowest possible prices.

Two of the leading railroads have laid their tracks to our factory and any ship that can cross the St. Johns bar can unload at our dock, so whether we buy at home or abroad we secure the lowest freight rates and delivery is made at our door.

Our factory is equipped throughout with labor-saving devices, therefore our fertilizer is handled at minimum cost.

Our trade is so immense that the office expenses are much less per ton than is possible in smaller business. Our every condition is favorable for economy and we give you the benefit. While we make the BEST we can and DO sell the cheapest.

Call at our Sanford Warehouse R. H. WHITNER, Mgr. or Address

Wilson & Toomer Fertilizer Co. Jacksonville Florida

A. E. HILL A. E. HILL Syracuse Sulky Plows County Agents
Image of a Sulky Plow

IN AND ABOUT THE CITY

Little Happenings—Mention of Matters in Brief.

PERSONAL ITEMS OF INTEREST

Summary of the Floating Small Talk Succinctly Arranged for Hurred Herald Readers.

Mrs. E. F. Taylor is visiting her daughter, Mrs. H. S. Hamton, in Tampa.

Mrs. H. P. Driver is spending several weeks in Hendersonville, N. C.

Frank Powers is visiting points in the East this week.

Mrs. J. H. Bruton is in Atlanta this week purchasing her stock of fall millinery.

The Wilson & Toomer Fertilizer warehouse has been decorated with a large sign, the work being done by Ernest Green the artist.

Jas. D. Roberts is again at his post after a week's indisposition.

Mrs. Henry McLaughlin returned home last Friday after spending a month most pleasantly with relatives and friends in "Good Old Georgia."

David and Wideman Caldwell left Sunday for the north to buy the fall stock for the firm of D. A. Caldwell & Sons.

Mr. and Mrs. D. L. Thrasher and little daughter, May, are visiting friends and relatives in Connecticut and other northern states.

Mr. and Mrs. J. M. Gaines were in the city on Monday. Mr. Gaines is connected with the Clyde Line.

J. M. Smith and H. L. Parramore of Jacksonville were in the city on Monday.

Mr. and Mrs. D. E. Fishback of Orlando, were among the visitors to the city on Tuesday.

A. D. Zachary of the Zachary Lumber Co., was in the city on Tuesday.

Mrs. J. M. Lord is visiting her daughter, Mrs. M. E. Smith at Cedartown, Ga.

Mrs. Gus Scharfhausen and children arrived in the city last Saturday from Salt Lake City and will make their future home here. Genial Gus is correspondingly happy.

Capt. Tarver who is a good judge of the weather states that rain will fall every day now until it stops and that if no more rain falls there will be a long dry spell.

Don't fail to read "Looking Backward" in this issue.

D. N. Herring of the A. C. L. shop force is visiting relatives in Wilmington this week.

Miss Hoskins Jones has returned home after a pleasant visit with friends in Eustis.

Geo. O. Schwartz and family have returned to their home on Lake Onoro after spending the summer in New Jersey.

Paul Biggers has returned from a trip to New York and other points.

David Speer, a prominent citizen of the Geneva section, spent Wednesday in the city.

Joe DeMont has returned from a visit to Daytona Beach; Joe says the mosquitoes were too much for him.

Mr. and Mrs. Herman Hill have returned from Wichita where Mr. Hill went on the sad mission of the burial of his father who died at Wichita on August 4th.

Mrs. Rhinehart, of Wichita, is visiting her daughter, Mrs. Lawrence Rich.

Miss Lola Evans and Miss Nellie Elder left on Wednesday for Miami where they will sojourn for several weeks.

Jim Harris is happy in the possession of a newly painted truck. His constantly increasing business makes a new equipment necessary.

Miss Martha Fox left yesterday to spend a few weeks with friends at Daytona Beach.

P. Witherington of Apopka, is here preparing for his celery crop. He is a bustling young man.

J. A. Boyd of Orlando, did business within our city last week.

Mrs. L. J. Conley and son, of Orlando, stopped over in our city last Wednesday on her way to Georgia, where she will make her future home.

L. E. Few received a message that his father and mother were very sick with typhoid fever. He started for home at once.

C. W. Rose, proprietor of the Bye Lo Hotel did business in Orlando recently.

J. D. Davison left last Sunday night for the north where he will spend the next month, combining pleasure and business, visiting New York, Niagara Falls, Philadelphia, Washington and Baltimore.

Messrs. Minshaw and Masworthy of Pierson were among the prominent visitors to the city on Tuesday.

L. M. Gallagher of Jacksonville, and C. W. Rose explored the piney woods of Bortonto and Bay Ridge last Wednesday.

Engineer Tom Davis has returned from the hospital in Waycross.

J. F. Good of Noblesville Ind., is here taking in the sights of our city.

Miss Ruth Butts, of Mt. Dora spent last Wednesday with the Misses Rose of the Bye Lo Hotel.

E. J. Lanier from Kathleen Fla., is in our city for a few day.

A. F. Faber and wife of West Palm Beach is stopping at the Bye Lo.

Ed Heyne of Oregon, arrived here last Wednesday evening.

E. D. Tyler of Mascotte is spending a few days in the city.

A. S. Haines of Jacksonville, spent the Sabbath in Sanford.

J. R. Kingston has returned to Sanford and accepted a position in G. W. Spencer's bakery.

C. F. Lundy of Bristol, Tenn., is in the city this week looking over the land proposition and expects to locate here with his family.

Miss Birdie Harris is out again after a visitation of the gripe.

Mr. W. J. Thigpen with a few friends went up the river in his launch Thursday for a day of fishing.

Mrs. John D. Jinkins and children went to New Smyrna to spend awhile last Saturday.

Geo. H. Fernald returned to the city Saturday after a short vacation in Boston.

Col. A. M. Thrasher left for New York last Tuesday.

Nixon Butt returned from Morganton, N. C., where he has been spending his vacation, on Wednesday last.

G. L. Bledsoe of Sanford, has been up to Quincy Fla., and returned with his family to be one with us.

Mrs. Higgins and two boys, James and Orin, and Mrs. Hurt spent several days in Jacksonville this week.

Miss Margaret Davis who has had fever for several days, is reported as very much better to the great gratification of her many friends.

J. C. Wickerson of Seville, Ohio, is here comparing our prosperous city with the likewise in the Buckeye state.

A. S. Wilcox of Elgin, Kansas, is here—thinking of a change of location—dear friend Celery City at Sanford can give you as much, or more, than any place in the state, for the money.

Miss Carrie Gray who so faithfully assisted her sister Mrs. Alice Messinger with the lunch counter, was hastily called away Monday by the illness of her mother at Rameeville, S. C.

Never in the history of Sanford has there been a time, that so many are arriving from the far distant lands so early in the season.

Mr. and Mrs. Geo. Speer and children left Wednesday, for a two weeks visit to St. Petersburg, with Mr. Speer's sister, Mrs. Henry Dickins.

Geo. D. Wells of Plainville, Ind., tells us that it is cooler here than up there. Florida will yet become a summer resort as well as winter when all of her good qualities are known.

The S. I. A. are loud in their praise of our street car officials and management, for the many courtesies shown them and appreciated assistance in making their car ride a success.

James Keech, of Astor Park, Fla., is stopping at the Bye Lo and he is teaching the boys how to play checkers; so if any one wishes to try their hand at the game, call up some evening and learn your strength.

George D. Wells of Plainville Ind., who has been in our city for a few days, started for his home Tuesday afternoon. He is so well pleased that he thinks of moving to Florida. He says that it is cooler here than in Indiana.

L. M. Gallagher of the Cable Piano Co., of Jacksonville, Fla., placed one of their fine instruments last Thursday in the Bye Lo Hotel; so with that and the only swimming pool in the city, its guests will no doubt enjoy the fall and winter here in its full joy.

Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-1f

You should have a fireless cooker. They will cook, we have tried them. We are going to sell six of them at \$5.00. Regular price \$8.00. Ask those who use them. Call at Miller & Son's. 52-1f

Notice of Meeting

The Welaka Club will hold a business meeting at the home of Mrs. Robert Newman tomorrow afternoon at 3 o'clock. Matters of importance. All members requested to attend.

Chicken Pillan.

The chicken pillan social to have been held at Moore's Station on last Tuesday evening has been postponed for one week and will be given on next Tuesday evening, August 30, 1910.

Special car leaves Sanford at 7:15 and will return after supper has been served. Committee.

Handsome Man in Town

T. B. Lanier the governor of Lake Co., was in the city this week. But is the handsomest man in his section and has a medal to prove it. He states that the city of Tavareis is booming and will soon be recognized as the commercial center of that section.

Ballard's Obelisk Flour at McCullers.

Genuine Golden Self Blanching Celery seed at L. R. Phillips & Co. 2-1f

Look at the display of floor coverings in Miller & Son's window and notice the prices. 52-1f

We are showing a pretty pattern in Haviland China. Tea set of 50 pieces for \$18.00. Sanford Furniture Co. 40-1f

Gas engine repairs. Sanford Machine & Garage Co. 48-1f

N. H. Garner makes a specialty of city lots and city property. See him for bargains. See his ad in this paper. 50-4t

Merry Widow Flour, no salt or baking powder necessary with this flour.

L. P. McCuller.

Crushed and pulverized Limestone, car load lots. R. H. Whitner. 2t-1f

Will pay 18c per pound for frying size chickens, 2 lbs. or less. J. D. Roberts.

Have you seen those fancy matting art squares 9x12 at Miller & Son's for \$3.10. 52-1f

See H. H. Hill for watermelons and Georgia peaches. 45-1f

If you want to make money see N. H. Garner. He has the goods—the lots and property that does it. 50-4t

All the latest song hits and instrumental music at popular prices at City Cigar Store. W. A. Smith will play them for you from 7:30 to 9:30 every night. 52-1f

Great reduction on trimmed hats before stock taking. M. L. Allen. 47-1f

Four 2 lb cans of Tomatoes for 25 cts at L. P. McCullers.

Will pay 18c per pound for frying size chickens, 2 lbs. or less. J. D. Roberts.

The best bargain ever sold in Sanford, 8x10 fancy matting art square for \$2.25 at Miller & Son. 52-1f

Smoke Sanford cigars, "Lucky Sanford" and "Tampa John." Best 5 cent Havana cigars in the city. They have stood the test. Sold by all first class dealers. 41-1f

We carry in stock a fine line of picture moulding suitable for all kinds of pictures. Let us supply you with frames. Sanford Furniture Co. 40-1f

If you want the Genuine Onion go to L. R. Phillips & Co., for your Crystal Wax and Bermuda Onion seed. 2-1f

Fortunes made in Sanford city lots. I can put you wise how to do it. All titles guaranteed. N. H. Garner. 50-4t

Will pay 18c per pound for frying size chickens, 2 lbs. or less. J. D. Roberts.

