

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 1

SANFORD, FLORIDA, FRIDAY, AUGUST 19, 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.

Failure to provide screens over exhibited for sale and otherwise viol the health ordinances in keeping usary premises, caused sixteen persons to be arraigned before Judge A. Q. V in the Municipal Court at Jacksonville. The cases against the offenders were sent by Chief Sanitary Inspector Floyd, and his staff of sanitary patrolmen, the most interesting of the session of the court, at which twenty-three cases were heard in exactly one hour.

Hundreds of homeseekers are arriving in Florida on every homeseeker excursion from the West and North. These people are wisely looking into the land propositions so extensively advertised before deciding upon a location. Homeseekers' excursions are operated from Chicago and other points every third and fifth Tuesday in each month. Twenty-odd days are given to remain in Florida, and during that time a practical idea of the various localities can be obtained by the prospective settlers. Municipal and Industrial Record.

Lightning struck the residence of C. W. Banknight, at Archer, during the storm on Thursday night, doing considerable damage to the upper part of the house. The person was in the house at the time and the lower floor and did not know of the damage above. Mr. Banknight was in Jacksonville at the time.

Editor Williamson of the Jacksonville has snap-shotted a Jacksonville negroes who paid the poll taxes and uses them to illustrate editorials at Pleasant Hill.

The Orlando Elks have come to the opinion that Orlando would have a suitable ambulance to carry the disabled and infirm people who are constantly coming to the city, they have accordingly ordered such a conveyance and will practice charity in this practical way.

Corn crops now forming all around Hastings, Elkton and other places in St. Johns county were three months ago fine Irish potatoes were harvested.

The Ocala Standard claims that Ocala will have a house full this winter unless more houses are built at once.

It is claimed Palatka that the women of the town have built the churches, brewed the sacraments, and numerous like needs, and how it is suggested that they organize a fire company.

Several industrious Florida women make a good thing by raising chickens. There is no better place in the world in which to raise poultry, by persons need not expect to make a surplus of the business in cities where they need plenty of food and fresh water in order to thrive well, and the best place to engage in the chicken business. Gainesville Sun.

A delegation from the board of trade left that city by train on Wednesday for Chicago via Asheville and Cincinnati. They are for the interest of the City in particular, and reading matter pertaining to the many advantages of Plant City and its surrounding country.

The schools of Polk county for the coming school year will be opened on Monday, September 12th, at a large site good will no doubt be Lakeland school will be in charge of Prof. Wm. N. Sh. Superintendent of Public Instruction, and with his competent teachers, the outlook is bright.

Visitors from Key West have been very much interested in the account of a meager water. A large project of the city which they store in. Since last October, a hurricane brought away the water from the island, most a water famine and sickness has come as a result. The Jacksonville Metropolis.

OTTEN BRIDGE—ROTTEN ROADS

Horse Falls In and Dumps His Load.

The people of this section will hardly be surprised to learn that the bonds for brick roads as long as every avenue is neglected and allowed to go to ruin as it now stands. Brick roads would be all right but the question of the people getting a fair shake is agitating the people on Celery Avenue and East Side. There is no thoroughfare through Orange County that is traveled as extensively as Celery Avenue and yet for several years the road and bridges have allowed to go to pieces and just now it is impossible. On this road all automobile travel to the East coast is and Orlando County can hardly get on with the travelers because of such rough roads at this end of the county.

There are more people living in the Celery Delta than any other part of Orange County and they pay more taxes and yet in the matter of good roads they get nothing. One day this week as W. H. Sipes was driving over one of these "cant-leave-her" bridges so generously supplied by our county commissioners the horse broke through and only by the sheerest good luck was he extricated and his life saved. The road is full of holes from one end to the other and the people are wondering where all the tax money goes.

Wedding Announcement.

We have much pleasure in announcing the approaching marriage of Dr. H. K. Murphy of this city to Mrs. E. P. Welborne, of DeLand, Fla. The ceremony will take place about the first of September at Asheville, N. C., where Mrs. Welborne is now staying. Mulberry will be without the services of this popular doctor for about four weeks. Everyone in Mulberry and especially those who have the pleasure of knowing Mrs. Welborne will unite with us in expressions of hearty congratulations and good wishes for their future. —Mulberry Journal.

This announcement will come as a surprise to the many friends of Mrs. Welborne in this city where she is so well and favorably known and where she resided for several years. Mrs. Welborne is the widow of the late Judge Welborne who at the time of his death several years ago was County Solicitor. Since his death Mrs. Welborne has been engaged in the life insurance business in which she was eminently successful. Her many friends extend congratulation in advance.

Launch Party.

The beautiful moonlight of Florida, famous in song and story, is never more beautiful than in August and in Sanford where Lake Monroe leaves the shores with gentle ripples there is nothing wanting to have an outing in the evening when the moon sheds its refulgence upon the placid bosom of the lake. Launch parties are now the order of the night and among the many this week the following people enjoyed themselves on last Tuesday night by a spin around the shores of Monroe.

Mr. and Mrs. W. W. Abernathy, Mr. and Mrs. Cony, Misses Janie Wicker, Carrie Lovell, Sadie Williams, Josephine Murdoch, Lillian Gibson, Carrie Abernathy, Messrs Geo. Lovell, Henry Moor, Wight, Kirkland Wicker, Phil Moore.

Chicken Pilau.

There will be a chicken pilau, together with other eatables, held at the Union Church at Moore's Station next Tuesday evening, Aug. 23rd, at 7:30.

A nice program is being prepared and your measurement will be taken during the evening. Arrangements have been made for special car service. Car will leave Sanford at 7:15 p. m. sharp and the last car will be held at Moore's Station until supper has been served.

Come out and enjoy yourselves and help dispose of the good things prepared.

Imperial Is Popular.

The moving pictures at the Imperial theatre are just as popular as ever, and despite the fact that Manager DeCotte has more than doubled the former seating capacity the new theatre is hardly adequate to accommodate the crowds that flock to the Imperial. Sanford is a large house.

It has been granted to the Orange Hotel Company, for the season, October 1, 1910 to May 1, 1911. The consideration agreed upon was \$4,000.

TURNING SANFORD WAY

Hundreds of Homeseekers Will Locate in Celery Delta

SANFORD HAS THE REAL GOODS

People Who Wish to Grow Vegetables For Profit Will Choose Sanford

Florida is in the eyes of the people of the United States. The lands in the west and northwest and in Canada, have been filled and many of these people are turning toward Florida to get a milder climate. The arid lands of the west have been reclaimed and the new irrigation system has been a great boon to the farmer, but he must obligate himself to pay a yearly tax and the chances are good for the system to bankrupt him if a few years of bad crops should endure.

The Sanford system of sub-irrigation has caused the world to take notice and it has been pronounced by experts to be the best. With the pure artesian wells to fill the pipes, flowing all the year round with no expense after the well is driven, the grower has all the chance in the world to make good.

Sanford is not an experiment, but the tried and true article, and the man who is seeking a location thinks of Sanford before any other section can claim his attention.

A visitor to the city this week stated that to his certain knowledge there would be several hundred new families settle in the Sanford district this season. That this section was the best advertised of any in the world and since the results could be shown, the price of land cut no figure and that the new people were coming.

Sanford has never made a claim that could not be substantiated and the investor who is wise enough to see the land before he buys will choose Sanford every time. That is the true solution of this section's remarkable growth and the reason the city has reached the era of prosperity now apparent. New store buildings and new residences are going up like magic and yet the increase in population makes the demand greater.

The railroad facilities and water transportation make Sanford the best interior city in Florida from a business standpoint and the new residences and suburban property will make it the best residence city. The Sanford Traction Co. brings the city and country dwellers in close touch and Sanford is discarding the swaddling clothes of an infant city and donning the habiliments of a full fledged metropolis.

The new people will get a hearty welcome to Sanford when the excursions start this way.

Death of L. J. Long.

L. J. Long died at the A. C. L. Hospital at Waycross, on Wednesday after an illness of several months. Mr. Long was one of the oldest and best known engineers on the system having pulled the throttle for the last fifteen years. He leaves a wife and two children to mourn his loss. Interment was made at Tampa.

For Clerk.

M. W. Lovell announces his candidacy this week for the position of Clerk, Treasurer and Assessor. Mr. Lovell is eminently qualified to hold the position and will make a strong bid for the place. He is a competent bookkeeper and has had experience in city affairs.

Union Services at Churches.

Union services will be held at the Congregational church next Sunday night opening at 7:30. Rev. A. E. Housholder is the preacher.

"Jesus the Man" is the subject of Rev. George B. Waldron's sermon at the Congregational church next Sunday morning.

Strawberry Plants.

Any one wanting strawberry plants should leave orders at the office of J. N. Whitner who is anxious to start this great crop in the celery delta on a much larger scale than ever before.

At a recent meeting of the board of public works leased the Tampa Bay hotel property to the old lessee, the Tampa Bay Hotel Company, for the season, October 1, 1910 to May 1, 1911. The consideration agreed upon was \$4,000.

MAKE SANFORD BEAUTIFUL

Ladies of Sanford Will Improve City

The ladies who so earnestly desire to see Sanford the beautiful little city that she should be are willing to use every means at their command and their best efforts. In their own pride, in Sanford, as well as the desire in every woman's heart to be surrounded by all that is beautiful, they are willing to do that, they can to cultivate and uplift the home ideals of the people. It is hardly creditable to any town, country or people to let the women do all the work.

In the effort to make beautiful and attractive the work the ladies have undertaken can be made a pleasure and not a burden if they can count on the goodwill and hearty cooperation of the city officials—who can, if they will kindly receive the suggestion, do a great deal to help the ladies, by having the street force plow up the park and plant St. Augustine grass in it. It is so little trouble to take care of after it has been well started and is so refreshing and pleasing to the eye. All the plots where it is desired to plant flowers and evergreens could be prepared and made ready by the same street force for the seeds and plants.

After the hard work in the park has been done and it is ready for the ladies to make beautiful, if the owners of all the lots, especially those in the heart of the city, are not willing to have them cleaned up and kept clear of weeds and all other unsightly debris, is it impracticable to suggest that the city take this matter in hand and have it done?

It would add very much to the appearance of Sanford to cut down all the weeds, as it certainly is no longer necessary to keep that standing crop of weeds to advertise the wonderful fertility of Sanford soil.

The unkempt appearance of Sanford, with the many piles of boxes, barrels and weeds, which greets the eye of the visitor and newcomer is the frequent occasion of unflattering criticism on the lack of pride and refinement of its citizens.

Unless we all, men, women and children, work with understanding and mutual pride, as well as loyal love for Sanford, a great many of the efforts made by the ladies will be futile.

City fathers and every citizen of Sanford we beg that you will respond to every practical appeal of the S. I. A., and gladly do your share to make our "Lucky Sanford" not only our pride and joy, but in every way beautiful. S. I. A.

First Clean-Up Sale.

The Boston store takes a page advertisement this week to exhibit their first semi-annual clean-up sale and the prices on reasonable goods will bring the people from every section. The Boston under the able management of Mr. Willis is getting a large share of the public patronage and they will save you money on everything by dry goods, notions and furnishings. Read their page announcement and note the prices.

Case of Poisoning.

A. R. Thurston received a dose of poison in some manner last Sunday afternoon that almost put him out of business. Only the quick work of the physicians saved him. Mr. Thurston is of the opinion that he suffered from ptomaine poisoning caused from eating canned goods. He is able to be out again today and resumed his duties at the Imperial theatre.