Don't forget when you want real values in furniture to go to Miller & Son. 52-1f

Any one wishing hay cut should see W. A. Fitts, Jr. 48-1f

Every cash purchase gets a coupon redeemable in fancy and hand painted crockery ware. H. H. Hill's grocery. 45-1f

Extra fancy Lemons 25 cents per doz. at McCullers.

We are equipped to handle your repair work. Sanford Machine & Garage Co. 48-1f

Crex art squares at Miller & Son's for \$8.00. 52-1f

Varnish! Best furniture polish on the market. For sale by Sanford Furniture Company. 40-1f

Three typewriters for sale at The Herald office. \$50, \$40 and \$10 are the prices. Now is the time to get a good typewriter cheap.

You can get a fine Austrian china dinner set, 101 pieces for \$13.50, at Miller & Son's, as good as Haviland. 52-1f

Meadow Grove Extra Creamery Butter, 35 cents per pound at McCullers.

Popular sweet music at City Cigar Store. W. A. Smith will play them for you from 7:30 to 9:30 every night. 52-1f

Sign Painting, Show Cards, Window Signs and everything in the line of work artistically executed. Ernest Green, Box 809, Sanford. 38-1f

New crop onion seed Crystal Wax and Bermuda's Red and White genuine Tennessee grown at L. R. Phillips & Co.'s. 2-1f

Clover Hill Butter makes friends every where at L. P. McCullers.

It might save you some money to let me figure on that painting. A card to box 809 will bring me. Ernest Green 42-1f

Those matting art squares at Miller & Son's are selling fast. Just think, a good floor covering for \$2.25. 52-1f

All kinds of repair work. Sanford Machine & Garage Co. 48-1f

Seed Bed Cover at 5 cents per yard at the Celery Avenue Cash Store. 51-1f

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

Miller & Son has matting rugs for 7c Just think of it. 52-1f

The only place in Sanford where

Ashe's Roach Pepper and Patsault

can be purchased is at

50-8t-p W. W. Lang's Grocery

YOU can dress well even if we don't supply you, but you can dress much better if we do. These are the points which characterize our business and have gained for us an enviable reputation. This should impress you with the possibilities to be gained by making us your haberdasher.

M. FRANK

Clothier and Men's Furnisher

SANFORD FLORIDA

The Opportunity Of Your Life Young Man

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

The Markham Park Addition

On the Orlando road just two blocks from street car line

Thirty Beautiful Lots

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

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

This Offer is Good for 30 Days

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

Se Me at Once and Save Money

N. H. GARNER

Room No. 2. M. G. T. Block

FIRST STREET SANFORD, FLORIDA

The Crippen Music Store

High-grade Pianos, Organs, and Graphophones.

Low Prices. Easy Payments. Pico Block

STREET CAR TO YOUR DOOR

Sanford & Everglades Railroad runs street cars through the Thermal Belt of the Sanford Celery Delta. From the car windows are seen the famous sub-irrigated celery and lettuce farms that have made "Lucky Sanford," world famous, and leaves unchallenged the claim that larger yields have been made here in crops and dollars than any other place on earth. What more can be desired to make this the ideal place for a Home and Farm? Frequent street car service is constantly maintained. Side tracks for loading are placed every half mile or less, so that vegetables are loaded in refrigerator cars without delays or exposure to sun and wind. The nominal freight to Sanford being less than cost of hauling from many other farms. Rural Free Delivery of Mails. Numerous homes are occupied by good families and are in hailing distances. Churches are being built, several stores are in operation between Sanford and Cameron City.

The Railroad is graded from Cameron City to Palm Villa, in Palm Hammock. Town Lots and Celery Farms will be sold at reasonable prices and on reasonable terms, with a guarantee that street cars will be operated by October 1st. Palm Hammock has been drained by the owners, and avenues already completed. No tax or charge to purchasers. Each ten-acre farm fronts an avenue. These lands should sell for double our price by January st. Address or call on

SANFORD J. N. WHITNER FLORIDA

COUNTY HAPPENINGS

A Budget of Interesting Items From Correspondents

THE EVENTS OF ORANGE COUNTY

Efficient Staff of Reporters Weekly Covers the Territory for The Herald

OVIEDO OCCURANCES

Special Correspondence to The Herald:

The little son of A. J. McCulley is convalescent from a seven week's siege of fever.

Carl Farnell is reported better.

Mrs. Clark Harvey is visiting her parents Mr. and Mrs. J. Leinhardt at Lake Charm.

Conductor Harvey has the Orlando run while Capt. Brannon is on his vacation.

The West Poultry Farm is coming on fine. Hope he will reap a rich harvest from his labor.

Mrs. H. Younge is much improved and expects to leave soon for North Carolina.

James Lee, Jr., is on a short visit to his parents, Mr. and Mrs. J. H. Lee at Lake Charm.

Mrs. W. J. Lawton is very pleasantly domiciled with her parents, Mr. and Mrs. J. H. Lee during Mr. Lawton's absence.

Quite a number from Geneva attended the quarterly meeting at this place on Friday.

Miss Helen Lawton has been entertaining a week end house party.

Miss Loula Heirs has returned to her home at Apopka after spending a few days with Miss Lawton.

The Misses Clare and Martha Mathews have returned home. They are cousins of Miss Lawton and made a host of friends during their short stay here.

The young people seem to be getting a great deal of enjoyment out of the skating rink these days.

Mr. O. G. Wolcott has been under the weather for the past few days. We hope to see him out again soon.

Mr. W. J. Lawton and Robert are spending their vacation in the mountains of North Carolina.

Mr. and Mrs. B. F. Wheeler have returned from their outing much improved in health.

Miss Anna McCulley spent the week end in Longwood visiting Miss Lewis.

Mrs. Eoustill of Madison, Wis., was called here by the illness of her sister-in-law, Mrs. H. Younge.

GENEVA JOTTINGS

Special Correspondence to The Herald:

Mrs. G. R. Nicholson and Daughter, Miss Robbie, are comfortably domiciled in their home. They have as their guest, Miss Gusie Tillis from Sanford.

Mr. and Mrs. Geo. Taylor are welcomed as new residents in Geneva.

Miss Mildred Rhebinder left this week to open her school in South Christmas. Prior to her departure she entertained the young people very pleasantly at her home. A quotation contest was much enjoyed, post cards being used and retained by each guest as a souvenir. Ice cream and cake were served and the evening will long be remembered by all.

Mr. George Peters caught from Buck Lake last Monday one of the finest trout ever landed there, measuring 7 by 24 inches and weighing seven pounds.

We are sorry to know that Mrs. W. J. Daniel has been quite sick for ten days and hope for her rapid improvement.

Many friends in Geneva sympathize with Dr. S. Puleston in the death of his sister.

Messrs Carrol Culpepper and Hoyte Taylor have returned home after spending some weeks in Georgia and Tennessee but Geneva is fearful that the most important organ of each was left in Geneva.

Miss May Pravat favored a few friends at a birthday dinner last Monday.

Little Lelan, the nephew of Mrs. Parmer Taylor, is improving after several days illness.

The entertainment given last Friday night by the ladies was certainly a financial and social success. Mrs. Jarley, nee Vick Peters, presented her wonderful wax figures and they all deserve much credit for their appropriate costumes and actions. The recitations of Misses Pattishall, Daniel, Helen Moran and Oliver Hays were very much enjoyed. "The grab bags" were something new and sold rapidly. Caricatures of the famous pictures of the world" afforded much laughter as a side show. The home-made candy and peanuts sold rapidly, the company being served by three young ladies, Misses Ramona McLain, Georgia Pattishall and Marie Daniel.

Miss Eva Taylor visited in Oviedo and Sanford Monday and Tuesday.

ENTERPRISE ETCHINGS

Special Correspondence to The Herald:

Mr. and Mrs. Wm. H. Adams left last Monday for Houston, Texas to make their future home.

Miss Willie Lee Willis has gone to take charge of her school near Palmetto, in Manatee county.

Mr. and Mrs. Wm. Robinson and family of Palmetto have been visiting their brother and sister, Mr. and Mrs. Willis.

Mr. and Mrs. A. B. Commons of Stone Island are spending six weeks in Indiana.

The East Coast Railway has installed the telephone service on the Titusville & Enterprise Branch, so the conductor at any place can hook on his wire and notify either station if they should have an accident.

Mrs. Hattie Brooks will make many improvements to her training school by building new verandas and painting her house.

Mrs. Jennie Bond and daughter, Aletha, have returned here to live.

Mrs. Bond and Mrs. Davis will open the Live Oak House and run it as an hotel.

Mrs. Ella Voss, wife of Mr. O. H. Voss, died at Miami on August 19. Mrs. Voss was spending the summer at Miami. She had been in poor health for a long time and thought that the change would do her good. She was buried here in the family lot in Evergreen Cemetery and all of the citizens and friends attended the funeral and services at the grave. Rev. Mr. Roach of DeLand conducted the services, making some very comforting remarks.

K. R. Murrell, Goes with H. Woods Company

The many friends of Capt. K. R. Murrell, will no doubt be pleased to know that he has accepted service with the H. Woods Company of Chicago, and will be their resident manager at Sanford, the coming season. H. Woods Co., is one of the largest car lot distributors and commission merchants in the United States, having branch houses in every city of importance in the country. This company entered the field at Sanford last season and handled a large number of cars of celery making the best showing of any factor in the business, notwithstanding the fact that the season was well on before they began operations. This company bought many cars of produce paying the highest market prices, and in every case the grower here received good returns for their produce. H. Woods Co., will no doubt be welcomed to the field here and command a large part of the business under the management of Capt. Murrell, who will take care of the growers' interest the coming season with this able aggressive, progressive company.

Capt. Murrell, is no new hand at the business, having been at one time representative of several large firms engaged in the produce business, but for the last three years President of the Sanford Celery Union at Sanford, which has become quite a factor in the marketing and distributing of the celery crop at this place. It will be in the interest of the growers who have not made arrangements for this seasons crop to see Capt. Murrell at once.

VOICE OF THE PEOPLE

Letters and Communications on Various Timely Topics

COLUMN DEVOTED TO PEOPLE

In This Department will be Found the Views, Opinions and Comments of Practical Writers A Few Suggestions

To the City Council of Sanford:

Please allow a few suggestions from a citizen and property holder.

I see by the Times-Union that the city of Pensacola has made a contract with an Indiana firm to lay cement sidewalks for ten cents per running foot. There is quite a quantity of sidewalks to lay here and it might be a good plan for our council to communicate with the Pensacola officials and see if we cannot do likewise. I would suggest that the city be divided into districts for sake of representation and that the incoming councilmen be selected from the districts unrepresented. It would not be necessary to change the voting places.

I would suggest that at the last meeting of the council in each month bids be received for the feed of the city stock for the ensuing month. That would give the city competitive prices and insure the saving, no doubt, of some money.

X. Y. Z.

Death of Sam Cameron.

Sam Cameron died last Saturday morning at the home of his brother, A. B. Cameron. Deceased had been a sufferer for several years from stomach trouble but the immediate cause of death was the rupture of a blood vessel in the brain.

Mr. Cameron was born in Georgia and moved with his brother to Sanford some 37 years ago. For several years he conducted a bakery in Sanford, afterward removing to South Florida where he was engaged in business. He moved back to Sanford about twelve months ago and engaged in his old trade but continued poor health made it imperative for him to give up active business life and he retired to the home of his brother where death claimed him at last.

The funeral occurred from the church at Moore's Station last Sunday afternoon. Rev. A. E. Housholder officiating. Interment was made in Lakeview cemetery. Deceased leaves a wife, three brothers and a sister to mourn his loss.

Announcement.

L. C. W. Rosa, proprietor of the Bye-Lo Hotel, take pleasure in announcing that in the near future, I will establish myself in the general real estate and brokerage business, with offices at the Bye-Lo Hotel. I will be pleased to see you at any time. I have been preparing to embark in this line for some little time and have recently made very advantageous business connections which give me extensive representation all over the United States. This connection places me in a position to quickly secure buyers for any property of which you wish to dispose. I will be in a position to promptly negotiate the sale of real estate or business opportunities, to make real estate loans, and etc. Or take entire charge of your property and manage same after the most approved and modern methods. Should you or any of your friends have any business in my line I shall greatly appreciate a call from you concerning them. Thanking you in advance for favors and soliciting a share of your future patronage, I beg to remain, Yours truly, L. C. W. Rosa.

The establishment of a college of agriculture at Gainesville, Fla., is something that should be considered by every man who makes or may have to make his living on the truck or general farm. Of special value is the short twelve weeks course beginning November 2, covering the general scope of agriculture and condensing it so that students can avail themselves of special lines.

KEELY'S GARAGE

Buick Automobiles :: Automobile Supplies

Motor Boat Supplies

MACHINE SHOP IN CONNECTION

Keely's Garage

<p>Stop Paying Rent!</p>	<p>THE Sanford Building & Loan Association</p> <p>MAKES IT EASY</p>
<p>Own Your Home</p>	<p>GEO. H. FERNALD A. P. CONNELLY President Sec'y & Treas.</p>
<p>Let Us Tell You About It</p>	

A Few Miles East of Sanford

Celery Farms Colony is being established. It will do a lot for Sanford by increasing its trading population and is the largest Colony proposition anywhere near the city.

We Will Sell 1,000 Ten Acre Farms for \$250 each

Celery Farms Colony begins at Deep Creek and for 12 miles on both sides of the Florida East Coast to Titusville the rich black sandy loam is ours. South we extend to and along the banks of the St. Johns River and Lake Harney, the richest muck and black sandy soil in Volusia County. If you are looking for land don't buy until you see Celery Farms.

FLORIDA HOME LAND COMPANY
407 ATLANTIC NATIONAL BANK BUILDING
JACKSONVILLE, FLORIDA.

The Geo. H. Fernald Hardware Co
Headquarters For BUILDERS SUPPLIES.

Lime, Brick, Cement, Plaster, Doors, Sash, Blinds, Paints, Oils and Glass, Iron, Steel and Metal Work, Paroid Roofing, Plumbing, Steam and Gas Fitting, Electric Wiring, Gas and Electric Light Fixtures.

Tile Roofing, DeVoe's paints, Repolla the finest interior enamel finish, Complete Water Plants for Suburban Residences Gasoline Pumping Engines, Windmills, Artesian Wells Driven.

LOWEST PRICES.

The Geo. H. Fernald Hardware Co
Wholesale and Retail Distributors
Write or Phone us about "PEOPLE"
Near the Railroad SANFORD, FLORIDA

ner and Winter in Sanford Celery Delta

By THOMAS K. BATES

The climatic conditions of the Sanford Celery Delta are such as to guarantee commercial success and the health of the grower. Here we have the soil for vegetable growing, the good old sunshine to take the place of the hot houses of the north, and an abundant supply of artesian water, which in combination with applied fertilizers turns the farm of the trucker here into a veritable vegetable factory. Our summers are grand and our winters sublime. The exquisitely poised conspiracy of nature blend one season into the coming one in such way that each season is welcomed with joy and thanksgiving. They are all good and we are only sorry that we cannot have them all at one and the same time.

It is a fact put forth by learned scientists that whenever the air is dry there comes the attendant extremes of temperature. By day, in these places the sun's rays reaches the earth unimpeded and makes the maximum temperature very high. By night, the heat escapes unimpeded into space and renders the minimum very low. Where the air is the driest the variations in temperature are the greatest. In the Desert of Sahara when the sun's rays shine least on the burning sands, the temperature rapidly drops to freezing because there is no vapor in the atmosphere to impede it. However, humidity has a very appreciable effect in regulating the temperature of any locality. Humidity in warm climates is their principal thermic regulator, regardless of the fact that humidity is deplored in some sections of the country.

It is not upon the actual amount of vapor which the air contains at a given time or place that its humidity depends; but upon its greater or less degree of saturation, which influences the rise or fall of the mercury. Florida, with its great degree of humidity and the Sanford Celery Delta in particular, is as well favored as those sections which boast of their dry climates and lack of humidity. The range of temperature being fifty per cent greater in those sections than in our Celery Delta. The absolute humidity of our climate is productive of benefit in modifying our temperature. By natural refrigeration, the aqueous vapor of the air is condensed to water on the surface of the earth and as only superficial portions radiate, the act of condensation makes water the radiating body and without large bodies of water as we have here in the Celery Delta there is little or no radiation and positively no modification of temperature inherent from the proximity of water which does not exist.

A cobweb spread over a blossom is sufficient to protect it from mighty chills and that aqueous vapor in which our Celery Delta is constantly enshrouded protects us from extreme heat during the summer and is a large factor in the amelioration of the little cold that occurs here during the winter. Our cool nights attest to the perfectness of our radiation during the summer months and our immunity from damaging cold spells during the winter months shows that the balance of favor is on our side as related to the evaporation from the double cordon of waters surrounding the Celery Delta.

Our weather gives the worker in the fields 365 days out of the year to pursue his vocation and what he can save in the matter of fuel and heavy clothing as required in the north against what we need here is sufficient to make the grower a fair profit on his year's earnings. Three hundred days of complete sunshine are about our average, and there is scarcely a day in the year but what the vegetable grower can work out in the open field without coat or other protection. The fact that we grow and ship our vegetables through nine months of the year, beginning September first and ending June first, proves that we have the climate that does the work at just the time we need the work done.

Here we have conditions that beckon to the less fortunately situated residents of the colder climes of the middle west and north.

Our climate, in connection with our flowing wells, good soil and sunny days will prove ample reward to those who remove here, if they will follow methods in vogue in the Celery Delta and take advantage of our system of culture, which has been worked out with patient experimentation during the past dozen years.

"Lucky Sanford, the Dollar Factory" has become famous throughout the nation on account of our system of subirrigation, but it must be remembered that without our bland and balmy winters and cool and invigorating summers we could not have achieved the results that now stand to our credit and that are pushing us further and further up the ladder to fame and national prominence. Here we have a class of residents that are as popular in their admixture as they are

in any similar locality on the globe. Men from all nations and from all walks of life eating the tricolor vegetable from the bosom of Mother Nature at a time when the rest of the nation is enwrapped in shrouds of cold and sleet and disease and uncomfortableness.

If you are young and vigorous we have a place for you in our Celery Delta. If you are in period of your middle life we have a place for you in our Celery Delta and if you have become old and decrepit we have a place for you in our Celery Delta. No matter what your station in life, nor what is your age, nor what is your occupation, the climatic conditions in the Celery Delta of Sanford will add to your welfare, add to your comfort, add to your longevity, add to your fortune, add to your happiness, add to your contentment and fill you with an admiration for Nature that you have failed to generate in your less favored home in the frigid regions of the north.

This is the last of a series of four articles on the weather in the Celery Delta, and in presenting them to the readers of The Herald the writer believes he has covered every possible phase of the climatic conditions existing here. The case made in favor of Sanford cannot be refuted or disrupted in any way. The facts have been made the basis of all deductions.

Continued from page 8

Virginia sat under the middle of the awning, quite in a tremble. The boat slowly threaded the shelly entrance to the bayou and passed the wharf of the inn. The people on the quay were craning their necks at the descent of the passengers from the Roc.

"Hurry, captain, hurry!" urged Virginia.

"Ah can't, ma'am," said he. "Ah'll hev to lie to a minute for that boat. Never fear, miss; yo' all right with me!"

"Here you see," said a voice from the wharf, "two soon to be discarded modes of navigation—the boat displacing water and the aerostat floating in the air, upheld by gas. The hydroplane must replace the boat; the aeronef, the aerostat. I have made a speciality of this. I know. The value of that cigar shaped craft up there as junk, deducted from her present value, is the measure of Mr. Finley Shayne's loss when our big show opens its ticket wagon. Seest thou?"

Virginia looked attentively at the speaker, startled to hear her uncle's name mentioned almost in his presence. She saw a youngish man of medium height, thin habit of body and long, thick hair, who was gazing, with every appearance of interest, not at the airship, but at a lady of perhaps twenty-seven years, short, plump, admirably gowned, in a sort of reduced half mourning, with her jolly little face turned toward the Roc, her brown hair tousled about her face, her prominent little chin carrying the facial angle forward and downward.

"That talk will do with me," said she, "but you've got to show papa something besides oratory pretty soon or there'll be trouble. He tells me that you and Mr. Carson are the first ever to sell him a gold brick, and he proposes to make an example of you. You're supposed to be in custody now. Why, here's papa!"

Mr. Waddy came down the wharf, combing his whiskers and mustache out in front of his nose with his fingers. As Harrod's boat glided within arm's length of the wharf the lift descended from the airship, filling Virginia with terror.

"I don't think I'll get you another posy, Caroline," said the old man, "picking it to bits like that."

"I'm trying my fortune," said she, with a little embarrassed laugh.

"Humph!" said her father.

The younger man, seemingly recovered from his perplexity, was touching the row of buttons one by one, and as the launch gathered way Virginia heard him say to button after button: "She loves me! She loves me not! She loves me! Hooray!"

The shout greeted the favorable answer of the oracle. The lady, as if feeling the fingers in her curls, turned and gently slapped the gentleman's ears. The launch shot into the canal and out of sight. The ladies were made sole owners of Carson's cabin, and the men slept with the aeronef by night, while by day Captain Harrod stood by to aid Theodore, slipping away to the top of the dunes at times to scan the offing for the slimy nosed Stickleback, inexplicably reappearing with her oval deck just awash, her thin, semi-invisible periscope in air. Having arranged with Reagan for a cessation of the contraband business until the aeronef was off the stocks, the captain was worried. He waved the Chautauqua salute one day, whereupon the submarine sounded like a galled roquial. The captain's ingenuity was not equal to the task of developing a theory to account for her presence or her alarm.