Setting Out Celery Plants.

Sanford is first in everything, and this year the growers will try both early and late celery. Sanford growers planted their seed beds earlier this year than ever before and the weather has been ideal for growing. The plants have come on apace and this week R. H. Whitner is setting out plants in the field, which is said to be the first of the season.

New Barber Shop.

Gus Scharfhausen and V. S. Arnet have purchased the barber shop in the Welborn Block formerly owned by Ben Green, and will operate the same. Both of these gentlemen are good barbers and will make extensive improvements in the shop and expect to have one of the finest tonsorial parlors in this section.

Coming By Car Loads.

Early in September the Florida Home-Land Co. will run a special excursion from Cincinnati to Sanford and there will be about 200 people down to inspect the lands at Sanford and at Celery City.

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

Florence Nightingale, the famous nurse of the Crimean War and the only woman who ever received the Order of Merit, died Sunday afternoon at her London home. Although she had been an invalid for a long time, rarely leaving her room where she passed the time in a half recumbent position and was under the constant care of a physician, her death was somewhat unexpected.

Steadily gaining in strength and free so far from any taint of blood poisoning, Mayor Gaynor has put another week behind him and is one step nearer recovery from the bullet wound inflicted on Tuesday by James J. Gallagher.

Increase in the freight rates aggregating, according to estimates made by the Interstate Commerce Commission, \$500,000,000 annually in official classification territory that part of the country north of the Ohio and Potomac and east of the Mississippi river will be considered at a hearing to be begun this week at the custom house at New York.

Continuation over the greater part of the country of (temperature near or below the normal is predicted for the coming week by the United States Weather Bureau. A disturbance is forecasted to form over the Rocky Mountain region Monday and to move eastward attended by unsettled weather and showers. It will reach the Atlantic States by the middle of the week and will be followed by fair and cooler weather.

W. E. Robinson, Mayor of El Paso, lost his life Monday morning while endeavoring to warn a number of firemen of imminent danger from a tottering wall. At the same time, Todd Ware, a fireman, was instantly killed and William Robinson and Dave Sullivan, also firemen, were injured, the latter perhaps fatally.

With the rights of some 30,000 Indians in question, the Supreme Court of the United States will begin consideration, probably during the week of the approaching term of some of the most perplexing problems arising out of the relation of the United States to its wards. Among these are questions of citizenship and authority over the lands of the individual Indians.

"Uncle Joe" Cannon, in an interview, denounced the "insurgents." He declared that he will be a candidate for the speakership of the next house. He said the reports of the contemplated reorganization of the Republican party originated with the insurgent Republicans and Democrats. He was confident of success.

The tariff, trusts, combines and monopolies and an increased money supply, are the three substantial causes for the advance in prices in the United States, according to Senators Johnson of Alabama, Clarke of Arkansas and Smith of South Carolina, minority members of the select senate committee, appointed during the last session of congress to investigate and make a report on wages and the prices of commodities.

Col. Roosevelt's name was presented for temporary chairman of the Republican state convention of New York at the meeting of the Republican state committee. His selection for that honor was lost by a vote of 20 to 15.

Secretary of Agriculture Wilson, the oldest member of President Taft's cabinet both in age and service, reached his seventy-fifth birthday anniversary on Tuesday.

It is estimated that the pursuit, capture and trial of Dr. Crippen will cost the taxpayers of London \$25,000. Never before has Scotland Yard spent so much in the pursuit of any criminal.

Joy Ride Tonight.

The trolley party and dance that was scheduled for last night was postponed until tonight and every one should take advantage of the time to enjoy a Cameron City. You can dance and fancy strikes you for the night given up to enjoyment. Go to the ladies for Sanford. Buy not. You

CURBSTONE GLEANINGS

A Budget of Opinion "Just Between You and Me"

EVEN THE GATE POST NOT IN IT

A Chiel Is Among Ye Taking Notes, and Faith, He'll Prent 'Em"—So Says Saunterer.

Special Correspondence to The Herald. A couple of years ago a cranky sort of an old man came into this office and stopped his paper because something in it did not just suit his fancy. We have frequently met him on the street since that time and it is amusing to note the look of surprise on the old fellow's face that we are still in existence regardless of the fact that he stopped his paper. Some day—and it won't be long either—that old gentleman will turn up his toes. His heart will be stilled forever. Neighbors and friends will follow his lifeless clay to the silent city and lay them to rest among the flowers. An obituary will be published in these columns telling what a kind father, a good neighbor and beloved citizen he was—which the recording angel will overlook for charity's sake, and in a very short time he will be forgotten. As he lies out there in the cold, cold graveyard wrapped in the silent slumber of death he will never know that the last kind word spoken of him was by the editor of that paper which in life he so spitefully "stopped." Did you ever pause just a moment and think that your editor, whoever he may be, will write your obituary some day?

There are three great rocks ahead of the practical young man who has his feet upon the ladder and is beginning to rise. First, drunkenness, which, of course, is fatal. There is no use wasting any time on the young man who drinks liquor, no matter how exceptional his talent. Second, speculation. The business of a speculator and that of a manufacturer or man of affairs are not only distinct, but incompatible. The manufacturer should go forward steadily, meeting the market prices. When there are goods to sell, sell them; when supplies are needed, purchase them, without regard to the market price in either case. I have never known a speculative manufacturer or business man who scored a permanent success; he is rich one day, bankrupt the next. The third rock is akin to speculation—endorsing. There are emergencies no doubt, in which men should help their friends, but there is a rule that will keep one safe; no man should place his name on the obligation of another if he has not sufficient to meet it without detriment to his business.

There is no room for doubt but that Sanford with the united efforts of its enterprising citizens, can greatly increase its business and enhance the value of property. Everything indicates a forward movement. The high standard of morality that exists is inducing many to look this way with a view of bettering. Our excellent schools is a feature greatly appreciated by the best people of this section, and are proving attractive features. As trading and shipping point Sanford is already ahead of any place in the county or this section of country. No place of its size in the county receives greater shipments of merchandise or sends out more fruit and vegetables. Our business houses are being transformed into beautiful blocks, and residences into modern dwellings and cottages.

Now as many are thinking and talking of coming thither to locate, let all give them words of encouragement and hearty welcome to this goodly land of peace and abundance. Encourage those who are worthy whether they have capital or not. Labor is worth money. Those who have money will buy lots, build houses or remodel old ones. Let us work and stimulate every legitimate enterprise by giving it all the friendly encouragement we can and unite our industry, intelligence and capital in a common cause for the good of our town. Let us cultivate a public spirit and talk less and work more. Encourage our local authorities in making improvements. Speak up, speak well, talk encouragingly of your town and its bright prospects. It is these many little considerations that makes a town grow. Nature has showered upon us her choice blessings, and with perfect unity and effort for the good of our common cause, great will be the result.

I wish to commend Mayor Lake upon his fearless stand in ridding the city of undesirable citizens. He knows no favorites and treats white and black alike. When they appear before Mayor Lake at time it means a fine, the second session from the city or if the stringency measures the town at once. This is as mayor for the and honored representative, called by

a man who will administer the same impartial justice. Sanford has certainly become a clean city under his administration and I take this time to express my views while Lake is here, not after he is gone.

So far W. H. Underwood is alone in the race for mayor, and it begins to look like he would have a clear field. There is persistent rumors that D. L. Thrasher would make the race, but Mr. Thrasher seems to think he ought to serve his term as alderman before taking on a more arduous duty of mayor. My old friend, A. T. Rossetter is also "mentioned" as a possible candidate and his excellent stewardship as short term alderman has given him a good chance to seek further honors, but being of a retiring disposition, the office will probably have to seek the man. My friend, Brady, states that he will not enter the list this time preferring to let the other fellows have some fun.

Some time ago I noticed an article in The Herald about the awful condition of the road leading to the cemetery and one day this week I had ocular proof of this fact. This road certainly needs the attention of the county commissioners for a poorer road does not exist. I also agree with the gentleman or lady who wrote the article that the cemetery needs attention and I hope our good ladies of the Improvement Association will take up this matter. Our cemetery should be put in first class order and kept that way, the whole place planted in Bermuda grass and a chapel built where the services could be held without subjecting the mourners to the heat of the sun or inclement weather.

I heard sometime ago that a new alderman ticket would be put in the field this year as the present administration was spending too much money in street work and the police force. I quite agree with them that in these departments there could be some money saved. A mounted officer could round up the few cows that might stray into the principal part of the city—no need to go out in the country and get them—and this mounted policeman could give the city an excellent patrol, especially after dark.

I am still of the opinion that the city should follow my suggestion regarding the combining of the sanitary department and fire department.

Two paid drivers at \$100 per month and rooms furnished could attend the fire alarms and haul the garbage and do both well. There are plenty of good young men in Sanford who would take the job, at least other cities larger than Sanford have tried it and keep applicants on the waiting list.

My friend Holden has several schemes of retrenchment that he is anxious to work out and I hope he will remember to make provision for the fire department when the time comes. There are several leaks that should be stopped and while I believe in improvements and favor the present administration, I also think that economy could be practiced in the several departments.

—THE SAUNTERER.

The Local "Paper"

Newspapers are frequently criticised for being too much on the "boom" order, yet the closest analysis will reveal the fact that an overdose of optimism on the part of the press has saved more than one community from going to the "demolition bow-wows," as our old friend, Mr. Mantlini, used to say. On the other hand there are many people who believe that the chief, and, in fact, the only mission of the press is to boost the other fellow's game at any time and in all places. The energies of such a paper are frequently wasted, but the steady, optimistic note of the local papers form a happy medium between two extremes.

Our remarks are prompted by some rather neat paragraphs from the Orlando Reporter-Star which says:

"Nothing is so stimulating as the practical optimism which radiates from a local paper that picks out the bright side of current events, and boasts its own community with a pen that never forgets trifles in the enthusiasm of its town's development.

The 'local paper' is the thermometer of civic spirit, the barometer of its moral atmosphere and of its seasons of progress and depression.

It is used impartially by the people as social whetstone, mirror, tonic, alarm clock, megaphone and encyclopedia.

It is at once prophet, doctor, messenger, hop, pack horse, scape goat and watch dog of the community."

All of which is well said. When business is dull it is the local newspaper that sounds the cheerful note, and when a wave of prosperity is about to take a sliding rather than stay on the main track, it is your home paper that throws the switch. A local newspaper is the best asset of a growing community, and no one has yet arisen to prove anything to the contrary. —Ashe (N. C.) Citizen.

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.

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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

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.

SANFORD LODGE NO. 62 F. & A. M. G. W. SPENCER, Master J. C. ENSMINGER, Secretary Communication Every First and Third Fridays at 7 p. m. VISITING BROTHERS WELCOME

SANFORD LODGE, No. 27, I. O. O. F Meets every Monday night at 7:30 in Masonic Hall. Visiting brethren are cordially invited. W. S. BALDWIN, Secretary.

ALBERT GRAMLING TONSORIAL PARLORS Fashionable Hair Cutting and General Barbering

Hot Sulphur Baths and Children's Hair Cutting a Specialty One visit and you become a Staunch Patron PICO BLOCK, OPPOSITE EXPRESS OFFICE

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 Wage BUT WE DO Better Work and Cheaper Work, and do it in a Sanitary Way, Which should Meet With Your Approval and Support.