Carson suddenly became possessed of an unremitting energy that commanded Virginia's admiration. As he told her again of his struggles, his experiments, his falling into the garden of Dr. Witherspoon, his meeting with Craighead, the financial enticement of Mr. Waddy and of the puzzling messages he had received she became an enthusiast too.

"I'd like to meet Mr. Craighead," said she. "I'd like to feel sure that he can secure a monopoly of the navigation of the air."

"You might form an opinion of him," said he, "by reading his telegrams."

"Of whom?" inquired Virginia, evidently thinking of something else.

"Craighead," replied Carson. "Here they are. What do you think of them?"

The first was dated Charleston, W. Va. "Air products incorporated." It ran: "Immense sensation in trust incubator and brooder. Why don't I hear from illustrious co-conspirator? Craighead, the Plute."

"Tries to be humorous," said Virginia. "Let's see the next."

The next date was dated, "En route to Cosmopolis from incubator," and was unsigned. "To him who commands the winds, from him who winds the commands, greeting," it ran. "Be of good cheer. The train is laid, the gin is set, the dogs of war strain forward in the leash. But is there any aeronef? Broom end of pipe dream assumes terrifying concreteness. Noble, sir, assure me of thine! Just wire saying you are you and there is an aeronef, collect!"

"Did you answer this?" asked Virginia.

Theodore shook his head.

"It was days and days before I got it."

"Why didn't he send it to the plantation?" asked Virginia.

"I gave him this address," said Theodore. "I-I stayed there too—too long."

He opened the gyroscope globe and began running the engines lightly, setting the heavy little wheels spinning, rocking the aeronef from side to side to note the operation of the balancing devices. Preserving their perpendicularity, as if of intelligent purpose, the gyroscopes moved the levers of the wing differentials which would accelerate the propeller wheels of the lowered wing and correspondingly slow the upper. Right or left, stern or bow, the depressed area would work the harder, the raised part slower, while powerful rudders co-operated, moving like a fish's fins, even now while the propeller rested. Theodore was getting past an awkward reference to his long stay at the plantation by a painstaking examination of the brain of his airship.

"See how it works, Virginia," he exclaimed. "It knows the levers to be moved. Why, if a puff starts to overturn her she'll strike with the lowered wings alone like a bird. And see the intelligence of those rudders! And Wigner said she'd turn turtle!"

"And Mr. Craighead doesn't get any report of all this! What must he think?"

"I told him about it," said Theodore proudly. "And it was no time to telegraph apologies. It was a time to work."

Virginia opened another of Craighead's telegrams. It was addressed to Palmetto Beach, "or somewhere it is hoped," and seemed to be regarded by Craighead as very important. "My luck hath turned! It is Craighead Felix now," said he. "Have found a gang of grafters organized to get us grants in no time; will clinch New York by Friday; Chicago already hummed in. New thought—fee of roads in grangers everywhere. Will secure title except for road purposes. Shayne, thy sun sets apace! Whoop! Whoop! Whoopee! We've got 'em, we've got 'em! Caroline's dad ready to bust all eight banks to back scheme. You must make good, Theodore. Answer for the sake of divine pity just one little teeny peep! Napoleon Bonaparte Hannibal Miltiades Craighead."

"What does he mean," asked Virginia, "by all this about grants, highways and fee simple? It's awfully queer."

"I don't know," replied Carson.

"Some visionary thing."

"And who is Caroline?" asked Virginia.

"Mrs. Graybill, Mr. Waddy's daughter. Now, listen, Virginia, and watch. She's ready to try."

He threw in the clutch, and the wings began whirring like great buzzes. Faster and faster the wing sections whirled until the aeronef strained upward on her lashings like a restive horse. Theodore tipped a lever, and she leaped forward, stretching the ropes at an angle of forty-five degrees. He reversed it, and she slacked backward, as might an eagle repulsed by a foe. Virginia swung her hat and shouted.

"Pull the line on the end of that wing," said he, "and see if you can tip her. Pull!"

Virginia walked gingerly forward, her dress flying, her hat whisked to the top of the room. Grasping the flying rope end, she pulled downward.

The wings settled slightly, and then as the gyroscope brain felt the depression the lowered wings lifted as if consciously rising to a load. It was marvelous.

"Can't you pull harder?" cried Theodore, bareheaded, his hair flying.

"Try."

"Aye, aye, sir," cried Virginia cheerily. "Try it is."

Reaching up, she pulled herself clear of the door, her strong little form swaying like a most charming pendulum. The enormous dragon fly, throwing its power into the depressing wing, rode level, with nine stone weight of solid American girl dangling from the tip of one wing—a mechanical paradox. The boat stood in air as level as a ship in a calm.

"Hurrah!" shouted Theodore, swinging his arms. "Never anything like it!"

(To be continued.)

HOLDEN REAL ESTATE COMPANY

Celery Lands

We deal in Celery Farms and Farm Lands and we are the largest owners of Town Lots

We don't have to advertise cheap lands. The purchaser here saves more per acre annually in freights than he saves on the purchase price elsewhere. See table of freight rates in our booklet

HOLDEN REAL ESTATE COMPANY

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Sanford, Florida

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Pico Block Sanford, Fla.

For Good Average Prices and Quick Returns Ship to

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REFERENCES: Aetna National Bank of New York City, or any Commercial Agency and to Hundreds of Shippers who are shipping to them regular

NOW IS THE TIME

To have your Automobile overhauled for the winter
We have the equipment and tools to make your car as good as new.
Consult us.
Any thing in the repair line.
Motor boat work a specialty.

Sanford Machine & Garage Company



STRAWBERRIES \$450 PROFIT TO ACRE



TOMATOES \$450 PROFIT PER ACRE



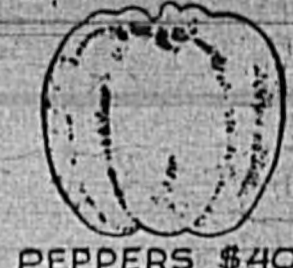
IRISH POTATOES \$300 TO ACRE



CELERY \$1000 PROFIT TO ACRE



LETTUCE \$500 PROFIT PER ACRE



PEPPERS \$400 PROFIT PER ACRE



POULTRY PROFITS ARE CERTAIN



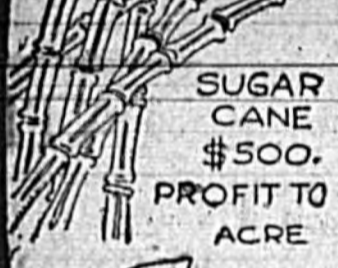
CAULIFLOWER \$225 PROFIT TO ACRE



WATERMELONS \$350 PROFIT PER ACRE



CUCUMBERS \$400 PROFIT PER ACRE



SUGAR CANE \$500 PROFIT TO ACRE



PAPER SHELL PECAN \$600 PROFIT PER ACRE



BERMUDA ONIONS \$400 PER ACRE

We Pay Your Railroad Fare Both Ways to Florida.

It doesn't make any difference when you come, but before you make final payment you ought to see what you have bought. We pay all purchasers of our land railroad fare both ways to Celery City on Celery Farms Colony, crediting the amount against the purchase price. We are so sure that Celery Farms property is just what you want that we ask you to see it—if not now later on. Just another point: if you buy a tract in Celery Farms Colony and we allot it to you, and you don't like the piece we have selected for you, you can select any other unsold tract of the same size anywhere in the 60,000 acres in exchange.

We will sell only 50,000 acres at \$25.00 per acre, and we want 1000 settlers in the next 10 days. There is no place in all this great world that is absolutely perfect. If it were so that place would be over populated. But in Florida Celery Farms comes close to natural perfection.

Celery Farms Colony is seven miles from Sanford as the crow flies; it is twenty-three miles by rail because you have to run nearly around Lake Monroe; it is fifteen miles by the best automobile route. If you start from Titusville on the Indian River it is twelve miles. It is six miles in a straight line to Indian River, which is an arm of the Atlantic ocean. Its location from every viewpoint is as nearly ideal as it is possible to find. Celery Farms is the biggest and best colony anywhere near Sanford.

Celery Farms land is rich black sandy loam, much of it prairie requiring little or no clearing expense much of it ready for plow at once, level, well drained by many creeks, no swamp or white sand knolls, close to market. It is the best celery land, as well as for potatoes—and celery is the highest priced crop in the state.

We have the best Irish potato land in Florida, and that is the best first crop, you follow with corn or sweet potatoes, 500 bushels to the acre, or other vegetables and make still more money the same year.

If in November or December you plant Irish potatoes, you can harvest in March or April from 80 to 100 barrels to the acre. As they are first in the market, they sell from \$4.00 to \$6.00 a barrel. Total cost not to exceed \$30 per acre; total gross income on lowest production and price, \$5,400.00, subtract cost of land and work, \$1,180.00, and you have left more than \$4,220.00 for the bank in from 90 to 100 days. These look like big figures. Come and see.

Truck farming is impossible without good transportation. The Florida East Coast Railroad runs through Celery Farms for twelve miles, dividing it into two almost equal sections. On the west and southwest is the beautiful Lake Harney and St. Johns River, with water navigation to Jacksonville. The soil of this tract is pronounced even richer and better than the land in the Sanford delta and is more easily drained by its many creeks and by reason of its gentle slope toward the river and lake. In climate it is perfection for raising tender winter vegetables and citrus fruits.

Celery Farms Colony lands are in Volusia and Brevard counties. This property is owned by a Florida corporation, headed by Hon. A. S. Mann, who for eighteen years was a member of the senate of the State of Florida, and who has a national reputation as the promoter of Good Roads ideas, and has in that capacity spoken in every State in the Union, and is probably better known as "Good Roads Mann."

The Company maintains offices also in Sanford and Titusville—the two cities at the end of the Sanford Branch of the Florida East Coast road, to care for settlers and visitors.

With headquarters at Celery City is Chas. Baumeister, who had twenty-five years' experience as a truck gardener in Germany, New Jersey and in Florida at Sanford and Jacksonville. For the purpose of demonstrating to settlers the best methods of intensive farming and for the purpose of securing the most out of the soil, Mr. Baumeister will have charge of the Model Gardens of the Florida Homeland Co., and his advice and assistance will be given free to settlers. By constantly consulting him it is the belief of the promoters of Celery Farms that many mistakes will be avoided and success will be practically assured. Mr. Baumeister gives demonstrations, talks and carries on experiments in the best method of production on Celery Farms. Close to Celery City, our capital town is Mr. Baumeister's Model Garden opened for the benefit of settlers.

The Celery Farm lands to the amount of 10,000 acres in the section nearest to Celery City will be sold at \$25.00 per acre—the smallest tracts being ten acres and from that up to as many acres as the purchaser desires. For a ten-acre tract \$25.00 down is required and \$10.00 per month thereafter until the land is paid for. Larger tracts are sold at the same proportionate rate. In the meantime there is no interest and no taxes to be paid by the purchaser. If cash is paid, \$250.00 for ten acres, a lot in Celery City, 40x140 ft., will be given in lieu of discount. For each \$250.00 in cash a lot is given.

Nowhere in the Sanford section is so magnificent an opportunity and lands purchased now in Celery Farms Colony are bound to be enormously increased in value within the next few years.

After the 1,000 farms, (10,000 acres), are sold to settlers, no more Celery Farms land will be sold at \$25.00 an acre. The price will be from \$30.00 to \$50.00 an acre. Thus, every farm bought at \$25.00 an acre will be increased in value to the point beyond the figures fixed by us, in accordance with the amount of cultivation and improvements.

The title to these lands is absolutely perfect. You can market your crop earlier than from northern sections of Florida and not be in competition with all of the other Southern States. If you want to know more about this write us and we will tell you freely and frankly. Our land is clear flatwoods and prairie and we have 23,000 acres in which the plow can be placed and the land made ready for a crop without the expenditure of a dollar for clearing. Many other places clearing costs \$100 an acre.

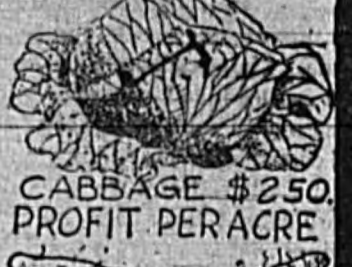
We have called this tract Celery Farms because only a small portion of the land in Florida will successfully raise celery and as it is the highest priced and most profitable crop and Celery Farms colony tract is especially adapted in soil, climate and its water for raising celery, hence its name, Celery Farms. Any other vegetable can be profitably raised on this land. Sanford, close by, is the greatest vegetable market in the state and here come all of the great truck buyers from the North and all of which will be to the advantage of the owner of the Celery Farms tract.

L. M. Dees, of Maytown, P. O. on Celery Farms, writes: "I produced 5500.00 per acre of sugar cane, raising cabbage between the rows, 5,000 plants to the acre. My greatest success was in Irish potatoes, my profits run from \$300.00 to \$500.00 per acre. I have used no commercial fertilizer and no irrigation."

J. A. Takach, Sanford, successful celery grower, writes: "I have been growing celery in the vicinity of Sanford for the past 9 years, and I find that the land owned by your company is as well adapted to the culture of celery as this section—in some respects it is better because of its being so level, being easier irrigated and cleared. Lettuce and cauliflower and corn are raised in addition to the celery crop and yield bountifully."

W. L. Thorndyke, formerly of Loveland, Colo., writes: "I am delighted with my twenty acres. You certainly have the right kind of a colony. I speak feelingly too, because I have been up against the land shark. In two years I expect to quadruple my money. Soil, location, transportation—everything suits me."

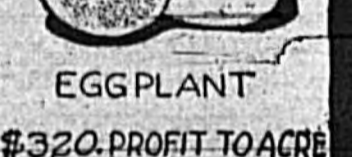
Send for Printed Answers to All Questions. Florida Homeland Co. 999 Atlantic National Bank Bldg. Jacksonville, Florida.



CABBAGE \$250 PROFIT PER ACRE



SWEET POTATOES 500 BUSHELS TO ACRE



EGGPLANT \$320 PROFIT TO ACRE



CORN 60 BU. PER ACRE—2ND OR 3RD CROP IN YEAR.

This Coupon is worth \$2.50. Send this in today with \$22.50 and we will allot you ten acres in Celery Farms Colony. You can't lose. You can pick from 60,000 acres later.

FLORIDA HOMELAND COMPANY, 999 Atlantic National Bank Building, JACKSONVILLE, FLA. Send me allotment ten acres.

\$22.50 Enclosed.

TO SANFORD PEOPLE:

The development of the Florida Homeland Company's Celery Farms Colony means much to Sanford. In 34 days we sold to people who will come to Celery Farms and settle this fall 4,990 acres of land. That means 499 families. We're sorry it wasn't 5,000 acres but it wasn't. What does this mean for Sanford?

The answer is plain: Thousands of dollars to be spent by these colonists in Sanford for all kinds of things Sanford has to sell. Sanford is the big town we boast in all our literature. We have opened offices here; we spend our money here, we want you to know just what we are doing.

Sanford Office **SANFORD HOUSE** W. A. ADAMS, Manager

Throwing Boquets at Sanford.

Mr. P. J. Sprague of Gashland, Mo., who has purchased land in the Celery Delta has sent the Tide Bond & Guarantee Co., a copy of the Falfurrias Facts, of Falfurrias, Texas, in which an article appears from a resident of that city, who visited Sanford on a tour of irrigation inspection commending the Sanford System as the best that has ever been brought to his attention.

He says, "I stopped off at Sanford long enough to investigate their famous system of subirrigation. All their trucklands are subirrigated and some have been for the past ten years without showing any ill effects on the soil from its use. A great many truckers in the Sanford district make from \$41000 to \$20000 per acre annually through their ideal system of subirrigation and I believe that the truckers of the Falfurrias Country could do equally as well by using such methods."

The Sanford System is gradually asserting itself as the peer of all efforts in assisting crops to maturity and insuring the grower against any degree whatsoever, of loss from lack of production. Our Sanford record of seventy tons of Vegetables from a single acre in a single season has them all beaten.

"Some" Corn in Kansas.

We have labored under the impression for some time that certain plots of land near Manatee were especially adapted to the production of good corn, as we noticed a fine stalk on display in the post office some months ago, and which measured, we think, about 12 feet. But, gentle reader, after perusing the following, we believe you will come to the same conclusion that we did, and that is that Florida nor any other state can approach Kansas in the corn growing line: "The horrible news comes from Kansas that a boy climbed a cornstalk to see how the corn was getting along, and now the stalk is growing up faster than the boy can climb down. The boy is 'plumb out of sight.' Three men have undertaken to cut down the stalk with axes and save the boy from starvation, but it grows so fast that they can't hit twice in the same place. The boy is living on nothing but raw corn, and has already thrown down a bushel of cobs."—Manatee Record.

Do You Get The Georgian?

The magnificent offer of The Herald to give a year's subscription to the Atlanta Weekly Georgian, the Spare Moments and Gentlewoman's Magazines and The Herald for the small sum of \$2.00 is gaining popularity each week. Those subscribers who have already received these papers are well pleased with them. The Weekly Georgian gives the grower the benefits of all the weekly markets, and news of the southern states. It has the Sunday school lesson, all the prohibition news, all the current news gleaned and boiled down for the reader who has no time to read the daily papers. This offer is positively the best ever made to the Sanford people. Get your subscription in at once.

A Nice Home for Sale.

Having purchased a lot on Sanford Heights and commenced building a bungalow on it, I offer to sell my house, corner 3d St. and Palmetto avenue. Will sell for less than cost and on easy terms. R. H. MARKS, 42tf

The best matting art squares in town at Miller & Son's for \$2.25. 52-tf

ANNOUNCEMENTS

For Mayor. At the earnest solicitation of my friends, I have consented to announce my candidacy for the position of Mayor of Sanford at the primary to be held in November. Respectfully, W. H. UNDERWOOD.

For City Clerk, Treasurer, Assessor. I hereby announce my candidacy for the office of City Clerk, Treasurer and Assessor. Many years of experience with city affairs and clerical positions have made me familiar with the work of this office and having made Sanford my home, I ask the voters of Sanford to look up my record and fitness for this position. Respectfully, M. W. LOVELL.

Clerk, Treasurer and Assessor. I am urged by my friends to announce myself as a candidate for the office of Clerk, Treasurer and Assessor at the coming city election, to which place I was appointed to fill the unexpired term of Mark L. Scott. I solicit an inspection of the work done by me to convince you of my qualifications to fulfill the duties of the office. Yours truly, R. C. MAXWELL.

Notice of Application for Tax Deed Under Section 8 of Chapter 4888 Laws of Florida. Notice is hereby given that J. A. Thompson of Sanford, Fla., purchaser of tax certificate No. 307, dated the 6th day of July A. D. 1908, has filed said certificate in my office, and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Orange County, Florida, to-wit: 5th of 9th S. Tier 13, Sanford.

The said land being assessed at the date of the issuance of such certificate in the name of A. J. Thompson. Said certificate shall be redeemed according to law, tax deed will issue thereon on the 30th day of August, A. D. 1910. Witness my official signature and seal this 29th day of July, A. D. 1910. B. M. ROBINSON, Clerk Circuit Court Orange County, Florida. 50-4t

In the Circuit Court of the 7th Judicial Circuit of the State of Florida for Orange County.

City of Sanford vs. Mary Evans. Bill in Chancery to Enforce Tax Lien. To the defendant, Mary Evans. It appearing from the affidavit of the City Solicitor of the City of Sanford, herein filed, that he believes that you are a non-resident of the State of Florida and that your residence is unknown and that there is no person in this State the service of a subpoena upon whom would bind you, and that your age is over the age of 21 years. It is therefore ordered that you do appear in this Court to the bill herein filed, upon 8th day of September A. D. 1910. It is further ordered that this order, of publication be published once a week for 8 consecutive weeks in the Sanford Herald a newspaper published in Orange County, Florida. Witness my hand and seal of the said Circuit Court this 23rd day of July A. D. 1910. B. M. ROBINSON, Clerk Circuit Court, Orange County. 50-8t

In the Circuit Court, Seventh Judicial Circuit, Orange County, State of Florida

Edward Forliester vs. Charles Bakrow and A. M. Thrasher and James A. Rirkwood. To Charles Bakrow: It appears from the affidavit of Edward Forliester herein duly filed in which he deposes and says that he is the complainant in the above named cause and that the defendant, Charles Bakrow, is a non-resident of the state of Florida, and that his address is Louisville, Kentucky. You are therefore ordered to appear to this bill on Monday the 3rd day of October, A. D. 1910, the same being a rule day of this court. It is further ordered that this notice be published in the Sanford Herald, a newspaper published in Sanford, Florida, for four consecutive weeks. Witness my hand and seal of said court and the seal thereof this 13th day of August, A. D. 1910. B. M. ROBINSON, Clerk. (seal) By M. A. Howard, D. C. Andrew Johnson, Sol. for Complt. 1-4t

In Circuit Court of the Seventh Judicial Circuit, Orange County, State of Florida

Patay Williams vs. S. E. Williams. Bill for Divorce and for Property Settlement. To S. E. Williams. It appears from the affidavit of Patay Williams herein duly filed in which she states that the defendant, S. E. Williams, is a citizen of Orange County, Florida, that he is now residing at Oviedo in said county where she filed her original bill for divorce, and at the date of the filing of her amended bill for divorce, and that the title to the property described in said amended bill is decreed to her, said defendant, S. E. Williams, has concealed himself and has fled away from said Oviedo in said county of Orange, and his exact location other than in said Orange county, is unknown to her, but that said S. E. Williams is over 21 years of age, and that there is no person within the state of Florida the service of a subpoena upon whom would bind the defendant, you are therefore ordered to appear to the amended bill of complaint herein filed on or before the 3rd day of October, A. D. 1910, the same being a rule day of August, A. D. 1910. It is further ordered that this order be published once a week for four consecutive weeks in the Sanford Herald, a newspaper published in Sanford, in said county and state. In Witness Whereof I have herunto attached my name and official seal this 17th day of August, A. D. 1910. B. M. ROBINSON, Clerk. (seal) By M. A. Howard, D. C. Andrew Johnson, Sol. for Complainant. 1-4t

In the Circuit Court of the 7th Judicial Circuit of the State of Florida for Orange County

City of Sanford vs. S. Puleston and Tax Lien. To all whom it may concern: Upon application of the City Solicitor, it is hereby ordered that on or before the October Rule Day next, being the third day of October, A. D. 1910, in said court, you appear to and answer the bill filed and set forth the nature of your respective interests in, right to, or liens upon real estate situated in the City of Sanford, and described in the bill as Lot 7, Block 10, Tier 10. It is further ordered that this be published in the Sanford Herald, a newspaper published in said city, once a week for four consecutive weeks prior to said rule day. Witness my hand and seal of the said circuit court this 19th day of August, A. D. 1910. B. M. ROBINSON, Clerk. (seal) 2-4t Clerk Circuit Court, Orange County.