PROGRESS STEAM LAUNDRY J. H. OVEY, Manager SANFORD, FLA. PHONE 30

HOLMES & HUNT PRACTICAL DRILLERS Artesian and Deep Wells See Us Before You Place 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. Office on Park Avenue, between First and Commercial Streets, Sanford, Fla

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

THE CITY RESTAURANT (First Street, one block from Depot opposite postoffice) H. E. WISE, Proprietor Formerly Manager of Central Cafe

Steaks, Chops, Oysters and Fish a Specialty A PLACE FOR LADIES AND GENTLEMEN Short Orders At All Hours Everything First Class Prompt, Clean Service Meal Tickets are Sold at Reduced Rates

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 215, Cor. 3rd Street and San Fernando Ave. P. O. Box 112 SANFORD, FLORIDA Phone 62

Furniture Furniture WILLIAMS & MILTEER "ALWAYS AHEAD"

We will furnish your home complete at lowest prices. If you are believing. Come and let us convince you. Cash and Installment. If you don't know us, come and see.

W. S. Milteer Magnolia Ave.

THE FIRST SEMI-ANNUAL CLEAN SWEEP SALE AT THE BOSTON

Our department sales from time to time have not been disappointing to a generous public, Neither Will This One for we feel like we have the confidence of the trading public and rather than betray that confidence we would rather Under-Estimate than Over-Estimate. This Clean Sweep Sale will be larger in magnitude than any ever before undertaken by us, for it includes everything (Except Zeigler Shoes and American Lady Corsets.) There is a reason for this sale, our buyer will leave in ten days for New York to buy a large fall stock, hence the present stock must be sold without regard to cost or value.

**The Sale Begins Thursday at 7:30 O'clock Sharp and will Last
FOR TEN DAYS ONLY!**

We don't promise we will have everything advertised ten days, for so low are the prices that some lots will go the very first day, but everything advertised will be ready

THURSDAY, AUGUST 18

Brilliantine
In black, blue, brown, 40-inch wide, worth 50c, yd, clean sweep price .39c

Roubaix Suiting
For full Suits and Skirts, impervious to rain or dampness, worth 19c. Clean Sweep Price.....14c

Moire Poplin
Another new fabric that will be included in the Clean Sweep Sale at21c

Plain Poplin
In all the fall colors worth 35c. Clean Sweep price.....22c

Percales
The are worth 10c yd. and are in all the new fall colors, Clean Sweep price 8½c

Ribbons
Merry Widow Ribbons for the "Merry Widow Bows", worth 35c, this sale 23c.

Baby Ribbons
Full line colors, Clean Sweep price 10c dozen yards or less quantity, yard...1c

Hosiery
Ladies' thin Silk Lisle, medium weight, worth 25c, for the Clean Sweep.....19c

Children's Hose
In tan only, strictly a 25c hose, during this sale.....19c
Children's, worth 10c, at.....8c

Silks
Suisine, in pink, blue, white, black, rose, worth 49c, yard Clean Sweep Sale. 29c

Silks
French Novelty Silk in Dresden pattern for evening dresses, worth 59c, at .39c

Dress Gingham
The low line that has just arrived included in the big sale, will go at .8½c

Chambrays
In solid colors-stripes and plaids, worth 12½c yd., Clean Sweep price8½c

Clean Up
On Solid Colored Lawns Pink Blue, and Lavender, Clean Sweep Sale.....3½c

Laces
Valenciennes Laces in both edge and inserting to match, Clean Speep3c

Corsets
The Celebrated La Tosca Corset on sale during the Clean Sweep sale at.....43c

Pearl Buttons
Good Pearl Buttons, all sizes, for the Clean Sweep sale at3c

Coats Thread
During the Clean Sweep sale we will give 6 spools for25c

Men's Shirts
With or without collar, worth 50 to 75c, Clean Sweep price.....39c

Voils
44-in The French made guaranteed all wool. Good line color, worth \$1.25 vd. Clean Sweep price.....89c

The \$1.25 Shirt
In soft bosom with or without collar for this sale only89c

Shirts and Drawers
All sizes, long or short sleeve shirts, special Clean Sweep price.....21c

B. V. D. Underwear
Shirts with short drawers to match, are worth 50c, Sale price.....39c

Scriven's Drawers
They are the Screven patent and made of Pepperal Drill, worth 50c, price .39c

Men's Neckwear
Several hundred different patterns, but only two prices. The 50c ties at .39c
" 25c " " .19c

Men's Sox
The 10 12½ and 15c ones go at8c
" 25c " "19c

Overalls
In solid Blue Denim or pin check, worth 75c, Clean Sweep price43c

Wash Shirts
Made of Heavy Blue Chambray, for this sale only39c

The Shoe Department will have "its say" During the Clean Sweep Sale

U. S. Army Work Shoes worth \$2.00, Clean Sweep Price.....	\$1.49	Ladies' Tan Strap Sandle, Clean Sweep Price.....	\$1.23
Men's Low Quarter, Cap Toe Vici worth \$3.00, Clean Sweep Price.....	1.98	Old Lady Comforts, high or low, Clean Sweep Sale.....	1.23
" High or Low Patent Leather Shoes worth \$4.00, Clean Sweep Sale.....	2.98	Ladies' Patent Leather Oxfords, Clean Sweep Sale.....	1.98
" Easy Walkers, all sizes, Clean-Sweep Price.....	.45	Oxford Strap Sandals worth \$3.00 to \$3.50, Clean Sweep Sale.....	2.25
Boys' Knee Pants, Knickerbocker Style, 4 to 16 years, during sale.....	.19	Trunks and Bags—A new department that has been added. Suit Cases from \$2.75 down to.....	.89
" Cheviots and Worsteds, 4 to 16 years.....	.49	Trunks from \$12.50 down to.....	2.49

14 yds. Yard-Wide Bleaching quantity limited for \$1.00 | 14 yards Good Cambric, quantity limited for \$1.00

Hundreds of other things that we haven't space to mention, in consideration of the low prices, no goods sent on approval or samples cut, everything spot cash. Money refunded if everything is not as represented.



MURRELL & WILLIS
PROPRIETORS



304 First Street Sanford, Florida

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

Destiny is About to Begin the Writing of a Chapter of Southern History and Development Which Shall Dwarf Any Similar Narrative in the History of the Nation

Often a revolutionary change in the trend of development is foreshadowed by a strangely unanimous note of prophecy in the large influential newspapers of this country, and the South, especially Florida, is the subject of countless editorials and special articles in the press at the present time.

Here is one from the Cincinnati Enquirer:

From the entire northern belt east of the Dakotas there has been an unusually increasing movement of people for nearly thirty years to the lands of the South, and now that a blight has fallen upon the agricultural prospects of the section of the northwest referred to, this movement from the north to the south will assume greater proportions than ever before.

Florida Is Now the Land

of Promise and Prosperity

Thousands of people are coming into Florida—thousands more expect to come. Practically all the lands of worth are now held either by settlers or by investors; so rapidly—so suddenly has the movement to Florida taken place that, where months ago there were millions of acres considered of no value, it is difficult to obtain a large acreage at prices which prevailed only six months ago.

People have come to Florida and found it good. They have found the climate good all the year round. During the recent hot spells reported by the northern newspapers, Florida was cooled by breezes from Gulf to Ocean. It is difficult to make those who have never been to Florida understand or believe that Florida is not hot in summer. Nevertheless, Florida has the most equable summer climate of any state in the Union.

The Sanford territory has within its boundaries soil rich enough to dominate the early spring vegetable market of the country. The soil of that tract of land known as Eureka Hammock, on the northern shore of Lake Jesup, for instance, is latent with undeveloped possibilities—can give forth

A Superabundance of Good Things

for the mere intelligent cultivator.

To obtain the best results one should purchase either five or ten acres of Eureka Hammock on the easy payment plan offered by the Howard-Packard Land Co. of one-third down, one-third the first year and one-third the second year, and settle down to make the land pay for itself.

Small farms, intensively cultivated, are the rule around Sanford, and it is easily possible to net greater returns from five or ten acres of Eureka Hammock, when brought into working condition, than from a farm ten times as large in the northern and western states, and with less hard work.

This is made possible by the number of crops grown each year on the same acres and by the freedom of this rich tract from drought.

WE GUARANTEE FLOWING WELLS

and will positively bind ourselves to provide you with a natural flowing well for each five acres for the sum of only \$75 each. One well is sufficient to irrigate five acres by the sub-irrigation system in use here, and which is explained and illustrated in our booklet on the Sanford Celery Delta, sent free on request.

If you stop a moment to compare the price of Eureka Hammock with the price asked for arid lands with the promise of water in the undeveloped, untried lands of the west, where the yield of crops can never approach those of Sanford, you must decide in favor of our Florida prop-

osition.

And you must decide quickly—now if you wish to be in time for getting anything out of the land this season. Some of our farmers are already busy preparing seed-beds for crops, and land is being broken in all directions in anticipation of planting.

Some of the land around here will be used for celery for which as high as from \$800 to \$1,000 an acre has been realized. You can readily demonstrate the fertility of Eureka Hammock when we say that if you will look at the frail stalks of celery at present on the market, you will notice there is very little "life" in them, they are very small, fragile and woefully wilt-

ed. Then let us tell you that the stalks of celery grown not a hundred yards from the edge of Eureka Hammock last spring were the size of four big men's arms in circumference—crisp, "meaty", fragrant—no celery in the world can compare with Sanford's celery at its best either as a beautiful product, nourishing and healthful, or as a money maker—no land in the world produces more money to the square yard than some of the land at Sanford And.

Conservatively Cultivated, Eureka Hammock can be made to mean Future Independence to You.

Understand that in mentioning celery we do not advocate concentration on this one crop. We are practical farmers.

We have farmed in the north and west as well as on our own lands here, and are strongly in favor of diversified farming as meaning more in the end to the farmer. Everything in the vegetable line that is now growing in your vegetable garden at home can be grown in lavish abundance on Eureka Hammock—potatoes, cabbage, lettuce, asparagus, strawberries, beans, brussel sprouts, onions and other things that could be mentioned; and all these return good money—better money than what you are now obtaining—when cultivated in the right way.

So this land at \$150 an acre is worth what we ask. Were we to charge you according to the earning capacity of the land, you would have to pay four or five times as much—just in the same way as you pay for lands in Iowa or Illinois when you can buy them.

FREE LOTS

With every ten acre purchase we are offering a lot in the town site of Clyde on the northwest corner of Eureka. The possibilities of development at

CLYDE

are even greater than at our former town site of Cameron City, now a flourishing village with a church and park. We shall not hold out the inducement of free lots for any length of time, so would urge you to make up your mind to visit us this fall and look over the ground. We are sure that if you will personally visit Sanford, Sanford and what Sanford is doing will convince you without further influence on our part.

HOMESEAKER'S EXCURSIONS Every First and Third Tuesdays of Each Month

up to and including November. Tickets are good for 25 days. They are sold from Chicago and many other points. Ask your local ticket agent or write us how to reach Sanford and we will cheerfully give you every information. Do not plan to spend another winter in the cold, unprofitable north—come to Sanford, take up a tract at EUREKA HAMMOCK and live the life you've wanted to live—in sunny Florida.

Homeseekers continue to arrive in Florida in large numbers. They scatter through the state, visiting the various colonies and land propositions. Some have already bought and others are merely prospecting. Some are well satisfied while others are sadly disappointed. The Record advises all its readers to deal only with reliable companies, organized under the laws of Florida, and, even then, it is advisable to make your own selection when possible. There are several million acres of land in Florida, now being offered for sale by colonization promoters, and in this vast area there is bound to be some worthless land, just as in any other part of the world.

EUREKA HAMMOCK

Sanford's Rich, Black Sandy Loam Sub-Division for High-Grade Diversified Tauck Farming

Flowing Wells Guaranteed
Rail, Water and Hard Road Transportation
Free Lots Town Site of Clyde

Railroad facilities to be augmented by Sanford & Everglades Inter-urban Traction Line extension from Cameron City to Clyde. Hard road to be paved Sanford to Orlando, passing through Eureka Hammock. Strictly a GOOD offering to those who seek something in Florida lands above the commonplace.

\$150.00 PER ACRE

Including free lot in Clyde Town Site with every ten acres

TERMS:—One-third Cash, one-third one year, one-third two years
Your money back with 6% interest when you have completed payments if you are not satisfied

Ask for Further Details on the Coupon

HOWARD-PACKARD LAND CO. Inc.

SANFORD

FLORIDA

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.....

VIRGINIA OF THE AIR LANES

A Romance Of Flying

By HERBERT QUICK

Copyright, 1909, by the Bobbs-Merrill Company

"The quality of unclehood," said she. "You don't create the role. I suppose my image of a charming young robber, for you're not bad looking, uncle, you know."

Theodore blushed. "Piracy and yeggism and those things are so incompatible with one's only surviving live live-with-able uncle," said Virginia.

"In 'The Babes in the Wood,'" said Theodore, "the uncle was quite that sort."

"The odd thing with us—I like living with you immensely—is that you seem to have in the woods more than an uncle, and I the other."

"What I wish you to understand is how honored I am to be your guardian, even though I don't deserve it."

"Oh, but you do!" said she. "And there's the Carson blood, isn't there?"

"There's the Carson blood," assented Theodore uneasily, "and the trust that blood alone couldn't confer."

"And the relationship must stand in the place of years," said Virginia, "for I can't go back to the Shaynes. I'm afraid they'll find me and make me—"

"You shall not go back!" said Theodore. "Never!"

"My, my!" said Virginia. "How fierce, uncle! And now let's go fishing."

Yes, Theodore had fallen. Fleeing the best bedroom, in which Aunt Chloe had established Miss Suarez, he had unmoored his launch for flight, but, reconsidering, had demurred of Chloe an explanation of the incomprehensible mystery of the presence, under a statement that she lived there, of Shayne's niece.

"She's come to live with we all," said Aunt Chloe. "She's kin o' ou'n."

Theodore gasped. "There must be some mistake," said he. "How can she be related to me, Chloe?"

"Why, yo' some kin o' uncle to huh," replied Chloe. "Huh mothal was a daughter to ole Gln'el Cabson. She married Lee Suarez and died. Miss Glinnie knowed about us, an' when huh aunt throwed hup off'n the alshapish foh stan'nin' up foh you she come byah, ex she had a right to, suh."

"But she didn't know I was here?" Theodore suggested.

"Oh, law, no," replied Aunt Chloe. "She don't know yo' Mistah Carson yit unless yo' tole huh."

"But, Aunt Chloe, we aren't any kin to old General Carson, are we? And I'm no uncle to this young lady, am I?"

Aunt Chloe was indignant.

"Hev Ah been wuckin' foh po' whites all these yeshs?" said she. "Yo' sho as clus as uncle. Yo' paw knowed he was a Cabson."

"What have you told her about this relationship?" said Theodore.

"She knowed all about it."

"Did she know how father—how nobody thinks we are any kin to the general and?"

"Who you mean by nobody?" queried Chloe. "Ah reckon we some kin o' ou' name wouldn't be Cabson, would it? Ah tuk huh in as a Cabson. If you tuk huh in yo' a'ma an' squenehed huh tears I reckon you wouldn't be bringin' up these heavy arguments."

Uncle Theodore was stately, ceremonious and, with due allowance for sundry blushes when Miss Virginia omitted a little giggle, promptly smothered in her napkin, quite grand in his demeanor at luncheon. He formally kissed Virginia's hand, and when she told of her need, of her reliance on the Carson fidelity, he yielded to the temptation without a moment's hesitation. He became her uncle, entered calmly upon the deception, oblivious of the vast consequences involved.

"I have the honor," said he, "to drink your health—the health of the jewel and the hope of the Carson family."

She rose as if at a formal signal for withdrawal, took both his hands and kissed him on the forehead. There were tears in her eyes.

CHAPTER X.

THE RETREAT OF THEODORE.

THE first day Theodore sent orders for the shipment of the engines and began to provide better equipment for the house. He brought as a companion for Mrs. Suarez an elderly widow, Mrs. Spitt, who was addicted to the writing of poems of a love-lorn nature. Virginia's opinion of her new uncle's worldly wisdom rose at this provision for chaperonage. But she gave him too much credit. He merely sought of Virginia's becoming lonely visit. He could not depart until a that "Miss Virginia" would not feel that

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.



For Land See Field



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

Ocala Fertilizer Company

We Manufacture A Superior Fertilizer for

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

MANUFACTURERS OF 'SUPERIOR' FERTILIZERS

L. V. D. BLAIR, Agent P. O. BOX 715

Sanford

Florida

We Sell Fertilizer Material at lowest Prices

A. P. CONNELLY

GENERAL FIRE INSURANCE AGENT

Office Above First National Bank

SANFORD, FLORIDA

EXCURSION

VIA ATLANTIC COAST LINE

Tickets on Sale at Jacksonville August 17th, Return Final Limit, September 1st, 1910

ROUND TRIP RATES FROM JACKSONVILLE

Washington, D. C.	\$17.00	Monteagle, Tenn.	\$15.05
Waco, Tex.	8.00	Sewanee, Tenn.	14.95
Chicago, Ill.	22.00	Tate Spring, Tenn.	15.50
Louisville, Ky.	17.00	Tullahoma, Tenn.	15.20
Dayton, Ohio	21.00	Hot Springs, Va.	18.50
St. Louis, Mo.	19.00	Luray, Va.	18.50
Morehead City, N. C.	15.50	Natural Bridge, Va.	16.25
Wilmington, N. C.	12.00	Norfolk, Va.	15.50
Cincinnati, O.	17.00	Richmond, Va.	15.50
Waltham, S. C.	12.25	Roanoke, Va.	16.25
Chattanooga, Tenn.	13.50	White Sulphur Springs, W. Va.	18.50

Low Rates to Other Points Standard Coaches and Pullman Cars on all Trains.

For Detailed Information, Schedules, Rates and Reservations, etc., call on or write to

A. W. FRITOT, D. P. A.

128 West Bay Street

Jacksonville, 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, Celery City nor Monroe, 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 EQUIPPED 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 Bishop Block, First Street Telephone No. 148.

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

OUR BIRTHDAY

This number of The Herald marks the second year of existence and so many important events have happened in that time that the strenuous life can be suspended for the nonce while we retrospect. In the short space of two years The Herald has grown in proportion to the city and on September first will move into one of the finest office buildings in the state, a building erected to accommodate the rapidly increasing business of this paper. In the two years past The Herald has endeavored to give the people of this section a good live newspaper and our efforts in this direction have met with a merited success. The subscription list has grown rapidly and at the present time is over the 2,000 mark.

With the increase in the price of paper and the cost of material the subscription price was raised to two dollars, not without some misgiving as to the result, but the increase in price has not decreased the number of subscribers. In fact it has aided in attracting more subscribers for the readers recognize the fact that a publisher is obliged to make a small profit on subscriptions to give the public a real paper.

The Herald has never dodged an issue or side stepped any item of importance. While our stand has not always met with the approval of everyone we have never made the paper noxious or paraded our views to create a diversion.

From the moment of its inception The Herald has endeavored to build up this section and while our honest endeavors have been directed primarily toward making a living, money has not blinded the steadfast purpose of standing for the best principles of government and improvements for the good of the community. As time rolls on and Sanford continues to thrive, The Herald will keep pace and by the aid of an appreciative public will become better and greater. The Herald is numbered among the public utilities and is expected to be praised and censured just as any public servant can expect to be. By the paper any community is known and in the wonderful growth of the Sanford section The Herald will be a factor as it has ever been. Not an object of charity but a legitimate business demanding recognition and getting a share of patronage on strictly business principles.

Sanford is just entering upon an unprecedented era of prosperity, and each and every citizen should put his shoulder to the wheel to assist in the making of a great city at the head of the St. Johns. In weal or woe The Herald will be with the people fighting for the right and heralding our advantages to the world.

WHEN TO ADVERTISE.

There's nothing on earth so mysteriously funny as an advertisement. The prime, first and last, and all-the-time objects of an advertisement is to draw custom. It is not and never will be, designed for any other purpose. So the merchant waits till the busy season comes and his store is so full of customers that he can't get his hat off, and then he rushes to his printer and goes in for advertising. When the dull season gets along and there is no trade and he wants to sell his goods so bad he can't pay his rent, he stops advertising. That is, some of them do; but occasionally a level-headed merchant does more of it, and scoops in all the business, while his neighbors are making mortgages to pay the gas bill. There are times when you couldn't stop people from buying everything in the store if you planted a cannon behind the door, and that's the time when the advertisement is sent out on its holy mission. It makes light work for advertising for a chalk sign on the sidewalk could do all that was needed, and a half-holiday six days in a week; but who wants to favor an advertisement? They are built to do hard work, and should be sent out in dull days, when a customer has to be knocked down with hard facts, and kicked insensible with bankrupt predictions, and dragged in with irresistible slaughter of prices, before he will spend a cent. That's the end and aim of advertising and if ever you open a store, don't try to get them to come when they are already sticking out of the windows, but give them your advertisement right between the eyes in a dull season, and you will see, slab and own an insensible and perhaps be able to smoke a cigar once or twice a year. Write this down where

you'll fall over it every day. The time to draw business is when you want business, and not when you have more business than you can attend to already.

ALL IS NOT CELERY THAT GLITTERS

A short while back Brother Bob Holly of the Sanford Herald contended that soil played very little part in the successful growing of celery—it was the peculiar condition and kind of earth that produced the Sanford crops, said Mr. Holly. Now he comes forward with the claim that the soil is so rich about his town that it will produce anything from umbrellas to "Cain." But after all Bro. Holly may be right about soil not being necessary for the successful growing of celery, since it has been tried where the soil is the very best and without success. It seems true, though without reason, that a thorough knowledge of celery culture is more essential to the successful production of celery than the kind of soil or any soil at all since its growth has been tried in other places without avail.—Fernandina Record.

A thorough knowledge is essential but all lands are not celery lands, and sooner or later the world will wake up to this point. Sanford is peculiarly gifted in having flowing wells, good soil, lake protection from cold and transportation facilities. From the very start of the celery industry in Sanford, the lead and will always be the "celery city" although many other crops are successfully grown in the great celery delta. Sanford has the goods and can demonstrate this fact to those who are seeking a location to raise winter vegetables for profit.

A THOUGHT ON ROADS.

We note the claim that Putnam county can build good hard roads for \$1,250 per mile. Set us down as deriding and jeering at the proposition by the least limit of two thousand dollars. Good roads are composed of material and work, and these cost money. Neither item is susceptible to much shrinkage in quantity or quality, or else the road is not good. The much vaunted clay roads of Orange county have deteriorated considerably and that county is in sheer desperation offering to adopt vitrified brick instead. Cheap roads are like cheap clothes, a sheer waste of money if any better can be afforded. It is better for a man to wear cheap clothes and replace them often than to go naked. It is better for a county to have cheap roads and be constantly repairing and renewing them than to make no effort at all.