In the Circuit Court of the 7th Judicial Circuit of the State of Florida for Orange County.

City of Sanford vs. Mary Evans. Bill in Chancery to enforce Tax Lien. To all whom it may concern: Upon application of the City Solicitor, it is hereby ordered that on or before the September Rule day next, being 5th day of September, A. D. 1910, in said court, you appear to and answer the bill filed and set forth the nature of your respective interests in, right to, or liens upon real estate situated in the City of Sanford, and described in the bill as Lot 3, Block 18, in Chapman & Tucker addition to said City of Sanford. It is further ordered that this order be published in the Sanford Herald a newspaper published in said City, once a week for four consecutive weeks prior to said rule day. Witness my hand and seal of the said circuit court this 23rd day of July A. D. 1910. B. M. ROBINSON, Clerk. (seal) 50-4t Clerk Circuit Court, Orange County.

In the Circuit Court of the 7th Judicial Circuit of the State of Florida for Orange County

City of Sanford vs. A. C. Merdin and Tax Lien. To all whom it may concern: Upon application of the city solicitor, it is hereby ordered that on or before the September Rule day next, being the 5th day of September, A. D. 1910, in said court, you appear to and answer the bill filed and set forth the nature of your respective interests in, right to, or liens upon real estate situated in the City of Sanford, and described in the bill as Lot 7, Block 10, Tier 10, in Marlin's Addition to said City of Sanford. It is further ordered that this order be published in the Sanford Herald, a newspaper published in said city, once a week for four consecutive weeks prior to said rule day. Witness my hand and seal of the said court this 23rd day of July, A. D. 1910. B. M. ROBINSON, Clerk. (seal) 50-4t Clerk Circuit Court, Orange County.

In Court of County Judge, State of Florida

In re Estate of Lyman Phelps } Orange County. Notice is hereby given, to all whom it may concern, that on the 6th day of February, A. D. 1911, I shall apply to the Honorable William Martin, Judge of said Court, as Judge of Probate, for my final discharge as executrix of the estate of Lyman Phelps, deceased; and that at the same time I will present my final accounts as executrix. Dated Aug. 5th, A. D. 1910. MARY BLAINE PEELER, Executrix. 51-6 mo

In Court of County Judge State of Florida

In Re Estate of Wm. Hale Bates, Dec'd } Orange County. Notice is hereby given to all whom it may concern, that on the 10th day of December, A. D. 1910, I shall apply to the Honorable Wm. Martin, County Judge of said Court, as Judge of Probate, for my final discharge as executrix of the estate of Wm. Hale Bates, deceased; and at the same time I will present my final accounts as executrix of said estate, and ask for their approval. Dated June 10th, A. D. 1910. B. F. WHITNER, Executor. Dec. 10.

SCHUPEMRT-NORCROSS HOES



This is what you want. Bolts on with one bolt and center tooth behind.

F. A. SCHUMPERT SANFORD, FLORIDA

Sanford Library AND Free Reading Room

ROOM 20 Upstairs, Pico Block Open Tuesdays 4 to 6 p. m. AND Saturdays 4 to 9 p. m. Strangers Welcome

Henry McLaulin JEWELER

MY SPECIALTIES Pickard's Hand-Painted China Gorham's Sterling Silver Rogers' Plated Ware Elgin and Waltham Watches

ALL GOODS GUARANTEED

MISS RUTH ABBOT CLASS IN PIANO LESSONS

Given at Home of Pupils. Address: 123 Ninth St. Sanford, Fla

New Co-Educational College in FLORIDA

Rev. B. F. Haynes, formerly President of Asbury College in Kentucky is President of this new institution. Health giving climate, healing mineral springs, unexcelled religious influence, low rates all combined to make Livingstone College, which will open in Enterprise, Florida

September 29th, 1910

The Safest Place for your girl or boy. Health Resort and College Combined. We not only educate in Literature, Art and the Sciences, but we train young preachers, missionaries and evangelists. For beautiful illustrated catalog free write REV. B. F. HAYNES, President Livingstone College Enterprise, Florida

C. H. DINGEE Plumbing and Gas Fitting

All Work Receives My Personal Attention and Best Efforts Opposite City Hall Phone 230

Woodruff

Shoes for every occasion, no matter what you wish them for, whether for a days tramp, an afternoon of sport, an evening of society or for business. There is an appropriate and reliable shoe for that particular occasion.

SOLD BY

Frank L. Woodruff Sanford, Florida

Chase & Co. SHIPPERS OF Florida Fruits and Vegetables General Insurance Agents SANFORD, FLORIDA

Peoples Bank of Sanford, Florida CAPITAL \$30,000.00 The ONLY bank in Sanford that INSURES EVERY DOLLAR DEPOSITED AGAINST LOSS from any and all causes. THE PEOPLES BANK OF SANFORD OFFERS Prompt Service Polite Service Accurate Service and will appreciate your patronage FOUR PER CENT allowed on Savings Deposits Safety Deposit Boxes for rent M. M. SMITH, H. R. STEVENS, H. E. TOLAR President Vice-President Cashier

HAND BROTHERS LIVERY, FEED and SALES STABLE Harness and Buggies Blacksmithing and Horseshoeing Horses and Mules Bought and Exchanged AUTOMOBILES FOR LIVERY USE

TOP PRICES FOR YOUR ORANGES, GRAPEFRUIT, TANGERINES AND EARLY VEGETABLES when shipped to HEWITT. If you are not doing business with this House, write to them at once. HEWITT & CO. FRUIT AND PRODUCE COMMISSION MERCHANTS 10 E. Camden St., Baltimore, Md. References: This Paper and Thousands of Pleased Shippers in Florida

Drink a Bottle of Coca-Cola GINGER ALE OR SODAWATER Manufactured with pure distilled water—they will prevent illness, aid digestion and give you health. The Sanford Coca Cola Bottling Co., Sanford, Fla

FIRST NATIONAL BANK OF SANFORD, FLA. F. H. RAND, President G. F. FERNALD, Vice-Pres. F. P. FORSTER, Cashier B. F. WHITNER, Asst. Cashier Only National Bank in Orange County Funds Protected by Burglary Insurance Safety Deposit Boxes for Rent ORGANIZED 1887

CITY CIGAR STORE And ICE CREAM PARLOR Ice Cream Furnished in Pints, Quarts and Gallons Stationery, Confectionery and Periodicals of all Kinds 104 First Street Phone 281 Old Postoffice Bld'g

Shipments of Celery from Sanford to date

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

Yearly average increase 118.3%

WE HANDLE

Sanford Money-Makers

Our Policy: Conservatism, Reliability, Progressiveness and Courteous Treatment

Sanford Residents

You have missed a good thing in land in the Celery Delta many times. We now offer you a chance to secure a 5-acre Sanford Farm on payments of \$25 down and \$10 per month. If you do not hurry another good chance will fade away before you. The farms are selling fast.

Volume 1

SANFORD, FLORIDA, AUGUST 26, 1910

Number 30

A Million Dollars a Word

The manufacturers of Royal Baking Powder were offered One Million Dollars a Word for the name alone. The owner of the brand refused on the ground that he thought it was worth One Million Dollars a Letter.

If the exact value and nature of the greater portion of Florida land that is now being offered to the unsuspecting public could be made known to the purchasers before they sink their money in it, the shock that will be visited upon Florida's progress and success within the very near future, the thesis setting forth the warning to the working men and women of the country to the north and east and west of us would be as valuable as the stuff that makes bread rise.

Collingswood, N. J. Aug., 17th. 1910.
Title Bond & Guarantee Company.
Sanford Fla.,

Gentlemen:-

I can appreciate the possibilities of the trucking industry in Sanford, where irrigation is so easy and practical. I was among the truck farms of the Celery Delta last winter and was surprised at the wonderful results which can only be accomplished by the flow of water.

I have been in the business of the manufacture and selling fertilizer for the past 35 years. Wm. H. Boers & Co., of Jacksonville was our agent. We had a large trade through this section. I well remember when farmers came in from a whole section saying they could not pay their bills on account of the drought.

Yours truly,

J. E. Tygart.

The above letter was received by this company on the 20th of the present month. It tells the story we have been trying to tell the prospective land purchaser for the past six months, so far as this section of Florida is concerned. Take a ride over the hard road from here to Orlando and you will readily see what will happen to you if you "go dry farming for money." The crops are dwarfed and yellow; the hot sun scorches them to death and the intense rains of our summer months puts on the finishing touches which the sun failed to supply. Forty acres of that arid land is about sufficient for one to starve to death on, and leave a heritage that will take his family into the great unknown via the same route. When things are so frightfully uncertain in the dry farming regions of the rainbelt that farmers have to bring chickens and eggs to town and trade them at the store for green things from Sanford as the writer has seen them do, then it is time for a sound warning to go forth and the "Shell Game" given a black eye.

It is true that it would be impossible to tell all the good people of this nation the truth which they should know about the arid lands of this state, but that is no reason why those who believe in fair play should not raise their voices in behalf of the right.

It is all right to make dollars. In the days of the lowly Nazarene the money changers who held forth about the temples were a power within themselves but that did not prevent the Revolutionist, Christ, from turning their change counters over and driving them out into the streets. Neither does the self assumed aspect of superiority and a thin veneer of counterfeit christianity give one a license to go out and hand his "less learned brother" a package in the shape of a sand dune that would make the Shell Film Flammers of the Tender Loin districts of the great cities turn green with envy.

Crimes committed in the name of respectability and upheld with a haughty mein are a stench nevertheless and while the perpetrators may be securely entrenched in their positions today, the time is coming when they will have to give an accounting of the highway thievery carried on under the guise of candor and honesty.