If a county cannot build good roads on account of the cost it is doubtless good policy to build such as can be afforded, but not to build too cheaply on account of the larger first cost if that first cost is in reach. And there is another point that might be urged: Use what money can be had to make good roads as far as it will go. Better fifty miles of good roads than two hundred of makeshift and apology. Whatever roads are built should be built right, remembering that constant repairs and the keeping in good order are just as essential in a high degree as the roads themselves.—Tampa Times.

THE CANNING FACTORY.

The newspapers of Florida—The Times foremost among them—have been for years demonstrating the need of the state for canneries and the sure profit to be made by running them. But a single cannery in profitable operation—accompanied by a careful description of its location, material and processes—is worth volumes of arguments and barrels of testimony and tons of reasons. The Times happens to have read of the establishment of many canneries in Florida, printed on the first page under glowing headlines, but there seems a scarcity of their product on the markets. Let us look into the cause of this condition with frankness and see what is the matter with Florida canning.—Tampa Times.

There is a scarcity of their products because they are so good the home people use them up. The Ward Canning Co., of this city had no trouble in disposing of their beans and tomatoes this season and expect to enlarge the business and take care of all the products that are not shipped next season. The canning factory, while in its infancy in Florida is here to stay and will prove a boon to the grower who wish to get a fair price for the last of his vegetables when the market price would not warrant shipping.

W. E. Pabor, in the DeSoto County News tells of California lands selling at \$450 per acre and Southern California lands offered at \$1.50 to \$3.00 per acre, and points to the wide difference in prices. That's nothing; right in Orange county, on the north end, Sanford, land held at \$1,000 per acre, and at the south end, Prosper Colony, it is selling for \$20 per acre, with a town lot thrown in.—Orlando Citizen.

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 & Sop's. 52-1f

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

Patsy Williams vs. S. E. Williams. Bill for Divorce and for Property Settlement. To S. E. Williams.

It appears from the affidavit of Patsy 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 when 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 be decreed to her, said defendant, S. E. Williams, has concealed himself, and is now and then 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 said court. 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 hereunto attached my name and official seal this 17th day of August, A. D. 1910. By M. A. Howard, D. C. Andrew Johnson, Sol. for Complainant. 1-4t

WANTS

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

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. Huskiss, P. M.

WANTED—A position by experienced young man as bookkeeper or as manager of a truck farm. Address c-o Sanford Herald. I have lived in Sanford the past three years and would like to make it my home. I operated a celery farm there the last two seasons and also have had a good deal of experience in office work, could furnish the best of references. 1-p

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

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. W. Morris, R. F. D. No. 3.

House on Palmetto avenue between 5th and 6th street with all modern improvements, for rent. Apply at 113 Oak ave. 51-tf c

For rent—Five acres celery and lettuce farm, on Beardall Ave. near loading station. Reasonable terms. 52-tf Inquire Sanford Herald:

For Rent—Five acres tilled land ready for planting. Good well and building on place. On traction line and railroad. 50-tf H. R. Stevens, city.

Splendid opportunity! Celery farm for sale. Ten acres ditched and fenced; 5/8 acres tilled, balance cleared and ready for tilling. Three wells. Two small houses. With \$600.00 worth of celery boards, tools, etc. For sale cheap. For particulars address Wm. Nuasbaum, 122 Hogan St., Jacksonville, Fla. 50-10c

For rent, five acre farm at Sanford, 50-4t-p Box, 473.

Wanted—To cut hay on shares or will buy your hay. Mrs. Takach. 50-tf 5,000 feet celery boards at a sacrifice. 48-tf Davies, next door to P. O.

Good house of seven rooms, five city lots, close in. Owner made \$700 in celery on lots, one season. To be sold at once at a bargain. See P. M. Elder today.

For Rent or Sale—5 room two story cottage, cor. 3rd and Chapman ave. Apply 115 Oak ave. 48-tf

For Rent—Six room house, all modern conveniences, on Palm-tto avenue. W. J. Thigpen, 45-tf.

Call and see the latest shapes in hats Auto Bonnets and Turbans also hair braids just arrived at Mrs. M. L. Allens. 38-tf c

N. O. GARNER

Sanford's Largest Cash Grocery Store

17 lbs. Best Granulated Sugar	\$1.00
96 " " Flour	.325
24 " " "	.85

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

N. O. GARNER

Sanford's Largest Cash Grocery Store

Phone 267

UNIVERSITY OF FLORIDA GAINESVILLE A Superior But Inexpensive Institution For Florida Young Men Four colleges, agricultural experiment station; University extension, 48 professors and assistants. 80 per cent increase in attendance last year. Attractive buildings and campus. For catalog address A. A. Murphree President.	Florida State College For Women TALLAHASSEE 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 CONNARD, President
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CRUTCHFIELD & WOOLFOLK

PITTSBURG, PA.

BRANCHES	Sales Agents and Distributors	BRANCHES
	SANFORD CELERY UNION	
Chicago	Room 16, Pico Block. Phone 269	New York
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Cheapest

With our long experience in 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.

Wilson & Toomer Fertilizer Company,
JACKSONVILLE, FLORIDA.



COPPER AND Galvanized Ware

Famous Rochester Brand



EVERY UTENSIL FOR THE HOUSE

See Window Display



A. E. HILL

Sanford -- Florida



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 Hurried Herald Readers.

Mr. M. L. Allen left Wednesday for New York to buy her fall stock of millinery and ladies' furnishings. She will be gone about three weeks.

Mr. and Mrs. P. F. Crory, of Tampa, are in the city for a few days the guest of Mrs. Crory's sister, Mrs. I. B. Williams.

Dr. S. Puleston was called to Monticello this week by the death of his sister.

Willie Holden is on the road to recovery and his physician has hopes of his speedy recovery.

Willie Hill has returned home from a trip to the principal cities of the north.

W. J. Hill will spend the next two weeks in New York visiting old friends and buying his fall stock of hardware.

Mrs. M. K. Heater, accompanied by her niece, Miss Alice Pellett, of Sanford, Fla., is visiting her sister, Miss Cora Evans of 63 Westford street.—Lowell (Miss) Citizen.

Miss Josephine Murdock, of Tampa, is the guest of Mrs. W. W. Abernathy.

K. R. Murrell is in Chicago this week on important business matters.

S. W. Bolles of the Florida Homeland Company, spent several days of this week in the city. This company has opened offices at the Sanford House.

Mrs. Robert Newman and little daughter are sojourning at Daytona Beach.

Mr. and Mrs. T. E. Wilson left this week for New York State where they will spend a month.

Mrs. S. N. Yowell of Orlando is the guest of her son, Arthur Yowell, this week.

Miss Binnie Davis who has been visiting her sister, Mrs. J. C. Chandler, left for her home in Raleigh, N. C. Wednesday.

Mrs. Harry Driver and daughter left on Wednesday for Hendersonville, N. C.

MacDowell Butt went to Nacodoches, Texas, last Tuesday, to be gone about six months.

Joe DeMont went to Daytona last Saturday.

Eugene and Karl Roumillat returned from their outing at the Beach last Saturday.

Mrs. Kanner returned from Daytona last Saturday.

Misses Beth and Ruth Mettinger went to Philadelphia for a visit of six weeks or more on Tuesday.

Misses Martha and Claire Mathews of Albany, Ga., who have been visiting Miss Martha Fox went to Oviedo Tuesday.

Frank Powers has moved his real estate office from the Hines Block to the Welborne Block.

W. H. Stiles has purchased the property of Capt. Marks at the corner of Palmetto and Third street and will make it his future home. Capt. and Mrs. Marks will move to their new bungalow on Sanford Heights.

S. O. Shinholser has the contract for a fine residence on Sanford Heights for C. H. Dingee.

D. G. Wagner has purchased two fine building lots on Park avenue in the Markham Heights addition and will erect a home in the near future.

F. S. Starkey and family left on Wednesday for their home in Cincinnati. They expect to return again in the fall.

Mrs. E. E. Cox is visiting friends at West Palm Beach.

W. L. Thordyke, proprietor of the new hotel at Celery City was in the city on Thursday.

Miss Hattibel Hyer returned to her home in Orlando today, after spending several days in Sanford, the guest of Mrs. R. J. Holly.

A. D. Daniel of Birmingham, spent several days of this week, with Sanford friends. Mr. Daniel is Passenger Agent of the A. B. & A. railway.

Mr. and Mrs. Harry Ward and family have returned from Daytona Beach where they enjoyed a pleasant stay of several weeks.

Dr. and Mrs. Reber Hornrighous spent a few days of last week in our city visiting their old-time friends, the Nelson family, whom they knew in Wichita, Kan. They are now located in Sanford. Mrs. Hornrighous sang "Ninety and Nine" at the Laymen's meeting Sunday afternoon and led the chorus in a number of other choice selections. She has a decidedly pleasing, clear, soprano voice, which was a delight to all her hearers. The people were all much pleased, and sincerely thank Mrs. Hornrighous for the splendid treat. We trust that they will visit our town often.—Klamath Gazette.

Miss Ada Stenstrom is at home on a visit of two weeks from Jacksonville.

Miss N. R. Reynolds and daughter, of Live Oak, are on a visit to her father, Mr. Stenstrom.

Miss Hannah Stokes of Walterboro, S. C., arrived in the city Thursday of last week on a visit to the family of her uncle, Mr. H. H. Hill. Miss Stokes will spend several weeks in Sanford.

G. R. Ramsey of Spokane, Wash., was in the city on Tuesday. Mr. Ramsey and T. E. Haakins, of New York, are civil engineers and surveyors and will open offices at Orlando and Sanford.

Theodore Codrington of DeLand is in the city this week. He is becoming familiar with the moving picture machine to take charge of the new theatre at DeLand. Mr. Codrington is the son of C. O. Codrington of the DeLand News.

Mr. and Mrs. Levi Binford returned Wednesday from a two months' outing up north, having visited their son and family in Atlanta, Ga., also Mrs. Binford's mother, now 85 years old, in Indiana, and stopped for a few days with Mr. Binford's brother and family in Alabama. They report a pleasant and profitable trip, but are glad to be back in Sanford, the home of their choice and interests.

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 or 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.

P. M. ELDER,
The Real Estate Man.

Kathleen Holden.

"There is no death! The stars go down,
To rise upon some fairer shore;
And bright in Heaven's jeweled crown
They shine forever more."

On Sunday morning, August 14, just as the first church bell was ringing, the pure soul of Kathleen, only and well beloved daughter of W. D. and Adl H. Holden, winged its flight to another world. She was a joyous, merry girl, fond of all that was bright and beautiful and a general favorite with all who knew her. She has left her home desolate, and many friends and relatives to mourn her loss. But God knows best, and gathered her to himself in the early morning of her young womanhood. The love and esteem in which she was held was shown by the numbers of beautiful floral designs sent. Jacksonville, Orlando and Sanford gave their fairest flowers to deck the grave of the beautiful girl.

Funeral services were conducted by Dean Spencer, of Orlando, at three o'clock Monday afternoon, from the Church of The Holy Cross of Sanford. The pall bearers were Messrs Morgan, Milteer, McCullough, Lovell, Watson and Higpen. Interment in Sanford cemetery.
"May Angels guard her sleep."

Sanford Celery Association.

To the Growers of Sanford:
The Sanford Celery Association has perfected its plans and is now in position to submit its proposition to you. We believe it will appeal to you as being both practical and beneficial. The object of the association is to establish a cash market at Sanford and every effort will be made to bring buyers to Sanford where they may buy their supplies, direct from the growers. The privilege of dealing direct with buyers at Sanford will be granted members of this association, and in order that they may have an intelligent idea of market conditions, prices, etc., the association will keep them posted each day on these matters, so that they may realize good prices on such sales.

Realizing, however, the great importance of having a strong marketing organization to support it, so as to make proper disposition of all cars not sold by the growers at shipping point, the association has appointed Messrs Crutchfield & Woolfolk its sales agents and distributors. This means that the association is in position to market advantageously the crops of all members and in a manner whereby the best possible prices can be obtained.

The Sanford Celery Association is a stock company, organized under the laws of Florida, and capitalized at \$50,000.00. To entitle a grower to membership in the association he must subscribe for at least one share of stock, the par value of which is \$10.00, but he may subscribe for a greater number of shares if desired.

It has been decided, and the matter is now being arranged, to assist the growers as much as possible in securing their fertilizers and crate supplies; and to that end all growers who desire membership

in the association should advise us promptly, and if any assistance is desired along this line it will be taken up with them immediately. In furnishing crates and fertilizers to members the association will add a small profit to the cost of same.

The members of the association will be charged 3 cents per package by the association to cover its operating expenses, and where the privilege of selling direct to the buyer in the field is exercised, an additional fee of 2 cents per package will be charged, the association to collect from the buyer a satisfactory form of payment, protecting the member against worthless checks, drafts, etc., and insuring members against loss from such cause. Promptly upon collecting from the buyer the association will tender payment to the owner of the car or cars sold, after deducting the fees above stated.

On all sales made by Crutchfield & Woolfolk they are to receive ten per cent commission on the gross sale.

The office of the association will be permanently located in the Peoples Bank Building, Room No. 8.

Sanford Celery Association.
By Geo. Fox, Jr., Gen. Mgr.

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

We are showing a pretty pattern in Haviland China. Tea set of 56 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. 50-4f

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. 50-4f

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

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

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

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

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

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. Flits, Jr. 46-1f

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

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

Crex art squares at Miller & Son's for \$6.00. 52-1f

Varnoll's 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

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. 36-1f

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.

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

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

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 stress for this position of trust.

Respectfully,
H. W. LOVELL.

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 September 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

CELERY AVENUE NEWS

Special Correspondence to The Herald:

I have been so busy figuring up the thousands upon thousands of dollars that the county has spent in the past two years keeping up Celery avenue until I have had no time to write up any avenue news for the past three weeks, and now to think that the bridge opposite McBride's old place washed away again this week, the evening of Aug. 16th, and Mr. Sipes had the misfortune to have it give way under his horse. It took several men with pry poles to get the poor animal out, which was quite seriously hurt. This particular bridge washes out with every heavy rain and remains so, or did the first time, for four days. This is the second time and I am keeping tab on it. This inconvenience causes travelers on Celery avenue to make a detour of 2 1/2 miles to get around. Another dangerous hole on Celery avenue is near Mr. H. H. Chappell's barn. It is at least 10 inches in diameter and two feet deep. It has had a beam stuck in as a warning for ten days. Today the road is miserable, and all the kicking, both privately and publicly seems to arouse no one to action.

Two new residences on Cameron avenue are just completed. Mr. and Mrs. C. H. Wood have moved into their new house next to Mrs. W. M. Cust's on Cameron avenue.

Mr. Hughes has moved into his beautiful residence on Celery avenue, which he purchased from D. R. Brisson last winter, along with eighteen acres of fine celery land.

Mr. and Mrs. Benjamin E. Squires have returned from Good Ground, L. I., and will farm his place on Cameron avenue this season.

Mr. Hilton has returned from Chicago and will be in partnership with Dr. Delamater this season as heretofore.

We learn that Mr. Charles T. Clark has sold his farm on the Traction line for \$6,000. We could not learn the particulars of this sale.

Mr. and Mrs. T. P. Conpropt have gone to Daytona Beach to spend a few weeks, accompanied by G. R. Calhoun. They made the trip in their new automobile.

You know some people have got me down as a kicker, when its the other fellow's doing the kicking and I write it up. Well, let me go as that. I'd rather kick than knock, and I'd rather boast than croak. I am optimistic enough to believe some day we will have brick roads, F. O. B. sales for our truck, canning factories, and by adjusting our glasses right close be able to see some of the great industries recently started up in Sanford according to Bro. Holly, as for instance the Fertilizer Works.

Have you used any of Harry Ward's canned goods? I have, and they are fine. Away with the pessimist who says Florida products won't stand cannin! Encourage home industry by using these goods.

Yours for good roads and bridges that won't wash out. ANDREW FARMER.

GENEVA JOTTINGS

Special Correspondence to The Herald: Mr. J. W. Howard left last Monday for Savanna, and other points in Georgia.

Miss Brook visited Geneva last Sunday, coming out with her father, Rev. Brook, from Oviedo, to fill his regular appointment at the Methodist church.

Mrs. Rheblinder and daughter, Miss Mildred, visited Sanford last Monday.

Mrs. Geo. Peters returned from Forsyth

Ga., last week, much to the delight of her many friends.

Messrs T. W. and Geo. Geiger favored their friends with a good old fashioned fish fry last Tuesday; this was quite a treat and every body enjoyed themselves.

Mr. J. A. Worth returned from Americus, Ga., recently where he spent some time with his children.

Mr. and Mrs. David Speer have had as their guests their brother, E. W. Sieg and daughter, Miss Louise, from Americus, Ga.

Mr. and Mrs. Oscar Nicholson of Daytona, who are on a visit to relatives in Geneva, visited Sanford Monday last.

Mr. and Mrs. J. N. Worthy have returned to Georgia where in the future they will reside. Their many friends in Geneva will be glad to welcome them back among us when they choose to return, for "they have had Florida sand in their shoes."

PAOLA POINTS

Special Correspondence to The Herald: Weather still showery and sun still hot, but such is the reign of "Sirius."

The family of Mr. O. R. Morey arrived some days ago and are now settled to housekeeping in the "Red Cottage" up the track.

Mrs. L. P. Hagan and children have returned to their home in Markham from a month's visit in Georgia.

Mr. Davis Hart has also returned to Markham, preferring our summer climate to that of "dear old Georgia."

Mrs. L. J. Hartley came home from her summer outing in Georgia last week.

Mr. F. R. Phillips of Markham started Saturday for a trip to his old home way down east in Maine.

Mr. C. C. Pearson left Monday for Oakland, expecting to remain there several months.

Two small picnic parties from here-about visited Palm Springs last week and report the bathing fine.

Take Prohibition From Primary.

Montgomery, Aug. 18.—To set at rest, for all time rumors as to how he would stand on the question of State-wide prohibition, Hon. Emmet O'Neal, Democratic nominee for Governor, declared at the famous conference of Blount Springs Democrats, that he would carry out the declaration of the Democratic convention on local option, so far as lay within his power.

"If I could not stand upon the platform my party has drawn for me I would surrender the standard that has been put in my hands and give up the commission accorded me by the Democratic voters of Alabama. The delegates to the State Democratic convention, were selected directly by the people and fresh from the people they declared their position in unmistakable terms upon the chief issue of the campaign. I shall devote myself zealously to the carrying out of the instructions they have given me."

The Blount Springs conference was composed of leading Democrats to the number of 200. Its primary purposes was to consult "for the good of the party." The Democratic party has found what every party finds where direct primaries continue for several years a lessening of party lines, a vagueness of party organization. Alabama was one of the first States in the Union to adopt the direct primary. Since 1901 Alabama has been selecting all officials from United States Senator to constable in a primary.

The primary has excellent features to recommend it, but its unmistakable tendency is to wipe out party lines and to destroy party discipline, if not party effectiveness. This has happened in Alabama where there have been two heated prohibition elections in which both of which the State-wide prohibitionists were defeated. Alabama is not ready to discard the primary system and it may never do it, but the necessity has been felt of "tightening up" the party organization. To meet this necessity the Blount Spring conference was called.

This conference was eminently successful. It was determined to have no more prohibition fighting with its crimination and

recrimination. It was determined to have an aggressive and vigorous campaign the Republican ticket, not because any fear of Republican success is felt, but because it will help build up the party to its old fighting strength. 1-c

Florida Summer Climate

That Florida's climate is the finest in the world in the winter is a well known fact to the many tourists who seek our state while the wintry blasts make life unbearable in the north. That Florida's climate is the finest on earth is known to but few northern people because very few of them come to Florida in the summer. The following report from the weather bureau at Jacksonville gives the temperature during July and can be compared by our northern friends:

	Max.	Min.	Mean.
1	87	73	80
2	89	73	81
3	84	70	77
4	91	76	84
5	90	75	82
6	92	76	84
7	91	75	84
8	90	74	82
9	89	74	82
10	90	73	82
11	89	74	82
12	90	73	82
13	89	74	82
14	90	74	83
15	92	74	83
16	91	73	82
17	90	75	82
18	89	76	82
19	86	72	79
20	82	69	76
21	87	70	78
22	85	71	78
23	87	71	79
24	90	72	81
25	87	71	79
26	91	74	82
27	89	74	82
28	89	73	81
29	95	75	85
30	82	75	78
31	90	71	80
	88.8	73.2	81.

Normal for July in 39 years 80.9.

County Fair Election.

There was a meeting of the stockholders of the Driving Park Association, and of the stockholders of the Orange County Fair Association at the San Juan Hotel last week.

Meeting was called to order by Chairman Dickson. Minutes of previous meeting read and approved, after a roll call which showed a majority of stock represented.

A motion prevailed that all offices be declared vacant, and the chairman stated the order to be the election of officers.

As the amended charter provides that a board of directors, composed of ten members, shall be elected; whose duty it shall be to elect president, secretary, treasurer, etc., on motion the chair appointed Messrs. J. L. Giles, H. L. Beeman, and C. E. Howard a nominating committee.

This committee reported as nominees Messrs. H. L. Beeman, H. H. Dickson, Seth Woodruff, J. L. Giles, W. R. O'Neal, M. O. Overstreet and W. L. Palmer of Orlando, and Forrest Lake, A. T. Rossiter and W. H. Holden of Sanford. These ten gentlemen were duly elected directors.

The following resolution was adopted: Resolved, That the board of directors is hereby instructed to elect an honorary vice president from each election district in the county; they to act as an advisory committee.

On motion Messrs. C. E. Howard, Ed Walker and W. H. Reynolds were appointed a committee on by-laws.

Will Make Sanford their Home.

Mr. and Mrs. Reasoner and children, and Mr. and Mrs. Nast and children of Little Rock, Arkansas, have been in the city several days the guests of the Gate City House. They have purchased some choice celery land on Celery avenue and will make Sanford their future home.

KEELY'S GARAGE

Buick Automobiles :: Automobile Supplies
Motor Boat Supplies

MACHINE SHOP IN CONNECTION

Keely's Garage

**Stop
Paying
Rent!**

**Own
Your
Home**

**THE
Sanford Building & Loan
Association**

MAKES IT EASY

Geo. H. Fernald A. P. Connelly
President Sec'y & Treas.

Let Us Tell You About It

**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, Repolia the
finest interior enamel finish, Complete
Water Plants for Suburban Residences
Gasoline Pumping Engines, Wind-
mills, Artesian Wells Driven.**

LOWEST PRICES.

The Geo. H. Fernald Hardware Co
Wholesale and Retail Distributors

Write or Phone us about "FENOLE"

Oak Avenue
Near the Railroad

SANFORD, FLORIDA.