A man from the north will have no more gumption about making a living from ten dry acres at \$25 a dry than the Florida Cracker, who has learned to live on sweet taters and grits and if you don't believe it just lay along side and hear the howls go up from out of them after they have experimented two years. If that will not do you, go to Sumterville, St. Johns Park, Taft, St. Cloud, Keystone Park, all being among the first colonies started in Florida and there you will have spun to you a tale of woe that will make cankerous sores on your heart.

There may be failures in the ability of the grower to market his crops grown in

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

The Bull Head Butts Like a Battering Ram

(Being a Rag Chew Between a Wise Old Man and His Bull Headed Son)

Well, Father!

You would not advise me to purchase improved property in the Irrigable Belt, Sanford Celery Delta, what would you advise me to do?

How Much Per Acre Did He Ask You For the Land, My Son?

I think it was \$4,500 for a five acre tract that had been cultivated only one time.

If You Purchased This Land

What hope do you have of making a profit out of it by any further increase in Land Values?

Now, Father, You Are Putting Me Wise to a Line of Thought

That until now I had taken no account of. The man claims I will be able to make good profits from the growth of vegetable crops but now that I think of it, he did not say anything in regard to me ever making a profit out of the land.

Take a Pencil, My Son, and Write Down These Items:

Five acres of land at \$150 per acre	\$ 750.00
Clearing and Plowing five acres at \$40 per acre	200.00
One Flowing Artesian Well at	75.00
Fencing Five Acres	70.00
Ditching "	20.00
Tiling "	525.00
Total Investment	1640.00

What have you now my son? \$1,640, Father

Did you intend to look after the farm yourself? Yes, Father

Then deduct 15 per cent. from the above figures. If you propose overseeing the work. That leaves \$1,394.

See What Would Happen to You My Son

If you had not stopped to think this matter over and weigh every side of the question. By going in and developing your own farm you will make a saving of \$3,106 over what the man wanted to charge you for the improved place.

But Father, the Fellow Said

The place would pay for itself this winter.

Ask Him If it Paid For Itself Last Winter

And he will stop a moment, stutter a trifle and finally admit it did not. If the man had told you it might pay for itself this winter, then he would have been in the clear and some attention would have been paid to his vaporous assertions. But son never trade on the other fellow's assumptions unless you have found the assumptions to be above suspicion.

The Son Was Obduarate

And wanted to go ahead and purchase the improved place so he could get busy with the crop and he had a row with the Old Man and was called a Bull-Headed Mutt because he would not allow a ray of reason to enter the darkness of his cranium.

The Old Man Said

My Lad, if you save \$3,106 the first year by making the improvements yourself, isn't that just as good as if you had invested your whole wad in the place and then took the chances of making it return to you out of your crops. Buy the new place, improve it, make the money out of the crops and also make the \$3,106 out of the improvements.

Some Land Sellers May Tell You

That it is better to buy improved property. Ask them if they bought improved property? Ask them if they paid for the improved property they purchased? Ask them if the man who they bought the improved property from, had to take it back how much they would be out? You have that \$3,106 in your jeans right now and I intend to see that you keep it there, even if I have to poke you into Chattahoochee and have you treated for rareness of the brain.

Take the Wad You Have

And go to the Title Bond & Guarantee Company and negotiate one of their Five Acre Farms and improve it. Quit butting around like a battering ram and take a dose of tumbles to brace you up.

Our Terms of Sale will cure anyone of the Butting Habit.

Our Terms of Sale will allow you to place the greater portion of your money into Developments instead of Land Payments.

Our Terms of Sale are just and liberal and no other company offers such just terms in the Sale of Good Lands

We lead in up-to-date methods of publicity. Others get the fever and then fall in line. They recognize a good thing, and are willing to plagiarize any system that will add a mite to their store.

Send for our Book telling you about the Sanford situation. It is an eye-opener. It contains information you need and stuff that will do you good.

TITLE - BOND - & - GUARANTEE - COMPANY
(INCORPORATED)

\$25 down-that's all

SANFORD FARMS

\$10 monthly-That's Easy

the Celery Delta, but you will hear of no failure to grow the crops. If the crops grow, then the land has acquitted itself with all honor to the State.

Send for our book on Florida Lands. It tells you a few things that should stick to your ribs forever. It tells you of the exceptionally good lands this company has in the irrigable belt of the Celery Delta and the favorable terms upon which you can get them. Our company has no lands that it is selling upon the reputation of Sanford nor the achievements that have been pulled off here. Our land is a part and parcel of the Celery Delta.

Title Bond & Guarantee Co.

This List May Interest You

FOR SALE Five acres, 2 1/2 cleared, 1 well 2 room cottage, price \$1,050.

FOR SALE Residence, Markham Heights, 3 acres, nice fruit trees and grove, \$3,500.00. One third cash balance to suit purchaser.

FOR SALE Five acres in Beck Hammock, 3 tilled, flowing well, within half mile of station. Price \$3,800, terms \$1000 cash, balance in five years or less.

FOR SALE Ten acres, five acres cleared, 3 1/2 acres tilled, one well, six

room house, out-buildings, near the school, enough tilling for another acre, price \$7,000.

FOR SALE 10 acres in Eureka Hammock four miles south of town. None cleared. Flowing well. Loading station 1/4 mile away. Price, \$1750. Terms, \$800 down, balance on time.

FOR SALE 15 acres all cleared, 10 acres tilled, 5 flowing wells, facing hard road, good barn, four room residence, near shipping point, price \$15,000.00, \$8,000.00 cash, balance in two years.

FOR SALE 11 acres, five cleared, 6 fenced, 4 tilled, 5 in cultivation. All ditched and drained. One well. Four room house, barn all on main road quarter mile from loading station. Price, \$5500. Half cash, balance on terms.

FOR SALE Ten acres, tilled and in high state of cultivation, four wells, tool house, all tools and wagon, fronting on Lake Monroe, price \$11,000.00, half cash, balance in two and three years. This place will rent for \$1,000 per year.

TITLE BOND & GUARANTEE CO.

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 3

SANFORD, FLORIDA, FRIDAY, SEPTEMBER 2, 1910

Volume III

ALL AROUND FLORIDA

The General News of "The Land of Flowers."

CULLED FROM THE STATE PRESS

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

The Gainesville Sun is giving away two copies and two scholarships in a circulation contest and is arousing much interest.

Pensacola is having first class sidewalks built at nine cents per square foot and thinks it is such a good bargain that it will build sixty miles of them.

There is at least one advantage that a retiring editor has over the rest of mankind—he gathers the lilies while he is living. The tributes paid to Editor "Bill" Crawford upon his retirement from the Pensacola News are of such a tenor as to make any man about whom they were written feel that he had not lived in vain.

The Atlantic Coast Line has increased the salaries and reduced the working hours of all of its telegraphers and station agents, and it was done unsolicited and without any strike or trouble with any of the men. The Coast Line system does business on the broad policy of development and carefully guards the interests of its patrons and employees alike, thus confuting the adage that corporations have no souls.

The town council of Bartow has just appropriated \$500 of the city funds to be used toward advertising their advantages. Florida has never had such an inflow of home seekers as will come here this winter and the towns and counties that make an appeal to them with conservative advertising will secure them.

As a result of the general strike among cigar makers at Tampa and the seeming hopelessness of a settlement between the employers and striking employes, several of the manufacturers at that place have been seeking locations elsewhere in the state. One factory at least has moved to Tallahassee, one to St. Augustine and one in Palatka.

The Florida papers are printing tributes to Senator Call, but there is not a single complimentary mention of him appearing in any Florida paper from the time he entered the Senatorial primary six years ago until his death. Postmortem praise is of no practical benefit to the recipient however it may serve to give his memory a few illuminating touches.

The preparations of Marianna to spend money for advertising her resources, as mentioned last week, have already passed beyond preparation stage. The publicity movement was started by former Senator W. H. Milton with a booklet entitled, Florida Farms Are Fortunes, and followed by advertising in the northern newspapers. The whole campaign being in charge of Vyle's Advertising Agency, Jacksonville, Florida, whose general manager, Percy P. Vyle, is well-known to advertisers throughout the state. The Pensacola Journal spoke in highly complimentary terms regarding Mr. Vyle's work on the senator's booklet when reviewing it one day last week.

Mathew Driggers, aged twenty, son of Mr. and Mrs. Driggers of Longwood, while in search of alligator eggs near Paola, was bitten by a rattlesnake and died in spite of the attention of a physician.

The sky line of Jacksonville's business district will soon be punctuated with the towering cornice of a fifteen story fireproof office building, to cost not less than \$300,000, to be erected on the southwest corner of Laurel and Forsyth streets on the Udemann property.

Resulting from a duel occurring in front of the postoffice at Cypress Sunday night, between G. H. Montgomery and J. P. Collett, two of the oldest residents of that place, Mr. Collett died shortly afterward, Montgomery using a shotgun with fatal effect.

The steamer Frederick DeBary, which has been used as an excursion boat, running between Jacksonville and Green Cove Springs, the past summer, will be overhauled and then resume her trips between Jacksonville and Sanford.

That Florida's importance in the world of railroad transportation is increasing by leaps and bounds has been demonstrated for several years past by the inauguration and operation of various small lines throughout the state.

From present indications, the abolition of the state and county convict lease systems will be one of the most important questions coming before the next legislative session. Opponents of the lease system, a majority of whom favor the plan of working convicts on the good roads, appear determined to make a strong fight for a change.

The Florida Citrus Exchange, which is the salvation of the growers of Florida, is anticipating a season of even greater success than that of last winter. The freeze of last January, which caught great quantities of fruit that had been held, affected the operation of the exchange to some extent, but it is hoped no such calamity will occur during the coming winter.

Mabel Paige at Imperial
The favorite of Sanford theatre goes, Mabel Paige, will appear at the Imperial Theatre on the nights of Sept. 12 and 13. This will be the formal opening of the new theatre and no better company north or south could be found as the Mabel Paige Co., is known and appreciated by Sanford people. Manager DeCotte has had an expert scene painter here for several weeks and on the opening night will show the audience one of the finest small Opera Houses in the state, being fully equipped to handle all attractions.

Has a Silver Screen
The Imperial Theatre continues to improve from week to week and Manager DeCotte has installed what is termed a "silver screen," the better to improve and make clearer pictures. The "silver screen" is all that is claimed for it and the pictures are excellent. A new carpet has also been added for the aisles and altogether the Imperial has them all beat when it comes to an up-to-date opera house and moving picture show. The house is crowded nightly for the Sanford people appreciate Mr. DeCotte's efforts to give them something good for the money.

Stuck in the Mud.
Elmer McCreary and Tom Swearingen of Gainesville, were in the city on Saturday enroute home from the beach. They came over that delightful mud hole near the ferry on the Volusia county side and the automobile stuck fast in the oozy mud. The boys were forced to leave the cars and walk to town where a team of mules was procured to drag out the machines. They left one car in Sanford and proceeded on their way to Gainesville.