Summer and Winter in Sanford Celery Delta

By THOMAS K. BATES

Florida has the reputation of having more sunshiny days than any state or section on the globe. Here, one can bask in the health giving and microbe killing rays of Old Sol 345 days in the year. One has a complete dozen months in which to cultivate fields and gardens and here in the Sanford Celery Delta, the field and garden can be so handled as to enable the farmer to have products to sell each month in the year. Hot houses, artificial heat and cucumber protection methods against the cold, are in vogue in the less favored sections to the north of us, are wholly unknown.

A man who spends the greater portion of his time in trotting over the earth, Mr. Lorick McRorick, of Edinburg, Scotland, while talking to the writer a few days ago drew a globe from his pocket and described thereon a line running due east and west from Sanford. He said "I have traveled over that line and have visited all those countries which comprehend Nanchang, China; upper portion of Burma; Southern California; Mexico; Southern Morocco; northern part of the Desert of Sahara; Southern Algeria; Central Tripoli; Northern Egypt; Northern Arabia; Southern Persia; Central India and Southern Tibet and I can truthfully say that the climate of this portion of Florida is the most equable I have ever been able to locate." When asked what his business was, Mr. McRorick said, "I have spent the most of my time trying to escape the weather, which I find beastly in all portions of the earth except this section of Florida."

The only competitor the Celery Delta has in the matter of climate is that of California and it can be said that the California climate is of an artificial composition. The rainy season occurs there during the winter months and the breezes come from off the Pacific. This makes a chilling, dismal condition the greater part of the season and is impossible to enjoy the out door sports and pleasures such as we have here in our Celery Delta. San Francisco is direct west of St. Louis and the southern line of California is direct west of Atlanta. You know what the climate of Atlanta and St. Louis are. If it were not for the Japan Current, all of California would climatically, be similar to that section between Chicago on the north and Atlanta on the south, which comprises one of the greatest messes of weather extremes known to man. The degrees of fluctuation at Chicago amount to 118 and those at Atlanta reach 112.

A few years ago, a volcanic upheaval occurred off the coast of California, directly in the path of the Japan Current. This upheaval had the effect of deflecting the Japan Current to the north to such an extent that it permanently lowered the temperature at San Francisco some six degrees, while increasing that of Vancouver in the same rate. When the sea submerged volcanoes of the Pacific that lie smouldering in the path of the Japan Current, they are liable to rear up in their greatness and vomit forth a volume of stone and lava that will act as a barrier or deflecting wall to said current and cause it to either meander off up the coast or down the coast. Then California, with its artificial climate will be found in the same list with the states of the Middle West.

But with our Celery Delta a calamity of the above nature could never occur. Our equable climate is caused primarily by the proximity of our section to the equator. The equator is fixed by nothing earthly. Volcanic eruptions and attendant deflections of ocean currents do not in any way effect the equator. No happenings on this earth can upset the staid relations of the equator to the remainder of the earth. The rays of the sun are responsible for the equator, its location and continuance in its present job. When the sun quits business we will stand no more show as a winter resort than California will when its Japan Current goes out pathfinding.

Here, in the Celery Delta, after a refreshing night's rest, usually under covering, we can arise in the morning, walk out on our verandas, throw our chests out, place our hands upon our hips with arms akimbo, and breathe in great draughts of fresh ozone, laden with the tonical attributes of our forests of medicinal pines and safely feel that we are in a land that has no duplicate for all the year round. The breezy are delightful and balmy. The winds from the sea keep them in constant motion, thus preventing stagnation from barometric depressions and also furnishing immunity from too much or too little humidity. Do you know of a like condition? Could you find a better poised climate? If so tell Mr. McRorick, he has been looking for it for years.

Inland Florida and especially the Celery Delta is practically immune from cyclones and high wind velocities. We have never

suffered any unpleasantness or loss to any extent here on account of destructive winds. Our residences are constructed to keep the cold in rather than to keep it out. The saving to you from the standpoint of fuel and winter clothing will be sufficient here to defray your bill at the grocers. The medicine bill here, as compared with the pneumonia stunts pulled off in the north, are sufficiently advanced on the Celery Delta side to make you rich. Here the climate is so well balanced that you need lose no time huddling around the stove. You can get out and do things all the year through. You have a chance to work in your own behalf. You own property and every lick you put on it makes it that much more valuable.

If you are sufficiently energetic and aesthetic in your tastes you can arrange your yard and garden in such manner as to have flowers, fruits and vegetables through each month in the year. The climate in the summer and the climate in the winter does the work. You tickle the soil and let the sunshine in and nature will do the rest.

All the climate that can be taken out of our Celery Delta goes north during the winter months and will be found in the stocks of the fruit and vegetable dealers in the shape of our winter products that are grown out in the open air. They depict, balminess, sunshine and salubrity of our climate. The joys of the seasonal variations and the happiness you may be able to wrest therefrom.

The Celery Delta, a peninsula within a peninsula, compounding the evaporation, will place its climate against any area on earth and win out. The health of our citizens shows our climate to be good. The prosperity of our community shows our climate to be good. The fame achieved by our section shows our climate to be good. The value of our lands and the abundance of our harvests show our climate to be good.

If you will dig up and leave your frigid home in the north and come down here to the Celery Delta of Sanford to live you will show your judgment to be good. You will show that your brain is beginning to develop and that it is becoming sufficiently opaque to allow an idea to penetrate it. The climate of the Celery Delta first, last and all the time.

The Fortunate South

The reports from the Dakotas and the Dominion as to the poor results to be expected from the crops be magnified as regards the losses sustained by the farmers in the far northwest, but these reports will undoubtedly check, if not stop, the tide of immigration to that portion of the county for the immediate future.

There are but few persons imbued with enthusiasm sufficient to move into states where there has been a crop failure in the present or past year, and the flood of settlers that has been in full sweep for the Dominion during the past three years will without doubt be succeeded by an ebb that will continue for some years from this date.

It is unfortunate for the far northwest and those who remain will have to put forth every energy to retain the population already in the country.

It will not be possible to counteract the effect of these reports this year, next year or the year after.

The confidence in the perennial great harvests of the Dakotas and the Dominion has been injured, and the rush to that region will not be resumed for a long time to come.

The harvest prospects of the south and especially of the southwest are quite brilliant, and the American farmer of the north who is seeking richer fields, and the European immigrant who can take no chances on crop failures, both will be attracted by the reports of the prosperous conditions in the south.

From the entire northern belt east of the Dakotas there has been an annually increasing movement of people for nearly thirty years to the land of the south, and now that a blight has fallen upon the agricultural prospects of the section of the northwest referred to this movement from the north to the south will assume greater proportions than ever before.

Agricultural, manufacturing, transportation and financial development is certain to follow the influx of population that the south is now receiving.

The south is now the land of promise and of prosperity.—Cincinnati Enquirer.

Killed Large Rattler.

Mrs. George Walker, who resides near Cameron City, killed a seven foot rattlesnake last Friday. The snake struck at Mrs. Walker as she passed through a field and the plucky lady procured a garden rake and killed the reptile. His tail was adorned with ten buttons and the skin made a fine specimen.

New Books

The following new books are recent additions to the Sanford Library:
 "The Daughter of the Rich" by Mary E. Waller, the author of "Woodcarver of Lympna." Both stories are told with a primitive sweetness that is refreshing.
 "Old Rose and Silver" by Myrtle Reed (quoted in the Union Library Association list of "best sellers").
 "The Girl of the Limberlost" by Gene S. Porter.
 "Trickles" by the same author.
 "The Inner Shrine," published last year as a serial in Harper's Magazine.
 "Farming It," by H. A. Shute, is said to be a cure for melancholy.
 "Home Life in Colonial Days," by Alice Morse Earle, is fascinating and will please those who like to know how our forefathers lived.
 For the younger readers:
 "Betty Wales & Co.," by Margaret Ward.
 "Story of a Bad Boy," by Thomas Bailey Aldrich.
 Library open every Tuesday and Saturday; 4 p. m.

Williams' Kidney Pills

Have you neglected your kidneys? Have you overworked your nervous system and caused trouble with your kidneys and bladder? Have you pains in loins, side, back, groins and bladder? Have you a flabby appearance of the face, especially under the eyes. Too frequent a desire to pass urine? If so, Williams' Kidney Pills will cure you—at druggists', price 50c.
 Williams' Mfg. Co., Props., Cleveland, Ohio. Sold by W. G. Aldridge.

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, 424

FLOWERS — PLANTS — BULBS

L. H. TEMPLE
 AGENT JACKSONVILLE FLORAL COMPANY
 Phone 166. 11th and Oak Ave.
 Special Offering in Ferns. Sanford, Florida
 Floral Designs to Order. 21-B-10-14

WOMEN'S WOES

Sanford Women are Finding Relief at Last

It does seem that women have more than a fair share of the aches and pains that afflict humanity; they must "keep up," must attend to duties in spite of constantly aching backs, or headaches, dizzy spells, bearing-down pains; they must stoop over, when to stoop means torture. They must walk and bend and work with racking pains and many aches from kidney ills. Kidneys cause more suffering than any other organ of the body. Keep the kidneys well and health is easily maintained. Read of a remedy for kidneys only that helps and cures the kidneys and is endorsed by people you know.

Mrs. W. B. Keith, Laurel Ave., Sanford, Fla., says: "I do not believe I could say too much in praise of Doan's Kidney Pills. My back ached so acutely at times that I could not attend to my housework. If I stooped, it was almost impossible for me to straighten and I was unable to assume any position that was comfortable. Mornings my back was very lame and sore. The kidney secretions also bothered me by their too frequent passages and plainly denoted that fault existed with my kidneys. I at last procured Doan's Kidney Pills and it required only the contents of one box to relieve all these troubles. I am now in good health and feel sure that Doan's Kidney Pills deserve the credit for effecting this great change."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.
 Remember the name—Doan's—and take no other.

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
 SANFORD, FLORIDA
 Rooms 1 and 2, Peoples Bank Bldg.

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

Celery Farms
 Cut Over & Timber Lands
 City Property

J. W. Conner
 REAL ESTATE

Pico Block Sanford, Fla.

For Good Average Prices and Quick Returns Ship to

JOHN V. DENTON & CO.

COMMISSION MERCHANTS Fruit and Produce

Southwest Corner Washington and Chambers Streets
 NEW YORK CITY

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

A Household Necessity.

BALLARD'S HOREHOUND SYRUP

COMPOUND.

CURES Coughs, Colds, Whooping Cough, Bronchitis, Sore Throat, Hoarseness, Etc.,

The Favorite Remedy in all Homes. It is good for young and old. Has a Soothing and Healing Effect on all Coughs and Colds.

W. G. Corwin, Richmond, Wash., writes:—Some time ago I got a bad cold, which turned into LaGrippe. So I bought a bottle of Ballard's Horehound Syrup Compound and it straightened me out mighty quickly. I believe Ballard's Horehound Syrup Compound will cure any case of LaGrippe.

Price 25c, 50c and \$1.00. Refuse All Substitutes.

BALLARD SNOW LINIMENT CO., ST. LOUIS, MO.
 Sold and Recommended by

W. G. ALDRIDGE

Sanford Machine & Garage Company

READY FOR BUSINESS

E. M. F. "30" \$1250.00 F. O. B. DETROIT.	Automobile Repairs and Accessories. Up-to-date machine tools for all kinds of gasoline engines, motors and general machine work.
Flanders "20" \$750.00 F. O. B. DETROIT.	
Speedwell \$2500.00 to \$3800.00	

AUTOS FOR HIRE

Tires Vulcanized—All Machines in our care Insured. Cor. 1st and Myrtle Ave. Phone 331



STRAWBERRIES \$450 PROFIT TO 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, then at the next point, if you buy a tract in Celery Farms Colony and we allow 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 10,000 acres at \$25.00 an acre. We wouldn't sell that much but we want 1000 settlers in the next 50 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 \$90 per acre. Total gross income on Irish production—~~and~~—\$4,000.00—~~net~~—\$3,100.00 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 owners 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 operated 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, 40 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 \$35.00 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.

Celery City, the largest town on this property, is twenty-six miles by rail from Sanford, twenty-one miles from Titusville, on the main line of the Florida East Coast road, and is bound to be a center of very great importance. Lots in the town site are sold at \$25.00 and \$30.00 each, depending on the location.

There is no land in Florida located so well for market, with splendid artesian wells, healthfulness, small cost for clearing, with such rich, black land, providing not only profit and pleasure, but the largest possible returns for industry. These farms will not last long. If you are investigating Florida, learn all about Celery Farms and then buy one of them quickly.

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 25,000 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 \$580.00 per acre of sugar cane, raising cabbage between the rows, 8,000 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 fondly 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.

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

Freight Rules and Tariff
 Charles E. Bell, of Atlanta, chief clerk in the general freight department of the Southern railway, has compiled and issued a publication that will be of the utmost value to the shipping world general. It is entitled "Everyday Freight Rules and Tariff Manual," and contains all of the principles of the interstate commerce act (commonly known as the Hepburn law), and the various rulings of the Interstate commerce commission pertaining to the proper handling of everyday freight, relating to claims, routing and misrouting, demurrage, export and import traffic, reconsigning rules and privileges, transit privileges, miscellaneous rulings pertaining to freight traffic; arrangement, application and use of freight tariffs and classifications with examples illustrating their use. All of the information is stated in precise and simple terms and is arranged in a manner easy of reference and is thoroughly indexed. When it is considered the radical changes in the present day methods of conducting transportation as compared with the former methods, and the obligations that the law has placed upon shippers, as well as upon carriers a publication of this nature is very timely. The author, Mr. Bell, is an Atlanta man and has occupied many responsible positions in the railway service in Atlanta and elsewhere and is now chief clerk in the general freight department of the Southern railway. He has had fifteen years' practical freight traffic experience. This book of "Everyday Freight Rules and Tariff Manual" has already received the highest commendation of leading railroad, industrial traffic managers and shippers throughout the country. In Atlanta it has been endorsed by the Atlanta chamber of commerce, Atlanta freight bureau and a number of leading shippers in the city. The publication was also commended by the American Association of Freight Agents at their annual meeting at Mobile in April and has already attained a large sale throughout the county.—Atlanta Journal.

Mr. Bell is well known in Sanford where his family are frequent visitors. Mrs. Bell is the daughter of Mr. and Mrs. F. A. Schumpert of this city.

Almost a Fire
 During the storm on Tuesday the lightning struck an electric wire running a show window of D. A. Caldwell & Sons' store and in a moment the trimmings were ablaze extinguished. The stock was removed from the window and the blaze extinguished before any serious damage occurred. An alarm of fire was turned in and Chief Hand responded promptly, but the services of the department were not needed. Had the fire occurred at night the store would probably have suffered a heavy loss before the fire could be controlled. Mr. Caldwell lost an elegant opportunity to have a fire sale, but states that he will inaugurate some real good sales starting the first of September and as heretofore will use The Herald.

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.

Itch Relieved at Once.
 That terrible itch disappears with the FIRST DROPS of a simple compound of oil of wintergreen, thymol and glycerine mixed in D. D. D. Prescription. This soothing, healing lotion, used externally kills the eczema germ instantly. Heretofore the D. D. D. remedy has been sold only in \$1.00 bottles; but as a special offer, any sufferer in this town who has never tried D. D. D. can now try this remedy in a special bottle at 25c. It cures the itch instantly. We KNOW this.
 L. R. Phillips & Co.

The best matting art squares in town at Miller & Son's for \$2.25. 52-1f

In the Circuit Court, Seventh Judicial Circuit, Orange County, State of Florida
 Edward Forrester
 Charles Bayrow and A. M. Timoshin vs. James A. Kirkwood
 To Charles Bayrow.
 It appears from the affidavit of Edward Forrester heretofore filed in which he deposes and says that he is the complainant in the above named cause and that the defendant, Charles Bayrow, 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 22nd day of August, 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 15th day of August, A. D. 1910.
 B. M. ROBINSON, Clerk.
 By M. A. Howard, D. C.
 Andrew Johnson, Sol. for Compl. 1-4t

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 of the 7th Judicial Circuit of the State of Florida for Orange County
 City of Sanford
 vs.
 A. C. Martin and
 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 the 8th 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 Martin's Addition of said 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 Circuit Court, Orange County. 50-4t

Notice of Application for Tax Deed Under Section 8 of Chapter 4888, Laws of Florida
 Notice is hereby given that Lulu H. Bowler, Agt. purchaser of Tax Certificate No. 324, dated the 8th day of July, A. D. 1908, has filed said certificate in my office, and has made application for tax deeds to issue in accordance with law. Said certificate embraces the following described property situated in Orange County, Florida, to-wit: No. 384, Lot 5, Bk. A, Mitchell's Levy Grant; No. 385, Lot 7, Bk. A, Mitchell's Levy Grant; No. 387, Lot 9, Bk. B, Mitchell's Levy Grant; No. 390, Lot 7, Bk. D, Mitchell's Levy Grant; No. 394, N/2 of E 20 a of Lot 88, Bk. D, Mitchell's Levy Grant. The said land being assessed at the issuance of said certificate in the name of Unknown Owner. Unless said certificate shall be redeemed according to law, tax deed will issue thereon on the 15th day of August, A. D. 1910.
 Witness my official signature and seal this the 15th day of July, A. D. 1910.
 B. M. ROBINSON, Clerk Circuit Court Orange County, Florida.
 By M. A. Howard, D. C. 48-4t

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 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 8th 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 Circuit Court, Orange County. 50-4t

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. 324, dated the 8th 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: N/2 of Bk. 9, Tier 13, Sanford.
 The said land being assessed at the date of the issuance of such certificate in the name of A. J. Thompson.
 Unless 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 the 29th day of July, A. D. 1910.
 B. M. ROBINSON, Clerk Circuit Court Orange County, Florida. 50-4t

Notice of Application for Tax Deed Under Section 8 of Chapter 4888, Laws of Florida
 Notice is hereby given that V. T. Peters of Geneva, Fla., purchaser of Tax Certificate No. 497, dated the 8th 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: N/2 of Sec. 9, Twp. 20 S., R. 82 E. The said land being assessed at the date of the issuance of such certificate in the name of D. W. Currie. Unless said certificate shall be redeemed according to law, tax deed will issue thereon on the 15th day of August, A. D. 1910.
 Witness my official signature and seal this the 15th day of July, A. D. 1910.
 B. M. ROBINSON, Clerk Circuit Court Orange County, Fla. 48-4t

Notice of Application for Tax Deed Under Section 8 of Chapter 4888, Laws of Florida
 Notice is hereby given that T. W. Lawton of Ovidio, Fla., purchaser of Tax Certificate No. 497, dated the 8th 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: Lot 4, Add. to 2nd Add. to Ovidio. The said land being assessed at the date of the issuance of such certificate in the name of Unknown. Unless said certificate shall be redeemed according to law, tax deed will issue thereon on the 23rd day of August, A. D. 1910.
 Witness my official signature and seal this the 22nd day of July, A. D. 1910.
 B. M. ROBINSON, Clerk Circuit Court, Orange County, Fla. 48-4t

In Court of County Judge, State of Florida
 In re Estate of Orange County
 Lyman Phelps
 Notice is hereby given, to all whom it may concern, that on the 8th 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 executor of the estate of Lyman Phelps, deceased; and that at the same time I will present my final accounts as executor.
 Dated Aug. 5th, A. D. 1910.
 51-6 mo
 B. F. WHITNER, Jr., Executor.

In Court of County Judge State of Florida
 In re Estate of Orange County
 Wm. Hale Bates, Dec'd
 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 executor of the estate of Wm. Hale Bates, deceased; and at the same time I will present my final accounts as executor of said estate to the court for their approval.
 Dated June 10th, A. D. 1910.
 B. F. WHITNER, Jr., Executor.
 Dec. 10.

SCHUMPERT-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 ENTERPRISE AT ENTERPRISE
 That is the way of it. The new enterprise is a new College to open at Enterprise, Florida
 September 29th, 1910
 under the Presidency of Rev. B. F. Haynes, formerly in charge of Asbury College in Kentucky.
 For full information of the unique surroundings and advantages for development of soul, mind and body. Write for free catalog to
REV. B. F. HAYNES
 President Livingston 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, President
 H. R. STEVENS, Vice-President
 H. E. TOLAR, 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

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. BARD, President
 F. P. FORSTER, Cashier
 GEO. FERRALD, Vice-Pres.
 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 Bldg

Sanford Money-Makers

WE HANDLE

Our Policy: Conservation, Reliability, Progressiveness and Courteous Treatment

Sanford Residents
You have missed a good thing if you have not seen 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.

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	330,000
1903	34,000	1909	475,000
1904	53,650		

Yearly average increase 118.3%

Volume 1

SANFORD, FLORIDA, AUGUST 19, 1910

Number 29

\$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, eventually 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.

- FOR SALE** Terms cash. We have applications for residences and business property. List your property for sale with us.
- FOR SALE** Ten 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 grounds, \$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 \$1000 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. None 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** Ten acres, five acres cleared, 3 1/4 acres tiled, one well, six

- 11 acres, five cleared, 6 fenced, 4 tiled, 5 in cultivation. All ditched and drained. One well. Four room house. 1/4 mile from leading highway. Price, \$5500. Half cash, balance on terms.
- FOR SALE** Ten acres, tiled 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 \$1000 per year.

TITLE BOND & GUARANTEE CO.

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

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 Leming 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 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 climatic conditions, cleared, broken and under cultivation, more celery land than any other section in the state, better railroad facilities, 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.

Linen 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.

P. M. ELDER, The Real Estate Man.

Orange county people passing through DeLand in their autos for a stay on the beach, complain of the condition of the DeLand-Daytona road in places, especially over toward the coast. Also, of the almost impassable condition of the road near the river, beyond Osteen. It is to be regretted that this new great inter-county highway from the Orange county line across Volusia to the Atlantic beach is not kept in better repair. It is its present bad condition. Teams and men should be kept busy improving and keeping it in repair all the time.—DeLand News.

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 successes in the history of Sanford. The ladies succeeded far beyond their greatest 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 naturedly enjoyed the occasion. 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.

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.

Married in Ocala

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 Eagles' 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 Eagles' Hall.

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

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.

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

President Taft and ex-President Roosevelt are again fellow-workers in the same political field. The threat that they might split apart has been forefore by a full explanation on one side and an unreserved acceptance on the other. The census reports are said to show that the southern states, including Missouri and Oklahoma, show a greater percentage of increase in population than the remainder of the union. Politicians will, of course, base upon this increased political strength for the south in national councils and they will be correct in this calculation. 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.

During the excitement incident to the trying of the score in the tenth inning of the base ball game between Philadelphia and Cleveland at Philadelphia on Monday Moses Nathan, aged sixty, a retired wholesale clothier, 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 Coeur 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 disparaged 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 Hatteras 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.

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.