A New Real Estate Firm for Sanford.
The Sanford Real Estate & Investment Company is the name of a new real estate firm recently organized in our town, Mr. W. H. Stiles, who has been in Sanford for several years, and who is connected with the Atlantic Coast Line Railroad in an official capacity, is president. Mr. J. H. Stephens, a gentleman recently coming in our midst, who has behind him years of practical experience, vice-president; and Mr. W. H. Wakefield, a Kentucky farmer boy, who later in life has acquired lots of practical experience, Secretary and Treasurer.

Mr. Stiles will only be able to lend the Company his influence and well-wishes. The business interests of the Company will be actively handled by Messrs Stephens and Wakefield.

We predict a great future for the above named Company, as it is composed of three wide awake young business men.

On account of the past great growth and development of this section of Florida, and more especially Sanford, the advantages to those who contemplate making their future homes in the South, this young firm has decided that in no other field of business, are there brighter prospects than in the real-estate field.

The Sanford Real Estate & Investment Company's greatest ambition is to see Sanford and vicinity grow. The public may rest assured there will be no stone left unturned to accomplish this end.

The office of the above Company is located in the Pico Building, Rooms 8 and 9; telephone connection, No. 177. If any one wishes to rent, buy or sell property, it will be to their interest to see this firm before closing their plans.

KNOCKING FLORIDA

Ignoramus Attempts to Write Opinion of Certain Sections

ANOTHER CAR WINDOW EXPERT

A Passing Glance at Vegetable Section Gives Him Eloquent Opinions

Another car window expert gives his opinion of Sanford, Lakeland and Kissimmee and from his statement as to his residence on the East Coast he evidently wishes to knock Middle and West Florida. Editor Howard in the Orlando Citizen takes up the subject in his usual practical manner as follows:

The North East (Pa.) Advertiser publishes a lengthy article from the pen of H. H. Raymond, in which he seeks to correct certain abuses and misstatements of some of the land companies promoting various colony schemes in the state. Coming from one who claims to have spent sixteen years in Florida, there would seem to be some authority attaching to his opinion, and therefore we take up a few of his propositions briefly.

He says: "Although we have spent sixteen years in Florida (on the river of the East Coast) this was our first trip to the West Coast, and as it was new to us we observed it carefully. We stopped over a day in Sanford. It is an attractive town, but upon closer investigation we found that the celery growers were in the soup, practically no price being offered, and the growers were plowing the celery under."

As there is no real explanation given for the above Mr. Raymond apparently would let it go upon the presumption that the unsuspecting investigator of Sanford might be captivated with the "attractiveness of the town" were it not for his "one day's closer investigation."

Thousands of practical people have invested in Sanford celery lands and hundreds of thousands of dollars are made by the growers of this and other vegetables in Sanford. Up to last year such a thing as plowing under a crop has never occurred. The extremely cold winter delayed the maturing of the crop and the entire crop over the state was affected. Such a condition is no more likely to occur regularly as that it is always necessary to replant corn in Pennsylvania because of wet weather in the spring, or the failure of the apple crop from late frosts, or a bad stand of wheat because of an open irregular winter.

Sanford vegetable growers make such profits that unless the gardener is now and without means he can stand a single loss like that.

Mr. Raymond says: "We ticketed to Lakeland, which we found to be a rather attractive town, but remained there only until the next train, ticketing to Kissimmee, and here is where the story begins."

"It is truly a fact that in many instances the planter's bill for fertilizer is more than the value of the crop taken from the same amount of land situated in the North." But he fails to carry his statement to a conclusion. In his crop value he should deal not with a crop taken from the same area of land North, but with the crop from the identical land fertilized, which, by reason of its increased value, permits high fertilization.

"I am told this fertilizer is needed even on 'muck' lands, which are not muck lands, but peat; and yet this is the best soil in the state."

Here again is a conclusion based not on fact, but hearsay. There are muck lands and muck lands, but whether peat or muck, containing a superabundance of nitrogenous plant food, certain elements, such as potash and phosphoric acid, must be added, when this muck becomes vastly productive, as is evidenced.

But muck lands are not the "best lands in the state." Hammock is better, and for some purposes "flat woods" is better. The best for one purpose may not be the best for others, and it requires much more than a "passing glance" or "hearsay" to determine.

"Talk about raising three or four crops every year on the same land is all tommyrot. If they can raise one good one, or half as much anywhere north, they are doing mighty well, thank you."

That statement proves the ignorance of the gentleman. Two, three and four crops, by intensive farming, can be grown, and are sometimes. There are instances right about us. But it really isn't necessary, with plenty of good land to spare.

The fact is there are plenty of men within the section hastily run over by the gentleman, and here in Orange county, where a good living is made and where, in some instances, fortunes are more easily made than is usual in agriculture. Also, there are the most signal failures ever made anywhere, largely because some buy without seeing or because the buyer is no farmer or gardener, or expects to "get rich quick" without work or capital." But man for man there is a greater success and less real hard work than in any state we know of.

There are two extremes. The one on the part of the land company that promises too much in ill-adapted localities, and the other on the part of the "close observer" who puts up his opinion against a condition created through many years of actual success.

Fishing on the East Coast for sixteen years does not qualify a man to speak infallibly of trucking conditions in the heart of Florida.

Business College for Sanford

Messrs. J. H. Stephens, W. H. Stiles and W. H. Wakefield will open a first class business college in the city of Sanford on Monday, September 12th, in the Welborne Block, in what was used as a lodge room. The school will be known as Sanford Business College.

It is the purpose of these gentlemen to have a strictly modern commercial school, teaching bookkeeping in all its applications to business transactions, Shorthand, typewriting, English, Business Correspondence, Spelling, Arithmetic, Penmanship, Commercial Law and Telegraphy.

The school will be under the supervision of Prof. J. H. Stephens, who is a teacher of fifteen years' experience. Each department will be in charge of a competent teacher.

The management of the school is in a position to secure employment for all competent students desiring same.

The officers of the college are, J. H. Stephens, President, W. H. Stiles, Vice President and W. H. Wakefield, Secretary and Treasurer.

Boquet For Lovell

M. W. Lovell, formerly a leading citizen of Leesburg, was a visitor here Wednesday. He is now a candidate for the office of clerk, treasurer and collector of Sanford. While we do not care to meddle in Sanford's affairs, they could not find a better man for the position. In Leesburg he was twice elected mayor, served on the council several times and also as a school trustee, giving satisfaction in each capacity.—Leesburg Commercial.

Pillau at Cameron City.

One of the most enjoyable affairs of the season was the pillau given by several of the young men to their young lady friends at Howard Park near Cameron City.

The party gathered at the car line about 7:30 and a jolly crowd it was, composed of the belles and beaux of the city, chaperoned by the best of chaperons, Mr. and Mrs. W. W. Abernathy. Arriving at Cameron City they walked a short distance to the park, which is an ideal spot for just this kind of a party.

Several of the young men "got busy" with the chickens and rice and in a remarkably short time they were summoned to a sumptuous feast spread on the ground, and which was declared by all to have been beyond criticism, thanks to Eugene Roumillat, who was the chef of the occasion, but Gene says, "never again." After the supper the party repaired to the pavilion where dancing was indulged in until the last car for Sanford, which came all too soon, so they declared. The party returned to the city after having spent one of the most pleasant evenings of the season. Mrs. Abernathy had her ankle right badly sprained on the way out, but pluckily concealed the fact from the young people until they arrived at home, where she has been confined to her room since. All wish for her a speedy recovery.

Those who were so fortunate to attend the pillau were:

E. Roumillat with Helen St. Johns, George Lovell with Saidee Williams, Bill Hill with Veda Ward, Archie Betts with Mable Hand, Ralph Stephens with Vivian Yeiser, Brax Perkins with Annie Higgins and Linda Leffer, Ed Lane with Carrie Lovell, H. Wight, Jr. with Gene Wicker, Albert Brady with Carrie Abernathy.

Wait for the Band concert in the Park, Monday evening, September 19. Benefit of S. I. A. Help Make Sanford Beautiful.

NEWS OF THE WORLD

Items of Interest Gleaned From Various Sources

HAPPENINGS DURING THE WEEK

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

Wood alcohol, mixed with beer and whiskey at a foreign christening almost snuffed out thirty lives at East Pittsburg. As a result, John Wodocay, Stephen Veroski, Wassel Bavaoboki and Andrew Muloo are not expected to recover. The alcohol was found where some painters had left it and was put into the drinkables by some of the guests.

Acts of the Supreme Court of the United States were sharply criticised by Theodore Roosevelt in an address in the State capitol before the Colorado legislature. The former President cited two decisions by the Supreme Court which he declared were contrary to the principles of democracy and he said emphatically that if those decisions indicated the permanent attitude of the court, the entire American system of popular government would be upset.

August cotton sold at twenty cents a pound in the New York cotton market Tuesday on urgent demand from speculative shorts who had postponed covering until the last minute in the hope that the increasing new crop movement might break the control of the bull leaders.

Leprosy, the unconquered scourge of the ages is making what is believed to be its last stand against science. From Molokai, the coral island prison for the plague-stricken in the Hawaiian group, a few words have been flashed half way around the world to Washington telling of achievement accounted second only to the discovery of the lepra bacillus by Hansen in 1879. Three surgeons of the United States Public Health and Marine Hospital after months of the toil have grown lepra bacilli in pure culture outside the human body and in tiny, thin glass tubes in the laboratory, the loathsome germs are now growing in their third generation.

Mayor Gaynor has been removed from the hospital in New York to his country home. He stood the trip well, though his neck is still considerably swollen.

Col. Roosevelt is now enjoying himself among the cowboys of the West, many of whom were members of his regiment during the Spanish-American war.

Fully 200 delegates, numbering among them some of the most prominent lawyers of the nation, were in the city hall when President Charles F. Libby of Portland, Me., called the American Bar association in order for its thirty-third annual session. The president's address told of most noteworthy changes in statute law made by states and congress during the year.

Fifteen cases of Asiatic cholera, or what is supposed to be cholera, have been discovered in Berlin and the suburb of Spandau. Five suspected cases of cholera were discovered in Berlin proper, two in a house in the northern part of the city, where a man died last night, supposedly of cholera.

After the vicissitudes of the civil war covering a period of more than a year, Gen. Juan J. Estrada, who organized and led the insurgents to the culmination of a successful revolution against the Madrid government, had the extreme satisfaction this week of being sworn in as president of the republic. His reception at the palace at Managua by the assembled citizenry was the greatest that has ever been given a victorious general in the history of the nation. Fully 20,000 persons were gathered in the neighborhood of the great building to give him welcome.

Hundreds of tons of figs are going to waste in southwest Texas because preserving plants cannot take care of them. The fig crop has been unusually good this year and moreover the acreage of orchards has been added to considerably. Owing to the fact that the fruit cannot be transported in its raw state any great distance, growers depend entirely on the local market and the preserving plants. While the latter have increased their capacity during the past two years by at least 200 per cent, they have been unable this season to take up more than about three-fifths of the crop.